

# **TOURISMOS**

*An International Multidisciplinary Journal of Tourism*

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*The aim of the paper is to verify if the organizational model of the albergo diffuso satisfies the requirements of sustainability when offered to tourists who are increasingly interested in the history and culture of a territory. The qualitative research method adopted uses a case study approach based on two case studies of alberghi diffusi (Yin, 2009). These are analysed by focusing on the business and organizational model of the albergo diffuso. The albergo diffuso is a more valid and sustainable hospitality business alternative to traditional Italian hotels. It is not just a different kind of hotel with historical, cultural and artistic associations but a project to promote the history and culture of an area which can have a major impact on competitiveness, economic growth, and local social and environmental development. In future research, the study will focus on a wider sample analysis, with a qualitative examination in different geographical areas.*

UNDERSTANDING THE MOTIVATIONAL FACTORS OF DINING  
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*Orhan Akova, İbrahim Cifci, Ozan Atsız, & Burcu Gezeroglu*

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*people dining out at restaurants at Fatih Kadınlar Bazaar in Istanbul. In total, 304 valid responds have been collected. As a result, in the scope of Maslow's Hierarchy of Needs Theory and Herzberg's Two Factor Theory, the motivation factors for the people who dine out at local restaurants in Fatih Kadınlar Bazaar for both theories are socializing, status and self-actualization. It has been found that basic motivations explaining dining out phenomenon for both theories are more likely to satisfy psychological needs rather than physical needs.*

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*The paper argues that organization of tourism within Protected Areas can become extremely beneficial for Greece, serving a fourfold purpose: a) enhancement of the natural and cultural heritage of the country, b) self-financing of Protected Areas, c) dispersion of tourism activity to all parts of the country (instead of only the islands and coasts), and d) broadening the offered tourism product that is still characterized by seasonality.*

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*Our aim was to record a variety of aspects concerning personnel selection, employment status and education of the staff of the Greek travel agencies. We found that the current economic crisis affected personnel*

*selection and management and Greek travel agencies tend to hire younger and more educated staff using correct and just hiring criteria. Agencies offer limited further education and specialization and do not sufficiently motivate their employees to increase their productivity, probably as a result of recession. We also found that when Greek travel agencies dismiss their staff they do it after a fair judgment. As responders did not refer to business developmental strategy and how it could affect personnel hiring, education, duties and employee's advancement, further studies are needed to clarify these subjects.*

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*This research was conducted to investigate the multi factor process to create positive Word-of-Mouth communication in connection for improved destination branding. Destination brand personality and tourism services have a significant role in the domain of destination marketing. Although the concept of brand personality has been brought from the domain of tangible product marketing but it has an equally important role in tourism marketing as well. In the present study the author has proposed a structural framework that depicts the interrelationship among brand personality and tourism services the resultant overall satisfaction from destination brand experience; which in turn leads generate WOM communication- the most effective tool for tourism. The research was conducted with 406 Indian tourists sample collected from different parts of India. A structural equation modeling has been done to validate the proposed model. The outcome of this research paper should enable destination marketers and tourism brand managers to get a new direction in their thought, the outcome would also be helping further researchers to think in this direction.*

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*Hristo Katrandjiev*

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*The presented paper is written on the basis of an empirical research project focused on the use of rhetorical figures in tourism advertising*

*slogans. The study aims to analyze the tourism advertising in Bulgarian media. The use of rhetorical figures within tourism and non-tourism advertising is investigated and comparisons are made. On that base the “rhetorical profile” of Bulgarian tourism advertising is outlined. Another important direction of the research is the analysis of slogan length – the author measured slogan length within 9 product categories and found that tourism slogans are among the longest. The paper may help future studies devoted on the relationship rhetorical figures’ usage – advertising effectiveness.*

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*Antonio Kido-Cruz, Andrew F Seidl, Jazmin Avalos-Arias*

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*Mexico’s momentum in economic growth recently has been lost, reporting 1.8% and 2.1% annual increases in total real gross domestic product (GDP) in 2013 and 2014, respectively. Policy reforms, particularly energy policy, intended to stimulate greater growth will need time to take hold. Increasingly, the tourism industry is viewed a potential growth driver of Mexico’s economy. We estimate a vector autoregressive (VAR) model to explore the relationship between Mexico’s GDP and the number of international visitors over time. Our results reveal a Granger causality relationship between GDP and the number of international tourists over the period of the study, which suggests that the promotion of tourism can generate significant support to the economic dynamism of the country.*

## TOURISM EXPANSION, URBANIZATION AND ECONOMIC GROWTH IN INDIA: AN EMPIRICAL ANALYSIS

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*The present study empirically investigate the causal nexus between tourism expansion, urbanization and economic growth in India using Granger Causality test over the period from 1995 to 2014. The empirical results revealed that tourism expansion and economic growth are independent of each other in the short-run and does not validate either tourism-led growth hypothesis or growth-led tourism hypothesis. Besides, the test results showed that one-way Granger causality runs from*

*economic growth to urbanization and urbanization to tourism expansion in India. The study suggests that the urbanization and tourism expansion cannot be sustained if economic growth momentum is not enhanced in effective manner. By implementing vigorous economic growth strategies in India, the scope for urbanization and tourism will further widen.*

#### GOLF TOURISM: A RESEARCH PROFILE AND SECURITY PERCEPTIONS IN BELEK, ANTALYA, TURKEY

*Akın Aksu, Ömür Uçar & Doğuş Kılıçarslan*

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*There were two main purposes of this study; first, it was to determine the current profile of sampled golf tourists visiting Belek, Antalya in high season and their perceptions of security. Questionnaires used to survey golf tourists in the sample were evaluated separately. SPSS 20.0 was used for the statistical evaluations. Chi-square testing and descriptive statistics were used to analyse the data. Despite some negative developments in Turkey (such as terrorist attacks), the majority of golf tourists still remain satisfied and motivated to recommend the destination to others. The results of the study would be of help for tourism professionals, academicians and decision makers especially in developing future marketing strategies for Belek. The sample consisted of a survey profile of 280 golf tourists and their responses regarding security perceptions for Belek, Antalya.*

