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TABLE OF CONTENTS

PARTNER INSTITUTIONS AND ORGANIZATIONS *3*

CONFERENCE ABSTRACTS *6*

Cultural Participation and Island Resilience: Evidence from a Small Island Economy 7

From Urban Free Zones to Island Free Zones: supporting economic resilience in Italian minor islands 8

Local Voices, Sustainable Choices: Stakeholder-Led Tourist Education in Small Islands 9

Islands, Insularity And Insular Borders: The Case Of The Alhucemas Islands 10

The Impact Size of Terrorist Attacks on Tourism Demand: Empirical Findings from a Global Meta-Analysis 11

Anchoring Heritage through Sustainability: Multimodal Narratives of the Venetian Lagoon's Enogastronomic Identity 12

From Place of Longing to Consumer Backdrop: Literary Perspectives on Island Tourism in Contemporary German-Language Literature 13

The Insularity of Continental Portugal 14

The tourism development trajectory of the Lofoten and Vesterålen Islands 15

The Impacts of Terrorist Attacks on Tourism Demand: Empirical Findings from Türkiye 16

Mass Tourism, Platform-Based Accommodation and Double-Insularity: Evidence from Gozo, Malta 17

The Island Premium: A Review of the Literature 18

Counting Nights, Not Heads: Per-Night Yield as a Measurement Foundation for Island Tourism Policy. Evidence from Malta 19

Towards High-Value Tourism Development in the Federated States of Micronesia: Pohnpei as a Pilot for Institutional and Sustainable Tourism Reform 20

Insular Digital Cohesion: Islands, Multi-Level Governance and the "Do No Harm to Cohesion" Principle 21

Bridging Islands and Development: A Comparative Bibliometric and Network Analysis of Sustainable Tourism Research 22

Building Climate Resilience in Mediterranean Island Tourism Destinations: Results from a Large-Scale Survey in Croatia 23

Measuring accessibility within island 24

Film Tourism and Quality of Life: The Case of Kefalonia after the movie «Captain Corelli's Mandolin» 25

Advancing Sustainable, Year-Round Tourism in Small Islands and Archipelagos 26

Real Estate on Mediterranean Islands: A Systematic Literature Review and Implications for the Zadar Archipelago 27

Cultural sustainability in UNESCO websites 28

Analysing the Role of Artificial Intelligence in Tourism and Events: Advancing Sustainable Economic Development in Island Communities 29

Tourism Industries in Island Economies: An Industrial Ecosystem Approach to Resilience and Sustainable Transition 30

The Bouboulina Museum in Spetses as a Cultural Hub: Cultural Entrepreneurship, Local Development and Social Cohesion 31
Cultural Geomorphology On Small Ocean Volcanic Islands: El Hierro Unesco Global Geopark, Spain 32
Structural Factors and EU Regional Convergence: Analysis Using Microdata 33
Insularity Cost and the Islands' Transport Equivalent Measure in Greece 34
From Tourism Volume to Optimum Tourism: A New Policy Framework for Catalonia, the Valencian Community and the Balearic Islands 35
The challenge of sustainability in small islands: from the CNR annual Report to the interactive Portal 36
Inbound Tourism Seasonality in Two Major Italian Islands: Evidence from the Bank of Italy's Survey on International Tourism 37
A comparative approach to contemporary exodiglossic landscapes: Mediterranean islands between struggles for recognition and illocutionary assignment 38
Marketing and promoting community-based tourism in mature tourism destinations - The case of Malta and Gozo, with comparative insights from other European islands 39

AUTHOR LIST *40*

INSTITUTIONAL AFFILIATIONS *42*

Conference Abstracts

Cultural Participation and Island Resilience: Evidence from a Small Island Economy

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Abstract

Small islands are frequently characterized by a strong dependence on natural resources and nature-based tourism, making them particularly vulnerable to environmental pressures, seasonality, and external shocks. Within the context of sustainable island development, cultural activities may represent an important mechanism for economic diversification, social cohesion, and resilience. This study examines the evolution of cultural participation in a small island territory, using a longitudinal database covering attendance at cultural events over an extended period.

Drawing on time-series data, the research investigates patterns and trends in public engagement with cultural activities and explores whether cultural consumption has gained relevance within the island's socio-economic landscape. Particular attention is paid to the role of cultural events as complementary attractions that can diversify the visitor experience while simultaneously enhancing residents' quality of life and reducing pressure on natural resources.

The analysis seeks to identify structural changes in cultural participation, long-term trends, and possible relationships with broader processes of island development and socio-economic transformation. By adopting a sustainability and resilience perspective, the paper argues that investment in cultural assets and cultural programming can strengthen the adaptive capacity of island territories, contributing to more balanced development pathways that are less dependent on environmental exploitation.

The findings are expected to provide evidence for policymakers and destination managers regarding the strategic importance of culture in island economies. More broadly, the study contributes to the growing literature on island resilience by highlighting how cultural engagement can support transitions towards more diversified, sustainable, and resilient development models.

Keywords: island resilience; cultural participation; sustainable tourism; economic diversification; cultural events; island development; small island economies.

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From Urban Free Zones to Island Free Zones: supporting economic resilience in Italian minor islands

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Abstract

Italian minor islands face structural disadvantages that directly affect the viability of local businesses and the stability of island communities. Distance from major markets, higher transport costs, seasonality, a limited business base and difficulties in ensuring year-round services weaken the competitiveness of enterprises operating in these territories. Against this background, this paper proposes the introduction of Island Free Zones (IFZs) within the regulatory framework for Italian minor islands, through the adaptation and extension of the existing Urban Free Zone (UFZ) model.

Urban Free Zones are already established in the Italian legal system and provide tax and social security contribution relief to businesses located in areas affected by economic, social and employment disadvantages. Extending this instrument to minor islands would help compensate, at least in part, for the structural constraints faced by local enterprises and reduce their competitive disadvantage vis-à-vis businesses located on the mainland.

The Urban Free Zone of Lampedusa and Linosa provides a significant precedent, demonstrating that the application of such an instrument to minor island territories is already recognised within the Italian legal framework. Building on this experience, the proposal seeks to extend the same logic to other minor islands, with particular attention to micro and small enterprises that maintain year-round services, create or stabilise local employment, encourage young people to remain, strengthen local production chains and contribute to reducing the seasonality of island economies.

The measure could operate within the de minimis regime and through a predetermined financial allocation, thereby limiting its impact on public finances while directing support towards businesses that contribute most to the economic and social resilience of island communities.

Keywords: Island Free Zones; Minor Islands; Economic Resilience; Small and Medium-sized Enterprises; Island Economies.

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Local Voices, Sustainable Choices: Stakeholder-Led Tourist Education in Small Islands

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Abstract

Biodiversity on small islands is declining at an unprecedented rate, with overtourism being a major factor. Additionally, limited awareness of the ecological, economic and social values of biodiversity among locals further hinders support for conservation initiatives, making it essential to investigate how community involvement can mitigate the impacts of mass tourism.

