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TOURISMOS

An International Multidisciplinary Journal of Tourism

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TOURISMOS

An International Multidisciplinary Journal of Tourism

Volume 8, Number 1, Spring 2013

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THE YOUNG TOURIST GUIDE TO PARADISE: UNDERSTANDING
BEHAVIOURAL PATTERNS OF YOUNG BEACH-ORIENTED
TOURISTS

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Paolo Mura & Catheryn Khoo-Lattimore

This paper seeks to advance knowledge of young beach-oriented tourists by employing a qualitative research method. The research was conducted in Ios, on the south of Athens, Greece. The location represented an extremely popular destination for young people from all over the world. After three months of observation and interviews with twenty five young tourists, the findings interestingly show that the young tourists' patterns of behaviour on holiday were often discussed by them in contrast to the patterns of behaviour in the home environment. This finding has important implications because it further expands our understanding of the relationship between the tourism experience and the leisure experience in the home environment.

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Mohammad Nayef Alsarayreh & Ahmed Jibreel Al Matarneh

This study aimed at recognizing the problems of communication among the tourists and the local community in Karak Governorate forms the perspective of tourists. It determined the problems that might lead to a fault in the communicative process. This study is an explorative-analytical one, where it adopted the methodology of data collection and analysis to conclude findings. The researcher distributed 250 questionnaire forms, where he retrieved 220 and excluded 20 forms. This figure represented the population and sample of the study either. From the perspective of

tourists to the southern region there were communicative problems among the tourists and community in terms of organizational party, except the existence of tourist police at the tourism sites continuously to protect the tourist from the abuse by community individuals. There were lingual problems among tourists and community besides psychological and social matters. But there were no problem for excuse in case of any mistake by the tourist. The study recommended that such organizational problems should be solved, where the state should increase the figures of tourist to the southern region. The psycho-social problems should find a solution in terms of sensitive and religious aspects which might lead to misunderstanding by community and harsh the feelings of tourists besides the difficulty of building friendship relations with tourists and treat them with respect.

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Josef Navrátil, Kamil Pícha, Jaroslav Knotek, Tomáš Kučera, Jana Navrátilová & Josef Rajchard

Evaluation of tourist attractions by different segments on 'mass-tourism' – 'eco-tourism' continuum for water-enhanced tourist sites in mountain and submontane areas in South Bohemia (Czech Republic) was tested. Students on three different study programmes were chosen as respondents for Q-sort with photos of 48 tourist sites. Principal components factor analysis of respondents sorting revealed three main factors of attractiveness perception: presence of dominant attractiveness, natural landscape versus cultural-historical site, harmony of landscape. Impact of tourist segments was revealed for the first two factors. Hierarchical clustering of cluster analysis was then used to obtain homogenous groups of photos. Nine types were revealed: (a) wetlands; (b) forest springs; (c) historical monuments rather of a marginal character; (d) perspective horizons of various content; (e) technical treatments; (f) historical dominants; (g) waterfalls; (h) alpine (wild) rivers; (i) harmonic landscape. Impact of tourist segments was revealed for clusters (a), (c), (e), (f), and (i).

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Ourania Vitouladiti

The importance of destination image in tourism is undeniable. Both aspects of destination image, secondary and primary, are very important in shaping the overall image. A comparison between them would bridge

the tourists' expectations with experience by revealing the exact deviations from the original perception. According to the scientific literature there are scant researches that compare, directly, these two dimensions of the image, using a representative sample from first time visitors. Such a comparison would enrich the limited empirical research on this specific issue. This paper presents the direct comparison, based on empirical research and on representative sample of British first time visitors to the island of Corfu. The members of the sample were given two questionnaires, (total 752 questionnaires) one at the arrival and the other just before the departure. Both questionnaires were completed by the same person and this is an additional value of the study. The research revealed the pragmatic dimensions, indicated the priorities for marketing and management actions and suggested through this comparison a new kind of image.

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Hany Hosny Sayed Abdelhamied

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Serkan Bertan & Volkan Altıntaş

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Efstathios Dimitriadis, Dimitrios Papadopoulos & Despoina Kaltsidou

Many Greek islands, like Crete, Rhodes, Corfu, Santorini and Mykonos, are included among the most popular tourist destinations worldwide. For Greece and especially for its small islands, tourism constitutes a vital factor of development and prosperity. Our study is concentrated on two, not so popular, Greek islands (Hydra and Lemnos) with different characteristics and focuses on residents' attitudes and perceptions about tourism development. Based on a sample of 400 residents of Hydra and Lemnos, we find that the economic parameters contribute significant on the perceptions' formation about tourism development. We also find that there is a reduced perception about the negative affect of tourism on society and environment, especially when the income is directly depended from tourism.

