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PREFACE

This abstract book includes all the abstracts of the papers presented at the *6th Annual International Conference on Tourism, 1-4 July 2010* sponsored by the Academy of Tourism Research & Studies (ATEM) & the Tourism Research Unit of the Athens Institute for Education and Research (AT.IN.E.R.). In total there were 25 papers and 28 presenters, coming from 11 different countries (Australia, Bulgaria, Hong Kong, Italy, Malaysia, Portugal, Spain, Taiwan, Turkey, UK and USA). As it is the publication policy of the Institute, the papers presented in this conference will be considered for publication in one of the books of ATINER.

The Institute was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet in Athens and exchange ideas on their research and consider the future developments of their fields of study. Our mission is to make ATHENS a place where academics and researchers from all over the world meet to discuss the developments of their discipline and present their work. To serve this purpose, conferences are organized along the lines of well established and well defined scientific disciplines. In addition, interdisciplinary conferences are also organized because they serve the mission statement of the Institute. Since 1995, ATINER has organized more than 100 international conferences and has published over 80 books. Academically, the Institute is organized into four research divisions and nineteen research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

I would like to thank all the participants, the members of the organizing and academic committee and most importantly the administration staff of ATINER for putting this conference together.

Gregory T. Papanikos
Director

The Effects of “All Inclusive System” Practiced in Turkish Accommodation: A Case Study on Iranian Tourists

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The all inclusive system which is implemented in tourism sector is becoming rapidly widespread in Turkey. The aim of this paper to determine the effects of all inclusive system which is carried on in the hotels in Turkey on the Iranian tourist's satisfaction and identify the factors or attributes that Iranian tourists consider important when lodging in Turkish hotels, practiced all-inclusive system. The specific objectives of this study was to examine significant differences of derived factors in relation to consumer's satisfaction level of all inclusive system, varied by the demographic characteristics such as gender, age, educational level, and income level. For this purpose, use questionnaire form in Antalya, one of the most popular destinations in Turkey, on Iranian tourists preferring all inclusive package tour, in order to determine their thoughts and implementations about all inclusive. In addition, an empirical study was used by examining the literature and the previous studies. According to the results of this research, that the Iranian tourists who accommodate in with all inclusive system are satisfied with the services. There is no standardization for all inclusive system in Turkey but the level of Iranian tourist's satisfaction is very high in spite of the criticisms in the all inclusive system. On the other hand, this system, applied in Antalya's hotels is the main reason of Iranians have been preferred Turkey.

Tourism Image of Highland Destination in Malaysia: A Case Study of Fraser's Hill

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Nurul Amirah Zainol

University Putra Malaysia, Malaysia

Sah Shor Nahar Yaakob

University Putra Malaysia, Malaysia

The aim of this paper was to identify the image attributes of one well-known highland tourism destination in Malaysia (Fraser's Hill) as perceived by domestic and international tourists. A self-administered survey was used to collect data from 400 respondents intercepted by using stratified sampling technique. Forty-one image attributes were factor analysed and the results indicated five factors (image) for Fraser's Hill. These images are consequently labelled as **surrounding, general mood and vacation atmosphere, accessibility and services, natural attraction, and leisure activity and local attraction**. The findings of the study provided theoretical and practical implications for the tourism authorities of Malaysia in order to guide them in formulating more precise marketing strategies.

Typology of Rural Tourism in Greece According to the Character of the Touristic Product

Rouska V. Bozkova

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Object: Tourism in Greece in the past five decades can be characterized as a dynamic and rapidly growing sector. But the model of mass tourism, which was followed not only in Greece but also in many of the neighboring countries, has led to negative effects such as pollution, construction over the norm of resort complexes etc. Not by chance the motto in the recent years is "Back to Nature".

Rural tourism is one of the modern forms of tourism, which encourages the activities close to nature. In this project it is presented the typology of rural tourism in Greece, depending on the character of the tourism product. It may be related to cultural heritage, the strong traditions, influential character of religion or food-tasting that shows the unique flavors of a Balkan, but also a Mediterranean country. The touristic product can also be connected with various natural assets, such as visits in Lake Kerkini protected by the Convention of Ramsar, Falakro Mountain with its meadows of orchids and the ecological routes in the mountains, which encircles the Strymonikos Bay.

