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TOURISMOS

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CONTENTS

EDITORIAL 9

RESEARCH PAPERS:

TRAVEL DECISION MAKING: THE ROLE OF HABIT 11

Peter Björk & Therese Jansson

The complexity of travel decision making is widely recognized and has previously been studied by the means of grand models and process studies. This study has used the Self-Reported Habit Index of Verplanken and Orbell (2003) to measure habit strength in 23 statements concerning travel decision making. The four sub-decisions of particular interest in this study were; where and when to go on vacation, what to do, as well as how to travel to the chosen destination. The developed instrument unfolds a well recognized structure of travel behavior, results which validate the statements of SRHI and its applicability to the field of tourism. This research adds to the field of travel decision making by emphasizing the possibility to identify sub-decisions that are made out of habit and to use habit as a platform for tourist segmentation.

WHO AM I? WHERE DID I COME FROM? WHERE DO I GO TO FIND
OUT? GENEALOGY, THE INTERNET, AND TOURISM 35

Bharath M. Josiam, Richard Frazier & Gauri Bahulkar

Genealogy is one of the most popular hobbies in United States. Genealogists seek to answer the questions: Who am I? Where did I come from? Who were my ancestors? For answers, genealogists nowadays use the Internet. However, the Internet has not replaced travel. Genealogists still take to the road and sky. Genealogy related tourism involves covering distances, studying places, learning while traveling, and a patterned way of satisfying personal needs. We have defined "Genealogy Tourism" as – "The process and motivation used by individuals studying their family lineage to identify and select destinations that have a direct or indirect benefit for their research." Major questions of interest that this study

researched were: Who are genealogists? What are their travel patterns and motivations? How has the Internet impacted their travel? Subscribers to 174 e-mail lists focusing on genealogy in USA were requested to respond to the internet based survey. A total of 1,374 responded, the majority being female (73%). Interest in genealogy declined after annual income exceeded \$60,000. Most respondents were college educated. On average, respondents were “working on genealogy” for 6 to 10 years, and the average distance traveled for genealogy related trip was 200 to 299 miles. Over 75% planned to travel out-of-state in the coming year. They overwhelmingly preferred to travel by car (80%). Males, and older people spent more money on travel. Over 75% indicated that the Internet had increased their travel. Over 50% used the Internet for travel arrangements. Implications for tourism operators and academics are suggested.

SEASONAL ANALYSIS OF TOURIST REVENUES: AN EMPIRICAL
RESEARCH FOR GREECE 57

Nikolaos Dritsakis

This paper examines the role and factors of seasonality in tourist revenues in the case of Greece. The empirical analysis of the current research is conducted using quarterly data for the period 1960:I– 2005:IV. Osborn et. al. (1998), Miron (1994) and Hylleberg et. al. (1990) tests for seasonal unit roots are used to examine deterministic and stochastic seasonality in the various series. The results revealed that tourist revenues in Greece are to some extent seasonal, which implies that most involving parties should extend tourist period aiming at developing tourism of all seasons. Finally, recommendations are provided to deal with the “problem” of seasonality.

ANALYSIS OF THE IMPACT OF TOURISM ON THE WEST AFRICA
ECONOMY: A PANEL DATA APPROACH 71

Cyril Segun Ige & Gbadebo Olusegun Odularu

Tourism and related recreation activities play a significant role in the generation of income / foreign exchange and provision of employment opportunities. Against this backdrop, this paper aims at ascertaining empirically the impact of tourism on the West African economy from 2000 – 2004. The relationship is analysed based on a panel data approach. While the study estimates the relationship between economic growth and growth in tourist arrivals conditional on main macroeconomic variables, it recommends that the role of tourism cannot be over-emphasized in the sustainable economic development in West Africa. In other words, economic performance in West Africa can be enhanced through sound tourism development policies that support economic openness with greater emphasis on liberalization policy since the region stands to gain from this policy stance.

CASE STUDIES:

GERMANY-CENTERED MERGERS AND CARTELS IN EUROPEAN TRAVEL INDUSTRY, THEIR INFLUENCE ON TURKEY AND ANTALYA 91

Yusuf Yilmaz & Volkan Altinas

Mergers in travel industry which are extremely important in Europe and especially Germany, gained speed and these mergers give rise to cartelization. Mergers in travel industry are seen mostly in German and English establishments. These merger companies have both began to dominate the travel industry and have also become great powers with their giant revenues. The fact that these developments in travel industry are Germany-centered makes the subject more important since Germany is one of Turkey's greatest tourist coming countries. That these cartelized structures have partners in Antalya region is vital both for Antalya and Turkey. This paper is a preliminary work aiming to highlight the importance of the subject. The fact that the subject's being relatively new and lack of academic work on the subject, as well as rapid changes in mergers makes it difficult to pursue a detailed study on the subject.

