

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, 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 2, Number 1, Spring 2007, 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

ASSOCIATE EDITORS

Haris Kokkosis, University of Thessaly, Greece

Gerasimos Zacharatos, University of Patras, 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

Chris Ryan, University of Waikato, New Zealand

John Swarbrooke, Sheffield Hallam University, United Kingdom

John Tribe, University of Surrey, United Kingdom

Francois Vellas, University of Toulouse, France

EDITORIAL ADVISORY BOARD

Amal Aboufayad, Lebanese University, Lebanon

George Anastasopoulos, University of Patras, Greece

Konstantinos Andriotis, Hellenic Open University, Greece

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

Eleni Briasouli, University of the Aegean, Greece
Dimitrios Buhalis, 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
Alex Deffner, University of Thessaly, Greece
Hugo Goetch, Free University of Bozen-Bolzano, Italy
Antti Hahti, University of Lapland, Finland
Michael Hall, University of Otago, New Zealand
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
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
Maria Kousi, University of Crete, Greece
Metin Kozak, University of Mugla, Turkey
Dimitrios Lagos, University of the Aegean, Greece
Maria Lekakou, 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
George Papageorgiou, University of Surrey, Greece
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
Odysseas Sakellaridis, University of the Aegean, Greece
Ian Senior, Emirates Academy, United Arab Emirates
Konstandina Skanavi, University of the Aegean, Greece
Pantelis Skagiannis, University of Thessaly, Greece
Ioannis Spilanis, University of the Aegean, Greece
Snezana Stetic, University of Novi Sad, Serbia & Montenegro
Marianthi Stogiannidou, University of the Aegean, Greece
Theano Terkenli, University of the Aegean, Greece

Adriana Mirela Tomescu, University of Oradea, Romania
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
Elfrida Zefi, University Fan Noli of Korca, Albania

TOURISMOS

An International Multidisciplinary Journal of Tourism

Volume 2, Number 1, Spring 2007, ISSN: 1790-8418

CONTENTS

EDITORIAL 08

RESEARCH PAPERS:

WHAT'S IN A NAME? A COMPARATIVE ANALYSIS OF SURF AND
SNOW BRAND PERSONALITIES 11

Hélène de Burgh-Woodman & Jan Brace-Govan

This paper performs a comparative analysis of niche brands. Within surfing and snowsport markets, key companies, with distinctive brand names, market specifically to their respective subcultures. Each brand embodies an individuated personality, markets according to unique criteria and evolves through a variety of methods including advertising, event sponsorship, film production and concept stores. This paper investigates the manner in which brand names are apprehended by participants, what difficulties may arise in managing brands and suggest how marketers may cultivate brand image more perceptively since the represented brand personality affects company status in or appeal to these highly discriminating subcultural groups.

MISSION IMPOSSIBLE? MOTIVATING HOSPITALITY MANAGERS IN
CYPRUS 31

Anastasios Zopiatis & Panikkos Constanti

The hospitality industry is renowned for its 'pressure cooker' environment of long hours and high turnover, particularly among front line staff. However, there have been relatively few investigations into the life of supervisors and managers in the industry. Utilizing surveys, the study set out to identify the motivational factors that directly impact on this category of employees. Factors such as appreciation, interesting job, good working conditions, career opportunities and loyalty by the organization were ranked as the top five motivators. The findings challenge a long-standing perception of Cypriot hospitality stakeholders who suggest that money is the major motivator. It was also

found that the motivators are the same irrespective of gender, and age. However, these are likely to change as one moves within the management hierarchy. The findings are primarily intended for companies within a Cyprus framework, and therefore the research is focused on the needs for these organizations. However, there are likely to be parallels for hospitality organizations outside Cyprus.

SUSTAINABLE TOURISM: THE ENVIRONMENTAL IMPACT OF “UNDETECTED” TOURISM

47

Tullio Romita

In the next twenty years tourism will grow strongly and two thousand million tourists will invade present and future tourist destinations. As a consequence, tourism creates unpredictable impacts on the environment. In this context an important role is played by “undetected tourism”. This term is referred to the unorganized tourism, which takes places directly between tourists and local communities, a process still little analysed by official studies and statistics. The undetected tourism in some western areas, e.g. in Southern Italy, is socially and economically more important than the organized one. It generates hidden economical flows. Moreover, this kind of tourism causes serious damages to the environment, with decay in the quality of life. The paper proposes some corrective measures for its promotion in Southern Italy.

SERVICE QUALITY OF TRAVEL AGENTS: THE VIEWPOINT OF TOURISTS IN EGYPT

63

Ghada Abd-Alla Mohamed

Globalization, liberalization, and the internationalization of services are difficult challenges facing travel agents in Egypt. Thus, service quality is very important to be in competition, it is a key factor in differentiating service products and building a competitive advantage in tourism. The purpose of this study was to assess customers' expectations and perceptions of service provided by travel agents, and to discover how the service factors were related to overall satisfaction. The results of factor analysis suggested five factors derived from 26 attributes affecting service quality, and the result of regression analysis of these five factors of the service quality indicated that overall customer satisfaction was highly affected by resource and corporate image. The study concluded that customers' expectations of service quality exceeded their perceptions, with the tangibility dimensions having the largest gap.

CASE STUDIES:

CITY COMPETITION AND URBAN MARKETING: THE CASE OF TOURISM INDUSTRY IN ATHENS

89

Evangelos Asprogerakas

This paper is concerned with the development of urban tourism in the area of Greater Athens. Porter's "competitive advantage" theory presents the elements which determine the success of an industry in an interactive environment where competition acts as the engine of growth. The paper presents the basic aspects of the development of tourism in Greece and in the area of Athens together with the main weaknesses of the sector. This will be followed by suggestions on the directions the sector can seek for further improvement, exploiting the advantages generated by the 2004 Olympic Games. As a guide, the theoretical frames and examples of the policy applied in Barcelona will be used.

