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## TRENDS UNDERPINNING TOURISM TO 2020: IMPLICATIONS FOR TOURISM MANAGEMENT

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### ABSTRACT

The greater our knowledge of the trends underpinning tourism development the greater the capacity of destination managers and tourism operators to formulate tourism policies and planning, product development, marketing strategies to achieve competitive advantage for their organizations. The paper explores the way in which some key drivers are affecting the tourism industry, both international and domestic, to the year 2020. The paper highlights global tourism forecasts to the year 2020. It then identifies the major economic, political, demographic, environmental, and technological forces driving global change to 2020. It concludes with a discussion of some implications for managers in both the private and public sectors to develop tourism in a sustainable way.

**Keywords:** *Trends, sustainability, key drivers, globalization, global tourism*

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## ONGOING AND EXPECTED FUTURE CHANGES IN INTERNATIONAL TOURISM

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### ABSTRACT

"Ongoing and Expected Future Changes in International Tourism" discusses the transformation from "Old" to "New Tourism" through such secular forces as globalisation, localisation, polarisation, individualisation, technological changes and world aging. In the second and third part of this paper we demonstrate the effects of these changes upon the creation of values and the management of enterprises in tourism using Porter's diamond model (Porter 1990).

**Keywords:** *Globalisation, glocalisation, changes*

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## TOURISM MANAGEMENT IN A GLOBAL AND TRANSNATIONAL PERSPECTIVE

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### ABSTRACT

Based on the fact that touristic products are service packages and, furthermore that they are provided for strangers, tourism, especially with respect to its structure, is characterized as an international business. Being subject to the conditions of globalization, chances to source components of the touristic product cost-effectively anywhere in the world are given. The risk of globalization is seen in the standardization. Standardization erases the characteristics of a destination and therewith destroys competitive advantages. A transnational marketing strategy is regarded as a solution: Using global advantages with a simultaneous preservation of local anchorage.

**Keywords:** *Standardization, competitive advantages, local anchorage.*

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## CONSEQUENCES OF TOURISM CURRENT ISSUES IN AN ENDURING DISCOURSE

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### ABSTRACT

This paper examines the impacts, or consequences, of tourism. It suggests that impacts are both sought and imposed and that many things are done to influence the consequences of tourism. Six points that impact the conduct and interpretation of impact studies are discussed: perceptions versus reality, salience, emic and etic perspectives, aggregate versus disaggregated measures, the distribution of benefits and costs, and the contingent nature of impacts. Three groups of factors which are likely to be associated with consequences of different types and magnitudes but which are relevant across economic, environmental and social domains are introduced: types of tourism, destination characteristics and the nature of host-guest relationships. Perhaps a more manageable and ultimately more useful question is not "What are the impacts of tourism?" but, rather, "In what circumstances (contexts) and with what types of tourism are particular consequences likely to occur?"

**Keywords:** *Impacts, consequences, environmental, economic, social.*

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## THE ROLE OF THEMING IN DESTINATION DEVELOPMENT

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### ABSTRACT

Destinations are amalgams of tourism products, offering an integrated experience to consumers. They are faced with increased competition both at national and international levels. In order to increase tourist demand it is necessary to develop, refresh or rejuvenate the tourism product in any of its development stages. Theming can be a good answer in order to increase tourist demand and enhancements of destination competitiveness. In this paper, the author determines the role of theming in destination development. The author suggests adopting a theming policy to the tourist experience which may help diversify the product to meet the needs of new market segments.

**Keywords:** *Destination, destination management, theming, destination competitiveness*

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## TOURISTS, MOTIVATIONS AND EXPERIENCES: A THEORETICAL AND METHODOLOGICAL CRITIQUE

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### ABSTRACT

The central focus of this paper is the ongoing debate concerning the nature of the touristic experience and the factors identified by various writers as motivating people to leave their home environment for a holiday. The paper examines critically the arguments of diverse thinkers, assesses the strengths and weaknesses of their various positions, and explores their concept of 'the tourist'. It commences with a review of the literature and then outlines a fresh perspective on tourists' experiences. This critique is informed by research of tourists' experiences in Chalkidiki, Greece. A central conclusion to emerge from this discussion is that understanding tourists' experiences of their hosts and the visited community is a key element for the planning and promotion of the host community as an individual place.

**Keywords:** *Tourists, motives, holiday activities, nature of tourist experience, authenticity*

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## ENVIRONMENTAL ETHICS: ARE THEY RELEVANT TO TOURISM?

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### ABSTRACT

The growth of tourism has made it a major force of global change linking destination and generating areas. The consequent impacts of tourism have been noted both at the global and local level. One category of impacts relates to how the tourism system interacts with natural resources which are critical for the attraction of tourists and the subsequent economic well-being of communities. The issue of sustainable tourism development is axiomatic, juxtaposed with the environmental ethic that stakeholders display and the consequent extent to which resource conserving behaviour (RCB) is employed vis-a-vis resource destructive behaviour (RDB). This paper subsequently considers the relevance of the emerging area of environmental ethics to the tourism system. It argues that whilst a conservation ethic based on anthropocentric concern has become more evident in the last ten years, there is little evidence to support a wider spread adoption of a non-anthropocentric environmental ethic which recognises an intrinsic right for non-human sentient and non-sentient beings to be unaffected by tourism.

**Keywords:** *natural resources; environmental ethics; ecotourism; sustainable tourism*

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## MEDICAL TOURISM IN THAILAND

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### ABSTRACT

Medical tourism, the fusion of tourism and medical treatment, is a new specialty of the tourist industry, as yet little examined by social scientists. The paper offers a sociological approach to the topic. It proposes a typology of medical tourists and examines the circumstances of the emergence of medical tourism in the contemporary world. It selects medical tourism to Thailand, a country where it is relatively well developed, as a case study, to examine four principal issues of interest: the background conditions for the emergence, and the process of development, of medical tourism; the institutional transformation of the medical establishments which specialize in medical tourism; the linkages between these establishments and the tourist industry; and the consequences of medical tourism for the Thai national medical system. In the conclusions, the possible future directions of development of medical tourism in Thailand are considered. The findings and conclusions are of relevance to other developing countries entering the field of medical tourism, but the extent of their general significance can be established only by a systematic comparative study.

**Keywords:** *Medical Tourism, Thailand, health*

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## TOURISM DEVELOPMENT AND IMPACTS IN THE GREATER YELLOWSTONE REGION, USA

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### ABSTRACT

Tourism development in and near protected areas imparts significant social, economic, and environmental impacts regionally. However, impacts change over time based, in part, on the stage of complexity of the historical and emergent economy; tourism is part of that mix. The cycle of development of a regional tourism economy includes visitation to the attraction and eventual in-migration of full and part time residents looking for an amenity-rich location in which to pursue a leisure based lifestyle. Continued population growth along with the ancillary economic and community impacts can result in the regional economy being overwhelmed by development and eventual erosion of the quality of life residents value. This paper examines the tourism development cycle in the region known as the Greater Yellowstone Ecosystem a collection of twenty-two counties adjacent to Yellowstone National Park.

**Keywords:** *Greater Yellowstone Ecosystem, tourism development, rural residential development, tourism impacts*

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## AN INTEGRATIVE APPROACH TO IMAGE, INVESTMENT AND TRAVEL CONDITIONS IN CENTRAL ASIA COUNTRIES (KAZAKHSTAN, KYRGYZSTAN, UZBEKISTAN, TURKMENISTAN)

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### ABSTRACT

Central Asian (CA) countries offer good opportunities and have great potential for tourism development. However, turning these opportunities and potential into a reality is likely to be a result of a long, expensive, and complicated process. The success of this process heavily relies on the availability of capital, domestic and foreign; better and improved travel and image conditions. This study has three major objectives that complement each other in order to shed some light on both supply and demand concerns of tourism development. The first objective is to examine perceptions of general investment, tourism specific investment, and sustainability investment consideration factors in CA countries. The second objective focuses on travel and tourism conditions as perceived by tour operators and travel agents. The last objective assesses the nature of existing tourist image conditions as perceived. The study ends with appropriate management, marketing, and policy implications as suggested by the collective and integrative framework of data presentation and interpretation.

**Keyword:** *CA Countries, Investment Conditions, Image, Travel and Tourism Conditions*

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## DESTINATION MARKETING MEETS CLINICAL PSYCHOLOGY: TRIALLING A GROUP APPLICATION OF REPERTORY GRID

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While Repertory Grid Analysis was originally developed for use in clinical psychology, the technique has been adapted in a diverse range of fields, including marketing research. The paper provides a contribution to the literature in two ways. Firstly, the technique has been underutilised in the tourism marketing literature, particularly in terms of understanding how travellers differentiate destinations. Second, the technique has predominantly been reported in marketing research in the form of personal interviews, and the paper reports the trial of group applications to elicit salient destination attributes in the context of short break holiday destinations. The findings from the group trial are compared to a previous application of the technique for the same travel context, which involved individual personal interviews. It is suggested that while the group application of Repertory Grid did have limitations, the approach does offer researchers an efficient effective means of exploratory research in the design of a structured questionnaire.

**Keywords:** *Destination attributes, Repertory Grid, short breaks, destination brands*

## EXPERIENTIAL MARKETING OF TOURISM DESTINATIONS

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### ABSTRACT

Destinations are combination of tourism products, offering an integrated experience to consumers (Buhalis, 1999). Research shows that demand for experiences is a major trend in the tourism industry. Schneider (2004) briefly defined experiential travel as a “travel that enriches the soul while broadening the mind”. Tourists are no longer satisfied with traditional services only – they want to go beyond that and have therefore created demand for diversified experiences (Banff Lake Louise Tourism, 2005). This increasing demand for experiences shows that it is no longer enough for destinations to compete with their facilities and amenities, but instead they need to create differentiating experiences if they want to attract today’s travelers (Banff Lake Louise Tourism, 2005).

The purpose of this paper is to examine the issue of experiential marketing in tourism destinations in particular concerning how it can be used as a form of differentiation. Specifically, the study describes the application of the experience concept to a destination suffering from the challenges of commoditization. This discussion identifies the primary benefit of experiential diversification is as a guide to move away from promoting physical destination attributes towards a goal of promoting emotional attributes that generate lasting and unique memories for visitors. Challenges primary relate to the institutional capacity needed to lead a destination towards understanding, identifying, creating and delivering a unique experience across the complete tourism system.

