

TOURISMOS

An International Multidisciplinary Journal of Tourism

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CONTENTS

EDITORIAL 13

RESEARCH PAPERS:

NICOSIA - CONCERTED RETAILING AND TOURISM STRATEGIES
TO AWAKEN A NEGLECTED AND SLEEPING BEAUTY 15

Rudi Kaufmann, Werner Gronau & Savvas Sakkadas

Nicosia, the last divided European city, is only able to skim a small portion of the tourist purchasing power compared to the other tourism strongholds of the island and, at the same time, does not utilize the existing cultural potential in an efficient way. Therefore, this paper aims to contribute to the valorisation of the existing potential in a customer oriented manner. Concerted international (UN Nicosia Master Plan) and national (Strategic Plan 2010) strategies reflect the intended revival endeavours. For this new orientation to be successful the paper hypothesizes an effective interplay between tourism and retailing to happen and, for this reason, analyses the motives and satisfaction levels of tourists to Nicosia with regards to both, tourism and retailing offers. The paper focuses on the tourist segment with higher educational levels (and implicitly higher financial potential) as the communication objectives foresee to position the island mainly in the mind of this segment. The paper concludes, in line with recent developments with regard to tourist consumer profiles, that the concept of authenticity plays an increasing role when explaining the satisfaction levels of this specific segment and provides practical recommendations.

LOCAL RESIDENTS' PREFERENCES FOR SECOND HOME
TOURISM DEVELOPMENT POLICIES: A CHOICE EXPERIMENT
ANALYSIS 31

Ali Asgari, Mohammad Reza Rezvani & Nader Mehregan

This paper is concerned with the preferences of the rural residents living in areas subject to rapid second home tourism development in Iran. Since

second home development could have positive and negative social, cultural, economical and environmental impacts for local residents, planning policies should take into consideration public opinions and preferences for future planning and developments. Using a choice experiment method, we attempt to estimate the values that the rural households in Tehran province would place on different impacts of second home development policies.

THE MANAGEMENT OF UNCERTAINTY IN TOURISM: STRATEGIC PARADOXES AND COMMUNICATION 53

Arlette Bouzon & Joëlle Devillard

The design of new tourism products necessarily enters into the realm of uncertainty. Such uncertainty concerns the product developed and its later use as much as the way the design project is conducted. It can be linked to events either within or outside the firm. It will be considered to be acceptable by the design team concerned as long as it remains within a field of tolerance (domain of performance, "margin for random effects", etc.), with the risk relating to how to egress from that domain. The first section addresses the issue of uncertainty in design and concerns the developed product and its later use just as the way the design project is pursued. The second section focuses on decision-making and how the various risks that can affect the firm and its environment are taken into account.

COMMUNITY-BASED TOURISM IN DEVELOPING COUNTRIES: A CASE STUDY 69

Tomás López-Guzmán, Sandra Sánchez-Cañizares & Víctor Pavón

Community-based Tourism is gaining prestige all over the world as an alternative to mass tourism. This new type of tourism favours a contact with the local community and the experimentation of different sensations. In this paper we show a study carried out in El Salvador about the opinions that residents have in order to develop a tourist destination based on the hospitality of hosts, on the remarkable ecologic resources of the area, and in the important of the role of the residents. The methodology is based on an empirical study realized in a rural area from September to November 2008. Most outstanding result is the local community perception that tourist development can create jobs and generate wealth, although it is necessary previous technical training from private and public institutions to fulfil these objectives.