Materials and Methods: Specialized books, articles, interviews and researches.

Results: Depending on the motivation of tourists, rural tourism has many different categories. It should be emphasized that these types of rural tourism overlap each other. For example a group of tourists prefers to attend the harvesting of olives, but at the same time they visit museums and monasteries, savoring traditional dishes or enjoy the sights of the natural park in the region. This brings us to the result that the classification of rural tourism is real only in theory but not in practice.

Conclusion: Greece is in a strategic and advantageous geographical location with well-developed road network, infrastructure and transport links and has a wealth of interests for the avid tourist. The European Union has contributed significantly towards this direction with the relevant projects. Remains local residents and authorities to strike a balance between tourists demand and capacity of nature-ecological, social and economic, striving for a high quality of the tourist activity and for a rounded tourist experience related to rural tourism activities.

eCollaboration Among Tourism SMEs: Why it Works, Why it Doesn't – An Empirical Study from Australia

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Carole Alcock

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University of Wollongong, Australia

It is becoming of increasing importance for small organisations with similar or complementary capabilities to collaborate in order to survive in today's competitive global marketplace (Cheng et al., 2006; Lawson et al., 2007). This is particularly the case with Australian Tourism SMEs. With the adoption of eTechnologies firms in this sector are able to transcend the boundaries of space and time allowing asynchronous communication and other virtual benefits (Burgess and Sargent, 2007).

The objective of this study is to investigate factors conducive to the development of Australian Tourism SME innovation through the use of eCollaboration technologies to facilitate business growth and improve competitiveness and future economic viability.

The population of interest in this study is Tourism SMEs in the Southern Sydney (Australia) region. A total of 40 businesses participated in the focus groups and interviews. A qualitative approach was used in this study: focus groups, semi-structured interviews and observations were employed as the primary means of data collection. In addition, a number of case studies were conducted to determine the extent and forms of eCollaboration adopted.

The findings from the study revealed that there are five significant factors to consider in determining the success or failure of eCollaboration: time, brand and image, reciprocity, market-driven demand and trust.

The majority of businesses in this sector reported that they are currently, or have previously engaged in some form of collaboration, albeit at a very low. The study also concludes that the use of electronic tools to support collaboration in this sector is limited to low-level technologies such as email. Major inhibitors to higher-level collaboration and facilitating tools include lack of time and expertise and costs involved.

The Joy of Being Overseas! International Tourism and Hospitality Internships: Reflections on the Experience

Graham Busby

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This paper reports the findings from a confidential, online survey of students at the university who undertook a twelve month overseas placement. Whilst the sample size (n = 43) precludes statistical analysis, it nonetheless provides supporting evidence for face-to-face interviews with other returned interns.

Communication turns out to be a key consideration – both for interns contacting friends, relatives and university personnel whilst abroad and for placement tutors managing the experience from the UK. The survey considered the extent to which Skype, Facebook, mobile telephones, landline telephones, letters and postcards were used. Supporting research, undertaken in the last twelve months by the same authors, suggests that there are complications in relation to identifying the best form of communication for interns and universities. There have been concerns about the nature of Facebook and similar social networking sites as ‘closed communities’, with implications that institutional involvement could lead to charges of unwarranted intrusion, students tend to view these websites positively as part of their lives.

The study highlights the notion that students on placement do not perceive support as being important unless something goes wrong; Busby (2005: 104) quotes a student on placement with a strategic alliance partner in Canada, who stated “I had a really bad experience with the person who originally arranged my accommodation in Canada.

I survived however, and am probably better off for it”. Concerns that interns should have one point where they go to for all information relating to their internship are valid yet it may be useful for interns to elect to specify best forms of contact communication whether that be by Skype, email (gmail, hotmail or institutional), phone, U-space (an e-space developed by their university) or Facebook. Other issues, such as visa applications and contact with the UK internship office, were also considered.

Analysis of the Potential of Tourist Development of the Val d'Agri National Park

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This paper aims to investigate the potentials of tourism development in the National Park of the Val d'Agri, located in Basilicata, a region in the south of Italy. The park is characterised by the peculiar coexistence of a valuable natural area and one of the largest oilfields of continental Europe. The area is among the less developed in Italy, and its traditional models of social and economic development have entered a critical stage. The discontinuity of the development model is highlighted by an unprecedented process of depopulation and outmigration affecting mainly the younger generation.

