

TOURISMOS

An International Multidisciplinary Journal of Tourism

EDITOR- IN-CHIEF

Paris Tsartas, Harokopio University of Athens, Greece

EDITORS

Evangelos Christou, Alexander Technological Institute of Thessaloniki, Greece

Andreas Papatheodorou, University of the Aegean, Greece

CO-EDITORS

Haris Coccosis, University of Thessaly, Greece

Gerasimos Zacharatos, University of Patras, Greece

ASSISTANT EDITOR

Theodoros Stavrinoudis, University of the Aegean, Greece

BOOK REVIEWS & CONFERENCE REPORTS EDITOR

Marianna Sigala, University of South Australia, Australia

EDITORIAL ASSISTANT

Eirini Vlassi, University of the Aegean, Greece

Konstantina Tsiakali, University of the Aegean, Greece

SCIENTIFIC BOARD:

Bill Bramwell, Sheffield Hallam University, United Kingdom

Richard Butler, University of Surrey, United Kingdom^{[1][SEP]}

Chris Cooper, University of Queensland, Australia^{[1][SEP]}

Jafar Jafari, University of Wisconsin-Stout, U.S.A.

David Harrison, London Metropolitan University, United Kingdom

Chris Ryan, University of Waikato, New Zealand^{[1][SEP]}

John Swarbrooke, Sheffield Hallam University, United Kingdom

John Tribe, University of Surrey, United Kingdom

Francois Vellas, University of Toulouse, France

EDITORIAL ADVISORY BOARD

Amal Aboufayad, Lebanese University, Lebanon^{[1][1]}_[SEP]

George Agiomyrgianakis, Hellenic Open University, Greece

Volkan Altinas, University of Bonn, Germany^{[1][1]}_[SEP]

George Anastasopoulos, University of Patras, Greece

Konstantinos Andriotis, Cyprus University of Technology, Cyprus

Vassilis Angelis, University of the Aegean, Greece^{[1][1]}_[SEP]

David Airey, University of Surrey, United Kingdom^{[1][1]}_[SEP]

Teoman Alemdar, Bilkent University, Turkey^{[1][1]}_[SEP]

Sofia Avgerinou-Kolonia, National Technical University of Athens, Greece

Thomas Baum, University of Strathclyde, United Kingdom

Eleni Briasouli, University of the Aegean, Greece^{[1][1]}_[SEP]

Dimitrios Buhalis, Bournemouth University, United Kingdom^{[1][1]}_[SEP]

Nevenka Čavlek, University of Zagreb, Croatia^{[1][1]}_[SEP]

Konstandinos Chatzimichalis, Harokopion University, Greece^{[1][1]}_[SEP]

Kaye Chon, Hong Kong Polytechnic University, Hong Kong SAR China^{[1][1]}_[SEP]

Lorant Denes David, Károly Róbert Főiskola, Hungary^{[1][1]}_[SEP]

Alex Deffner, University of Thessaly, Greece^{[1][1]}_[SEP]

Vasiliki Galani-Moutafi, University of the Aegean, Greece^{[1][1]}_[SEP]

Hugo Goetch, Free University of Bozen-Bolzano, Italy^{[1][1]}_[SEP]

Antti Haahiti, University of Lapland, Finland^{[1][1]}_[SEP]

Michael Hall, University of Otago, New Zealand^{[1][1]}_[SEP]

Atsuko Hashimoto, Brock University, Ontario, Canada^{[1][1]}_[SEP]

Svetlana Hristova, University Neofit Rilski, Bulgaria^{[1][1]}_[SEP]

Olga Iakovidou, Aristotelian University of Thessaloniki, Greece^{[1][1]}_[SEP]

Elizabeth Ineson, Manchester Metropolitan University, United Kingdom

Stanislav Ivanov, International University College, Bulgaria^{[1][1]}_[SEP]

Zoran Ivanovic, University of Rijeka, Croatia^{[1][1]}_[SEP]

