

2015

Tourism Abstracts

11th Annual International
Conference on Tourism,
8-11 June 2015, Athens, Greece

Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH



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Conference on Tourism,
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TABLE OF CONTENTS

(In Alphabetical Order by Author's Family name)

Preface		7
Conference Program		9
1.	Tourism Employment for Heritage Display in Egypt for the Period (1879 A.D- 1952 A.D) <i>Dalal Abdel Hady, Abeer Attia & Heba Abdel Mohsen</i>	14
2.	Social Tourism Qualify - A New Look for the Social <i>Cinthia Rolim de Albuquerque Meneguel</i>	16
3.	Hotels' Financial and Economic Performance in Spanish Beach Tourist Destinations <i>Juan Pedro Aznar Alarcon & Josep Maria Sayeras Maspera</i>	17
4.	Authenticating an Island: Managing Heritage Tourism in Sydney Harbour, Australia <i>Susan Carson & Joanna Egan</i>	19
5.	A Review of Experimental Research in Contemporary Tourism Studies: 2003-2014 <i>Chih-Chien Chen & Eyal Ert</i>	20
6.	Constructing Local Sustainable Gastronomy Tourism through Local Sustainable Food: Dimensions and Indicators <i>Chia-Jung Chou</i>	21
7.	21 Century Travel using Websites, Mobile & Wearable Technology Devices <i>Michael Conyette</i>	22
8.	A Case Study of the Economic Impact of Seasonal Visitors to a Lake Watershed Environment <i>Michael Donihue, Sahan Dissanayake & Lucy O'Keeffe</i>	24
9.	"Not in my Backyard!": Exploring the Differences in a Community's Perception of Tourists <i>Alexia Franzidis & Michael Yan</i>	25
10.	The Influence of Korean TV Dramas on Post-90s Hongkongers' Travel Decisions and Experiences at the TV Drama Locations <i>Ada Shuk Chong Fong</i>	26
11.	The Importance of Stakeholders 'Engagement in Tourism Planning at Coastal Areas: A comparative analysis of Great Ocean Road and Chalkidiki <i>Nikolaos Gkolfinopoulos & Joseph M. Cheer</i>	27
12.	From Paris with Love; The Influence of Hollywood on Destination Stereotypes <i>Alkmini Gkritzali, Joseph Lampel & Caroline Wiertz</i>	28
13.	Food Safety Inspections Results: A Comparison of Ethnic-Operated Restaurants to Non-Ethnic-Operated Restaurants <i>Kimberly Harris, Kevin S. Murphy, Robin DiPietro & Gretchen Rivera</i>	30
14.	Medical Tourism in Lebanon <i>Viana Hassan</i>	31

15.	Colour as Marketing Tool in Tourism <i>Anica Hunjet, Martinia Ira Glogar, Durdica Parac Osterman & Goran Kozina</i>	32
16.	Foreign Direct Investment and Tourism Development: New Evidences from G7 <i>Cem Isik</i>	33
17.	Eco-Tourism Revenues versus Sustainability Laws & Issues in Egypt <i>Bashayer Khairy & Maha Baher</i>	34
18.	A Case Study of Effectiveness of International Service-Learning as Pedagogy on the Achievement of Students' Learning Outcomes <i>Raymond Kwong</i>	36
19.	Reducing Employment Insecurity and Labour Turnover: The Strategic implementation of Flexible Working Arrangements in Australian 4- and 5-Star Hotels <i>George Lafferty</i>	37
20.	Age Matters: Image Assessment, Satisfaction, and Behavioral Intentions <i>Xiaoming Liu & Jun Li</i>	38
21.	Natural Disasters and Tourism Resiliency in Bohol, Philippines <i>Wilfred S. Manuela Jr. & Manuel J. de Vera</i>	39
22.	Applying Sustainable Tourism Indicators to Community-Based Ecotourism Ventures in Southern Africa <i>Kevin Mearns</i>	40
23.	Backward and Forward Linkages of Tourism in Indian Economy <i>Poonam Munjal</i>	41
24.	New Directions for Tourism Research: An Administration Perspective <i>Peter Murphy</i>	42
25.	Art Museums and the Global Tourist: Experience Centres in Experience-scapes <i>Mark Pennings</i>	44
26.	Strategic Alignment in a Tourism Value Ecology: A Conceptual Framework <i>Willem Selen</i>	45
27.	Experience Economy in Tourist Destination <i>Aljosa Vitasovic & Mauro Dujmovic</i>	46
28.	Evolution of Models of Disability as a Basis for Further Policy Changes in Accessible Tourism <i>Alina Zajadacz</i>	47
29.	Tour Guides in Red Light Districts Heterotopias: Guiding the Voyeurs <i>Konstantina Zerva & Peter Nijkamp</i>	48

Preface

This abstract book includes all the summaries of the papers presented at the 11th Annual International Conference on Tourism, 8-11 June 2015, Athens, Greece, organized by the Tourism Research Unit of the Athens Institute for Education and Research. In total there were 29 papers and 31 presenters, coming from 17 different countries (Australia, Brazil, Canada, China, Croatia, Egypt, Hong Kong, India, Lebanon, Philippines, Poland, South Africa, Spain, Taiwan, Turkey, UK and USA). The conference was organized into seven 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 and/or journals of ATINER.

The Institute was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet in Athens and exchange ideas on their research and consider the future developments of their fields of study. Our mission is to make ATHENS a place where academics and researchers from all over the world meet to discuss the developments of their discipline and present their work. To serve this purpose, conferences are organized along the lines of well established and well defined scientific disciplines. In addition, interdisciplinary conferences are also organized because they serve the mission statement of the Institute. Since 1995, ATINER has organized more than 150 international conferences and has published over 100 books. Academically, the Institute is organized into four research divisions and nineteen research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

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

Gregory T. Papanikos
President

FINAL CONFERENCE PROGRAM
11th Annual International Conference on Tourism, 8-11 June 2015,
Athens, Greece

PROGRAM

Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece

Organization and Scientific Committee

1. Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
2. Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
3. Dr. Nicholas Pappas, Vice-President of Academics, ATINER, Greece & Professor, Sam Houston University, USA.
4. Dr. Panagiotis Petratos, Vice President of ICT, ATINER, Fellow, Institution of Engineering and Technology & Professor, Department of Computer Information Systems, California State University, Stanislaus, USA.
5. Dr. Chris Sakellariou, Vice President of Financial Affairs, ATINER, Greece & Associate Professor, Nanyang Technological University, Singapore.
6. Dr. Mert Uydaci, Director, Human Development Research Division, Atiner & Professor, Marmara University, Turkey.
7. Dr. Valia Kasimati, Head, Tourism Research Unit, ATINER & Researcher, Bank of Greece, Greece.
8. Dr. Alexander Makedon Head, Education Research Unit, ATINER & Professor of Philosophy of Education, Arellano University in Manila, Philippines.
9. Dr. Christos Anagnostopoulos, Head, Sports Research Unit, ATINER, Associate Professor, Molde University College, Norway, & Associate Lecturer, University of Central Lancashire, Cyprus.
10. Dr. Francesco Favia, Academic Member, ATINER & President, Apuliae Open University, Italy.
11. Dr. Wojciech Jan Cynarski, Academic Member, ATINER & Professor, University of Rzeszów, Poland.
12. Dr. Angelos Tsaklanganos, Academic Member, ATINER & Professor, University of Neapolis, Cyprus.
13. Dr. Andrew Yiannakis, Academic Member, ATINER & Professor, University of New Mexico, USA.
14. Dr. Victoria Tuzlukova, Academic Member, ATINER & Head of Professional Development and Research Unit, Language Centre, Sultan Qaboos University, Oman.
15. Dr. Piotr Zientara, Academic Member, ATINER & Associate Professor, University of Gdansk, Poland.
16. Dr. Joanne Gula, Academic Member, ATINER & Assistant Professor, Hawaii Pacific University, USA.
17. Dr. Samar Mostafa Kamal, Academic Member, ATINER & Assistant Professor of Egyptology, Faculty of Tourism & Hotels, Minia University, Egypt.
18. Dr. Maria Veleva, Academic Member, ATINER & Chief Assitant Professor, Department of Tourism, University of Economics - Varna, Bulgaria.
19. Dr. Achintya Mahapatra, Academic Member, ATINER & Senior Lecturer, Royal University of Bhutan, Gedu, Chhukha, Bhutan.
20. Dr. Rodanthe Tzanelli, Academic Member, ATINER & Lecturer, University of Leeds, U.K.

