

2013

Tourism Abstracts

Ninth Annual International
Conference on Tourism
10-13 June 2013, Athens, Greece

Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH



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Ninth Annual International
Conference on Tourism
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Greece

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Preface

This abstract book includes all the summaries of the papers presented at the *9th Annual International Conference on Tourism 10-13 June 2013*, organized by the Sciences and Engineering Research Division of the Athens Institute for Education and Research. In total there were 34 papers and 45 presenters, coming from 19 different countries (Australia, Canada, China, Cyprus, Egypt, Hong Kong, Hungary, Ireland, Israel, Lithuania, Poland, Portugal, South Africa Spain, Taiwan, Turkey, UAE, UK, USA). The conference was organized into IX sessions that included areas of Tourism Marketing Issues, Tourism Destination and Development, Special Tourism Themes Entrepreneurship, Economics and Business in the Tourism Industry and other related fields. 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 150 international conferences and has published over 100 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
President

FINAL CONFERENCE PROGRAM
9th Annual International Conference on Tourism,
10-13 June 2013, Athens, Greece

Conference Venue: St George Lycabettus, 2 Kleomenous Street, 106 75 Kolonaki,
Athens, Greece

PROGRAM

Organization and Scientific Committee

1. Dr. Gregory T. Papanikos, President, ATINER.
2. Dr. Valia Kasimati, Head, Tourism Research Unit, ATINER
3. Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
4. Dr. Nicholas Pappas, Vice-President of Academics, ATINER & Professor, Sam Houston University, USA.
5. Dr. Stavros Alifragkis, Academic Member, ATINER, Adjunct Lecturer, Hellenic Army Academy & Research Associate, School of Architecture, National Technical University of Athens, Greece.
6. Dr. Angelos Tsaklanganos, Academic Member, ATINER & Professor, University of Neapolis, Cyprus.
7. Dr. Joanne Gula, Assistant Professor, Hawaii Pacific University, USA.
8. Dr. Rodanthe Tzanelli, Lecturer, University of Leeds, U.K.
9. Dr. Andrew Yiannakis, Professor, University of New Mexico, USA.
10. Mr. Vasilis Charalampopoulos, Researcher, ATINER & Ph.D. Student, University of Stirling, U.K.
11. Ms. Lila Skountridaki, Researcher, ATINER & Ph.D. Student, University of Strathclyde, U.K.

Administration

Fani Balaska, Stavroula Kiritsi, Eirini Lentzou, Konstantinos Manolidis,
Katerina Maraki & Celia Sakka

C O N F E R E N C E P R O G R A M

(The time for each session includes at least 10 minutes coffee break)

Monday 10 June 2013

09:00-09:45 Registration

09:45-10:00 Welcome and Opening Remarks

- Dr. Gregory T. Papanikos, President, ATINER.
- Dr. Valia Kasimati, Head, Tourism Research Unit, ATINER

10:00-12:00 Session I: Tourism Marketing Issues: Places and Customers I

Chair: Dr. Gregory T. Papanikos, President, ATINER.

1. *Ching-Chow Yang, Professor, Chung-Yuan Christian University, Taiwan. The Examination of Strategic Actions Adopted to Reduce the Effects of Customer Variability in Hospitality Industry.
2. Steven Pike, Associate Professor, Queensland University of Technology, Australia. Destination Branding Performance Measurement for Practitioners.
3. James Kearns, Lecturer, Letterkenny Institute of Technology, Ireland & Moya Curran, Post-Graduate Student, Letterkenny Institute of Technology, Ireland. How to Increase the Significance of SNSs as a Marketing Channel in the Hotel Industry.
4. Ha Ny Kim, PhD Student, University of Florida, USA. How do Tourists Perceive their Experience of Travelling the Camino de Santiago?: Is it a Pilgrimage or a Route Base Tourism Attraction.
5. Jun Li, Ph.D. Student, University of Macau, China, Xiaoming Liu, Professor, University of Macau, China & Yan Yang, Professor, University of Macau, China. How Different Types of Travelers Evaluate the Destination Differently: A mainland Chinese Outbound Traveler Case.

12:00-13:30 Session II: Tourism Destination and Development I

Chair: *Ching-Chow Yang, Professor, Chung-Yuan Christian University, Taiwan.

1. Chao-Ching Fu, Professor, National Cheng Kung University, Taiwan. Industrial Heritage as Tourist Attractions – a trend in Taiwan.
2. Lorn Sheehan, Associate Professor, Dalhousie University, Canada & Angelo Presenza, Professor, Dalhousie University, Canada. Albergo Diffuso: A Growing Accommodation Niche in Tourism.
3. *Chi-Ok Oh, Assistant Professor, Michigan State University, USA & Hyounggon Kim, Associate Professor, Sejong University, South Korea. Development of Value-Added Trip Products Using the Concept of Recreation Specialization.
4. Loretta Pang, Instructor, The Hong Kong Polytechnic University, Hong Kong, Joey Wu, Instructor, The Hong Kong Polytechnic University, Hong Kong & Xavier Chan, Tutor, The Hong Kong Polytechnic University, Hong Kong. What Makes a Popular Post on Social Network Sites of Hospitality and Tourism Related Organizations?

13:30-14:30 Lunch

14:30-16:30 Session III: Tourism Destinations and Development II

Chair: Linda Piper, Assistant Professor, Nipissing University, Canada.

1. Vassilios Ziakas, Assistant Professor, European University Cyprus, Cyprus & Nikolaos Boukas, Assistant Professor, European University Cyprus, Cyprus. Post-Event Leverage and Olympic Legacy: A Strategic Framework for the Development of Sport and Cultural Tourism in Post-Olympic Athens.
2. Ozgur Ozer, Assistant Professor, Tourism Faculty of Konya N.E. University, Turkey. A Study Based on the Evaluation of the Alternative Tourism in Fethiye Destination in Turkey.
3. Zoltan Dorogi, Ph.D. Student, University of Debrecen, Hungary, Ferenc Mezo, Director, Eszak-Alfold Regional Development Agency, Hungary & Zsolt Radics, Assistant professor, University of Debrecen. Developing Spas and Thermal Baths in Eszak-Alfold Region in 2007-2013 Period.
4. Onn Winckler, Professor, University of Haifa, Israel & Yoel Mansfeld, Professor, University of Haifa, Israel. Is This Really a “Spring”? Assessing the Impact of the “Arab Spring” on the Middle Eastern Tourism Industry.
5. Roselyne Okech, Assistant Professor, Grenfell Campus, Canada. Promoting the Spa Tourism Industry: Focus on Coastal Resorts in Kenya.

16:30-18:30 Session IV: Special Tourism Themes

Chair: *Chi-Ok Oh, Assistant Professor, Michigan State University, USA.

1. Jeanne Van Eeden, Head of Visual Arts Department, University of Pretoria, South Africa. Emptying the Land in South African Topographical Postcards.
2. Colin Mang, Lecturer, Nipissing University, Canada, Linda Piper, Assistant Professor, Nipissing University, Canada & Natalya Brown, Assistant Professor, Nipissing University, Canada. “Smart” Tourists? Smart Phone usage by Tourists in Rome, Italy.
3. Patrick O’Leary, Lecturer, University of Ballarat, Australia & Caroline Winter, Professor, University of Ballarat, Australia. The Road less Travelled: Commemorating those who lie in Sea Graves.
4. Gabor Kozma, Associate Professor, University of Debrecen, Hungary. Most Important Characteristics of Training Camps Organized in Debrecen (Hungary) and their Role in Tourism of the City.