Peter Jones, University of Surrey, United Kingdom^{[1][1]}_[SEP]

Jay Kandampully, Ohio State University, USA^{[1][1]}_[SEP]

Ioannis Karamanidis, Alexander Technological Institute of Thessaloniki,
Greece

Panagiotis Kassianidis, Alexander Technological Institute of Thessaloniki,
Greece

Hanan Kattara, Alexandria University, Egypt^{[1][1]}_[SEP]

Saad Al-Deen Kharfan, Tishreen University, Syria^{[1][1]}_[SEP]

Fotis Kilipiris, Alexander Technological Institute of Thessaloniki, Greece^{[1][SEP]}
Maria Kousi, University of Crete, Greece^{[1][SEP]}
Metin Kozak, University of Mugla, Turkey^{[1][SEP]}
Dimitrios Lagos, University of the Aegean, Greece^{[1][SEP]}
Maria Lekakou, University of the Aegean, Greece^{[1][SEP]}
Pericles Lytras, T.E.I. of Athens, Greece^{[1][SEP]}
Leonidas Maroudas, University of the Aegean, Greece^{[1][SEP]}
Cynthia Mayo, Delaware State University, USA^{[1][SEP]}
Audrey Mc Cool, University of Nevada - Las Vegas, USA^{[1][SEP]}
Alex Paraskevas, Oxford Brookes University, United Kingdom^{[1][SEP]}
Harald Pechlaner, Katholische Universität Eichstätt-Ingolstadt, Germany^{[1][SEP]}
Mukesh Ranga, CSJM University, Kanpur, India
Gordana Reckoska, University of Bitola, former Yugoslav Republic of Macedonia
Chris Roberts, University of Massachusetts, USA^{[1][SEP]}
Ana-Isabel Rodrigues, Polytechnic Institute of Beja, Portugal^{[1][SEP]}
Odysseas Sakellaridis, University of the Aegean, Greece
Alexis Saveriades, Cyprus University of Technology, Cyprus
Ian Senior, Emirates Academy, United Arab Emirates
Konstandina Skanavi, University of the Aegean, Greece
Pantelis Skagiannis, University of Thessaly, Greece
Marios Soteriades, T.E.I. of Crete, Greece^{[1][SEP]}
Ioannis Spilanis, University of the Aegean, Greece^{[1][SEP]}
Snezana Stetic, University of Novi Sad, Serbia & Montenegro
Marianthi Stogiannidou, University of the Aegean, Greece
Theano Terkenli, University of the Aegean, Greece^{[1][SEP]}
Rodoula Tsiotsou, University of Macedonia, Greece^{[1][SEP]}
Adriana Mirela Tomescu, University of Oradea, Romania^{[1][SEP]}
Stelios Varvaressos, T.E.I. of Athens, Greece^{[1][SEP]}
Cleopatra Veloutsou, University of Glasgow, United Kingdom
Maria Vodenska, University of Sofia, Bulgaria^{[1][SEP]}
Sandra Watson, Napier University, United Kingdom^{[1][SEP]}
Craig Webster, College of Tourism and Hotel Management, Cyprus
Hannes Werthner, University of Innsbruck, Austria^{[1][SEP]}

Atila Yüksel, Adnan Menderes University, Turkey^[1]
Elfrida Zefi, University Fan Noli of Korca, Albania

TOURISMOS

An International Multidisciplinary Journal of Tourism

CONTENTS

EDITORIAL xii

RESEARCH PAPERS:

BOTTOM-UP APPROACH TO CLASSIFICATION OF TOURIST
ATTRactions: A CASE STUDY OF CROATIA 01
Zoran Klarić

This article discusses methodologies of identification and classification of tourist attractions based on the evaluation of attractions implemented in Croatia for the purpose of the Master Plan and Strategy of Tourism Development of the Republic of Croatia. After reviewing the existing methodologies in identification and classification of tourist attractions in the world and in Croatia, the article explains the approach used in the Master Plan, which has resulted in the list of approximately 280 spatially-determined attractions of international and national importance in Croatia. The list of attractions is used as a tool for the bottom-up approach of classification of tourist attractions in Croatia based on their type and importance. A proposal is made for the general classification of tourist attractions on the basis of the classification of attractions in Croatia as an example of a country with numerous and diverse attractions in a relatively small territory.

