

Session A2

Sustainable Urban Development and Fitness-Based Tourism - Judit Zoltan, Lorenzo Masiero and Lorenzo Succi

Wellness tourism is trendy and growing, yet also one of the oldest forms of tourism dating back to ancient Romans and Greeks (Smith & Kelly, 2006). In line with Smith and Puczko (2013), wellness tourism is a subset of health tourism and defined by the body-mind-spirit approach. Tourists participate in wellness and fitness activities with the aim to maintain and improve health and wellbeing (Voigt & Pforr, 2014). Regarding motivation, a distinction can be made between primary and secondary wellness travelers. When wellness is the primary motivation, the availability of specific facilities and services at the destination orientates travel planning. Instead, secondary wellness travelers engage occasionally in wellness activities on holiday while their main purpose of visit is different from wellness. Indeed, practicing physical activities during holiday can be the result of different motivations. Tourists' attitudes towards sport consumption at the destination is related to sport habits at home (Osti, Cicero, & Moreschini, 2018). Home habits can be maintained, amplified, or reduced on holiday, depending on the characteristics of the tourist, the specific trip and the destination. The availability and attractiveness of the infrastructure play an important role in the participation of physical activities.

This current research analyzes the role of a newly requalified urban area in motivating tourists to engage in physical activities. The study setting refers to the mature tourism destination of Rimini, Italy where the seaside road and parking area are converted into a 16 km long waterfront park stretching the entire coastline of the city. The urban requalification project addresses both mitigation and adaptation approaches of the strategic plan of the city and aims to improve the wellbeing of the citizens and tourists alike. In this context, the study investigates the tourists' use of the waterfront park and analyzes their preferences for hypothetical fitness-based products through a discrete choice experiment. Travel characteristics, motivation, and home habits are further used to profile the preferences of the tourists. The survey data was collected from both domestic and international tourists in 2022 and 2023. While the main motivation to visit the destination was related to having a beach holiday, respondents' propensity to be physically active varied greatly in the sample. The results reveal the potential for a fitness-based tourism offer that would extend the tourism season for specific segments. Finally, managerial implications for product development and destination management are derived from the discussion of the results.

Small Island Economies, Sports Tourism and Sustainable Development: The Case of Hawaii - Olivier Naria and Derek Van-Rheenen (Zoom)

Small island developing states (SIDS), with their unique natural characteristics, have adopted tourism as a main pillar of their economies (Bojanic and Lo, 2016; Pratt, 2015; Schubert et al., 2011; Seetanah, 2011). Island destinations have based their tourism development on traditional levers related to their natural assets, linked to their favorable climate, as well as extraordinary inland and coastal landscapes. Today, SIDS seek to diversify their economies so as not to rely on this limited marketing strategy of promoting sun, sea and sand.

Small island economies must confront several inherent vulnerabilities : geographic remoteness, small market size, recurring environmental impacts, limited adaptation to climate change, and overtourism. Island destinations are not short of imagination when it comes to envisioning a more robust economy, focused primarily on a more sustainable dimension of tourism development. One axis of transformation that is often overlooked in the analysis of existing development literature is the dramatic global and regional growth of sport tourism.

As the cradle of modern surfing, Hawaii is world-renowned for its aquatic-based activities that make this archipelago so attractive, highlighting its combination of natural, cultural and tourist factors. Discovered by the Polynesians between the 3rd and 7th centuries A.D., Hawaii is a multicultural U.S. state located at the crossroads of East and West in a string of islands. For over two centuries, the islands of Hawaii have welcomed international visitors in the spirit of "Aloha". Tourism permeates every aspect of Hawaii's economic, social and political life. There is currently no comparable activity outside tourism that has generated alternative levels of income and a corresponding increased standard of living for Hawaii's current population. This mature market has simultaneously developed amidst global concerns for heritage preservation and for the ecological sustainability of the small islands.

The purpose of this paper is to illustrate how sport tourism provides a potential vehicle for sustainable development, utilizing best practices learned from the Hawaiian case study. Our approach will assess the economic stakes of this economic sector, which makes a vital contribution to the island archipelago's gross domestic product. At the same time, we put into perspective the analysis of the socio-cultural and environmental costs that define the sustainability of the sports tourism sector, balancing economic growth with the United Nations' sustainable development goals (SDGs). As such, this paper offers a multi-sectoral approach to eco-territorial development, drawing on existing literature, reports and public documents from Hawaii's main sports tourism stakeholders.

Green Tourism Promotes Sustainable Development and Combats Climate Change - Mohammad Faisal Saleh, Mohammad Fazle Rabbi and Abu Jafar Md Muzahid

Green Tourism, which seeks to promote sustainable development and mitigate climate change, is a relatively novel area of study. Although it represents a significant global issue, there are only a few studies available on the topic. This study has been carried out to address this knowledge gap and explore the promotion of Green Tourism within the context of sustainable development and climate change.

Tourism is the largest and fastest-growing industry in the world, with revenues of over US\$7.6 trillion and employment opportunities for 292 million people worldwide. However, the industry's significant economic impact and surging demand have given rise to environmental issues that are significantly affecting sustainable development and climate change. The tourism industry is responsible for an estimated 11% of global greenhouse gas emissions, a figure that is predicted to double by 2050, causing ecological disasters.

Therefore, there is a high demand to explore and identify the significance of Green Tourism, particularly in developing nations where this issue is not a priority. To address the problem, emerging countries must take policy, political, industrial framework, environmental, social, and economic actions.

This study proposes a more effective and eco-friendly approach through eco-thinking activities, which can have a positive impact on sustainable development and climate change issues. If authorities can use this strategy to promote the growth of Green Tourism, it can serve as an environmentally friendly and sustainable management solution to address climate change concerns.