A NEW ADAPTATION OF ATTACHMENT THEORY: INTERPRETING THE LOGIC OF TRAVEL 103

Korstanje Maximiliano E.

The behaviour which characterized and symbolized the relation among the ego and the environment was built according to an early age; to be exact at the moment the child develops the affective capacity. If this is right, by the attachment theory we might explain why some consumers choose one tourist destination instead of others. In the course of this essay, we will discuss the limitations and approaches around the attachment theory and a potential application on tourism scope.

APPLYING S.W.O.T. ANALYSIS METHODOLOGY IN THE FORMULATION OF PROPOSITIONS AIMING AT A MORE EFFECTIVE OPERATIONAL APPLICATION OF TIMESHARE IN GREECE 113

Theodoros A. Stavrinoudis

The present paper aims to suggest specific actions- proposals for policies likely to counteract the difficulties involved in the operational application of Timeshare in Greece. The choice of the S.W.O.T. Analysis methodology can be accounted for by the fact that it enables the detection of strengths and weaknesses as they manifest themselves in the internal operational environment of the Greek Timeshare enterprises. Concurrently, opportunities and threats related to the Greek product are brought to light

and clearly determined through the analysis of the external environment as well as of the Greek Timeshare market.

RESEARCH NOTE:

PEACE FESTIVAL PROJECT AS CULTURE COMMODIFIED IN THE DMZ AREA, KOREA 139

Youngsun Shin

Tourism, because of its peculiar nature, depends much on security and safety at the destination. Likewise, Korea needs to assure concrete security and safety to develop tourism in particular. In new millennium, however, Korea has a major issue to be solved. That is to decrease the political tension between South and North so as to accelerate the reunification of the peninsula. In this context, the peace festival tourism project should be placed in the first priority since this will ease the strained political relations between South and North. This paper attempts to review the actual condition of the peace festival tourism project and to examine economic, socio-cultural and political impacts. To analyze the effects of the study, secondary data and information provided by the research & research agency, newspaper articles and the Bank of Korea were utilized.

BOOK REVIEWS

MANAGING COASTAL TOURISM RESORTS: A GLOBAL PERSPECTIVE 153

Niels Christian Nielsen

THAILAND TOURISM 157

Songshan (Sam) Huang

FORTHCOMING EVENTS 161

JOURNAL AIMS AND SCOPE 163

NOTES FOR CONTRIBUTORS 168

EDITORIAL

This is the sixth issue of TOURISMOS, finishing its third year of publication (volume three). In the previous five issues, 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 four research papers, three case studies and one research note with an international flavour. The papers address a number of topics namely tourist behaviour, tourist motivations, tourism economics and seasonality, economic impacts of tourism, impact of mergers in travel industry, selection of tourism destination and consumer behaviour, timeshare applications, and tourism and politics. In particular, *Peter Björk and Therese Jansson* produced a very interesting contribution on travel decision making. The paper adds to the field of travel decision making by emphasizing the possibility to identify sub-decisions that are made out of habit and to use habit as a platform for tourist segmentation. The second paper by *Bharath M. Josiam, Richard Frazier and Gauri Bahulka*, examines an interesting and rather underexplored topic: genealogy related tourism, involving covering distances, studying places, learning while travelling, and a patterned way of satisfying personal needs. The third paper by *Nikolaos Dritsakis* thoroughly examines the role and factors of seasonality in tourist revenues in the case of Greece. The results revealed that tourist revenues in Greece are to some extent seasonal, which implies that most involving parties should extend tourist period aiming at developing tourism of all seasons. Finally, recommendations are provided to deal with the “problem” of seasonality. *Cyril Segun Ige and Gbadebo Olusegun Odularu* focus on a study of the relationship between economic growth and growth in tourist arrivals conditional on main macroeconomic variables, and the role of tourism in the sustainable economic development in West Africa.

With respect to the case studies, *Yusuf Yilmaz and Volkan Altinas* illustrate a preliminary work aiming to highlight the importance of mergers in the travel industry of Germany and their impact on tourism destinations with particular emphasis on Antalya in Turkey. *Korstanje Maximiliano* explores the limitations and approaches around the attachment theory and a potential

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application on tourism scope, trying to interpret from a behaviourist standpoint the logic of travel. *Theodoros Stavrinoudis* examine approaches that aim to suggest specific actions and proposals for policies likely to counteract the difficulties involved in the operational application of Timeshare in Greece; opportunities and threats related to the Greek product are brought to light and clearly determined through the analysis of the external environment as well as of the Greek Timeshare market.

Finally, an interesting research note by *Youngsun Shin* outlines and reviews the actual condition of a proposed peace festival tourism project between South and North Korea at DMZ area and examines economic, socio-cultural and political impacts.

Based on the previous analysis, I trust that you will enjoy reading the contributions made in this sixth issue of TOURISMOS; we are all looking forward to our next issue (Volume 4, Number 1) in Spring 2009!

Paris Tsartas
Editor-in-Chief