**Keywords:** *Experience, Destination, Tourism, Differentiation, Marketing*

## BRANDING OF NATIONS: COUNTRY BRANDING AND SOME RECENT APPLICATIONS

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### ABSTRACT

Brands represent consumer perceptions and feelings about the product and its performance-everything that the product or service means to consumers. Country branding is a process by which a country creates a fair and balanced image of itself for a particular purpose. It is intended to ensure that its image is not dominated by events from the past, but corresponds with current reality and is oriented to the future. Country names amount to brands and help consumers to evaluate products and make purchasing decisions. They are responsible for associations that may add or subtract from the perceived value of a product. Although the country image is a backward construct forming in a long term period, even highly related to country's history, and affected by many factors, branding can still help a country to enhance and elevate its image. Recent challenging branding initiatives of five countries are examined and it has been observed that the brand initiatives are seeking to create distinctiveness and uniqueness relative to the other destinations. Therefore, it might be argued that a country branding strategy should adopt a couple of differentiator rather than a unique selling proposition strategy.

**Keywords:** *country branding, branding, tourism marketing*

## “MARKETING AND PROMOTING ALTERNATIVE FORMS OF TOURISM AS A KEY TO LOCAL ECONOMIC AND SOCIAL DEVELOPMENT – A CASE IN CRETE”

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### ABSTRACT

Crete is situated in the South end of Greece and in the middle of south – east Mediterranean. It is due to this specific geographical position, that the island has many historical, cultural and economical influences. Tourism is considered to be one of the main sectors of the Cretan economy and has the necessary potential to play a significant part in achieving rapid economic growth and drastically reducing unemployment. In order to obtain these benefits, the island of Crete as a tourism destination, should develop alternative forms of tourism, apart from the existing mass tourism, which is considered to be saturated. New forms of tourism are gaining ground throughout the world. The days when a tourism destination could rely on one asset to attract tourists are gone. Nowadays, tourism destinations should offer variety, special interest niches and new tourism products, in order to maintain a healthy and vibrant tourism industry.

In the first section of this paper, the importance of tourism development for the island of Crete is outlined; the alternative forms of tourism that could be developed successfully are analyzed, along with the importance of marketing in order to achieve their promotion. The second section outlines the governmental policy of the Greek Ministry of Tourism, regarding the development of alternative forms of tourism and the present situation on the island of Crete. The third section concerns the private sector and research that took place among tourism businessmen regarding their concepts for the development of alternative forms of tourism and finally, in the last section the results of this research are presented along with several proposals – recommendations for the proper and rational development for alternative forms of tourism on the island of Crete.

**Keywords:** *tourism development, alternative forms of tourism, marketing tools, local private tourism sector.*

## EMERGING APPROACHES IN TOURISM MARKETING MANAGEMENT

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### ABSTRACT

As the world moves toward globalization, tourism industry in Turkey should adapt to certain advances as consumer priorities continuously increase resulting from global competition. A major drawback that Turkish tourism industry has faced for many years has been the lack of convenient promotion. Besides, demand predictions are changing as guest are not staying longer terms in a specific place anymore. In emerging strategies, tourism goods should be diversified as an attempt to meet global demand. Furthermore, targeting niche markets will definitely increase the market share in the case of Turkish tourism industry. Through this perspective, the purpose of this paper is to analyze the world tourism industry and research competitive marketing tools utilized worldwide. Following the mentioned purpose, the next goal will be to set emerging and competitive marketing approaches for Turkish tourism industry. Within this context, an extensive analysis of the market and changing consumer behavior will be utilized. As a means to compete with the world tourism industry, emerging strategies will be determined. Since, tourism industry is highly involved in services marketing, several services marketing tools, such as world of mouth marketing, will be adressed as alternative emerging strategies.

**Keywords:** *Tourism industry, competition, niche markets, globalization.*

## INTERNAL MARKETING: A STRATEGIC TOOL FOR DESTINATION COMPETITIVENESS

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### ABSTRACT

The destinations are becoming tremendously competitive worldwide. Because of its complexity, the destination product needs to be managed and marketed professionally and carefully. The difficulty of destination competitiveness depends on the nature of the destination itself where it as an amalgam of many products and services. As the brand name of the destination implies the destination offers an integrated service group. Also, it is the destination experience of tourists determining the success of the destination as well as enhancing the competitiveness among its rivals. So, as tourist destination experience involves people and their performance mutually, it is important to convince the benefits of the tourism to the stakeholders including local residents of the destination. Therefore, internal marketing, defining the marketing of the destination to the stakeholders, plays a crucial role for marketing the destination in the competitive tourism environment. The initial duty of a destination seeking to meet the overall needs and expectations of the tourists through the objectives of the destination to be met is due to not only the performance of the tourism establishments but all the members of the destination stakeholders. In this paper the importance of internal marketing for destination as a competitive tool will be studied.

**Keywords:** *Destination, Marketing, Destination Competitiveness*

## TOURISM MANIFESTATIONS AS AN IMPORTANT SEGMENT IN TOURISM

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### ABSTRACT

Tourism Manifestations, as a segment in tourism, strive to achieve high level of marketing flexibility and competitiveness as a product of tourism. These manifestations, depending on how long they last, convergence on particular theme or a group of alike, can create intense feelings in visitors. Through these kinds of experiences visitors very often conceive their social identity. Some manifestations, due to their size and length of duration, become complex segment in tourism economy of one region, and as such they can become and image of destination.

**Keywords:** *tourism, manifestations*

## COMPETITION, COOPERATION AND COEXISTENCE: THE JOURNEY OF TOURISM IN AUSTRALIA'S SOUTH WEST REGION

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### ABSTRACT

In an open tourism environment the evolution of tourism in the South West Region of Western Australia, Australia has witnessed a cohesive structure, of tourism marketing and promotion, albeit at times fragile and loosely knitted. The vagaries of the marketplace, shifts in governments' policies (directly and indirectly related to tourism), and a relatively and comparatively small residential population base with its support infrastructure level have all impacted on tourism. Individual businesses have responded to their marketing and promotional strategies, their structure and associated activities with the understanding of the need to cooperatively market the destination and product range as well as their own businesses. It is argued that the sustainability of tourism in this region is underpinned by and has necessitated competitor businesses, occasionally, and collectively cooperating to market and promote the regional (and its sub areas) tourism attributes and icons to attract tourists into destinational areas. This paper will explore this process and provide a "model of tourism cooperation, competition and coexistence" that could be used and or adapted to other tourism regions. It is argued that true competition does not exist in this region and competitors coexist and see a need to cooperate and collaborate to develop their overall economic base. The paper also adds to the body of research on initiated task interdependence. The model shows that given specified initiated activities that there is a merging in the model between an individual operator forsaking competition with other operators for a specific task or activity to collaborate to produce an overall beneficial outcome that will have individual operator benefits. This model can be used as a strategic tool for regional marketing as well as a model to solicit co-operative funding between the public and private sectors to achieve a planned outcome. What is needed is a measurement regime to determine the success or otherwise of this planned initiated collaboration between normally, competitor operators that coexist in a tourism region.

**Keywords:** *Cooperation, Competition, Coexistence, Collaboration, Sustainability, Strategic,*

**INFORMATION SUPPLY IN TOURISM MANAGEMENT  
BY MARKETING DECISION SUPPORT SYSTEMS. THE CASE OF  
ALBANIA**

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**ABSTRACT**

The importance of information and efficient information management is steadily increasing due to the evolution of new technologies and high-capacity storage media but also because growing market dynamics raise information needs. A Marketing Decision Support System (MDSS) can be of particular importance as it supports organizations in collecting, storing, processing, and disseminating information, and in the decision-making process by providing forecasts and decision models. The following paper provides insights into a successful implementation of a MDSS in tourism. Based on findings on the analysis of the system's protocol files, it discusses the information needs in tourism management.

**Keywords:** *Marketing Decision Support Systems (MDSS). Tourism Statistics. Internet*

**DEVELOPING A MARKETING COMMUNICATION STRATEGY FOR  
A NEW DESTINATION BRAND: ANCIENT COMANA CAPPODOCIAE**

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**ABSTRACT**

This study was formed by penetration of marketing communication and destination marketing issues. In the study, the importance of marketing communication activities are mentioned and emphasized on the importance of a carefully structured marketing communication strategy for product success. Destination is dealt with as a product, subject to marketing communication in this study. It is examined in detail how a new destination brand should develop a marketing communication strategy. In practice, “Comana Cappodociae (Şar Village)” which is an ancient city located in Adana / Tufanbeyli was examined as a model destination.

Numerous archaeologists, researchers and travelers had dealt with the ancient city and carried out scientific researches in the city. Scientific researches and excavations made by the researchers and travelers in/around the ancient city had produced some information. This indicates that the ancient city was an important settlement from the cultural and religious aspects. Authors of this study propose that ancient city should be a “culture and faith” destination and marketing communication strategy of this destination should be developed in this direction. By this intention, firstly it was obtained to expose determinants which support the culture and faith theme of Cappodociae Comana. Secondly, target groups and marketing communication mix are proposed as concordant with the theme. In conclusion section, it is mentioned to the importance of establishing a DMO and a product/brand based organizational structure, planning it as a center destination and as a safe place for tourists and heritages of the ancient city itself.

**Keywords:** *Marketing Communication; Destination Marketing; Destination Brand; Holy City; Ancient Comana Cappodociae (Şar Village/Tufanbeyli).*

## CITY MARKETING FOR TOURISM: FILYOS CASE

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### ABSTRACT

In this paper, a systematically constructed approach for city marketing, a process ranging from resource warehousing to marketing domain integration is proposed for Filyos, a historical town in the city of Zonguldak, Turkey. In this context, recent approaches on tourism planning and ICT (Information and Communication Technologies) were considered.

Filyos was selected as the case area due to its significant tourism potential with natural and cultural assets as well as its location. The paper was constructed by three main steps: (i) Warehousing of landscape elements, in other words the marketing assets of Filyos for tourism, (ii) Assessing the carrying capacity for tourism, and (iii) Determining an efficient agent that will be used in the marketing of Filyos for tourism. The marketing assets of Filyos for tourism were categorized as: cultural, coastal and train tourisms. In carrying capacity research, the accommodation opportunities at Filyos and close surroundings were defined in one hand, and existing human capacities for tourism being a mechanism that will motivate the potential on the other hand. E-tourism was suggested as a tourism marketing agent, which should be secure and integrated into the national information system.

**Keywords:** *E-tourism, Filyos, city marketing, tourism*

## TOURIST PRODUCT STRATEGY AND THE CHOICE OF BASIC CRITERIA OF THE DESTINATION OF VLORA-SARANDA AS A TOURIST PRODUCT

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### ABSTRACT

This paper deals with only the most important features of the above mentioned preconditions and only briefly, as the space does not allow more elaboration. Indicating the importance of formulation and carrying out a tourist product strategy for Vlora-Saranda we stress that several pre-conditions must be met. There are a number of diverse criteria which need to be taken into account in formulating a destination's tourist –product strategy. It is crucial for managers, to fully understand the life cycle of this product. Using the appropriate, instruments and research, it is essential to determine the period in which this tourist product will pass from one stage into the next, with regard to demand and offer segments. We propose a number of different strategies for the tourist product of Vlora-Saranda.