21. Dr. Stavros Alifragkis, Academic Member, ATINER, Adjunct Lecturer, Hellenic Army Academy & Research Associate, School of Architecture, National Technical University of Athens, Greece.
22. Ms. Marie Ndoh Elomba, Academic Member, ATINER & PhD Candidate, Kangwon National University, South Korea.
23. Ms. Hatice Ozgul Ozhisar, Academic Member, ATINER & PhD Candidate, Middle East Technical University, & Expert, Ministry of Tourism, Turkey.
24. Ms. Fiona Bakas, Academic Member, ATINER & Research Fellow, Aveiro University, Portugal.
25. Ms. Maria Cimmino, Academic Member, ATINER & Researcher, Parthenope University, Italy.
26. Ms. Veronika Piscova, Academic Member, ATINER & Researcher, Institute of Landscape Ecology, Slovak Academy of Sciences, Slovakia
27. Ms. Olga Gkounta, Researcher, ATINER.

Administration

Stavroula Kyritsi, Konstantinos Manolidis, Katerina Maraki & Kostas Spiropoulos

Monday 8 June 2015

(all sessions include 10 minutes break)

09:00-09:30 Registration and Refreshments

09:30-09:45 (ROOM C-10TH FLOOR) Welcome & Opening Remarks

- Dr. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
- Dr. Valia Kasimati, Head, Tourism Research Unit, ATINER.

09:45-11:30 Session I (ROOM C-10TH FLOOR): Economic and Production Aspects of Tourist Enterprises and Industries

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

1. Michael Donihue, Professor, Colby College, USA, Sahan Dissanayake, Assistant Professor, Colby College, USA & Lucy O'Keeffe, Student, Colby College, USA. A Case Study of the Economic Impact of Seasonal Visitors to a Lake Watershed Environment.
2. Kimberly Harris, Professor, Florida State University, USA, Kevin S. Murphy, Associate Professor, University of Central Florida, USA., Robin DiPietro, Associate Professor, University of South Carolina, USA & Gretchen Rivera, Research Analyst, Institutional Effectiveness and Strategic Planning, USA. Food Safety Inspections Results: A Comparison of Ethnic-Operated Restaurants to Non-Ethnic-Operated Restaurants.
3. Juan Pedro Aznar Alarcon, Associate Professor, Universitat Ramon LLull, Spain & Josep Maria Sayeras Maspera, Associate Professor, Universitat Ramon LLull, Spain. Hotels' Financial and Economic Performance in Spanish Beach Tourist Destinations.
4. Cem Isik, Assistant Professor, Ataturk University, Turkey. Foreign Direct Investment and Tourism Development: New Evidences from G7.
5. Poonam Munjal, Senior Research Fellow, National Council of Applied Economic Research, India. Backward and Forward Linkages of Tourism in Indian Economy.

11:30-13:00 Session II (ROOM C-10TH FLOOR): Tourism Employment and Other Essays

Chair: *Kevin Mearns, Professor, University of South Africa, South Africa

1. *George Lafferty, Professor and Director, Higher Degrees by Research, University of Western Sydney, Australia. Reducing Employment Insecurity and Labour Turnover: The Strategic implementation of Flexible Working Arrangements in Australian 4- and 5-Star Hotels.
2. *Dalal Abdel Hadi, Professor and Head of Tourism Department, Alexandria University, Egypt, Heba Abdel Mohsen, Assistant Lecturer, Alexandria University, Egypt & Abeer Attia, Professor and Vice Dean for Education and Student Affairs, Alexandria University, Egypt. Employing The Heritage Display Of Egypt In Tourism From the Period 1879 to 1952.
3. Raymond Kwong, Instructor, The Hong Kong Polytechnic University, Hong Kong. A Case Study of Effectiveness of International Service-Learning as Pedagogy on the Achievement of Students' Learning Outcomes.
4. **Cinthia Rolim de Albuquerque Meneguel, Teacher and Researcher, Federal Institute of Education, Science and Technology of Sao Paulo, Brazil. Social Tourism Qualify - A New Look for the Social.
5. Wilfred S. Manuela Jr., Associate Professor, Ateneo de Manila University, Philippines & Manuel J. de Vera, Assistant Professor, Asian Institute of Management, Philippines. Natural Disasters and Tourism Resiliency in Bohol, Philippines.

13:00-14:00 Lunch

14:00-15:30 Session III (ROOM C-10TH FLOOR): Essays on Tourism Destinations

Chair: *George Lafferty, Professor and Director, Higher Degrees by Research, University of Western Sydney, Australia

1. Konstantina Zerva, Lecturer, University of Girona, Spain & Peter Nijkamp, Professor, VU University Amsterdam, the Netherlands. Tour Guides in Red Light Districts Heterotopias: Guiding the Voyeurs.
2. Susan Carson, Associate Professor, Queensland University of Technology, Australia & Joanna Egan, Ph.D. Candidate, Queensland University of Technology, Australia. Authenticating an Island: Managing Heritage Tourism in Sydney Harbour, Australia.
3. *Nikolaos Gkolfinopoulos, Graduate Researcher, Monash University, Australia & Joseph M. Cheer, Lecturer, Monash University, Australia. The Importance of Stakeholders 'Engagement in Tourism Planning at Coastal Areas: A comparative analysis of Great Ocean Road and Chalkidiki.
4. Alkmini Gkritzali, Lecturer, University of Surrey, U.K., Joseph Lampel, Professor, University of Manchester, U.K. & Caroline Wiertz, Reader, Cass Business School, U.K. From Paris with Love; The Influence of Hollywood on Destination Stereotypes.

15:30-17:00 Session IV (ROOM C-10TH FLOOR): Sustainability, Ecotourism and Environmental Issues I

Chair: *Dalal Abdel Hady, Professor and Head of Tourism Department, Alexandria University, Egypt

1. *Kevin Mearns, Professor, University of South Africa, South Africa. Applying Sustainable Tourism Indicators to Community-Based Ecotourism Ventures in Southern Africa.
2. Bashayer Khairy, Professor, Ain Shams University, Egypt & Maha Baher, Lecturer, Ain Shams University, Egypt. Eco-Tourism Revenues versus Sustainability Laws & Issues in Egypt.