21:00-23:00 Greek Night and Dinner (Details during registration)

Tuesday 11 June 2013

08:00-09:30 Session V: Entrepreneurship, Economics and Business in the Tourism Industry

Chair: Miguel Trias Vilar, Lecturer & PhD Student, University of Les Illes Balears, Spain.

1. *Nuno Almeida, Master's Coordinator, Polytechnic Institute of Leiria, Portugal. Social Entrepreneurship - Its Importance in the Tourism Industry.
2. Jillian Robinson, PhD Student, Limerick Institute of Technology, Ireland & Noelle O'Connor, Professor, Limerick Institute of Technology, Ireland. Utilising an Input-Output Model as a Methodological Framework to Quantify the Impact of Tourism in an Irish Rural Region.
3. Mustafa Terzioglu, Researcher, Mugla University, Turkey, Ummuhan Gokovali, Associate Professor, Mugla University, Turkey. Economic Linkages and Leakages in Tourism Industry: The Case of Marmaris-Turkey.
4. Hassan Refaat, Tourism Specialist, Egyptian Ministry of Tourism, Egypt & Attia Mohamed Omran, Lecturer, Faculty of Tourism and Hotels-Fayoum University, Egypt. Christian Religious Festivals (Mawlid) and its Role in Promoting Tourism in the Region of Middle Egypt.

09:30 -11:00 Session VI: Tourism Management, Education and Other Issues

Chair: *Nuno Almeida, Master's Coordinator, Polytechnic Institute of Leiria, Portugal.

1. Mac McCarthy, Senior Lecturer, University of Central Lancashire, Preston, UK & Peter McGrath, University of Central Lancashire, Preston, UK. You Lead and I'll Follow: Co-Creating Learning Experiences in Fieldwork.
2. H.Y. Alice Hon, Assistant Professor, The Hong Kong Polytechnic University, China & Pui Yan Clare Fung, Instructor, The Hong Kong Polytechnic University, China. Investigating Team Effectiveness in Service Industry: Role of Group Composition and Social Integration.
3. Miguel Trias Vilar, Lecturer & PhD Student, University of Les Illes Balears, Spain & Maria Antonia Garcia Sastre, Doctor in the Business Economics Department, University of Les Illes Balears, Spain. Corporate Social Responsibility: A Study of Employee Communication in the Balearic Premium Hotels.
4. Raymond Kwong, Instructor, The Hong Kong Polytechnic University, Hong Kong. A Case Study of the Perceptions of Graduates and Students on (Hong Kong and Mainland China Generation Y) Hotel and Catering Management Program and Career Development.

11:00-12:30 Session VII: Tourism Marketing Issues: Places and Customers II

Chair: Mac McCarthy, Senior Lecturer, University of Central Lancashire, Preston, UK.

1. Yasin Bilim, Assistant Professor, Neomettin Erbakan University, Turkey. Does a Destination has Personality? Personality and Image Issues of a Destination.
2. Huei-Ju Chen, Associate Professor, National Kaohsiung University of Hospitality and Tourism, Taiwan. Young Travelers Different Perspective on a Muslim Destination Image and Travel Constraints.
3. Mubeena Rahaman, Senior Lecturer, BITS Pilani, Dubai Campus, UAE. A Study of the Significance of Business Communication in the Hotel Industry of Dubai.
4. Li Tingting, PhD Student, Hong Kong Polytechnic University, Hong Kong & Bob Meecher, Professor, Hong Kong Polytechnic University, Hong Kong. The Role of Diaspora Tourism in Transforming Individual's Place Attachment: a Study of Chinese Diaspora Tourism.
5. Ewelina Mocior, PhD Student, Jagiellonian University, Poland. Sunrise as a Tourist Attraction - A Case Study of Babia Góra Mountain (Western Carpathians, Southern Poland).

6. Stavros Alifragkis, Academic Member, ATINER, Adjunct Lecturer, Hellenic Army Academy & Research Associate, School of Architecture, National Technical University of Athens, Greece & Emilia Athanassiou, PhD Candidate, School of Architecture, National Technical University of Athens, Greece. Post-War Modernism: Architecture, Tourism and Cold-War Politics in 1950s Greece.

12:30-13:30 Lunch

13:30-15:00 Session VIII: Round Table Discussion on *Tourism Policy in a Global World*

Chair: Dr. Gregory T. Papanikos, President, ATINER.

Contributors:

1. Onn Winckler, Professor, University of Haifa, Israel.
2. Chi-Ok Oh, Assistant Professor, Michigan State University, USA.
3. Ozgur Ozer, Assistant Professor, Tourism Faculty of Konya N.E. University, Turkey.
4. Linda Piper, Assistant Professor, Nipissing University, Canada.
5. Nuno Almeida, Master's Coordinator, Polytechnic Institute of Leiria, Portugal.
6. Miguel Trias Vilar, Lecturer, University of Les Illes Balears, Spain
7. Jeanne Van Eeden, Head of Visual Arts Department, University of Pretoria, South Africa.
8. Kostas Katsigiannis, ex General Director, National Tourism Organization, Greece.

15:00 -16:30 Session IX: Sustainability - Ecotourism

Chair: Onn Winckler, Professor, University of Haifa, Israel.

1. Linda Piper, Assistant Professor, Nipissing University, Canada & Natalya Brown, Assistant Professor, Nipissing University, Canada. A Rose by Any Other Name: Rural Versus Ecotourism in Greece and Jamaica.
2. Andreia Pereira, PhD Student, University of Coimbra, Portugal. Cultural landscape as a key resource for tourism in protected areas - converging initiatives in Upper Minho.

17:30-20:30 Urban Walk (Details during registration)

21:00- 22:00 Dinner (Details during registration)

Wednesday 12 June 2013

Cruise: (Details during registration)

Thursday 13 June 2013

Delphi Visit: (Details during registration)

Stavros Alifragkis

Academic Member, ATINER, Adjunct Lecturer, Hellenic Army
Academy & Research Associate, School of Architecture, National
Technical University of Athens, Greece

Emilia Athanassiou

PhD Candidate, School of Architecture, National Technical University
of Athens, Greece

**Post-War Modernism:
Architecture, Tourism and Cold-War Politics in
1950s Greece**

Nuno Almeida

Master's Coordinator, Polytechnic Institute of Leiria, Portugal

Social Entrepreneurship - Its Importance in the Tourism Industry

During the crisis, confirmed by external and credible, Portugal is now facing an economic environment, financial and social power will be classified as worrisome. It is true that much has been debated about the causes but we also discuss the solutions.

Is it perhaps easier to point criticism - and consequently discuss solutions - the economic and financial sector. However, not least, there is a spectrum which is not always worthy of attention when addressing issues of crisis: the social spectrum.

The evolution of the economies usually takes place effectively, given that the engine of the economy is founded on entrepreneurial aspects. This strand will often be entrepreneurial in finding solutions which are then passed on as financial benefits for its officers.

The activities become profitable by nature, points of interest to entrepreneurs. However there are areas whose attractiveness does not arouse the interest of markets. Additionally, living in Portugal a habitué cultural rule that the population in the state responsibility for these same areas.

We are at this moment to reach a point where it pleases use the popular saying that says "at home that there is no bread, all discuss and nobody is right."

It becomes increasingly evident that the state is heavily restricted in terms of resources and, therefore, can not guarantee all responsibility for areas less profitable. It will be imperative stimulus of social entrepreneurship as a solution to various problems of our economy.