Here, we examine whether engaging local stakeholders in environmental education activities can promote responsible tourism on small islands, using Ponza Island (western Mediterranean) as a living lab. We focus on local boatmen, who provide daily excursions to tourists. Through a targeted environmental education program and evidence-based storytelling, these operators are trained to act as biodiversity conservation ambassadors, fostering sustainability-oriented behaviours in tourists. Targeting boat operators is a cost-effective conservation strategy, which is expected to amplify the intervention's impact, as trained operators reach around 70.000 visitors yearly. A three-level methodological framework is proposed and discussed: (I) a quasi-experimental pre–post study, assessing the direct effects of the environmental education on operators' environmental knowledge and awareness; (II) a cross-sectional post-excursion survey, evaluating the intervention's effects on tourists' pro-environmental behaviours and attitudes; (III) a social media analysis of visitors' user-generated content before and after the intervention on Ponza Island, compared with a control site (Ischia Island), assessing nature connectedness, environmental stewardship, and the value attributed to nature.

Keywords: Environmental education; local stakeholders; small islands; sustainable tourism; biodiversity conservation.

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Islands, Insularity And Insular Borders: The Case Of The Alhucemas Islands

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Abstract

The Alhucemas Islands constitute one of the Spanish enclaves located in North Africa, acting as the European Union's only border in the region. This small archipelago, under Spanish sovereignty, lies off the Moroccan Mediterranean coast. Here, the elements of insularity, isolation, and the inherent difficulties of island life converge sharply with the challenges stemming from its historical status as an international and global border, where the developing world meets and clashes with the developed world. The complex relationship with Morocco has historically shaped (and continues to shape) its economic and social development.

It is precisely this history, full of difficulties, conflicts, and cooperation with the surrounding Moroccan coast, that has endowed the Alhucemas Islands with a remarkable historical, monumental, and cultural heritage. This, combined with the spectacular geophysical setting in which they are located, makes the small archipelago a "unique" location, capable of becoming a unique and successful tourist destination, as would be the case with other Spanish enclaves such as the Chafarinas Islands or the Peñón de Vélez de la Gomera.

Given its status as border-islands, a frontier particularly volatile one at present, it is essential to reflect on existing migratory pressures and border tensions with Morocco, and its territorial claims over the islands. Our objective is to find ways to improve the geopolitical relationship and cooperation between Spain (the EU) and Morocco, defusing existing border conflicts.

Keywords: Alhucemas Islands, Insularity, Border, Geopolitics, Migration Pressures, Sustainable Tourism.

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The Impact Size of Terrorist Attacks on Tourism Demand: Empirical Findings from a Global Meta-Analysis

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Abstract

According to empirical literature, it is clearly emphasized that terrorist attacks have negative impacts on tourism demand; however, it is unclear which factors determine the size of these impacts. This study investigates the relationship between terrorist attacks and tourism demand in terms of impacts size through a global meta-analysis to identify the importance of risk and security concerns on the negative impacts of terrorist attacks. It focuses on international articles published in WOS, Scopus, and other international indexes between 2000 and 2025. The meta-analysis findings indicate that terrorist attacks have negative impacts on tourism demand. In addition, attack frequency, type of terrorism, sample size, and temporal coverage emerge as the primary sources of heterogeneity in these impacts. Accordingly, frequency and severity of attacks, and attacks targeted tourism destinations significantly strengthen the adverse effect of terrorism on tourism demand due to the increased risk and security concerns. On the other hand, terrorist attacks have stronger behavioral consequences in destinations where perceptions of safety are relatively high. The findings indicate that tourists respond to perceived risk and security concerns rather than to the occurrence of terrorist attacks. In other words, persistent exposure of terrorist attacks and deeping perceptions of insecurity appear to be the main channels through which terrorism affects tourism demand. This study shows that the impacts size of terrorist attacks on tourism demand depends not only on the existence of attacks but also on their characteristics such as frequency, type, severity, and targeting. The findings are consistent with the Risk and Security Perception Approach. Therefore, in addition to combating terrorist attacks, policy makers should focus on reducing perceived risks in tourism destinations.

Keywords: Terrorist attacks, tourism demand, meta-analysis.

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Anchoring Heritage through Sustainability: Multimodal Narratives of the Venetian Lagoon's Enogastronomic Identity

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Abstract

The Venetian Lagoon's enogastronomic identity represents a crucial intersection between maritime traditions, fragile lagoon ecosystems, and the territory's cultural heritage (Calzolaio 2017). This study examines the strategies used to promote the Venetian Lagoon's food and wine traditions by contextualizing local practices within the UNESCO Intangible Cultural Heritage framework (https://ich.unesco.org/en/RL/italian-cooking-between-sustainability-and-biocultural-diversity-02093). By analyzing local enogastronomic traditions through this lens, the study investigates how traditional foodways rely on zero-waste principles, seasonal lagoon sourcing, and intergenerational transmission to foster environmental and social sustainability (Fagnoni, Schröder and Vacanti 2025). Moreover, the research investigates how public and private stakeholders exploit local food and wine traditions to build territorial resilience and advance sustainable destination management in a fragile island and coastal ecosystem.

Methodologically, the study conducts a qualitative, multimodal discourse analysis on three empirical case studies, representing, respectively, 1) institutional narratives and policy frameworks (e.g., the Interreg TESTEAT project, evaluating top-down sustainability governance; https://www.italy-croatia.eu/web/testeat); 2) sustainable enogastronomic branding through lagoon-based viticulture initiatives like Venissa on Mazzorbo and Sant'Erasmo Lagoon Islands (https://www.venissa.it/); and (3) community-led initiatives like Venezia Autentica, assessing bottom-up digital efforts to preserve authentic culinary practices (bàcari, artisanal production, etc.; https://veneziaautentica.com/) against commercialization.

Since most of these websites are either in English or in English and in Italian, a comparative analysis is performed on the verbal components. The ultimate aim is to assess how visual and verbal strategies, sustainability values, and cultural heritage narratives are tailored to local residents versus international audiences. In fact, the Venetian Lagoon and its Islands serve as a primary case study to evaluate how local governance and private stakeholders balance national as well as international promotion with heritage preservation in high-density tourism contexts. Finally, by bridging UNESCO's global framework with empirical case studies on the Venetian Lagoon, this research seeks to offer actionable insights for policy, strategic planning, and sustainable transition in island and heritage destinations.

Keywords: Enogastronomic Heritage, UNESCO Intangible Cultural Heritage, Venetian Lagoon, Sustainable Island Tourism, Territorial Resilience

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From Place of Longing to Consumer Backdrop: Literary Perspectives on Island Tourism in Contemporary German-Language Literature

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Abstract

In (German-language) literature, islands have long been conceived as places of longing and as spaces for imagining and exploring alternative forms of society. In contemporary literature, however, this topos is undergoing a transformation: the island is increasingly becoming an analytical lens through which the sociocultural and ecological implications of modern mass tourism are revealed. The planned paper examines this aesthetic shift using two contemporary novels as examples: Dörte Hansen's Zur See (To the Sea, 2022) and Thea Mengeler's Nach den Fähren (After the Ferries, 2024).

Both texts draw on the island's geographical isolation to map the complex tension between the local population and the implications of tourism. In Zur See, Hansen paints the portrait of a North Frisian island community whose traditions and way of life are gradually devalued under the pressure of tourism and degraded to a mere backdrop for consumable authenticity. Mengeler's Nach den Fähren, on the other hand, intensifies the theme through the motif of absence: Following the sudden halt in ferry service, the vacation island is left in a ghostly silence. The absence of visitors exposes the economisation of the space and leaves behind an island community trapped in the routine of its service-provider roles.