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

Tuesday 9 June 2015

09:00-11:00 Session V (ROOM C-10TH FLOOR): Tourism Marketing

Chair: *Peter Murphy, Emeritus Professor, La Trobe University, Australia

1. Xiaoming Liu, Associate Professor, University of Macau, China & Jun Li, Post-doctoral Researcher, Florida State University, USA. Age Matters: Image Assessment, Satisfaction, and Behavioral Intentions.
2. Anica Hunjet, Assistant Professor, University North, Croatia, Martinia Ira Glogar, Assistant Professor, University of Zagreb, Croatia, Durdica Parac Osterman, Professor, University of Zagreb, Croatia & Goran Kozina, Assistant Professor, University North, Croatia. Colour as Marketing Tool in Tourism.
3. Alexia Franzidis, Assistant Professor, University of North Carolina Wilmington, USA & Michael Yan, University of North Carolina Wilmington, USA. "Not in my Backyard!": Exploring the Differences in a Community's Perception of Tourists.
4. Chia-Jung Chou, Associate Professor, Tajen University, Taiwan. Constructing Local Sustainable Gastronomy Tourism through Local Sustainable Food: Dimensions and Indicators.
5. Willem Selen, Professor, University of the Sunshine Coast, Australia. Strategic Alignment in a Tourism Value Ecology: A Conceptual Framework.

11:00-13:00 Session VI (ROOM C-10TH FLOOR): Special Themes on Tourism Research

Chair: Willem Selen, Professor, University of the Sunshine Coast, Australia

1. *Peter Murphy, Emeritus Professor, La Trobe University, Australia & University of Victoria, Canada. New Directions for Tourism Research: An Administration Perspective.
2. Mark Pennings, Senior Lecturer, Queensland University of Technology, Australia. Art Museums and the Global Tourist: Experience Centres in Experience-scapes.
3. Michael Conyette, Professor, Okanagan College, Canada. 21 Century Travel using Websites, Mobile & Wearable Technology Devices.
4. *Chih-Chien Chen, Assistant Professor, University of Nevada, USA & Eyal Ert, Senior Lecturer, Hebrew University of Jerusalem, Israel. A Review of Experimental Research in Contemporary Tourism Studies: 2003-2014.
5. Viana Hassan, Lecturer, Lebanese International University, Lebanon. Medical Tourism in Lebanon.

13:00-14:00 Lunch

14:00-15:30 Session VII (ROOM C-10TH FLOOR): Sustainability, Ecotourism and Environmental Issues II

Chair: *Chih-Chien Chen, Assistant Professor, University of Nevada, USA

1. Ada Shuk Chong Fong, Instructor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong. The Influence of Korean TV Dramas on Post-90s Hongkongers' Travel Decisions and Experiences at the TV Drama Locations.
2. Alina Zajadacz, Professor, Adam Mickiewicz University in Poznan, Poland. Evolution of Models of Disability as a Basis for Further Policy Changes in Accessible Tourism.
3. Aljosa Vitasovic, Assistant Professor, Juraj Dobrila University in Pula, Croatia & Mauro Dujmovic, Assistant Professor, Juraj Dobrila University in Pula, Croatia. Experience Economy in Tourist Destination.

16:30-19:00 Urban Walk (Details during registration)

20:30- 22:00 Dinner (Details during registration)

Wednesday 10 June 2015
Cruise: (Details during registration)

Thursday 11 June 2015
Delphi Visit: (Details during registration)

Dalal Abdel Hady

Professor and Head of Tourism Department, Alexandria University,
Egypt

Abeer Attia

Professor and Vice Dean for Education and Student Affairs, Alexandria
University, Egypt

&

Heba Abdel Mohsen

Assistant Lecturer, Alexandria University, Egypt

**Tourism Employment for Heritage Display in Egypt for the
Period (1879 A.D- 1952 A.D)**

The Egyptian cultural tourism map characterized by being stereotyped, similar and repeated their components, revolves around certain areas and specific effects, causing severe pressure on these areas, This has resulted in deprive many archaeological sites worth a visit and viewing of participation in tourist activity. Which necessitated the need to develop and diversify the tourism programs and put them out for the traditional framework fashionable, and add new areas included in domestic and foreign tourism companies programs, and the exploitation of new types of visits and orientations copes with various displays and potential of Egypt.

Egypt is characterized by the multiplicity of value-old areas and places that carry the dimension of time and a symbol basically, cultural and moral dimension to the content of the place. Those places are anywhere holds a value; an old building with a history, or have passed the events, or accumulated variables. In light of the challenges faced by the Egyptian tourism at that time, should head the new tourism promotion policy toward tourism patterns different. aim is to make the tourist feel like an open museum surrounded by each side in all its details, even in hotel accommodation sites.

In this paper we will focus on the period from the end of the rule of Khedive Ismail of Egypt 1879 and until the end of the reign of King Farouk 1952, The importance of that period, not only for being a comma episode in the history of Egypt, where it represented the end of the era of royal Family rule and turning Republican rule and Thus beginning of a new stage in the history of Egypt But also to the abundance of heritage and archaeological unique exhibition, which is still a lot of them remaining until now.

The proposed tourism program is a chance to discover treasures hidden in Cairo cultural and artistic in important and crucial period of Egypt's modern history. The research aims to re-develop cultural and civilization display historical period on the map of international

tourism and create a new style of tourism heritage / cultural/ tourism kings and princes or tourism palaces, through the proposed tourism program to revive the royal family heritage and attract more tourism demand for this unique tourist sites.

Cinthia Rolim de Albuquerque Meneguel

Teacher and Researcher, Federal Institute of Education, Science and
Technology of Sao Paulo, Brazil

**Social Tourism Qualify -
A New Look for the Social**

Social Tourism is a public policy, involving the Government, industry professionals and society, deserving special attention due to their particularities. This is a post Industrial Revolution tourist segmentation, where thereafter the workers benefit from features, such as paid vacation and the right to rest without weekly, that enable the enjoyment of leisure. The Ministry of tourism in Brazil reflects the Social Tourism as "a mode which seeks a way to lead and engage in tourism activities promoting equality of opportunity, fairness, the solidarity and the exercise of citizenship in the context of inclusion". The democratization of access to tourism is important topic to be discussed in Brazil, which will soon host two major sporting events on the planet - World Cup (2014) and the Olympic Games (2016), in addition to the tourism activity is in full ascension. Within the academic universe is also important to hold up discussions pertinent to the subject, whereas the same is not treated at graduation and on teacher training, but rather present the day but quite present in everyday life, school and professional environment. In this way the training tourism and Social innovation was developed with the objective of involving 40 teachers from hospitality and leisure hub of the Paula Souza Center, for a new market reality that comes if showing: innovation in Social Tourism. So that in this way the teacher becomes a local transformer agent within its educational unit. The methodology used was the formative, where through the six thematic meetings throughout the year of 2013, each participant could experience practical experiences on tourism and social innovation. The meetings took place in spaces that develop social tourism, and as a final result of the training was published an e-book featuring articles relating to practical work developed by teachers in their educational units.

Juan Pedro Aznar Alarcon
Associate Professor, Universitat Ramon LLull, Spain
&
Josep Maria Sayeras Maspera
Associate Professor, Universitat Ramon LLull, Spain

Hotels' Financial and Economic Performance in Spanish Beach Tourist Destinations

Spain is the third country in the world in terms of international tourist arrivals, the tourism sector has an important contribution to GDP and in the aftermath of the 2008 financial crisis it has been one of the few sectors capable of creating employment. A greater number of tourists concentrate in sun and beach destinations and most of them decide to stay in hotels. The hotel sector has suffered significant structural changes in terms of number of companies but also in the characteristics of the new supply, with a change towards more quality-ranked hotels, bigger ones with more investment in assets but also higher levels of debt.

