

Session H1

The Price Competitiveness of Latin America's Main Gastronomic Destinations - Enzo Defilippi

Peru is a tourist destination which popularity has increased steeply. One important trend perceived to influence the attractiveness of Peru as a destination is the increasing popularity of its cuisine.

Peru has won the World's Leading Culinary Destination Award in 9 of the last 10 years (World Travel Awards, 2023). A number of Peruvian restaurants, often high-end, has opened up in metropolitan cities around the world during the last couple of decades (Suntikul, 2019). Between 2018 and 2022, Peruvian restaurants occupied a third of the positions in the ranking of the 20 best restaurants in Latin America and led the ranking four times. During the same period, two Peruvian restaurants were consistently ranked among the best 20 in the world and in 2023 one of them led the ranking (The World's 50 best, 2023).

However, different surveys conducted by PromPerú show that the share of gastronomic tourists remains low compared to the total number of international visitors (Promperú, 2023). A figure that is in turn low compared to those of neighboring countries such as Chile and Argentina, that annually receive 50% more (Defilippi, 2020).

Even though properly understood and managed gastronomy can become Peru's new source of inbound tourism, there are no published articles that analyze how competitive the Peruvian gastronomic sector is or how much it contributes to the country's overall tourism competitiveness.

The objective of this research project is to contribute to filling this gap by analyzing the price competitiveness of the gastronomic sectors of the six main Latin American gastronomic destinations: Argentina, Brazil, Chile, Colombia, Mexico and Peru.

Destination competitiveness is a complex and multi-dimensional concept. Price, while important, is one of the many influential factors (Li, Song, Cao, & Wu, 2013). Competitiveness also depends on the general attractiveness of a destination (Ritchie & Crouch, 2004), its created and endowed resources (Dwyer & Kim, 2003), its distance from main markets (Tveteras & Roll, 2014), the quantity and quality of its connections (Defilippi, 2020), and the quality of its infrastructure and management (Heath, 2003). Even though it is commonly assumed that destination competitiveness is essentially linked to visitor expenditure, only when a destination is able to convert their advantageous positions into revenues can it be regarded as competitive (Ritchie & Crouch, 2004).

Assessing the price competitiveness of six Latin American gastronomic destinations requires estimating the cost of the typical bundle consumed by the typical gastronomic tourist visiting each of these countries. PPP data will be provided by the World Bank - ICP (International Comparison Program) Unit will be used to estimate the cost of these bundles in each of the six countries. These estimations, along with data regarding travel costs in 2023, will be used to estimate comparable costs of visiting these six destinations for gastronomic reasons.

In the case of Peru, weights will be obtained from “Perfil del Turista Extranjero”, a yearly survey of 6,000+ foreign tourists visiting Peru containing detailed information regarding their expenditures. If a similar bundle cannot be obtained from the five remaining countries, I will take Peru as the base destination.

Comparisons will be made from the point of view of the markets from where gastronomic tourists arrive, and both ground and travel expenditures will be considered — USA and European and Latin American countries.

It is important to note that the methodology to be used is similar to the one used by Dwyer, Forsyth, & Rao, (2000) in their seminal paper about the price competitiveness of Australia’s tourism and 18 competing destinations.

Examine the Impact of the Belt and Road Initiative on the Structure of Regional Tourism Competition and Cooperation Network - Tingting Huo, Anyu Liu, Chengyu Xiong and Yang Yang

In the context of a challenging economic environment, the international tourism market is anticipated to contract due to visitors seeking value for money and exploring neighboring areas (UNWTO, 2020a). However, the existing literature primarily discusses the quantity of international tourism markets and external influencing factors, neglecting the internal formation mechanisms. Drawing on world-system theory and network theory, the movement of visitors forms the international tourism flow network, conceptualized by the countries comprising the network and the competitive or cooperative relationships connecting them (Ahuja, Soda, and Zaheer, 2012). Understanding the structure of international tourism is essential to reveal changes in competition and cooperation relationships and indicate the directions of future international tourism layout.

Building upon the theoretical framework of the gravity model, an increasing body of research underscores that the benefits of international relations and cross-country cooperation extend beyond increased flows of goods and services to international visitor flows. Considering that the weights of linkages among countries in the regional tourism network are formed by regional visitor flows, the possible influence of national cooperation on the network structure of regional tourism can be expected. The Belt and Road Initiative, as a crucial international public good, is believed to enhance connectivity among countries along the Belt and Road (Zhou et al., 2023). From a geo-economic perspective, the initiative prompts countries to develop new geostrategic interests, potentially creating new dynamics in bilateral or multilateral ties (Li, 2020). However, limited efforts have been made to investigate the impact of the Belt and Road Initiative on both competitive and cooperative relationships among countries in the context of regional tourism.

This study aims to fill the current knowledge gap by employing the difference-in-differences (DID) method to analyze the effect of the Belt and Road Initiative on regional tourism competition and cooperation relationships in the regional tourism network. Using panel data from 39 countries in the Asia-Pacific region from 1995-2019, the study addresses the important role the Asia-Pacific region plays in the international tourism market, economic growth, and the global governance system.

The study makes two main contributions. Firstly, it complements theoretical and empirical discussions on the intersection of world-system theory and network theory by constructing and analyzing the structure and evolution of the regional tourism competition and cooperation network. Secondly, based on the theoretical framework of the gravity model, the research explicitly focuses on the relationships between regional collaboration and the competition and cooperation relationships between countries in the regional tourism network. This study timely responds to global questions of whether regional collaboration in regional tourism outweighs the risks of demand and supply shocks amid rising protectionism.

The Rise of Tourism and Gender Equality: Theory and Evidence in Developing Countries - Hongru Zhang and Yang Yang

Global gender equality has suffered significant setbacks in recent years, with previous progress disrupted by the COVID-19 pandemic and subsequent economic and geopolitical crises. Across the world, female labor force participation rates are still low: just over half of working-age women participate in the labor market. In addition, women also earn significantly less than men: On average, a woman makes 60-75 cents for every dollar a man earns, according to recent data released by the World Bank. Among the many measures to reverse this trend, including investment in human capital, medical advancements and social norms, employment in tourism can be truly useful in improving women's economic status and helping to overcome gender barriers. According to the International Labor Organization (ILO), the tourism industry serves as an entry point to employment opportunities for women, which offers incredible opportunities for gender equality.

This paper investigates the role of the growth of the tourism sector in closing the gender gap in working hours and wages in recent decades. We highlight the inter-industry components of different gender trends in various tourism destinations and propose an economic model encompassing non-tourism goods, tourism services, and home production, in which women have a comparative advantage in conducting tourism services. Driven by structural transformation to the tourism industry and marketization of home production, the rise of the tourism sector has increased 'women's relative wages and market working hours. Quantitatively, the model accounts for a significant share of the observed trends in 'women's working hours and relative wages.