

Research and Consulting, a stimulus to the development of the sector

International Centre for Tourism Research (*Centre Internacional d'Estudis i Recerca del Turisme*)

Meeting point for university and tourism sector entities



The EUTDH project, together with the active participation of the relevant university departments, has led to the creation of the International Centre for Tourism Studies and Research (CINERT). This Centre is a point of encounter and focus for the integration of the various sectors involved – public authorities and organisations, private enterprise and collaborating universities – with the ultimate objective of becoming an international forum.

CINERT provides the impetus for research and consulting work in the fields of tourism and hospitality, incorporating both the research traditions of the university and the more applied perspective of tourism business. The centre also coordinates and promotes a wide range of postgraduate, specialist and in-service training courses. The International Centre counts on the direct participation of EUTDH students in its activities. The benefits generated by commissioned studies, contracts, etc. are reinvested in furthering research, in the form of postgraduate research scholarships for Doctoral candidates.

Forecasting the evolution of tourism activity

The annual publication *Índex UAB d'activitat turística* (UAB tourist activity index) is elaborated by the Department of Applied Economics, under the auspices of EUTDH. This index reflects the influence of tourism activity on the (tourist) GIP and makes it possible to calculate/forecast tourist demand.

Consulting Services (*Àrea de Consultoria*) (ARC)

Consulting tailored to serve the tourism sector

The various activities undertaken by the Consulting Service aim to fulfil a double objective: provide practical application for research projects carried out by CINERT, and specialise in projects related to: the intersection between tourism and the environment, tourism and safety, and tourism and local tourist economy. The quality of ARC's consulting services is guaranteed by the presence of a multidisciplinary team of experts in each field.

ARC provides services for:

- Hospitality companies (hotels, campsites, etc.)
- Recreational activities (ski resorts, golf courses, theme parks, etc.)
- Administrative bodies (from municipal councils to regional governments)
- Other related leisure activities, such as spa resorts, natural protected areas, other tourism and hospitality services, etc.

ARC's three priority fields provide the following services:

- **Tourism and the environment:** environmental management systems (UNE-EN-ISO 14001); sustainability management systems, regional Agenda 21 (planning system); eco-auditing and environmental assessments; eco-tourism, sustainable tourism, rural and agro- tourism studies; hiking route plans, tourist itineraries and path inventories; the design of Environmental Quality Guarantee labels for retail businesses, leisure companies, restaurants, destinations in general, etc.
- **Safety in tourist destinations and infrastructures:** research in this field is undertaken in collaboration with the UAB School of Integrated Safety and Risk Prevention (EPSI), with the objective of creating a system for the evaluation and assessment detection of safety and risk levels in destination municipalities or tourist infrastructures. The principal aspects subject to potential evaluation include: public safety, food safety, natural hazards, economic and political stability, and social conflicts.
- **Local and strategic tourism economics,** in order to provide tourist municipalities with the kind of objective and reliable information necessary in decision-making. Coyuntural analyses are undertaken to assess the short-term evolution of the tourist sector and more specific structural studies on sectorial aspects, such as predictions of tourist demand, analyses of the labour market, seasonality, strategic planning, viability studies, project development, marketing at destination, and synthetic indicators for the hotel industry.