The proposed paper examines how Hansen and Mengeler represent the island setting as a literary laboratory to reflect on phenomena such as alienation, loss of identity, and the living environments reshaped by tourism. While Hansen focuses on the daily strain caused by crowds of tourists, Mengeler addresses the existential void following the collapse of the tourism industry. Contemporary literature reinterprets the island motif from a Romantic refuge to a seismograph of a leisure society, whose striving for recreation puts in question the very foundations of the places it visits.

Keywords: Island motif, Contemporary German literature, Mass tourism, Economisation of space, Identity loss.

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The Insularity of Continental Portugal

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Abstract

Portugal comprises mainland territory and two distant archipelagos: Azores and Madeira, these significant considering their territorial extent and diversity of activities.

Less acknowledged is that Portugal's European territory, predominantly continental, also encompasses more than eighty islands and islets. Many possess valuable cultural and natural heritage, which has nonetheless received comparatively limited attention.

The interpretation of the Portuguese context requires critical engagement with the concepts of insularity and islandness.

Commonly, insularity refers to the character of a group of islands, shaped by their identity and inherent geographical, cultural and economic complementarities, which distinguish them from a continental identity. The geographical islands fragmentation defines the complex unity of insularity.

If insularity is a geographic concept that defines the island entity as an extension of land surrounded by water, islandness concept leads to considerations that, together with the size of the land, consider psychological aspects as feelings, individual perspectives and representations of its inhabitants.

Rather than isolation, the small island favours feelings of disruption that make dream those who search for it as well as the unhapiness of isolation by those who live on it. Islandness is an archetype of a phenomenological aspect integrated in the island's symbolism, fundamental for tourism marketing.

The desire for an island stems from the correlation between the ideas of locality and humanity found within it in opposition to flaws and routines of civilization.

Examples of continental Portuguese islands:

- Berlengas Archipelago: Berlenga Grande, 104 hectares of land, home to around 100 plant species and São João Baptista Fort.
- Insua: a 17th century Fort, previously occupied by friars and now by the Portuguese Army; one of the three maritime islands with a freshwater well.
- Pessegueiro: a 17th century fortress; shelter for endangered birds.
- Armona: 3.90 km2 of area and 53 inhabitants; sanctuary for endangered animals.

Keywords*:* islandness; insularity; continental; heritage; isolation.

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The tourism development trajectory of the Lofoten and Vesterålen Islands

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Abstract

The vast majority of destination development models that focus on island tourism in Europe originate from the classic Mediterranean region, generally describing growth as a linear process. In contrast, peripheral, cooler-climate destinations have gained global prominence over the past decade, enabling them to proactively prepare for the challenges faced by traditional spots. The "coolcation" trend results in a development dynamic that fundamentally diverges from southern patterns. In northern Norway, the Lofoten and Vesterålen Islands represent a striking example of this international tourism boom, yet in-depth research into these ongoing processes is only just beginning.

This study critically analyses tourism on these islands, focusing on characteristics that demonstrate that the region follows a development trajectory fundamentally different from Mediterranean island models. The research applies a mixed-methods approach covering tourism expansion over the past decade. Quantitative analysis utilises data from Statistics Norway and local providers, while qualitative analysis comprises a content analysis of regional strategies, action plans, and specific management measures. This approach identifies key correlations without requiring comparative empirical measurements.

Results confirm that tourism development here follows a completely different pattern. Demand is driven by the coolcation phenomenon, active tourism, pristine wild landscapes, and visual appeal amplified by global social media. The sudden surge in visitor numbers creates acute summer seasonal peaks, putting critical pressure on fragile ecosystems and low-capacity infrastructure. Consequently, local tourism management responses no longer focus on capacity expansion, but rather on limiting growth and strictly controlling visitor flows.

The main conclusion is that these islands face a unique development trajectory. Despite rapid growth in tourist arrivals, further expansion is unsustainable due to environmental constraints, and Norwegian society is unwilling to sacrifice environmental values to increase tourism revenues. The study contributes to island tourism typologies, proving that peripheral, cool-climate islands require an independent theoretical framework in international tourism science.

Keywords: Norway, cold-water tourism, sustainable tourism, coolcation, visitor management

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The Impacts of Terrorist Attacks on Tourism Demand: Empirical Findings from Türkiye

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Abstract

The abandonment or postponement of tourism decisions of economic agents caused by terrorist attacks damages economy indirectly. Accordingly, the gap between potential and actual tourism revenue gap is one of the main indirect cost of terrorism in Türkiye due to the ongoing terrorism problem. However, it exhibits regional patterns while terrorism is a national security issue in Türkiye. In other words, 74 percent of terrorist attacks took place in the east and southeast of the country especially in the last 20 years. On the other hand, most of the well-known tourism destinations are located in the west of the country. Considering that the perception of fear generated by terrorist attacks is more significant than the attacks themselves, it is theoretically possible for terrorist attacks in the east of the country to negatively affect tourism demand for the west. Therefore, the indirect impacts of terrorist attacks on economy with tourism channel must be investigated for establishment of more effective tourism policies in Türkiye. Accordingly, in the study, System GMM Panel Model including terrorist attacks variable weighted by a spatial matrix. The findings of the Model covering Türkiye's 81 provinces and 2005-2020 period indicate that terrorist attacks hinders tourism demand. In other words, terrorist attacks have statistically significant negative impacts on tourism demand. However, these distorting impacts are limited solely to the provinces where terrorist attacks occur. In other words, terrorist attacks in a province do not a statistically significant negative impact on tourism demand of neighboring provinces. Accordingly, it is necessary to develop tourism management policies-specifically addressing the issue of terrorism-for tourism destinations across the 17 provinces located in east of the country where terrorism is at a critical level rather than focusing on destinations in western Türkiye. Firstly, the atmosphere of fear created by terrorist attacks must be eliminated. Afterward, infrastructure investments and collaborations that create a complementary effect between tourism destinations in the west and the east can be implemented.

Keywords: Terrorist attacks, tourism demand, system-gmm panel data analysis

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Mass Tourism, Platform-Based Accommodation and Double-Insularity: Evidence from Gozo, Malta

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Abstract

Malta has developed into a high-intensity European tourism destination, receiving more than four million tourists in 2025. Yet tourism growth is distributed unevenly across the Maltese archipelago. Gozo, Malta's smaller and more peripheral island, combines substantially lower overnight tourism volumes with a distinctive accommodation structure dominated by private and self-catering establishments. This paper examines whether such double-insularity - the condition of a peripheral island situated within an already insular state - generates systematically different outcomes in platform-based accommodation markets. Using a unique quarterly panel of Airbnb listings covering Malta and Gozo from 2022Q3 to 2025Q3, the study analyses regional differences in pricing, perceived quality and listing survival. The empirical strategy combines listing fixed-effects regressions, correlated random-effects (Mundlak) estimation, propensity score matching and survival analysis. This enables regional effects to be distinguished from differences in property characteristics, availability, seasonality and time-invariant listing heterogeneity.

