

*TOURISMOS* is an international, multi-disciplinary, refereed (peer-reviewed) journal aiming to promote and enhance research in all fields of tourism, including travel, hospitality and leisure. The journal is published twice per year by the Interdepartmental Program of Postgraduate Studies in Tourism Planning, Policy & Management of the University of the Aegean, 54 Michail Livanou Street, GR-82100, Chios, Greece. Phone: +30-22710-35322, Fax: +30-22710-35399, E-mail: [mstath@aegean.gr](mailto:mstath@aegean.gr), website: <http://www.chios.aegean.gr/tourism>

Full-text articles of *TOURISMOS* can be downloaded freely from the journal website, at <http://www.chios.aegean.gr/tourism/journal.htm>

© University of the Aegean. Printed in Greece. Some rights reserved.

This work is licensed under the Creative Commons Attribution - Noncommercial - No Derivatives Works 3.0 Licence Unported. You are free to copy, distribute, display and perform the work as long as you give the original author(s) credit, do not use this work for commercial purposes, and do not alter, transform, or build upon this work. For any reuse or distribution, you must make clear to others the license terms of this work. Any of these conditions can be waived if you get permission from the copyright holders. Nothing in this license impairs or restricts the authors' rights. You can download the Legal Code for this Licence at: <http://creativecommons.org/licenses/by-nc-nd/3.0/legalcode> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

Volume 1, Number 2, Autumn 2006, ISSN: 1790-8418



Except where otherwise noted, this work is licensed under <http://creativecommons.org/licenses/by-nc-nd/3.0/>

# TOURISMOS

*An International Multidisciplinary Journal of Tourism*

## **EDITOR- IN-CHIEF**

*Paris Tsartas*, University of the Aegean, Greece

## **MANAGING EDITOR**

*Evangelos Christou*, University of the Aegean, Greece

## **BOOK REVIEWS EDITOR:**

*Marianna Sigala*, University of the Aegean, Greece

## **CONFERENCE REPORTS EDITOR:**

*Vasiliki Galani-Moutafi*, University of the Aegean, Greece

## **SCIENTIFIC BOARD:**

*Bill Bramwell*, Sheffield Hallam University, United Kingdom

*Richard Butler*, University of Surrey, United Kingdom

*Chris Cooper*, University of Queensland, Australia

*Jafar Jafari*, University of Wisconsin-Stout, U.S.A.

