

2014

# Tourism Abstracts

10th Annual International  
Conference on Tourism,  
9-12 June 2014, Athens, Greece  
Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH





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First Published in Athens, Greece by the Athens Institute for Education and Research.

ISBN: 978-618-5065-47-8

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8 Valaoritou Street  
Kolonaki, 10671 Athens, Greece  
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## Preface

This abstract book includes all the summaries of the papers presented at the 10th Annual International Conference on Tourism, 19-22 May 2014, Athens, Greece, organized by the Tourism Research Unit of the Athens Institute for Education and Research. In total there were 41 papers, coming from 18 different countries (Australia, Austria, Brazil, Chile, China, Croatia, Egypt, France, Kazakhstan, Mexico, Oman, Philippines, Qatar, Taiwan, Tanzania, Turkey, Uruguay and USA). The conference was organized into 11 sessions that included areas of Tourism 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**



**Athens Institute for Education and Research**  
**Human Development Research Division**  
**Research Unit of Health**



**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)**

**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 Academic Affairs, ATINER & Professor, Sam Houston University, USA.
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6. Dr. Angelos Tsaklanganos, Academic Member, ATINER & Professor, University of Neapolis, Cyprus.
7. Dr. Joanne Gula, Assistant Professor, Hawaii Pacific University, USA.
8. Dr. Rodanthi 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. Mr. Apostolos Kotsaspyrou, Researcher, ATINER.
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Konstantinos Spiropoulos & Ioanna Trafali

## **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 9 June 2014**

#### **08:00-08:20 Registration**

#### **08:20-08:30 Welcome and Opening Remarks**

1. Dr. Gregory T. Papanikos, President, ATINER.
2. Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
3. Dr. Nicholas Pappas, Vice-President of Academic Affairs, ATINER & Professor, Sam Houston University, USA.
4. Dr. Valia Kasimati, Head, Tourism Research Unit, ATINER.

#### **08:30-10:00 Session I (Room C): Destinations**

**Chair:** Valia Kasimati, Head, Tourism Research Unit, ATINER.

1. Haemoon Oh, Professor and Head, University of Massachusetts, USA, Albert Assaf, Associate Professor, University of Massachusetts, USA & Misoon Lee, Associate Professor, Kyungshung University, South Korea. Slow Traveling and Experience.
2. Steven Pike, Associate Professor, Queensland University of Technology, Australia. Destination Image Measurement - The Use of A 'Don't Know' Option to Avoid Uninformed Responses.
3. Cristobal Mendoza, Professor, Autonomy University of Metropolitan, Mexico. Places, Spaces and Bodies: Male-to-Male Sex Tourism in Puerto Vallarta (Mexico).
4. Hannah Payer, Research and Project, IMC University, Austria. Key Considerations for Planning the European Capital of Culture-The Case of Veliko Tarnovo.
5. Victor Wilson, Assistant Lecturer, University of Dar es Salaam Business School, Tanzania. Impact of the Travel Information Search Behavior on the Image of Tanzania as a Tourist Destination.

#### **10:00-11:30 Session II (Room C): Marketing - Consumers Tourism - Economics**

**Chair:** Steven Pike, Associate Professor, Queensland University of Technology, Australia

1. Gabriela Mordecki, Professor, Republic University, Uruguay. Argentinean Tourism Demand in Uruguay: Determinants and Projections.
2. Jun Wu, Associate Professor, Zhejiang Gongshang University, China & Jiewen Wei, Professor, Zhejiang Business College, China. Chinese Senior Traveler Pioneers: Backpacking as a Retirement Lifestyle.
3. Pavlina Latkova, Assistant Professor, San Francisco State University, USA & Jackson Wilson, Assistant Professor, San Francisco State University, USA. Image of Cuba as a Travel Destination: An Exploratory Study.
4. \*Robert Zupan, Assistant Professor, University of Zagreb, Croatia & Stanislav Franges, Professor, University of Zagreb, Croatia. A Study of Use a Handheld Device for the Tourist Spatial Navigation Purposes.
5. Pei-Chun Chen, Assistant Professor, Toko University, Taiwan & Ching-Fu Chen, Professor, National Cheng Kung University, Taiwan. How Memorable Experience and Evaluative Factors Affect Festival Tourists' Behavioral Intentions?

**11:30-13:00 Session III (Room C): Education – Employment in Tourism Industry**

**Chair:** \*Robert Zupan, Assistant Professor, University of Zagreb

1. Tamer Atef, Assistant Professor, Sultan Qaboos University, Sultanate of Oman. Why a Career in Tourism? Students' Employment Intentions and Current Employment Trends in the Omani Tourism and Hospitality Industry.
2. Miranda Kitterlin, Assistant Professor, Florida International University, USA. Winning the Job Placement Competition: Industry's Message to Students.
3. Maged Rady, Lecturer, Minia University, Egypt. Emotional Intelligence and Potential Tour Guides in Egypt (Case Study of Tour Guiding Department - El Minia University).
4. Jocelyne Napoli, Associate Professor, Université Paul Sabatier, Toulouse III, France. A French Case of Educational Programs on International Tourism and Air Transport Industry.
5. Teresa Catramby, Professor, Federal Rural University, Brazil. Challenges of Distance Learning in Tourism Courses.

**13:00-14:00 Lunch**

**14:00-15:30 Session IV (Room C): Business – Economics -Entrepreneurs**

**Chair:** Miranda Kitterlin, Assistant Professor, Florida International University, USA.

1. Hilal Erkus Ozturk, Associate Professor, Akdeniz University, Turkey. Diversification Tendencies of Restaurants in a Tourism City: The Case of Antalya.
2. Pimtong Tavitiyaman, Lecturer, The Hong Kong Polytechnic University, China, Jiewen Wei, Professor, School of Tourism & Cuisine, China & Hanqin Zhang Qiu, Professor, The Hong Kong Polytechnic University, China. The Relationship between Differentiation Strategies and Hotel Performance.
3. \*Kuang-Lueh Chen, Graduate Student, National Taiwan Normal University, Taiwan, Kuo- Ching Wanh, Graduate Student, National Taiwan Normal University, Taiwan & Wen -Hua Lee, Graduate Student, National Taiwan Normal University, Taiwan. Key Failure Factors of Characteristic Coffee Shop : A Case Study of Female Entrepreneurs.
4. Wilfred S. Manuela Jr., Associate Professor, Ateneo de Manila University, Philippines & Manuel J. de Vera, Assistant Professor, Asian Institute of Management, Philippines. The Impact of the U.S. FAA Downgrade on Tourist Arrivals from North America.

**15:30-17:00 Session V (Room C): Environment – Ecology - Ecotourism**

**Chair:** Tamer Atef, Assistant Professor, Sultan Qaboos University, Sultanate of Oma.

1. Isis Arlene Diaz-Carrion, Professor, Autonomous University of Baja California, Mexico & Christoph Neger, Master Student, Gratz University, Mexico. Ecotourism in Reserva de la Biosfera de Los Tuxtlas (Veracruz, Mexico).
2. Yu-Hua Christine Sun, Professor, National Taiwan Normal University, Taiwan. Exploring Consumers' Knowledge and Attitude towards Food Sustainability-Plant-Based Diet.
3. Hsiu-Hui Chuang, PhD Student, National Sun Yat-Sen University, Taiwan, Hsien-Tang Tsai, Professor, National Sun Yat-Sen University, Taiwan & Wei-Ling Cheng, PhD Student, National Sun Yat-Sen University, Taiwan. The Investigation of Taiwan's Accreditation System of Eco-label on Green Hotel.
4. Luisa Yamile Bravo Rodriguez, PhD Student, University of Innsbruck, Austria. How Do Ecotourism Practices Influence the Lifestyle and the Natural Environment of the Kogis?

**17:00-18:30 Session VI (Room C): Thematic Tourism –Cultural Aspects**

**Chair:** Hannah Payer, Research and Project, IMC University, Austria. Key Considerations for Planning the European Capital of Culture–The Case of Veliko Tarnovo.

1. Jeff Caneen, Associate Professor, Brigham Young University, USA. Tourism and Cultural Identity.
2. Myongjee Yoo, Assistant Professor, Florida International University, USA & Miranda Kitterlin, Assistant Professor, Florida International University, USA. Motivation and Loyalty of Festival Visitors.
3. Ali Abdallah, Senior Lecturer, Stenden University, Qatar. Tourism, Culture and the Lebanese Diaspora: Culturing Tourism through Migration.
4. Masooma Al-Balushi, Assistant Professor, Sultan Qaboos University, Sultanate of Oman. Tale of the Two: A Portrait of the Egyptian and Omani Women Stature in Tourism and Hospitality.
5. \*Andrew Taylor, Senior Research Fellow, Charles Darwin University, Australia, Dean Carson, Professor, Charles Darwin University, Australia & Doris Carson, Charles Darwin University, Australia. Walkabout Tourism: Indigenous People as Tourists in Australia.

**18:30-20:30 Session VII (Room C): Round Table Discussion on Global Tourism Trends and National Policies**

**Chairs:** Dr. Gregory T. Papanikos, President, ATINER & Nicholas Pappas, Vice-President of Academic Affairs, ATINER & Professor, Sam Houston University, USA.

Contributors:

1. Cathy Hsu, Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, China.
2. Isis Arlene Diaz-Carrion, Professor, Facultad de Turismo y Mercadotecnia, Universidad Autónoma de Baja California, Mexico.
3. Teresa Catramby, Professor, Federal Rural University of Rio de Janeiro, Brazil.
4. Gabriela Mordecki, Professor, University of the Republic, Uruguay.
5. Jun Wu, Associate Professor & Foreign Affair Director, School of Tourism Management, Zhejiang Gongshang University, China.
6. Jeff Caneen, Associate Professor, Brigham Young University, USA.
7. Hilal Erkus-Ozturk, Associate Professor, Akdeniz University, Turkey.
8. Andrew Taylor, Senior Research Fellow, Charles Darwin University, Australia
9. Pavlina Latkova, Assistant Professor, Department of Recreation, Parks, and Tourism, San Francisco State University, USA.
10. Robert Zupan, Assistant Professor, Faculty of Geodesy, University of Zagreb, Croatia.

