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An International Multidisciplinary Journal of Tourism

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Juan Gabriel Brida, Marta Disegna & Linda Osti

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Laura Turcato, Mohan Namasivayam & Terry Shevels

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Dimitrios Georgakellos & Maria Papakonstantinou

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Jelica J. Marković & Marko D. Petrović

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Srinivasan Gopal

This paper discuss about the main issue of the environment and the initiatives taken by the tour operators in the conservation, minimization of the environmental degradation, as an undeniable fact the tourism industry is one of the major contributor of pollution. The comparative approach has been adapted from the sustainability tourism handbook by the European tourism commission is followed in the paper, different perceptions and approach taken by the tour operators towards the environmental sustainability are compared and presented. And much has already been written on the direct, physical impacts of tourism on ecosystems and host communities (Matthieson and Wall, 1982; Jenner and Smith, 1992; Price, 1995). Yet so far, only a few researchers have attempted to explore ways in which industry may be involved creatively in regulation (Poon, 1993; Goodall, 1995; Eaton, 1996), which insists on the assessment of the role of the tour operators in the environmental sustainability.

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Jack Thornburg

Under the neoliberal economic model promulgated by the International Monetary Fund, many countries such as Costa Rica have changed economic policy to emphasize international tourism. With the increase in tourist arrivals, tourism is considered a major generator of foreign

exchange but with externalities subsidized through degradation of local environments. Such development is considered inefficient and unsustainable resource use. Eco-tourism is environmentally friendly due to its small-scale, community based, and reliant on local commodities. Eco-tourism is significant in a world of increasingly scarce natural resources and environmental degradation. A world of environmental limitations requires a shift in tourist modalities. The policy challenge is to decentralize the tourist sector and reorient towards broad-based ecotourism.

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Jon Charterina & Jon Barrutia

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Devkant Kala & S.C. Bagri

In the emergence of the information and competitive era, manufacturing and services organizations are required to acquire new capabilities for competitive success. Hotel organization in transition economies must create effective competitive methods for survival, since they exist in an environment where both customer and investor are demanding more from every organization. In search of solution they should focus on reliable and critical performance indicators, absolutely important for the success of the hotels and adopt a comprehensive and balanced performance measurement framework that meets the requirements of a dynamic environment. The aim of this work is to identify the key performance indicators in hospitality industry of the mountainous state of Uttarakhand, India located in the Himalayas. and to find out the influence of managerial characteristics on the choice of performance indicators. Data was collected from a sample of 143 hospitality managers working with classified and unclassified hotels of Dehradun and Mussoorie using questionnaire and semi-structured interviews over a six weeks period.

Results indicate that financial performance measures are still prevalent and more preferred key performance indicators in the elite managerial segment of almost all the hospitality organization. The study suggests that hospitality managers need to rethink about the choice of their performance indicators.

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Christina Bonarou & Athanasios Dermetzopoulos

Rural tourism seems to be an appropriate tool for the revitalization of the declining rural areas and the assurance of a sustainable future. For this reason the present paper builds on the viewpoint that the future of rural tourism destinations is inextricably connected to the implementation of best practices. The development of rural tourism in Greece faces a series of major contradictions; taking this into consideration, the case study focus on the emerging rural destination of Florina, in North Western Macedonia that has been awarded by the European Commission as one of the 10 best European destinations for agrotourism (2007). The aim of the paper is to identify and discuss tourism strategies and "good practices" that can clearly improve the quality of tourism offer in equivalent rural areas.

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Margarida Vaz, Jorge Silva and Emilia Baltazar & Tiago Marques

Air transport underwent profound changes in recent decades. Some airport facilities were privatized although others remained under public control, all pursuing commercial purposes through specialization and/or diversification of its business models, which proved to be quite profitable for infrastructures above a certain traffic threshold. For smaller ones, public funding proved indispensable to their survival. Stockholders, including tourism organizations, saw increased potential for regions with investment realizations in regional airports. This paper presents the Portuguese case studies of Évora and Bragança, and illustrates different models of attracting investments to develop regional airports, thus attracting air services and facilitating economic development, tourism in particular.

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Emre Ataberk, Mehmet Kamil Meriç & Emre Kaplanoğlu

Availability of geothermal water resources, suitability of climate for greenhouse plant cultivation and high potential of tourism increases the applicability of agritourism in Kaynarca Region, in Turkey. Closeness and connectivity of region to both Bergama and Dikili, which have high cultural tourism attraction and improvements in cruise tourism, respectively, would provide the integration of agritourism to other tourism types. Therefore, an alternative tourism can be uncovered and both national and international tourism demand can be increased in area. In this study, determination of the available potential of greenhouse enterprises of Kaynarca Region in Turkey, related to agritourism has been presented.

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Hung-Wen Lee & Anestis Fotiadis

The main purpose of this paper is to examine the question of whether or not it would be beneficial for the tourism sector to recruit workaholic employees since they might be more suitable for this type of industry. A total of 2,000 questionnaires were distributed to employees working in the tourism industry in Taiwan and 420 valid samples were returned with a return rate of 21%, from them 82 were identified as workaholics. Workaholism in our research is differentiated in three categories: low-level, high-level and burnout workaholics and it's analysed by their relationship with work achievement and enjoyment, work involvement and

inner work drivers. The core findings indicate that there are significant differences between high-level workaholism and the other categories. Therefore, it is suggested that tourism managements should select employees with high-level workaholism and this paper can serve as an indicator to assess recruiting procedures in the future.

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Nancy Loman Scanlon & Xuefei Fan

This research study seeks to identify trends in the application of operating practices that result in the reduction and conservation of water, energy and waste output by thirty six hotels and resort facilities in the tropical climate of Miami, Florida, U.S.A.. This paper addresses stakeholder issues that pressure hotels in the U.S.A. to fully engage in sustainable operating practices to include the meeting and conventions market requirements for evidence of sustainable operating practices. This study seeks to identify a profile of the operating activities of sustainably operated hotels and resort lodging properties in the area surrounding Miami, Florida based on lodging subgroup classifications.

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Wadim Strielkowski & Denisa Kasl Kollmannová

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Édit Komlósi & Petra Gyurácz-Németh

The concept of performance in hospitality industry is regarded somewhat similarly to the other (service) sector organisations: performance is managed and measured according to the financial (hard) and operational,

organisational (hard and soft) and human (soft) approaches (Goldsmith et al, 1997; Claver-Corte's et al, 2007; Klidas et al, 2007; Sainaghi, 2011.). Measuring performance is one way of performance management (Halachmi, 2005). Measuring is important to know where an organisation starts and how it operates presently and where it is heading to (Armstrong and Baron, 2011). To identify what should really be measured and where to start when developing a performance management system an organisation must start to identify its critical success factors (CSFs) and key performance indicators (KPIs) (Rockart, 1979). In this paper we present customised and standardised CSFs and KPIs in a case study based on 4 semi-structured interviews carried out with Hungarian hotel managers.

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EDITORIAL

This is the seventeenth issue of TOURISMOS, starting its ninth 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 2014!

Paris Tsartas
Editor-in-Chief

Evangelos Christou
Editor

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