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Christos Vassiliadis & Thomas A. Fotiadis

This paper aims to present and highlight the importance of factors resulting from Repertory Grid Analysis (R.G.A.). Strategic planning management issues concerning the management of museum audience are studied. A short description of the R.G.A. and the corresponding literature is cited, and an empirical application of the aforementioned method in a sample of 128 university students, takes place. The application of RGA produced 1345 interpretation models (constructs) which were coded and analyzed with three multivariable statistical techniques. The paper clearly demonstrates the importance of the analysis of constructs in relation to the management (local authorities or private institutions) suggestions that concern the museums of a specific area. Also, it contributes to the evolution of a new research area for the Destination Marketing Management with emphasis on Place design practices and development. Cultural offers and special managerial suggestions about particular groups of museums (strategic museum groups), are also discussed.

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Ghada Abdalla Mohamed

The influence of tourism image on consumer behaviour was studied by many researches. Others have pointed out the effect of tourism image on quality perceived by tourists and on the satisfaction of them. This study was conducted with the purpose of studying the relationship between the image of a destination and tourist's behavioural intentions, and between

that same image and the post-purchase evaluation of the quality of the whole destination and the tour. This study also examined the relationship between quality and satisfaction and between quality and the tourist's behaviour variables. In addition, the relationship between promotion tools and image were also examined. The empirical study was conducted in two cities: Hurrahed representing recreational tourism and Cairo for cultural tourism. Path analysis was used to study the causal relationships among variables. The findings indicate that for recreation tourism image had effective role on behavioural variables and satisfaction. Perceived quality of the destination had a positive influence on satisfaction as well as willingness to return. On the contrary, for cultural tourism image affected the quality of both the destination and the tour, whereas, image had no effect on willingness to return, satisfaction or recommendation.

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Juan Gabriel Brida, Wiston Adrià Risso & Edgar J. Sanchez Carrera

Tourism demand in Mexico is around 80 percent represented by USA visitors. The goal of this paper is to explain the long-term effects of Tourism Demand in Mexico with respect to US visitors. To reach our goal the methodology of this paper follows the Johansen cointegration analysis and using annual time-series data, a single equation is estimated. With the empirical analyze, we study the tourism demand elasticities considering public investment, relative prices of tourist products, and US income per capita. Further analysis shows only one direction of a strongly positive Granger-causality going from number of tourists to the relative prices. We show that US income positively affects the Mexican tourism demand.

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Loganathan Nanthakumar, Yahaya Ibrahim & Madzli Harun

Many studies have shown the importance of tourism industry in enhancing trade performance and economic development. This study examines the hypothesis of 'economic-driven' tourism growth in Malaysia by using econometric modelling. To generate the empirical analysis, this study used data from 1980-2007 to analyze the economic-driven tourism growth by using vector autoregressive (VAR) estimation. The long-run relationship between specific variables is considered using the Johansen and Juselius cointegration analysis. Finally, Granger-causality results implies causal relationship of economic-driven tourism growth in Malaysia. Therefore, this study suggests policies and strategies to overcome the importance of economic-driven tourism in Malaysia in the future.

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Joan C. Henderson

The nature of the relationship between politics and tourism, encompassing the politics of religion, is examined in this paper with particular reference to the case of the Maldives. Although marketed as a tropical island paradise, the country is experiencing political uncertainty due to challenges to the long standing government from a democratic movement and religious radicalism. These trends and their impacts on tourism, which itself is a topic of political debate, are explained and the tourism industry is seen to overlook discordant political and religious realities in its promotion. However, it is argued that a destination's politics cannot be ignored and that there must be awareness amongst all stakeholders and appropriate responses to political events if tourism is to deal successfully with turbulent times.

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Jesús Manuel López-Bonilla & Luis Miguel López-Bonilla

The tourist carrying capacity commands a growing interest given that it is closely linked with sustainable tourist development. The justification of the utility of this concept is given by means of a simple and efficient methodological proposal, by analysing the social carrying capacity. To this end, an empirical application is carried out in the Western Andalusia. In some of the cases analysed, the satisfaction of the tourist is found to decline when the levels of the tourist use are higher with respect to those attributes of the tourist destination supply. This mechanism can constitute a useful alarm signal for tourism planners.

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George M. Korres

Tourism plays a crucial role for national economies throughout the world. In Europe, international tourism receipts were almost three times higher in the late 1990s than they were in the late 1980s. Tourism has great potential as regards contributing to the achievements of several major EU objectives, such as economic growth, employment, sustainable development and economic and social cohesion. The importance of innovation was long underestimated in service and tourism activities. Successful innovation, as for instance innovation that is also profitable to

the tourism firm in a competitive market, must increase the value of the whole tourism product. The production and the dissemination of new technologies has been the subject of much research. This paper illustrates why technological innovation is considered as a major force in tourism industry. It also attempts to analyze the impact of technological innovation and the implications on regional growth of member states.

