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*Olawande J. Daramola, Mathew O. Adigun, Charles K. Ayo &
Oludayo O. Olugbara*

Prior knowledge of the social aspects of prospective destinations can be very influential in making travel destination decisions, especially in instances where social concerns do exist about specific destinations. In this paper, we describe the implementation of an ontology-enabled Hybrid Destination Recommender System (HDRS) that leverages an ontological description of five specific social attributes of major Nigerian cities, and hybrid architecture of content-based and case-based filtering techniques to generate personalised top-n destination recommendations. An empirical usability test was conducted on the system, which revealed that the dependability of recommendations from Destination Recommender Systems (DRS) could be improved if the semantic representation of social attributes information of destinations is made a factor in the destination recommendation process.

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Rachel Dodds & Richard Butler

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Calviá. The research found that although respondents were aware of sustainable tourism, the individual advantage from exploiting shared pooled or shared resources is often perceived as being greater than the potential long-term shared losses that result from the deterioration of such resources, which means that there is little motivation for individual actors (whether governments, elected officials, or individual operators), to invest or engage in protection or conservation for more sustainable tourism.

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When it is considered that the students, who receive tourism education at universities, are also consumers of the education service provided at the departments, it is necessary to determine the factors that affect student satisfaction. The aim of this study is to determine the factors that affect the satisfaction of students who receive undergraduate tourism education, with the tourism undergraduate programs where they are registered. With this purpose, a questionnaire was performed on 1734 students. The method of classification tree was used in determining the factors affecting students' satisfaction. As a result of the classification tree analysis, it was observed that the variable, which affected students' satisfaction most, was the job considered to be done after graduation and that this was followed by sufficiency of job opportunities after graduation, whether the department was chosen after researching or not, whether one can be a good manager with the education received from the department or not, and whether the courses included current subjects or not, respectively.

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Prokopis Christou & Alexis Saveriades

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Wildlife Sanctuaries, Game Reserves, and the like have been developed in the natural forest ecosystems to attract tourists. The study identifies a number of impediments, including conflict among the stakeholders and forest degradation hindering expansion of ecotourism industry. For sustainable development of forest-based tourism, traditional 'Top-down' management approach is suggested to avoid and voice of all stakeholders needs to be considered in decision-making.

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In this article we propose a research whose main objective will be to reach a methodology for assessment, comparing and improving the quality of hotels Websites. The need for this methodology is justified by the fact that, so far, we haven't identified any methodology that widely integrates and focus the technical quality and the content quality of the Websites.

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EDITORIAL

This is the ninth issue of TOURISMOS, starting its fifth year of publication (volume five). 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.

In this context, the present issue contains five research papers, three case studies and three research notes with an international flavour. The papers address a number of topics namely information technology in tourism, sustainable tourism policy, food safety, tourism and hospitality education, ethnography and tourist satisfaction, repeat visitors and loyalty, economic impacts of tourism, tourist motivations, forest tourism, and hotel website quality. In particular, *Olawande J. Daramola, Mathew O. Adigun, Charles K. Ayo & Oludayo O. Olugbara* produced a very interesting contribution on describing the implementation of an ontology-enabled Hybrid Destination Recommender System (HDRS) that leverages an ontological description of five specific social attributes of major Nigerian cities, and hybrid architecture of content-based and case-based filtering techniques to generate personalised top-n destination recommendations. The second paper by *Rachel Dodds & Richard Butler*, examines the barriers to successful implementation of sustainable tourism policy. The research used exploratory and descriptive approaches to identify barriers from the literature as well as field research to determine perceived barriers from key respondents in two specific locations in the Mediterranean- Malta and Calviá. The third paper by *Vassilis Georgakopoulos* reports the findings of an original study with regards to a new Hazard Analysis Critical Control Point (HACCP) instructional technique to be used for training purposes. *Lütfi Atay & Hacı Mehmet Yildirim* determine the factors that affect the satisfaction of students who receive undergraduate tourism education, with the tourism undergraduate programs where they are registered. *Prokopis Christou & Alexis Saveriades* provide insights concerning the use of ethnographic techniques to explore the antecedents of tourist satisfaction; otherwise referred to as the needs and expectations which precede tourist satisfaction. By revealing the relevance of both needs and expectations in the tourist satisfaction process, the authors proceed in justifying the use of this approach for such exploration.

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With respect to the case studies, *Pradeep Chaudhry & Vindhya P Tewari* analyzes several factors related to park tourism development with special emphasis in India. *Tarek Sayed Abdel Azim* investigate the impact of socio-demographic variables “age, sex, familial situation, qualification, profession, income per capita”, travel characteristics and levels of satisfaction concerning the quality of tourist services offered to French travellers to Egypt, the prices and security in Egypt on the probability to return to Egypt in the future in period of chocks represented in the periods following the Sharm el-Sheikh attacks. *Mustafa Akal* outlines, with a review of earlier studies, the effects of international tourism by showing developments in tourism-related economic parameters and discusses the implications of such tourism on the economy of Turkey.

An interesting research note by *Songshan (Sam) Huang* aimed to increase the understanding of tourist motivation measurement by comparing two frequently adopted motivation measurement approaches: self-perception (SP) and importance-rating (IR) approaches. Results indicated that both SP and IR scales were highly reliable in terms of internal consistency. *Mahbulul Alam, Yasushi Furukawa & Salma Akter* attempt at exploring various dimensions of ecotourism industry and critically analyzes the relationship among the stakeholders, overall strength-weakness of ecotourism sector in Bangladesh and impediments hindering its development. National Parks, Ecoparks, Wildlife Sanctuaries, Game Reserves, and the like have been developed in the natural forest ecosystems to attract tourists. Finally, *Álvaro Rocha & José Avelino Victor* propose a research whose main objective will be to reach a methodology for assessment, comparing and improving the quality of hotels Websites. The need for this methodology is justified by the fact that, so far, we haven't identified any methodology that widely integrates and focus the technical quality and the content quality of the Websites.

Based on the previous analysis, I trust that you will enjoy reading the contributions made in this ninth issue of TOURISMOS; we are all looking forward to our next issue in autumn 2010!

Paris Tsartas
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Evangelos Christou
Associate Editor