

Modelling academic tourism demand

Modelização da procura de turismo académico

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Objectives | This paper aims to present a summary of the different strategies for modeling tourism demand, with a special reference applied to the case of the academic tourism demand. For the analysis of tourism demand modeling, three functional questions were taken into account: the choice between an univariate or multivariate modeling strategy, the choice between a static or dynamic specification and the type of data to be used (time series, cross section or panel data)

Methodology | In order to fulfill the purposed objectives of this work, a research and literature review of the main empirical studies about modeling tourism demand procedure was used. From the analysis of these works the different modeling strategies were synthesized taking into account the three fundamental questions enunciated: the choice between the univariate or multivariate specification, between dynamic or static specification, and the type of data to be considered in the applied study.

Main Results and Contributions | Once the process of modeling tourism demand has been defined, in general terms, we evidence, using the concept of academic tourism, that this segment of tourism offers important particularities. Therefore, these characteristics should be taken into account when defining strategies for modeling the demand for academic tourism. The few works found in this subject field show the great relevance and need to continue to investigate.

Limitations | We found very few papers that analyze the determinants of the academic tourism demand, which limits the scope of our investigation.

Conclusions | Despite the growing importance of academic tourism in the last decades, its study has not been widely developed and analyzed in the literature. If studies related to academic tourism are scarce, those who analyze the determinants of their demand are even scarcer. We did not find works that study the determinants of the demand for domestic academic tourism, whereas for international

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academic tourism we find only two studies. All this shows the relevance of the need to continue the research in this subject field in order to deepen its scientific knowledge and to be able to concretize the main determinants of the academic tourism demand and consequently to be able to establish efficient economic policies.

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