A valorisation of the tourist potential of the National Park might thus offer new opportunities and new paths for economic growth and contribute to the definition of new social assets for the whole area.

The paper analyzes the effective and potential demand for tourism connected to the National Park, and, at the same time, attempts to estimate alternative scenarios of tourism development. The Contingent Valuation technique is used to explore the economic potential of the tourism phenomenon, which already gravitates around the park's area. Data was collected via a questionnaire submitted (during the period July – September 2009) to nearly 600 visitors of the park and the surrounding area. A specific question was dedicated to the elicitation of the willingness to pay for a visit to the park, on the basis of alternative scenarios of future development, conducted through the involvement of tourism operators and local authorities. One of the interesting finding is tourists are well aware of the National Park and visitors show are willingness to pay up to an average 9€ per visit

The ultimate goal is to provide decision-makers with specific economic policy strategies able to enhance the development of the natural heritage protected by the park.

Sunshine Coast Residents' Perceptions of Tourism Impacts: A Longitudinal Study

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This study investigates whether there has been a change in residents' perceptions of tourism impacts on the sunshine Coast over a period of time using longitudinal data based on 2004 (n=732) and 2008 (n=1564) surveys. The results suggest that there is a significant increase in the residents' perceptions that tourism is likely to result in noise and pollution; unpleasantly overcrowded beaches, bush walking paths, parks and outdoor places in the community; and less likely to provide more parks and other recreational areas for local residents. However, on the positive side, more residents now feel that tourism significantly contributes to essential jobs in the region and is more likely to result in cultural exchange between tourists and local residents. The study, however, reveals no significant differences in the residents' perceptions of possible increase in crime rate; destruction of natural environment because of construction of hotels and other tourist facilities; traffic congestion; and conservation of natural resources and so forth due to tourism.

**The Role of Relational Benefit between Service Quality and
Customer Loyalty in Airline Industry**

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Role Play Scenarios: An Educative Tool to Engender Critical Thinking and Reflective Praxis Regarding Sustainability Management Issues in Tourism Enterprises

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The purpose of this paper is to report on one component of an action research study, which focused on enhancing “education about and for sustainability” in an undergraduate, tourism studies enterprise management course. In particular, the paper evaluates the effectiveness of introducing role play scenarios into tertiary tourism education tutorial sessions as an educative tool to engender critical thinking and reflective praxis by students regarding sustainability management issues in tourism enterprises.

Material & Methods: The study used an action research approach (Lewin, 1948; Kemmis & McTaggart, 1988; Heron & Reason, 2008). Action research is associated with a participatory paradigm (Heron & Reason, 2008). In this study, action research was informed by a qualitative methodology. Tutorial materials were developed based on industry guest speaker presentations, industry discourses, academic materials and popular media. Both the course convenor and tutor engaged in reflective conversations, and “field notes”. Student evaluations were generated during a focus group, in written feedback and formal course/teaching evaluations.

Results: Role play scenarios were found to be effective in engaging students in experiential learning (Kolb, 1984; Knowles, 1990), critical thinking, and reflective practice. Students commented: “The role plays were good because they stimulated debate and brought out controversial issues”. “... it’s good way to understand the operational issues and management issues from various perspectives...”. “Role play was fun, it was a unique way of integrating lecture material.” “... a great interactive way for us to learn and share our opinions, rather than just have the tutor stand at the front and talk...” “... they enhanced my thinking of tourism. ...!”

Conclusions: The use of non-assessed scenarios in tourism tutorials provided students the opportunity to engage in “active learning” (Revans, 1980), critical reflection and consideration of the interconnectivity of tourism enterprise management decision-making regarding sustainability across departments and associated practices.