#### AN ECONOMETRIC ANALYSIS OF DEMAND FOR TOURISM IN THE SELECTED COUNTRIES

*Ceyhun Can Özcan & Muhsin Kar*

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*Tourism sector plays an important role in economic development and therefore many countries try to develop various policies on this sector to maximize its impacts on the economy. Empirical researches on this topic provide highly valuable information for the policy makers both in public and private sectors. The aim of this study is, therefore, to empirically investigate the determinants of tourism demand for the most attractive top ten countries (France, United States, China, Spain, Italy, Turkey, Germany, United Kingdom, Russia, Malaysia) for tourists by employing the recently developed tools of panel econometrics for the period of 1995-*

*2011. Empirical findings show that macroeconomic factors as such income, price level, supply capacity, exchange rate and political stability have statistically significant effects on the demand for tourism in the top ten countries in the world tourism sector.*

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## EDITORIAL

The issue comprises ten (10) papers on various aspects of tourism. In the first paper, **Marco Valeri** and **Leslie Fadlon** aim to verify if the organizational model of the *albergo diffuso* satisfies the requirements of sustainability when offered to tourists who are increasingly interested in the history and culture of a territory. The qualitative research method adopted uses a case study approach based on two case studies of *alberghi diffusi*. Subsequently, **Orhan Akova**, **İbrahim Cifci**, **Ozan Atsız**, and **Burcu Gezeroglu** study the dining out motivations in the scope of Maslow's Hierarchy of Needs Theory and Herzberg's Two Factor Theory. A survey has been conducted with people dining out at restaurants at Fatih Kadınlar Bazaar in Istanbul, Turkey. It has been found that basic motivations explaining dining out phenomenon for both theories are more likely to satisfy psychological needs rather than physical needs. In the third paper, **Marilena Papageorgiou** argues that organization of tourism within Protected Areas can become extremely beneficial for Greece, serving a fourfold purpose: a) enhancement of the natural and cultural heritage of the country, b) self-financing of Protected Areas, c) dispersion of tourism activity to all parts of the country (instead of only the islands and coasts), and d) broadening the offered tourism product that is still characterized by seasonality.

Then, **Athina Papageorgiou** records a variety of aspects concerning personnel selection, employment status and education of the staff of the Greek travel agencies. She finds that the current economic crisis affected personnel selection and management and Greek travel agencies tend to hire younger and more educated staff using correct and just hiring criteria. Agencies offer limited further education and specialization and do not sufficiently motivate their employees to increase their productivity, probably because of recession. She also reveals that when Greek travel agencies dismiss their staff they do it after a fair judgment. In the fifth paper, **Subhajit Bhattacharya** and **Anindya** investigate the multi factor process to create positive Word-of-Mouth communication in connection for improved destination branding. The research was

conducted with 406 Indian tourists sample collected from different parts of India. A structural equation modeling has been introduced to validate the proposed model. The outcome of this research paper should enable destination marketers and tourism brand managers to get a new direction in their thought, the outcome would also be helping further researchers to think in this direction. In what follows, **Hristo Katrandjiev** analyzes the tourism advertising in Bulgarian media. The use of rhetorical figures within tourism and non-tourism advertising is investigated and comparisons are made. On that base, the “rhetorical profile” of Bulgarian tourism advertising is outlined. Another important direction of the research is the analysis of slogan length – the author measured slogan length within 9 product categories and found that tourism slogans are among the longest.

In the seventh paper, **Antonio Kido-Cruz, Andrew F Seidl and Jazmin Avalos-Arias** estimate a vector autoregressive (VAR) model to explore the relationship between Mexico’s GDP and the number of international visitors over time. Their results reveal a Granger causality relationship between GDP and the number of international tourists over the period of the study, which suggests that the promotion of tourism can generate significant support to the economic dynamism of the country. Subsequently, **Srinivasan Palamalai** investigates the causal nexus between tourism expansion, urbanization and economic growth in India using Granger Causality test over the period from 1995 to 2014. The empirical results reveal that tourism expansion and economic growth are independent of each other in the short-run and does not validate either tourism-led growth hypothesis or growth-led tourism hypothesis. Besides, the test results show that one-way Granger causality runs from economic growth to urbanization and urbanization to tourism expansion in India. The study suggests that the urbanization and tourism expansion cannot be sustained if economic growth momentum is not enhanced in effective manner. In the ninth paper, **Akın Aksu, Ömür Uçar and Doğu Kılıçarslan** aim to determine the current profile of sampled golf tourists visiting Belek in Antalya, Turkey in high season and their perceptions of security. Despite some negative developments in

Turkey (such as terrorist attacks), most of golf tourists remain satisfied and motivated to recommend the destination to others. The results of the study can prove of help for tourism professionals, academicians and decision makers especially in developing future marketing strategies for Belek. Finally, **Ceyhun Can Özcan** and **Muhsin Kar** investigate the determinants of tourism demand for the most attractive top ten countries (France, United States, China, Spain, Italy, Turkey, Germany, United Kingdom, Russia, Malaysia) for tourists by employing the recently developed tools of panel econometrics for the period of 1995-2011. Empirical findings show that macroeconomic factors as such income, price level, supply capacity, exchange rate and political stability have statistically significant effects on the demand for tourism in the top ten countries in the world tourism sector.