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Babu P. George

Ability to participate and communicate in different social settings is considered to be very important qualities for tourism graduates. Tourism educators are supposed to inculcate these qualities in the students and one the finest means of training for which is to make the classroom sessions more interactive. Yet, educators, especially those who belong to the 'old school' find it difficult to forego the teacher-dominant one-way lecture method. Thus, 'student-centered learning' and 'teacher-as-facilitator' are some of the vital-most values that are aimed to be imparted through training programs for in-service academic staff in tourism. Resource persons who handle tourism teacher training program sessions believe that these objectives could best be achieved by rewarding with higher grades those participants who interact more during the sessions. The basic assumption behind this approach is that encouraging teacher-participants who interact more shall instill in them the spirit of the aforesaid values, which they shall later enact in their professional lives as tourism teachers. The present study conducted in India critically examines this assumption and establishes that rewarding teacher-participants for their interaction might in fact defeat the very same purpose for which the scheme was primarily introduced. The astonishing finding is that those teacher-participants who participate more during the sessions of the in-service training programs constitute the most 'dictatorial' ones in their regular teaching roles along with their least participating colleagues. Those who participated moderately were noted to be the best tourism

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Malaysia is an Asian country with a multi-ethnic population that includes native Malays, and people of Chinese and Indian ethnicity. Malaysia has identified tourism as a priority sector and is aggressively promoting the country. Consequently, restaurants in Malaysia operate with an increasingly more ethnically diverse customer base. Ethnic restaurants and differential perceptions of customers of varying ethnic backgrounds have not been studied in detail. This study examines the perceptions of South Asians, Caucasians, East Asians, and those of other ethnic origins in their perceptions of Indian restaurants in Malaysia. The findings suggest that there are universal likes/dislikes as well as differential perceptions between ethnic groups. Implications for restaurant operators and researchers are suggested.

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Odysseas Pavlatos & Ioannis Paggios

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Cultural tourism constitutes an alternative strategy of sustainable local development for improving quality of life. The main objective of this type of tourism is to transform the regions, which are characterized by cultural resources, into ideal places for vacation, residence or business.

In this study the residents' perceptions of cultural tourism were examined in a case study of a Greek island, Andros. It was found that the majority of the respondents were aware of the importance of cultural tourism and they argued that it could contribute to the island's local development. The findings also suggested that there is a strong relationship between the respondents' characteristics and their perceptions of the impacts of cultural tourism on the island's development.

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Omneya Khairy El-Sharkawy

Tourist Guides, like all employees within the travel (Tourism) industry must be aware of the needs of travelers (Tourists) and adjust their service and products accordingly, to accomplish this goal TGs are expected to process knowledge of guiding. This paper measures the degree of the influence of the area of study and the level of knowledge on experienced TGs through a study conducted on 200 of 6846 the working population of TGs in 2005, licensed to work in the field by the Ministry of Tourism in Egypt. The study used a self-administered questionnaire that revealed important results showing defects in the areas of study and shortage in the knowledge background of the TGs to a certain extend. The conclusion of the study will propose a guiding scheme to develop a certain standard of education and knowledge needed by TGs in Egypt in their drive towards professional recognition, in order to be able to perform effectively in an increasingly competitive field.

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Rossana Galdini

Urban tourism is in full expansion due to world-wide urbanisation and internationalisation of our societies. New economic impulse created by investments in urban regeneration, and improving the quality of life, produces different consequences. This paper tries to examine the benefits and costs which tourism has on host environments, economies and societies and analyses the strategic conditions which can assist cities to revitalise their territory, through a coherent tourism policy. An Italian case study, Genoa is used to illustrate some of these impact issues. Genoa, after a deep crisis, has regained a new identity and its role in the Italian economic and social system. The paper provides a critical approach of how places of cultural significance are transformed

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**TOURISM, VILLAGE SPACE AND THE RE-APPROPRIATION OF
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Eleni-Christina Sotiropoulou

Modern countryside is increasingly becoming a place 'utilised' by city dwellers, a phenomenon particularly observable in Greece, where distances are relatively small and relations between villages and cities remain strong. The case of two Greek villages, where tourism has played a leading part in their social and economic recovery, will help us understand, through a conflict analysis, the way in which different expectations and aspirations expressed by various groups of local actors, concerning the use of rural space, determine the development and social organisation of rural areas.