**Keywords:** *Tourist destination, Strategy of tourist product, Vlora – Saranda, Life cycle.*

## MANAGEMENT AND MARKETING OF URBAN TOURISM ON THE EXAMPLE OF URBAN CENTRES IN BAČKA REGION

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### ABSTRACT

A large number of different economic and uneconomic companies and organizations take part in a process of satisfying tourist needs and service offers, thus creating a need for their optimal coordination by using the management of tourist destinations. The most important role for the management of tourist destinations is played by government or state bodies that are formed on local, regional and national level. In order to improve the development of urban tourism and cultural tourism in Bačka region, it is necessary to make a connection, above all, on a local level: **Creators of tourist products + local community + tourist organization = common interest (partnership)**. The emphasis in this work will be put on local tourist organizations that play a key role in the destination management on a local level because they represent plan bearers. For urban tourism marketing, i.e. cities as tourist destinations, it is common to examine four key elements of marketing mix: product, price, sales channels and promotion. The emphasis in this work will be put on tourist promotion, i.e. on one of the most important instruments of promotional politics - **tourist advertising of cities in Bačka region**. This work will be finished with certain suggestions for the improvement of marketing in cities.

**Keywords:** *management, marketing, urban tourism, Bačka region.*

## INFLUENCE OF AND TO FESTIVALS WITH TOURISM DEVELOPMENT: A CASE STUDY OF MACAO

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### ABSTRACT

The liberalization of the gaming industry and the specific history of Macao has led to the rise of different festivals which bring about business opportunities. This research targets at the influence of the comparatively popular Chinese and Western festivals on the young generation sector, between 15 – 34 years of age and how their choices in turn affects the opportunities of these festivals. Data collected have undergone the reliability analysis, test of normality, analysis of variance (ANOVA), explorative methods and correspondence analysis. It is found that Chinese festivals are more highly valued than the Western ones, while Western ones with a more international nature are more possible to be accepted than those non-Chinese nature ones. A negative correlation has been found between how one valued the festivals to the possibility of celebration and this may have something to do with the way that Chinese people look at the meaning of “celebration”. In addition, family and tradition are the most important influential factors that affect the choice of celebration methods for Chinese festivals, while effects from media and friends dominate the Western ones. A positive correlation is found between the spending tendency and the value one put on the studied festivals.

**Keywords:** *festivals, celebrations, spending, young generation, correspondence analysis*

## HEDONISM, HEDONIC CONSUMPTION and HEDONIC QUALITY IN TOURISM INDUSTRY

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### ABSTRACT

Leisure service environments such as amusement parks, cruise ships, resorts are often designed with the express intent of raising the excitement and pleasure levels of its customers, with advertising, web pages, and other promotional tools emphasizing enjoyment, exciting, entertainment, amusement, pleasure. To market tourism services and destinations well, marketers must understand the factors that lead to decisions and consumption behavior. Nowadays consumer researchers argue that the “experiential” aspects of consumption, like consumer fantasies, feelings, and fun, play an important role in consumer choice behavior. In the choice of many leisure services, an important part of the choice involves assessing how it will feel (the sensation surrounding the anticipated leisure and tourism experience). Imagining, daydreams, and emotions, play an important role in vacation choice behavior, in the context of tourism motivation, anticipation, and information processing. In this approach, leisure and tourism are positive and subjective experience accompanied by satisfying and pleasurable moods, emotions, and feelings. In particular, experiential processes, such as imagining, daydreams, emotions, and desires, play an important role in hedonic consumption. In this context, it is reasonable to assume that when consumers imagine touristic behavior, for example, they direct their attention to desirable feelings and leisure experiences. Emotions and feelings about destination attributes probably motivate tourists to plan a trip. So that, the aim of the research is to determine the role of hedonism and hedonic quality in tourism marketing. From a hedonic and motivational point of view, this paper emphasizes and researches hedonism, hedonic consumption and hedonic quality, which motivate tourists to plan a trip in tourism industry.

**Keywords:** *Tourism Marketing, Consumer Behavior, Tourist Behavior, Hedonism, Hedonic Consumption, Hedonic Quality.*

## ROLES AND MOTIVES OF TOURISTS IN THE BLOOMING ECONOMY OF “LAS VEGAS OF ASIA”- MACAO

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### ABSTRACT

Nineteen million tourists have come to Macao during Year 2005, and a further 10% increase is expected for Year 2006. This is an astonishing figure where there is only 500 thousands population and an area of 28.2 square kilometer. This research has investigated and identified the roles and motives of the tourists coming to Macao, so investors can best distribute their scarce resources, while government can set up strategic plans that balance the benefits between the commercial and residential sectors. Aside from possible opportunities, potential issues or problems with the consideration of sustainable tourism is also discussed. Data collected have undergone factor analysis to identify the influential factors, which was then followed by reliability analysis, test of normality and analysis of variance (ANOVA), while specific trends are identified by the means of each major and sub-variables. It is found that most of the tourists coming to Macao belong to the young and middle age groups, evenly distributed between single and married, while a large proportion comes with either friends or family members and the majority preferred well-planned trips and well-developed tourist infrastructure. The scenery and landmarks of Macao, the culture and heritage as well as the Portuguese cuisine are the major motives of the visiting tourists.

**Keywords:** *roles, motives, Macao, heritage, sight-seeing, cuisine*

**TRAVELERS' BEHAVIOR AND SATISFACTION TOWARD MACAU  
TOURISM-AN EMPIRICAL STUDY OF INDIVIDUAL VISITORS  
FROM MAINLAND CHINA**

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**ABSTRACT**

The purpose of the paper is to study the overall satisfaction and the traveling behavior travelers (visitors) of Mainland China during their visit to Macau, SAR China. In order to study travelers' overall satisfaction towards local tourism tangible and intangible tourism facilities, qualitative approach of depth-interview was conducted in order to generate insights of variables for proper questionnaire formulation and further quantitative analysis. Followed by the face-to-face questionnaire interview with 436 tourists, it was found that travelers are in general satisfied with local tourism 'hardware' and 'software' facilities such as the "hygiene", "safety", "infrastructure". In the traveling behavior, it was found that "going for casino" plays a major activity for visits instead of "going for sightseeing". The research findings serve as a crucial reference for local tourism practitioners in understanding the attitude and behavior of travelers from mainland China.

**Keywords:** *Satisfaction, Individual Visit Scheme*

**VISITOR PROFILE STUDY AND ECONOMIC IMPACT OF  
HARBOUR FESTIVAL-EAST LONDON**

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**ABSTRACT**

The East London Harbour Festival is an annual event hosted at the Port of East London in Buffalo City. The objectives of the study were to identify the demographics of visitors, evaluate the expectations of tourists visiting the Harbour festival, to measure the customer satisfaction level of tourists that have visited the festival and to identify the major direct and indirect economic benefits and costs that the East London Harbour Festival brought to the local economy of East London.

This study was undertaken conducting a survey of 1200 respondents and conclusions were drawn from the responses received during the festival. The finding reveals the facts about why people attend the festival, what are their perception, attitude and factors that motivate them to attend the Harbour festival, how much they spend on different activities at the festival.

**Keywords:** *Waterfront festival, Events, Visitor profile, Economic impact, Public perception, Tourism*

## DETERMINING THE TOURISTS VISITING TURKEY BY THEIR VISITING PURPOSES THROUGH CLUSTER ANALYSIS

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### ABSTRACT

A multivariate analysis technique, cluster analysis is a technique used to combine the units or variables in a database into homogenous groups. Knowing the visiting purposes of the tourists visiting our country and particularly determining which countries they come from is of importance to group countries into a common cluster and interpret it and to provide better service. More than half of the tourists visiting Turkey are from countries of European Union. Additionally, the number of tourists from far countries is expected to increase in the next years as a result of the development in tourism.

The demand for newness and diversity in world tourism trends is growing. Traditional demand for sea, sand, and sun is being replaced by motives for culture, history, health, conventions, yachting, recreation, and excitement; the tourism movement is presenting itself in a way that promotes country-wide tourism instead of coastal tourism, and throughout-the-year tourism instead of seasonal travels. In this study, the tourists coming to our country from various countries will be categorized by their visiting purposes, such as job, entertainment, commercial relations, conference, sports events, etc. Towards this aim, cluster analysis will be performed with Fuzzy C-Means Algorithm (FCM) using data of the year 2001 provided by the Ministry of Culture and Tourism, Turkey.

**Keywords:** *Cluster Analysis, Fuzzy C-Means Algorithm, Countries of Incoming Tourists, Visiting Purposes of Tourists.*

## FUZZY SEASONALITY FORECASTING FOR TOURISTS VISITING TURKEY

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### ABSTRACT

In this paper a fuzzy forecasting analysis for seasonality in times series data is carried out. First, fuzzy regression model is explained. Then, fuzzy seasonality index sets for each season are computed by realizing the membership grades of the fuzzy regression model. Afterwards, a fuzzy seasonality index for each set is defined. Using these indices and regression model, fuzzy forecasts are calculated. Seasonal fuzziness and trends are analyzed. And the model presented is applied to the forecasting problem in tourism. The number of tourists that will visit Turkey is forecasted using fuzzy seasonal method. The results are compared with the results generated by ARIMA and time series decomposition models.

**Keywords:** *fuzzy forecasting, time-series, fuzzy regression, fuzzy seasonality, fuzzy trend, tourist number*

## DETERMINING QUALITY LEVELS OF FOREIGN TOURISTS ON THE BASE OF RESIDENCE COUNTRIES USING FUZZY CLUSTERING

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### ABSTRACT

This study aims to determine the quality levels of tourists visiting our country on the base of residence countries taking into consideration their educational and professional status. For this purpose, a fuzzy classification approach based on Fuzzy C-Means (FCM) clustering algorithm that is one of the multi-variable data analysis methods is used. By this approach using 17 variables (indices) associated with educational and professional status of tourists visiting Turkey from 103 countries, they on the base of their residence country have been divided into three fuzzy qualified quality groups such as “Good Quality”, “Middle Quality”, “Low Quality”. Within each group the quality levels of tourists in the base of their countries are defined.