**Inbound Tourists from Asean Countries to Malaysia:
A Panel Data Econometric Analysis**

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A Study of the Relationship between Evaluation of Educational Training Effectiveness and Service Quality in the Chinese Fast Food Chain Store

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The main purpose of this research was to investigate the relationship between employee training effectiveness evaluation and service quality in the fast food chain store. A total of 783 valid questionnaire responses were obtained. These responses were analyzed using response percentage, t-test, one-way ANOVA, Pearson product-moment correlation, and regression analysis methods. The main findings were as follows: Among the constructs of employee training effectiveness evaluation, the learning level construct was given the highest score. In the evaluation of customer satisfaction with service quality, professional service was given the highest rating. There was significant difference in self-evaluation of service quality among employees with different working hours and statuses of experience of attending the gift recommendation training program. Another, there was significant difference in self-evaluation of service quality among employees with different statuses of experience of receiving the gift recommendation training program. Customers with different ages showed significant difference in their evaluation of service quality satisfaction. A significant and positive correlation was found between employee training effectiveness evaluation and service quality. The effect of employee training effectiveness evaluation explained 36.8% variance of service quality. Employees and customers showed significantly different perceptions in all constructs of service quality. According to the results, a good employee training is necessary in the fast food store.

Foodservice Operations for the Olympic Games

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Objectives: Foodservice for the Olympic Games plays a key role of providing fresh and safe food for athletes, media staff and volunteers to meet their dietary needs and to ensure that the athletes can excel during the games. However, a search of the literature results in very little information. The aims of this article are to (1) provide a big picture of foodservice operations management for the Olympic Games, and (2) to develop propositions relative to operation modes, human resource management, menu design, food production and service for the Olympic Games foodservice.

Material and Methods: Historical analysis: literature review and analysis of historical data scattered in sources such as newspapers, trade journals, and websites were conducted in order to learn as much as possible about every aspect of the Olympic Games foodservice.

Physical activity observation and analysis: The author participated in the 2008 Beijing Olympic Games and observed its daily foodservice operations at different venues. This first-hand information was gathered to validate and complement the studies from the literature.

Results: This study makes seven propositions:

1: If the official foodservice provider of the Olympic Games does not belong to the host country for the Olympic Games, then the official foodservice provider and the one from the host country should combine their operations.

2: When the two service providers combine their operations, the official foodservice provider should be in charge of activities of planning, execution, and evaluation, and the foodservice provider from the host country should be mostly in charge of entry level recruitment and training of new hires.

3: Chefs for the Olympic Games come from two main sources: one is from the hospitality industry, or teachers and students at the culinary schools of the host country. The other is staff from the official foodservice provider and colleges or graduate students from the country where the official foodservice provider belongs.

4: The major concerns for the menu item selection are nutrition, safety,

simplicity of food production, and popularity of menu items.

5: 70 % of menu items is western style and can be segmented into North American (American) cuisine, Mediterranean cuisine, Asian cuisine, vegetarian, and religious cuisine.

6: An 8-day cyclic menu is most commonly used for the Olympic Games foodservice.

7: The dining hall of the athletes' village has the capacity to host between 4900 and 6500 customers at each meal time.

Conclusions: Academic papers related to Olympics Games foodservice operations are very limited. Although newspapers, trade journals, and web sites are the major resources for doing this type of research, the information in these media can be difficult to obtain. This research found that the foodservice of the Olympic Games is very professional and run very often by international foodservice companies. Aramark is the company most often designated as official foodservice provider. In order to insure smooth foodservice operations, the official foodservice provider and one designated from the host country should work together during the Olympic Games. This research is a pioneer study of Olympic Games foodservice and the results and propositions will benefit future qualitative research regarding foodservice operations management for the Olympic Games.

**Evaluating Attitudes and Opinions on Energy
and Environmental Initiatives; the Case of Greek Hoteliers**

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Policy Challenges facing the Development of Graduate Competencies in Tourism Business University Programs-The EU and Australia

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There is diverse work being undertaken at an international level regarding development on business graduate competencies. In Europe, the last few years have witnessed the accelerating focus of government and universities in this area and there have been long running projects to address the development of graduate competencies in business and other programs. The general theme of this development stems from government desire, translated into strategy, to match competency with the needs of the economy, thereby enhancing the value of university graduates to the economy.

Whilst in the European Union and beyond, there has been a structured program, in Australia there has been a lagged response by government on centralised control of the development of business and other graduate competencies. However, the recently elected Australian national government appears intent on furthering development of graduate competencies in a national charter which will be applicable to all university programs.

