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An International Multidisciplinary Journal of Tourism

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Special Issue on
Contemporary Developments in
Tourism Market

Guest Editor

Olga Iakovidou

Aristotelian University of Thessaloniki, Greece

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Olaf Hermans, Hugo Mutsaerts & Luc Olyslager

The objective of this paper was to gain insight into the delimitation of 'brand territory' and 'relationship territory', in these territories' interdependencies as well as relevant managerial attitudes and perceptions. Full support for this research was gained from a Dutch hospitality group which recently had formulated its new brand strategy and which was on the verge of entering into a rapid expansion track. Over a period of three years desk research, surveys and in-depth interviews created a clear picture of the process of brand building in practice. A striking outcome of the executed research was that most hospitality managers of the studied company were not aware of the differences between the relationship management and the brand management processes. By following a stakeholder approach, authors revealed a range of perspectives on Guest Relationship Management (GRM) that can enhance the probability of a successful outcome of the brand building process.

PUBLIC POLICY AND SUSTAINABLE TOURISM IN TURKEY 35

Fatmagül Çetinel & Medet Yolal

Although tourism has been considered as an important activity for the well-being of the economies and state regulations on tourism have a considerable history in Turkey, the concept of sustainable tourism was first mentioned in the 8th Five-Year Development Plan (2001-2005). Until that time however, almost all shores, forests, natural attractions and high plateaus were announced as tourism areas. In this regard, a productive

and rationale use of the natural resources and even protection of ecologically and biologically sensitive areas require a comprehensive determination of tourism policies and plans. The aim of the paper is to analyse state policies on sustainable tourism and discuss future plans and projects of the government in Turkey. Further, the study also aims to offer recommendations for policy makers in order to better manage the policies regarding sustainable tourism.

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David Horrigan

Branded content is described as a fusion of advertising and entertainment into one marketing communications product that is integrated into an organisation's overall brand strategy intended to be distributed as entertainment content with a highly branded quality. A history of product placement, branded entertainment, and film tourism is presented to identify the effective elements of each strategy in order to inform a more cohesive brand strategy for destinations. A branded content model is offered that will give destination marketing organisations a road map for better coordination, integration and measurement with their tourism, film, marketing communications and branding strategies.

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Irene Kamenidou, Spyridon Mamalis & Contantinos-Vasilios Priporas

Destination image has long been identified as an environmental characteristic that influences consumer behaviour and choice. As destinations compete nowadays globally, marketers need to acquire new knowledge and a greater understanding of the business and the environment, in which they operate in order to determine and adopt an appropriate marketing mix. So, first research objective was to measure attitudes towards island of Mykonos in order to identify key dimensions and their relative importance in determining consumer choice. Then, Cluster analysis was performed in order to segment the market and identify different clusters of tourists. Four different clusters were identified based on choice criteria and attitudes. Results can be a valuable input for both marketers and practitioners.

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Despina Nazou

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Linda Osti

An analysis of the existing literature has demonstrated the importance of word of mouth as a source of information for potential tourists and service consumers. The growth of the Internet and interactive websites has led to the creation of online communities that serve as points of reference for word of mouth and in particular for independent, personal and experiential information. Recent articles have noted the growing interest of tourism companies and destinations to include UGC areas in their official websites to provide their users with these types of information and interactivity among each others. However, so far little research has been performed on the success factors of online communities. This paper wants to create a platform for further research on the topic. If destinations want to boost visits to their websites through UGS areas and create a “buzz” through positive word of mouth, it is necessary to know the correct ingredients for success. Some of these ingredients have been discovered through a netnographic analysis of an Italian virtual mountaineering community. The analysis has shown that some of the most important issues when creating online communities are the reliability of information, the ease of finding information and creating threads and posts, the constant appearance of interesting threads and discussions, the respect for other members, the passion of all of the active users for the same topics and a certain homogeneity within the users.

FORECASTING THE GROWTH OF E - TOURISM SECTOR. THE CASE STUDY OF MEDITERRANEAN COUNTRIES 113

Maria Mavri & Vasilis Angelis

Tourism is one of the first services sectors to adapt and use Information and Communication Technology (ICT) for promoting its services. ICT enable travelers to access reliable and accurate information, as well as to make reservations in a fraction of the time and the cost. The objective of this work is to measure the impact of ICT on the tourism sector growth.

Assuming that the increase of e-tourism sector depends on the increase in tourism demand and internet penetration, we examine the case of all Mediterranean EU member countries, and forecast the growth of online tourism services.

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Athanasios Dermetzopoulos, Christina Bonarou & Evangelos Christou

The obligatory military service for adult Greek male citizens creates a particular form of domestic “tourism”, although the members of the Armed Forces are not officially included in tourism statistics. Aim of this paper that takes as a case study the Greek border island of Samothrace in the Northern Aegean is to discuss how the so-called here “army tourism” could be used to develop a competitive advantage for the destination. A structured questionnaire method has been used in order to a) identify aspects of the soldiers’ “tourist” behaviour, b) evaluate destination image from the soldiers’ point of view, c) find out whether the soldiers wish to return as tourists to the island or not and underline the reasons leading to this decision and finally d) analyze the soldiers’ word-of-mouth.