**Keywords:** *Educational-Professional indices, fuzzy clustering, defuzzification, fuzzy membership function, fuzzy qualified group*

## ANALYSING HOST ATTITUDES TOWARDS TOURISM IN A DEVELOPING CULTURAL AND HISTORIC CITY: A CASE STUDY OF PORT LOUIS, MAURITIUS

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### ABSTRACT

The purpose of this study is to examine how a sample of urban residents in Mauritius perceives the impact of tourism. A survey carried out with 130 residents in the City of Port-Louis, a historic and cultural destination which hosts the recently declared world heritage site the ‘Aapravasi Ghat’, revealed that the residents are not homogenous in their perceptions of tourism. When asked about the type of tourism development they prefer, the findings have revealed that they would like to see the development of cultural tourism which is still at the development phase in relation to Butler’s (1980) Tourist Area Life Cycle. The gender and the level of education were found to be the most influential variables affecting attitudes toward tourism. Male respondents who have been exposed to university education were found to be reluctant to support further tourism development in the area as they felt that they lack power to influence tourism policy. Employment in the tourism industry was also found to be a factor affecting host’s perceptions toward tourism, reconfirming that those residents who are economically dependent on tourism tend to have a more positive attitude toward the industry. Traffic congestion and parking were the most cited negative impacts of tourism. Residents were also concerned about the over concentration of tourism at certain attractions. Several favorable reactions such as income generation and job creation, preservation and conservation of historic and cultural sites were also noted. The authors have also recommended the development of cultural tourism and the implementation of visitor management strategies

**Keywords:** *Urban tourism cultural destination, host’s attitudes, Mauritius*

## TOWNSHIP TOURISM ON THE PERIPHERY OF THE SOUTH AFRICAN CAPITAL CITY

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### ABSTRACT

The Previous dispensation of South Africa (1948 - 1994) segregated the South African society by creating residential areas for people of colour, or previously disadvantaged people. After 1994, South Africa embraced a new constitution under the leadership of the former president, Mr. Nelson Mandela, and these areas, called townships, became places of interest to domestic and international visitors, as well as economic drivers to alleviate poverty. Township tourism is now targeted as one of the key drivers for sustainable development in the country, but despite the prevalence of such a target, there has been relatively little research into township-based tourism. In order to address the challenges of sustainable development in South Africa, it is important that the SMME economy in townships be integrated into the mainstream tourism economy of neighbouring communities. One such township, Atteridgeville, is part of the capital of South Africa - the City of Tshwane (previously known as Pretoria). Key findings relate to tourist demand data for extensive township tourism products and services as well as current demand and supply information of existing product and services in Atteridgeville.

The objectives of this paper are:

- To present the results of the demand-and-supply research
- To examine the problems and challenges that face the transformation of South Africa's tourism economy
- To present possible strategies to bridge the divide between townships that are situated on the periphery of urban areas and that of mainstream urban tourism.

**Keywords:** *township tourism, urban development, integrated sustainable tourism*

## TOURISM VERSUS AGRICULTURAL DEVELOPMENT: A CASE OF THE LEVUBU TROPICAL VALLEY

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### ABSTRACT

**Introduction:** In recent years, the South African agricultural sector has undergone drastic changes. Several processes have reversed the impact of discriminatory legislation, while other initiatives have been implemented to deregulate and liberalise the sector. A strategic plan addressing equitable access and participation, global competitiveness and profitability, and sustainable resource management was formulated and submitted to the State President in 2001.

**Purpose:** The purpose of this article is to investigate the viability of alternative options that can be considered for sustainable development in land restitution areas of the Vhembe District Municipality of the Limpopo Province in South Africa.

**Problem Investigated:** Agriculture is not the only option for development in land restitution areas. How can other options such as sustainable tourism be implemented in such area?

**Design:** This is a survey where data has been collected from communities, government officials and business entities. The data is analysed using the description of tourism region technique by Smith (1995).

**Finding:** The research found out that the beneficiaries of land restitution lack capacity to conduct competitive farming. Those who opted for nature-based tourism are somehow surviving.

**Value:** The paper challenges the idea of associating development on land restitution areas with agriculture activities alone.

**Keywords:** *Tourism, Land Restitution, Physical Environment, Agricultural*

## WINE TOURISM IN NEW ZEALAND: AN INVESTIGATION OF WINERY VISITOR DEMOGRAPHICS

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### ABSTRACT

New Zealand's wine industry has experienced significant growth in the last decade, with many new wineries and a substantial increase in hectares of grapes planted. However, such growth has not been accompanied by increased academic research on areas related to the wine industry, such as wine tourism. In fact, little has been reported recently about developments in this industry in New Zealand since Mitchell (1999) conducted a large-scale study of wine tourists in this country. Further, little is known about ways in which different winery visitor groups may differ, or whether relationships exist between these. As a result, valuable information that could benefit the winery industry and visitors, is not available. This paper reports the results of a study conducted in New Zealand wineries that investigated the winery experience from visitors' points of view. Potential relationships between visitors' age, gender, whether they had planned their winery visit, or whether they were domestic or international were explored versus several dimensions of their winery visit. The overall results suggest differences in the behaviour of some of these groups, including their expenditure incurred at the winery. These findings could have significant implications for the wine and wine tourism industries.

**Keywords:** *Wine, wine tourism, winery visitors, demographics, visitor group differences*

## THE COMPETITIVENESS OF ROMANIA AS A TOURISM DESTINATION

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### ABSTRACT

In an increasingly dynamic market, with complex consumer behavior and product attributes, the fundamental task for destination management is understanding what are the new tourism developments and trends, the new business models that generate major impacts for tourism and its competitive positioning strategies, as well as how tourism destination competitiveness can be sustained and enhanced. Tourism has become a fiercely competitive business for destinations the world over. Competitive advantage is no longer natural, but increasingly man-made, driven by information technology and innovation. As such, it is not simply the stock of natural resources of Romania that will determine its share on the tourism market, but rather how these resources are managed and integrated with other competences to create a competitive advantage.

The objective of this paper is to identify to present an analysis on the competitiveness of Romania as a tourist destination, based on Porter's diamond model. We will discuss current statistics describing the tourism industry, the Romanian tourism strategy and recommended interventions. Throughout the analysis, we will focus on the most competitive export products in the industry and their prospects for future growth. We will look at the strengths, weaknesses, opportunities and threats facing the Romanian tourism industry as a whole.

**Keywords:** *tourism industry, tourism policy, Romania, destination competitiveness, competitive advantage, Porter's diamond.*

**EMERGENCE OF LONG RUN BEHAVIOURS IN A GAME THEORETIC SETTING  
WITH HOST AND GUEST POPULATIONS: RESIDENTS AND TOURISTS\***

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**ABSTRACT**

In this paper we model tourism development in the framework of multi-population dynamics and analyze the time pattern of its impact as the evolution of the interaction between two populations feeding over the same space-resource. Each population might be structured in two (or more) "clubs" with variable membership, a club being a group of population members sharing social and economic interests as to the management of the relevant resource. Thus, each club has in principle a different set of strategies as to protection and valorization of broadly defined environmental resources at the tourist destination. Such resources share some of the characteristics of the so called commons. To represent such peculiar situation, we use Evolutionary Game Theory, in particular as is applied to the theory of evolution of interacting structured populations. In one such game, one strategy will be characterized as conservative and its alternative as depredative. Interaction between different strategies and the corresponding playing clubs gives rise to a rich dynamics, as some joint outcomes are inherently unstable, as is known, others being evolutionary stable. Such situation will be modeled by a version of the well known replicator dynamics, to emphasize its evolutionary nature.

**Keywords:** *tourism sustainability, structured populations, replicator dynamics*

**Classification JEL:** C72; C73; D74; L83

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**TOURISM WITH OR WITHOUT COMMITMENT\***

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**ABSTRACT**

In this paper we introduce an extensive form game with imperfect information to model the tourism-related activities between three parts. Local authority decides upon environmental policy. The tourist chooses between going or not going to a certain tourist destination. Finally, local inhabitants choose to support or not the local authority in a long time environmental preservation policy. Once the tourists had been in tourists sites then they will choose their return to the place seen (hence committing themselves). This will be modelled as a repeated game. If the tourist chooses does not to return, then we assume that different tourists will come to the region in the next periods. If this last possibility happens then the payoffs for the local inhabitants change and the probability increases of an environmental damage. We'll go discussing about the Nash equilibrium properties of a repeated multiplayer-game.

**Keywords:** *Cyclical strategies; environmental preservation; Nash equilibrium; repeated game; sustainable tourism; tourist commitment.*

**JEL classification:** C73; L83.

\* Our research was supported by Conacyt-Mexico, project 42609, by the Free University of Bolzano, project: "Dynamical Regimens in Economics modelling and statistical tools" and by the Italian Ministry of Education and University, as a PRIN, Project of national interest: "Local sustainable development and tourism", Prot. N°. 2004139578.

## A SIMPLE MATHEMATICAL MODEL FOR THE EFFECTS OF THE GROWTH OF TOURISM ON ENVIRONMENT

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### ABSTRACT

While many authors have discussed the evolution of tourism flow, few are concerned with how tourism flow starts to evolve and the mechanism behind that evolution. The purpose of this work is to propose a mathematical model that may assist understand the mechanism. Assuming basic relationships between the resources, number of visitors and their respective rates of growth, we derive a model defined by two Ordinary Differential Equations whose solutions describe the evolution of both variables in time. As a study case for the model, we use data collected at the Juatinga Ecological Reserve, 23.2° S, 44.5° W, in the State of Rio de Janeiro, Brazil. We conclude that the model fits the data well and the values that can be obtained for the parameters characterize qualitatively the type of visitors.

**Keywords:** *mathematical model, tourism, environment, numerical, ordinary differential equations*

## THE EFFECTS ON ENVIRONMENTAL INVESTMENT OF CHANGES IN TOURISM DEMAND\*

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### ABSTRACT

In this short paper we analyze the impact of tourist demand in hotel rooms on the investment of hotels on environmental quality. In particular we show that when income of the tourists increases, then in order to maintain the demand for rooms, the hotels must increase the investment on the environmental quality of the region where there is an increment of the tourist activity. In the particular case where we have three different hotel chains located in three different tourist regions, we show that the incentive of hotel chains to invest in environmental quality depends on the demand in days of rest on the part of tourists and on the level of aggregate income. We also show that if total income increases then the incentive to invest in environmental quality increases in the region where the price of room is lower.