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

**Tuesday 10 June 2014**

**08:00-09:30 Session VIII (Room C): Marketing – Consumers Tourism - Economics**

**Chair:** \*Andrew Taylor, Senior Research Fellow, Charles Darwin University, Australia

1. Savanna Ramos, Assistant Professor, “Julio De Mesquita Filho” University, Brasil & Fabiane Nagabe, Assistant Professor, Federal University of Paraiba, Brasil. Capture of Events: The Contributions of the Fifa World Cup 2014 to the Brazilian Cities that will not Host Football Games.
2. Jens Blumrodt, Assistant Professor, ESC Rennes School of Business, France & Adrian Palmer, Research Professor, ESC Rennes School of Business, France. Online Destination Branding or How to Make Fit Brand Goals and Online Implementation.
3. Elena Rotarou, Post-Doctorate Researcher, University of Chile, Chile & Eugenio Figueroa Benavides, Professor, University of Chile, Chile. Tourism and Sustainability on Easter Island: Heading for Another Collapse?
4. Man Ting Wang, Graduate Student, Republic of China & Yu-Hua Christine Sun, Professor, National Taiwan Normal University. The Effects of Hotel Environmental Factors on Consumer’s Emotions and Attitudes- the Moderating Effect of Lifestyle.

**9:30-10:30 Session IX (Room C): Education – Employment in Tourism Industry**

**Chair:** Jens Blumrodt, Assistant Professor, ESC Rennes School of Business, France

1. Mary Tanke, Professor, Florida International University, USA, Miranda Kitterlin, Assistant Professor, Florida International University, USA, David Stevens, Professor, University of Louisiana, USA, Bernard J. Bienvenu, Professor, University of Louisiana, USA & Rexford Hauser, Professor, University of Louisiana, USA. Workplace Bullying in the Hospitality & Tourism Industry.
2. Cathy Hsu, Professor, The Hong Kong Polytechnic University, China. Understanding Generation Y Learners: Implications for Teaching.
3. Lai-La Anne Tang, Instructor, The Hong Kong Polytechnic University, China, On-Kay Tiffany Cheng, Tutor, The Hong Kong Polytechnic University, China, Ling-Wa Joys Cheng, Tutor, The Hong Kong Polytechnic University, China & Chi-Mun Nicole Wong, Instructor, The Hong Kong Polytechnic University, China. Hong Kong Hotel and Tourism Management Students’ Perceived Effects of Overseas Placement on Their Personal Growth.

**10:30 -12:00 Session X (Room C): General Issues on Tourism**

**Chair:** Mary Tanke, Professor, Florida International University, USA

1. Hanqin Qiu, Professor, Hong Kong Polytechnic University, China. Constructing a Composite Leading Index for Hong Kong Tourism Industry.
2. Edinelza Macedo Ribeiro, Teacher, University of the State of Amazonas, Brazil. Prospective and Sustainability of Ecotourism: Using the Technique of Scenario Building in the State of Amazonas.
3. Bertrand Le Gallic, Professor, University of Brest, France. Tourism and Fishing: towards a Win-Win Relationship?

**12:00-13:00 Lunch**

**13:00-14:30 Session XI (Room C): Tourism and Development**

**Chair:** Nicholas Pappas, Vice-President of Academic Affairs, ATINER & Professor, Sam Houston University, USA

1. Carolyn Lusby, Assistant Professor, Florida International University, USA & Katherine Eow, M.S. Student, Florida International University, USA. Tourism Development in a New Democracy: Residents' Perceptions of Community-Based Tourism (CBT) in Mawlamyine, Myanmar.
2. Alem Silvia Marinho Dos Santos, Professor, State University of Amazon, Brasil. Rural Tourism and Food Security: Possibilities for Sustainable Development in Parintins / AM / BR.
3. Ainura Temirova, Student, Eurasian National University, Kazakhstan, Aidana Aitkenova, Master Student, Eurasian National University, Kazakhstan, Ordenbek Mazbaev, Professor, Eurasian National University, Kazakhstan & Dimash Aitkenov, Student, Eurasian National University, Kazakhstan. Tourism Development in Kazakhstan Section of the Great Silk Road.

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

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

**Wednesday 11 June 2014**

**Cruise: (Details during registration)**

**Thursday 12 June 2014**

**Delphi Visit: (Details during registration)**



**Ali Abdallah**

Senior Lecturer, Stenden University, Qatar

## **Tourism, Culture and the Lebanese Diaspora: Culturing Tourism through Migration**

The effect of Diasporas on society have been studied from various angles, including politics, law, economy, community, and culture. However, Diasporas are rarely examined through the interaction between culture and tourism. The focal point here is how migrants forming cultural clusters attract tourists from their individual cultural groups to visit their local destinations. The significance of such findings can be best demonstrated through specific case studies, in which the relationship between Diasporas, culture, and tourism are considered in relation to specific societies or groups of individuals. Since the link between culture, tourism and the Lebanese diaspora has witnessed little or no research, it has been selected as the main topic through which the findings are verified.

The paper analyses the Lebanese diaspora in London from a cultural prospective in relation to tourism, and expands on existent literature regarding the Lebanese Diaspora. Culture is examined from hospitality prospective, as hospitality plays a key role in the constitution of the Lebanese diaspora. Cultural hospitality as a modern tool of tourism attraction is deliberated upon throughout the paper.

The paper distinguishes between pre-migration and post-migration affluent hospitality investors, denoting to wealthy Lebanese individuals that migrated then established hospitality businesses in London, and to others who became wealthy due to migration. The paper then categorises both groups of migrants into three classifications that every member of the Lebanese diaspora falls under, namely, "Individualism", "Tribalism", and "Sectarianism". Each of these cultural groups contributes to the tourism development in London

Tourism is thus examined from a cultural perspective in order to understand methods of consumption amongst the Lebanese migrants in London, and the means of attraction in the way the culture appears to others. Mentality versus behavior concerning the Lebanese diaspora is analysed in order to elucidate the foundation of the diaspora. Conclusions pinpoint future opportunities of research related to this specific topic.

**Masooma Al-Balushi**

Assistant Professor, Sultan Qaboos University, Sultanate of Oman

## **Tale of the Two: A Portrait of the Egyptian and Omani Women Stature in Tourism and Hospitality**

Traditionally, a Middle-Eastern woman's role has been in her home, taking care of children and husband. But this is not the case anymore. Over the last few decades significant economic and social changes have been experienced that changed views about women's employment and women's role in the Middle-Eastern family. More and more women have entered the workplace and have stayed in.

The tourism and hospitality sectors are recognized as a principal sponsor of efforts towards the advancement of women employment due to its diverse and dynamic nature. Women play many roles in tourism and hospitality; they are present in the entry, supervisory, and managerial levels.

The aim of this study is to portrait the Egyptian and Omani women stature in tourism and hospitality institutions.

A questionnaire was compiled to gather data and measure respondents' perceptions with regard to the subject under investigation; it acted as a guide to determine the focal points for a following qualitative study done by means of in-depth interviews, whose aim was to get insights of the subject under study and to clarify the questionnaire findings. Research tools were applied on a sample of Egyptian and Omani women employed in tourism and hospitality institutions.

Although the burden is heavy, taking care of a family and at the same time pursuing a successful career in tourism and hospitality, women knew how to achieve the balance. There is a story to tell and lessons to be learned.

**Tamer Atef**

Assistant Professor, Sultan Qaboos University, Sultanate of Oman

## **Why a Career in Tourism? Students' Employment Intentions and Current Employment Trends in the Omani Tourism and Hospitality Industry**

The aim of Tourism and Hospitality education is to provide graduates with the diverse range of skills and qualifications required to pursue their career successfully in the field. Employment indicators in the Sultanate of Oman show that graduates join the labor market in either government (public) sector or private sector, few of them head towards Tourism and Hospitality jobs. The study aims to determine the factors affecting commitment to a career in Tourism and Hospitality; in particular, perception and opinion differences between tourism and hospitality students and current industry employed manpower. To achieve this aim the following objectives were identified:

- Assess tourism and hospitality students' perceptions of the field.
- Assess tourism and hospitality students' career path commitment.
- Assess tourism and hospitality employees' perceptions of the field.
- Assess tourism and hospitality employees' career path commitment.
- Determine if differences exist between both groups.

The study population comprises:

1. Tourism and Hospitality students-Tourism Department-Sultan Qaboos University.
2. Current Tourism and Hospitality employed manpower.

To measure the perceptions and attitudes of the two study groups, two questionnaire forms were used. The first questionnaire form (Tourism and Hospitality students) comprised 4 sections, while the second questionnaire form (Current Tourism and Hospitality employed manpower) included the same sections with a modified general information section in addition to two more sections to understand respondents' employment background and current employment commitment.

The study demonstrates the respondents' reasons for joining the tourism and hospitality study track, workforce, their commitment to a career path in tourism and hospitality, and their perceptions of industry related jobs. The findings of this research ring a bell for tourism and hospitality educators, employers, and manpower policymakers when it

comes to students' employment intentions, and current employment trends and job retention plans.

**Jens Blumrodt**

Assistant Professor, ESC Rennes School of Business, France

&

**Adrian Palmer**

Research Professor, ESC Rennes School of Business, France

## **Online Destination Branding or How to Make Fit Brand Goals and Online Implementation**

The concept of place branding is not new. However, tourism destination brands remain more problematic than more conventional product brands because of the need to satisfy multiple stakeholders' interests, typically local residents, business interests and tourists themselves. Furthermore, the tourism destination "product" is typically not under the direct control of one body.

