

REPORT

SHORT TERM SCIENTIFIC MISSION (STSM) /MARIA JOAO FERREIRA CUSTODIO

STSM PERIOD: STARTING 6TH JANUARY UNTIL 31TH JANUARY 2014

HOSTING UNIVERSITY: UNIVERSITY OF EXETER, BUSINESS SCHOOL, EXETER

1. Purpose of STSM

The main purpose of this STSM is to study the UK market in the Algarve as a tourism destination, in terms of their consumer needs related to lifestyles and its potential to develop wellbeing tourism. The UK market is the main foreign market in the Algarve and the analysis will be important to the design of Algarve's branding strategies, in a context where tourism wellbeing is an increasingly important area of study (Garcia-Altes, 2005; Nahrstedt, 2004; Messerli&Oyama, 2004). Tourism faces changes in values and lifestyles and there is a need to understand consumer trends and to reinvent and tailor the existing products around these needs. In this context, the branding strategies of the Algarve have to include the understanding of these changes by the study of the British profile and lifestyles. This will provide important background information for further research with Professor Gareth Shaw, namely to research publications over the next few years. Exeter has a number of links with Tourism and Wellbeing both within the Business School and in the European Centre for Health and Human Environment.

The STSM provided me an important opportunity to work in this environment and therefore assist in developing my research in destination branding into a wider perspective on wellbeing within the context of Portugal and the important UK tourism market.

2. Description of the work undertaken

I travelled to Exeter on the 6th January and returned back to Portugal on 1st February 2014. Within these four weeks I stayed in Exeter working in the Business School or in the University main library.

The first week was dedicated to practical issues regarding with my stay (house, office, access to the main administrative services) and organizing and understanding the main sources of information that I will need to start writing and collecting information. I also started to develop the work plan with Gareth to clarify the ideas regarding with the subject.

During the second week I mainly worked in the office and visited the library to undertake a search as part of the desktop study. Also during the week I meet some research colleagues of the Business School and of the Business School tourism group and discuss the importance and challenges of the wellbeing sector to the tourism industry. Future ideas concerning the research projects came out of these many discussions.

Regarding the third week it was dedicated to attending some lectures on tourism marketing and destination marketing where I also made contributions. This work was also dedicated to some readings and to the research of articles linked with the subject. Work was started on a data analysis table to explore trends in the existing literature.

Finally the last week was devoted to the review of literature writing and data analysis and with meetings with professor Gareth to discuss the important journals and to submit the research undertaken. The working plan (draft) regarding future research submission was developed in these many meetings.

3. Description of any key outcomes

As a result of the STSM the first draft of an article to be submitted to the Journal of Vacation Marketing is being planned. Also the information required to develop this article is undertaken. This article will be submitted to the journal at the beginning of the summer.

In addition, a research note regarding tourism destination branding is being worked on. This is important information to the background context of the research article.

The link between the Algarve University and Exeter University Business School has been developed and some new projects could emerge in this or other connected contexts. After the discussions with the Exeter Business School tourism group and with Gareth new ideas emerged and the possibility to write new articles is established, that will be developed over the next 1-2 years. I see this as the start of a fruitful research partnership.

4. Future collaboration with host institution

The future collaboration with University of Exeter Business School will be held by the submission of articles and the development of new research projects in the area of tourism. The future collaboration at institutional level is an important insight namely with the International Centre of Territory and Tourism Research where I develop my research activities. Also the financial resources to work with joint research projects were discussed. The private sector funding may well be a strong possibility.

Faro, 30th January 2014

Maria Joao Custodio