**Keywords:** *Environmental investment, Hotelling competition, service quality, sustainable tourism.*

**JEL classification:** L83, Q21, Q26.

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## A DECISION BETWEEN RISE AND DECLINE: SUSTAINABLE DEVELOPMENT OF TOURISM AS AN ANSWER TO TOURISM'S FUTURE

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### ABSTRACT

During the last decades, rapid population growth, urbanization, and industrialization have caused serious environmental problems. When tourism, as one of the fastest growing industries of the world economy, develops unplanned, unregulated, and uncontrolled way, it puts great pressure on renewable and nonrenewable resources of a destination on which tourism's development depends. As a large scaled and global phenomenon which has become an important economic activity both for the developed and developing countries, tourism has serious environmental impacts. Threats to the environment jeopardize the viability of the tourism industry, since environment is seen as the main resource of tourism development at a destination. If its development is managed well, tourism can contribute to environmental protection. Tourism in many destinations suffers from a number of weaknesses and challenges that is needed to face and overcome in order to strengthen its potential for a socioeconomic development in a sustainable way and in the long term. Sustainable tourism development practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. While applying sustainability principles, the environmental, economic and socio-cultural aspects of tourism development must be taken into consideration, and a balance must be established between these three dimensions. In this study, after evaluating the former studies on the sustainable development of tourism, some suggestions are made in order to make a destination's tourism development sustainable, and "A Roadmap to Sustainable Development in a Destination" is created.

**Keywords:** *Sustainable Tourism, Tourism Development, Tourism Planning, Environmental Aspects of Tourism*

## AN ENVIRONMENTALLY SUSTAINABLE IN VIEWPOINT OF TOURISM MARKET COMPETITIVENESS IN THE GLOBAL SETTINGS

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### ABSTRACT

On a global scale, sustainable tourism development has become an increasingly important strategic goal for world-class destinations. Tourism destinations often are depend on natural and cultural/ heritage resources to form their attractions bases, which are linked to the economic vitality of local community. In the tourism context, the multiplicity of industries involved in creating and sustaining destinations requires the development of a competitiveness model that examines the extent of cooperation needed for the future of competitiveness. Consequently, competitiveness is defined here as the destination's ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitors. Our paper introduces a detailed new model of competitiveness that focuses on environmental sustainability factors associated with travel destinations. This model examines the extent of cooperation needed for the future of competitiveness. Consequently, competitiveness is defined here as the destination's ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitors.

**Keywords:** *Market competitiveness, destinations, competitive advantage, tourism demand.*

## SUSTAINABLE DEVELOPMENT OF NAUTICAL TOURISM IN CROATIA

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### ABSTRACT

Having in mind Croatian littoral zone with its attractive coast and islands, it can be said that nautical tourism is absolutely authentic and distinctly recognizable Croatian "tourist product". Croatia has ideal conditions for nautical tourism development, and it has a great number of advantages such as good coastline indebtedness', great number of well arranged and sheltered harbours, better geographical position in relation to countries that nautical tourists come from, preserved nature, and clean sea. However, nautical tourism still hasn't reached the level of quality proportional to the available resources. It is necessary to perceive realistic needs and spatial possibilities for the development of nautical reception capacities when choosing particular locations where ports of nautical tourism will be built. During further development of the capacities for the nautical tourism, spatial and environmental goals that should ensure high-quality regional planning and sustainable development of nautical tourism without endangering basic values of the natural resource will be put in the first place. By emphasizing special importance of the environment preservation, long term use of the Croatia's most valuable natural potential -Croatian Adriatic- will be guaranteed.

**Keywords:** *Croatia, nautical tourism, sustainable development, marinas, ports of nautical tourism*

## “THE DEVELOPMENT OF ECOTOURISM AS A MEANS TO SUSTAINABLE DEVELOPMENT: THE CASE OF CRETE – CRUCIAL SUCCESS FACTORS”

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### ABSTRACT

The island of Crete is considered to be one of the most well-known tourist destinations in the world. As a consequence, as far as the economic growth of Crete is concerned, tourism is without any doubt one of the most important sources. It is a fact that nowadays, the economic future of the people of Crete is directly connected with the tourism industry of the island. The first section of this paper, concerns a short introduction regarding facts and figures of the development of the Cretan tourism industry along with the present situation which is presented as well. In the second section, the importance of the development of alternative forms of tourism is outlined; a specific alternative form of tourism, ecotourism is thoroughly analyzed, along with the presentation of the appropriate strategic tools, strategies and principles that should seriously be considered, in order to achieve sustainable development on the island of Crete. The third section concerns a short presentation of the contribution of the Greek public sector to the development of ecotourism and concluding; in the last section certain recommendations and crucial success factors are proposed, for the rational development of ecotourism in Crete, as a means to sustainable development.

**Keywords:** *tourism development, alternative forms of tourism, ecotourism, sustainable development, public sector, crucial success factors.*

**APPLICATION OF ECOTOURISM AS CO-MANAGEMENT TOOL BETWEEN PARK'S ADMINISTRATION AND LOCAL COMMUNITY IN TAMAN NEGARA NATIONAL PARK, MALAYSIA**

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**ABSTRACT**

Ecotourism connotes biological diversity conservation. Issues have cropped up in parks about safeguarding the resources integrity which the industry relied on. This conservation initiative can be pursued effectively through a participatory approach between the direct stakeholders, i.e. Taman Negara park's administration and local operators. A study was conducted based on their conception about participatory or co-management approach upon the detrimental impacts caused by increasing visitations and recreational activities in the park. A survey was conducted to respondents and statistical analysis such as descriptive and factor analysis were used to determine the main factors that contributed participatory management between the stakeholders. The four factors identified include joint field operation, capacity building, best practices, and intellectual discussion forum. This co-management process could be incremental as involvement among the participants increases or enhanced in due time. This management technique could be useful in order to make the local communities more involved in the protection of biodiversities and the administration to be more open and receptive to the locals contributions and services.

**Keywords:** *Bodiversity, national park, conservation, local community, Co-management.*

**RETHINKING COMMUNITY PARTICIPATION IN ECOTOURISM MANAGEMENT: THE CASE OF KAFRED IN BIGODI, UGANDA**

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**ABSTRACT**

This paper examines the extent to which community participation is being implemented in a community ecotourism enterprise in Bigodi, Uganda. Community participation in ecotourism has been promoted as an essential element of development in rural remote areas adjacent to National Parks. There is a wealth of literature that explores the theoretical and conceptual issues of community involvement in ecotourism management. They highlight the merits and importance of the concept of participation in ecotourism management and planning. However, the promoters of community participation considered only one model of ecotourism development; that of an external agency developing ecotourism with the local community living within or on the edge of a protected area coming in as a 'poor relative'. KAFRED in Bigodi presents a different scenario, a particular feature in Bigodi which is not so common in other areas where ecotourism is usually promoted, is that the natural area of ecotourism is directly owned by the community; and ecotourism is developed and managed by the local people. It would be natural to assume that a community managed ecotourism enterprise will encourage wide community involvement in the decision-making process and equitable sharing of the benefits. However, as this study discovered, though there are benefits derived by the community from community-based ecotourism, there are constraints that hinder community involvement and equity in a locally owned ecotourism project.

The paper draws on field research that was carried out between 2004 and 2005 using participatory methods. Opportunities and barriers that may favour/limit actual community involvement are examined and an action for agenda is proposed

**Keywords:** *Participation, community development, Community-based ecotourism, empowerment, and benefit distribution*

**DETERMINING THE ENVIRONMENTAL CAPACITY AND  
CAPABILITY OF QALEDARASI (CASTLE VALLEY) IN THE  
ARASBARAN FOR DEVELOPMENT OF TOURISM ACTIVITIES**

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**ABSTRACT**

Due to enjoying from the historical and cultural exclusive values and features as well as residing in the special geographical and natural territory, the Qaledarasi (castle valley) is as one of the special tourist attractions of the region Arasbaran in Iran. This region has allocated a certain cultural and social performance for itself to attract those people who are interested in the historical and natural cultural heritages and relics of the country. The aim of this paper is accessing an appropriate pattern and conductive and executive frame through studying the situation of the region environmental component, confirming the location consideration, capacities, need, capability and the potential. In this process, offer identifying the resources of the region and analyzing the data obtained from the identification stage, the ecologic, economic and social power of the land is evaluated, and based on the obtained results the aim of using the land is determined. Then through the assessment of the consequences and the possible efficiencies obtain from executing the future aims is distinguished, and regarding the sites and macro policies explained in the regulation, planning and compiling the tourist management plan is proceeded together with the environmental considerations for the regions prone to the development in the considered zone.

**Keywords:** *Environment, development tourism, planning, management, Qaledarasi, Iran*

**POTENTIAL FOR TOURISM ECOLABELLING IN ROMANIA**

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**ABSTRACT**

This paper presents the results from a case study conducted in Romania with the objective to identify the possibility and the level of capacity needed from relevant stakeholders for developing an ecolabel in the tourism sector. Its findings are optimistic in this respect and are further illustrated with the manifestation of two distinct ecolabels that have been recommended. Given the presence of the business interest in ecolabelling and willingness to support the scheme by various stakeholders, there is strong potential for the establishment of an ecolabel for the Moldavian region in Romania. This region, with its reputation for a clean environment, traditional food and old monasteries has the assets needed to market a label that legitimises the additional environmental activities carried out to enhance tourism operators. Seeing that there are numerous environmental and infrastructure problems currently affecting the country, an ecolabel needs to be driven from all sides-authorities, businesses and NGOs to address the current challenges and raise environmental performance standards. With Romania's recent finalization of the Environmental Chapter, which incorporates EU regulations into its own national legislation, there is growing evidence that the capacity and infrastructure needed for an ecolabel exists.

**Keywords:** *ecotourism, ecolabel, Moldavia, analysis, stakeholder*

## AN EVALUATION OF ECOTOURISM POTENTIAL AS A TOURISM PRODUCT IN IZMIR

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### ABSTRACT

Some changes have been noticed in the tourist profile with the rapid economic, political, technological development in the world. Today, tourists start to visit the places which have undisturbed natural areas and ecosystem and are far away from the traditional tourism destinations offering sun, sea and summer. In the world, many regions lack of touristic value are known to be rushed into by many tourists because these places conserve their natural beauties and organic tissue successfully and offer a beautiful landscape. Natural, cultural and historical values form the main components of tourism potential in our country. As long as these components are conserved, our share in international tourism market will continue to increase. In order to achieve this, the allocation of lands and planning and applying tourism infrastructure should be carried out successfully by local authorities and government. Otherwise planning and developing tourism infrastructure exceeding capacity will bring out the degradation of natural beauties. It should not be forgotten that one of the main functions of tourism is using the cultural, historical and natural resources by conserving them. From this point of view, in this study, it is suggested to develop ecotourism in undisturbed natural areas in Izmir. The aim is to provide sustainability by determining the tourism types which might be developed in Izmir.