Yasin Bilim

Assistant Professor, Neomettin Erbakan University, Turkey

Does a Destination has Personality? Personality and Image Issues of a Destination

The purpose of this study is to investigate the importance of customer satisfaction and customer loyalty considering their nationalities in the hotel enterprises based on the departmental level. Many studies on hotel satisfaction and loyalty have mentioned about hotel as a whole product despite having many different product diversity. But a hotel is formed on different departments which is independent each other. So, for the costumers, different services in hotel departments mean different affective factors on attaching themselves to the hotel. A survey study was implemented on hotel enterprises in Bodrum region. 1035 completed questionnaire form, obtained from a five stars hotel, were processed by SPSS. According to the results, nationality is a distinctive factor on perception of hotel departments that causes the satisfaction and loyalty. The study can be useful for the hotel marketers through answering “which departments must be support to get more satisfied and loyal hotel customers”.

Huei-Ju Chen

Associate Professor, National Kaohsiung University of Hospitality and
Tourism, Taiwan

Young Travelers Different Perspective on a Muslim Destination Image and Travel Constraints

The role of national and cultural characteristics in shaping tourist behavior and motivations has been discussed in the literature (Graburn, 1995; Pizam and Sussmann, 1995; Richardson and Crompton 1988; Ritter, 1987). Additionally, different ethnic and/or racial groups vary in their leisure preferences and behaviors due to different constraints and affordances, also illustrated in numerous studies, as well as the destination image. However, there is few studies discussed the relationship and differences between destination image and travel constraints among people from different nations representing different cultures, not mention to understand potential culture influence on destination images and travel constraints for choosing the right attributes of the goal market. The youth tourism market was shown its significance from economic, social as well as cultural benefits to the destinations and the tourists. Studies showed that the young tourists usually traveled longer and more frequently than other segments of markets. This study was conducted to identify the young international travelers' perception of a Muslim destination and the perceived travel constraints from cross-cultural perspective via Taiwan and America. Given the significant impact of youth traveler behaviours, further investigation of destination perception and related constructs is warranted. Thus, destination image and perceived travel constraints for young travelers with different international travel experience considering Muslim destinations are the major focus of this study. To be more specific, the purpose of this study is threefold. First, this study is conducted to identify the perceptions of the international youth market resulting from examining a Muslim destination image and associated travel constraints. Second, this study intends to depict the relationship between destination image and travel constraints as perceived by the international young travelers cross cultural comparativeness. Third, to observe the Muslim cultures influence on the destination image and culture constraint for young international travelers is another research objective of this study. There are two limitations associated with this study. First, study findings are only applicable to youth travel markets. Second, the study focuses on travelers in the problem recognition stage of the travel decision making process. The future study on travelers' post-visit evaluation is recommended to identify destination image and travel constraints for effective marketing and management strategies.

Zoltan Dorogi

PhD Student, University of Debrecen, Hungary

Ferenc Mezo

Director, Eszak-Alfold Regional Development Agency, Hungary

Zsolt Radics

Assistant Professor, University of Debrecen

Developing Spas and Thermal Baths in Eszak-Alfold Region in 2007-2013 Period

Hungary and Eszak-Alfold region are especially rich in thermal springs due to geological facilities. Curative effects of them are proven by medical studies that is why Eszak-Alfold region have a large medical potential.

There are spas or thermal baths in 44 settlements of the region, 3 of them are internationally recognized, other 8 have national reputation as well. 80% of the tourists, whose arrive to the region, visit one of spas or baths, two-third of them have a resort to services of the most famous ones.

In the 2007-2013 financial period significant improvements have been made to develop infrastructures, services to become modern medical and health centers and attract more visitors. Spas are open to use innovative methods (for example recycle thermal water), co-operate in clusters. They look for other opportunities to develop continuously.

Aim of this paper is to prove spas and thermal baths, medical and health tourism have a great importance in Eszak-Alfold region.

The work is supported by the TÁMOP-4.2.2/B-10/1-2010-0024 project. The project is co-financed by the European Union and the European Social Fund.

Chao-Ching Fu

Professor, National Cheng Kung University, Taiwan

Industrial Heritage as Tourist Attractions - A Trend in Taiwan

Through the development of modern Taiwan, various types of industry have played a crucial role. Industries such as sugar, wine, mining, tea, salt, textile, forestry, wood, shoes-making, and ship-building are cases in point. All of them were supported by transportation, power, and water-supply facilities. Beginning in the 1980s, rapid changes in urban expansion, land exploitation, population growth, industrial structure, technology innovation, and methods of production happened. Consequently, the vacating and demolition of several types of industry in urban and suburban areas became a common phenomenon. The need to preserve industrial heritage became an important issue. One strategy is to promote the industrial heritage sites as tourist factories, as attractions for cultural tourism. More tourists are expected to be attracted by the establishment of the revitalized factories and to create a boom for local leisure industries. Further, there is a Tourism Factory project, which was initiated in 2003 by the Industrial Development Bureau, Ministry of Economic Affairs, and the Central Region Office of the Ministry of Economic Affairs. Under this policy, the Taiwan government has actively promoted the amalgamation of local industrial culture and tourism, in order to bring benefit of tourism to the manufacturing industries. Through innovative concepts and value-added services, some factories are preserved and have become heritage, offering visitors the experience and knowledge of certain industries. This paper will discuss the development of preserving industrial heritage as tourist attractions in Taiwan.

H.Y. Alice Hon

Assistant Professor, The Hong Kong Polytechnic University, China

Pui Yan Clare Fung

Instructor, The Hong Kong Polytechnic University, China

Investigating Team Effectiveness in Service Industry: Role of Group Composition and Social Integration

The last few decades have seen an increasing trend in hospitality and tourism firms of organizing work around various teams (e.g. project teams, cross-functional teams, task forces). Front-line employees have an important impact on both individual and group level effectiveness because they are empowered to make decisions for the organization. An important line of understanding in the group research focuses on the relationship among group composition, processes, and outcomes (Moreland & Levine, 1994). Although group composition can be understood in different terms (e.g. demography, personality, ability), studies on demographic composition have accounted for the majority of the composition literature. This interest in group demography was reignited by Pfeffer's (1983) seminal paper on organizational demography. Pfeffer (1983) suggested that "the [group] composition in terms of basic attributes such as age, sex, educational level, length of service or residence, race, and so forth of the social entity under study" (p.303) could influence the group's processes and effectiveness outcomes. The composition-process-performance research paradigm has gained more attention in recent years as self-managed teams diverse in terms of race, gender, and other demographic characteristics have become popular in more and more organizations.

Given the fact that most studies were conducted in the U.S. where organizations typically consist of a highly mobile and demographically diverse labor force, this study argues that new insight into group behavior could be obtained by examining the work groups in a context where the labor force is relatively homogeneous due to institutional and historical backgrounds (such as the case in China or Japan). Moreover, prior research has seldom addressed the contextual factors that moderate the relationship between group process and outcome. Extending this line of argument, cultural influence is said to be the contextual variable that can account for observed cross-cultural differences (van de Vijver & Leung, 1997). Thus, in this study, we argue that collectivist culture should be an important contextual factor.

To be specific, the proposed study aims to answer three questions:

1. How would the group demographic homogeneity be linked to group process, specifically, group social integration?
2. How would social integration, in turn, influence the individual and group-level effectiveness outcomes?
3. How would the relationship between social integration and outcomes change if the cultural context were taken into consideration?