The results reveal a distinctive Gozitan market segment. Once compositional differences and listing heterogeneity are accounted for, there is no robust intrinsic Gozo price premium or discount. In contrast, Gozo exhibits a highly robust guest-rating premium of approximately 0.13-0.14 points, independently confirmed by correlated random-effects and propensity score matching. Survival analysis additionally shows that Gozo listings have an approximately 18.5% lower exit hazard than comparable listings in Malta. The findings suggest that digital platforms do not necessarily eliminate the economic effects of geographic peripherality. Instead, double-insularity can support differentiated tourism sub-markets characterised by higher perceived quality and greater listing persistence, with implications for destination management and geographically differentiated short-term rental policy.

Keywords: Mass tourism; platform-based accommodation; double-insularity; Airbnb; island tourism.

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The Island Premium: A Review of the Literature

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Abstract

Island destinations have geographical features and governance systems that can support price premiums. On the supply side, limited space, physical boundaries and restricted accessibility limit tourism infrastructures and their availability. This caps the number of visitors an island can accommodate and, for some destinations, makes a low-volume, high-value model -such as luxury tourism- more viable. On the demand side, many tourists seek exclusive experiences, untouched scenery and a sense of authenticity, and they may be willing to pay more for destinations that offer them.

This study explores the geographical and governance factors behind the 'island premium' effect and their influence on tourists' behavior. Through a review of the literature, this study examines how the characteristics of islands shape tourism experience, and how limits on supply and access affect tourists´ willingness to pay. Furthermore, this study looks at how exclusivity is created and perceived, and how destination positioning turns scarcity into a premium offer. To explore this topic, the review combines two strands of literature: on the supply side, how geographical characteristics, limits on access and positioning shape the destination offer; on the demand side, how tourists value exclusivity and what they are willing to pay for it.

By bringing these strands of literature together, the review identifies the main mechanisms behind the 'island premium' and clarifies how scarcity, exclusivity and luxury are connected in island destinations. The paper concludes with directions for future research on pricing and luxury positioning in island tourism.

Keywords: island tourism, premium price, luxury, exclusivity, destination positioning

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Counting Nights, Not Heads: Per-Night Yield as a Measurement Foundation for Island Tourism Policy. Evidence from Malta

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Abstract

Island tourism policy is steered by a handful of headline indicators, and the choice of indicator shapes what policymakers see, reward and pursue. This paper argues that per-capita visitor expenditure, the metric most commonly reported for island destinations, is a structurally misleading guide to economic yield, and that its use creates a feedback loop biasing policy towards volume precisely when small islands face binding carrying-capacity constraints.

Starting from the expenditure identity (total spend = arrivals × length of stay × spend per night), the paper shows that per-capita spend conflates yield with stay duration. Drawing on Maltese data from the National Statistics Office, the Central Bank of Malta and industry sources, it identifies four measurement failures in headline averages: normalisation, whereby shorter stays masquerade as lower value; composition, whereby shifts in source-market mix generate Simpson's paradox in aggregates; deflation, whereby general HICP understates tourism-specific price growth; and leakage, whereby air fares, roughly a quarter of reported spend, accrue largely outside the island economy. Correcting for these, a reported 1.8% fall in per-capita spend in early 2026 becomes a 3.9% nominal rise in spend per night, and a positive real gain.

Situating these findings within the yield literature, from economic yield taxonomies to multidimensional sustainable-yield frameworks, the paper proposes per-night, leakage-adjusted, tourism-deflated yield by source market as the core metric for island destination management. For small islands, where land, infrastructure and community tolerance are the scarce factors, the policy question is not how to grow visitor numbers but how to maximise local value per unit of pressure. The paper concludes with a proposed indicator set and draws implications for Tourism Satellite Account practice, seasonality management and comparative island benchmarking across the EU.

Keywords: Tourism yield; island economies; per-night expenditure; measurement bias; destination management.

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Towards High-Value Tourism Development in the Federated States of Micronesia: Pohnpei as a Pilot for Institutional and Sustainable Tourism Reform

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Abstract

Although tourism has long been identified as a key driver of sustainable economic growth in the Federated States of Micronesia (FSM), persistent structural challenges, namely geographic isolation, high transit costs, inadequate infrastructure and complex customary land tenure, continue to restrict the sector's contribution to national development.

This policy paper examines why a strategic move away from tourism models that depend on visitor volume and toward high-yield, lower-density options is justified. The proposed framework prioritizes per-visitor spending, longer stays and keeping value within the domestic economy over raw arrival figures, reducing foreign economic leakage while staying within what local infrastructure and the environment can support.

FSM's Pohnpei State acts as the pilot site for this approach, drawing on its administrative

strengths and key assets, including the UNESCO World Heritage site of Nan Madol, to test integrated destination management, decentralized utility solutions, community-led land access models and digital marketing systems.

Backed by a thorough monitoring and evaluation framework, this phased strategy offers a policy template that could be adapted for the rest of FSM, furthering sustainable economic diversification and retaining local revenue across the Federation.

Keywords: High-value tourism; Sustainable tourism; Small Island Developing States (SIDS); Federated States of Micronesia (FSM); Pohnpei.

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Insular Digital Cohesion: Islands, Multi-Level Governance and the "Do No Harm to Cohesion" Principle

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Abstract

Islands are where the European promise of cohesion is most directly tested by geography. Article 174 TFEU singles out island regions for particular attention, while Constitutional Law No. 2/2022 reintroduced insularity into Article 119 of the Italian Constitution, committing the Republic to remove the disadvantages it generates. Both provisions, however, largely retain a programmatic character: their effectiveness depends on how resources, competences and responsibilities are allocated across levels of government, as confirmed by the first judgment of the Italian Constitutional Court on the new clause (No. 95/2024).

Digital connectivity has become a decisive terrain for insular cohesion. Broadband networks, digital public services and data infrastructures can mitigate physical remoteness more rapidly than transport links, provided that public investment reaches markets unattractive to private operators, as in minor islands such as Pantelleria.

Adopting a public law and multi-level governance perspective, the contribution examines three developments: (i) the "Do No Harm to Cohesion" (DNHC) principle, introduced in the Eighth Cohesion Report and developed in the Ninth, and its capacity to constrain sectoral policies with uneven territorial effects; (ii) the recentralising trend stemming from the Recovery and Resilience Facility and from the Commission's proposal for National and Regional Partnership Plans in the post-2027 framework; (iii) the implementation of the Italian insularity clause through state legislation, with specific attention to Sicily.

Absent enforceable allocation and impact-assessment criteria, insularity risks being diluted into a generic category of territorial disadvantage. A joint reading of DNHC and Article 119(6) of the Italian Constitution is therefore proposed as the basis for an "insularity proofing" duty binding EU, national and regional authorities in the design of digital and cohesion investments. The conclusions outline its practical operation, offering policymakers a legal yardstick to assess whether digital transition strategies reduce or reproduce island disadvantages.