*David Harrison*, London Metropolitan University, United Kingdom

*Haris Kokkosis*, University of Thessaly, Greece

*Chris Ryan*, University of Waikato, New Zealand

*John Swarbrooke*, Sheffield Hallam University, United Kingdom

*John Tribe*, University of Surrey, United Kingdom

*Paris Tsartas*, University of the Aegean, Greece

*Francois Vellas*, University of Toulouse, France

*Gerasimos Zacharatos*, University of Patras, Greece

## **EDITORIAL ADVISORY BOARD:**

*Amal Aboufayad*, Lebanese University, Lebanon

*Vassilis Angelis*, University of the Aegean, Greece

*David Airey*, University of Surrey, United Kingdom

*Teoman Alemdar*, Bilkent University, Turkey

*Sofia Avgerinou-Kolonia*, National Technical University of Athens, Greece

*Thomas Baum*, University of Strathclyde, United Kingdom

*Bill Bramwell*, Sheffield Hallam University, United Kingdom

*Eleni Briasouli*, University of the Aegean, Greece

*Dimitrios Buhalis*, University of Surrey, United Kingdom

**Richard Butler**, University of Surrey, United Kingdom  
**Nevenka Čavlek**, University of Zagreb, Croatia  
**Konstandinos Chatzimichalis**, Harokopion University, Greece  
**Kaye Chon**, Hong Kong Polytechnic University, Hong Kong SAR China  
**Evangelos Christou**, University of the Aegean, Greece  
**Chris Cooper**, University of Queensland, Australia  
**Alex Deffner**, University of Thessaly, Greece  
**Vasiliki Galani-Moutafi**, University of the Aegean, Greece  
**Hugo Goetch**, Free University of Bozen-Bolzano, Italy  
**Antti Hahti**, University of Lapland, Finland  
**Michael Hall**, University of Otago, New Zealand  
**David Harrison**, London Metropolitan University, United Kingdom  
**Atsuko Hashimoto**, Brock University, Ontario, Canada  
**Svetlana Hristova**, University Neofit Rilski, Bulgaria  
**Olga Iakovidou**, Aristotelian University of Thessaloniki, Greece  
**Elizabeth Ineson**, Manchester Metropolitan University, United Kingdom  
**Zoran Ivanovic**, University of Rijeka, Croatia  
**Jafar Jafari**, University of Wisconsin-Stout, U.S.A.  
**Peter Jones**, University of Surrey, United Kingdom  
**Jay Kandampully**, Ohio State University, USA  
**Hanan Kattara**, Alexandria University, Egypt  
**Saad Al-Deen Kharfan**, Tishreen University, Syria  
**Haris Kokkosis**, University of Thessaly, Greece  
**Maria Kousi**, University of Crete, Greece  
**Metin Kozak**, University of Mugla, Turkey  
**Dimitrios Lagos**, University of the Aegean, Greece  
**Leonidas Maroudas**, University of the Aegean, Greece  
**Cynthia Mayo**, Delaware State University, USA  
**Audrey Mc Cool**, University of Nevada - Las Vegas, USA  
**Tanja Mihalic**, University of Ljubljana, Slovenia  
**Andreas Papatheodorou**, University of the Aegean, Greece  
**Alex Paraskevas**, Oxford Brookes University, United Kingdom  
**Harald Pechlaner**, Katholische Universität Eichstätt-Ingolstadt, Germany  
**Mukesh Ranga**, Bundelkhand University, India  
**Gordana Reckoska**, University of Bitola, former Yugoslav Republic of Macedonia  
**Chris Roberts**, University of Massachusetts, USA  
**Ana-Isabel Rodrigues**, Polytechnic Institute of Beja, Portugal  
**Chris Ryan**, University of Waikato, New Zealand  
**Odysseas Sakellaridis**, University of the Aegean, Greece  
**Ian Senior**, Emirates Academy, United Arab Emirates  
**Marianna Sigala**, University of the Aegean, Greece

***Konstandina Skanavi***, University of the Aegean, Greece  
***Ioannis Spilanis***, University of the Aegean, Greece  
***Snezana Stetic***, University of Novi Sad, Serbia & Montenegro  
***Marianthi Stogiannidou***, University of the Aegean, Greece  
***John Swarbrooke***, Sheffield Hallam University, United Kingdom  
***Theano Terkenli***, University of the Aegean, Greece  
***Adriana Mirela Tomescu***, University of Oradea, Romania  
***John Tribe***, University of Surrey, United Kingdom  
***Paris Tsartas***, University of the Aegean, Greece  
***Francois Vellas***, University of Toulouse, France  
***Maria Vodenska***, University of Sofia, Bulgaria  
***Sandra Watson***, Napier University, United Kingdom  
***Craig Webster***, College of Tourism and Hotel Management, Cyprus  
***Hannes Werthner***, University of Innsbruck, Austria  
***Gerasimos Zacharatos***, University of Patras, Greece  
***Elfrida Zefi***, University Fan Noli of Korca, Albania

# TOURISMOS

*An International Multidisciplinary Journal of Tourism*

Volume 1, Number 2, Autumn 2006 ISSN: 1790-8418

## CONTENTS

EDITORIAL 08

### RESEARCH PAPERS:

THE BACKPACKER AND SCOTLAND: A MARKET ANALYSIS 11

*David Leslie & Julie Wilson*

*The primary objective of this study was to investigate the backpacker market and thus the characteristics and motivating factors of backpackers in order to establish the potential of this market. Subsequently through empirical research, based on standard survey techniques to investigate the extent to which backpackers and thus backpacking in Scotland evidences similar characteristics and to explore their expenditure patterns with the overall objective of establishing broad indicators as to whether this particular form of tourism activity holds potential as a market for promotion and development in Scotland. The findings of this research lead to the proposal that backpackers are a potentially valuable niche market with specific and complementary advantages over other more general forms of tourism which Scotland should be seeking to develop.*

INFLUENCE OF AGE ON CUSTOMER DINING EXPERIENCE  
FACTORS AT U.S. JAPANESE RESTAURANTS 29

*Johnny Sue Reynolds & Jaesun Hwang*

*The purpose of this study was to examine the influence of age on customer dining experience levels at Japanese restaurants in the United States and to determine if there are differences in influential factors between customers of different ages when they eat at Japanese restaurants. To address the objectives of the study, customers who patronized Japanese restaurants were asked to rank the importance of 20 dining experience factors. Researchers give recommendations for restaurateurs to bridge the gap between customers of different age groups in order to gain a competitive edge in today's highly competitive restaurant market.*

THE CORRELATES OF VACATIONING: GREEK CYPRIOTS AND  
THEIR VACATIONING HABITS 45

*Craig Webster*

*In this work, the author uses econometric methods to investigate the Greek Cypriot as a holidaymaker. The author uses OLS and MLE techniques to discover whether there are any demographic patterns in terms of vacationing behavior (vacationing or not, vacationing in Cyprus or Abroad). The analysis is based upon data from a Fall 2004 survey of 1,060 Greek Cypriots who were interviewed by telephone. The findings illustrate that there is a class bias in terms of many of the vacationing behaviors explored. However, education levels of respondents also seem to play an important and independent role in conditioning vacation behavior.*