**Keywords:** *Ecotourism, Izmir.*

## PERCEPTIONS OF THE BEACH USERS: A CASE STUDY OF THE COASTAL AREAS OF THE NORTH CYPRUS TOWARDS A 'CARRYING CAPACITY' ESTABLISHMENT

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### ABSTRACT

Within the main elements of economic sustainability, socio-cultural sustainability, and environmental sustainability, the criteria of 'carrying capacity' have been emphasized through residents' perception analysis to explore practical methods towards the application and implementation of such criteria. As data analysis revealed, the main tourist resources in the case of North Cyprus—the coast and the beach—have a certain capacity to sustain the impact and pressure. Despite the significance of the indigenous environment and with respect to the residents' perception of optimum carrying capacity levels, the study explores that, this issue has not been given a due consideration. This has resulted in a process of coastal development which bypasses any measure towards the application of a standard to harmonize the degree of physical development and the capacity of the beach. The main objective is to establish the concept of 'carrying capacity' as the means to achieve the reconciliation of environmental impacts with tourism development. The study concludes that, if carrying capacity measurement and its implementation are not incorporated into the planning decision as a clear policy, there will be grave negative consequences for the very resources which attract the visitors.

**Keyword:** *Beach users' perceptions, Carrying Capacity, North Cyprus, and Sustainable Tourism Planning*

## ASPECTS CONCERNING WASTE MANAGEMENT IN ROMANIAN AGROTOURISM

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### ABSTRACT

This article approaches the waste management problematic in agrotourism and its implication in sustainable development. Under this aspect, agrotouristical rooming houses must be inquired in their three existing stages: execution stage, usability stage, laying up stage. It had been found that a medium rooming house produces almost 450 tones of wastes in a year. From those, about 300 tones are recycling organic wastes after composting. These circumstances sustain the idea that an intense activity of awareness about environment protection and the possibilities of an ecological agrotourism in rural environment must be developed.

**Keywords:** *agrotourism, composting, pension, waste management, rural environment*

## THE SURVEY OF THE APPLICATION OF ENVIRONMENTAL MANAGEMENT SYSTEMS IN HOTELS

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### ABSTRACT

The application of environmental management systems is useful for any size hotel. A primary concern for hotels is the significant amount of water used in their operations. They generate considerable amounts of solid and hazardous wastes. Another concern for them is the management of solid wastes. Electricity and heating costs are important for especially large hotels. The questionnaire for environmental management was given to twenty-one hotels. Nine hotels, forty three percent of hotels, replied the questionnaire. Seven of them were four and five star hotels, six of them in Istanbul. Two of them were two and three star hotels in Corlu. The questionnaire was evaluated in the sections of environmental protection, waste management, purchasing activities and energy and water consumption. There are a few hotels which have ISO 14001 certification. Before making a final decision on whether to work toward certification, companies have to evaluate the difference between their current EMS and the system specified by ISO 14001. The hotel and restaurant sector is very labor-intensive, making it a significant contributor to employment creation that's why it is very important to train people in environmental issues. They do not provide enough training in environmental issues. Few hotels are interested what we would consider an EMS.

**Keywords:** *Environmental Management, The Survey, Questionnaire, Hotels.*

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**MOROCCAN TOURISM DEVELOPMENT STRATEGY “VISION 2010”**

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Being endowed with important natural assets and varied cultural heritage, Morocco has opted for the promotion of tourism, and that is all thanks to the establishment of a tourist development strategy which is likely to produce a dynamics of sustainable and integrated development.

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**PECULIARITIES OF TOURIST ADVERTISING IN THE REPUBLIC OF KAZAKHSTAN**

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**ABSTRACT**

In the Republic of Kazakhstan competition on the tourist market has had a favourable impact on the quality of the tourist product. Nowadays there are about 800 tourist firms in Kazakhstan. All of them specialize in outbound tourism. Advertising is used as an effective tool for establishing direct links with the potential market in a fierce competition and obtaining the certain market share.

**Keywords:** *advertising services, advertising in tourism, tourist product advertising in Kazakshtan*

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## PROSPECTS OF TOURIST CLUSTER WITHIN ALMATY CITY DUE TO ASIAN WINTER GAMES IN 2011

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Almaty city as the former capital of Kazakhstan by 1,5 million populations, after political elite moved to Astana have not decreased any image or status, it has been a visiting card of Kazakhstan. A special status has been imparted to Almaty city that is financial and economic, social and cultural, scientific, tourist and political center. The “South capital” name has been the second along with Almaty. The city and its closest outskirts can fight against any picturesque angle the entire world by its tourist potential. All native zones can be found here – from wilderness to eternal snowing.

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## PROSPECTS OF DEVELOPMENT TOURISM INDUSTRY IN THE REPUBLIC OF KAZAKHSTAN

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Tourism has become one of the most dynamically developing sectors of economics. According to the data of World tourist organizations (WTO), tourism provides the one-tenth part of a world total national product, each ninth workplace in world production, and over 11% of international investments. Since 2000, numbers of the international tourist arrivals have grown on the average on 4,3% per a year. The industry of tourism has already been one of the most profitable and intensively developing branches for the world community for a long time. For a share of tourism it is necessary 8% of world exports of goods and services due to that it is the largest export branch overtaking export of cars, chemical products, food stuffs, computers and fuel. In 83% of the countries - members of WTO - tourism is included into the five of leading export categories, and in 38% of countries it is the main source of a foreign currency.

## ABOUT PROSPECTS OF RECREATIONAL DEVELOPMENT OF RUSSIA IN THE SYSTEM OF THE WORLD TOURISM

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### ABSTRACT

The main complexity of the development of inbound and domestic tourism in Russia is lack of information. The territory of Russia is characterized by the different level of the infrastructure development and polyfunctioning recreational structure, as it possesses various recreational recourses for the development of nature directed kinds of tourism (ecological and health-improving) and different forms of cultural tourism (ethnographic, religious and scientific). That is why the study of the complex recreational zoning of Russia is of current importance. Nowadays the recreational zoning of Russia is the following: the territory of Russia is divided into 5 well-marked, different from each other recreational zones, including 23 recreational regions. Russia is one of the few countries that have entered the WTO forecasting list of the most frequently visited countries of the world with the outlook till 2020 (about 50 million visits per year). The experience of many tourist regions has shown that a circumspect approach to a tourism field development can bring considerable economic acquisitions.

**Keywords:** *tourism in Russia, recreational zoning of Russia, recreation resources*

## DEVELOPMENT OF ACTIVE TOURISM ON THE SKI SPA RESORT “KRASNAYA POLYANA”

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### ABSTRACT

Recreational complex Krasnaya Polyana is a vast territory having unique landscape and scenery, a high level of natural ecosystems preservation, attractiveness and aesthetic beauty, rich biodiversity. Krasnaya Polyana has great potential to develop as an ecotourism destination including such activities as tracking, canyoning, jeeping, rafting, speleo-hiking, horse-back rides, mount bike, paragliding, etc. Experts' mission includes not only overall estimation of recreational resources of Krasnaya Polyana and their involvement into the tourism development, but also detailed and well thought-out planning, management and monitoring of ecotourism activity which is the main differentiating feature of ecotourism from other types of natural tourism.

**Keywords:** *Ski Spa Resort, Active Tourism, Ecotourism*

## RURAL TOURISM BUSINESS DEVELOPMENT IN GEORGIA

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With EuroGites Membership, our unique blend of traditional Georgian hospitality and fine service, we guarantee to meet and exceed even the highest European standards. Come and discover Georgian Agriculture, Rural Communities, Landscape, Flora and Fauna, highest productive domestic breeds of livestock and poultry, endemic medical herbs and wild plants, citrus and Georgian culture of wine making... We offer the most promising Rural Tourism opportunities in our regions. All travelers and Rural Tourists will enjoy the historical sights, curative sulfur spas, museums, arts, and new opportunities for our communities. Rural Tourists in Georgia will meet Georgian folk Music, featuring complex, three-part, polyphonic harmonies which have been a subject of special interest among musicologists since a long time. Most Georgian folk songs are peculiar to individual regions of Georgia. The inspiration is most often the church, working in the fields, or special occasions.

## PROBLEMS OF THE STATE AND REGIONAL POLITICS OF DEVELOPMENT OF TOURISM

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### ABSTRACT

Effective functioning of system of tourism is impossible without planning, coordination and the control on the part of the state structures responsible for its development. It causes necessity of development and realization of a modern tourist politics. The tourist politics is a system of methods, measures and actions of socially economic, legal, externally political, cultural and other character which is carried out by parliaments, the governments, the state and private organizations, associations and establishments with a view of creation of conditions for development of the tourist industry, rational use of tourist resources, increase of efficiency of functioning of system of tourism. The tourist politics is formed and realized at various levels: state, regional, the separate enterprise.

The tourist politics of the state can not be formed proceeding exclusively of its internal conditions. Any country entering the international tourist market, enters complex system of competitive relations with other states, and also with the whole world regions. The role and a place of the concrete state in the market of the international tourism depends on correct and effectively constructed and realized tourist politics. The purposes of tourist politics are connected to concrete economic and historical conditions of development of the country and a degree of maturity of the most tourist industry. Proceeding from this the tourist politics should be examined as a component of the general politics of the state in the appendix to tourism, as the activity closely connected to economy, social sphere, culture, ecology and other socially significant systems.

**Keywords:** *Development of tourism*

**NEW APPROACHES IN TOURISM FOR PUBLICITY & MARKETING:  
PROPOSAL FOR THE DESIGN EFFECTS REGARDING THE USAGE  
OF ACCOMMODATION SPACES WITH EXAMPLES FROM  
DIFFERENT REGIONS IN TURKEY**

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**ABSTRACT**

Historical city centers should be supplementary pieces of the developing centers by being repaired and reused. In terms of creating a more beautiful environment to live, it is important to stick to its scale and texture during the transition from repairing to usage and to make it live with the existing texture with the help slight applications. It is inevitable to obtain social, cultural and economical gains by converting monumental and architectural buildings that should be protected, traditional residential houses and historical city textures that are valuable in terms of culture and art into living spaces. Turkey is capable of attracting the attention of the travelers with its history and culture. Studies are being conducted in order to make tourism become a suitable point for national economy and increase tourism incomes. The increasing competition in accommodation sector makes small tourism enterprises develop new methods in order to differentiate. Major properties of the tourism-accommodation sector of the historical city centers in different regions of Turkey and specific interior design approaches in this field have been emphasized in the notification. The role of tourism is being examined in creating a new and powerful competition environment by considering “design”, the most dynamic and strongest component that will give a special identity to small tourism enterprises, increase the properties related to tourism in the examined historical city centers and the quality of comfort and service for guests and implement effective activities.

In the study, the required planning and application steps in the reuse of design components in Small Tourism Enterprises, the benefits gained, design components in accommodation field and the role of design are communicated.