Our research answers two research questions:

- 1: What are the city-brand associations on websites?
- 2: Are the publicly expressed tourism goals of a town consistent with the brand associations presented on its website?

We find that cities with a similar environment communicate elements (city-brand associations) of their natural settings as well as other brand elements. The first group of tourism destinations has a low score of items, and the desired image does not fit with the communicated image. The officials do not attribute the highest importance to the city brand image. The websites management is delegated to webmasters. The second are tourism destinations with a fitting desired and transmitted image. As the first group, their brand image is not diversified. The sites are also managed by the webmaster. The third group contains the best performing websites, their brand images are diversified, and the desired image fits with the transmitted image. The tourism office and the webmaster, or the city council, the tourism office, and a webmaster take care of the website. Image and tourism are for those officials a priority.

As a result, our study shows first that elements appear which correspond to touching customers' expectations. Our developed model made evident that tourism destinations communicate on other brand elements than product related attributes. These tourism destinations balance product and non-product related attributes, as well as brand benefits and attitudes. The single product related approach is obsolete and best practices become obvious.

Second, we conceptualize the reasons why officials' desired image might be distorted when it finally appears on the website.

**Luisa Yamile Bravo Rodriguez**  
Ph.D. Student, University of Innsbruck, Austria

## **How do Ecotourism Practices Influence the Lifestyle and the Natural Environment of the Kogis?**

Sociology has had an interpretive function in the field of tourism. One of these interpretations is the study of the impact of tourists in the societies where they are received. Ecotourism emerges as a strategy to protect nature and the environment for future generations, with the concept of sustainable development, focusing on the biological rather than social conditions - hence the prefix "eco". Therefore, it has had a major cultural attraction in the places that are occupied by indigenous people. However, for the indigenous people there is no separation between nature and culture, because for them there is a continuity of the relationship between man, society and nature. A significant example is the indigenous community of the Kogis. They inhabit northern Colombia in the Sierra Nevada de Santa Marta, which comprises almost the entire spectrum of tropical American ecosystems and includes a great number of endemic species. It was therefore declared in 1979 "Man and the Biosphere Reserve" by the UNESCO. The Kogis believe in the law of "mother nature" and think of themselves as the "big wise brothers" responsible for the balance of the world. So far scientists have focused their attention on how the Kogis manage their environment, for example how they can ensure the potential of forests regeneration despite such a high population density. My contribution focuses on the question of how present ecotourism practices influence the lifestyle and consequently the natural environment of the Kogis. For my work I have used the method-grounded theory with data collection by semi-structured interviews, direct observations and my personal daily experiences during my research visit to a Kogi- community. The results indicate that current ecotourism practices have a changing influence not only on the lifestyle of the community but also on their environment, the ecosystem found in these places. Thus the goal of ecotourism today cannot be realised in this indigenous community, because the traditional lifestyle in this community ensures the ecological diversity, and when this lifestyle changes, the environment changes too. Finally my contribution outlines ideas for the continuing development of the concept of ecotourism in future, in order to make it compatible with several indigenous communities and their guardianship over their land and people.

**Jeff Caneen**

Associate Professor, Brigham Young University, USA

## **Tourism and Cultural Identity**

The relationship between tourism and culture has heretofore been discussed primarily in terms of authenticity. This paper reviews the debate and contrasts it with the anthropological focus on cultural invention and identity. Multiple case studies of the Polynesian Cultural Center, Splendid China, and Tjapukai Aboriginal Cultural Park are used to propose a model illustrating the relationship between tourism and cultural identity. This paper concludes that authenticity is too vague and contentious a concept to usefully guide indigenous people, tourism planners and practitioners in their efforts to protect culture while seeking to gain the economic benefits of tourism. It recommends, rather that preservation and enhancement of identity should be their focus. Further it contends that if anthropological cultural authenticity is the primary concern, indigenous people are the victims of tourism. If the concern is rather identity, tourism empowers indigenous people.

**Teresa Catramby**  
Professor, Federal Rural University, Brazil

## **Challenges of Distance Learning in Tourism Courses**

This study aims at showing some insights on the challenges posed by the implementation of the distance learning modality in tourism courses based on the pedagogical project and the elements used as mediators in this teaching proposal. It is based on the analysis of documents such as legislations which support the implementation of the modality of distance courses as well as the ones which guide the design of pedagogical projects of tourism courses. The pedagogical aspects of the course can present different designs and multiple combinations of languages and educational and technological resources. There is not a single model of distance learning as the nature of the course and the real conditions of the students' everyday life and needs are the elements which will define the best methodology and the technologies to be used. Two points should be noted in projects of such modality: the understanding of education as a key principle and, in the way of organization, at distance. In this sense, it is necessary a strong institutional commitment in order to assure that the process of qualification provides the technical-scientific dimension for the labour market and the political dimension for the qualification of the citizen. This communication makes use of asynchronous and synchronous interactions such as chats, forums, telephone and other means which promote the interaction between the teacher and the tutors in real time. In these aspects, distance learning differ significantly from presential learning and they contribute to avoiding the isolation and keeping a motivating and intriguing process by providing the student with the feeling of belonging to the group. To conclude, i discuss the challenges and opportunities in the qualification of these new teachers since they have to be prepared for a new form of teaching wherein research and the use of technologies are premises for this professional.



**Kuang-Lueh Chen**

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**Kuo - Ching Wanh**

Graduate Student, National Taiwan Normal University, Taiwan

&

**Wen-Hua Lee**

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## **Key Failure Factors of Characteristic Coffee Shop: A Case Study of Female Entrepreneurs**

In the survey of 2009 office staff create own business willing by 104 corporation, most of them would like to start their own business of "coffee shop, restaurant, ice shop and snack bar" which up to 39.4%. Therefore, the survey from Small and Medium Enterprise Administration, Ministry of Economic Affairs illustrate that only 30~40% owner will be success. In order to accelerate the success rate, we should not only find out Key Successful Factor (KSF) but also Key Failure Factor (KFF). It can avoid and reduce the risk by finding KFF, learning a lesson and make a successful business. The purpose of this study is to find out the enterprising story of Female Entrepreneurs and find out the KFF of characteristic coffee shop. Finally, to utilize KFF in balanced scorecard's (BSC) dimensions. The Method of this combine in two ways: Through Depth semi-structured interviews, through interviews the interviewees by recording, taking photos and typing script, and use content analysis to find KFF of characteristic coffee shop. Combine with the results of the literature and interviews, applied in four dimensions of BSC: financial measure, customer measure, internal business measure and innovation and learning measure, and discuss the relationship between BSC and KFF. The ultimate goal of avoiding the characteristic coffee shop's failure risk.

**Pei-Chun Chen**

Assistant Professor, Toko University, Taiwan

&

**Ching-Fu Chen**

Professor, National Cheng Kung University, Taiwan

## **How Memorable Experience and Evaluative Factors Affect Festival Tourists' Behavioral Intentions?**

The tourism industry is frequently characterized as an 'experience industry' due to its service characteristics, such as intangibility, inseparability, heterogeneity, and perishability (Parasuraman, Zeithaml & Berry, 1985). The experience of tourism is the subjective feelings felt by tourist when they experience a tourism product, and thus it has an important influence on evaluations of and satisfaction with the service received (Otto & Ritchie, 1996). Although the importance of experience has been highlighted in the tourism literature, research on the tourism experience itself and its effects on tourist behaviors have been relatively neglected.

To address this gap in the current literature, this research aims to develop a relationship model that incorporates the main determinants and explores their effects on tourist behavioral intentions in the context of festival tourism experience. Specifically, tourist experiences are highlighted, and the relationships among memorable experience, emotion, experiential value, satisfaction and behavioral intention are empirically investigated with the structural equation modeling (SEM) technique, using a tourist sample obtained from Beehive fireworks festival in Tainan, the festival that is chosen due to its unique experiences.

The results confirm the memorable experience-emotion-experiential value -satisfaction-behavioral intention model. Specifically, memorable experience and positive emotion have significantly positive effects on experiential value. In addition, memorable experience does not only directly, but does also indirectly influence experiential value through positive emotion as a moderating variable. Experiential value have significantly positive indirect effects on behavioral intention through the mediation of satisfaction..

This study makes important contributions to the understanding the effects of memorable experience and experiential values on tourist experience as well as related behaviors.

**Lai-La Anne Tang**

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## **Hong Kong Hotel and Tourism Management Students' Perceived Effects of Overseas Placement on Their Personal Growth**

The research aimed to: 1) investigate the undergraduate students' work and life experiences gained during their overseas placement in the China Pavilion, Walt Disney World Resort (WDW); 2) examine the effects of overseas placement on students' personal growth in work and life; and 3) shed light on the effects of overseas placement on students' holistic personal growth. The applied nature of the hotel- and tourism-disciplines requires students to equip themselves with practical knowledge, in which placement provides an opportunity for them to learn in a real work context. Nevertheless, few studies were done on students' experiences of personal growth after finishing overseas placement in the disciplines of hotel and tourism management, despite of the importance of individuals' personal growth that led them to success in life (Tohami, 2012) and this has been germane a research gap. Pedagogically, the research is significant in shedding light on the multi-faceted and vital roles of overseas placement on students' learning and personal growth. By recognizing the significant roles of overseas placement, it will enable academics and curriculum planners to integrate and to develop more structured placement programmes together with placement organizations.

