

The Heiva Tahiti and its potential contribution to tourism development

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Could Heiva Tahiti, the 120 year-old oldest cultural festival in the Island Pacific, become a sought out tourist destination, thereby helping develop affect for the destination from the performers to benefit the local economy? But what will be the consequences on the identity and feelings of belonging of the local Indigenous community? The Heiva includes traditional only activities, entertainment, and physical exercise, music and dance. The major event takes place in the main urban area which contains more than 50% of all of the population of French Polynesia so it is closely followed by local people and its performances are generally well-attended. The paper, using a qualitative methodology, will examine whether the Heiva can place Tahiti and its Islands on the tourism map of close and distant potential visitors. Can it be used to give Tahiti an identity attractive to international visitors? On the other hand, would such a search alienate the local public? Tahiti is struggling to attract visitors on the basis of its luxurious landscapes and the liberated vixen who lives there. The image created by early explorers and Paul Gauguin has become irrelevant. Festivals or special events have sprung up in the island Pacific. The Heiva is already a community based event that lasts for 2 weeks in late June but whose governance is chaotic and its expectations ill-defined. Re-identifying Tahiti and its Islands as a 'cultural' destination might galvanise all its stakeholders (including government agencies) to cooperate so the destination responds better to visitor expectations of an expression of Polynesian culture and Tahiti and its Islands earn an income from newly increasing tourist arrivals.

Cycling Tourism for Elderly: Features and Opportunities

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The current generation of baby boomers is often characterised by a good health and economic wealth, and has time available. As a result, an increase of elderly tourists can be noted. Naturally, their physical and mental health is determinative for their practical holiday needs. Additionally, they may have specific expectations towards their transport modes, tourism activities and experience, as well as hospitality services. This study focuses on cycling tourism by elderly in Limburg, the province in the north-east of Belgium. It is a green, rural area with the cycling network as its most distinctive tourism attraction. In this province, more than 2 decades ago, a network of recreational cycling routes connected by junctions was invented and introduced, providing a user-friendly way to create customised cycling trips throughout the province. Later, this junction network was copied in several other regions. As a pioneer, Limburg keeps on investing in high-quality cycling tourism services and positive cycling experiences geared towards the target groups. Couples, travelling without children, are the main target group for the cycling tourism in Limburg and many of these couples are elderly, statistically divided into the age categories 50-64 years and 65+ years. Examples of cycling related products are a comprehensive signage; road maps and apps; bicycle rentals including electric bikes and bikes to cycle with a disabled person; charging points for electric bikes; pubs and lodging accommodation with specific services for cyclists; etc. Based on an international literature review and an extensive visitors survey in Limburg this study identifies the features of a successful (recreational) cycling holiday destination for elderly. Focus does not lie on health or medical tourism for elderly, but on elderly who are able to travel

autonomously and are looking for a rather active but recreational holiday, including (but not necessarily restricted to only) cycling. Based on the visitors survey we gain insight in the characteristics of elderly cycling in Limburg. Apart from the profile of this group, the features of their stay provide interesting information, such as the length of stay, type of lodging accommodation, their travelling companions, the activities undertaken, their spending behaviour, their level of satisfaction, etc. More generally, the key success factors in attracting elderly cycling tourists will be analysed and the opportunities, barriers and challenges related to this target group identified.

Socio-cultural aspects of cooperation in a tourist destination

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Cooperative behaviour and relationship are assumed as determinants of the successful development of tourist destinations. (Beritelli, 2011) In this context, many researches are focused on clarifying peculiarities in which individual stakeholders enter cooperative relationship, and what factors of successful cooperation dominate. Previous findings reveal that cooperative relationship can be studied from the perspective of the resource dependency theory, the strategy behaviour theory, and the transaction cost theory (Chen & Tseng, 2005). According to Baggio, Scott, and Cooper (2008) there are two necessary factors that make cooperation successful, and they are the identification of key partners with the brand, and sharing common interests. Concerning cooperative relationships Bhat and Milne (2008) mention that greater efficiency can be achieved through informal and faster communication. The success of cooperation or more precisely the destination success is also influenced by professionalism, transparency, and resource endowment (Volgger & Pechlaner, 2014). Dredge (2006) points out that insufficient responsibility, competition and poor communication negatively impact upon cooperation. Beritelli (2011) highlights the importance of informal interpersonal relationships that are not directly based on the rational choice. This verifies that trust, sympathy/understanding, and intensive mutual communication between partners have the fundamental impact on cooperative relationships. All the stated determinants are the result of long-term mutual social interactions that take place in a certain institutional environment. This environment forms attitudes and stakeholders' behaviour patterns, and as well as influences the decision-making process/ the approach to cooperative behaviour. In this regard Czernek (2013) remarks that the environment of cooperation among stakeholders varies from country to country. It is evident that contemporary researches show rich diversity of approaches and conclusions. The aim of this paper is to identify factors that influence the cooperative behaviour of stakeholders in the Czech Republic. There is a prerequisite that the transition economy deals with a range of specifics (e.g. low engagement in the civil society; limited experience in cooperation activities; lack of positive experience; sporadic activity of private sector; insufficient financial resources at the local level). The starting point of the research is in social-cultural determinants that hand in hand with the institutional environment and interpersonal relationships affect the behaviour of individual stakeholder. Within this framework, the research was realized in-depth interviews with key tourism stakeholders in two model destinations (a mountain and a spa region in the Eastern Moravia). The qualitative survey shed some light on the role of social-cultural factors such as morality, relationships to the regulations, knowledge, behaviour patterns etc. Moreover, the research discussed the linkage between the cultural attitudes, quality of institutions and the character of interpersonal relationships, including their determinants (trust, loyalty, professionalism, leaderships, transparency etc.).