ETHICAL APPROACHES AND THEIR APPLICATION IN HOTEL MANAGERS' DECISION MAKING 84

Hatice Güçlü Nergiz, Meryem Akoğlan Kozak & Sabah Balta

This study aims at evaluating the ethical approaches effective for managers working at hotel business when making decisions. Ethics, in the working place, refers to the rules of the workplace that an employee has to comply with, along with the rules of society. In the study, the concept of ethics has been examined within theories of ethics, followed by a conceptual framework of making ethical decisions. The scope of the study consists of interviews conducted with 60 managers working in a chain hotel. The interview consists of 5 different scenarios relating to ethical dilemmas. The scenarios are composed of three different ethics approaches (moral justice approach, subjective approach and contract -based theoretical approach). In the analysis of the data, the Manova Analysis was carried out. The results suggest that managers prefer the contract -based theoretical approach more frequently in decision making. It was also found that managers differ in their choice of ethical approaches in terms of the scenarios. This difference is caused by subjective approaches which are used when dealing with problems related to socio-cultural and institutional reputation and ecology.

GENDERED LEISURE: ARE WOMEN MORE CONSTRAINED IN TRAVEL FOR LEISURE?

105

Sonia Khan

The equality of genders has always remained a contentious issue. Every sphere of life is characterized by differential status ascribed to men and women. It has been argued that women have long been the disadvantaged gender in leisure. Taking specifically the case of travel for leisure, this study is an attempt to explore if socio-demographic factors like family responsibilities, dominance of spouse and/or family, employment status, and one's gender are dominant in governing travel decisions and to what extent these are perceived as constraints by male and female tourists. This comparative study of genders arrives at the finding that gender is the detrimental factor for women in participation in travel for leisure. For men, time limitation associated with employment is the major constraint restricting their freedom to travel. Women remain relatively more constrained by familial responsibilities but in today's world women cannot be identified as the disadvantaged gender in leisure.

MARKET SEGMENTATION IN WINE TOURISM: A COMPARISON OF APPROACHES

123

Maria Alebaki & Olga Iakovidou

In an attempt to approach wine tourism as a form of consumer behaviour, a substantial amount of research has focused on the demand-side, exploring the consumers who travel to wine regions. Despite the fact that there is no single, stereotypical "wine tourist", some distinctive characteristics regarding demographics, motivations or wine lifestyle can

be drawn from literature. Several authors have recently addressed this issue and developed various wine tourist typologies, on the basis both of socio-economic and psychographic data. The objective of this paper is to provide a better understanding of the wine tourist, taking into account the different approaches for profiling and segmentation that have been used in recent studies.

SECOND HOMES AND THE NEED FOR POLICY PLANNING 141

Juan Gabriel Brida, Linda Osti & Esther Santifaller

For years second home tourism has been an issue of discussion between tourist experts, real estate agents and politicians in both Mediterranean countries and Alpine destinations, however it has not raised much concern in academic circles. The aim of this paper is to analyze the second home phenomenon in order to acquire a better understanding of the overall situation and give an insight into the aspects and needs for policy planning. For this purpose South Tyrol has been taken as a case study, and a comprehensive overview of the situation has been determined through both quantitative and qualitative investigation on opinions and attitudes of second home owners, local residents, politicians, real estate agents. The outcome of this paper is a holistic picture of the phenomenon, which examines the positive and negative impacts and shows the need for public regulation through land use planning.

NEW TOURISM IN A NEW SOCIETY ARISES FROM “PEAK OIL” 165

James Leigh

Mass international tourism has thrived on the abundant and cheap supply of energy, and this may be about to change as the world moves towards “Peak Oil”. The resultant scarcity and high price of all energy fuels will produce changes in human activities across the board, and specifically in tourism. In this looming transitional era, which has probably already arrived, tourism needs to make some dramatic changes to harmonize with the new realities of a post-energy world and its new society.

MEASURING RESULTS OF TRAINING WITH ROI METHOD: AN APPLICATION IN A 5-STAR HOTEL IN ANTALYA REGION OF TURKEY 193

A. Akin Aksu & Sevcan Yildiz

This study shows result of training using return on investment (ROI) method for a 5-star hotel in the Antalya Region of Turkey. This study makes a valuable contribution to a range of pertinent literatures. ROI measurement has identified that a return on investment (payback period) is in the order of 4.5 months for the hotel under investigation. This finding

might be regarded as acceptable when taken in context to the cost of software programs.