Literature on personal growth has suggested that placement experiences contribute to students' self-development (Toncar & Cudmore, 2000; Lupi & Batey, 2009; Aggett & Busby, 2011; Chen, Hu, Wang, & Chen, 2011). Developing global outlook, increasing confidence level and improving interpersonal skills were the most often cited sought-after attributes and recognized effects on personal growth upon undertaking overseas placements (Toncar & Cudmore, 2000; Lupi & Batey, 2009; Aggett & Busby, 2011; Chen et al., 2011). Students' mutual understandings among people of different socio-cultural backgrounds

through living and working in other cultures were gained (Toncar & Cudmore, 2000; Aggett & Busby, 2011). Broadened perspectives and enhanced sense of accomplishment were achieved (Chen et al., 2011). The extant literature has underlined the importance of overseas placement on students' personal growth leading them to become more mature and confident with broaden minds to cope with challenges in work and life.

In the light of exploratory nature of this study, qualitative research was adopted. Purposive sampling of select undergraduate hotel and tourism management students who had experiences of overseas placement were the focus of this study. Seven undergraduates, who had undertaken their placement in the China Pavilion, were invited for in-depth interviews. Inductive content analysis was applied to analyzing the data to gain insights into students' lived experiences as expressed in the rich contents of the conversations, and their meanings bestowed on those experiences. The first author was the student who had also undertaken overseas placement in WDW; while the other authors were academics. Triangulation in form of multiple researchers had enabled us to look into the phenomenon from both the emic and etic perspectives.

The main finding has indicated that students had experienced growth in the aspects of work and life experiences after the overseas placement. The growth can be further separated into two levels, the more direct and immediate impacts and those "Latent" effects which are expected to contribute to their future career development and lifelong holistic development on personal level. Among the personal growth experienced, students have gained distinctive benefits in the aspects of "Self" (personal attributes) and "Social" (interpersonal attributes). Highlighted in these two aspects of growth included acquired better self-understanding, developed a clearer vision of future and direction for life, developed global outlook, as well as refined social and interpersonal skills. Students' interest in Chinese cultures has been aroused. Developing a better integration of the placement programmes and having the industrial or training mentors to coach them through the overseas placement were some of the recommendations made.

**Hsiu-Hui Chuang**

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**Hsien-Tang Tsai**

Professor, National Sun Yat-Sen University, Taiwan

&

**Wei-Ling Cheng**

Ph.D. Student, National Sun Yat-Sen University, Taiwan

## **The Investigation of Taiwan's Accreditation System of Eco-label on Green Hotel**

The issues of environmental problems were firstly discussed in global level by Earth Summit of United Nations Conference in 1992. Agenda 21 as an environmental-friendly action plan was approved by 178 nations; the concept of 'green consumption' therefore has been influencing our life. Due to the trend and long-term value, green hotels have appeared in many countries. In order to label it, some countries developed a system to issue an eco-label for the accredited hotel, for example, 'Green Seal' in USA. The program of 'Green Mark' is the green hotel accreditation system in Taiwan, which was implemented in 2008 and revised in 2012. Unfortunately, only three hotels were awarded eco-labels by 2012 April. This research aims to explore the intention of Taiwan' hotel industry toward applying eco-label system.

Both the in depth interview and survey are adopted in this research and the primary data are collected from key persons of particular hotels. In order to evaluate the problem of insufficient applicants for eco-label, the accreditation system is inspected in detail. Logistic model will be taken as the analytical tool in order to measure the intention of hotel industry toward eco-label accreditation system.

The results of this research are expected to achieve three aspects. Firstly, to discover the reasons of deficient applicants for eco-label. Secondly, to find out the room for improvement on eco-label accreditation system. Thirdly, to develop a revised model for the evaluation of eco-label accreditation system. Hence, the findings would help the government implement green works in hotel industry, and the environment will benefit by it.

**Isis Arlene Diaz-Carrion**

Professor, Autonomous University of Baja California, Mexico

&

**Christoph Neger**

M.A. Student, Gratz University, Mexico

## **Ecotourism in Reserva de la Biosfera de Los Tuxtlas (Veracruz, Mexico)**

Ecotourism was introduced at the beginning of 1990's in Los Tuxtlas through non-local agents (public and private) interested in ecotourism as a conservation strategy.

Once Reserva de la Biosfera de Los Tuxtlas was declared, in 1998, official policy promoted ecotourism either as strategies of conservation and poverty reduction; especially through promotion of community ecotourism initiatives.

A qualitative methodology -in-depth interview and indirect observation as basic tools- is used in order to evaluate the development of ecotourism in Reserva de la Biosfera de Los Tuxtlas; the main purpose is to analyze strategies of cooperation and diversification of ecotourism.

Almost two decades after introduction of ecotourism community as well as private initiatives have developed different strategies affecting also conservation and development.

**Hilal Erkus Ozturk**

Associate Professor, Akdeniz University, Turkey

## **Diversification Tendencies of Restaurants in a Tourism City: The Case of Antalya**

In the literature, it is stated that single asset cities have less opportunities to diversification and differentiation in niche markets. Contrary to this, it is found that some single asset tourism cities can also show diversification tendencies. This paper is about the diversification tendencies in a single-asset tourism city by focusing on the emergence of restaurant market in a tourism city. Many authors argue that (high-quality) food and drinks are important local or national assets of tourist attraction while low food quality or very high prices can be a disadvantage in attracting tourists. However, tourism literature on food too much emphasizes the distinction between tourists and locals and too much consumption oriented. This paper will also focus on the production-supply side by making interviews with restaurant managers and chefs which is missing in the literature.

The objective of this paper is firstly to define diversification tendencies and differentiation strategies of a single asset mass tourism city, Antalya, with respect to restaurants. Secondly, to define differentiation strategies of restaurants in a single-asset tourism city and to explore to what extent these strategies are shaped by tourism growth. Thirdly, to explore whether differences in strategies of these restaurants differ in tourist restaurants? Fourthly, it aims to define the influence of spatial location in influencing different strategies of restaurants. Based on defined aims, it tries to answer the following questions by using the interview results of 50 restaurants in Antalya.

**Cathy Hsu**

Professor, the Hong Kong Polytechnic University, China

## **Understanding Generation Y Learners: Implications for Teaching**

Students of today are different from the students who came before them, and as instructors continue to keep pace with this new generation of learners, the growing divide and mismatch between faculty and students as well as teaching and learning is becoming more evident. Today's students multitask on demand; anticipate and expect academic programs that provide variety in offerings, formats, and resources; and seek out instructors who are entertaining and can parallel content with creativity. This new generation of students brings social needs into the academic arena and purposely chooses instructors, colleges, and universities that keep pace with technological advancement. Generation (Gen) Y students prefer technology to traditional learning mechanisms; have a distinct desire for immediacy; and use technology to create, self-express, and form their identities.

Lecturers are often frustrated with students due to their lack of motivation to learn (as interpreted by lecturers), display of undesirable behaviours in or outside of classrooms, and "unreasonable" expectations (again as perceived by lecturers). However, much of this perceived negativity could be a result of generation gap between the lecturers and students. It is, therefore, paramount to understand students' learning styles and preferences, what motivate student learning, and how best to communicate with Gen Y students.

The objectives of this research are to (1) understand undergraduate tourism students' learning preferences and behaviours, (2) investigate issues faced by teaching staff when interacting with undergraduate students inside and outside of classrooms, and (3) recommend learning/teaching strategies to promote active learning and enhance education quality. A qualitative approach is undertaken to reach the research objectives. One focus group with teaching staff is conducted to understand their frustrations and solicit ways to solve any challenges faced. Best practices are also compiled. Two focus groups with undergraduate students are conducted to explore ways to motivate them to engage in active learning. Relevant issues identified in the focus group with teaching staff are discussed and seek insight from students as to their reasons for certain behaviours or requests. Transcripts of the discussions are content analyzed. Primary data along with literature reviewed form the basis of suggestions on learning/teaching strategies



for

students/lecturers.

**Miranda Kitterlin**

Assistant Professor, Florida International University, USA

## **Winning the Job Placement Competition: Industry's Message to Students**

Student job placement upon graduation is a constant factor in the assessment of both academic program and individual student success. Unfortunately, while unemployment rates in the United States have been on a steady decline since 2009, the overall unemployment rate for recent Hospitality Management graduates estimated at 6.0 percent (Georgetown Public Policy Institute, 2013; US Department of Labor, 2013). While myriad studies have been performed to identify what industry is seeking in a quality graduate (Kwok, Adams & Margaret, 2011; Paraskevas, 2000; Walo, 2000), few academic studies have sought to understand what can be done to help students market and display their qualities, thus making themselves more attractive to hospitality industry recruiters. This study seeks to explore what strategies and actions can be taken to make hospitality students more competitive in the job search process. By identifying these strategies, attempts can be made to execute them in academic programs, with the end result being a possible increase in graduate job placement success. Possible benefits exist for academic programs, the individual hospitality student, the hospitality industry, and society as a whole.

By examining hospitality industry recruiters' perspectives, this study sought to identify what strategies and actions can be taken to make hospitality students more competitive in the job search process based on in-depth interviews with 12 recruiters in South Florida. General agreement was found that student job candidates are deficient in professionalism and other soft skills, and that there is room for both academics and the individual student to improve their opportunity for job placement success. Additionally, recruiters felt that student applicants do not appear to have realistic expectations of their job opportunities upon graduation. Findings provide foundational information, and a starting point to continue deeper exploration of hospitality student job placement.

**Pavlina Latkova**

Assistant Professor, San Francisco State University, USA

&

**Jackson Wilson**

Assistant Professor, San Francisco State University, USA

## **Image of Cuba as a Travel Destination: An Exploratory Study**

Cuba has been referred to as “the accidental Eden” located in the heart of the Caribbean (Kaufman & Murphy, 2010). The economic restrictions imposed on Cuba are the resilient glacial shards of Cold War politics that have cooled Cuba’s economic development, but preserved the country’s natural and cultural resources (Kaufman & Murphy, 2010). While travel limitations for Americans visiting Cuba still exist (Frank, 2013), travel to Cuba has been on the rise and is expected to explode once the U.S. embargo ends (Kaufman & Murphy, 2010).

