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TOURISMOS

An International Multidisciplinary Journal of Tourism

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SPATIAL-FUNCTIONAL DEVELOPMENT
OF THE BORDER ZONE PRIZREN-KUKËS (KOSOVO-ALBANIA)

Ibrahim Ramadani, Ferim Gashi, Etnike Dibrani, Dardan Hoti

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This paper examines the regional and institutional opportunities for cross-border cooperation, networking and tourism development at the Albania-Kosovo border, which is one of the internal borders of the Albanian ethnic territory. Completion of the study confirms the hypothesis that closure of states within the classical boundaries causes obstacles, not only for the development of cross-border tourism, especially when viewed from the perspective of sustainable tourism development in this region. While, on the other hand, cross border cooperation enables exchanges of experiences, Ideas between communities, etc., and all this reflects on the economic prosperity of these areas. In the process of developing the countries of southern Europe, particular importance has been paid to settlements and infrastructure away from border areas, while border regions have remained underdeveloped and without prospects. Development has been challenged in many border areas, including all Balkan states, while these areas were abolished as a result of the population's departure. The idea in this case study, aims to "create" the unique tourist zone "Green Albania" between the two countries, with its unique natural characteristics, leading to economic, cultural and national integration, as well as preservation and advancing the natural and cultural values of the cross-border territory.

THE ANTECEDENTS AND CONSEQUENCES OF TRAVEL
SATISFACTION: A META-ANALYSIS STUDY

Wann-Yih Wu & Huan Minh Nguyen

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Extant literature has yet to determine the relationship between the antecedents and consequences of tourist satisfaction. Therefore, this study tries to present the relationship through meta-analysis approach. Based on 33 studies synthesized and a proposed research model with 13 hypotheses, results have showed that the antecedents have a significant impact on the pre-travel satisfaction of the tourists and their satisfaction will consequently have a positive effect on their loyalty later on. These findings have implications for the management and marketing of the destination image.

THE DYNAMIC ROLE OF AUGMENTED REALITY IN TOURISM

Bashar Maaiah, Omar Abedalla Alananzeh, Abdallah al-shorman & Mohammad Al-Badarneh

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The use of mobile phones has undoubtedly paved the way for the utilization of technological intermediation in the tourism sector. This article presents a study of the proposed relationship that can occur between augmented reality (AR) as a technological tool and mobile phones which can in turn increase the touristic attraction. To achieve the aims of the study, qualitative interviews with consumers and producers who are interested in AR applications were done. Snowball sampling was used to collect responses. The results have shown that the use of AR leads to an augmented construction of an actual reality that is multidimensional and is composed of the owner, site, and touristic agency. Consequently, technological tools take on a secondary role since it becomes integrated in the production and consumption process, and becomes an integral part of numerous experiences, procedures, competition processes and touristic product consumption. Furthermore, the integration of modern technology in the touristic experience will undoubtedly enhance that experience and makes it more enjoyable in addition to improving expertise and skills in the touristic operation and attraction process.

VISITOR SATISFACTION AS KEY TO SUSTAINABLE LINKAGES IN RWANDA'S TOURISM VALUE CHAINS

Odunga Pius, Manyara Geoffrey & Atieno Lucy

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Satisfaction scores could be predictors of visitor expenditure patterns, and updated data on this is meaningful for destination policy and planning in view of sustainable linkages of the local economy to tourism value chains. Visitors' views, attitudes and needs should be monitored continually in destinations. Visitor satisfaction is key for sustainable tourism development in a destination, and also a significant factor affecting visitor expenditure patterns. Tourism research acknowledges that visitor satisfaction often times translates to a loyal client who brings in repeat business. As such, satisfaction can be a variable for enhancing sustainable linkages in tourism value chains. Focussing on Rwanda,

we use survey data from a random sample of 3,138 visitors leaving the country through the land borders and the airport, to present a quantitative analysis on visitor satisfaction as a variable for possible sustainable linkages in tourism value chains.

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Mihail N. Diakomihalis & Georgia Ch. Papadopoulou

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In this study we analyze the tendencies of the cruise sector in Greece during the last eight years -in which the economic crisis predominates. The financial ratio analysis shows that cruise sector in Greece has been facing a downward tendency from 2008 to 2014, with serious financial problems. Our case study is the Cypriot cruise company Celestyal Cruises (former Louis Cruises), which reflects to a considerable extent the Greek cruise market, since it has operating offices in Greece and pays taxes to the Greek state.

The results of the financial analysis for the years 2007–2014 show that total Assets and Liabilities have decreased over the eight years of study. Revenues declined to 70% and Operating results to 45%. Return on Equity and Return on Assets declined rapidly, up to -60% and -11.60% respectively, and Liquidity ratios have worsened in 2014 (between -40% to -70%). The Net Profit in 2007 turned rapidly in the following years, to Net Losses, up to -33,95%, which were constrained in 2012, 2013, and even more in 2014 (-0.45%), while Interest expenses increased to 260% by 2014.

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Stavros Hatzimarinakis & Peter Hackl

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This paper summarizes the main results and data issues of the first Tourism Satellite Accounts (TSA) pilot project for Greece, which is one of the few countries in Europe which still have not developed TSA, depriving policy makers and the scientific community of a highly relevant tool for measuring tourism's direct economic impact. The EU funded project involved the documentation of available data sources relative to their consistency with TSA-concepts, identification of data gaps, and recommendations for improvements. From establishing the TSA-Tables, total expenditures of inbound, domestic, outbound and internal tourism as well as their structure by consumption categories are defined, which constitutes the first step to measure the impact triggered by tourism demand. The results show how crucial it is for tourism analysis to properly measure all components included in tourism consumption,

and to separately treat overnight from same-day visitors, parameters which are not yet considered in current practice of Greek tourism statistics.

