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An International Multidisciplinary Journal of Tourism

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Josep M^a Prat Forga & Gemma Cànoves Valiente

Tourism has for some time been viewed as providing a lifeline for mountain areas where agriculture is in decline and few alternative employment opportunities exist. One of the manifestations is cultural tourism, which, besides revaluing the heritage of a territory, can be made compatible with rural tourism. This paper analyzes integrated cultural tourism in mountain areas, including the scale, degree of embeddedness, endogeneity, sustainability and role of interactions between tourists and local people. This research is based on a survey with cultural tourists in the Pyrenees (Catalonia, Spain). They are presented in the context of the experience of tourists in mountainous areas, related to the practical operation of integrated cultural tourism. The results reveal that this cultural tourism has strong links to the natural environment in the study area but that there are existing threats to integration in the physical and social domains.

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Angelo Camillo & Loredana Di Pietro

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Maria C. Alebaki, Olga I. Iakovidou & George C. Menexes

Over the last two decades, the mutual cooperation between the wine and the tourism industry led to the development of a rapidly growing sector, namely wine tourism. The profitability and success of this venture are affected by a wide range of factors. Thus, wine tourism has been viewed as a form of consumer behavior, as a developmental strategy that destinations adopt in order to utilize their distinct 'wine tourism terroir' and as a direct selling and educational opportunity for wineries. A stream of research focuses on both the 'winery' and the 'wine region' perspectives, employing case-study approaches. However, the need for data collection from multiple destinations has been stressed, as systematic comparison could shed light on the broader picture of the phenomenon. Within this framework, this paper adds to the existing empirical literature by providing aspects of wine tourism development in Northern Greece

region. In particular, the current study aims to compile the profile of the wine industry, to examine the winemakers' level of involvement with tourism activities, as well as to explore their perceptions towards the factors that could expand the potential of wine tourism. A census approach was undertaken, with the use of a structured questionnaire which was sent to each winery directly. Results indicate that wineries in Northern Greece are predominantly small and privately-owned. The majority of them have engaged in wine tourism during the last five years, in an attempt to gain promotional benefits. Apart from descriptive statistics, Principal Component Analysis (PCA) showed that wine tourism can be further developed by variable combinations of five components, labeled as: 'Political-institutional', 'Regional infrastructure', 'Tourism facilities in the winery', 'Promotion' and 'Wine tourism events'.

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Tomás López-Guzmán, Ana María Castillo Canalejo & José María Cerezo López

The relationship between agriculture and tourism is allowing for improved economic development in rural areas and is improving tourists' experiences. The literature highlights that both sectors can be complementary and can develop in conjunction with each other, generating wealth and creating jobs. This paper presents an analysis into the potential of wine tourism on the island of Fogo. To this end, the results of fieldwork carried out on the island are presented, consisting of an analysis of tourists' evaluation of aspects related to wine and cuisine. The main results show that the wine sector is developing on the island, as well as areas associated with wine such as cuisine and craftwork, highlighting the importance of hospitality and the creation of tourism routes. It can therefore be concluded that the promotion of wine tourism could create links between agriculture, culture and tourism which could lead to greater socioeconomic development.

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Ali Shakoori & Seyed Masoud Mirtalebi Aghdam

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Aytekin Firat, Gülay Ozaltin Turker & Ismail Metin

Turkey's natural and historical beauties are available for tourism facilitate the development of the industry in the country. However, uncontrolled construction and damaging nature unconsciously by building concrete walls on the sides of coastlines keep weakening the industry. In this respect, boutique hotels are emerging as small and medium sized enterprises (SMEs) which are built either by protecting the natural plantation or by restoring old buildings. The main goal of this research is to introduce boutique hotels as a flourishing enterprises in the light of changing structure and trends of tourism industry, to determine the contributions of boutique hotels to Turkish tourism industry, to point out and call attention to the problems of these enterprises according to demands and expectations of guests, and to develop some solutions concerning existing problems, to specify what kind of marketing tools are used and to investigate targeting strategies of the enterprises defined.

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Voon Chin Phua & Doug Berkowitz

Promoting ethnic cultural tourism is an important aspect of an overall tourism strategy in Singapore. The Singapore Tourism Board (STB) actively leverages the country's limited natural resources and short history to ensure the viability and competitiveness of this industry. In this research note, we examine non-Asian tourists' perceptions of Singapore's

ethnic cultural tourism and make recommendations for future promotion. The results from a survey conducted in 2009 show that non-Asian tourists' participation in ethnic cultural tourism in Singapore is mostly accidental and is less for cultural aspects than for cheap shopping and low-priced food. The challenge for the Singapore tourism industry is to balance profit-generation with cultural retention and education.

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Mostafa Mohammadi & Zainab Khalifah

Based on current literature, this study developed a theoretical model of residents' support for tourism, and a series of hypotheses was proposed. The model and the hypotheses of the study were tested by structural equation modeling approach from responses collected from residents of Bistoon in Iran. The findings revealed that residents' support for tourism, is affected directly and/or indirectly by: Ecocentric Attitudes, Place Attachment, Utilization of Tourism Resource by Resident, Community Concern, Participation in Tourism Development, Social Identity, Economic Benefits, Economic costs, Social benefits, Social Costs, Environmental Benefits and Environmental Costs. An additional finding revealed that in a community which is experiencing economic problems, residents are likely to view tourism as a means of improving their economic position while underestimating the tourism development costs.

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EDITORIAL

This is the eighteenth issue of TOURISMOS, finishing its ninth 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, case studies and research notes presented in this issue, address a number of topics namely cultural tourism, tourism planning and development, tourists' motivations and perceptions about tourism destinations, tourism and economic growth, gastronomic tourism, tourists' motivations, medical tourism, sustainable tourism, tourism infrastructure, wine tourism, and tourism marketing.

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-summer 2015!

Paris Tsartas
Editor-in-Chief

Evangelos Christou
Editor

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