Although destination image has been studied extensively, to the researchers’ knowledge, no research has been done on the current image of Cuba as a travel destination from the American tourist-origin market. Given that Cuba is an emerging international tourism destination and that image is a key factor in the travel decision making process (Pike, 2002), it is important to understand the current image of Cuba among likely travellers.

This study explored visitor expectations of Cuba as a travel destination. The study included the eight travelers comprising a professional delegation focusing on sustainable development trends in Cuba organized by the tour company, Altruvistas. Mixed methods were used to collect data. Study participants completed an online survey about their past travel behavior, vacation destination decision making processes, and demographic profiles. Subsequently, semi-structured individual phone interviews were conducted with each of the participants. The script for these interviews explored was based on research by Echtner and Ritchie (1993) and Reilly (1990) about participants’ pre-trip perceptions of travel destinations.

The perception of Cuba as an “accidental Eden” was reflected in the study participants’ interview responses. Participants expected to experience unspoiled natural beauty and cultural treasures. Conversely, some respondents also feared the lingering Cold War image of Cuba as an enemy state. These findings have direct implications for marketing trips to Cuba.

**Bertrand Le Gallic**  
Professor, University of Brest, France

## **Tourism and Fishing: Towards a Win-Win Relationship?**

Tourism has become a major economic sector, accounting in 2012 for 9% of the gross domestic product (GDP) worldwide (UNWTO, 2013). The direct, indirect and induced effects of the spending generated by some 5 billion domestic tourists and 1.8 billion international tourists are of central importance for some territories and local economies, especially when little economic alternatives are available.

In the European Union, the coastal and maritime tourism sector has been identified as part of the Blue Growth Strategy as an area with a special potential to “foster a smart, sustainable and inclusive Europe” (EC, 2014), offering a possible growth of 2-3% by 2020. While this sector is mostly related to beaching, sailing and cruising activities, especially in the South of the EU, other reasons / factors have a potential role in attracting tourists in coastal areas, including in more Northern places. This can include, among other things, the presence of natural assets or the prevalence of traditional and cultural activities such as fishing.

In this paper, the potential links existing between the tourism and the fisheries sectors will be investigated, and the following research question will be in particular addressed: how and to which extent is the tourism sector building on fisheries attributes? This study is taking place as part of an Interreg project focussing on the English Channel and the South of the North Sea areas (GIFS). Preliminary results will concern the French part of the project, with an in-depth presentation of the situation in the Finistère County. The paper first reviews the potential interactions likely to exist between the two sectors. In a second part, the paper analyses in details how some selected fishing attributes are used by tourism operators such local hotels and restaurants, national resort companies, as well as local and regional development agencies.

**Carolyn Lusby**

Assistant Professor, Florida International University, USA

&

**Katherine Eow**

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## **Tourism Development in a New Democracy: Residents' Perceptions of Community-Based Tourism (CBT) in Mawlamyine, Myanmar**

The concept of community-based tourism (CBT) is not new, and definitions of CBT have proliferated in the years since Murphy (1985) expounded on the community involvement approach in tourism development. At its core, CBT is a grass-roots process whereby tourism is planned, managed by and benefits the local community in which tourism occurs (Matarrita-Cascante, Brennan & Luloff, 2010). A community that is involved in tourism planning and activity is a mechanism for a sustainable tourism plan (Tukamushaba, 2011) to create equitable economic, environmental, and social benefits. In response to a surge in tourism following its recent transition to democracy, the government of Myanmar published the Community Involvement in Tourism (CIT) policy, a national program that advocates sustainable tourism development using the CBT approach. The CIT policy is the framework on which local tourism development trainings are being drafted in Mawlamyine, a town in southeastern Myanmar. The purpose of this research is to examine residents' perceptions of CBT in Mawlamyine as a conduit for sustainable tourism amidst a climate of rapid economic and social change. Using a grounded theory approach, a preliminary analysis of data collected from 14 semi-structured interviews with local residents and foreign tourists, and 52 questionnaires collected during two town hall meetings attended by local residents reveals that foreign tourists and local residents agree that Mawlamyine's tourism potential lies in its untouched natural resources and cultural heritage, yet is hindered by a lack of essential infrastructure and services. The results also show that residents are eager to participate in CBT, but cite obtaining permission to begin a CBT project as a barrier. Further analysis of the data is forthcoming. As this study is the first of its kind in Myanmar, it aims to lend information for the public and private sectors and tourism practitioners on the potential for CBT development at the national level.

**Alem Silvia Marinho Dos Santos**  
Professor, State University of Amazon, Brasil

## **Rural Tourism and Food Security: Possibilities for Sustainable Development in Parintins / AM / BR**

This paper is a study about food and possible association with the development of rural tourism in the Amazon region. The study was based on the monitoring and the oral testimony of families living in rural communities in Parintins, through a survey. The data treatment was done with the aid of statistical software (SPSS). It was concluded that food security is given by the 'caboclo' riverside culture of producing and consuming ecological food. Ecological food is understood as all that comes from nature and modes of production with low environmental impact. Thus, rural communities have an ecological cuisine based on knowledge and flavor the development of rural tourism. The autochthonous nutritional sustainability comes from the river, the forest that provides the fish, hunting, fruit and land for planting. The public policies aimed at food security should consider the valuation of ecological food through touristic activity. The dietary change brings many ecological impacts because it increases the pressure for processed foods, causing deleterious cultural losses. Parintins region is rich in natural attributes, but the associated power would serve not only to generate employment and income, but to stimulate appreciation of culture and nature of the place. Consequently, the vicious cycle of deforestation and the diminishing of the ecological food, with the introduction of tourism, can be replaced by the virtuous circle of environmental conservation via appreciation of food and regional culture.

**Cristobal Mendoza**

Professor, Autonomy University of Metropolitan, Mexico

## **Places, Spaces and Bodies: Male-To-Male Sex Tourism in Puerto Vallarta (Mexico)**

Literature on sex tourism has largely focused on the experiences and opinions of heterosexual tourists. Using qualitative information from 11 in-depth semi-structured interviews with male sex workers, this presentation gives voice to these workers, and it analyzes their reasons for engagement in sex services addressed to men in tourist-oriented Puerto Vallarta (Mexico). By doing so, it explores the different layers of sex tourism that go beyond pure monetary transaction. To this regard, It is remarkable that entry into prostitution is generally smooth, casual and unproblematic. In interviewees' discourses, it is appreciated that the liberal gay scene in Puerto Vallarta (at least in comparative terms with other parts in Mexico) puts some young people into the track of sex industry. In other words, it is not a dark business to which they have been forced, but a "natural" job in Vallarta. Moreover, personal and everyday spaces are organized through a very strict round-the-clock timetable which follows suit tourists' activities. Again, when listening to their everyday activities, the general feeling is not that these young men (average age 25) are into work, but enjoying relaxing sunny days in which sex is only a part of it (maybe as it is for gay tourists themselves). Reality is though far more complicated, as tourism in Vallarta has its downs and ups through the year which implicates that sex workers must look for alternatives in low season (e.g. working in other jobs or migrating to large cities). Related to this, this article also considers aspects concerning sexuality and identity in gay-friendly Vallarta. It concludes that sexual practices are negotiated, but sexual identities do not. Rather than an identity based on sexual grounds, what binds the sex workers together is a common (gay) lifestyle.

**Gabriela Mordecki**

Professor, Republic University, Uruguay

## **Argentinean Tourism Demand in Uruguay: Determinants and Projections**

Uruguay is a small country, and total yearly tourists represent about 90% of Uruguayan population. Argentinean tourists represent nearly 60% of this total and historically they have been our principal visitors. Tourist activities have a great impact on Uruguayan economy. They represent about 4% of Uruguayan GDP and generate about 6% of total employment and 14% of total exports. So it is very important to analyze the determinants behind tourism demand. In this paper we study the relationship between the real spending of Argentinean tourists, the number of Argentinean tourists in Uruguay, Argentinean GDP and the real exchange rate between Uruguay and Argentina trying to find long-run relationships between variables, following Johansen methodology. We found two co-integration relationships, through Vector error correction models (VECM). In the first one we include real tourist's spending, Argentinean GDP and the real exchange rate between Argentina and Uruguay, and through this model we project a decline in Argentinean spending during 2014 and recuperation in 2015. In the second one we try to estimate the number of Argentinean tourists through a similar model, using monthly data of tourists, a monthly indicator of Argentinean activity and the real exchange rate between Uruguay and Argentina. The model's forecast indicates only a slight recuperation of the number of tourists in 2014 and no change for 2015. This numbers appears to be consistent with the actual economic situation of Argentina, where the economic authorities are making some reforms that would mean an improvement on the external relationship between the two countries.



**Jocelyne Napoli**

Associate Professor, Paul Sabatier University, Toulouse III, France

## **A French Case of Educational Programs on International Tourism and Air Transport Industry**

Each year, the number of tourists is increasing together with the number of flights around the world, resulting in millions of new positions worldwide. For over forty years, Tourism Higher Education systems in Europe have ensured these opportunities are within reach. International Management in Air Transport & Tourism tends to be highly recognized and respected among the future employers.

The range of exciting career possibilities is almost limitless. In addition to world-class hotels, one can manage luxury resorts, signature spas, sports and leisure facilities, create and promote new commercial flight routes, to name a few.

A career in International Management in Air Transport & Tourism means flexibility, ability in business English communication and other languages, and pride in delivering service with perfection, financial and personal rewards, job security... provided you have a sound education to prepare the future managers.

This paper addresses the case study of first higher educational programs in French universities working at the time on the development of tourism and air transport international management in an intercultural environment. It aims to reach an in-depth understanding of tourism and air transport education in France, curriculum offering, faculty qualifications, and student learning in tourism and air transport higher education programs.