James Kearns

Lecturer, Letterkenny Institute of Technology, Ireland

Moya Curran

Post-Graduate Student, Letterkenny Institute of Technology, Ireland

How to Increase the Significance of SNSs as a Marketing Channel in the Hotel Industry

The purpose of this paper is to disseminate findings of primary research carried out in order to evaluate how to increase the significance of SNSs as a marketing channel in the hotel industry. Since their introduction SNSs have impacted various industries both offline and online. The hotel industry in particular needs to adjust their current web presence to adapt to the evolving characteristics of social marketing. The importance of SNSs to marketers has been motivated by the wealth of advantages such as low cost investment, direct customer and brand communication. The researcher proposes a framework for the successful implementation of SNSs in the hotel industry. Relevant literature comprising of the acceptance of SNSs in the Hotel Industry, Social Networking Sites suitable for organisational use, and the users of SNSs, Traditional Marketing versus SNSs, and finally the measurement of marketing on SNSs, were all evaluated. The primary research took place in two stages. Both were exploratory in nature. Stage one comprised of eight in-depth interviews with marketing managers of hotels who have actively participated with SNSs as a marketing channel within Donegal (Ireland), by discussing the use and value it brings to the hotel industry and examining how they measure and deliver this channel effectively. In stage two, the theoretical framework was presented to two marketing experts, both well known for their expertise in the field of SNS marketing.

Ha Ny Kim

PhD Student, University of Florida, USA

How do Tourists Perceive their Experience of Travelling the Camino de Santiago?: Is it a Pilgrimage or a Route Base Tourism Attraction

Destination photography, whether produced by DMOs or tourists themselves, communicates images that shape and re-shape destination perceptions of potential travelers and, consequently, influence their decision-making process (Jenkins, 1999). In accordance with Urry's (1990) theory, several studies on visuals indicate that photographs taken by tourists at a destination reflect tourist perceptions of that destination (e.g., Garrod 2008, 2009; MacKay & Couldwell 2004). Research on the relationship between those perceptions and visitors' cultural backgrounds has been identified as an important direction of future studies that will help destination DMOs more effectively market their tourism offers in culturally different target markets (Stepchenkova & Zhan, in press).

Using theoretical underpinning provided in works on culture by Kluckhohn and Strodtbeck's (1961) and Hofstede (1980), this study is set to examine whether destination photos posted on media-sharing websites are reflective of "cultural distance" between tourists who take the photos and the destination. To allow for insights due to researchers' own cultural background, Russia was selected as a destination, while American and Korean cultures were chosen as representing two distinctively different cultural perspectives.

To measure visual images, the study construct a scale of 20 items that represents functional, psychological, unique, and holistic components of destination image (Echtner & Ritchey 1993). The sample of items is generated based on an extensive review of literature on destination image measurement (e.g., Baloglu & Bringberg, 1997; Beerli & Martin, 2004, among others), as well as studies on destination image of Russia (Stepchenkova & Morrison 2008). The preliminary data are gathered, and reliability of the items is assessed via an online survey. After the scale is purified, and the final number of items is established, the main data collection takes place. The sources of data are (1) Korean travel blogs and (2) media-sharing website Flickr (with photos taken from American users only). The results of comparative analysis are interpreted from a perspective provided by theories of culture.

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Most Important Characteristics of Training Camps Organized in Debrecen (Hungary) and their Role in Tourism of the City

Sports-related training camps constitute a very dynamically growing branch of sports tourism, exhibiting quick development recently itself. For various reasons (e.g. the counterbalancing of the seasonality that otherwise characterises sports, higher-than-average spending) they generate a significant income at the settlements serving as their locations. The aim of this paper is to examine training camps in the case of Debrecen, one of the most important settlements of Hungary in terms of sports, which hosted several sporting events of international significance in the past decade. In the course of the research conducted, answers are sought to the following questions:

- How did Debrecen prepare for hosting training camps, and how does the city attempt to attract more such events?
- What characteristic features (in terms of time or branches of sports, for example) can be observed in case of the training camps organised in the city?
- What roles did training camps play in terms of tourism in the city?

The work is supported by the TÁMOP-4.2.2/B-10/1-2010-0024 project. The project is co-financed by the European Union and the European Social Fund

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A Case Study of the Perceptions of Graduates and Students on (Hong Kong and Mainland China Generation Y) Hotel and Catering Management Program and Career Development

The aim of this case study was to explore graduates and students' (Hong Kong and Mainland China Generation Y) perceptions about curriculum of the BA (Hons) in Hotel and Catering Management (BAHCM) at University A and their relationships with the choice of subsequent further studies and careers. Based on Purcell and Quinn's (1996) exploring the education-employment relationship in hotel and catering management, and Barron's (2008) exploring on how to attract and retain young and talented people or Generation Y.

A structured questionnaire was developed. A cross-sectional survey and data were collected and administered through Quatrics between April and May 2013 from graduates of 2011 and 2012, and a questionnaire distributed during class time for students of 7th intake, 2011 and 8th intake, 2012. The questionnaire comprised 13 curriculum variables, 2 other variables and 5 demographic variables. The data from the returned questionnaires were input into computer for the tabulation and analysis.

After reviewing the findings, drawing some conclusions and providing implications, the recommendations are offered. The result of the recommendations will benefit educators and program administrators who conduct hotel and catering curriculum review, and will facilitate hotel and catering employers who recruit and retain young and talented people or Generation Y.

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How Different Types of Travelers Evaluate the Destination Differently: A Mainland Chinese Outbound Traveler Case

Thanks to the increased individual disposable income, increased number of public holidays and the implementation of flexible annual leaves, relaxed governmental policies on traveling to overseas and convenient visa application process, the number of Mainland Chinese Outbound travelers (MCOTs) is increasing at a speed of more than 10% annually in the past two decades. Despite the increasing strong international interest in MCOT, insufficient research had been conducted to study the commonalities and differences of different types of MCOTs in terms of their characteristics, their perceive images, their satisfactions and future behavior intentions, probably due to the short period of booming. This study analyzed the responses collected from MCOTs to Macau and found significant differences among the three types of MCOTs (categorized according to the degrees of freedom exercised en route, the individual travelers, the partial packaged travelers and all-inclusive travelers). First at all, compared with partial packaged travelers and all-inclusive packaged travelers, individual travelers tends to be higher educated with younger age, higher income, shorter staying length. Second, individual travelers appreciated much more on 'local food', 'European culture', 'gambling opportunities' and 'diversified product for shopping' but gave much lower evaluation on 'local transportation', 'accessibility to tourism spots' and 'communicating with locals'. Third, individual travelers tend to be more satisfied with the trip to macau and be more likely to return and recommend. This study also tried to find out the reasons why these differences existed, and proposed some suggestions to the industry and government on how to target to different types of MCOTs and how to improve the services to different types of MCOTs effectively.

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“Smart” Tourists?

Smart Phone usage by Tourists in Rome, Italy

This paper, based on a survey of 362 tourists conducted in Rome, Italy in August 2012, explores how mobile phones are used by tourists to enhance their vacation experience. Mobile phone ownership, the intensity of mobile phone usage, and the availability of data access while travelling did not differ significantly based on a respondent's gender or country of origin; however, the majority of those born prior to 1950 did not own a mobile phone whereas mobile phone ownership was near universal among all later cohorts. Only slightly more than half of respondents had data access on their phone while travelling; however, many of those who did not still made use of free Wi-Fi zones to access internet-driven software applications. The most common uses for mobile phones among tourists were to take photos, update their location on social networks, and search for transportation information. Those who reported regularly being heavy users of data services were more likely than others to purchase data access while travelling and were also much more likely to use their phones to access maps, search for shops or restaurants, find transportation information, use language translation applications, find information about tourist sites, post their location on a social networking site, and take photos compared to those who described themselves as regularly being light or moderate phone users. While the majority of travelers from North America and Eastern Europe used their phones to access maps and language translation applications, most travelers from Western Europe, South America, and Asia did not, suggesting a cultural difference in mobile phone usage. Many tourists complained about the high cost of data access while traveling and the limited availability of free Wi-Fi areas throughout Rome, suggesting that if data access was more widely available, mobile phone usage among tourists would likely be much higher.