LOSING IT: KNOWLEDGE MANAGEMENT IN TOURISM DEVELOPMENT PROJECTS

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Alan Clarke, Ágnes Raffay & Peter Wiltshier

Knowledge management and the development of the destination’s capacity of the intellectual skills needed to use tourism as an effective tool in the search for regeneration and development are central themes explored within this paper. The authors have lived and worked with the problems inherent in short term funding of special projects designed to achieve or facilitate tourism development. We have witnessed with growing sadness the results – and the lack of them – as funding cycles end and staff with experience move away. Development processes require multi-stakeholder involvement at all levels, bringing together governments, NGOs, residents, industry and professionals in a partnership that determines the amount and kind of tourism that a community wants (Sirakaya et al., 2001). Planners need to provide knowledge sharing mechanisms to residents, visitors, industry and other stakeholders in order to raise public and political awareness. We note an absence of literature relating to the capacity of communities to learn from short-term funded projects that inherently are destined to provide a strategic blueprint for destination development and in most cases regeneration through community-based tourism action.

Annica Isacsson, Leena Alakoski & Asta Bäck

In order to create awareness & motivation among future travellers, tourism communication, should, according to our understanding, not only appeal to the visuals, but to all user senses in an inter medial mix. Hence, smell, sound, touch, taste and sight must be touched, in order for communication to be perceived valuable and interesting, as we argue that the activation of multiple senses enhances the feeling of authenticity and experience. If combined with ration and need, in addition to the involvement of other users, only then can tourism marketing claim to be future-oriented and engaging. According to Lindstrom and Kotler (2005) our understanding of the world, for the most part, is experienced through multiple senses. Our senses are the link to memory and can tap right into emotion. After sight, smell appears to be the most persuasive sense We will, in this article present a few related cases, our findings and discuss the implications of our findings.

SPANISH TOURIST BEHAVIOUR. A SPECIFIC OBJECTIVE BASED SEGMENTATION

Pablo Rodríguez González & Oscar Molina Molina

This work uses data from the Spanish Tourism Demand Segments Survey (N=6900) conducted by the IESA-CSIC for Turismo Andaluz, SA. The objective of the paper is to develop a statistical segmentation or typology of Spanish tourists based on objective aspects of tourist behaviour measured in the survey including destinations visited, theme of the trip, lodging, transportation and travel group. Initial categorical data are reduced using multiple correspondence analysis and grouped through cluster analysis. Afterwards, identified segments are evaluated to analyse their tourist profiles with a view to examining sociological perspectives of tourist behaviour.

COST-BASED MANAGEMENT AND DECISION MAKING IN GREEK LUXURY HOTELS

Stella Zounta & Michail G. Bekiaris

The use of cost accounting systems by hotel businesses is improving the quality of decision making. The development of theories on costing, combined with advances in information technology, has improved the theoretical capabilities of such systems. However, two questions remain largely unanswered: a) whether these theories lead to tangible improvements; and b) what are the variables that drive the success of cost accounting systems. Our research shows that hotel managers need to be convinced about the use and performance benefits of such systems in the decision making process.

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EDITORIAL

This is the special issue of TOURISMOS, starting an annual series of special issues. In the previous eight issues, our multidisciplinary journal aimed at justifying the rationale behind introducing yet another journal in tourism academic studies. Capitalising on this effort, we now focus on furthering our scope and consolidating our position in both conceptual developments and practical applications in tourism with special emphasis on Contemporary Developments in Tourism Market.

Tourism is unquestionably one of the major contributors to national, regional and local economies in many parts of the world, since its development benefits a wide variety of sectors. However, given the current situation, tourism is growing in a more competitive environment. Service quality and customer expectations and satisfaction have increasingly been identified as key factors in the battle for product differentiation and customer retention.

In recent years, tourism consumption has experienced far-reaching internal differentiation or diversification due to various economic, technological and social factors. Given the competitiveness of the tourism industry, understanding the traveller's decision making process is of great interest to marketers. Modern tourists are better educated, more sophisticated and environmentally aware. Having travelled around the world, they require a better quality of life and search for a real experience in tourism activities. Moreover, the development of new distribution technologies as well as the internet boom has generated new business models, changing the structure of distribution channels, products, and tourism services. Within this context, tourism businesses and destinations are currently trying to adjust their investments according to the new demand requirements.

The recent trends in tourism markets have been accompanied by a significant increase in research. Responding to the growing need for a better understanding of the phenomenon, this special issue aims to contribute to the extension of knowledge over new developments in tourism market. To this end, the papers that have been included are based both on quantitative and qualitative research. They cover a wide range of topics, such as new criteria for market segmentation, the use of Internet as a promotional and distributional tourism tool, interactive websites and the effects of electronic

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word of mouth advertisement, cost-based management and decision making, measuring destination image, guest relationship management and brand building process, socio-cultural factors that form tourists' perceptions, perceived quality and customer satisfaction, synergies, conflicts and structural problems in tourism development.

Based on the previous analysis, I trust that you will enjoy reading the contributions made in this special issue of TOURISMOS!

Olga Iakovidou
Guest Editor