Keywords: Insularity; Digital cohesion; Multi-level governance; Do No Harm to Cohesion; Cohesion policy

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Bridging Islands and Development: A Comparative Bibliometric and Network Analysis of Sustainable Tourism Research

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Abstract

Islands are a good places for examining the tensions between tourism, sustainability, and economic development. Their ecological vulnerability (Shang et al., 2025), limited resources (Mazzola et al., 2022), dependence on external markets (Mazzola et al., 2022), and distinctive socio-cultural systems (del Río-Rama et al., 2020) make them laboratories for assessing whether tourism-led growth can generate resilient and balanced development. This study investigates how knowledge on sustainable island tourism connects with the literature section on tourism and economic development. Moving beyond parallel descriptions of scientific production, it adopts a comparative bibliometric and network-analytic design to identify the thematic, social, and geographical structures of the two research domains. Two bibliographic corpora are constructed using equivalent search, screening, and data procedures. Performance analysis maps publication trends, influential sources, institutions, countries, and documents. Science mapping combines keyword analysis, co-citation, bibliographic and co-authorship analyses to reconstruct the conceptual foundations and collaboration patterns of each domain. Density, modularity, centralization, clustering and connectivity are compared, while betweenness centrality identifies authors, publications, and concepts connecting otherwise separated communities. Cross-domain overlap is assessed through shared references, keywords, journals, authors, and citation flows. A temporal and geographical analysis further examines the evolution of these connections and the position of island-based institutions within global knowledge networks. The study develops an integrative framework distinguishing research that privileges economic growth, multidimensional sustainability, or their substantive convergence. It assesses whether island sustainability scholarship informs tourism-development debates or remains confined within specialized intellectual and geographical silos. The paper contributes to critical tourism scholarship and tries to integrate economic outcomes with ecological limits, community well-being, governance and resilience in island destinations. The results offer policymakers and researchers a basis for improving interdisciplinary approaches to sustainable tourism development at the island level.

Keywords: sustainable tourism; island destinations; economic development; bibliometric analysis; network analysis; knowledge networks.

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Building Climate Resilience in Mediterranean Island Tourism Destinations: Results from a Large-Scale Survey in Croatia

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Abstract

Tourism development in Croatia is predominantly concentrated in the country's coastal areas, particularly on its islands. With more than 1,200 islands and islets, and the second most indented coastline in Europe, this area is highly attractive for tourism development but, in the contemporary context, is also highly sensitive to climate conditions. Climate change has long been recognised as a factor that can affect key environmental components of tourism destinations and potentially have far-reaching consequences for tourism-dependent economies (e.g. Uyarra et al., 2005). However, islands share a set of characteristics and challenges that distinguish them from mainland areas, such as the production and supply of energy, water and food, as well as transport and waste management, leading to a general consensus that island regions are highly vulnerable to the impacts of climate change (Wolf et al., 2024). Unlike most of the literature on island tourism, which focuses on destinations reliant on air travel, this study examines climate change adaptation in an archipelago that relies primarily on maritime and land-based transport (ferries, cars, buses). The primary research in this study was conducted using a survey questionnaire administered to a representative sample of local and regional tourist boards. The findings provide specific insight into the challenges facing islands along the Croatian coast as a result of climate change. Given that research on climate change on Croatian islands is scarce, with rare exceptions (e.g. Zovko et al., 2025; 2026), this paper offers a comprehensive account of how tourism destination management perceives future climate threats and the extent to which they anticipate and plan specific actions aimed at strengthening the long-term climate resilience of Croatian islands.

Keywords: climate change, resilience, adaptation, islands, Croatia

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Measuring accessibility within island

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Abstract

This paper explores the dynamics of marginality and geographic peripherality at the island level, focusing on accessibility within Italy's two largest islands, Sicily and Sardinia, and exploring their internal variability. It assesses spatial inequalities faced by populations in the islands' inner areas by leveraging the SNAI (National Strategy for Inner Areas) classification and analyzing travel times from municipalities (Local Administrative Units—LAU) to major cities, key urban centers providing essential services, and primary transport infrastructure. Travel times, measured in minutes, are derived using GIS tools and reflect the TomTom road network data. Results show that internal travel times are particularly long on both islands and highlight that insularity is not a homogeneous concept but instead exhibits significant within-island differences. In Sardinia, the eastern part is the most disadvantaged, while in Sicily, the disadvantage is more dispersed, affecting multiple areas. The findings offer valuable insights into the challenges of insularity and contribute to discussions on regional development, spatial equity, and policy strategies to improve accessibility for island communities.

JEL Classification: H54, O18, R41.

Keywords: Accessibility; Travel times; Infrastructure; Islands; Insularity; Italy.

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Film Tourism and Quality of Life: The Case of Kefalonia after the movie «Captain Corelli's Mandolin»

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Abstract

This article examines the relationship between film tourism and quality of life, through the case study of Kefalonia after the screening of the movie Captain Corelli's Mandolin (2001). The research focuses on how an international film production can influence the tourist image of a destination, the local economy, and the social living conditions of the residents. Based on primary data from a questionnaire of 100 residents, as well as secondary literature, it is found that the film contributed significantly to increasing Kefalonia's recognition and boosting tourist traffic. The development of tourism led to the creation of new jobs, increased business activity, and general economic reinforcement of the region. However, the results also highlight negative impacts, such as pressure on infrastructure, increased cost of living, and concerns about the sustainability of tourism development. The quality of life of the residents appears improved mainly on an economic level, but is affected by the social and environmental burdens that accompany mass tourism. In conclusion, the case of Kefalonia demonstrates that film tourism can act as a powerful lever of local development and international promotion, but it also requires strategic planning to ensure a balance between economic development and the quality of life of the residents.

Keywords: Film Tourism, Quality of Life, Kefalonia, Captain Corelli's Mandolin, Local Development, Tourism Impact.

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Advancing Sustainable, Year-Round Tourism in Small Islands and Archipelagos

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Abstract

Small islands, particularly within archipelagos, urgently need to adopt sustainable tourism practices to counter overtourism and undertourism, which threaten both environments and local communities. To mitigate these impacts, especially those related to seasonality, destinations must diversify during off-season periods, including winter tourism.

After the COVID-19 health emergency, "destination safety" has become a cornerstone of sustainable tourism. Social distancing and sustainability-oriented behaviours, once crisis responses, now align with long-term strategies. Digital crowd management tools support controlled tourist flows, shifting interest to remote and less crowded locations, which is naturally beneficial for small islands.

The small islands and archipelagos, with a mild climate all year round, can promote winter tourism by introducing innovative and sustainable events and niche offers. Food and wine tourism, eco-tourism, can respond to the growing demand of travellers: almost half of tourists in recent years have chosen destinations for experiences.

This integrated strategy, characterised by diversified and seasonal extension, heritage-oriented content and sustainable innovation, can position small islands and archipelagos as European leaders in resilient and sustainable tourism throughout the year.