AN ECONOMETRIC MODEL OF TOURISM DEMAND IN FRANCE

115

*Laurent Botti, Nicolas Peypoch, Rado Randriamboarison &
Bernardin Solonandrasana*

This case study gives an overview of the tourism demand in France by using an econometric model. The study covers the period between 1975 and 2003. Five developed countries have been selected, and the choice of the countries is based upon the fact that continuous data on all relevant variables are available only for those countries. The results show a positive relationship between tourist expenditures and generating country GDP, and a negative relation between tourist expenditures and relative prices.

RESEARCH NOTES:

THE IMPACT OF COMMUNICATION IN TEACHING: A TWO-WAY COMMUNICATION APPROACH

127

Dina Mostafa Weheba & Maher Abd El Kader

The Teaching Philosophy includes basic communication approaches; (a) Passion and Communication. (b) Fairness: to understand students as individuals and students. (c) Critical thinking: as lecturers should be challenged to try to deliver course materials in different ways and from different perspectives. (d) Humour and fun; Pleasing students by being approachable will make them more determined to excel in their assignments and lecturers will be inspired by their students. Communication in the teaching process help students attach concepts to

their own lives, as students will apply what they learn in class to the world around them. The researcher happened to apply some approaches on random sample of Hotel-Department students, at the Faculty of Tourism and Hotels, University of Alexandria. The importance of this study lies in the new trend of developing the education process nowadays, which will require the participation of students for best results.

THE IMPACT OF TOURISM IN THE SOCIOCULTURAL STRUCTURE
OF CYPRUS 145

Elena Spanou

This paper is based on evaluating tourism development in Cyprus, a European nation, and its impacts on the socio-cultural structure of the island. The principal concern of this research is aid in sustaining the resource base on which the tourism development in Cyprus depends on. The paper concludes that in spite of all the negative and positive impacts of tourism on Cyprus it is not yet clear whether the benefits outweigh the costs. The reason for this uncertainty is that most of the research is done on an estimate as there is no empirical data available as yet to support either side of the equation.

BOOK REVIEW

COASTAL MASS TOURISM: DIVERSIFICATION AND SUSTAINABLE
DEVELOPMENT IN SOUTHERN EUROPE 163

Kalotina Chalkiti

CONFERENCE REPORT

IN SEARCH OF EXCELLENCE FOR TOMORROW'S TOURISM,
TRAVEL AND HOSPITALITY (24th EuroCHRIE CONGRESS) 167

Eduardo Parra López

FORTHCOMING EVENTS 171

JOURNAL AIMS AND SCOPE 173

NOTES FOR CONTRIBUTORS 178

EDITORIAL

This is the third issue of TOURISMOS, which now enters into its second year of publication (volume two). In the previous year, our new 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 four research papers, two case studies and two research notes most of them with a Mediterranean flavour. The papers address a number of topics namely branding, managerial motivations, environmental sustainability and service quality. In particular, *Hélène de Burgh-Woodman & Jan Brace-Govan* produced a very interesting contribution on branding with reference to the niche tourism markets of surfing and snow-port. The paper performs a comparative analysis to highlight brand personality issues and their importance for marketers wishing to attract diverse sub-cultural groups. The second paper by *Anastasios Zopiatis & Panikkos Constanti* is thought-provoking and challenges the conventional wisdom that monetary remuneration is the principal motivator for hospitality managers. Based on surveys undertaken in Cyprus, the paper identifies other motivational factors including appreciation, career opportunities and working conditions. The third paper by *Tullio Romita* thoroughly discusses the environmental impacts of non-organised tourism in the form of “undetected” and informal relations between tourists and local communities. As stated very validly by the author, “undetected” tourism has important implications for sustainable development; hence the need for corrective action, which is proposed by the paper in the context of Southern Italy. Last but not least, *Ghada Abd-Alla Mohamed* carefully examines quality of service delivered by travel agents in Egypt from a customer satisfaction perspective. Using rigorous statistical methods (factor and regression analysis), the paper concludes that resource and corporate image are of primary importance in effective and successful differentiation among travel agencies.

With respect to the case studies, *Evangelos Asprogerakas* constructively uses Porter’s competitive advantage paradigm to raise issues of city competition and urban marketing in Athens, Greece. The city should

© 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/>

primarily aim at capitalising on the success of the 2004 Olympic Games to strengthen its tourism image and effectively address any emerging problems. *Laurent Botti, Nicolas Peypoch, Rado Randriamboarison & Bernardin Solonandrasana* build an interesting econometric model for France to explain tourism demand patterns between 1975 and 2003. The study concludes that tourism expenditure is positively related to GDP and negatively to relative prices.

Finally, the first research note deals with tourism education and examines the impact of effective communication in teaching based on pleasing students. *Dina Mostafa Weheba & Maher Abd El Kader* apply their innovative approach among students at the University of Alexandria to develop a participatory education process for the future. The second research note is produced by *Elena Spanou* who carefully assesses tourism impacts on the socio-cultural structure of Cyprus. The author expresses the interesting view that the cost-benefit balance is vague and unclear due to the lack of appropriate empirical data.

Based on the previous analysis, I trust that you will enjoy reading the contributions made in this third issue of TOURISMOS; we are all looking forward to our next issue in autumn 2007!

Paris Tsartas
Editor-in-Chief

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".