The research aims to identify and explain the policy challenges facing the development of graduate competencies in Australian business university programs; it then compares these to the challenges for the European Union, which has a program of competency development in a later stage of development. The paper adopts as its method the example of in depth analysis for a case of graduate competency development in a university tourism undergraduate program. It then analyses policy considerations, both at government and university level which shaped this development and their current challenges. Finally it compares the Australian situation to that in The European Union. The results and conclusions suggest that some of the challenges appear different due to the history, nature and stage of the respective situations, yet common themes are apparent for both in the nature of those challenges.

**Enhancing the Applicability of Uniform Hotel
Accounting in Hong Kong**

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Applying the SERVQUAL and IPA Methods to a Cross Cultural Comparison of Quality Service Gaps

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Objective: This is an empirical comparison of methods study, to determine which method (Importance Performance Analysis or SERVQUAL) would produce the most relevant gaps analysis attuned to the needs of restaurant managers in Poland and the USA.

Material & Methods: This research used the Importance Performance Analysis technique to compare actual experience data with what customers had expected, in two different sample populations, (Poland and the USA). This paper is empirical and involves data from 200 restaurant visits in Poland and the USA. The sampling unit consists of 50 urban casual restaurants (25 per country), with each restaurant visited 4 times by different trained mystery shoppers. The data collection consists of a 2-part self administered questionnaire. The questionnaires contain 35 attributes that mystery shoppers answered, in order to compare their pre-visit expectation and post-visit satisfaction scores. Attributes were then sorted into classical SERVQUAL dimensions and analyzed. Quantitative analysis was performed within both the IPA and SERVQUAL techniques.

Results: SERVQUAL gap analysis seemed to suggest that results from Poland and the USA are similar. However, IPA grids revealed the most important differences between customer's expectations (importance) and their experiences (performance).

Methods like DINESERV and SERVQUAL are useful in comparing restaurant groups (such as cross culturally). However, the IPA method is a better way to analyze quality of service in individual restaurant enterprises, with its prioritized list of attributes managers can identify and address in training to reduce the gap between customer's expectations and their experiences.

Conclusions: The researchers show that it is possible to combine both methods to reduce weaknesses and create a method attuned to the needs of restaurant businesses and other service providers.

Hotels and Second Homes: Consumer Choice Analysis and Seasonality Effects

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Ricard Rigall-I-Torrent

Lecturer, Girona University, Spain

Anna Garriga

Senior Lecturer, Girona University, Spain

Objective: This paper analyses whether there are differences with regard to the accommodation attributes that consumers take into account when selecting a hotel or a second home once a tourism destination has been chosen. Besides, it studies the differences in the seasonal patterns of prices for both types of accommodation choices.

Material & Methods: The analysis relies on a data base which includes prices and characteristics (drawn from brochures) for a sample of hotels and second homes in the Costa Brava area (Spain), along the lines of Haroutunian, et al. (2005), Thrane (2005) and Hamilton (2007). With the help of hedonic pricing methods, the paper undertakes an in-depth analysis to determine what the most significant variables for every accommodation choice are, as well as to study the differences in the seasonal patterns for each accommodation choice.

Results: The value attached by consumers to identical characteristics of accommodation differ for hotels and second homes. For example, hotels' customers find a car park more valuable with regard to second-home tourists. On the other hand, a swimming pool has a bigger effect on price in the case of the second homes. In terms of seasonality, second home prices are lower, on average, in peak-season periods but lower in low-season periods.

Conclusions: The value given to identical characteristics of accommodation differ for tourists staying in second homes and in hotel. This implies that these accommodation options are not perfect substitutes. This finding is useful for both policy makers and private managers in order to implement public policies and tourism marketing strategies.

Forecasting Monthly Tourist Arrivals to Turkey

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Professor, Istanbul Bilgi University, Turkey

With more than 26 million foreign visitor arrivals in 2008, tourism is a very important economic sector in Turkey. Major sources of tourism demand are Germany, Russia, and the UK, which together account for about one third of total arrivals in 2008. The goal of our investigation is to assess forecasting accuracy (expressed as mean absolute percentage error = MAPE, or a similar measure) of several alternative methods, when forecasting monthly arrivals (total as well as country-specific) 12 months ahead. Among these methods are ARIMA and seasonal decomposition. Our data set consists of series of monthly arrivals as officially published by Turkish agencies. We find that forecastability has generally improved in recent years, while forecasting accuracy is very robust w.r.t. forecasting method and input data range. Furthermore we find that very simple forecasting methods can, in certain cases, lead to very accurate forecasts.

