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An International Multidisciplinary Journal of Tourism

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Patricia Martínez & Ignacio Rodríguez del Bosque

This paper aims to offer a preliminary case study of CSR issues being addressed in the hospitality sector in order to disseminate best practice. By employing a qualitative research findings reveal that Meliá Hotels International has its own approach to CSR by incorporating a new cultural dimension to this notion. Moreover, findings illustrate how MHI define its CSR policy according to the stakeholder approach, being the main beneficiaries from these activities consumers and local communities. This study also provides evidence that strength of CSR commitment varies by topic, and that value creation for MHI can be uncertain since many CSR initiatives do not cause a reduction in costs.

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Harald Schaller, Haukur Ingi Jónasson & Tetsuya Aikoh

For many protected areas, the inclusion of interested parties in decision-making processes has become both more important and common. The range of interests can lead to a variety of conflicts. Given the diversity of stakeholders, effective conflict management requires an integrated communicative approach that addresses this range interests. Yet the question remains: Are techniques developed for a specific case, and in one particular culture, applicable to other cases? To explore this question we compared the attitudes of stakeholders in Vatnajökull National Park in Iceland and Daisetsuzan National Park in Japan regarding conflict, communication and consensus. Despite the cultural and geographical distance between the two cases, the results show an 84% concurrence in

stakeholder views, leading the authors to conclude that, despite minor differences, conflict management techniques can be applied across cultural borders provided that managers are sensitive to local understandings of how people relate to their social and natural environments.

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Hemant Kassean Senior Lecturer & Rhaalib Gassita

This study examines the motivational push and pull factors that affect tourists' decision in their choice of a holiday destination. 200 questionnaires were completed using a face to face interview among specific groups of travellers to Mauritius (English, French, German, Italian and South African tourists) at various points on the island. The findings show that rest and relaxation are the most compelling push motivation forces followed by nostalgia, escape, novelty, social interaction. The key pull based motives were found to be climate and weather, landscape and scenery, flora and fauna, beaches, the exotic atmosphere, the Mauritian hospitality and authentic Mauritian culture. Push and pull factors between first time visitors and repeat visitors are discussed. This study contributes to our overall understanding of why holiday makers take travel decisions for long haul destinations like Mauritius and can therefore help destination marketers develop better marketing programmes to meet the specific needs.

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Ishmael Mensah & Rebecca Dei Mensah

The available literature suggests that there has been a rise in green consumerism, not only among general consumers but tourists. This has provided the impetus for the 'greening' of hotels as hotel guests have indicated their preference for hotels that 'take care of the environment'. Ironically, the environmental impacts of hotels especially with regards to the consumption of energy and water are more likely to be exacerbated by their guests. In spite of this, most studies on environmental management in hotels have centred on programmes and initiatives undertaken by management with little focus on the attitudes and behaviour of guests. This study sought to assess international tourists' environmental attitude towards hotels in Accra and the implications for environmental management by hotels. A sample of 343 international tourists was surveyed at major tourist attraction sites in Accra. The results of the study indicate that a majority of respondents generally held the view that hotels do not destroy the environment but contribute to the global environmental problems. Most of them (83%) were therefore willing to pay more to stay

in a hotel with a responsible environmental attitude. There was also a significant positive relationship between some socio-demographic characteristics of tourist such age and sex and their environmental behaviour. The results of this study have implications for environmental education of guests and the marketing of hotels.

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Francesc Romagosa, Gerda K. Priestley & Joan Carles Llundés

In recent years, sustainability has become a fundamental component of all planning processes, while, on the other hand, tourism is seldom seen as a key or priority sector in overall planning. In this article, diverse approaches to sustainable planning that include tourism are examined in order to provide a conceptual framework and some points of reference to contextualize the posterior analysis of a recent planning process undertaken in Catalonia, Spain. The discourse focuses on the proposals, the difficulties encountered in establishing objectives and indicators, leading finally to an evaluation of the suitability and foreseeable effectiveness of the measures approved.