**Keywords:** *Small Tourism Enterprise (S.T.E.), Historical City Center, Design Effects, Design Components.*

**LOCAL AGENDA 21 AND THE ROLE OF LOCAL AUTHORITIES IN  
SUSTAINABLE TOURISM**

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**ABSTRACT**

Agenda 21 is an action plan that aims to set a balance between development and environment, that's directed at putting the “sustainable tourism” into practice and that's the expression of global agreement and political promises on the top level. The emerging point of the Agenda 21 on “sustainable development” in the way to the next century is the United Nations Environment and Development Conference arranged in Rio de Janeiro in June 1992 and called as the “World Summit”. Local Agenda 21 is a participative, multi-sectoral process aimed at firstly the solving local sustainable development problems, and at achieving the objectives of the Agenda 21 on local level by making and applying a long term strategic plan. Sustainable tourism needs effective systems to have an active coordination and cooperation between all participants in this tourism type. Training activities are precondition for the development and management of sustainable tourism. There is a great need to have sustainable tourism policies in Antalya also, which is the capital of tourism and has the 35 % of tourists coming to Turkey and 40 % of accommodation (bed) capacity. All these factors are not enough alone to produce sustainable tourism policies in a country or region. Another aspects of the fact is the priority of determining tourism policies and sustaining them for local authorities in their own regions.

This study consists of three chapters. In the first chapter; a wide literature research about local agenda 21 is carried out and within this respect, “ process of local agenda 21, its importance and aims” are studied on from a conceptual aspect. In the second chapter; “global and universal developments to affect tourism in the 21<sup>st</sup> century and so the role of local authorities in sustainable tourism” are investigated. And in the last chapter; “the process of local agenda 21 and sustainable tourism projects” of Antalya Municipality are also researched within a conceptual form.

**Keywords:** *Local agenda 21, Local Authorities and their role in sustainable tourism.*

## ALTERNATIVE TOURISM FACILITIES IN RURAL AREA OF DENIZLI: AN APPLICATION OF SWOT ANALYZES

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### ABSTRACT

Tourism has intensified on classical tourism movements and kinds up to now. Changing and developing conditions of world, has brought the differentiation of market share together and classical tourism understanding has become not to satisfy the new world conditions. The differentiation in tourists' expectations also accelerates formation of new touristic areas and kinds. The countries that realizes this evolution and changing, has become obtaining bigger portion than their opponents by offering different goods and alternatives. Nowadays rural tourism is one of the developing alternative tourism kinds. Rural tourism is a kind of tourism that creates profession, increases entrepreneurship, encourages healing of infrastructure, prevents migration, contributes development of the area and has an important role in decreasing the imbalances between regions. In order to transition from mass tourism to individual tourism and variation in tourism products, it is necessary to observe all regions and determine the places that offer suitable infrastructure and differentiation. This research is planned to expose the alternative tourism facilities in rural area of Denizli and evaluation of regions that offer suitable infrastructure and differentiation are determined by SWOT analyze. Hence Attuda / Hisarköy (Sarayköy), Cindere (Güney) and Çakırlar (Çal) settlement areas are taken into research content that can be described as an important place whether cultural infrastructure and natural resources or tourism facilities. Current statues of these three settlement areas are analyzed on account of strengths (S), weaknesses (W), opportunities (O) and threats (T) and also their situations are evaluated according to each other.

**Keywords:** *alternative tourism, rural tourism, Swot analysis, Denizli*

## APPLYING NORM ACTIVATION MODEL TO THE BEHAVIOR OF TOURISTS IN ARCHAEOLOGICAL SITES

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### ABSTRACT

One of the main problems facing the archaeological and heritage sites is the damage and negative impacts caused by the tourism development and visitors behavior. The main objective of this paper is to understand the tourists' behavior by applying models from cognitive hierarchy (more specifically Norm Activation Model), which proved to be an appropriate theoretical approach in previous research. Four archaeological sites in Jordan were chosen by the author to be the study areas. These sites differ in terms of their location from urban centers, size, facilities and amenities provided in them. The sample of 512 individuals was gathered during July 2004. The study focuses on the explanation of behavior by norms, which are mediating the relationship between behavior and other variables. The study has shown that there is a relationship between norms and behavior, but it was not strong if compared to previous studies applied to natural resources problems and human health emergencies, such results might be explained by not having well established norms regarding the problems of these sites, another factor might be the lack of knowledge about the real value of archaeological sites among different segments of societies. Such results initiate the necessity to increase the awareness among the individuals; this considers both archaeological and historical significance, as well as the acceptable behaviors to be taken while navigating in archaeological sites.

**Keywords:** *Norm Activation Model, Archaeological Sites, Tourists' Behavior, Cognitive Hierarchy, Jordan.*

## THE ROLE OF INTEGRATED QUALITY MANAGEMENT IN THE DEVELOPMENT OF URBAN TOURISM IN ALBANIA

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### ABSTRACT

Our paper aims to introduce the role of urban tourism to the community of the Albanian urban areas and problems related to the urban tourism development in Albania. In this paper we need to define the criteria of the study, and also the organization of the Albanian cities that offer the greatest possibilities of developing the urban tourism. These criterias are: The evidence of the historical patrimony; The evidence of the culinary patrimony; The evidence of the technical patrimony; The evidence of the hospitality patrimony; The evidence of the transport's situation; The evidence of the cultural patrimony; The evidence of leisure structures; Various services.

This paper also indicates the significance of integrated quality management which offers an opportunity to act on the economic development on one hand, and urban development on the other. The methodology used is based on primary and secondary data. In this paper we introduce a strategic plan for urban development in Albania. The choice of objectives depends on factors connected with the context, positioning and orientation of tourism development policy. Ideally, these objectives should be formulated to be in harmony with urban development policy. The analyses used enable the authors to come on interesting conclusions, both theoretical and practical.

**Keywords:** *Urban destinations, integrated quality management, tourism.*

## THE POTENTIAL ROLE OF GOLF TOURISM IN COMPETITIVE DEVELOPMENT OF TURKEY DESTINATION

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### ABSTRACT

This paper examines the potential role of golf tourism in the process of creating sustainability in competitiveness of Turkey destination. The tourism industry has been characterized as 'the engine of the economy'. Therefore, it has a priority among all industries in terms of the general policy of the state. Because Turkey competes with 21 neighbouring competitors in Mediterranean destination, the topics of competitiveness and sustainability in competitiveness represent a crucial area. The strategy of diversification may be a valuable option to minimize the risks of intensive competition in global tourism market. In this context, golf tourism can be considered as one of the leading alternatives with its high income level consumers and its characteristic that allows employing it throughout the year. Some comparative figures and suggestions for Turkey destination are presented in the context of competitiveness in tourism market.

**Keywords:** *Golf Tourism, Golf, Destination Competitiveness*

## AN EXAMPLE TO URBAN TOURISM AREAS FROM ISTANBUL: ORTAKÖY-KURUÇEŞME LINE

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### ABSTRACT

One of the newest trends in the world tourism is the settlement areas founded in certain parts of recreation units especially in big cities with the purpose of providing recreational and amusement opportunities. These areas are attractive not only for the citizens but also for the tourists that visit the city. All activities related with *urban tourism* are based on resources used for recreational purposes. In fact, cities, especially big cities are the most important tourism resources and they are the most important destinations themselves. The recreational areas in cities gradually get organized as large business investments and they display the tendency to be gathered in certain parts of cities. One of these areas of gathering in İstanbul is the “Ortaköy-Kuruçeşme Line” on the European side of the Bosphorus. Various recreational areas located on this line constitute a large force of attraction both for domestic and foreign tourists and increase the urban features.

**Keywords:** *Urban tourism, Recreation, İstanbul, Ortaköy-Kuruçeşme Line.*

## PLACE OF CAVES IN ALTERNATIVE TOURISM, TURKEY'S POTENTIAL AND DIM CAVE

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### ABSTRACT

Tourism which protects environment while developing it. Tourism is most important industry in 21st century. Rising tourism demands brings new alternative tourism searches. Because of the Turkey's natural formation, there are many alternative tourism choices including thermal and cave tourism. These tourism choices can be applied for 12 months of the year. In most of the western countries cave tourism is taking a huge place. Caves are used for living before history and then they are used for sports activities and now caves are a part of tourism. In Europe cave visiting started in 17th century for religious reasons and then it becomes a tourism action. There are almost 40.000 caves in Turkey. There are 19 caves which are used for tourism in Turkey. There are also nearly 200 caves which can be used for tourism in Turkey. Dim Cave is an example for show caves in Turkey. Dim Cave has 145 km distance to Antalya, 11 km distance to Alanya. Cave has 232 m attitude from sea and it in the west slope of the Cebelreis Mountain which is 1691 m high. Cave can be reached by asphalt road from city center. Cave is 360 m long and 10-15 m high. There are 4 halls in the cave. There are different stalactite formations in them. In the end of the cave there is a lake which has a survey of 250 m<sup>2</sup> Cave is at a place which provides a good sightseeing of the environment. Cave is also a member of International Show Caves Association (ISCA).

**Keywords:** *Cave Tourism, Potential of Turkey, Dim cave*

## THE TOURISM POTENTIAL OF ISTANBUL-KILYOS REGION AND THE APPLICABLE SUSTAINABLE TOURISM ALTERNATIVES FOR THE AREA

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### ABSTRACT

Kilyos region with its natural beauties and clean beaches is located at the Black Sea coast of Istanbul. The importance of the area is that Kilyos has the potential to become the main resort destination for Istanbul which attracts around 3 million foreign tourists per year, therefore it would be wise to invest on the infrastructure and develop a resort area even if around 1% of the 3 million is predicted to visit Kilyos region for different motivations. Actually Kilyos; besides attracting some of the tourists that are already visiting Istanbul, is able to create a demand itself and become the main motivation for some of the planned visits to the city. This is probably why Kilyos is one of the three main regions that are planned to be developed for the "Istanbul 2010 European Capital of Culture" project which is expected to attract 10 million tourists in one year.

It has also been stressed that uncontrolled development might result in excess usage of Natural resources in the area. A strategic planning that seeks sustainability of tourism development in the area is needed. Therefore the aim of this study is to design Kilyos as a sustainable destination to contribute the overall tourism in Istanbul and propose a sample development for similar destinations.