Motivations and Barriers to Go Green in Taiwan's Hotel Industry

Chih-Ching Teng

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Jeou-Shyan Horng

Dean & Professor, Jinwen University of Science & Technology, Taiwan

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Human Capital and Innovation as Determinant Factors of Competitiveness: An Application to the Hotel Industry in the Balearics

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In this work we propose to evaluate and to quantify the role of the human capital and role of the natural capital in the competitiveness of the tourist companies of a mature destination like the Balearics. There is a prolix literature that emphasizes the difficulty of a mature tourist destination to obtain positive long-term levels of growth. From the pioneering work of Butler (1980), the disquisitions have been constant on the explanatory capacity of the different models as well as their applications to different regions or destinations (Morgan, 1991; Opperman, 2000; Poon, 1989; Knowles and Curtis, 1999; Sinclair and Stabler, 1997). In case of Balearics there are also diverse works that reveal the structural problems of the Islands as a destination and the serious problems of competitiveness of their tourism sector (Alegre and Pou, 2003; Aguiló et. al., 2002).

In general, in many of these works there appears the overuse of the natural resources as factor key to explain the decline of tourist zones (Huybers and Bennett, 2003). Nevertheless, and though in the economic literature there is consensus in thinking that the human capital and the innovation are determinant factors to guarantee the economic growth, role of both factors has been scarcely used in case of the tourism sector analysis (Jacob et al., 2003; Ramos, Rey-Maqueira and Tugores 2004; Rey-Maqueira, Tugores and Ramos, 2006).

Consequently, the basic aim of this work is to estimate the quantitative effect that the human capital and the environmental resources have on the level of competitiveness of the tourist hotels in the Balearics as well as valuating role of the human capital for the generation and assimilation of innovation. In order to achieve this goal there has been designed a specific survey directed to 200 hotels of Majorca. The information has been gathered along the high tourist season of 2008. And through them, with the use of diverse discrete choice models, there could have been analyzed the role of the innovation, and more specifically of the human capital, on the competitiveness of the hotel firms.

Exploring Business-to-Business Relationship Marketing Practices: Brazil vs. Portugal

Armando Luis Vieira

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Relationship marketing (RM) entered the 21st century as one of the dominant themes in both business practice and academic research. However, despite the existence of a large and growing body of literature on RM, there is still ambiguity on the way managers use, if at all, relational approaches in their daily activities. This study aims at identifying evidences of RM practices in business-to-business (B2B) markets. The paper consists of a qualitative, exploratory, and comparative research employing a multiple-case study method based on a series of interviews with hotel managers in Brazil and Portugal.

Despite the hoteliers' awareness of the merits of a relational approach, the analysis suggests that the evidence of RM practices is generally low in both regions. Results also suggest that Brazilian hotels perform relatively better in terms of customer information systems, while Portuguese hotels exhibit relatively better performances regarding social and structural bonds. The findings encourage hotels to designate relationship managers and sign contracts with corporate clients, given the benefits of the presence of a privileged interlocutor in the hotel, and the contract as a formalisation of the relationship. Specifically for three-star hotels, the implementation of databases is strongly suggested, as a means to improve repeat business and the quality of partnerships.

Discrepancies between the relational perspectives of doing business suggested in the literature and those actually used by hotel managers in important B2B markets of two different and important tourism destinations are identified. Suggestions are made in order to reconcile the existent gaps and contribute to improve both the quality of partnerships and business performance. Due to possible limitations inherent to the chosen research approach, longitudinal studies in different research settings that may improve the generalisability of the results are suggested for future investigations.

Cultural Tourism Management World Heritage Site of Hue, Vietnam

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Like Athens' Acropolis, the royal monuments in the city of Huế, Vietnam, have been inscribed on UNESCO's World Heritage List for the cultural heritage derived from their feudal past. The heritage values of this former Imperial city were expected to help attracting an increased number of cultural tourists to the city. Despite the city's attractive natural settings and architectural gems, overall tourist numbers have stagnated, visitors' average stays and frequency of repeat visits remain low.

