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An International Multidisciplinary Journal of Tourism

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The present study examines the factors that affect local residents' attitudes towards tourism development. In this regard, the case taken under consideration is the potential tourism development of the estate of the former salt pans (Alykes) of Anavyssos (Attica, Greece). In order to examine local residents' perceptions and attitudes, a survey was conducted in the neighboring communities. The survey's results indicate that residents support the development of the specific estate, mainly through small scale tourism facilities and parks. Additionally, the respondents believe that the development of large scale tourism facilities could lead to both positive and negative impacts, with the most common being creation of new jobs, achievement of local development, increase of private investments, unplanned urban sprawl and increased arrivals of immigrants. The potential impacts were classified in six categories, namely positive economic, infrastructure and environmental impacts and negative environmental, social and built environment impacts. The factors that were found to significantly affect residents' attitude on potential tourism development were a) gender, b) educational level, c) distance from the seaside, d) positive economic impacts and e) negative environmental and built environment impacts. The significant effect of the potential impacts provides proof for the verification of the social exchange theory.

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Konstantinos Marinakos & Georgia Pistikou 40

The adoption of a scientifically integrated spatial planning is a basic prerequisite for the development of commercial and social activities, especially in the tourism industry. The organization of tourism development through land-use planning, based on the principles of sustainable development, increases investors' confidence and upgrades the country to a mature tourist destination for investments.

In Greece, following the cancellation by the Hellenic Council of State of the last Special Spatial Planning for Tourism (SSPT), the siting of tourist facilities has been dependent on the existing Regional Spatial Plans over the past three years which do not include many modern tourism development models. The lack of specific spatial planning for tourism is an inhibiting factor in the realization of hotel investments. In the light of this constraint on the tourist accommodation industry, this research is about to illustrate the extent of the impact of the absence of an appropriate SSPT on the realization of hotel investments.

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Ourania Vitouladiti & Alexandra Ntaka

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effect, flight and accommodation availability, general reputation of the destination, proximity to other countries that tourists also visit etc.

The findings of the above analysis indicated the degree of influence or not of several criteria for the selection of Athens as a tourism place. With the demographic variable of income being proven to be correlated or not with various destination selection criteria, marketers of various tourism organizations, tour operators and travel enterprises are given the possibility to design effective tourism marketing strategies. They can focus on those criteria that indicate the behavior of potential customers and promote them in advertising campaigns. As a result, they can make a much better use of available funds and the potential of internet and new technologies.

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In the last years, there have been protests by residents against tourism in several destinations around the world. Tourists have also increasingly complained about destinations being overcrowded. At the same time, visitors are looking for more authentic experiences. Our research has been conducted in Bruges, one of the major tourist destinations in Belgium to analyse stakeholder's perceptions of mass tourism and how destinations can ensure a more sustainable development. One of the major findings from this research is the importance of locals' support to promote a sustainable tourism. Residents and local entrepreneurship could have a more positive attitude towards tourism if the positive impact outweighs the disadvantages of tourism. Practical and managerial implications are suggested.

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Ivan G. Govender & Andrea Giampiccoli

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Michela Cesarina Mason, Andrea Moretti, Francesco Raggiotto & Adriano Paggiaro 164

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A hotel with a sound green image can achieve cost reduction from the use of energy and water, appeal to investors, attract and retain highly motivated employees and cultivate guest loyalty, thereby securing top market share and position. From the other hand, as climate change is expected to affect tourism more than most other economic sectors, it should be in the tourism sector's own interest to make a considerable contribution to emission reductions, even though there is also a clear ethical and moral dimension with regard to the human suffering caused by climate change. This paper shows that hotels use cleaner technologies in their operations in order to attract green consumers and so policy makers need to consider the effectiveness of promoting changes in travel behaviour due to sustainable reasons. Their managers are convinced that the concepts of tourism and environment are interrelated because tourism can't be developed without the natural environment.

JOURNAL AIMS AND SCOPE

NOTES FOR CONTRIBUTORS

EDITORIAL

The editorial consists of nine (9) papers on various aspects of tourism. In the first paper Spyridon Karytsas, Ioannis Vardopoulos and Eleni Theodoropoulou examine the factors that affect local residents' attitudes towards tourism development. The estate of the former salt pans (Alykes) of Anavyssos (Attica, Greece) was used as a case study and a survey was conducted in the neighboring communities. Then Konstantinos Marinakos and Georgia Pistikou supported that the adoption of a scientifically integrated spatial planning constitute a basic prerequisite for the development of commercial and social activities, especially in the tourism industry. The researchers supported that the lack of specific spatial planning for tourism in Greece discourages investments in the hospitality sector. In the third paper, Angeliki N. Menegaki, George M. Agiomirgianakis and Eirini Arvanitaki attempt to reveal the socioeconomic and sociocultural factors that influence the tourism sector in Greece. The research analyses the structure of the tourism industry in the country and the contribution of the tourism sector in the country's economy and the labor market.

In the fourth paper, Ourania Vitouladiti and Alexandra Ntaka use the city of Athens as a case study to detect the correlation between tourist demographic characteristics and city's offerings. The research results showed that different criteria are used by tourists of different income categories when it is to decide their travel destination. Then Gilda Hernandez-Maskivker, Sonia Ferrari and Aurelie Nathalie J.Cruy use Bruges, one of the major tourist destinations in Belgium, as a case study to analyse stakeholder's perceptions of mass tourism. Researchers also attempt to detect how destinations can ensure a more sustainable development. In the sixth paper, Ivan G. Govender and Andrea Giampiccoli aim to contribute towards the knowledge of monitoring and evaluation of Community-based tourism and to reveal the role universities in CBT projects.

Subsequently, Michela Cesarina Mason, Andrea Moretti, Francesco Raggiotto and Adriano Paggiaro analyze the relationship among self-congruity, functional congruity, satisfaction, sport event involvement and behavioral intentions of triathlon sport travelers. Then Christos Kakaroungkas and Ioannis Ntzoufras create a prototype model that measures and depicts the impact of the reward systems in the process of changing a hotel's organizational culture. In the last paper, Christos Georgia Yfantidou, Alkistis Papaioannou and Thanos Kriemadi attempt to reveal if attracting green tourists act as a motivator for hotels to use cleaner/greener technologies in their operations.