**Haemoon Oh**

Professor and Head, University of Massachusetts, USA

**Albert Assaf**

Associate Professor, University of Massachusetts, USA

&

**Misoon Lee**

Associate Professor, Kyungsoong University, South Korea

## **Slow Traveling and Experience**

This study examines the role of slow travel pace in facilitating travel motivations toward travel outcomes and the moderating effects of familiarity and age on such role. Results indicate that slow travel pace mediates the relationships between travel motivations and outcomes. Both familiarity and age were found to moderate the facilitating role of slow travel pace. Yet, the moderation was not linear across ages.

**Hannah Payer**

Research and Project, IMC University, Austria

## **Key Considerations for Planning the European Capital of Culture–The Case of Veliko Tarnovo**

The presented paper discusses principle planning issues for one of the biggest cultural initiatives introduced by the European Commission –the ‘European Capital of Culture’ programme. Evaluating the success of past European Capitals of Culture, numerous studies indicate that a successful preparation and realisation of the expected economic and social impacts are not an easy task. Scholars particularly emphasize the need for a well prepared and systematic planning approach.

Due to the limited amount of information available to respond to this need, the planning phase of the programme is of particular interest and constitutes the focus of this study. The main objective is to elaborate on how a city can successfully prepare itself for the title year and to develop a framework that depicts key planning areas for the programme. This framework in combination with guiding questions for each of the key planning areas aims to assist future applicant cities in the planning and preparation phase of the programme. One of these applicant cities is the Bulgarian town of Veliko Tarnovo. The city is taken as a case study example as it aims to become European Capital of Culture in 2019 and is currently also a project partner of the European INTERREG Cult Tour project which deals with sustainable tourism development.

A comprehensive literature review provides a first insight into the topic. In a second step, in-depth interviews with former European Capitals of Culture experts are conducted to gain a thorough understanding of the most important planning issues with the final aim to develop the aforementioned framework and guiding questions. Finally, the findings are applied on the city of Veliko Tarnovo and recommendations are given.

The results indicate that during the planning phase particular attention needs to be taken in the field of organization, marketing and communication as well as funding and infrastructure investment. Organizers ought to be precise on the aims and objectives of the programme, keeping in mind its stakeholders and the legacy they want to leave for after the title year.

**Steven Pike**

Associate Professor, Queensland University of Technology, Australia

## **Destination Image Measurement – The Use of a ‘Don’t Know’ Option to Avoid Uninformed Responses**

The measurement of destination image has been one of the most popular fields within the tourism literature during the past 40 years. In most studies of the destination image construct, researchers have used structured questionnaires that require participants to rate the perceived performance of a destination using a battery of Likert-type scale items. There has been criticism that many of these studies have adopted scales from the literature in other parts of the world, which increases the likelihood that some attributes will be irrelevant to participants in the local travel context. In turn, this increases the risk of stimulating uninformed responses, an issue first raised in the academic literature nearly 70 years ago. However, there has been little discussion about this potential source of bias in the measurement of destination image. This paper reports the trialling of a non-response option in two separate destination image studies. The first study measured the image of an emerging near-home domestic destination in Australia. The second study measured the image of an emerging international destination in the Australian market. Findings indicated major bias had been avoided in both investigations, through the use of a ‘Don’t know’ option for participants, who might otherwise have skipped the question, used the scale mid-point to denote neutrality, or provided an uninformed response. The implications of these findings for future research in destination image measurement are twofold. First, the results highlight the need for the inclusion of a qualitative stage to identify attributes that are salient to participants in the local travel context. Second, researchers should consider the provision of a ‘Don’t know’ option for participants in structured questionnaires, to safeguard against the possibility of lack of familiarity with the destination. The level of ‘Don’t know’ usage by participants also has practical value for destination marketers.

**Hanqin Qiu**

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## **Constructing a Composite Leading Index for Hong Kong Tourism Industry**

The impact of seasonality on tourism flows has caught the attention of tourism researchers for many years. Yet, despite this focus, the issue of seasonality remains one of the most problematic and least understood features of the tourism industry (Amelung et al., 2007). Typically, seasonal variation is influenced by a combination of economic variables, institutional factors such as holidays and special events as well as climate variables. However, since climate variables (e.g. temperature, humidity, rainfall, pollution, etc.) are highly correlated all the key climate variables cannot be included in econometric modeling. Consequently, there is a need to construct a composite index to ensure that the key determinants of seasonal variation are appropriately accounted for.

The main issue in the construction of a composite index is the appropriate allocation of weights. Thus, the determination of an appropriate weighting allocation method would constitute the key contribution of this study. This is an important development given that seasonal variation in tourism demand creates risks within the tourism industry (e.g. income instability, transport and infrastructure support, etc.). It is expected that the development of a composite climate index would enable the tourism industry to better manage and mitigate such risks.

**Maged Rady**

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## **Emotional Intelligence and Potential Tour Guides in Egypt (Case Study of Tour Guiding Department - El Minia University)**

Tour guide plays many different roles which contribute positively to the overall quality of the tour and the satisfaction of the tourists. One of the roles is facilitator, this role which is clear from its name that the tour guides are facilitating and solve problems emerge during the tour. For performing the facilitator role tour guide should have personal traits enable him / her to face any emergency and the emotional intelligence is the most important for performing this role. The concept of emotional intelligence emerged to describe people's ability to deal with emotion-related issues such as problem solving. The aim of the research is to find out if potential tour guides in Egypt are qualified enough and having the personal traits and the emotional intelligence to perform the different roles of tour guides. The researcher took the students of tour guiding department, El Minia University as an example to explore the potential tour guides qualifications and if they are having the necessary emotional intelligence to perform the different roles of the tour guides especially the facilitator role. The researcher is using a questionnaire technique which was distributed to the students of tour guiding department, faculty of Tourism and Hotels, Minia University. The findings and the recommendations will be presented.

**Savanna Ramos**

Assistant Professor, "Julio De Mesquita Filho" University, Brazil  
&

**Fabiane Nagabe**

Assistant Professor, Federal University of Paraiba, Brazil

## **Capture of Events: The Contributions of the Fifa World Cup 2014 to the Brazilian Cities that will not Host Football Games**

The capture of mega sporting events such as the FIFA World Cup in 2014 became an agent of transformation of the countries that promote it. Although the direct effects are clearly observed in the locations that host their games, there are few studies that show the contributions to the cities that are not part of the official program of the event. These are the cities we studied, investigating how they managed, through the mobilization of the event's segment, benefit from the atmosphere built by such mega event. The focuses were Brazilian cities that captured events during the mega sports event, through actions led by their Conventions & Visitors Bureau. The cities were selected and consulted for responding to two data collection instruments: forms and interviews, in addition to providing documents for analysis and review. It is estimated that in Brazil there is a cascading effect resulting from the FIFA World Cup that will stimulate, between the years 2010-2014, mainly the sectors of civil construction, food and beverage industry, public services and information. In the cases we studied, the actions to capture events were opportunistically successful due to the lack of direct effect of the World Cup, this means that the benefits are the result of the absence of these municipalities in the official program of the mega event. Thus, there is a reverse benefit, even for those cities that will not host football games. The FIFA World Cup 2014, in this case, appears as a catalyst for the segment of events also in those locations where it couldn't be established, as these locations begin to host events of different natures that seek them as an alternative to the World Cup host cities.

**Elena Rotarou**

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&

**Eugenio Figueroa Benavides**

Professor, University of Chile, Chile

## **Tourism and Sustainability on Easter Island: Heading for Another Collapse?**

Easter Island is Chile's most remote territory, which – thanks to its famous archaeological patrimony – has become one of the most important tourist destinations of the country. On the other hand, Easter Island is often viewed as the archetype of unsustainable use of natural resources by a growing local population that eventually led to environmental degradation and civilisation collapse.

In the last decades, the island has experienced such a tremendous tourism growth that tourism has become its main economic motor, providing most income and employment. The general socioeconomic data for Easter Island reveals that the island has a stable economy, with the majority of the population employed in the tourism industry. Nevertheless, tourism development has been generally disorganised, thus creating a series of economic, social, and environmental challenges, and therefore, posing the question whether Easter Island is moving towards yet another collapse.

This paper analyses the tourism industry in Easter Island and its impacts on the island's economic, socio-cultural, and environmental sustainability. In order to conduct our research, two field works were concluded in 2012, during which questionnaires and interviews were undertaken. We argue that Easter Island's sustainable tourism depends largely on the ability of the Chilean government, the Rapa Nui community, and various other stakeholders to cooperate concerning the numerous challenges that threaten the island's development. If these challenges are not met, not only the future of the thriving tourism sector but also Easter Island's sustainability itself will be seriously threatened.



**Edinelza Macedo Ribeiro**

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## **Prospective and Sustainability of Ecotourism: Using the Technique of Scenario Building in the State of Amazonas**

The aim of this research is to identify, through the construction of scenarios, the plausible future of ecotourism in Amazonas and analyze the dimensions of sustainability within the reference scenarios, and the consequences upon local ecotourism public policies. The methodology used was qualitative in nature and was based on a descriptive and exploratory perspective. The method employed in this study was the Godet prospective technique. This model is a tool to diagnose ecotourism today, reflect on its future and identify policies consistent with sustainability. From the interpretation and combination of global and national developments and of local processes of maturation, also mediated by social agents and their proposals for the region, three scenarios for ecotourism in Amazonas were drawn from the 2013 to 2022 time horizon perspective, namely: *Rational Optimists*, *Uirapuru Song* and *Ajuricaba*. The results show that there is no practice of ecotourism in the state. The analysis in the reference scenarios added elements for the discussion of future prospects for sustainability of ecotourism in Amazonas state and the related public policies. The most important findings show that although elements which stimulate the development of ecotourism in the region coexist, such as the attractions already established among them, experiences with communities, with nature and the tourist flow, the activities of this sector in the state are disorderly and driven almost exclusively by market opportunity, thereby forsaking the generation of the socioeconomic and environmental benefits expected. Considering the indicators of success which ensure the sustainability under analysis in its economic, socio-cultural and environmental dimensions, as well as its structural organization, superstructure and infrastructure, one concludes that the inferences made in the reference scenarios for ecotourism in Amazonas over a 10-year time estimate contradict the principles held in their assumptions. This result qualifies this activity in the state as unsustainable.