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You Lead and I'll Follow: Co-Creating Learning Experiences in Fieldwork

The notion of student-centred learning has a long history both formally and informally. The extent of participation, in terms of both depth and range, defines effectively the student-centred nature of learning, along with the extent to which curriculum design, development and delivery is within the control of the tutor.

Fieldwork in Cambodia, incorporating site visits, social interaction and volunteering with a school for street children has been part of the curriculum for a selected group of Tourism, Hospitality and Events students at UCLAN for four years. During that time, the visit has developed to a point where students are actively involved in co-creating aspects of the visit in order to ensure that the experience provides richness and depth to student learning (McCarthy & McGrath, 2012).

It is important to establish the boundaries of co-creation and experiential learning in order to enhance the opportunities and to allow for individual development. Music and dance formed an important element in this process to enable students to break through the glass wall of the tourist experience and become active participants in the fieldwork experience, Cambodian culture and learning. Arnold and Thompson's (2005) interpretation of consumers as interpretive agents points to the tourist capacity to "transform and play with meaning" [Tinson & Nuttall, 2010:2]. The notion of purposeful play in a range of contexts enabled students to engage at a number of levels and was adopted as a deliberate strategy for immersion during the Cambodia visit.

In the paper, we seek to establish the generalizability of the key factors affecting such an experience that are needed to enhance learning and to develop a typology for educational travel and tourism.

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Sunrise as a Tourist Attraction – A Case Study of Babia Góra Mountain (Western Carpathians, Southern Poland)

Tourist ascents of mountains tops before sunrise are more and more popular in Poland. Babia Góra (1725 m a. s. l., Western Carpathians) is a peak on the Polish-Slovak border known from being frequently visited by great number of tourists during sunrise. The aim of the study was to identify the number of people visiting the summit of Babia Góra at dawn and to verify the hypothesis that the sunrise and accompanying phenomena (e.g. 'sea of fog') were the main motivating factor for night-time ascents, as well as to identify other motivations of visitors. The study included observation and description of every sunrise during summer holidays' weekends 2012 from Babia Góra peak as well as collection of data on weather conditions and number of tourists. Survey interviews using questionnaire with randomly selected hikers who had seen sunrise (269) were conducted in order to obtain information about their motivations for night-time ascents of Babia Góra. Moreover, the questionnaire included questions about previous ascents of the Babia Góra peak and other summits during sunrise, as well as future plans for such excursions. The questionnaire was finished with demographic questions. Investigation showed that during summer holidays' sunrises there were even 130 people on the summit of Babia Góra at the same time. However, in most cases there were 20-60 visitors on the top of the mountain during sunrise. Surprisingly, the study did not confirm the hypothesis that the number of people on the peak is strongly correlated with the weather conditions. Most of the examined people (84%) agreed that the will to observe the sunrise was one of motivating factors for them, however they pointed out many other motivations as well. Many tourists (55%) decided to climb the mountain at night because of social purposes. That confirms the hypothesis that sunrise acts as a tourist attraction, nevertheless it is not the only tourist motivation to visit the peak at dawn.

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Development of Value-Added Trip Products Using the Concept of Recreation Specialization

The for-hire boat fishing industry is an important economic sector in the coastal recreation and tourism system. For-hire boats attract fishing tourists who need to access offshore fishing. Nevertheless, the for-hire boat fishing industry confronts various challenges such as high turnover rates, increased operation costs for fuel and insurance and the regulatory effects of fisheries management to prevent overfishing. While this business environment is not likely to drastically change in the near future, it will probably reduce the customer base of traditional fishing unless for-hire boat operators find viable solutions to compete with other coastal recreation and tourism services for the value received.

Consequently, one constructive avenue is to provide new fishing trip offerings. This study intends to show how preference information can be used to develop new or value-added recreation and tourism products after taking into account within-group heterogeneity derived from recreation specialization. As an effective product development tool, we employed choice modeling that makes use of hypothetical scenarios to elicit public preferences. We identified eight attributes of angler preferences dealing with for-hire boat fishing trips including different fishing and non-fishing attributes. Mail questionnaires were sent to 1300 saltwater anglers who purchased Florida saltwater fishing licenses, resulting in a total of 451 survey returns.

Study results indicate that anglers are interested in experiencing new attributes of boat fishing trips besides traditionally fishing-oriented aspects. Further, the results also provide evidence that heterogeneous preferences exist by level of recreation specialization. Study findings generally support that as anglers become more involved in fishing activity, their focus shifts from activity specific to activity general fishing experiences, and thus high specialization anglers likely attach high importance to non-fishing attributes. We provide several managerial implications pertaining to the development of effective recreation and tourism products.

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Promoting the Spa Tourism Industry: Focus on Coastal Resorts in Kenya

The connection between health and tourism is not a new phenomenon since people began to travel to spa towns in the 1800s and has grown substantially worldwide. Health retreats and spas are a rapidly growing sector of the tourism industry where there has been new interest in "new age" remedies and traditional remedial therapies. These include day spas, hotel-based spas, resort spas, and club spas. There is a distinct lack of published research on spa tourism issues in Kenya. Hence, the focus of such research could help identify the potential of spa tourism among domestic and international travellers, who visit Kenya and in particular Mombasa as a tourism destination. This paper aims to provide a profile of the spa resort sector in Kenya based on an in-depth analysis of promotional materials produced by each of the resorts within the population and discussions with managers of the spa resorts. The research aimed at providing a starting point for understanding the Kenyan spa resort market by establishing a preliminary profile and categorisation of the sector, particularly from a supply perspective. This research also seeks to provide some guidance for managing the prospective growth of the spa resort market and guide the marketing endeavours of existing spa resorts. Qualitative research was used to undertake an analysis of promotional materials produced by Kenyan spa resorts as well as in-depth interviews with the spa managers and direct observation. This was with the aim to establish reliable industry benchmarks for key infrastructure and operations indicators encourage businesses to better understand, service and support the spa industry, provide accurate data for the tourism policy makers to reference and generate greater awareness of the spa industry in Kenya to promote growth in visitation numbers.

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The Road less Travelled: Commemorating those who lie in Sea Graves

Battlefield tourism is an increasing global phenomenon, often associated with a 'memory boom' and a desire for families to trace their own place in national history. It has also been argued, that travel to sites of conflict is also one of the ways in which social memory can be created and perpetuated. In Australia for example, travel to the Gallipoli battlefield of WW1 has become a 'rite of passage' for younger generations. In this paper, we explore the notion that social memory of Australians at war is associated with a limited number of sites, particularly Gallipoli, Villers-Bretonneux and the Kokoda Track. Part of the reason for this may be that physical access to these sites is relatively easy, given the vast improvements in international travel options, as well as a plethora of media coverage. There are many other sites that equally deserve to hold special significance for Australians but which do not attract the same attention, particularly because they are far harder to visit and even harder to find. Naval 'grave' sites are a case in point. This paper traces a family visit to the site of the 1942 sinking of the HMAS Perth and the USS Houston off north-east Java to commemorate the 70th anniversary of 'The Battle of the Sunda Strait'. Naval war graves present special demands on those few intrepid pilgrims who choose 'the road less travelled', none more than the alien environment, the difficulties in identifying the site itself and the effects of the lack of social memory about such sites. We compare this site with that of the USS Arizona in Hawaii where access is highly mediated and facilitated and the subsequent impacts on a nation's social memory.