This paper analyzes the differences on financial structure, size and profitability of hotels located in three different main areas of the Spanish Coast: Costa Brava, Costa Dorada and Costa del Sol. The study focuses on the analysis of the financial statements of a sample of almost a hundred hotels, finding the key differences in hotels performance in these three relevant clusters of lodging industry.

According to the academic literature some key factors explaining the financial and economic performance are the size and the relationship between the possibilities of taking advantage of economies of scale, the level of debt and the hotel location, in terms of the intangible assets provided, such as the beauty of the beaches or the favorable weather conditions. The three coast areas analyzed have in common their role as important destinations for international tourists but there are also significant differences in their tourism demand seasonality, tourist origins or tourist levels of income.

The period of time considered in the analysis of the financial statements is 2008-2013, the selection of this period allows to examine the dynamics of hotel companies' performance in an especially difficult period for the Spanish economy. The evidence suggests that the return on investment has relevant differences in the areas considered, the main explanatory variables being the financial cost associated to the investment in fixed assets, the occupancy rate, the seasonality and the turnover ratio.

The evidence also indicates that some of the areas studied are experiencing a situation of excess of supply where firms with high

positive return on investment coexist with a non-negligible number of firms that are in a near-bankruptcy situation for a long time as a consequence of the existence of exit barriers on this industry.

Susan Carson

Associate Professor, Queensland University of Technology, Australia
&

Joanna Egan

Ph.D. Candidate, Queensland University of Technology, Australia

Authenticating an Island: Managing Heritage Tourism in Sydney Harbour, Australia

Agreed-upon definitions and status of authenticity in cultural tourism continue to challenge tourism operators, scholars and cultural curators. The challenges are evident in many historical and heritage tourist sites in Australia but in the case of Cockatoo Island, in Sydney Harbour, the complexities are increased by competing histories and the island's positioning in the world famous waterway. While the island, a World Heritage site since 2010, offers potential for further tourism development, the institutional and public discourses about this site reveal that maintaining 'authenticity' is a major concern.

Cockatoo Island has been a convict prison, a reformatory for wayward girls, a maritime armory, and a shipbuilding centre. Tourists can camp on the island or stay in old cottages, hire areas for a private function, and enjoy an almost unfettered experience of island life within sight of the Sydney Harbour Bridge. Yet the diversity of past occupation and the island's proximity to the city of Sydney makes Cockatoo a complex site to manage.

Critics have pointed to the competing histories of the convict era and 20th century development, with one claiming the location resembles a 'post-industrial ghost island'. There is no record of Indigenous use of the island, although Aboriginal communities who fished extensively on Sydney Harbour would have known about the site. Now managed by the Sydney Harbour Federation Trust, the island is undergoing conservation of the built environment and the site's cultural tourism offerings are expanding. The Trust's Cockatoo Island Conservation Management Plan (2009) specifies that all changes require a 'heritage' approach and that there should be no attempts at 'mock heritage'. This paper argues that the site reveals many of the tensions around understandings of authenticity, acknowledging that it is difficult to establish an agreed-upon authentic 'experience' of Cockatoo Island. The island can be seen to be representative of the debates over history, heritage and tourism that have been played out on Sydney Harbour since white occupation. We propose that cultural tourism on this site requires a multi-layered approach that can meet the desires of tourists and public authorities.

Chih-Chien Chen

Assistant Professor, University of Nevada, USA

&

Eyal Ert

Senior Lecturer, Hebrew University of Jerusalem, Israel

A Review of Experimental Research in Contemporary Tourism Studies: 2003–2014

Experimental research is an essential apparatus in the social sciences disciplines (e.g., psychology, economics, and marketing) that informs tourism studies, yet it is far less common in tourism research itself. This study first finds a lack of introduction of experimental designs in the major tourism-research methodology textbooks (only three of ten textbooks were found to include a chapter dedicated to experimental design). This paper further analyzes the current state of experimental studies in tourism research by reviewing the articles that have been published over the last decade in the top three SSCI journals, *Tourism Management*, the *Journal of Travel Research*, and the *Annals of Tourism Research*; 81 studies reviewed in these articles adopted experimental research. A descriptive analysis is undertaken to provide researchers with a useful reference guide to the focus and methods of contemporary experimental studies in tourism. The results reveal that the use of experiments has increased over the last eleven years. Although it still accounts for only a minority of the publications (about 5 percent). It also reveals that experimental studies tend to focus on only three research topics: tourist study, destination, and e-tourism. The paper suggests new directions to facilitate an efficient use of experimental methods and provides new insights for future research in the field of tourism.

Chia-Jung Chou

Associate Professor, Tajen University, Taiwan

**Constructing Local Sustainable Gastronomy Tourism
through Local Sustainable Food:
Dimensions and Indicators**

Local food contributes to tourist destinations in tourists' travel experiences, attractiveness, and image creation; while the production & marketing and consumption of local food involve the sustainability issue of local environment, society and economy. Thus, local food tourism is expected to link food production and tourist's consumption in a sustainable way to facilitate a sustainable tourist destination and local development. For now, the research integrating local sustainable food, food production & marketing system and tourism has yet to be developed, and Donggang Township in Taiwan is set to be the "local" case. Donggang, a well-known food tourism destination, facing dwindling fish harvest and the rapid development of Dapeng National Scenic Area within this area, a development framework for reviewing the sustainability of the food tourism in Donggang would be essential. From the perspectives of local sustainable food system as well as food tourism, this study proposed and defined the dimensions of "local sustainable gastronomy tourism", including local culinary culture, ecological conservation, economic & social fair, health & food safety, environmental protection and terroir experiences. Further on, the study will construct the indicators of local sustainable gastronomy tourism by matrixing the aforementioned dimensions and food life-cycle phrases -- production, processing/making, sales/marketing, transportation, provision/end-users, as well as waste recycling & reuse. By means of the Fuzzy Delphi method, the opinions of the academic scholars, local government officials and local experts will be collected and analyzed. The dimensions and indicators of local sustainable gastronomy tourism could be more advanced for local tourism policies, strategies, managerial and marketing implications.

Michael Conyette

Professor, Okanagan College, Canada

21 Century Travel using Websites, Mobile & Wearable Technology Devices

This paper begins with a brief account of how travel has changed between the 20th and 21st century from the dominant role that travel agents played in the past century to the travel functions that mobile and wearable technology devices will perform in this century. It will then discuss the most recent wearable technology devices such as smart glasses and how they may impact travel and consumer behavior.

Wearable computing is a natural evolution of the smartphone technology that has become so prevalent and indispensable. Samsung's Galaxy Gear, Apple's anticipated iwatch, Google Glass, Epson Moverio and other similar products will vie for market share in the wearable technology space. Consumers no longer have to remove a phone from a pocket to retrieve information on boarding passes, gate updates, or reservation information because wearable tech devices are expected to change the fundamentals of human machine interaction. One researcher argues, if wearable tech devices cause a change in consumers from "tourists" to "explorers," this will transform the management of destination attractions in terms of tour programming, and information provision; it will also impact elements of a destination experience.