**Yu-Hua Christine Sun**

Professor, National Taiwan Normal University, Taiwan

## **Exploring Consumers' Knowledge and Attitude towards Food Sustainability-Plant-Based Diet**

The earth's environment has become a pervasive and multi faceted global problem .And climate change is a problem that is affecting people and the environment universally. According to IPCC, increasing greenhouse gas concentrations may cause global mean temperature to rise by up to 7°C compared to pre-industrial levels by the end of this century (IPCC 2007). A recent study indicated that the food system may be accounted for 30% of all GHG emissions in the UK (Audsley et al., 2009). Many experts argued that livestock account for about 18% of greenhouse gas (GHG) emissions and global consumption of livestock products is increasing rapidly (FAO, 2006; Garnett, 2009; Joyce, Dixon, Comfort, & Hallett, 2008; Lovett et al., 2006; Steinfeld et al. 2006; Virtanen et al., 2011). In fact, it has been forecast that demand for meat and milk will be doubled by 2050 (FAO, 2006).

Clearly, the food chain contributes substantially to GHG emissions (Bakker & Dagevos, 2011; Carlsson-Kanyama & González, 2009; Garnett, 2008; Virtanen et al., 2011). González, Frostell, and Carlsson-Kanyama (2011) contended that the diversity of environmental impacts due to food production, transport, processing and marketing is probably the largest among human activities. The fraction of global GHG emissions due to the agricultural sector was 32% in the year 2000 (EPA, 2006). This figure consisted of 57% carbon dioxide (CO<sub>2</sub>), 25% methane (CH<sub>4</sub>) and 19% nitrous oxide (N<sub>2</sub>O), demonstrating that not only are non-CO<sub>2</sub> gases relevant in food consumption, but energy use leading to CO<sub>2</sub> emissions is also critical.

Virtanen et al. (2011) investigated carbon footprint of food at both macro and micro levels in Finland, they found the contribution of the Finnish food chain to climate change was 14%, which comprised 40% CO<sub>2</sub> emissions, 25% CH<sub>4</sub> emissions, and 34% N<sub>2</sub>O emissions. Specifically, domestic agricultural processes had the highest share of impacts, which was 69%. After reviewing 16 studies, de Vries and de Boer (2010) further concluded that production of beef consumed most land and energy, and had highest global warming potential (GWP), followed by production of pork, chicken, eggs, and milk. Carlsson-Kanyama and González (2009) concurred the results. They concluded that animal based foods contribute significantly to climate change. In addition, González et al.'s (2011) investigated the energy use and

greenhouse gas emissions associated with the production and transport of common food items in Sweden. They found that the efficiency of delivering protein to an entry port in Sweden was much higher for plant-based foods than for animal-based.

In Stehfestet al.'s (2009) study, they employed an integrated model and found a global 2 food transition to less meat, or even a complete switch to plant-based diet would reduce the emission of CO<sub>2</sub>, methane, and nitrous oxide, therefore, plays an important role in future climate change. Similarly, Marlowet al. (2009) conducted a study and compared the environmental effect of a vegetarian and non vegetarian diet in California. They found that non vegetarian diet required 2.9 times more water, 2.5 times more primary energy, 13 times more fertilizer, and 1.4 times more pesticides than did the vegetarian diet. Apparently, meat-based diet is one of the principal causes of GHG emission and has caused enormous environmental damages. Therefore, changing the demand for animal-based food and eating habit has become an imperative issue.

As Bakker and Dagevos (2011) argued, our growing demand for meat and dairy food products is unsustainable. A change of eating habit to a plant-based diet has been proposed by many experts as a way to reduce environmental impacts and mitigate the influence of food production on climate change (Carlsson-Kanyama, 1998; Duchin, 2005; Stehfest et al., 2009; Garnett, 2009; Carlsson-Kanyama and Gonzalez, 2009). On the other hand, obesity is a growing phenomenon for the increasingly sedentary urban population, even in developing countries (Popkin, 2001), therefore providing less energy dense foods of plant origin could prevent both the obesity epidemic and the climate change problem from deteriorating (Michaelowa and Dransfeld, 2008). In sum, a change of animal-based foods to plant-based diet could both benefit the environment and improve public health by preventing a number of chronic degenerative diseases (WHO-FAO, 2003; McMichael et al., 2007; Friel et al., 2009; WCRF, 2009). Ultimately, lowering our meat and dairy food consumption seems inevitable.

Lea, Crawford and Worsley (2006) took a random survey of Australian adults, and showed that the 58% of participants were in the pre contemplation stage of change to eat a plant-based diet, while 14% were in contemplation/preparation, and 28% in action/maintenance. However, the respondents in their survey did not perceive sustainability to be one of the benefits of eating a plant-based diet. In addition, in Joyce et al.'s (2008) survey, only 3.2% of the sample made a link between dietary choice and environmental impact. Similarly, Cole et al. (2009) showed that most participants related animal-based diet to only health issues and animal welfare. Hence, they suggested that

future research needs to raise the awareness of the link between animal-based foods and climate change.

Worldwide, there have been a variety of strategies employed to promote increased consumption of plant foods (Stables et al., 2002; World Health Organization, 2003), none have taken the perspective from the environmental sustainability point. In addition, Bangay and Blum (2010) and Sharma (2011) argued that global climate change is mostly a societal issue that needs a societal response much more than a technological one. Hence, the aim of the present study is to contribute to ongoing discussions about strategies to raise awareness of the impacts of animal-based diet on climate change, and subsequently, to change eating habit to a plant-based diet. Qualitative research method was employed to explore consumers' knowledge and attitude towards food sustainability. In-depth interviews were adopted to elicit information from the interviewees. 30 interviews were conducted. Answers were coded and analyzed. Academic and practical implications and applications will be discussed.

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## **Workplace Bullying in the Hospitality & Tourism Industry**

Despite being widely studied in educational environments, the phenomenon of bullying continues to plague society. This is of specific concern to the Hospitality and Tourism industry, as it is one of the largest employers in the world. It stands to reason that the school-yard bullies will grow up and procure employment, then become workplace bullies (Sweeny, 2007). Carrying with it substantial negative organizational impacts, workplace bullying affects not only the victim of the bullying, but also any observers of the behaviour within the organization (Razzaghian and Shah, 2011). To date, no studies exist in the United States that examines the extent of workplace bullying in the Hospitality and Tourism industry. As such, the purpose of this study was to explore frequency of reports of workplace bullying among Hospitality and Tourism employees, as well as employee perceptions of co-worker behaviour as compared to perceptions of their own behavior.

A sample of 393 hospitality management students currently working in the Hospitality and Tourism industry in South Florida were surveyed on how often they both witness and engage in each of 27 separate bullying behaviours in their workplace. While the majority (67.3%) of participants reported "rarely" or "never" witnessing these behaviours, more than 30% of participants reported having witnessed this behaviour in their workplace. This poses a threat to both Hospitality and Tourism workers and patrons.

Additionally, for each of the bullying behaviours, respondents consistently ranked their own behaviours to exhibit less bullying, while simultaneously ranking their co-workers as exhibiting more bullying. This can be explained by either bias towards rating their own bullying behaviour, or perhaps respondents are not aware that they are engaging in this behaviour. Further research should be conducted to better understand worker self-awareness of bullying behaviours.

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&

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## **The Relationship between Differentiation Strategies and Hotel Performance**

This study investigated the relationship between differentiation strategies and performance of hotel operations and examined the moderating effect of the hotel market (US and China) on the relationship between differentiation strategies and hotel performance.

The target population consisted of the owners, general managers, executive managers, mid-level managers, and supervisors of hotels in the US and China. An invitation letter attached to the questionnaire was sent to targeted hotel executives via the hotel and personal email addresses. Confirmatory factor analysis (CFA) was used to explore the model fit of the data set of the sub-group in each country and the combined group. Structural equation modeling (SEM) was used to investigate the relationships between differentiation strategies and hotel performance and the moderating effect of the hotel market on these relationships.

The results showed that hoteliers in the US had a greater perception of implementing differentiation strategies and hotel performance than those in China. Promoting brand image and advanced information technology were essential strategies in achieving effective performance—customer satisfaction, employee satisfaction, occupancy rate, profitability, and return on investment. This study found no moderating effect of the hotel market regarding differentiation strategies and hotel performance. Results indicate that many hotels in China are domestic and international branded hotels, hoteliers acknowledge the importance of these differentiation strategies, and the outcomes of strategic implementation were expected.

As proposed by Porter (1980, 1996), hotels can introduce the differentiation approach to create some uniqueness in products/services provided to customers. The differentiation strategies of promoting brand image and advanced IT can respond with positive outcomes to hotels. Furthermore, the hotel market has no moderating effect on the relationship between differentiation strategies and performance. The market situations in the US and China are only slightly different. The hotel business primarily aims to serve customers

and respond to customers' needs; therefore, the strategic implementations of hotel business in both countries are aligned. As a result, the competitive advantage concept can be applied to hotel business in Asia.