This paper argues that paradoxically, it is the historical circumstances that bequeathed the city its universally recognised cultural heritage that pose difficult issues for its management. The responsibility for the management of its heritage sites, including tourism development, lies within the powers of state instrumentalities of a modern socialist nation antagonistic of its own feudal past. This paper explores strategic issues arising out of the intersection between the imperatives of modern nation-building and the imperatives of preserving internationally recognised cultural assets, in so far as policies of tourism development and management are concerned.

This paper also provides an in-depth study of one of the most popular tourist draw-cards, the burial complex of King Tự Đức, to illustrate how deeply embedded in the local history and culture its cultural heritage values are. Without access to appropriate and informative resources, visitors would miss out on a deeper appreciation of the heritage values the city has to offer, possibly negating the wish to return for a further visit.

Threshold Effects of Exchange Rate and Inflation on Development of Tourism and Economic Growth

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This paper samples the 1996-2006 data of the top 10 countries in 2008 Country Brand Index. It uses a panel threshold model. It also sets to examine whether there are optimal exchange rate threshold values that enables the asymmetric (from top to bottom) relationship (of two bands) when it comes to the influence of foreign exchange rates on economic growth. The purpose is to gain an understanding of the contribution of tourism development to economic growth. The result shows that there is a single threshold effect at a threshold value of -6.59%. Meanwhile, the coefficients at the upper and lower bands, α_1 and α_2 , are one positive and one negative. Therefore, the relationship is non-linear. When the exchange rate changes are smaller than the threshold value, the influence of inbound tourists on economic growth is negative, but the coefficient is insignificant. In other words, the continued tourism development tightens up economic growth, although the impact is not obvious. However, when the exchange rate changes are higher than the threshold value, the coefficient is positive and significant. This means continued tourism development can greatly enhance economic growth. Existing literature supports the conclusion that tourism development can promote economic growth. However, this only stands if the exchange rate changes are no lower than -6.59%. If the currency continues to depreciate dramatically, the correlation between the two will disappear. The interactions between tourism development and economic growth are different under various ratio threshold values of exchange rate changes. This shows that if the government pays attention to the trend of exchange rates and implements appropriate policies, tourism can effectively boost economic growth. Meanwhile, inflation suppresses economic growth. Tourism can potentially contribute to economic development. Therefore, it is advised to dedicate strategic resources on tourism to boost short-term economic growth. The level of the tourism industry development can serve as an indicator to economic developments of a country. This paper can serve as a reference for the tourism authorities around the world in promoting tourism and economy, and provide a theoretic foundation on the formation of tourism policies.

Engaging Industry in Tourism Curriculum: Nature-Based Tourism at Victoria University

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An initiative at Victoria University (VU) in Melbourne, Australia, requires that 25% of curriculum involve learning in and through the workplace and community. VU's Learning in the Workplace and Community (LiWC) Policy requires that LiWC "activity is beneficial for all parties: learner, university and partner organisation" (VU, 2009). The LiWC approach seeks to achieve a number of interconnected results, among them: improved learning outcomes for students through experiential programs and increased industry engagement with curriculum to ensure currency and relevance.

Tourism programs at VU enjoy high levels of industry engagement. Industry guest speakers, industry-based projects and industry case studies are routinely used as teaching approaches. VU tourism programs are accredited by professional bodies and tourism industry representation sits on the School's Programs Advisory Committee. Tourism curriculum consistently promotes LiWC as a teaching approach and this, together with the many relationships the university has with tourism professionals, combine to enhance tourism students' transition to the workplace.

Two tourism units at VU use field trips at the centre of their LiWC curriculum: Nature-based Tourism and Field Research Project. The intensity of the field trip experience and its alignment to the assessment, together create a deeply meaningful experience for would-be tourism professionals. Nature-based Tourism provides an example of immersive industry engagement because of the many and sustained points of engagement with industry in the curriculum design and delivery. The unit will be audited against the specifications of VU's LiWC policy. Unit evaluations, student responses from an online survey as well as industry evaluations will be combined to develop an overview of student and industry perceptions of the field trip experience. Positive and negative aspects of teaching with field trips are considered and recommendations are offered with the aim of both increasing industry benefits from LiWC engagement and promoting the sustainability of field trips.

**Service Quality and Consumer
Value in Hotel and Resort Spa Experience**

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