Keywords: tourism economics, overtourism, undertourism, Sicily Island,

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Real Estate on Mediterranean Islands: A Systematic Literature Review and Implications for the Zadar Archipelago

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Abstract

Islands are highly sensitive to contemporary real estate market change, owing to their limited space, strong tourist demand and rising population mobility. Through a systematic review of the Web of Science and Scopus databases, reported following PRISMA 2020 guidelines, this paper identifies the main themes, methodological approaches and geographical patterns in real estate market research on Mediterranean islands and comparable Atlantic island areas, and positions future research relevant to the islands of the Zadar Archipelago based on the gaps identified. Searching for key terms related to the real estate market, second homes, short-term rentals and housing affordability, combined with terms denoting islands, archipelagos and the Mediterranean area, identified 111 records for screening in Croatian and English. Screening and relevance assessment followed predefined inclusion and exclusion criteria to ensure transparency, yielding a final sample of 66 papers published between 2005 and 2026, with a marked increase after 2018. The literature clusters around several themes: the phenomenon of second homes; the spread of short-term rentals, the rent gap, touristification and gentrification; housing dispossession, evictions and the financialization of housing; hedonic modelling of real estate price determinants; in-migration and lifestyle migration as demand drivers; and the expansion of built-up areas and the resulting environmental pressure. The geographical corpus is heavily concentrated on the Balearic and Canary Islands and the Greek islands, while the Croatian islands, including the Zadar Archipelago, are represented mainly by older, descriptive geographical studies, with an almost complete absence of econometric and non-market valuation approaches. The paper concludes that existing knowledge offers a solid conceptual and methodological framework, while also opening space for new empirical research on the real estate market, housing affordability and the valuation of island-space attributes in the Zadar islands, thereby contributing to the wider debate on development policy and island resilience in transition.

Keywords: real estate market; islands; second homes and short-term rental; systematic literature review; Zadar Archipelago.

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Cultural sustainability in UNESCO websites

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Abstract

The study focuses on the concept of Cultural Sustainability as it is conveyed in UNESCO websites through the use of tourism discourse, i.e. specialised promotional language in the tourist field.

As is widely known, the main aim of UNESCO world heritage is to protect and preserve relevant cultural and natural sites worldwide. By imposing management rules, limitations and protection policies, these sites need coordination and support from local governments and authorities to pursue their primary goals.

Although UNESCO websites are not specifically built as promotional material, the literature demonstrates a positive correlation between UNESCO World Heritage Sites and tourism (Buckley 2002; Mondini, Re 2012; Patuelli, Mussoni, Candela 2012; Frey, Pamini, Steiner 2013; Cuccia, Guccio, Rizzo 2014, Pagano, 2021).

The tourism discourse analysis applied to a selected number of Sicilian and Maltese UNESCO websites highlights the differences in their online communication when conveying the concept of Cultural Sustainability and the consequent influence on Tourist Destination Image formation.

A combined methodological approach, both qualitative and quantitative, is adopted. Specifically, the Corpus Linguistics approach (Brezina & McEnery, 2022) is privileged to extract quantitative data; a qualitative analysis is derived from the data interpreted from a linguistic perspective through tourism discourse analysis (Dann, 1996; Gotti, 2006; Maci, 2020; Manca, 2016).

Findings show that the only common feature between the two sub-corpora of websites concerns the fact that heritage protection is strongly supported and pursued in terms of law, according to UNESCO requirements.

However, from the quantitative and qualitative analyses it emerges that the two sub-corpora of websites actually convey a different concept of Cultural Sustainability and, consequently, a different Tourist Destination Image to potential tourists.

Results could also contribute to a further reflection on tourism discourse used for institutional communication.

Keywords: UNESCO World Heritage; Cultural Sustainability; web communication; corpus linguistics; discourse analysis.

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Analysing the Role of Artificial Intelligence in Tourism and Events: Advancing Sustainable Economic Development in Island Communities

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Abstract

This paper examines how artificial intelligence (AI) is increasingly transforming tourism and events by reshaping visitor experiences, destination management, marketing, business operations, and decision-making. For island communities, these technologies offer particular opportunities to strengthen local economies, support small and micro-enterprises, stimulate entrepreneurship, and improve the capacity of destinations to respond to changing visitor demands. Local restaurants, transport providers, artisans, craftspeople, accommodation providers, and food vendors can potentially benefit from AI-enabled marketing, digital platforms, personalised services, demand forecasting, and more efficient resource management, creating opportunities for increased income, employment, and improved local livelihoods.

Raj and Griffin (2015) emphasise the importance of tourism management in understanding the economic, social and cultural dimensions of destination development. Building on this perspective, the application of artificial intelligence (AI) in tourism and events offers new opportunities for destinations to enhance visitor experiences, improve operational efficiency, support local businesses and strengthen sustainable economic development.

This paper further explores how artificial intelligence can contribute to sustainable tourism and events and support inclusive economic development in island communities. It examines the opportunities and challenges associated with AI adoption, with particular attention to entrepreneurship, local business development, employment, destination competitiveness, resource efficiency, and community wellbeing. The effective integration of AI with sustainable tourism and event strategies can provide island destinations with new opportunities to strengthen economic resilience, enhance visitor experiences, support local enterprises, and develop long-term destination legacies. (Mair and Smith, 2021; Raj and Musgrave, 2009).

This paper explores the adoption of sustainable practices to drive economic growth in island communities**,** with particular focus on the shaping policies that enhance the reputation of the tourism and events industry while fostering long-term positive impacts for local communities.

Keywords: Tourism And Events, Island, AI Adoption, Digital Platforms, Island Communities

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Tourism Industries in Island Economies: An Industrial Ecosystem Approach to Resilience and Sustainable Transition

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Abstract

Island tourism is frequently analysed through demand indicators, accommodation capacity and visitor expenditure. This perspective, however, may obscure the complex network of industries that jointly produce the tourism experience and determine how economic value is distributed within island territories. This paper conceptualises tourism industries as an industrial ecosystem and investigates how their intersectoral structure can influence resilience and sustainable transition in island economies.

Building on the European industrial ecosystem approach and previous research on tourism specialisation, the study develops an island-sensitive framework combining Tourism Satellite Accounts, symmetric input-output tables and network analysis. The empirical application focuses on Sicily, using the latest available statistical data and national and European benchmarks to identify the backward and forward linkages connecting accommodation, transport, agri-food, retail, cultural and creative industries, digital services and the social economy.

The analysis addresses three questions: which industries generate the strongest economic spillovers; where sectoral dependencies increase vulnerability to external shocks, seasonality and supply constraints; and which cross-sectoral relationships offer the greatest opportunities for diversification and the green and digital transition. By distinguishing between activities that mainly serve tourism consumption and those that retain value locally, the study highlights the role of SMEs, local supply chains, and year-round employment.

The paper contributes to the debate on islands in transition by interpreting resilience as a property of the entire tourism production network rather than solely of individual enterprises or destinations. The proposed framework provides policymakers with a tool to identify strategic interdependencies, coordinate investments, and design integrated industrial and tourism policies for sustainable island development.

Keywords: island economies; tourism industrial ecosystems; resilience; sustainable transition; input-output analysis.