A MANAGEMENT GUIDE FOR UNIVERSITY MUSEUMS FOCUSED
IN THE CULTURAL TOURISM. THE CASE OF THE “MUSEO DE
ARTE DE LA UNIVERSIDAD NACIONAL” 21
Nancy Rocío Rueda Esteban

Museums are essential institutions for the development of the society, and they have been shaping culture for years. Their functions have remained stable throughout their evolution, but today’s world is more demanding making them serve as touristic attractions too. University museums have an even greater commitment, not only to society, but also to academic community. This is why such institutions must find a way to be more efficient in their activities and more innovative in their exhibitions, and using strategic planning they can

become self-sufficient over time. In order to offer an option, a guide for integral management is proposed as a tool with 7 steps, including planning, cultural tourism and marketing elements.

COMMUNICATION SKILLS IN THE TOURISM SECTOR – THE ROLE OF TOUR GUIDES IN PRESENTING ATTRACTIONS

Jasna Potočnik Topler, Violeta Zubanov, Mitja Gorenak & Mladen Knežević

57

This article examines the experiencing of tourist attractions presented by Tour Guides through word descriptions accompanied by the active participation of the observers, and without Tour Guides. The research is focused on experiencing beauty. Participants were exposed to an experiment comprised of three parts. In the first part, the participants were asked to observe an object from various sides, in the second part they were exposed to the Guide's description using words, and in the third part of the experiment, the participants were exposed to the Guide's description using words and, simultaneously, being asked to produce movements. The experiment showed the participants evaluated the object as more beautiful when it was presented by a Tour Guide.

REVITALIZING BAN KASET PUTTANA VILLAGE THROUGH COMMUNITY-BASED TOURISM

Sairoong Dinkoksung & Mehran Nejati

77

There has been a boom in health tourism. A growing number of tourists travel to other countries for preventive and rehabilitative care and seek detoxifying, de-stressing and healthy activities. Based on a community-based tourism project, this study aimed to explore the possibilities of developing health tourism in Ban Kaset Puttana, a village located in the suburban area of Ubon Ratchathani in Thailand. The one-year project based on participatory action research covered the entire process of forming thematic alternative health tourist products by employing the concept of natural-based health care. The project was then followed by 10 semi-structured interviews with local villagers to investigate their perceptions about community-based tourism development. This research project resulted in the development of community-created sustainable rural tourism. After the research project, villagers indicated that while health tourism development has both positive and negative impacts on their village, the positive impacts far outweighs the negative ones.

CRAFTOURISM: DEVELOPMENT & VALIDATION OF A SCALE TO ASSESS VISITORS' BEHAVIOURAL PATTERN BASED ON IDENTIFIED TRAVEL MOTIVES

Dr. Arup Kumar Baksi

98

Although perennial and transgenerational practice of local and traditional crafts have been recognized as factor a priori to segmental differentiation of destinations, inadequate research effort has been observed to understand and analyze the cognitive involvement of visitors to enact as craftsmen and to develop a scale to measure the motivation which brings out this role reversal. Destination marketing organizations are quick to enlist this role-reversal of visitors, nomenclated as Crafttourism by the researcher, as tourism-product offer based on acculturation. This study focuses on development and validation of a robust scale to measure visitor motivation to enact in this role-reversal. The scale development procedure yielded a five factor measurement instrument with acceptable levels of reliability and validity. The five dimensional spread of motivation related to Crafttourism were identified as experiential learning, creative thrill, sensory gratification, socialization and self esteem. The scale was tested for predictive capability of behavioural intentions of visitors with respect to two specific intentions namely repeat visit and positive referrals and was found to be significantly effective. The implications of the scale developed were discussed in both theoretical and managerial perspectives.