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Biljana Petrevska

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The paper offers a reflection on the tourism issues and development strategies relating to Caribbean destinations, and more particularly, island destinations. When faced with intense competition from the popular destinations around the region, the smaller islands have had to reaffirm their market position. Mass tourism development models have not created the expected knock-on effects for these territories of limited size and vulnerable resources. Any wish for alternative tourism practices, which for

this region essentially revolve around the term ecotourism, falls under the scope of badly coordinated tourism development and its ensuing over-concentration of infrastructures, land conflicts and policies of entrenchment, etc. Sharing tourism revenue and accessing resources are key elements to the debate. Development strategies in relation to alternative tourism practices are better able to meet the expectations of host territories.

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Naci Polat

Tourism and peace are two important concepts which are influencing each other. These concepts are mostly tackled separately at tourism and peace platforms which are isolated. Since international security issues gain more importance, significance of both concepts are more underlined. Tourism is one of the most employment generator sectors of the world economy. Conflicts and tensions in different regions of the world could diminish number of tourists and tourism workers. Even if tourism can rehabilitate itself rapidly after such problems, scientific researches' are getting more interested in crises management (Laws, E., B. Prideaux and K. Chon, 2007). In this study, Do's and Don'ts of tourism projects in less developed regions will be extensively searched with qualitative methods, not after such crises but during the social crises and problems. At the main focus of this study, tourism projects of South Eastern and Eastern Regions of Turkey with high economical and social problem zones will be evaluated. These projects will be especially evaluated in the terms of establishing social peace. Results which are delivered with this study will be used for recommendations for the other problem zones of the world.

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Chris A. Vassiliadis, Anestis Fotiadis & Linda A. Piper

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Xing Huibin & Azizan Marzuki

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Olivier Dehoorne & Corina Tătar

The paper offers a reflection on tourism issues and development strategies relating to Caribbean destinations, and more particularly, insular destinations. When faced with intense competition from popular destinations around the region, the smaller islands have had to reaffirm their market position. Mass tourism development models have not created the expected knock-on effects for these territories of limited size and vulnerable resources. Any wish for alternative tourism practices, which for this region essentially revolve around the term ecotourism, falls under the scope of badly coordinated tourism development and its ensuing over-concentration of infrastructures, land conflicts and policies of entrenchment, etc. Sharing tourism revenue and accessing resources are key elements to the debate. Development strategies in relation to alternative tourism practices are better able to meet the expectations of host territories.

TOURISM, TERRORISM AND NATION-STATE: SEVIL SOMNEZ
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Korstanje Maximiliano E.

Similarly to the assumption that politics are war by other means, we argue in this conceptual paper that tourism and terrorism are linked and

sometimes tourism is terrorism by other means. In sharp contrast to the studies that focuses on terrorism as the main threat of West, we try to explore the historical roots of terrorism from an all-encompassed manner. We therefore, exert a criticism to the Sevil Somnez's text and provide with an alternative view for policy-makers, scholars and students interested in these types of issues.

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In light of competitive pressures, organizations particularly service providers, need to unleash the talents of their employees in order to accomplish peak performance. Recent efforts have highlighted the importance of work engagement which focuses on human strengths and optimal functioning. Despite its potential beneficial outcomes, research on the prevalence and antecedents of work engagement has remained scarce. Therefore, the objective of this paper is to develop a model linking role clarity, supervisory support, and peer support as predictors of work engagement. A review of the literature to support the proposed model among customer-contact employees within the Malaysian hotel industry is provided.

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EDITORIAL

This is the fifteenth issue of TOURISMOS, starting its eighth year of publication. In the previous fourteen 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.

All research papers and case studies presented in this issue, address a number of topics namely tourism marketing, tourism planning and development, tourists' motivations and perceptions about tourism destinations, sustainable development, hotel management, the impact of country-specific macroeconomic factors on hotel chain expansion, social media in destination marketing, travel demand and economic growth, and management of special events.

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 autumn 2013!

Paris Tsartas
Editor-in-Chief

Evangelos Christou
Editor

© University of the Aegean. Print ISSN: 1790-8418, Online ISSN: 1792-6521



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