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A Study Based on the Evaluation of the Alternative Tourism in Fethiye Destination in Turkey

This study is to evaluate the alternative tourism potentials and attract to the tourism investors and entrepreneurs to the Fethiye destination in Turkey. In this context, the current and potential alternative tourism availabilities are researched by using research methods such as interviews, observations and semi structured questionnaires applied to the visitors.

The alternative tourism potentials in Fethiye destination will be determined and we would provide suggestions regarding how tourism potential will be used effectively and keep sustainability of the destination of Fethiye in Turkey.

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What Makes a Popular Post on Social Network Sites of Hospitality and Tourism Related Organizations?

With the popularity of Internet and Smartphone, the role of online social network is getting more and more significant. The global market leader, Facebook, has acquired a total of 1 billion users by Sept 2012 (Vance, 2012) and become a good source of potential customers to many businesses including organizations in the hospitality and tourism industry. In Hong Kong - a cosmopolitan city with 41.92 million visitor arrivals in 2011 (HKTB, 2012), a number of hospitality and tourism related organizations have set up business accounts to connect and communicate with their Facebook fans. Wall posts of various contents (e.g., promotion and weather) in different formats (e.g., photos and messages) are often created on fan pages by companies and fans may provide feedback based on these posts by clicking 'like' or 'dislike', writing 'comment' and 'sharing' them with their friends. In general, the more the positive feedback from the fans, the better the chance of the exposure of the companies and its products to their potential customers through wall posts. However, not all the posts are attractive to the fans and this leads to the question - what makes a popular wall post on hospitality and tourism related company fan pages in terms of positive feedback from their fans?

The wall posts on Hong Kong hospitality and tourism related organization fan pages with the most numbers of Facebook fans listed on the website of Socialbakers - a social media and digital analytics company with clients in 75 countries (Socialbakers, 2012) will be studied for a month. Descriptive analysis will be conducted on the number of posts on fan pages of various types of hospitality and tourism related organizations, the types of content/formats in the posts, and the types of feedbacks from the fans. Multiple regression analysis will also be applied to identify how the types of hospitality and tourism related organizations and the types of content/formats have impacts on the various types of feedbacks from the fans. The findings of the research will be helpful to marketers for formulating a good strategy to create wall posts on social network websites in order to attract potential customers.

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Cultural landscape as a Key Resource for Tourism in protected Areas – Converging Initiatives in Upper Minho

Upper Minho, placed in north-western Portugal, is a predominantly rural territory, marked by an ancient and intense, though scattered, human occupation that encompasses outstanding landscapes with a strong cultural dimension. The interest on the preservation of this singular landscape mosaic and of the ecological values in this region encouraged a number of classification processes, which lead to the creation of several protected areas, headed by city councils or associations of municipalities, such as the *Protected Landscape of the Lagoons of Bertandos e S. Pedro de Arcos*, the *Protected Landscape of Corno de Bico* and the ongoing project of classification of the *Protected Landscape of Serra de Arga*. These protected areas have two common goals – to be renowned through the accomplishment of an official status, encompassed in nature conservation legislative framework and, at the same time, to create a specific territory management tool, which enables the regulation of further interventions and favours a holistic development strategy.

The sustainability of these cultural landscapes relies on the survival, renewal and competitive adaptation of the agro-pastoral systems that ensure the continuity of the practices and activities required to avoid the disturbance of biophysical processes, which presently are conditioned by human intervention. Thereby, alternative ways must be found to make economically viable these rural communities, through an integrated approach that brings together the promotion of local and traditional products with the development of a tourism offer anchored in natural and cultural heritage, benefiting from the richness of its protected landscapes.

This line of action is already being followed by several municipalities of Upper Minho. However, it is urgent to strengthen the differentiation concept in the strategies of territorial marketing and regional branding, as well as in the development and promotion of tourism products.

Committed with this challenge, this research work aims to:

- Promote the acknowledgment of cultural landscape unities at a regional scale;
- Conduct a broad analysis of the regional tourism offer centred in the protected areas;
- Complete the diagnostic of tourism routes and pathways at a regional scale, in order to assess its thematic interest and mutual relation;

- Show how the identification and characterization of cultural landscape unities may be a crucial instrument for the conception of interpretative touristic itineraries;
- Propose a product of cultural and landscape touring in Serra de Arga.

In this way, we intend to enhance the interest of exploring the specificity of cultural landscapes for territorial marketing, place branding and tourism.

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Destination Branding Performance Measurement for Practitioners

The field of destination branding emerged in the tourism literature during the late 1990s, in line with increasing investments in brand initiatives by destination marketing organisations (DMO). From the outset, research has been concerned with practical challenges facing destination marketers, with the first journal articles reporting analyses of the appropriateness of tourism branding strategies for Croatia (see Dosen, Vranesevic & Prebezac 1998) and for Wales (see Pritchard & Morgan 1998). Since then the field has been steadily attracting interest from academics around the world. For example, Pike (2009) reviewed 74 destination branding publications by 102 authors from the first 10 years of the literature from 1998 to 2007. One important gap in this literature that has received relatively little attention to date is the measurement of destination brand performance. This paper sets out one method for assessing the performance of a destination brand over time. The intent is to present an approach that will appeal to marketing practitioners, and which is also conceptually valid. The method is underpinned by Decision Set Theory and the concept of Consumer-Based Brand Equity (CBBE), while the key variables mirror the branding objectives used by many destination marketing organisations (DMO). The approach is demonstrated in this paper to measure brand performance for Australia in the New Zealand market. It is suggested the findings provide indicators of both i) the success of previous marketing communications, and ii) future performance, which can be easily communicated to a DMO's stakeholders.

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A Rose by Any Other Name: Rural Versus Ecotourism in Greece and Jamaica

The terms, “ecotourism,” “nature tourism,” “sustainable tourism,” and “geotourism” are often used interchangeably and are somewhat synonymous in the minds of many tourists. The International Ecotourism Society (TIES) defines ecotourism as “responsible travel to natural areas that conserves the environment and sustains the well-being of local people” (TIES, 2010). Rural tourism is defined by the LEADER European Observatory (1997) as “a wish to give visitors personalised contact, a taste of the physical and human environment of the countryside and opportunities to participate in the activities, traditions and lifestyles of local people.” Rural tourism could be construed as a variant of ecotourism, and indeed shares many characteristics with the TIES definition and the 2002 UNEP/WTO definition of ecotourism, specifically an emphasis on more remote areas with natural attractions, conservation of the environment, preservation of the cultural heritage and history of the region, community involvement, education of visitors, and small-scale operations. Many marketers and academics, however, see the two types of tourism as distinct because they believe the products are quite different. Yet, the aim of both ecotourism and rural tourism is largely similar – to attract tourists who enjoy rural areas, natural attractions and distinct communities and culture. Based on semi-structured interviews with Greek rural tourism operators in 2011 and Jamaican ecotourism operators in 2011 and 2012, this study compares the philosophies, attitudes, and practices of each and concludes that despite the difference in nomenclature, the tourist product is almost identical. This finding may have implications for local entrepreneurs wishing to bring tourists to their region, for the marketing of the tourism product, funding opportunities, and for the tourists’ experiences while visiting either rural or ecotourism establishments.