OLIVE TOURISM IN RURAL AREAS. A CASE STUDY IN SPAIN

Tomás López-Guzmán, Salvador Moral Cuadra, Pablo Cañero Morales & Francisco Orgaz-Agüera

122

The significant role played in recent years in different gastronomy and beverages tourism destinations has also meant a potential commitment to the development of other similar types of tourism, such as olive tourism, being creating this typology especially in Mediterranean countries where are the major producing areas of the world. The aim of this paper is to contribute to progress in the analysis of tourism demand in the field of olive tourism by presenting the results of a fieldwork in Spain. The methodology used in this research involved conducting surveys to passengers at the time of his visit to mills, olive oil interpretation centres and thematic museums related to olive oil. The results of this research indicate that tourists especially value their rural activity, the satisfaction with their visit to this destination and the

relationship, in addition to agriculture activities, culture due to the important heritage elements.

SHARING ECONOMY IN THE HOSPITALITY INDUSTRY: ANALYSIS, SUGGESTED STRATEGIES AND AVENUES FOR FUTURE RESEARCH

Marios Sotiriadi & Cina Van Zyl

144

Nowadays, technology is enabling alternatives that aim to disrupt the tourism industry. If these alternatives become longstanding options for tourists, hospitality businesses and other tourism providers will have to adopt new strategies to maintain their market share. One of these disrupting forces is the sharing economy that revolutionizes three facets of tourism: accommodation, transportation, and in-destination activities. In no industry has the sharing economy caused greater controversy than in the hospitality industry. This paper aims at examining the main issues of this economic and social phenomenon with regard to hospitality industry. Specific objectives are: (i) to provide a useful summary of the business models of sharing economy; (ii) to analyze its impact on the hospitality industry; (iii) to examine the related issues and challenges; (iv) to briefly present some suitable strategies to surmount these challenges; and (v) to suggest an agenda and for future research.

AN URBAN POLITICAL ECOLOGY APPROACH TO LOCAL DEVELOPMENT IN FAST-GROWING, TOURISM-SPECIALIZED COASTAL CITIES

*Elena Ridolfi, David Sauri Pujol, Achille Ippolito, Efsthimia Saradakou &
Luca Salvati*

166

Cities everywhere, and especially those located in coastal areas, grow and change rapidly, reconfiguring in many cases through successful urban development strategies. Tourism specialization is considered a driver of urban transformation and environmental change. A key challenge facing cities for years to come will be understanding the critical role that tourism plays in urban policies and planning process. Our study focuses on Urban Political Ecology (UPE) as an emerging framework for analysis of socio-environmental change in metropolitan areas. Specifically, it allows to examine political, social, and ecological processes together with interests, power and relations shaping patterns and processes of urban change. After providing a brief review of UPE and how it expands toward tourism issues, the article examines Benidorm (Spain), Venice (Italy) and Mykonos (Greece) as representative examples of fast-growing, tourism-specialized Mediterranean urban areas. The case studies illustrate how tourism specialization has been for a long time a driver of change closely linked to urban processes. We conclude that UPE

allows a comprehensive analysis of tourism's role, problems and potentials in the context of complex socioeconomic dynamics, contributing to identify effective policies governing future urbanization processes in coastal cities.

CONTENT ANALYSIS OF GREEK MEDICAL TOURISM WEBSITES FOR A SUCCESSFUL IMPLEMENTATION OF AN E-MARKETING STRATEGY

Vicky Katsoni, Aspa Goula, Olympia Karagianni, Aikaterini Prezani, Panagiotis Papandoniou & Maria Hatzidimitriou

199

The growing international demand for top medical services in combination with consumers' constant research for competitive prices in such services, has led to the growth of medical and health tourism in Greece, mainly because of the country's Mediterranean climate and its qualified health experts. In accordance with the above, the use of the Internet enables the Greek medical community to expand its marketing and advertising outside its borders. In this paper, the authors try to form a data base of the medical tourism providers in Greece and then they proceed in a website evaluation of the medical tourism providers in order to investigate and appraise their internet appearance. The results of the website evaluation can in turn lead to useful practical results with the aim of providing a successful e-marketing strategy implementation of the medical tourism providers.

