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the concept of stakeholder for organizations, the reasons why organizations should respond to their stakeholders and the need for managing stakeholders strategically, its importance and practices in tourism sector are demonstrated. In addition, the tourism sector managers' opinions and attitudes towards strategic stakeholder management are examined by interviews with managers of some tourism enterprises in Izmir.

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Mohammad Taghi Sheykhi

The present paper explores and assesses various dimensions of tourist activities, multiple meanings and uses of tourisms in Iran. The country being endowed with numerous historical and cultural attractions, heritages and sites, many Iranians, are interested to visit them. In this way, domestic tourism is improving more than ever before. In addition to other objectives, domestic tourism contributes to the integration within different communities in the country. Therefore, native people are drawn to a variety of national and local attractions such as historical regions, natural landscapes, museums, religious shrines etc. However, the government has been highly insistent in developing state schemes aiming at the expansion of tourism in the country in the past few years. Under the impact of industrialization, per capita income has increased, and thereby the people have started opting ,more leisure, travel and tour.

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Cheryl A. Brown

In this article, the author conducted preliminary research on public transportation systems in four countries to aid in the development of a Comparative Public Administration course. The four countries (Canada, Mexico, the United Kingdom and South Africa) each offer unique challenges regarding mass transit. Increasing investment in mass public transit is vital to controlling urban pollution, reducing dependency on foreign oil, and reducing traffic congestion. Additionally, the article looks at the use of sabbaticals as a tool for researchers, both as a method for revitalizing professionals in the academic world and as a way to encourage research on subjects which may be less well-funded. The research will be incorporated into the course as an example of the kinds of research the students can do themselves, regardless of area of interest.

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Nahla Osama Nassar & Nashwa Mohamed Talaat

Volunteers are considered one of the main pillars of the special events. Motivations of volunteers have received a great attention from many organizations as they proved to be of a great value for human resources. Volunteering in special events bring different people together no matter what are their ethnics, origins, religion and economic standards. It also creates a sense of social harmony. The main issue of this research is to identify the motivations, needs and attitudes of young volunteers. Data gathered to examine these points from university students (n=500) that volunteered and those who did not volunteer in special events. The 12th version of the statistical tool (Statistical Package for Social Science) SPSS was used to execute data statistical analysis of the field study.

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EDITORIAL

This is the seventh issue of TOURISMOS, starting its fourth year of publication (volume four). In the previous six 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 three research papers, four case studies and two research notes with an international flavour. The papers address a number of topics namely tourist demand, human resources management in hospitality, tourism taxation, tourism planning and policy, sustainable development of rural areas, domestic tourism, tourist motivation in special forms of tourism and the role of public transport in tourism. In particular, *Oscar Claveria and Jordi Datzira* produced a very interesting contribution on tourism demand in Catalonia. The paper adds to the field of detecting the macroeconomic factors that determine tourism demand and propose a useful way to model tourism demand in Catalonia. The second paper by *Sevcan Yildiz, Engin Unguren and Cihan Polat*, examines an interesting and rather underexplored topic: the relationship between personality, gender and hotel departments of a random sample of 91 employees working in 5-star hotels in the Alanya Region of Turkey. The third paper by *Juan Gabriel Brida and Juan S. Pereyra* thoroughly examines a model of vertical differentiation in the accommodation industry, where differentiation is associated with quality.

With respect to the case studies, *Vannarith Chheang* examines the role of state in tourism development policies in post conflict Cambodia by discussing the talks/speeches made by Prime Minister Hun Sen in respect of tourism development policies in Cambodia. *Werner Gronau and Rudi Kaufmann* illuminate the consequences of an efficient interplay between strategic and operational decision makers for sustainable development of rural areas, hence, addressing both, macro and micro issues. *Burcu Selin Yilmaz and Ozgur Devrim Gunel* examine the importance of strategic stakeholder management in the tourism sector by examining former studies, the importance of the concept of stakeholder for organizations, the reasons why organizations should respond to their stakeholders and the need for managing stakeholders



strategically. *Mohammad Taghi Sheykhi* explores and assesses various dimensions of tourist activities, multiple meanings and uses of tourism in Iran with particular emphasis on domestic tourism and related state planning and policy.

An interesting research note by *Cheryl A. Brown* outlines and reviews research on public transportation systems in four countries to aid in the development of a Comparative Public Administration course. The four countries (Canada, Mexico, the United Kingdom and South Africa) each offer unique challenges regarding mass transit. Additionally, the article looks at the use of sabbaticals as a tool for researchers, both as a method for revitalizing professionals in the academic world and as a way to encourage research on subjects which may be less well-funded. Finally, *Nahla Osama Nassar and Nashwa Mohamed Talaat* examine in depth the motivations, needs and attitudes of young volunteers that participate in special events.

Based on the previous analysis, I trust that you will enjoy reading the contributions made in this seventh issue of TOURISMOS; we are all looking forward to our next issue in autumn 2009!

Paris Tsartas
Editor-in-Chief