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In this short paper we analyze the impact of tourist demand in hotel rooms on the investment of hotels on environmental quality. In particular we show that when income of the tourists increases, then in order to maintain the demand for rooms, the hotels must increase the investment on the environmental quality of the region where there is an increment of the tourist activity. In the particular case where we have three different hotel chains located in three different tourist regions, we show that the incentive of hotel chains to invest in environmental quality depends on the demand for days of rest on the part of tourists and on the level of aggregate income. We also show that if total income increase then the incentive to invest in environmental quality increases in the region where the price of an hotel room is lower.

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Zoltan Baros & Lorant Denes Dávid

As a consequence of the rapid growth of the tourism sector, special emphasis is placed on destinations and tourism products connected to

or based on certain physical and environmental factors. However, the negative environmental consequences of tourism are, in many cases, overemphasised to the social and/or economic elements of sustainable development. Thus, it is important to find an adequate balance of the elements mentioned above within tourism development in order to achieve an optimal way of fulfilling all requirements of sustainable development. In order to this, a potential method is introduced by applying the Sustainability Value Map, developed originally for buildings and urban development projects, to the evaluation of sustainable tourism products. This method implies further questions arisen concerning the selection of the right set of indicators and the importance of local or regional issues. Using it as a tool, it may promote the process of holistic tourism planning and development.

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EDITORIAL

This is the fourth issue of TOURISMOS, which soon will enter into its third year of publication (volume three). In the previous two years, our 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 five research papers, two case studies and two research notes with an international flavour. The papers address a number of topics namely tourism education, consumer behaviour and visitor perceptions, hotel accounting, cultural tourism, urban and rural tourism, tourism demand and sustainable development. In particular, *Babu George* produced a very interesting contribution on tourism teacher training programs. The paper examines student-centred learning and in-service training of tourism educators and their impact on educator teaching and learning styles and practices in India. The second paper by *Bharath Josiam, Sadiq Sohail & Prema Monteiro* examines consumer behaviour and perceptions of Indian restaurants. Based on surveys undertaken in Malaysia, the paper identifies differentiated perceptions of different ethnic groups of potential customers and describes managerial implications for restaurant operators. The third paper by *Odyseas Pavlatos & Ioannis Paggios* thoroughly discusses industry practices of hotel cost accounting. The authors present findings of an empirical study in Greece, and examine the adoption rate of an activity-based costing system. *Despina Sdrali & Katerina Chazapi* focus on the examination of cultural tourism in insular communities, in relation to residents' perceptions of the impacts of tourism. Last but not least, *Omneya Khairy El-Sharkawy* carefully examine quality of service delivered by tourist guides in Egypt from a customer satisfaction perspective. Findings are related to educational needs and priorities in relation to tourist guide development and lifelong learning.

With respect to the case studies, *Rossana Galdini* tries to examine the benefits and costs which tourism has on host environments, economies and societies and analyses the strategic conditions which can assist cities to revitalise their territory, through a coherent tourism policy. An Italian case study, the city of Genoa, is used to illustrate some of these impact issues.



Eleni-Christina Sotiropoulou presents the case of two Greek villages, where tourism has played a leading part in their social and economic recovery, helping us understand, through a conflict analysis, the way in which different expectations and aspirations expressed by various groups of local stakeholders concerning the use of rural space determine the development and social organisation of rural areas.

Finally, the first research note deals with the effects on environmental investment of changes in tourism demand. *Elvio Accinelli, Juan Gabriel Brida, Edgar Carrera & Juan Pereyra* analyze the impact of tourist demand for hotel rooms on the investment of hotels on environmental quality. In particular they show that when income of the tourists increases, then in order to maintain the demand for rooms, the hotels must increase the investment on the environmental quality of the region where there is an increment of the tourist activity. The second research note is produced by *Zoltan Baros & Lorant Denes David* apply the Sustainability Value Map, developed originally for buildings and urban development projects, to the evaluation of sustainable tourism products. Using it as a tool, they conclude that, it may promote the process of holistic tourism planning and development.

Based on the previous analysis, I trust that you will enjoy reading the contributions made in this fourth issue of TOURISMOS; we are all looking forward to our next issue in spring 2008!

Paris Tsartas
Editor-in-Chief