Take for instance the museum sector, where the National Endowment for the Arts reports the percentage of Americans visiting art museums and galleries has dropped by 21% since its peak. Similar European organizations also cite declines in museum attendance and difficulty attracting younger audiences. As populations in the U.S. & European diversify, fine arts compete for audiences with video games, movies and other entertainment. Museums are justified in being concerned about having to compete with information and entertainment conglomerates that captivate consumers and so the arts need to be more aggressive in building audiences and demonstrating creativity in the variety of value and benefits they offer diverse audiences and tourists. Smart glasses devices could help reverse declines in museum attendance by providing a multidimensional sensory, intimate, interactive and engaging experience with artifacts and collection items as never possible before. Adoption of such devices by museums and art galleries could assist them in attracting and keeping visitors and maximizing revenues per unique visitor in the digital age as they compete against an ever-increasing range of leisure time activity alternatives. Examples of smart glasses and augmented reality experiences that could be offered by museums and galleries are

described (and demonstrated). The 21st century could provide opportunities for museums and galleries to switch from investments in travertine marble to terabytes, from erecting physical monuments to installing virtual infrastructure and such changes will enable them to capture modern audiences.

Paradigm shifts in business operations instigated by the Internet two decades ago are now being further compounded via the prevalence of mobile devices and the emerging array of powerful wearable technology devices so that tourism venues need to realign their business practices and models to remain competitive and avoid being sidelined by advancing technology. This paper uses the museum sector as an example of where smart glasses technology can be embraced to compete effectively with information and entertainment conglomerates and provide unique, interactive, engaging and intimate experiences for visitors and tourists.

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A Case Study of the Economic Impact of Seasonal Visitors to a Lake Watershed Environment

Ecosystem services generated by lake watershed environments can be important drivers of local and regional economic activity. An economic impact analysis is a method frequently used by economists to estimate the direct and indirect effects of expenditures in an area. In this analysis we use expenditure data collected from a survey of 445 seasonal visitors and year-round residents in a unique lake watershed environment to estimate their impact on the region's economy. Our survey and research methods were designed to explore social and economic dimensions of the area as well as capture information on spending, income, and general knowledge of tourists to the region about the health of the lakes in the watershed. Using an Impact Analysis for Planning (IMPLAN) modeling framework, we quantify the direct, indirect and induced effects of spending by tourists in the watershed. We find an estimated annual impact of \$6.8 million in spending, including multiplier effects, and support for 68 full and part-time jobs in the watershed. Our hope is that this information will help to better inform decisions by policy makers, developers, land use planners, and stakeholder groups about the effects of ecosystem services and conservation land-use practices on tourism and trade.

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“Not in my Backyard!”: Exploring the Differences in a Community’s Perception of Tourists

Many communities around the world are reliant upon tourism as a source of revenue. Tourism destinations are unique in that they comprise of multiple stakeholders that are interdependent for the successes of their livelihoods. Community residents in such destinations are particularly key in the realization of the products and services delivered to tourists. However, a constant influx of visitors can have both positive and negative implications on the residents, the results of which can impact the delivery of services.

While many studies examine a local community’s perception of tourists, a significant number of these look at this from the perspective of a Western tourist visiting a non-Western or Less Economically Developed Country. The purpose of this study, therefore, is to examine if these perceptions change if the host destination is a Western location visited by Western tourists. The study explores if a “love-hate” relationship exists between host and visitor, and to what extent residents are willing to accept modifications or alterations to their livelihood based on their perceived or direct benefits from tourism. In addition, the study analyzes if the resident’s perceptions of tourists alters according to these benefit. It also explores the perceived level of power community’s feel tourists have over the host destination, with regards to the growth and development of a destination.

Using focus groups the study draws upon residents and tourism operators from a popular beach community located in the southeastern United States. The area has long been a popular summer destination; however, in recent years tourism has grown to an almost year-round operation, and is now among the state's fastest growing industries. Such growth has made it imperative to explore the host-visitor relationship to ensure the sustainability of the destination.

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The Influence of Korean TV Dramas on Post-90s Hongkongers' Travel Decisions and Experiences at the TV Drama Locations

The goal of this study is to investigate the effects of Korean TV dramas on post-90s Hongkongers' travel decisions and experiences at the TV drama locations. In today Hong Kong society, Korean TV dramas are very popular and influential (Kim et al., 2008). Especially to the post-90s youths in Hong Kong, who born between years from 1999 to 2000, watching Korean TV dramas has become a pop culture that affected a wide range of their daily lives including food, fashion, music, slang, and even influenced people to visit the TV drama locations where the TV dramas were shot in for authenticity and displacement (Bolan, 2010).

A survey is conducted with 200 post-90s youths in Hong Kong to access the reasons for the post-90s Hongkongers visiting the TV drama locations, and the activities that they would experience at the TV drama locations.

The results show that story scenery, story characters and actors of the TV dramas are the key factors that motivate the post-90s Hongkongers to visit the TV drama locations. Other factors such as the TV dramas' narrative/story and emotional attachment/romance also have a role to play in the study.

Additionally, time availability, destination accessibility, budget and travelling cost are the other important factors that influence the post-90s Hongkongers travelling to the TV drama locations. It is understandable that the post-90s are either still studying at the colleges or just starting to work in the society, so time and money are their major concerns.

Lastly, this study finds that taking photographs, seeking out the actual filming locations and tasting story-related foods/drinks are the major activities that the post-90s would do at the TV drama locations. Then, these activities enable the TV drama locations to become tourism destinations, and benefit to the TV drama-related destinations' image enhancement and economic development. Therefore, there is great potential for the phenomenon of TV drama-induced tourism to grow and develop.

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The Importance of Stakeholders 'Engagement in Tourism Planning at Coastal Areas: A comparative analysis of Great Ocean Road and Chalkidiki

Touristic coastal areas suffer from the phenomenon of seasonality – reaching or exceeding their carrying capacity in high seasons, pollution of the marine and natural environment while tourism activity has its implications to the cultural profile of the local society and the characteristics of the local economy. The aim of this paper is to present the role of the stakeholders' engagement with the coastal tourism planning process when implementing a sustainable unanimous policy created by the stakeholders' synergisms. Greek mythology's 12 Gods could be considered the stakeholders of Ancient Greece. The contradictions and oppositions between each other's interests were constantly apparent. In reality, the economic; social and environmental risk of such conflicts is unbearable. Engaging stakeholders in coastal tourism planning creates a background for economic partnerships within the tourism industry leading in the benefits of economies of scale; cooperation between the destination's industries and involvement of the local society and environmental organisations. Great Ocean Road (Australia), a regional destination of Victoria, has significant national parks of great environmental value; industry partnerships have started to emerge while carrying capacity exceeds its limits, in areas such as Lorne, during high seasons. Individual stakeholders' agendas are being parts of the region's policy planning. Chalkidiki (Greece), a regional destination of Central Macedonia, is a hot spot destination of mass tourism which is also affected by seasonality; has significant cultural heritage and a gold mining industry is being developed which is often considered incongruous with tourism. Unlike the Great Ocean Road, environmental protection has not been top priority yet. These cases are the two main components of a comparative case study that is being structured through participant observation and content analysis of the regional planning approaches. This paper aims to present the importance of the stakeholders' collaboration in coastal areas that has not extensively examined and become the initiative for further research that will deliver broadly the significance of the discussed matter.

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From Paris with Love; The Influence of Hollywood on Destination Stereotypes

This paper proposes a new framework on how destination stereotypes coming from popular culture, in particular Hollywood movies, can be measured and interpreted in order to provide useful insights to the research and practice of destination marketing. Destination stereotypes significantly influence the way destinations are marketed and promoted. They are oversimplified destination images, deeply rooted in consumer-shared culture. In modern societies, destination stereotypes are disseminated by stories, such as popular culture, which packages them in stories (i.e. movies and books) spread to worldwide audiences. Hollywood, in this sense, is a major storyteller that heavily involves destinations either as a main or secondary element of its stories, often (re)presenting them in a highly stereotyped manner.

