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*An International Multidisciplinary Journal of Tourism*

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*Werner Gronau, Andreas Kagermeier, Carsten Müller & Christine M. Scherl*

*There is a rich variety of customer satisfaction evaluation techniques, nevertheless rarely other approaches than the attribute-orientated ones are used. Therefore the article gives a short overview on existing alternatives and their specifics in the first part. The second part focuses on an evaluation of those methods in a practical way, by applying a bunch of methods in the context of leisure research. Based on an industrial heritage site, attribute-orientated-, incident-orientated approaches as well as silent hooping techniques are applied, in order to research their specifics and to evaluate the data provide by each methodological approach. Specific opportunities and threats are elaborated for each method in the context of leisure research.*

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*Giuli Liebman Parrinello*

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*cartesian embodiment (seemingly already a common background); so-called qualia, linked to phenomenological experience; the issue of the 'extended mind'; the discovery of mirror neurons; neuroethics, which can clearly be seen in relation to the ethics of tourism. In conclusion, the recent popularization of neuroscience through brain imaging is briefly explored.*

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*Meltem Caber, A. Akin Aksu & Tahir Albayrak*

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*Aikaterini Gkoltsiou & Theano S. Terkenli*

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*Muchazondida Mkono*

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*Dilek Kekeç Morkoç & Lütfi Atay*

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*Evgenia Bitsani & Androniki Kavoura*

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*Bharath M. Josiam, Charles R. Foster & Gauri Bahulkar*

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*full-service restaurants that need, and would utilize NI on menus in full-service restaurants in the USA. Cluster Analysis identified two distinct segments - Health Cognizants and Fast-Lane Foodies. The Health Cognizant segment, has positive attitudes towards NI, feels the need for NI, and would utilize it to make dining decisions. They tend to be females, those aged 35 to 65, and those belonging to the higher income and college educated strata. This segment already practices a healthy lifestyle and employs various healthful strategies while making dining decisions. The Fast-Lane Foodies are not particularly concerned about NI on menus. Implications are provided.*

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*Marilena Papageorgiou & Marie-Noelle Duquenne*

*The present paper seeks to confirm that spa tourism is now in a period of transition following extensive, questionnaire-based fieldwork in Greece's prime spa destinations. The research sought primarily to profile the different types of spa visitors today, and secondarily to identify the visitor-type who will predominate in the years ahead. The paper's ultimate aim is to use its conclusions and the trends it uncovers to draw up general guidelines for contemporary spatial planning in spa tourism destinations in accordance with contemporary views and needs.*

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*Tarek Sayed Abdel Azim*

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*Giuseppe Torluccio*

*This paper highlights the main profiles of SME's (small and medium enterprises) financial structures, focusing particularly on hospitality and tourism. A sample of European hotels and restaurants is empirically investigated. Financial and accounting statements are analysed through comparisons between several European countries. Tourism is known to experience two different management issues: real estate and industry-specific management. Although they are very similar, tourism property management is strongly related to seasonality. The business cycle impact on financial structure is significant, and so does the effect on risk. Therefore, this research also investigates both short and long-term financing. The former needs specific control of cash inflows and outflows. It is necessary to deal with specific financial needs to set up specialized financing facilities. Seasonality also impacts on the financing cycle. Operation management is smoothed during overloaded periods by using various strategies. Additionally, cash flow management benefits from better financial forecasts.*

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*Rocío Serrano-Barquín, Carolina Serrano-Barquín, Alexandre Panosso-Netto, Marcelino Castillo-Néchar & Gandhi González-Guerrero*

*This paper presents some reflections on the need to contribute to the construction of alternative paradigms for the relationship between tourism, local development and sustainability. These paradigms need to be constructed from an environmental perspective that integrates natural and cultural (social, political and economic) factors rather than analyzing them separately. The paper also exposes the need to include different sectors of society, communities and regions that have so far remained relegated, via community participation, preservation of the environmental, cultures, local identity and autonomy, and diversification of economic activities. Finally the paper presents four categories of analysis that incorporate the principles of sustainable development and responsible tourism: the hommoecosystem, rational-intuitive use, harmonious and ethical tourism, and integrative participatory planning.*

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*Kleanthis Katsaros & Athanasios Tsirikas*

*Organizational change is an intrinsic attribute of nature that provokes emotional and psychological effects. However, today there is a rising concern about the pace, frequency and content of change. Consequently, employees' tolerance-of-ambiguity rises as a critical competitive advantage that facilitates organizations to react quickly and change successfully. The paper examines managers' emotional and cognitive attitudes in the workplace and their influence in tolerance of change ambiguity. The research sample consists of 180 Greek hotel managers. The results of the principal components analysis indicate that three factors characterize managers' emotions, namely pleasure, arousal and dominance; and two their involvement respectively, namely importance and interest. Further, regression results illustrate the influence of dominance, importance, job satisfaction and organizational commitment in managers' tolerance-of-ambiguity. Concluding, the paper suggests certain policies for increasing managers' tolerance-of-ambiguity and thus, their performance during change.*

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*Hulusi Doğan, Engin Üngüren & Süleyman Barutçu*

*The purpose of the present study is to investigate and compare the potential and the satisfaction levels of Russian and German tourists visiting Alanya in creating a sustainable competitive advantage in Alanya destination. It is a common point that Russian and Germans are two nationalities most frequently visited Alanya, town of Antalya in Turkey. Moreover, every year many Russians and Germans decide to live in*

*Alanya. So we wonder that how global crisis effected Turkish tourism industry, especially Alanya, and Russian and German preferences. The findings from the present study help decision takers to create new marketing strategies for Russian and German tourists.*

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*Boyra Josep, Paziienza Pasquale & Vila Mar*

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*Korstanje Maximiliano Emanuel*