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The Bouboulina Museum in Spetses as a Cultural Hub: Cultural Entrepreneurship, Local Development and Social Cohesion

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Abstract

This study examines the Bouboulina Museum in Spetses as a place-based cultural institution and explores its contribution to cultural heritage preservation, education, tourism, local entrepreneurship, and sustainable local development. Particular emphasis is placed on the perceptions of local residents, whose views are especially relevant in small island communities where cultural heritage, tourism activity, and local economic life are closely interconnected. The research is based on a quantitative survey of 94 residents of Spetses, conducted between June and August 2024 using a structured questionnaire. The analysis addresses three main dimensions: the Museum's cultural, historical and educational contribution; its perceived influence on tourism and local entrepreneurship; and its capacity to strengthen its role as a local cultural hub through accessibility, digital technologies and institutional partnerships. The findings demonstrate a particularly strong recognition of the Museum's cultural role. Specifically, 83% of respondents consider it a very important cultural resource, 91.5% believe that it enhances visitors' understanding of Greek history, and 96.8% acknowledge its contribution to the preservation of local cultural heritage. In addition, 88.3% believe that the Museum contributes, or could contribute, to attracting tourists to Spetses, while 45.7% perceive a strong contribution to local entrepreneurship. At the same time, the results reveal scope for improvement in accessibility and the use of modern technologies, whereas collaboration with schools and universities receives particularly strong support. Overall, the findings suggest that the Bouboulina Museum functions not merely as a site of historical memory, but as a multidimensional cultural institution capable of supporting cultural participation, tourism diversification, local entrepreneurial activity and the sustainable development of a small island destination. The study contributes to the literature by highlighting these interrelated functions from the perspective of the local community itself, while also identifying practical areas in which the Museum could further strengthen its role as a cultural hub.

Keywords: cultural entrepreneurship, local development, museum tourism.

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Cultural Geomorphology On Small Ocean Volcanic Islands: El Hierro Unesco Global Geopark, Spain

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Abstract

El Hierro is the smallest, youngest and westernmost of the Canary Islands (Spain). Its volcanic relief is structured by the Tiñor and El Golfo–Las Playas edifices and rift volcanism. More than 58% of the island is protected; it was designated a Biosphere Reserve in 2000 and a UNESCO Global Geopark in 2014. This study analyses the relationships between the Geopark's geoheritage and the island's cultural heritage within the framework of cultural geomorphology, and examines how these connections can support geotourism by enhancing existing routes and identifying possibilities for new thematic itineraries. Materials and methods include a literature review of El Hierro's natural and cultural heritage and existing geotourism routes (Dóniz-Páez & Pérez, 2023; Dóniz-Páez, 2025; Beltrán-Yanes et al., 2025), analysis of topographic, geological and geomorphological maps, and fieldwork. The island's main volcanic, erosional and sedimentary landforms were identified and cross-referenced with archaeological sites, settlements, traditional architecture, agricultural terraces, livestock shelters, water-harvesting systems, salt pans and historic paths. The analysis also considered intangible heritage associated with the Bajada de la Virgen de los Reyes and contemporary audiovisual representations of the island. Results reveal clear relationships between volcanic landforms, archaeological remains, traditional land uses, settlement patterns and cultural practices. Existing georoutes already incorporate some of these connections, whereas others remain only partially represented. Rather than presenting fully designed routes, the study identifies thematic associations among landforms, cultural assets and local practices that could complement existing georoutes or inform future itineraries. By diversifying tourism products and directing visitors towards locally rooted assets and practices, such itineraries may support local services, distribute visitation beyond established attractions and reinforce heritage stewardship.

Keywords: Volcanoes, El Hierro Geopark, Cultural geomorphology, Local development, Cultural heritage, Geographical heritage

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Structural Factors and EU Regional Convergence: Analysis Using Microdata

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Abstract

The issue of productivity convergence across regions, both between and within countries, is crucial for European cohesion and competitiveness. In this paper, we provide new empirical evidence on regional convergence among European NUTS-2 regions, with use of the CompNet microdata for the period 2010–2019. First, we demonstrate the existence of σ-convergence and unconditional β-convergence, whereby the initially poorer regions grew faster than the richer ones, thereby narrowing part of the productivity gap relative to the European average. We also indicate that between-country convergence is essentially a phenomenon driven by the Central and Eastern European (CEE) regions during the study period, since the Western European regions are no longer catching up to the European average. Next, we extend the analysis to the conditional β-convergence by controlling for key regional structural characteristics. Specifically, we investigate potential drivers of regional productivity growth—such as market power and business dynamism (job reallocation)—and their role in catching up to the European average. Additionally, we examine the role of remoteness from main economic markets (or peripherality, the inverse of market access) in the productivity convergence process. In this framework, specific reference is made to whether the physical disconnection or geographical isolation of island regions affects the regional catch-up process. The findings underscore the need for more spatially targeted, evidence-based policies—compared to space-blind ones—to expedite convergence and reduce productivity inequalities across regions. They also highlight the importance of using microdata to account for structural factors when measuring regional productivity disparities. Lastly, place-based policies addressing the physical disconnection and geographic isolation of island regions can help expedite the catch-up process.

Keywords: Regional convergence, productivity, market power, business dynamics, remoteness, microdata.

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Insularity Cost and the Islands' Transport Equivalent Measure in Greece

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Abstract

Firms in island regions are typically subject to higher operating costs and lower productivity, compared to firms of similar type (by size and sector) operating on the mainland. This study describes the various dimensions of the cost of insularity in the Greek islands, emphasising transport costs and related policies, especially the implementation of the Islands' Transport Equivalent (ITE) measure. It employs a unique dataset of processed responses to a questionnaire known as the Island Entrepreneurship Barometer, which was initiated by the General Secretariat of the Aegean and Insular Policy of the Greek government and completed by 921 firms located across 55 islands in 2026. The results are supported by the processing of data originating from the ITE platform. Through this platform, beneficiary firms have provided information about their own characteristics and 1,026,469 shipments of goods they import and export. The findings stress the limited use and benefits derived from the ITE measure. Furthermore, they can help us identify critical factors underlying the sustainability, competitiveness, and resilience of firms operating in island regions. They also underscore the need to design a more comprehensive strategy to account for various dimensions of the costs of islandness, relying on place-based and evidence-informed policies using both objective and subjective data at the disaggregate level.

Keywords: Islandness, Transport Equivalent, Barometer, Entrepreneurship, Microdata.

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From Tourism Volume to Optimum Tourism: A New Policy Framework for Catalonia, the Valencian Community and the Balearic Islands

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Abstract

Mediterranean tourism has experienced sustained growth over recent decades, generating significant economic, social, and environmental benefits, but also increasing environmental pressures, infrastructure congestion, seasonality, housing tensions, and conflicts between visitors and residents. These effects call into question the traditional assessment of tourism success through quantitative indicators such as arrivals, overnight stays, occupancy rates, and total expenditure.

This article proposes Optimum Tourism as a conceptual and methodological framework for moving from the maximization of tourism volume towards the optimization of the value generated for the territory. Building on the literature on carrying capacity, Limits of Acceptable Change (LAC), overtourism, tourism degrowth, optimal visitor numbers, efficient tourism flows, and high-quality tourism, the article argues that the relevant question for tourism policy is no longer simply how many tourists a destination can accommodate, but what configuration of tourism generates the greatest net territorial value.

The framework examines which combination of volume, composition, time and territory generates greater benefits for the destination while reducing its economic, social and environmental costs. This assessment is subject to the Limits of Acceptable Change (LAC).

The framework is explored through a normative scenario for 2030 covering the coastal and inland territories of Catalonia, the Valencian Community and the Balearic Islands. This scenario combines lower pressure in highly saturated coastal areas, greater territorial and seasonal redistribution of visitors, higher value generated per tourist, and a broader portfolio of tourism activities and experiences. The analysis shows that reducing or stabilizing visitor numbers does not necessarily imply reducing the value generated by tourism.