CASE STUDIES:

MICE TOURISM IN PIEDMONT: ECONOMIC PERSPECTIVE AND QUANTITATIVE ANALYSIS OF CUSTOMER SATISFACTION 213

Filippo Monge & Paolo Brandimarte

In this case study we describe an ongoing effort by Piedmont Region to foster MICE tourism in Turin and surrounding areas. This seems one of the promising ways to overcome the traditional image of an industrial city dominated by car industry. We set this effort within a more general framework, describing first results obtained by a pilot study and outlining future directions.

NAUTICAL TOURISM IN FOSTERING THE SUSTAINABLE DEVELOPMENT: A CASE STUDY OF CROATIA'S COAST AND ISLAND 221

Mirjana Kovačić, Zvonko Gržetić & Desimir Bosković

This paper presents a systematic and comprehensive analysis of the economic, social and environmental aspects of developing nautical tourism. It examines the problems of sitting and selecting the location of a nautical port, and it identifies economic and political, and socio-cultural factors. The paper brings out the importance of balanced development of a port of nautical tourism as a primary determinant of the integrated management of the marine domain. Due to its manifold multiplier effects, nautical tourism is a major branch of tourism that has great potential for development in Croatia. The paper points out the importance of systematically valorising the potential of nautical tourism on the principles of sustainable development, while encouraging and raising the nautical-tourism offering to a higher level. It underlines the need to enlarge the capacities of nautical-tourism ports, especially on Croatia's islands, thus helping to increase the standard of living of coastal residents. In doing so, the development process must take into account the principles of spatial organisation and the needs of people living and working within the territory of a nautical-tourism destination.

INTERNATIONAL TOURISM, DOMESTIC TOURISM AND ENVIRONMENTAL CHANGE: ENVIRONMENTAL EDUCATION CAN FIND THE BALANCE 233

Constantina Skanavis & Maria Sakellari

Tourism researchers have begun to study the phenomenon of domestic tourism, especially in developing countries. The growth of research interest in domestic tourism in developing countries underpins a stream of research in developed countries. The analysis reveals the appeal of these distinctive forms of tourism, international and domestic with regards to leisure, recreation and tourism patterns, but also highlights potential limitations including the dilemma of how to deal with the question of environmental quality that is affected by prevailing international and domestic tourism activities. Impacts of climate change on domestic and international tourism and environmental impacts caused by domestic and international tourism are highlighted. This paper suggests that Environmental Education is the key to this critical area concerning domestic tourism, international globalized tourism and environmental impacts.

ECOTOURISM AND ITS IMPACT ON THE REGIONAL ECONOMY – A STUDY OF NORTH BENGAL (INDIA) 251

Madhusudan Karmakar

Ecotourism, the nature based travel with emphasis on education, management, development of sustainable tourism product and activity and wellbeing of the local people is not simply a marginal activity to finance protection of the environment but it has proved to be an engine of growth in many economies of the world. Eco tourism has been recognized as the backbone of economies of many countries. North Bengal being the northern territory of West Bengal of India is fortunate for its rich ecotourism destinations. The present paper will explore the ecotourism landscape of this tract of India. It will also reflect an overview of its impact on the regional economy with six case studies. The paper will be concluded with some problems and management strategies of ecotourism activity of the area.

RENT-A-CAR INDUSTRY: A CASE STUDY IN ARGENTINA 271

Maximiliano E. Korstanje

Even though researchers give considerable attention to the means of transport in tourism fields, it is unfortunate that cars played a secondary role in this concern. Basically, the present brief work focuses on a gap in tourism and managerial literature, the rent-a-car market in Argentina. Under such a context, the present comment-piece is aimed at synthesizing 10 years of experience in this kind of organizations as consultant wherein we have come across with situations of underdevelopment and misinformation about the opportunities of rental businesses. With emphasis on the problems and advantages that renting companies show by respecting to other services, it is important to note that the loophole in

legal support looks to be for this activity an increasing limitation for further enhancement in Argentina.