CO-EVOLUTION BETWEEN TOURIST DESTINATIONS AND TOURIST ENTERPRISES

Marco Valeri & Leslie Fadlon

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The purpose of this paper is to verify whether the nature of the relationship between a tourist destination and tourist enterprises operating within its territory, can be defined as co-evolutionary. This paper derives from the continuation of previous researches of ours about the topic of destination management and destination governance. The theoretical background of this paper is based on the following research question: within the framework of the international tourist scenario, are there tourist hospitality models designed as a prototype of co-evolution between the tourist destination and its territory? In the tourist context, which has lately become more complex, enterprises have to interact more and more with tourists, both national and from abroad, who pay more attention to the quality of the spare time they dedicate to tourism and to the discovery of the genuineness of the territory they are visiting. The need to fulfil the most diverse tourists' requests has promoted the development and the success of specific sustainable business solutions that are consistent with the evolution of their needs. For this reason, in order to intercept and manage the emerging dynamics in the tourist sector, it is necessary to start from the analysis of the issues related to the management and governance of tourist destinations and tourist enterprises. In our paper, the analysis perspective which is considered the most appropriate to qualify the nature of the relationship among a given tourist destination and its tourist enterprises is the co-evolutionary perspective. According to such perspective, tourist enterprises co-evolve together with tourist destinations, while looking for long-term competitive advantages: tourist enterprises are considered critical resources to the development of the territory and vice versa. The co-evolutionary process implies the identification of a governance body able to exploit and enhance the systemic resources made available by the territory and to inspire the management approach of the different tourist enterprises.

The absence of specific case studies represents a limit of the present paper. Hence, with a view to a subsequent future research, we will continue the proposed analysis by enriching it with empirical evidence, which will be useful to foster the debate on the subject matter and for the related entrepreneurial and management implications.

NETWORK CREATION AND USE OF TOURISM INFORMATION CHANNELS IN A DESTINATION OF RELIGIOUS SIGNIFICANCE

Vicky Katsoni & Androniki Kavoura

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This paper examines the structure of the tourism information channels employed, as well as the existence of networks for the promotion of religious tourism in the prefecture of Arcadia, in Peloponnese, Greece. Quantitative methodology was employed with the use of a field survey research based on 775 valid questionnaires, in the province of Arcadia, including Greek and foreign tourists. Content analysis of 124 hotels websites which have an online presence also took place in order to examine the existence of networks in the area. Results regarding the type of the tourism information channels employed from the key stakeholders involved in the promotion of the region of Arcadia, reveal that the existence of networks in regard to religious tourism in Arcadia, Greece, is extremely limited, if not existing at all; religious tourists depend firstly on the traditional channel of word of mouth, as recommendations from friends and relatives is their first information channel choice, followed by the internet and thirdly, by hotel listings. However, all information channels do not take advantage of the density of the region and do not cooperate for marketing the area as a whole; the promotion of specific areas and businesses over others does not allow the expansion of networks to take place, as research has shown. The absence of network creation in the region under study illustrates an area that could be further improved, a goal of significant importance for economic development, especially in a period of economic crisis in Greece.

JOURNAL AIMS AND SCOPE

NOTES FOR CONTRIBUTORS

EDITORIAL

The issue comprises eight (8) papers on various aspects of tourism. In the first paper Ibrahim Ramadani Ferim Gashi, Etnike Dibrani and Dardan Hoti examine the regional and institutional opportunities for cross-border cooperation, networking and tourism development at the Albania-Kosovo border. The study indicates that cross border cooperation enables the exchange of experiences and ideas and leads to the economic prosperity of the involved areas. Lastly, the study proposes the development of a tourist zone called "Green Albania" between the two countries. Then in the second paper of Wann-Yih Wu & Huan Minh Nguyen presents the relationship between the antecedents and consequences of tourist satisfaction by using a meta-analysis approach. The research results confirms that the antecedents have a significant impact on tourists' pre-travel satisfaction which in turn impacts their loyalty. In the third paper Bashar Maaiah, Omar Abedalla Alananzeh, Abdallah al-shorman and Mohammad Al-Badarne examines the relationship between augmented reality (AR) as a technological tool, mobile and touristic attraction. Qualitative methods were employed and the results indicate that modern technology enhances the touristic experience and makes it more enjoyable.

In the fourth paper, Odunga Pius, Manyara Geoffrey and Atieno Lucy suggested that visitors satisfaction is an important factor for the sustainable tourism development of a destination as it affects visitor expenditure patterns. For the research quantitative techniques were employed and Rwanda was used as a case study. Then Mihail N. Diakomihalis & Georgia Ch. Papadopoulou analyze the tendencies of the cruise sector in Greece during the years of the economic crisis. The Cypriot cruise company Celestyal Cruises was used as a case study and the research results showed that the total assets and liabilities decreased during the crisis. The sixth paper of Stavros Hatzimarinakis and Peter Hackl summarizes the main results of the first Tourism Satellite Accounts (TSA) pilot project that was developed in Greece.

The study includes and defines the total expenditures of inbound, domestic, outbound and internal tourism.

Subsequently, Marco Valeri & Leslie Fadlon conducted a research to verify whether the nature of the relationship between a tourist destination and tourist enterprises can be defined as co-evolutionary. In the last paper Vicky Katsoni & Androniki Kavoura examine the structure of the tourism information channels and networks that were used to promote religious tourism in the prefecture of Arcadia, in Peloponnese, Greece. Quantitative research was employed and revealed that the existence of information networks in the area was limited and religious tourists used word of mouth and recommendations from friends and relatives as information sources.