Those stereotypes coming from Hollywood, as well as their influence on consumers, have never been measured on a systematic basis. This paper attempts, for the first time, to develop a solid methodology on measuring the destination stereotypes coming from popular culture. It builds on the literature of social cognition (e.g. Fiske & Taylor, 1991; DiMaggio, 1997; Smith & Semin, 2007) to examine the way stereotypes have been approached and studied so far. It proposes a two-step methodology, which includes both explicit and implicit measures (Dambrun & Guimond, 2004), in order to capture and validate destination stereotypes. The first step aims at capturing destination stereotypes through a Qualitative Comparative Analysis (QCA) of 61 Hollywood movies. The second step aims at identifying consumers' destination stereotypes, through an online consumer survey, which uses movie posters (created based only for the purposes of the survey) to develop an implicit validation process.

In essence, the study proves the existence of dominant destination stereotypes disseminated by Hollywood, and endorsed and shared by consumers. The contribution of this study is dual, as it, first, contributes to the theory of destination stereotypes proving the great influence of popular culture on their formation and dissemination and, second, contributes to the current methodology on stereotypes by developing

measures that include individual participation only to validate findings. It also unfolds destination stereotypes, informing decision making in destination marketing.

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Food Safety Inspections Results: A Comparison of Ethnic-Operated Restaurants to Non-Ethnic-Operated Restaurants

This study examined the proposition that cultural differences between ethnic-operated restaurants in high tourism areas of the United States (US) compared to non-ethnic operated restaurants explains the differences in food safety and sanitation inspection scores in five US cities considered popular tourism destinations. It was hypothesized that ethnic-operated restaurants, composed of people from different cultural norms than that of the indigenous US population, would result in significantly higher rates of critical regulatory violations than non-ethnic-operated restaurants. Food safety inspection data was obtained from five cities in the west, mid-west, east and two from the south for the years 2009 and 2010. Results confirmed the hypotheses that ethnic-operated restaurants have significantly higher rates of inspection and critical violations. Implications for regulators, trainers, ethnic restaurants and organizations seeking to manage diversity are discussed.

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Medical Tourism in Lebanon

Medical tourism is defined as a travel of patient for purpose to seek a treatment in a third country who has a less costs than their origin country. This field of tourism has grown very fast due the specialized medical agencies, the hospitals and the medical professional in the host country.

In Lebanon, the medical tourism could take an important place on the regional. This sector generates \$ 1.2 billion in 2014. In the recent years, several factors contribute to the progression of the medical tourism: Medical professionalism, Media and attractive landscape. What would be the role of media in the development of this activity in Lebanon in presenting the medical centers, hospitals, advantages and disadvantages of this type of activity? The aim of our research is to present and analyze tourism flows, the risks of medical tourism in Lebanon.

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Colour as Marketing Tool in Tourism

In current times of frequent changes, marketing experts must innovate, think fast and be one step ahead of their competition. Every introduction of a new product is initialized by strong impulses from the market, regardless is it enhanced by the wishes of the customers or by the attractiveness of the competition. The fact is that energy of each color hue has emotional and psychological properties, which is used as tool in informal communication in aim of long term memory. By inventing new and renovating existing spaces in hotels, designers do not choose a colour randomly, but with aim of transferring a certain message to the customer, about the product or service. The aim is to influence on observers visual perception, mood and behavior, by harmonious relations of colours. Furthermore, some hues stimulate productivity and creativity of the employees, so if the harmonious relation among colours is achieved, some very positive effect on business activity can be accomplished.

Researches were based on assumption that the wrong colour choice in marketing communication could cause negative perception of milieu respectively information receivers. Testing were performed on 182 examinee (ages from 30 to 60 years), according to psycho physical method of constant stimuli based on Stevens method of evaluation of colour hue influence on psychological experience of an colour hue stimulus, in hotel advertising. Statistical analysis of results was performed by methods of descriptive statistics, Kruskal-Wallis ANOVA and Median test. It has been performed that green and blue hues of high chroma are less noticeable.

Corporations and distinguish brands can easy influence on their customers if they use the right colour combination which will prove their wealth, authority, social influence and acknowledgement.

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**Foreign Direct Investment and Tourism Development:
New Evidences from G7**

This paper uses the panel data of foreign direct investment (FDI) and tourism development (TD) for D7 countries from 1980 to 2012. The panel data analysis are used in order to analyse the causal relationship between foreign direct investment and tourism development. Conducted structural and diagnostic test results of the final model tourism development has proved that they affected the foreign direct investment in D7. It is crucial to see the directions of causality between two variables for the policy makers. The findings of this study have important tourism policy implications and it shows that this issue still deserves further attention in future research.

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Eco-Tourism Revenues versus Sustainability Laws & Issues in Egypt

Ecotourism is a new concept actually, although it has been acknowledged since the 1980s; yet it is still not a popular concept as it should be in Egypt.

As a development tool, ecotourism is able to advance the three basic goals of the Convention on Biological Diversity, which is as follows:

To conserve biological diversity by strengthening protected area management systems, to promote the sustainable use of biodiversity and to share the benefits of ecotourism developments equitably with local communities by obtaining their informed consent & full participation in the planning & management of ecotourism.

Methodology: The Research will begin by investigating the National & International Ecotourism Laws applied in Egypt.

The second part of the research will be a survey of all natural protectorates, enlisted internationally, found in Egypt followed by the sustainable management obstacles facing Ecotourism Revenues in Egypt.

The main focus of the paper will be the study & analysis of two separate important Egyptian examples to indicate how sustainable laws, if abided, could conserve, protect & even enhance not only Biodiversity but also the tourist life & increase Ecotourism Revenues in Egypt.

Case Studies

- 1) The first example is a protectorate in south - east of Cairo called "Wadi-Degla". It is an old River Nile route that, along the years has dried up & is now a deep valley with side - mountains. It is formed of Eocene Limestone & is rich in fossils & a unique wildlife. The research will give a complete description of its unique ecosystem & problems facing the protectorate in the present Era & present recommendations to recapture its beauty.
- 2) The second example presents a survey for four ecologies in the Oasis of Siwa. Here, the designing committee with the Bedouin tribes have succeeded in designing many ingenious architectural methods for tourism housing & infrastructure.

A comparison between the two case-studies will follow with emphasis on the administrative management forces working in both areas. Analysis will conclude defining negative & positive biodiversity aspects on both sites, how they have conformed to the environmental laws in Egypt & recommendations for future guidance in managing Ecotourism.

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A Case Study of Effectiveness of International Service-Learning as Pedagogy on the Achievement of Students' Learning Outcomes

The aim of this case study was to: (i) explore the effectiveness of international service-learning (ISL) as pedagogy on the achievement of students' learning outcomes, (ii) evaluate students' ISL experience, and (iii) collect student feedback and suggestion for improvement on the ISL subject.

The pre-and-post survey questionnaires were started with some general information (Part 1), and followed by 20 generic/soft skills questions (Q1 to Q20 in Part 2) to analyze students' generic competencies including interpersonal effectiveness, teamwork, problem-solving and social responsibility. Two additional questions (Q21 and Q22) were for the students participated in a Chinese mainland or overseas service project.