RESEARCH NOTES:

ASSESSMENT OF NATURE-BASED TOURISM IN SOUTH KELANTAN, MALAYSIA 281

Azizan Marzuki, Abdul Aziz Hussin, Badaruddin Mohamed, Abdul Ghapar Othman & Ahmad Puad Mat Som

Nature-based tourism is an important part of the global tourism industry, and its components and features vary considerably from one destination to another. In Malaysia, location, quality and quantity of natural resources, and their infrastructure have not been well documented in the past. Thus, this paper attempts to assess the potential of natural tourism destinations in South Kelantan, by selecting fifteen destinations such as waterfalls and caves as case studies. Based on GIS application, 23 indicators for tourism destination assessment were investigated using observation and checklist techniques. The destinations were further classified based on physical features, infrastructure and accessibility. The results showed that 3 destinations were in the first category, 11 in the second category and only one destination in the third category. This study found that GIS application is effective in providing higher quality of information for natural tourism destination, which is an essential tool for decision making process.

THE ROLE OF TRANSPORTATION IN THE DEVELOPMENT OF TOURISM IN NIGERIA 297

Ibrahim Jaro Musa & Buba Adamu Ndawayo

This paper examines the relationship between transportation and the development of tourism in Nigeria. An attempt is made to quantitatively test the relationship between presence of transportation (as measured by road connectivity, road condition) and tourism development (as measured by location national parks) in Nigeria. It was found out that there are eight national parks located in different states in Nigeria. The analysis was conducted at two levels, the disaggregate and the aggregate. In the aggregate case, indexes of road connectivity is related to levels of tourism development (as measured by locations of national parks) within Nigeria. In the analysis at the disaggregate level multiple linear regression was used to explain the relationship between development of tourism and indexes of road development. Also the percentage method was used to support the result of the analysis. A major finding of the study is that transportation is a significant determinant of tourism development in the Nigeria. However, other factors which include availability of recreational

and social facilities and security also play positive role because they encourage patronage. It was also found out that some of the national parks are well connected while some are poorly connected. Importantly, those not well connected have large number of good games, have rich ecosystem and fauna. The conclusion arrived at is that transportation plays important role in the development of tourism in Nigeria. Other key role factors which require attention are finance, protection, security and recreational facilities for relaxation.

BOOK REVIEWS:

THE IMPOSSIBLE TRAVEL: TOURISM AND ITS IMAGES	307
<i>Maximiliano Korstanje</i>	

EVENTFUL CITIES	311
<i>Marianna Sigala</i>	

CONFERENCE REPORTS:

ANNUAL EUROCHRIE CONFERENCE	315
<i>Athina Nella</i>	

ANNUAL ATLAS CONFERENCE	319
<i>Sotiroula Liasidou</i>	

FORTHCOMING EVENTS	323
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JOURNAL AIMS AND SCOPE	324
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NOTES FOR CONTRIBUTORS	329
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EDITORIAL

This is the eleventh issue of TOURISMOS, starting its sixth year of publication (volume six). In the previous ten issues, our multidisciplinary journal aimed at justifying the rationale behind establishing 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, travel, leisure and hospitality.

In this context, the present issue is significantly larger than previous ones, and it contains ten research papers, five case studies and two research notes with an international flavour. The research papers address a number of topics namely development of urban tourism in Cyprus, second homes and tourism policy, hotel training using ROI technique in Turkey, market segmentation in wine tourism, management of uncertainty in tourism, community-based tourism in El Salvador, ethics in hotel managers' decision-making, and gendered leisure travel. With respect to the case studies, various interesting topics are examined, such as MICE tourism in Piedmont, nautical tourism and sustainable development in Croatia, environmental education in tourism, ecotourism and regional economy in India, and the rent-a-car industry in Argentina. Last, two interesting research notes are presented, namely nature-based tourism in Malaysia, and transportation and tourism development in Nigeria.

Based on the previous analysis, we trust that you will enjoy reading the present issue, and we look forward to presenting you our next issue in autumn 2011!

Paris Tsartas
Editor-in-Chief

Evangelos Christou
Editor