**Andrew Taylor**

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**Dean Carson**

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&

**Doris Carson**

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## **Walkabout Tourism: Indigenous People as Tourists in Australia**

The notion of “Indigenous Tourism” has a long history in the Australian context for the perceived opportunities and benefits tourist visitation to Indigenous sites, communities and attractions might bring to First Australians. Many programs and campaigns have come and gone in attempts to stimulate an economic basis in remote areas especially. But Indigenous people in Australia are themselves highly mobile. Frequent return trips continue to be undertaken for a range of tourist-like reasons. The characteristics of these have been recorded over time in the anthropological and demographic literature and are documented as one source of friction between Indigenous Australians and the settlers. Except for one recent study on homeless Indigenous people in the north of the country, and even though the characteristics of trips posit them firmly within accepted international definitions of tourism, there is a complete vacuum in the study of Indigenous mobility as a touristic activity. Consequently we do not know or understand this market, which in remote areas where significant numbers of Indigenous people are ‘on the move’, is an awkward contradiction given the historical focus on generating tourism at places where Indigenous people live. Using two key national data sets, this study is the first to analyse the characteristics of the Indigenous tourist market and to therefore comment on its potential importance to the national tourism system in Australia.



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## **Tourism Development in Kazakhstan Section of the Great Silk Road**

Tourism in Kazakhstan is a priority area. The main purpose of tourism development in Kazakhstan is to create a modern, highly effective and competitive tourism complex that will be the basis for providing the conditions for industry development as the economic sector, integration into the global tourism market system and further development of international cooperation in tourism. In this regard, Great Silk Road (GSR) has a historical, cultural-cognitive and ethnopsychological importance.

Kazakhstan is a land of ancient civilization of the Central Euro-Asian region and has an amazing and unique history, where in the entwinement of nomadic and domiciled worlds over the course of history the powerful empires and states appeared and perished and then rose from the ashes again, they experienced cross-fertilisation, cultures and religions were changed, the most important trade routes connecting East and West were passed.

In this work the history of the GSR origin is studied and an effort to analyze the current state of the GSR in the territory of Kazakhstan due to the fact of EXPO's holding is made.

**Man Ting Wang**

Graduate Student, Republic of China

&

**Yu-Hua Christine Sun**

Professor, National Taiwan Normal University, Taiwan

## **The Effects of Hotel Environmental Factors on Consumer's Emotions and Attitudes- the Moderating Effect of Lifestyle**

As time changes, this marks the beginning of a new era where consumers are pursuing a higher quality of life. Nowadays most conventional hotels provide customers with elegant and comfortable accommodations, but these types of traditional accommodating settings no longer have the appealing effect to captivate mass audience's interests nor to satisfy their demands. And so this is where the new and refreshing types of hotels come in for breaking the old traditional designed methods used in hotels. Comparing to traditional and conservative hotels, the new innovative hotels use daring visual color variants along with the background music to help stimulate consumer senses and shape their attitudes towards the hotel. Hence, the purposes of this research are hereby threefold: first, to explore whether the hotel environmental factors such as color and music would affect consumers' emotions, their perceived quality and purchasing intentions; second, to explore whether the lifestyle of consumers would moderate the effects of color and music on consumers' emotions and perceived quality; third, to explore whether consumers' emotions and perceived quality play mediating roles between the effects color and music on purchasing intentions.

The study will apply experimental method with a 2 x 2 factorial design. The independent variables will be color (harmonious scheme vs. contrast scheme) and music (classical vs. Jazz). There will be two mediating variables, one is emotion and the other is perceived quality. Lifestyle will be used as a moderating variable to explore whether it influences the effect of colour and music on emotions and attitudes. The dependent variable in this study will be purchasing intention. Subjects must have travel experiences staying at a hotel within the past 6 months to be qualified to participate in the experiment. Qualified subjects will be randomly assigned to one the experimental designs. After viewing photos of different hotel design with different background music played at the same time, subjects will be asked to complete a

questionnaire to elicit their current emotions and their attitudes towards to the assigned hotel. Information of subjects' life style and demographic background will be also collected via the questionnaire. Theoretical and managerial implications will be discussed.

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&

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## **The Impact of the U.S. FAA Downgrade on Tourist Arrivals from North America**

The United States (U.S.) Federal Aviation Administration (FAA) downgraded the Philippine civil aviation system from Category 1 to Category 2 effective January 1, 2008. The FAA downgrade prevents the Philippine Airlines (PAL) from expanding its network in the U.S. and from optimizing the deployment of its Boeing 777s on North American routes. Our paper examines the impact of the U.S. FAA ban on tourist arrivals using monthly tourism data from North America (i.e., the U.S. and Canada) to the Philippines for the period January 2004 to December 2013. The econometric model, which includes tourism and socioeconomic variables, is estimated using the generalized method of moments based on the Newey-West covariance estimator due to serial correlation in the time series data. The results indicate that the FAA downgrade affects tourism arrivals from North America in the short term. While the downgrade casts doubt on the safety of civil aviation in the Philippines, the lack of long-term negative impact on tourist arrivals from the U.S. and Canada suggests that the Philippine tourism industry is quite resilient and can recover quickly from shocks. Although the downgrade's impact on tourist arrivals from North America is temporary, the Civil Aviation Authority of the Philippines should improve air transport safety standards in the country to allow PAL and other Philippine carriers to expand operations in North America and increase tourism arrivals to the country, along with the increase in tourism expenditures.

**Victor Wilson**

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## **Impact of the Travel Information Search Behavior on the Image of Tanzania as a Tourist Destination**

Information has been noted to be the key to the formation of destination image. Destination marketers are aware of this fact and they aggressively try to influence the tourist's decisions by altering the image of their destinations through information provision. During their trip planning, tourists usually engage themselves with active information search. Despite motives being the crux of travel information search, it has only been conceptually linked to the travel information sources. In this research we focus on investigating the impact of information search behaviour on the destination image. A questionnaire based survey was conducted to collect data from 625 tourists in Tanzania. The data were analyzed by employing factor analysis and relevant hypotheses were derived and tested by multiple regression analysis. The results suggested that the information search behaviours have a significant influence on the destination image. Differential uses of different sources of information have different impact on the destination images and the longer the travel planning horizon the stronger the destination images. These findings offer a valuable empirical insights to the marketers as to where (sources) to put travel information to cater for different tourists having different motivations with the aim of influencing the destination image in a most favourable way.

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&

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## **Chinese Senior Traveler Pioneers: Backpacking as a Retirement Lifestyle**

Generally, backpackers have been defined as young, controlled budget, self-organized pleasure tourists. Few studies have investigated the senior backpacking tourists, especially in the quick developing Chinese context.

According to the demographic statistics, there will be 200 million people over 60 years old in China by the end of 2014. It was reported that half of China's seniors have actually travelled after retiring. With the huge population size, many industry experts are gaining more and more confidence with this quick growing market. It seems that many Chinese senior citizens are passionate about travelling. A group of seniors would like to make full use of their retire time to travel and see the world independently. They are viewed as traveller pioneers, and people use the expression "redness in the sunset" to describe these people. The group of Chinese senior backpackers loves to show off and share their travelling experience with the public to convince their lifestyle after retirement. Because of their rich life experience in cultural-revolution and reform & opening up era of China, senior Chinese traveller backpackers' motivations and travel behaviours are very different.

This paper will adopt a biography research to understand the embodied factors that influence the senior Chinese backpacker's travelling experience. The collections of primary data include Chinese senior citizens backpackers published books of travels and online blogs to enhance the credibility and authenticity of the findings. Thematic analysis will be used to interpret the data. The research will reveal the intricacies of senior Chinese backpackers' travel experience as a retirement lifestyle.

The work presents here will be profound implication for future studies of senior travellers, especially will help the researchers have deeper understanding on the independent senior travellers in China.

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&

**Miranda Kitterlin**

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## **Motivation and Loyalty of Festival Visitors**

Festivals are regarded as important expressions of human activity that contribute to social and cultural life. The festival sector of the events industry has experienced rapid growth and has become increasingly competitive. In order to secure long-term growth and sustainability, it behoves festival organizers and decision makers to attempt to understand factors related to attendance motivation and loyalty, as this would aid in the conduction of effective festival planning and achievement of a more productive festival marketing position and marketing strategy. Thus, the purpose of this study was to investigate festivals cape factors and their impact on visitor motivation and loyalty.

A primary field survey design was implemented, and questionnaire was developed based on the results of previous research. Data was collected at the world-renowned Food Network South Beach Wine & Food Festival, which was held in South Beach Miami, Florida in February, 2013. Factor analysis was used to condense the large set of variables into a few underlying constructs to easily manage measurement, and regression analysis was performed to test the study hypotheses. The findings of this study supported the hypotheses that festivals capes have a significant impact on visitor motivation and loyalty.

Practical implications for festival organizers, marketers and decision makers include evidence of the importance of operational and marketing strategy customization. Academically, the findings of this study contribute to the theoretical foundations by validating the impact of festivals cape factors in tourism marketing.

**Robert Zupan**

Assistant Professor, University of Zagreb, Croatia

&

**Stanislav Franges**

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## **A Study of Use a Handheld Device for the Tourist Spatial Navigation Purposes**

The paper describes the first phase of research on the profiling of handheld users and performance of use in tourism situations, applications that are commonly used, etc. It is particularly under consideration of customer satisfaction with graphical user interface (GUI) to these applications and their use in the full mobile location - based services environment. The average people in their daily activities occasionally going on tourist trips to unfamiliar territory in their own country or abroad are defined as target group. The survey was conducted in Croatian and English language with participants from Croatia and all over EU. The survey results reveal the habits of the beneficiary with geospatial / technological skills and abilities, task experiences, frequency of travel and psychological features like attitude and motivation. The analysis results describe the problems encountered by users in the use of tourist applications primarily intended for navigation and searching of geoinformations, but also problems of customer perception in relation to the information requested. It is interesting to look at summarize separate user profiles in different category of users in terms of general needs and internal variations of each category. It is widely known that holiday-related travel, like in tourism is largely characterized by carrying out tasks in pursuit of goals, without the need or presence of rigid aims. The purpose of tourism today is simply to 'experience' a new location, which may require little to no planning whatsoever. There are however a number of tasks and associated goals that can be attributed to the use of geospatial information in mobile environments for tourism in particular, which were consistent expected to be relevant to the target user population.