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Serkan Bertan, Ercan Sirakaya-Turk & Volkan Altıntaş

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Francisco González Santa Cruz, Sandra María Sánchez Cañizares & Tomás López-Guzmán

The hotel industry is characterised by close and direct contact between the employee and the customer. For this reason, one of the most effective ways to achieve customer satisfaction and loyalty is to ensure that employees who provide the service feel committed to the organisation where they work. By doing so, hotel businesses can gain a sustainable competitive advantage and improve organisational performance. Based on these

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*Ana Ramos, George Ramos, Alexandra Cruchinho, Fernanda Delgado,
Paula Pereira, Paula Sapeta & Paulo Afonso*

The implementation of the Bologna process in higher education leads to rethinking the teaching-learning assumptions. Higher education today is focused on curricula, teaching-learning processes, subjects and course programmes attending to European credits system, teachers' qualification and training, academic success and scholar results, performance standards, assessment of institutions, assessment of skills (and not merely knowledge). In 2010 a project (Construction of Learning | ConstAp) was developed in the Polytechnic Institute of Castelo Branco, Portugal. The main goal was to motivate the adoption of changes concerning classroom methodologies and students' autonomous workload guidance in the scope of the Bologna process implementation. This paper presents a proposal of pedagogical intervention to deal with the mentioned objectives, a project applied in a specific tourism course. The paper presents the first results collected regarding the project's implementation and seeks to impart a methodology that can be applied to similar courses.

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Serafeim Polyzos, Tsiotas Dimitrios & Alexios Kantlis

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*Juan Gabriel Brida, Nicolás Garrido, Francesco Mureddu & Juan
Sebastián Pereyra*

This note studies a market signal mechanism for assessing the short and long term tradeoff offered by the existence of natural resources in a tourism destination. We develop a theoretical model in which the destination price index is the tool for obtaining the sustainability of tourist areas. We assume that the stock of natural resources accumulates due to the regenerative natural capacity, but, at the same time, it is negatively affected by the number of tourists. When the demand price elasticity is higher than one, we show that there is a tradeoff between the use of the natural resources and the development of the tourism sector. In this scenario, we analyze how the optimal price changes as the parameters of the model vary.

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Kamil Yağcı & Gürkan Akdağ

The fierce global competition in the 21st century is focused on supply chains rather than on individual companies. From a macro perspective, supply chain is a network of enterprises which are engaged in different functions ranging from the supply of the raw materials through the production and delivery of the end-product to the target customers. In this study, an investigation on large scale accommodation enterprises has been conducted that aims to find out the impact of supply chain practices on business performance.

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Alessandra Fermari, Mina Sehdev & Olena Motuzenko

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Arup Kumar Baksi & Bivraj Bhusan Parida

The detrimental effects of global environmental turbulence have influenced consumers' preferences towards consuming eco-safe products/services, more popularly nomenclated as 'green products/services'. Industries have also identified this shift and are not only redesigning their products/offers but also projecting themselves as 'green firms'. This study empirically attempts to investigate the possible causal impact of green marketing initiatives on the perceived image of restaurants and its subsequent influence on the behavioural intentions of the consumers. Four tourist destinations in West Bengal, India, were identified for the study and eight restaurants were surveyed. Appropriate statistical procedures and structural equation modeling were applied. The results revealed a significant correlation between the variables under study with perceived consumer effectiveness playing a critical role in segmenting consumers on the basis of their affinity to greenness as an element to perceive restaurant image. The study has future scopes where demographical effects and price-sensitivity may be tested.

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Mavragani Eleni & Lympelopoulos Constantine

Greek museums, in the new era of economic recession, face the agony of surviving and at the same time chase the challenges for sustainable development. The scope of this survey is to define the groups of tourists who visited Greek public museums and their evaluations of the museums' services. The cluster analysis, forms different groups of tourists, and the principal component analysis reveals the factors that represent museum's quality characteristics. The analysis of variance follows, to correlate the already defined clusters per factors and to answer the research questions. The quantitative research reveals that, there are three different groups of tourists, and confirms that visitors behave according to the group they belong. Therefore, in formulating a strategy to attract and satisfy the cultural tourists, the improvement in the provision of educational services and the better training of the personnel are needed, since most problems are noticed on these aspects.