*Development and sustainability are terms under a hot debate in anthropology academy today and for a long time more. For one hand, the anthropology for development will argue that societies are located in a continuum in search for rationalization and social evolution; for the other hand, neo-Marxist anthropologists (known as well as anthropology of development) will emphasize the idea that some countries monopolize a major grade of capital with the aim to dominate politically to others weaker counties. By utilizing the ideology in educating undeveloped countries for an efficient economic resources administration, First World deploys a combination of financial assistance and ideological discourses enrooted in the paradigm of development, heritage, cultural tourism and sustainability to keep the control in a changing world. Likewise, the development not only is a troublesome concept -in part very difficult to grasp- but also comprises a mechanism to create a bridge between material exploitation and human’s necessities. The present paper insists in the importance of development critical in these types of issues.*

## CASE STUDIES:

### CHANGES ON CAPITAL STRUCTURE OF THE FIRMS ON THE OCCASION CRISIS AND SITUATION OF TOURISM COMPANIES TRADED ON ISE 429

*Doğan Kutukiz, M. Akif Öncü & Ahmet Akcan*

*The capital structures of the enterprises and the factors that affect these structures have been dealt with extensively in literature. The experimental studies of Modigliani-Miller conducted within the context of developed countries' economic and institutional structures showed that capital structure does not affect the enterprise value. On the other hand, other studies revealed that the changes in the market affected the enterprises' finance structure and their finance preferences. In this study, the factors that determine the structure of the tourism enterprises are studied in an environment where market deficiencies abound. The study also looks at the changes that are caused by these factors especially during the crisis of during crisis period of 1998 – 2006.*

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*Olga Lysikova*

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### THE CULTURAL CONSTRUCTION OF LANDSCAPE THROUGH PHOTOGRAPHY: TOURISM PHOTOGRAPHY IN NAMIBIA 459

*Aimilia Voulvouli*

*This essay discusses the cultural construction of the Namibian landscape by tourism advertising material, treating landscape photography as a language which can be analysed through signs. Nevertheless, since signs require a consensus of communication, a contextualisation of the pictures will also be made. Therefore, below I will attempt firstly, to discuss the*

*theoretical context in which the pictures will be analyzed, secondly, to present the geographical context in which the pictures were born and thirdly to discuss the pictures as signs by locating the points de capiton within them.*

TOURISM PLANNING AND POLICY IN SELECTED MOUNTAINOUS AREAS OF GREECE 481

*Vlami Aimilia, Tsamos George & Zacharatos Gerassimos*

*Mountains occupy approximately one/fifth of the total surface of the earth and have been progressively transformed into important tourist destinations. Many developed countries have traced and implemented remarkable state interventions to promote tourism development in their mountain areas. State planning, fundamentally, intervenes in a compensating and balancing way, creating the necessary terms and conditions for the smooth formation of the necessary tourist capital at national, regional and local level. This paper evaluates the effectiveness of the state tourism policy in selected mountain prefectures of Greece (Ioannina, Evritania and Kastoria), according to the mountain zone typology used by UNEP-WCMC. The evaluation of the three entirely mountain prefectures according to selected aspects of the tourism policy implemented and the hotel evolutionary geographical distribution highlights a policy gap as regards tourism development in the Greek mountain areas; such tourism development has been progressively incorporated in the general regionalisation policy adopted of Greek tourism.*

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*Lóránt Dávid*

The results presented in this research note are our first attempt to measure the competitiveness of regions. Having compared the current results to the previous studies of competitiveness, we can say that Hungary's second most important tourist destination is more affected than is justified by the situation of in-country tourism competitiveness. Consequently a different tourism development strategy should be adopted by the decision-makers. While in Budapest and Central Danube Tourism Region, in some cases – taking into consideration the conservation of environmental values - the improvements in many areas may still be green-field and new investments, as opposed to Lake Balaton Tourism Region, where primarily the development of the existing infrastructure and

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SUSTAINABILITY OF YOUTH TOURISTS IN EVENT TOURISM: THE MALAYSIAN EXPERIENCES 503

*Habibah Ahmad, Hamzah Jusoh & Noor Alyanie Nor Azazi*

*Youth tourists are becoming more influential as one of the market potentials in both developed and developing countries. Besides their conventional characters of being individuals, travels with tight budget and preferred non guided tours or on backpackers, youth tourists also play significant roles in event tourism which are more specific in term of schedules and themes. However, youth sustainability of event tourism is hardly discussed in tourism studies in Malaysia. Based on a case study of Visit Malaysia Year 2007 and a convenient sampling of 130 respondents, this article draws the perspective of youth tourists in event tourism. The findings showed that the clarity of youth tourists in event tourism, form of participation and event suitability act as the mediating factors that encouraged youths' participation in event tourism. Sustainability of youth tourists in event tourism also depends on the promotional campaigns and knowing the youth tourists' desires and capabilities.*

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## EDITORIAL

This is the fourteenth issue of TOURISMOS, finishing its seventh year of publication. In the previous thirteen 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.

The various research papers presented in this issue, address a number of topics namely package and mass tourism, the effect of e-services in tourism and cultural heritage, tourists' motivations and perceptions about tourism destinations, management of tourism clusters, hotel employee involvement in strategic human resources management, investments and turnover in the restaurant sector, the impact of country-specific macroeconomic factors on hotel chain expansion, social media in destination marketing, sustainable tourism and tour operators, travel demand and economic growth, management of special events, demand for nature-based tourism and mystery shopping for hotel services. The case studies examine various interesting topics like tourism planning, cultural tourism, alternative forms of tourism and promotion. Finally, research notes focus on various interdisciplinary issues related to tourism and hospitality.

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 2013!

Paris Tsartas  
*Editor-in-Chief*

Evangelos Christou  
*Editor*

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