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A Study of the Significance of Business Communication in the Hotel Industry of Dubai

In today's world of globalization and borderless economies, effective and proper communication is crucial for successful functioning of any industry. English has emerged as the language of business and trade and is accepted as the standard for communication. Effective communication ensures a balance between organizational objectives and each party's views leading to streamlined actions as well as organizational success and profitability. Tourism industry is one of the fastest growing sectors and a major revenue earner, not only in the Middle Eastern emirate of Dubai, but of various economies all over the world. Hotel industry, which is an integral part of the tourism industry, is diverse in nature as it accommodates employees and guests, with different language, ethnic and cultural backgrounds. Hotel industry is a core service industry which revels in people interaction and experiences. As English is the language of the globalized business world, effective and excellent communication and adequate English language competency is essential for better guest experience and hence better efficiency, productivity and, in the long run, profitability of the hotel industry.

Though, effective communication is significant in the hotel industry, workplace communication in the hotel industry has over the years remained an issue which today needs to be addressed. This paper therefore discusses in depth, communication in the hotel industry as well as its importance. Additionally, it seeks to highlight the significance of proper business communication methods in the hotel industry of Dubai and to understand the contribution of English language competency skills of employees towards organizational efficiency and productivity.

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Christian Religious Festivals (Mawlids) and its Role in Promoting Tourism in the Region of Middle Egypt

: Research problem:

The problem in this study is that there are many Christian Religious festivals (Mawlids) being held in the Region of middle Egypt (this section of land Contains three governorates Al-Minia, Assiut, and Sohag) However, these religious events do not received the appropriate attention from the officials, also they are not used for Marketing tourism in Egypt.

: Objective:

This research aims to Maintain and develop this kind of intangible cultural heritage, and make use of these Religious events in promoting tourism in Egypt.

: Material & Methods:

The research will depend on theoretical approach; studying the main Coptic religious festivals in Middle Egypt, the date of these festivals, the numbers of visitors, their activities and their problems.

The research also will depend on practical approach; visiting the monasteries and arranging meetings with the Monks inside these monasteries.

-Results:

The research will lead to touristic development in Middle Egypt by involving the Ministry of Tourism to develop the religious area by adding touristic facilities such as visiting centers, motels, Toilets and shopping center for local and foreign visitors.

: Conclusions:

There are many of Christian religious festivals being held in the region of middle Egypt these festivals which with more attention and care could become one of the important touristic elements in this region.

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Utilising an Input-Output Model as a Methodological Framework to Quantify the Impact of Tourism in an Irish Rural Region

For over a century the countryside has been linked with recreational enjoyment and pursuits (Ryan, 2003; Towner, 1985). Recently, the actual significance of sport and its relationship with rural tourism has come to the fore (McAreavey and McDonagh, 2011; Sharpley and Jepson, 2011). Traditionally, tourism which was associated with rural regions was benign in nature (De Ferranti, Foster, Lederman and Valdés, 2005) activities included walking, hiking, sightseeing and fishing (Weed and Bull, 2009). In recent years rural tourism has seen a growth in more active pursuits. Tourists are now travelling for more specific purposes (Lanza, Markandya, and Pigliaru, 2005; Saika, 2005) and are utilising the rural landscape for sport. By means of empirical research, this study will address visitors to the rural tourism hub of Ballyhoura Country (Ireland) which is a rural area of North Cork and East Limerick (Robinson and O'Connor, 2012) to assess the economic contribution of sport in the region. The region is a successful rural tourism region and integrates tourism with culture, heritage and sport. A tourist survey (1000 surveys) was carried out to investigate the economic contribution of tourism in the region. A probability stratified random sample was utilised to divide the target population into sub groups which were based on key characteristics namely walker, biker. An input output analysis was then utilised to quantify the economic contribution of tourism in the region. The I-O Model measures inter-sectorial linkages in the economy. The method produces estimates of the multiplier values for different sectors within the economy (Zacharatos, 1986). The multipliers produced take into account the direct, indirect and induced effects. The data analysed from this study combined with the literature review undertaken highlights inferences which can be utilised to develop sports tourism in the region such as introducing packaged stays which combine accommodation, sport and transport, and increasing the number of sporting competitions in the region.

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Albergo Diffuso: A Growing Accommodation Niche in Tourism

We describe the concept and origins of “albergo diffuso” (or distributed hotel) from its beginnings in the small hill top towns of Italy to the present. We explore the characteristics that give it high potential to be a significant form of green tourism and support, in a sustainable way, other businesses in the destination.

We discuss the characteristics of albergo diffuso as a viable form of visitor accommodation that is created from the renovation of existing buildings to increase capacity within a built-up destination. The guest experience of staying in an albergo diffuso accommodation is a fundamentally more authentic and genuine reflection of local living than in that of a typical hotel. In this sense, visitors are considered an integral part of the community, almost quasi “residents”. We show how the concept is well positioned to meet the needs of the third generation tourist market that is more interested in local culture and the environment and likely to better support other local businesses.

The albergo diffuso concept is based on organic growth in a socially inclusive and locally controlled manner. In this regard, it appears to have the potential characteristics and effects of a bottom-up community based tourism initiative (Zapata, Hall, Lindo & Vanderschaeghe, 2011: 741). We conclude with suggestions of why and under what conditions the albergo diffuso concept might be appropriate for other destinations seeking to foster a greening of tourism, local entrepreneurship and more sustainable and socially inclusive tourism.

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Economic Linkages and Leakages in Tourism Industry: The Case of Marmaris-Turkey

In recent years the increasing trend of globalization, decreasing transport and communication costs created important changes in tourism industry and caused tourism industry to become one of the important sectors within the world trade. Parallel to this development, the importance of tourism sector within economic activities for many countries has increased over the years. Most of the academic research shows the positive contribution of tourism to economic growth, employment, investment and balance of payments for many countries. However, these studies ignore the negative impacts of tourism to economies of countries. Most of the time, these studies use macro data and overlook leakages which can only be more visible by using micro data. One of the important criticisms within the literature that emphasizes the negative impact of tourism industry is the fact that tourism do not significantly contribute to destination country due to leakages (Mbaiwa, 2005). Almost 55 % of tourism incomes are subject to leakages at country level for developing countries (Boo, 1990). These leakages can increase further at the local level.

Mainly four types of leakages can be identified from the literature that arises from tourism activities. These leakages occur due to weak linkages of tourism activities with the local economy. These leakages arise from the use of imported products of tourism firms, weak control of tourism firms by the local capital, imported use of workforce and dominance of international tour operators and travel agencies. All these leakages cause tourism incomes to stay out of countries' border and prevent destination country to absorb all the potential benefits of tourism.

In this respect, a firm level data will be obtained by detailed semi-structured questionnaire which will be applied to managers of 4 and 5 star hotel and holiday villages that are active in the districts of Marmaris-Mugla-Turkey. Mugla has the second largest bed capacity after Antalya in Turkey and within the city of Mugla, Marmaris district has the second largest bed capacity. Data obtained from the field survey will be analyzed with statistical and econometric tools. By doing so, contribution and leakages of tourism activities will be visible and the net contribution of tourism at the local level can be measured.

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The Role of Diaspora Tourism in Transforming Individual's Place Attachment: A Study of Chinese Diaspora Tourism

The unbalanced distribution of resources and capital has further promoted mobility of the world. As an important component of mobility, the movement of people is growing dramatically in the past decades in different kinds of ways: travel, tourism, migration, and so forth. Thus, diaspora and diaspora tourism begin to attract increasing scholarly interest in the past decades. In the existing literature of diasporas as well as tourism, there are numerous researches focusing on the motivations of diaspora tourism as well as the impacts of diaspora tourism. However, the relationship between the return visits of diasporas and their perceptions of place attachment is an overlooked part.