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TOURISM: THE CARETTA-CARETTA CASE IN GREECE 153

Katerina Psarikidou

The radical tourism development and its adverse environmental impacts have revived the discussion about Environmental Ethics and the emerging Biodiversity Policy. The aim of this research paper is to explore the relationship between environmental ethics, the current Biodiversity and Sustainable Tourism Development policy-making, and the tourism industry. More specifically, the conceptual analysis adopts an environmental ethics' and environmental politics perspective. Based on the example of caretta caretta case in Greece, the EU Habitats Directive and the tourism development at the area, it is concluded that public consensus and discourse prove to be essential for a shift to a more attentive and less anthropocentric ethical approach by policy-makers and tourism actors' in a multilevel governance society.

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Wojciech J. Cynarski & Kazimierz Obodyński

The authors outline the problems which concern Polish sociologists of tourism. Next in the perspective of sociology of tourism and the general theory of tourism they analyze the Works of Polish theoreticians and researchers with special attention put on the humanistic current of research on tourism and travel, a tourist and a traveller. From the humanistic and cultural point of view results the question of accepted paradigms, methodology, definitions and terminology. They are those which create the theoretical context for the description, the critical analysis and interpretation. From this very perspective the cited concepts and works are important for the sociology of tourism or – more generally – for the humanistic theory of tourism as well as they are useful for tourist practice. They introduce content significant for contemporarily realized multidirectional cultural dialogues, for which the catalyst (as well as the effect) is tourism.

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This study was conducted to identify the image of Ios as a tourist destination as perceived by the visitors, in order to contribute to the formation of an effective marketing plan. The strengths and weaknesses of the image of Ios were measured and presented, accompanied with a number of recommendations. The findings revealed that Ios has a very strong destination image as a party island, with the majority of the visitors being international young students coming to enjoy the relaxing atmosphere and the party mood of the island. As a result, Ios needs to strengthen its image compared to other islands or destinations which offer the same product, by promoting its competitive advantages, such as; the nightlife, the relatively low prices, the relaxing atmosphere and the friendliness of the locals.

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EDITORIAL

This is the fifth issue of TOURISMOS, entering 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 six research papers, two case studies and two research notes with an international flavour. The papers address a number of topics namely cultural tourism, destination image and visitor perceptions, tourism demand, tourism economics and policy development, tourism politics and social carrying capacity and sustainable development. In particular, *Christos Vassiliadis and Thomas A. Fotiadis* produced a very interesting contribution on museum construct motivators. The paper aims to present and highlight the importance of factors resulting from Repertory Grid Analysis contributes to the evolution of a new research area for the Destination Marketing Management with emphasis on Place design practices and development. The second paper by *Ghada Abdalla Mohamed*, examines the relationship between the image of a destination and tourist's behavioural intentions, and between that same image and the post-purchase evaluation of the quality of the whole destination and the tour. The third paper by *Loganathan Nanthakumar, Yahaya Ibrahim & Madzli Harun* thoroughly discusses the hypothesis of 'economic-driven' tourism growth in Malaysia by using econometric modelling. To generate the empirical analysis, this study used data from 1980-2007 to analyze the economic-driven tourism growth by using vector autoregressive (VAR) estimation. *Joan C. Henderson* focus on the examination of the nature of the relationship between politics and tourism, encompassing the politics of religion, is examined in this paper with particular reference to the case of the Maldives. Last but not least, *Jesús Manuel López-Bonilla & Luis Miguel López-Bonilla* describe the findings of an empirical survey on measuring social carrying capacity in Western Andalusia.

With respect to the case studies, *George M. Korres* illustrate why technological innovation is considered as a major force in tourism industry and also attempts to analyze the impact of technological innovation and the implications on regional growth of EU member states. *Katerina Psarikidou*

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explores the relationship between environmental ethics, the current Biodiversity and Sustainable Tourism Development policy-making, and the tourism industry. Based on the example of *caretta caretta* case in Greece, the EU Habitats Directive and the tourism development at the area, it is concluded that public consensus and discourse prove to be essential for a shift to a more attentive and less anthropocentric ethical approach by policy-makers and tourism actors' in a multilevel governance society.

Finally, the first research note outline the problems which concern Polish sociologists of tourism; *Wojciech J. Cynarski & Kazimierz Obodyński* present a very interesting conceptual discussion. The second research note is produced by *Dimitrios Styliadis, Matina Terzidou & Konstantinos Terzidis* and present a detailed study of tourist destination image with emphasis on the island of Ios.

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

Paris Tsartas
Editor-in-Chief