SERVICE QUALITY OF TROY: AN IMPORTANCE-SATISFACTION  
ANALYSIS 61

*Huseyin Ridvan Yurtseven*

*The main purpose of this study was to measure Troy visitors' perceptions of service quality in terms of importance and satisfaction by visitor types. Troy visitors were categorized into four different types: the scholar, the general, the student, and the reluctant. The significant finding of this research has been that the importance service elements of the scholar visitors were perceived not to be present, while the majority of these elements were perceived to be present in Troy for the general, the student and the reluctant visitor. Perceptions of service quality by Troy visitors are not homogeneous. Consequently, specific and differentiated offers should be designed by the site organization for each type of visitor. The advantage of using importance-satisfaction analysis in this research is to underline the major service quality elements of heritage sites which are given high importance and perceived to be present by visitor types.*

CASE STUDIES:

THE ADVENT OF SEMANTIC WEB IN TOURISM INFORMATION  
SYSTEMS 77

*Dimitris N. Kanellopoulos*

*The tourism industry depends on complex value creation chains involving a large number of participants that change frequently and rapidly. In addition, the products of tourism industry are complex and*

*they will perish if they are not sold in time. For these reasons, the ideal tourism information systems require a lot of flexibility of underlying systems. Moreover, they comprise accurate access to any tourism service that provide, and they are usable by corporate and private customers alike. The management and interoperation of semantically diverse tourism information systems are facilitated by Semantic Web technology that provides methods and standards, which allow accurate access to information as well as flexibility to comply with needs of tourism information system users and administrators. This paper considers state-of-the art issues (ontologies, semantic modelling and querying, semantic portals and semantic-based e-markets) concerning the exploitation of the semantic web technologies and applications in tourism information systems.*

## RESEARCH NOTES:

### TOURISTS' PREFERENCES FOR QUALITY OF SERVICES: EMPIRICAL INVESTIGATION OF LESVOS, SAMOS AND CHIOS ISLANDS 95

*John A. Papanastasiou, Ioannis T. Lazaridis & Athanasios Noulas*

*Since tourism is an important source of economic prosperity for Aegean islands, it is interesting to discover the factors affecting the preferences of Greek and foreign tourists to visit and stay on these islands. Using annual data from 1985 to 1996 for the islands of Lesbos, Samos and Chios, the present paper investigates empirically whether quality of services is one of these factors. Specifically, we consider an econometric model drawing from the switching regime literature, to examine causality effects between visitor's preferences for services' quality, the number of Greek and foreign tourists arriving at the islands and the duration of their residence.*

BOOK REVIEW	103
<i>Mark J. Okrant</i>	
BOOK REVIEW	107
<i>Joseph Hegarty</i>	
CONFERENCE REPORT	113
<i>Marianna Sigala &amp; Vassilis Aggelis</i>	
FORTHCOMING EVENTS	117

JOURNAL AIMS AND SCOPE	120
NOTES FOR CONTRIBUTORS	125

## EDITORIAL

TOURISMOS is a new international multidisciplinary journal aiming in the promotion of research in all fields of tourism, including travel, hospitality and leisure. In an era that tourism is becoming a crucial factor in the development and policy of most countries of the world, a scientific journal like TOURISMOS aims in contributing new knowledge from researchers, academics and practitioners in any tourism segment. Our intention is to provide yet another platform among the many international scientific journals existing all over the world, for the debate and dissemination of research findings, new research approaches and techniques, theoretical contribution, conceptual developments and articles with practical application to the tourism field.

The main aims of TOURISMOS are:

- Disseminating and promoting research good practice and innovation in all aspects of tourism to its prime audience which includes academics, practitioners, educators, researchers, postgraduate students, policy makers and industry practitioners.
- Encouraging international scientific cooperation.
- Understanding and enhancing multidisciplinary research across all tourism sectors.
- Promoting the work and research of young academics and practitioners.

I wish you to enjoy reading this second issue of TOURISMOS!

**Paris Tsartas**  
*Editor-in-Chief*

---

© University of the Aegean. Printed in Greece. Some rights reserved. ISSN: 1790-8418



Except where otherwise noted, this work is licensed under <http://creativecommons.org/licenses/by-nc-nd/3.0/>

*TOURISMOS* is an Open Access journal, conforming fully to the Budapest Open Access Initiative (BOAI). *TOURISMOS* has adopted the BOAI policy of "free availability on the public internet, permitting its users to read, download, copy, distribute, print, search, or link to the full texts of its articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. The only constraint on reproduction and distribution, and the only role for copyright in this domain, is to give authors control over the integrity of their work and the right to be properly acknowledged and cited".