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FDI, Market Interconnectedness and Tourist Flows in foreign countries. Additional examination is performed separately on high-income and middle-income countries. Study findings suggest that Market Interconnectedness is highly significantly and positively correlated with presence of U.S. hotel firms abroad, while FDI and Tourist Flows are not. However, results somewhat differ with respect to high-income and middle-income countries.

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tourism sector itself because in the act of “moving on” the labour force takes its improved human capital with it. This means that the promotion of tourism alone as a policy for regeneration may not be as successful as some policymakers might perceive. It is clear that a “one size fits all” prescription is inappropriate.

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Gerhard Bertsch & Herwig Ostermann

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Surabhi Srivastava

Tourism in its broadest generic sense can do more to develop understanding among the people, provide jobs, create foreign exchange and raise living standards than any other economic force. India is world famous for the city of Taj -Agra. There are a number of other tourists attractions like Agra Fort, Itmad-ud-daula's tomb, Bharatpur Sanctuary, Sikandara, Fatehpur Sikri, etc, which have equal historical and architectural significance but tourists are not aware of about all these places and monuments. The focus of this paper is on the economic benefits accruing to the state byway of tourist's arrivals to Agra. Though Agra receives maximum number of tourists but except Taj Mahal they are not aware about other monuments. This study will evaluate the reasons of lacking in economic benefits from tourism and also analyse the tourist' problems facing at Agra.

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Joan C. Henderson

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Charlie Panakera, Greg Willson, Chris Ryan & Ge Liu

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Tullio Romita & Antonella Perri

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This study investigates the economic impacts of the Calabar Carnival Festival in Nigeria. A convenience sample of 464 attendees was used for

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Nikolaos Vagionis & Maria Loumioti

The contemporary tourist market hosts intense competition amongst countries and particularly amongst those that their economy is supported, to a rather critical extent, by tourism business. All countries try to promote their tourist products using various marketing techniques. International experience reveals that movies constitute an important marketing tool which can effectively serve the strategy for promotion of tourism destinations. Landscapes, significant heritage sites, festivals, attractions and historical monuments have quite often been selected as film shooting locations. Evidence shows that such films may, under certain circumstances, induce “film tourism”, a phenomenon where local economies eventually enjoy an increase in visitor numbers and related benefits after the circulation of the relevant movie.

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Yi-De Liu & Chi-Fan Lin

This paper aims to identify commonalities in the successful development of cultural tourism in the UK that may be applied to other cities with similar contextual characteristics for cultural tourism development. It is also presented as a baseline for further comparative analysis. By examining and comparing the strategies of four major cities (i.e. London, Edinburgh, Glasgow and Liverpool) with abundant experience in developing cultural tourism, it is found that London and Edinburgh, with an established cultural base and a large amount of ‘real cultural capital’, have managed to derive considerable economic benefit from its existing cultural facilities through developing cultural tourism. On the contrary, in Glasgow and Liverpool, the lack of an existing cultural base necessitated a strategy of investing continuously in new cultural attractions and events, and need to pay proportionately far more efforts than London and Edinburgh.

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This paper discusses the role of the Environmental Management Systems (EMS) applied to the tourism sector. Among contemporary instruments, being used to encourage the movements of tourist companies towards

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THE SUSTAINABILITY OF TOURISM SUPPLY CHAIN: A CASE STUDY RESEARCH

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Maria Teresa Gomes da Costa & Luísa Margarida Cagica Carvalho

The dynamic environment and the globalization of the tourism sector accelerate the necessity to improve sustainable supply chain management. In tourism sector the supply chain is composed by a diversity of firms with higher heterogeneity and in general without trade alliances. These circumstances improve the complexity of this chain and difficult the study of the sector. The main object of this study is to analyse the sustainability of tourism supply chain through a case study research. This research tries to answer the question: Is the supply chain of Palmela village sustainable? This case study presents a sustainable diagnosis of tourism supply chain and suggests several proposals for its improvement.

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Donruetai Kovathanakul

This research project aims to study the significance of the historical tourism destinations databank of Route No.9 (East West Economic Corridor), located in Savannakhet, Savannakhet Province, Lao P.D.R. The historical destinations were assessed by adapting the Thailand Tourism Standard for measuring values. The author found that the measuring system should be adapted to the context of significance and values, as the numeric scheme was not the last result. The Lao Government has been trying to develop an ecotourism and cultural tourism policy. In order to reach quantitative growth, gambling businesses have been established in Savannakhet on Route No.9 which is also full of cultural tourism destinations. Nongdeune Temple VS Savan Vegas is a case study for

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EDITORIAL

This is the twelfth issue of TOURISMOS, finishing its sixth year of publication. In the previous eleven issues, our multidisciplinary journal aimed at providing a platform that supports the transmission of new scholarly discoveries in the fields of tourism and hospitality, and we have been excited about offering a platform that supports scholars in building upon intellectual treasures and advancing our understanding about various fields of research in novel and meaningful ways. 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 sixteen research papers, six case studies and two research notes with an international flavour.

The research papers address a number of topics namely the impact of tourism activity on local business and economic conditions in local economies in Britain, the effect of wellness brand awareness on expected and perceived service quality, macroeconomic country-specific factors on international expansion of hotel chains, the impact of legislation on carbon discharge on the income of future tourism industries, the controversial notion of assisted-suicide tourism, factors that influence the job tenure of general managers of private clubs, challenges for tour-guiding in Egypt, the effects of destination positioning on hotels' performance in Milan, jet ski development strategies at Caspian sea, tourism development and politics in the Philippines, rural tourism offer and local community participation in Gambia, Angkor heritage tourism and tourist perceptions, sustainable tourism development in developing countries of South Pacific, motivations that influence tourists' local food consumption, and the concept of the D.I.Y. tourist.

With respect to the case studies, various interesting topics are examined, such as medical tourism in Egypt, alternative types of tourism and ICT strategy in Lesvos island, economic impacts of cultural festivals in Nigeria, movies as a tool of tourism marketing, the development of cultural tourism in the United Kingdom, and the role of the Environmental Management Systems in tourism. Last, two interesting research notes are presented, namely an analysis of the

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sustainability of tourism supply chain through a case study research, and casino Vs historical tourism in Laos.

Based on the previous analysis, we trust that you will enjoy reading the present issue, and we look forward to presenting you our next in spring 2012!

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