Part 3 of the post-project survey consisted of 12 questions. Students were asked to rate their self-perceptions of their performances on a Likert-scale of 1 to 5. In Part 4, students were asked to give their comments and suggestions for improvement on the SL subject they enrolled on.

Students who enrolled on ISL subject – Hospitality Management and Operations in Developing Regions (HTM3S02) offered for two-semester in Semester Two and Summer Term of 2013-14, were invited to complete the pre-and-post surveys. All data from the returned questionnaires were analyzed by the Statistical Package for Social Sciences (SPSS).

After reviewing the findings, drawing some conclusions and providing implications, the recommendations are offered. The result of the recommendations will benefit SL subject lecturers who conduct ISL subject review, and will facilitate SL project partners who coordinate ISL project.

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Reducing Employment Insecurity and Labour Turnover: The Strategic implementation of Flexible Working Arrangements in Australian 4- and 5-Star Hotels

Since the 1980s, there has been a steady shift in OECD economies from full-time, relatively secure employment towards a proliferation of casual, short-time and increasingly insecure jobs. This trend has been particularly pronounced in tourism and hospitality – and Australia is no exception to this general rule. Typically, tourism and hospitality employment exhibits the main features of ‘employer-driven’ temporal and numerical flexibility (for example, deregulated working hours and the engagement of high numbers of casual workers). ‘Employee-focused’ forms of flexibility (for example, the ability of workers to organise accommodate other commitments such as child care) are considerably less prevalent. Focusing on Australian 4- and 5-star hotels, this paper assesses the possibilities for a more strategic implementation of flexible working arrangements which would increase job security, while reducing labour turnover.

The potential benefits of flexible working arrangements have long been known, yet limited progress, in Australia as elsewhere, has been made towards their strategic implementation. In 2009, Australia, following several other countries, introduced legislation to encourage flexible working arrangements. Drawing on a comparative analysis of international legislation, examination of current collective agreements and a review of existing work and management policies, the paper assesses the suitability of several types of flexible working arrangements (e.g. flexible start and finish times, reversible part-time/full-time arrangements) to 4- and 5-star hotel employment. The paper concludes with an examination of the broader theoretical implications arising from the paper’s findings, with respect to employment strategies in tourism and hospitality.

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Age Matters: Image Assessment, Satisfaction, and Behavioral Intentions

Understanding the relationship among perceived destination image, satisfaction and loyalty is very important to tourism development. Understanding the differences of these relationships for different group of people is very helpful for destination management organizations to develop and promote the destination effectively. However, in most of the previous empirical research related to the relationships among destination images, visitors' satisfaction, and their behavioral intentions to a destination, the moderating variables were not considered. Therefore, in this study, we analyze the moderating effects of certain personal features of different age groups on these theoretical relationships. Based on the multiple-group causes and effect analyses, the research results show that the visitors' personal features significantly affect the relationship between the destination's image and visitors' satisfaction or behavioral intentions. Moreover, in general, these relationships tend to be stronger for younger visitors.

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Natural Disasters and Tourism Resiliency in Bohol, Philippines

Managing tourism assets in small-island and larger archipelagic states requires adopting mindsets and strategies that take into account issues of resiliency. Research in the area of resiliency has been limited to the analysis of the effects of natural disasters on tourist destinations and on the preparedness mechanisms of hotels and resorts. This research uses a more holistic and integrated approach to managing disasters, such as the value chain analysis and resiliency framework, by identifying strategies and conditions needed by the tourism industry to recover more quickly, as well factors that support and enable tourism resiliency and sustainability, and explores how key public and private participants should cope and deal with the impact of the earthquake and typhoon in October and November 2013, respectively, which affected the tourism, transport, and other economic activities of Tagbilaran City and Bohol, an island province in central Philippines.

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Applying Sustainable Tourism Indicators to Community-Based Ecotourism Ventures in Southern Africa

A number of important lessons have been learnt through the application of sustainable tourism indicators to a series of community-based ecotourism ventures across Southern Africa that find themselves either within protected areas or in close proximity to protected areas. The indicators included a series of issues and indicators in the social, economic and environmental spheres. Community-based tourism ventures need to ensure that they are sustainable within all 3 sphere to ensure the long-term survival of these venture. Tourism is seen as an important mechanism for local communities to benefit from protected areas, however these ventures need to manage their environmental impacts, their economic viability and social partnerships and environment very carefully to ensure that tourism does not in fact become a self-destructive process destroying the very resources upon which it is based. The application of the series of indicators have brought about a number of interesting conclusions that could be of benefit to any tourism establishment taking place within or in close proximity to protected areas.

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**Backward and Forward Linkages of Tourism in Indian
Economy**

Tourism is a popular global activity. Besides being world's largest export earner, it contributes significantly to the Gross Domestic Product (GDP) and employment of an economy. Like every other economic sector, tourism also has direct and indirect linkages with other sectors and this enhances its overall impact.

These linkages, for any sector, arise from two kinds of effects on other sectors in the economy. These are demand side and supply-side effects. Demand side effects or backward linkage result when an increased demand in a sector not only increases its own output but also the output of its input-providing sectors. Supply side effects or forward linkage result when an increased output of a sector indicates that additional amounts of products are available to be supplied as inputs to other sectors.

This paper attempts to derive the backward and forward linkages of tourism sector for India. Further importance of tourism is explored by presenting these linkages in the system from which tourism is completely extracted or made to disappear. This is done using the Hypothetical Extraction Method (HEM). For this, Input-Output (I-O) Model is used, which is one of the most commonly used frameworks to measure the economic impact of a particular sector of the economy. But for this, tourism sector has to be one of the separate sectors in the system of national accounts (SNA) which is the prerequisite of an I-O model. Unfortunately, that is not the case as tourism does not fall in the SNA owing to its demand-driven nature of activity. Nevertheless, for such sectors, SNA suggests the development of satellite accounts. Hence, the author makes use of the latest Tourism Satellite Account (TSA) for India for this study.

The TSA provides the Tourism Industry Ratios. For this study, these ratios have been used to place tourism in the SNA, more importantly in the Input-Output Table, as a separate sector. Having this done, the I-O model and the multipliers generated through this model enable the required quantification of the importance of tourism sector and its linkages with other sectors.

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**New Directions for Tourism Research:
An Administration Perspective**

In many western countries tourism study is under threat as university budgets become stressed, the competition for funding intense, and its relevance to university curricula challenged. Since the traditional university emphasises research as a differentiator from other forms of post-secondary education, tourism departments and academics need to re-examine their priorities in order to more clearly define their research objectives and contributions to society. This paper attempts to bring this issue to the core of future tourism research so that our capable researchers and research-led teaching may demonstrate to all and sundry that we do have a legitimate scholastic right to be part of the modern university system.

The author has spent 40 years of his life undertaking tourism research, the final 20 years of which involved senior administrative roles as Head of School, Associate Dean of Research, and Dean in both Canada and Australia. This provided him with a different perspective on tourism research's objectives and approaches and has led him to view its future from 'outside the box'. In this paper he presents the views of other academics on tourism research and how it affects our standing in the academic and outside world. Using the information he gleans from a simple experiment with senior academics he identifies common perceptions and misconceptions about much of our current tourism research. From comments made during the experiment he identifies some key factors which are holding back the appreciation of our research.