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Siamak Seyfi, Adel H.Nikjoo, Omid Rezaei & Abolfazl Siyamian

The purpose of this paper is to explore the attitude and perception of local residents toward tourism impacts and development in Torqabeh, one of the most popular tourism resort located in northeast of Iran. Two hundred and fifty households were randomly chosen as a sample of study and data were collected and analyzed with quantitative methods. The results of analysis revealed that local residents generally expressed a positive attitude toward tourism development in Torqabeh. There was evidence that Tourism-related job, community involvement in making decisions about tourism development, community attachment and length of residence are significant determinants of perceived tourism impacts and development. Furthermore, the study reinforces the need for inclusion of local people during future preliminary process of tourism planning in area.

THE EFFECTS OF TOURISM DEVELOPMENT TOWARDS LIVELIHOOD SUSTAINABILITY OF THE ORANG ASLI AT THE KG.SG. RUIL, CAMERON HIGHLANDS 301

*N.H.M. Salleh, R. Othman, S.H.M. Idris, A.H. Jaafar & D.P.
Selvaratnam*

The main objective of this study is to measure the level of livelihood sustainability of indigenous people at Kg. Sg. Ruil located at a tourist destination of Cameron Highlands, Malaysia. Several indicators

measuring livelihood sustainability as developed by the United Nations Development Program are employed in this study. Among the indicators measured are human assets, financial assets, physical assets, social assets and the disruption or threat to the livelihood of indigenous people (Orang Asli). Face-to-face interviews involving a total of 110 respondents were conducted from October to December 2011. The results indicate that the development of tourism in Cameron Highlands positively impact the indigenous people in terms of increment in their human assets, financial assets, physical and social assets. They also managed to handle the threats that may disrupt their livelihood sustainability.

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Saeed Rasekhi & Sepideh Hosseini

Assessing the spatial structure of tourism in selected countries during the period 1995-2010 is the main purpose of current paper. To reach this, through applying new economic geography, some spatial factors affecting on tourism agglomeration have been evaluated using panel data. The results of model estimation indicated that the economies of scale and the tourism cost are the most important factors in determining tourism agglomeration in selected countries. In addition, growth and development level of countries increase the tourism agglomeration in these countries. Also, based on this study results, maintain credibility in satisfaction of tourists increase the tourism agglomeration. Overall, the results of this study indicate the confirmation of new economic geography factors in determining tourism agglomeration, while previous studies are just considered the economic factors affecting on tourism agglomeration.

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Eugenio Cianflone, Giuseppa Di Bella & Giacomo Dugo

EC-labelled products, identified by PDO, PGI and TSG tags, are linked to a geographical area and to specific growing/manufacturing methods that guarantee quality and sustain local traditions. These features can promote local products by raising tourists' interest not only in local food but also in the place of origin of the same and in its history. This note wants to report ongoing research on a facet of cultural tourism that has not so far been studied: British Grand Tourists' accounts of local quality products. The selected item was the PGI Sicilian orange, whereas the literary evidence was taken from Brydone's travelogue and from Dennis' travel

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Konstantinos Chainas

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EDITORIAL

This is the sixteenth issue of TOURISMOS, finishing its eighth year of publication! In the previous fifteen 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 corporate social responsibility in the hospitality industry, management of human resources and peer support, spatial structure of tourism, tourism development and sustainability issues, tourism destination image, green marketing, promotion of tourism events, supply chain management, tourism marketing, tourists' motivations and perceptions about tourism destinations, hotel management, 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 spring 2014!

Paris Tsartas
Editor-in-Chief

Evangelos Christou
Editor

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