The article concludes that Optimum Tourism should not be understood as a theory of either tourism growth or degrowth, but as a framework for destination planning and governance that makes it possible to determine what should grow, what should decrease, where, and when. Its central proposition is that tourism policy should move from the optimization of individual actors to the optimization of the destination, and from seeking an optimal number of tourists to seeking an optimal configuration of tourism.

Keywords: Optimum Tourism; Carrying capacity; Limits of Acceptable Change; overtourism; tourism planning; tourism governance; Catalonia, Valencian Community and Balearic Islands.

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The challenge of sustainability in small islands: from the CNR annual Report to the interactive Portal

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Abstract

Insularity is commonly associated with geographical discontinuity, yet distance from the mainland alone says little about the actual conditions of living on an island. Similar geographical settings may produce very different outcomes depending on connectivity, access to essential services, demographic stability and environmental pressures. Islandness can therefore be understood as a multidimensional territorial condition rather than a purely geographical one.

The Sustainable Islands Observatory of the National Research Council of Italy (CNR) monitors Italian small islands through data and territorial indicators aimed at capturing their sustainability trajectories and structural vulnerabilities. Within this framework, the Sustainable Islands Report has progressively made these differences visible through comparable indicators on energy, water, waste, mobility, land use, ecosystems, tourism and climate adaptation. This work has also revealed a crucial tension: an island may improve its environmental performance while continuing to lose population, services and opportunities.

The transition from the Report to the new Sustainable Islands Portal marks a further step. The new Portal transforms periodic and static reporting into an interactive, updateable and comparative system, allowing indicators and territories to be read together and making persistent gaps and divergent trajectories more visible.

At the same time, the analytical framework is broadened to capture the everyday effects of insularity. The regularity of daily connections with the mainland, the stable presence of medical professionals and the continuity of educational provision become indicators of effective access to essential services and of the possibility of remaining on the island throughout the year.

The Portal thus moves beyond measuring environmental sustainability alone towards measuring the conditions that allow island communities to remain viable over time. By making different forms of insular disadvantage visible and comparable, it provides a stronger empirical basis for understanding islandness and designing differentiated, place-based island policies.

Keywords: Islandness; Small Island Sustainability; Territorial Accessibility; Essential Services; Island Data Infrastructure.

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Inbound Tourism Seasonality in Two Major Italian Islands: Evidence from the Bank of Italy's Survey on International Tourism

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Abstract

This study analyses the seasonality of inbound tourist flows in two major Italian islands, Sicily and Sardinia, from 2017 to 2025, based on the findings of the Bank of Italy's Survey on International Tourism. The monthly distribution of the number of visitors, overnight stays and tourism expenditure is examined over a broad time period covering both the pre-Covid period and the more recent years, in which the effects of the pandemic appear to have largely weakened. The analysis also considers several factors, including the origin of the tourist flow, type of accommodation and travel motivation. In particular, several key indicators are examined to assess the seasonality of tourist flows, including average length of stay, average expenditure per visitor, and average expenditure per night. The seasonal patterns observed in the two major islands are investigated to highlight differences and similarities in tourism demand at regional level. In Sicily, seasonality of inbound tourism follows an approximately bimodal pattern, with two peaks, June–July and September, whereas Sardinia displays a strongly unimodal pattern, with a peak mainly in August. Overall, Italy shows less pronounced seasonality, although the pattern remains unimodal, with a peak in July–August. Although the two islands may face similar challenges in terms of reducing seasonality, their different seasonal patterns highlight the need for specific seasonality-management strategies aimed at achieving a more balanced distribution of tourism demand throughout the year.

Keywords: Seasonal Pattern, Seasonal Indicators, Tourism Demand, Regional Seasonality, International Tourist Flows

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A comparative approach to contemporary exodiglossic landscapes: Mediterranean islands between struggles for recognition and illocutionary assignment

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Abstract

Classified as endangered by UNESCO, Corsican is today both less spoken and more visible than it has ever been. This article argues that these two apparently contradictory movements are two sides of a single regime, which the concept of exodiglossia designates: a minoritized language that circulates less as a code than as a sign, its exposure across various domains of use increasing as the class of speech acts it is allowed to perform within those domains narrows. The operation that produces this distribution is termed illocutionary assignment. An instrument is proposed to measure it, namely a nine-degree ordinal scale of illocutionary force and an index built upon it, which is then applied to seventeen linguistic landscape corpora collected between 2008 and 2026 in Bastia, Portivechju, Sassari, Valletta, Palma and Eivissa, supplemented by administrative sources, business registers and electoral list names. The central finding is one of invariance: in the commercial sphere, the presence of Corsican triples between 2009 and 2024 in Portivechju while the index does not move, standing at 1.000 on both dates. The Mediterranean comparison establishes that this assignment is lifted neither by co-officiality, with Balearic Catalan scoring 1.000, nor by national language status, with Maltese in Valletta scoring 0.968, but only by a legal obligation weighing on the issuer, and only within the perimeter that it covers. The article draws three consequences for the futures of the language: projections of Corsican-speaking populations to 2060 estimate speakers and not acts; contemporary use is itself an anticipation, and the anticipation of gains is a condition for the sustainability of vitality; and UNESCO's vitality factors must be revised to distinguish domains of use from illocutionary capacity. Finally, it proposes that, if the term is to have any meaning, the Mediterranean community be defined not by heritage but by a shared, measurable regime of glottopolitical evaluation and action for the benefit of its linguistic diversity.

Keywords: linguistic landscape; commodification; language vitality; speech acts; language law.

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Marketing and promoting community-based tourism in mature tourism destinations - The case of Malta and Gozo, with comparative insights from other European islands

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Abstract

Tourism in mature destinations is criticized as a socio-economic industry based on quantitative measurement rather than qualitative measures such as social, cultural, sustainable and community benefit. Despite fifty years of research on sustainable tourism and carrying capacity for quality tourism that benefits the destination and host community, many island destinations continue to face seasonality, over-tourism and community marginalization.

Tourism has continued to be seen as the ideal cash cow, the answer to easy employment and any attempt to curb the quantity for quality was met with countless excuses by the business community, authorities and politicians, with caution and hesitation – change can be a dangerous step for those who relied on continuity and no sudden alterations to the normality of business.

This paper investigates how community-based tourism (CBT) can be effectively marketed and promoted, using Malta and Gozo as a primary case study. The project, started in 2010, was called Discovering Malta and Gozo through its people and culture and was meant to add experiential value to incoming visitors; in 2013 it became known as Meet the Locals, and the plan was to bring hosts and visitors closer together to make the host the key attraction. A comparative perspective with other islands such as Sicily, Majorca and Iceland will also be considered to identify similarities and differences in approaches to community-based tourism, destination management and sustainability and what practices could be relevant for Malta and Gozo.

This paper and presentation will describe building an alternative tourism activity that emphasizes social and community benefits rather than an industrial machine. Promoting this project does not mean using traditional marketing and advertising tools, but rather attracting visitors in a more personal, direct manner. The study also has implications for policy making by island governments, which should integrate CBT into their destination management strategies. For long-term sustainable development, the paper identifies sustainability measures aimed at cultural preservation, community empowerment, and fair economic distribution of benefits.

Keywords: marketing, promotion, community/based tourism, mature destination, stakeholder economic benefit, island tourism, sustainable development

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