Two key aspects of the paper demonstrate that past tourism research has been directed too strongly by personal academic interests rather than by the issues and priorities of external stakeholders, and that much of this research has been conducted in isolation from the goals and needs of our host universities. If tourism is to remain an active part of the future university it must demonstrate that its research has much to offer in current critical areas of development and sustainability, be they environmental, social or economic. Furthermore, the tripartite structure of national university systems predetermines a different research emphasis at each level, yet many researchers seem oblivious to this fact and ignoring the situation often places their research output at odds with their host university. However, tourism is well placed to engage in productive research in a wide variety of critical issues and at all

university levels if we simply modify our research strategies to be in synchronization with the interests of society and our host universities.

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Art Museums and the Global Tourist: Experience Centres in Experience-scapes

In the experience economy, the role of art museums is changing as they seek to appeal to global cultural tourists. These institutions were traditionally dedicated to didactic functions, and served those with elite cultural tastes that were aligned with the avant-garde's autonomous stance towards mass culture. In a post-avant-garde era however museums have focused on appealing to a broad clientele that often has little or no knowledge of historical or contemporary art. Many of these tourists want art to provide entertaining and novel experiences, rather than receive pedagogical 'training'. Indeed, art museums are turning into 'experience venues' and have been informed by ideas associated with new museology, as well as business approaches like Customer Experience Management. This has led to the provision of populist entertainment modes, such as blockbuster exhibitions, participatory art events, jazz nights, and wine tasting, and reveals that such museums recognize that today's cultural tourist is part of an increasingly diverse and populous demographic, which shares many languages and cultural value systems. As art museums have shifted attention to global tourists, they have come to play a greater role in gentrification projects and cultural precincts. The art museum now seems ideally suited to tourist-centric environments that offer a variety of immersive sensory experiences and combine museums (often designed by star-architects), international hotels, restaurants, high-end shopping zones, and other leisure forums. These include sites such as Port Maravilha urban waterfront development in Rio de Janeiro, the Museum of Old and New Art in Hobart, and the Chateau La Coste winery and hotel complex in Provence. It can be argued that in a global experience economy, art museums have become experience centres in experience-scapes. This paper will examine the nature of the tourist experience in relation to the new art museum, and the latter's increasingly important role in attracting tourists to urban and regional cultural precincts.

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Strategic Alignment in a Tourism Value Ecology: A Conceptual Framework

The tourism experience in a destination is evaluated by a visitor at a holistic level in a multiplicity of service encounters, facilitated by a web of tourism-related organisations engaged in different activities, often referred to as the tourism supply chain (TSC) or value chain (TVC). Earlier tourism studies have pointed to the need to progress our understanding of the TSC more holistically to include its wider environment, as the destination it is operating in presents a unique composition of contextual factors that define its experiences offered to visitors (Rodriguez-Diaz and Espino-Rodriguez, 2008). This research offers a conceptual framework for dealing with alignment issues in a wider Tourism Value Ecology (TVE); which consists of not only intermediaries and industry partners, but also various stakeholders including governments, visitors, and the natural environment.

Alignment in tourism can be seen as strategic, organizational, technological, or service-orientated. *Organisational alignment* involves the alignment of clearly stated value propositions for online and off-line sales channels in order not to confuse customers about differing product ranges offered on- and off-line, as illustrated by (Riemer, 2009) for EuropTravel. *Technological alignment* is illustrated where tourists increasingly use their mobile devices as electronic personal tour guides, and technological alignment involves technical issues (such as bandwidth, positioning availability, and supported interaction paradigms), to user interface and security issues (Stab and Werthner, 2002). *Service alignment* is illustrated in the interaction between hotels, travel agents, and contract companies; ensuring that every travel agent/contract company focuses on the service excellence mission of the hotel; where hotel managers develop a consistently aligned set of cues, processes, and standards that define the customer-oriented culture they seek to create (Ku, Wu and Lin, 2011). *Strategic alignment* assists by maximizing return on investment, helping to achieve competitive advantage, and providing direction and flexibility to react to new opportunities.

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&

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Experience Economy in Tourist Destination

The development of tourist products based on experience as the key exchange value requires an interdisciplinary approach, which, with applied marketing activities and competitive positioning by means of identity affirmation, leads to the positioning of tourist offer from the aspect of the experience economy. Experience economy facilitates the achievement of competitive advantage on the basis of differentiation by quality. The main goal of this paper is to represent how that concept reflects advantage in (tourist) experiences promotion, based on unique attributes which do not utilise the competitive destination of the area. It is due to the nature of the resource basis itself that the experience dimension of the entire tourist offer should represent a dominant direction in consolidation of the tourist offer elements. Marketing actions must omit the stress from the traditional elements of receptive tourism and focus on the exploitation and promotion of the dominant resources, whose value is exceptionally high and/or on the unrepeatable quality of the local destination identity. The authors are of the opinion that the destination's attractive elements have to be completed with additional activities while the tourist destination's quality is measured solely on the basis of experience, and experience providers in a tourist destination could be tour operators.

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Evolution of Models of Disability as a Basis for Further Policy Changes in Accessible Tourism

Concepts defining disability, illustrated via numerous models: medical, social, economic, geographic have been subject to evolution conditioned by socio-economic and legal changes. On one hand, these models reflected how disability was perceived (in a given time, by a given social group) and on the other, they indicated the main direction of action understood to be proper in terms of removing barriers limiting PwD. The article presents the results of a critical analysis of the disability models developed to date and experiences related to how they work. Furthermore, it aims to answer the following question: which model of disability will provide the most suitable basis for any course of action undertaken in the process of planning accessible tourism development in the future? In order to achieve this, two questions needed to be answered:

Q1 which type of supply on the tourism market, accessible to people with a disability,

is suggested by different models of disability?

Q2 are models of disability, viewed from the perspective of their application in the creation

of tourism offers, seen as alternatives or supplementary?

The applied research methods include: an analysis of literature and questionnaires carried out face-to-face and on the SurveyMonkey website between May 2013 and July 2014. The study group consisted of 619 people. The study indicated that different models of disability have the capacity to shape the supply of tourism for PwD. Based on the research results, a “model of the diversification of the supply structure for the tourism market accessible for PwD”, taking into account different types of supply: from specialist to universal, was proposed. This model has practical implications, it may make segmentation of tourism offers addressed to PwD easier for tourism providers.

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&

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Tour Guides in Red Light Districts Heterotopias: Guiding the Voyeurs

Many investigations have analyzed the image of Amsterdam, characterized as a thematically cohesive inner city or “waterland”, creating expectations of Vermeer townscapes with tightly packed canalized buildings along with a socially balanced culture of sexual and soft drug liberalism. The latter represents one of the most tourist attractions of the Netherlands, mostly promoting the Red Light District area. The city of Amsterdam through its urban gentrification offers a tourist experience of a complex amalgam of place, time and culture with interplay of contradicting concepts between legal and illegal or moral and immoral.

This tourist experience is approached by the combination of three theoretical constructs: Foucault’s heterotopias of deviance, that is, sites for individuals, whose actions deviate in relation to the required mean or norm as a sort of absolute break with their traditional time; voyeurism that Foucault’s “guests in transit” practice at the cultural diversity of the city and in particular the locally legalized activities of prostitution and soft drugs consumption; and the role of tour guides mediating among tourists, locals and the environment.

The aim of this paper is to show the importance of the tour guide’s contribution to the tourist experience of being a voyeur of morally contradicting concepts of prostitution and cannabis consumption. For this reason, five tours were taken in the Red Light District, three related to prostitution and two to Coffee Shops. Through participant observation, the results indicate the importance of guides’ personality in living and interpreting this experience.