JOURNAL AIMS AND SCOPE 234

NOTES FOR CONTRIBUTORS 240

EDITORIAL

The issue comprises eight (8) papers on various aspects of tourism. In the first paper, **Zoran Klarić** aims to review the existing methodologies that are used in different parts of the world and in Croatia to identify and classify tourist attractions and to explain the approach used in the Master Plan and Strategy of Tourism Development of the Republic of Croatia. The Master Plan resulted in a list of approximately 280 spatially-determined attractions of international and national importance in Croatia by using a bottom-up approach as a tool for the classification of tourist attractions based on their type and importance. The paper also suggests that the bottom-up approach of classifying is applicable in other countries especially those with a plethora of diverse attractions in a relatively small territory. In the second paper, **Nancy Rocío Rueda Esteban** highlights the dual commitment of the University museums to society and academia. In order to enhance museums' efficiency and innovation, a guide for integral management based on different management and museological theories is suggested. The guide consists of 7 steps including planning, cultural tourism and marketing elements. Then **Jasna Potočnik Topler, Violeta Zubanov, Mitja Gorenak** and **Mladen Knežević** claim that the involvement of Tour Guides while tourists experience an object/attraction increases the perceived beauty of the certain object/attraction. For the research purposes an experiment took place in which in the first part participants were asked to observe an object from various sides. In the second part participants were exposed to the Guide's description using words, and in the third part they were exposed to the Guide's description using words but they were also being asked to produce movements.

In the fourth paper, **Sairoong Dinkoksung** and **Mehran Nejati** aim to explore the potential of developing health tourism in Ban Kaset Puttana which is a village located in the suburban area of Ubon Ratchathani in Thailand. Through the proactive involvement of local residents a sustainable community-based health tourism solution was developed and the local inhabitants' perception survey that was conducted shows that residents consider the health tourism development impact as positive. In what follows, **Dr. Arup Kumar Baksi** studies Crafttourism where the tourism-product offer is based on acculturation and focuses on the development and validation of a robust scale to measure visitor motivation to enact as craftsmen. Research resulted in a five-factor

(experiential learning, creative thrill, sensory gratification, socialization and self esteem) measurement instrument with acceptable levels of reliability and validity. Then, **Tomás López-Guzmán, Salvador Moral Cuadra, Pablo Cañero Morales** and **Francisco Orgaz-Agüera** focus on olive tourism in rural areas such as Spain. Tourism demand in the field of olive tourism was analysed by presenting the results of a fieldwork in Spain. A tourist survey was conducted in mills, olive oil interpretation centres and thematic museums related to olive oil for the purpose of this paper.

Subsequently, **Marios Sotiriadi** and **Cina Van Zyl** deal with sharing economy in the hospitality industry and conceive it as an alternative offered by the technological development that disrupts tourism industry and has direct effects on hospitality. The paper aims to examine the main issues of this economic and social phenomenon with regard to hospitality industry. Finally, in the eighth paper, **Elena Ridolfi, David Sauri Pujol, Achille Ippolito, Efthimia Saradakou** and **Luca Salvati** explore the political, social, and ecological processes that together with interests, power and relations shape patterns and processes of urban change. Urban Political Ecology (UPE) is used as an emerging framework for analysis of socio-environmental change in metropolitan areas while Benidorm (Spain), Venice (Italy) and Mykonos (Greece) are considered and analyzed as representative case studies of fast-growing, tourism-specialized Mediterranean urban areas.