Therefore, this paper asks a major question that, will the place attachment of diasporas change after their visits to ancestral hometown. Thus this paper aims to discover the role played by diaspora tourism in transforming individual diasporic member's ties to a place.

The study adopts a qualitative-dominant research method. Fieldwork approach will be applied to conduct both in-depth interviews and questionnaires to Chinese diaspora tourists. Contributions can be made by filling in the research gaps in both diaspora literature and the tourism study.

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Corporate Social Responsibility: A Study of Employee Communication in the Balearic Premium Hotels

The Balearic Islands are one of the main tourist destinations in the Mediterranean. The tourism sector dominates significantly the economy of the Islands and hugely helps Spain to be the fourth tourism world destination. Despite the recession, the tourism sector has not stopped growing on the whole. Spanish Hotel management know-how is highly appreciated by the international market, and was largely developed on the island prior to expansion of the presence of Premium Spanish hotel brands around the world.

This study deals with the subject of Social Corporate Responsibility in Sustainable marketing as a key element to designing internal strategic marketing and changes related to the luxury hotel industry on the Balearic Islands. Although all changes are still fresh in the manager's mind, something seems to be changing in the internal managerial tourism performance according to recent studies. The significance of building a brand-centric organization in which employees are ambassadors for the brand is often put forward; nevertheless there has been little empirical evidence of how managers in the hotel sector should set about achieving this.

The fairly extensive research consisted of several case studies in the archipelago where employees were encouraged to "live the social corporate responsibility and sustainability brand positioning" in order to obtain empirical evidence of those factors that influenced employee performance. The purpose of the paper is to recommend some working methods that managers in the hotel industry should employ in an integrated manner when driving a course of action to enable employees to live and perform coherently, the corporate and sustainable brand values. It is also to enable their efficient transmission to the customers and indirectly promote them to the whole of society, both in Spain and abroad.

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Emptying the Land in South African Topographical Postcards

Under the conference theme of *Tourism Research and Methodology*, I would like to present a paper that adds to the current discourse concerning picture postcards. In particular, this paper will contextualise and examine a number of South African postcards from about the 1940s to the 1970s wherein the object of the gaze is the supposedly empty landscape. These postcards were produced and distributed by the South African Railways Publicity Department, which played a key role in attracting foreign tourists to South Africa as well as developing the domestic market of (white) tourists. As a part of the wider circuit of culture, postcards both reflected and constructed the prevailing politics of segregation and apartheid. This paper suggests that a specific visual trope that consisted of white figures gazing at the supposedly 'empty' (that is, devoid of black people) landscape was prevalent in topographical postcards during the period under discussion. Tourism material often represents empty, enticing, pristine landscapes to potential tourists as spaces into which they can escape, but the fact that these selected postcards are peopled, is suggestive of other ideologies at play, specifically in terms of white people literally 'figuring out' their relationship with the land. These postcards thus simultaneously reveal and conceal the political and social realities of South Africa at that time by only showing white people gazing at the land. It is argued that the accessible and portable nature of postcards made them an ideal medium by which white peoples' relationship with the land was rehearsed and enacted during a decisive period of South African history.

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Is This Really a “Spring”? Assessing the Impact of the “Arab Spring” on the Middle Eastern Tourism Industry

There is no doubt that the, so called, “Arab spring” caused tremendous economic consequences in its wake. This includes declining foreign investments, increasing unemployment and alike. In light of these ramifications, the aim of the proposed paper is twofold: first, to examine the various tourism consequences as a result of this turbulent period including the regional spillover effects since the beginning of the events in Tunisia in late 2010. The second aim is to examine what were the effects of the events on the tourism industry in each country in the region and to find out what were the factors shaping the efforts of each tourism system to regain balance in terms of inter- and intra-regional tourist flows.

Overall, “the Arab Spring” is characterized by three types of stages: the first includes countries which underwent a change of regime. The second refers to countries which are currently in a stage of crisis and instability, while the third includes countries which still keep the same regime but their tourism industry has been affected by the regional events of the Arab spring.

The underlining premise of this paper is that there is a direct relationship between severity of the crisis and the level of negative impact on the tourism system in the effected countries. This premise is tested in the “Arab Spring” case in order to shed light on the nexus between political optimism, turbulent events and tourists’ propensity to travel to affected destinations.

The initial results, however, quite surprisingly, show that the impact of socio-political unrest does not always lead to a decline in tourism indicators and that the impact of these events, so far, has been differential across all countries affected.

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The Examination of Strategic Actions Adopted to Reduce the Effects of Customer Variability in Hospitality Industry

Hotels are forced to pursue service quality in order to possess high customer loyalty. But the customers often bring uncertainty and variations which make significant adverse affect on service quality. Drawing on the work of Frei (2006) and Yang (2011), the present study defines customers' uncertainty and variations as 'customer variability', and it is systematically categorized into six types; 'arrival variability', 'request variability', 'explanation variability', 'capability variability', 'effort variability', and 'variability in subjective preference'. The study also organises the strategic actions that can be adopted to reduce the adverse effects of the six kinds of customer variability, which are divided into four categories; 'classic accommodation', 'classic reduction', 'low-cost accommodation', and 'uncompromised reduction'.

This research then conducts an empirical study to investigate the implementation and effectiveness of these strategic actions for the hospitality industry in Taiwan. From the analytic results, it can be found that the hotels favour the use of 'classic accommodation' actions to overcome customer variability. Most of the strategic actions belonging to the other three categories are relatively neglected by the hospitality industry, but there are of potentially effective actions to overcome the customer variability. The study concludes that hotels need to pay more attention to these neglected actions in order to reduce the adverse affect on service quality caused by customer variability, and then raise the customer loyalty.

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Post-Event Leverage and Olympic Legacy: A Strategic Framework for the Development of Sport and Cultural Tourism in Post-Olympic Athens

Although the hosting of the 2004 Olympics in Athens constituted a unique opportunity for the diversification and enrichment of Athens' (and Greece's) tourism product, the evident lack of coordination between commercial providers and public governing bodies inhibited the development of a joint strategic approach to leverage the Games. However, the successful organization of the Olympics left a valuable intangible and tangible legacy for Athens, enhancing its heritage and tourism infra/superstructure respectively. Given the unrealized aspiration of harnessing the post-Olympic facilities, this study examines the potential of Athens to exploit its Olympic legacy for the joint development of sport and cultural tourism. This attempt seeks to synthesize a common ground for sport and cultural tourism development in Olympic cities by focusing on Olympic tourism in the post-Games period as it relates to the use of Olympic legacy and post-Olympic assets. A qualitative approach was adopted by conducting nine semi-structured interviews with city officials and tourism administrators. Findings reveal the conditions for synergistic development of sport and cultural tourism and the actions required to mobilize the network of actors, resources and assets that can enable Athens to move from its current inertia and implement post-event leveraging. The study argues that it is still not late for Athens to leverage its post-Olympic assets/legacy capitalizing on its unique and rich cultural heritage interwoven with the Olympic Games. Towards this direction, the study sheds light on what and how can be corrected in order to mitigate the sources and consequences of problems, while providing lessons for future Olympic cities. Finally, a strategic framework is suggested for leveraging the Olympic legacy and developing sustainable post-Olympic (sport and cultural) tourism products.