**Keywords ;** *Kilyos, Sustainable Tourism Development, Destination Planning*

## THE IMPORTANCE OF ALTERNATE TYPES OF TOURISM IN THE CONTINUOUS DEVELOPMENT OF THE TOURISM INDUSTRY: ANTALYA CASE

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### ABSTRACT

Tourism is one of the world's fastest growing industries and a major source of foreign exchange for many developing countries. Employment opportunities, environmental consciousness and protection, and an influx of foreign currency to the host nation are just a few examples of the contributions that the tourism industry can make to the economy of a country. Most examples show that the benefits from foreign tourism will significantly outweigh the promotional costs only when the tourism industry is developed in a sustained and planned manner. Although tourism can be highly diverse, two broad types can be distinguished; traditional mass tourism and alternative tourism. For the last twenty years, mass tourism has failed to achieve its because of environmental and cultural reasons. Holiday resort areas are located in certain densely populated regions of countries; especially in the bay areas as in Turkey. Erosion of sea shores, deforestation, and spoiling of other natural environmental beauties are a result of pollution created by the overcrowding of people in certain places at certain times of the year. Types of alternate tourism have emerged in order to reduce the negative effects of traditional mass tourism and to meet the demands of tourists seeking new experiences. Ecotourism, green tourism, nature tourism, culture tourism, and adventure tourism are some types of alternative tourism. This study evaluates types of alternate of tourism, which emerged in response to the persistent problems of the tourism industry in Antalya. Empirical research has been conducted to find out possible types of alternate of tourism via interviews with travel agencies located in Antalya. This research aimed to reveal the problems and needs of the tourism sector in Antalya. It also aimed to learn the ways to develop types of alternate tourism in an cost-effective way based on the information gathered from the travel agencies which are the main marketers of tourism.

**Keywords:** *Alternative Tourism, Mass Tourism, Sustainable Tourism, Antalya*

**LOCAL CAPACITY BUILDING FOR TOURISM WITHIN THE  
CONTEXT OF STRATEGIC LANDSCAPE PLANNING:  
Tarsus Coastal Zone Example in Turkey**

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**ABSTRACT**

In this paper, “Strategic Landscape Planning” approach was explained for coastal zones, and as an integral part of it, local capacity building concept was discussed in Tarsus Coastal Zone sample where lands are getting degraded by agriculture in particular, the rural poverty is increasing, and the coastline is under tourism development pressure. A public survey was conducted for the purpose of local capacity building. A face-to-face public survey was realized with 704 householders in 30 settlements in the study area. Planning should disclose the potentials of the local environment and enable the public involvement into decision process. What is more important that the quality of the human resources and the presence of the dynamics that will set those potentials into action. Planning should enable the society self-sufficient in economic sense, and should take the poor as a target population. More clearly, it should enforce to develop life-quality indicators in the basis of poor’s living conditions. In that sense, by the paper the existing human potentials for tourism of the study area were explained and, as a result, it was produced strategies on how the local public could be included in tourism sector.

**Keywords:** *Capacity building, strategic landscape planning, tourism, poverty*

**MEDIA ETHICS: AN EVALUATION OF MEDIA’S REACTION BASED  
ON A HYPOTHETICAL SCENARIO IN TOURISM**

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**ABSTRACT**

In today’s society, the media has gained huge power over societies and it has become much more important than before. The media’s role in leading people and influencing decision-makers cannot be denied. This situation has made responsible publishing and media ethics a very important subject. Unethical behaviors of the media people could affect the society negatively, cause damages on some sectors of the economy, and lead the society and decision-makers to a wrong way. In the world, there exists no civilized society in which mass media is allowed to work without any restraints and responsibilities. As well as the other stakeholders, the media has responsibilities in the development of the tourism sector, since the specialized travel press and other media, including means of electronic communication, should give honest and balanced information on events and situations which could influence the tourism demand. In addition, accurate and reliable information to the consumers of tourism services should be provided.

In this study, after evaluating the former studies on the subject, media ethics, media – tourism relations and ethical concerns of these relations are examined. In addition, based on a hypothetical scenario on the media’s handling style of a problem which could have impacts on the tourism sector, whether the media people’s attitudes, responsibilities, and sense of ethics would lead tourism in a country to a healthy development or failure is analyzed. Then, some suggestions are made in order to show how the problem could be handled ethically by the media without affecting the tourism sector negatively.

**Keywords:** *Media Ethics, Tourism Ethics, Media, Tourism*

**DETERMINING THE APPROACHES OF THE HOTEL MANAGERS  
TOWARDS THE EMPLOYEES IN RESPECT OF BUSINESS ETHICS: A  
CASE OF ANKARA**

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**ABSTRACT**

This study investigates hotel managers' perspectives in their job related behaviors towards the employees in respect of business ethics. The qualitative research method and for collecting data the structured interview technique were used. The survey contains the general managers or the assistants of general managers of the five-star hotels in Ankara (with the condition of one person from each hotel). In the analysis of the data, the descriptive analysis approach was preferred. As a result, it was understood that the managers did their best in respect of ethical responsibilities towards the employees.

**Keywords:** *Business ethics, management responsibility, hotels*

**ETHIC TROUBLES FACED IN MARKETING OF TRAVEL SECTOR  
AND IT'S SOLUTION SUGGESTIONS (AN AREA SEARCH IN  
ISTANBUL)**

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**ABSTRACT**

Travel agencies' ethic problems faced into marketing activities may cause that inefficient and misuse of business resources and this may also cause with unsuccessfulness into the marketing activities. The target of this study is to examine ethical problems which travel agencies confronted in marketing activities and to put place causes of these problems and to define level of importance of these factors which affect marketing activities negatively. In our study being in force with mentioned target, it is used "survey method". Furthermore, as to strengthening scientific base of this study, it was assisted with "exact formal interview method", too. The universe of study involves A, A Temporary, B, and C group Turkish travel agencies which are about number of 4556 and, because of very huge universe and time limitation its exemplary which covers 2.2 % of all stack, was chosen using "Random Exemplary Method", this exemplary involves number of one hundred A, A Temporary, B, and C group Turkish travel agencies which located in Istanbul. Acquired data was analyzed through a computerized medium using SPSS 10.00 for Windows package program. For all data gathered from survey, frequency analysis was made. Furthermore, suitable data was tested with Chi-Square Test.

Essential results of our study are that; illegal organization companies act in tourism sector, advertising brochures given by accommodation enterprises involve misleading information for customers as to having more profits, foreign tour operators decrease costs excessively and they delay their payment for agencies, certain agencies delay their payment intentionally, because they use this budget for another investment tools, tourist guides put pressure on tourists to buy at certain stores which give commission to guides. In their marketing processes, travel agencies confront with those ethical problems which mentioned above.

**Keywords:** *Agency, Ethics, Travel Enterprises, Ethical Orders, Marketing Ethics, Ethics in Agencies.*

## ENVIRONMENTAL ETHICS: A GUIDE TO TOURISM'S SUSTAINABLE DEVELOPMENT OR FAILURE

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### ABSTRACT

For the different stakeholders in the tourism sector, it is important to minimize the negative impact of tourism on environment while maximizing the benefits of tourism in promoting sustainable development since natural assets are the main resources of the tourism development. The tourism activity, whether for leisure, business, culture, or health purposes, has powerful effects -both positive and negative- on the environment. All the stakeholders in tourism, especially the suppliers, should protect the natural environment. Tourism professionals, particularly investors and managers, governed by the regulations laid down by the public authorities, should take into consideration of the impact of their development projects and management styles on the environment and natural resources. In this study, the importance of environmental ethics for tourism development in a destination is examined after evaluating the former studies on environmental ethics, its relationship with tourism, and its impacts on tourism development. Then, as a case study, a hotel's management's applications and attitudes towards environmental ethics are analyzed. Based on this hypothetical situation, problems related to the hotel management's approach to environmental ethics are examined and some suggestions for improvement are made.

**Keywords:** *Environmental Ethics, Tourism Ethics, Sustainable Tourism, Tourism*

## GLOBAL TOURISM - A HOBBSIAN COVENANT? THE RIGHT TO DEVELOPMENT V. INDIGENOUS PROPERTY RIGHTS

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### ABSTRACT

This paper will examine the legal basis of the human right to development and the impact of global tourism upon the cultural and socio-economic rights of indigenous peoples; it will also question the effectiveness of unilaterally drafted, voluntarily subscribed to codes of conduct (such as the recent UNWTO policy response) which seek to protect local communities against those human rights abuses that may be brought about by the tourism industry. Finally it will suggest a framework within which the right to development might be ethically realised and indigenous socio-economic and cultural rights preserved.

**Keywords:** *human rights, tourism development, indigenous rights, voluntary codes, State accountability*

## CRIMINAL MILLENIUM AND GLOBAL PROBLEMS OF MODERN TOURISM

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History of travel, frequently it is needless humanizes the motives of human migrations previous to the organized tourism. The history knows uncountable amount of examples when behind inquisitiveness of pathbreakers - travellers the loop of the motives connected to greed lasts, envy, self-interest, to aspiration to domination above all world by means of violence and wars.

## THE TERROR RISK PERCEIVED BY FOREIGN TOURISTS IN CHOOSING DESTINATION: THE CASE OF THE EASTERN REGION OF TURKEY

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### ABSTRACT

Terror and warfare in a country affects mostly the tourism industry. Terrorism can be assessed as a main disaster in destination marketing. Terrorist activity in the Eastern Region of Turkey destination is discussed intensively in Western countries' public opinions. These countries, at the same time, constitute the main target market of Turkey. This study examines the perceptions of the tourists came from western countries about terror risk in the Eastern destination of Turkey. In this context, the effects of these perceptions are analyzed on choice behavior of tourists towards the Eastern destination to visit when they came to Turkey. The results clearly show that the tourists from Western countries have rather negative perceptions on terror risk in the Eastern part of Turkey. Based on the findings of this study, tourists' behaviors can be characterized especially as "avoiding from visiting the Eastern destination of Turkey". Implications for destination marketing of the Eastern region of Turkey are addressed.

**Keywords:** *Terrorism, destination marketing*

## IMPORTANCE OF COMMUNICATION STRATEGIES IN MAKING TOURISM POLICIES FOR COUNTRIES WHICH HAVE TERROR IMAGE IN THE WORLD

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### ABSTRACT

Terrorism, which is one of the most important subjects of international agenda, affects the country's image and reputation deeply. It's known that, no matter if it is a small explosion or a heavy terrorist act, Ministry of tourism and minister of foreign affairs make serious and systematic warnings to their citizens against visiting those countries experienced terror. Turkey, one of the most charming tourism areas of the world, comes first in the countries which are affected by the negative image of terror. The explosions in Kuşadası last summer, bomb attacks to the Bank HSBC in İstanbul, Swiss Hotel descent, synagogue actions, assassination attempts and similar terrorist actions gives a serious harm to Turkey's tourism. The terrorism acts we mentioned before are shared with public by media with different communication atmospheres in very few minutes and this is really negative for country's image and presentation. While making tourism communication policies for Turkey, which has a deep historical heritage, civilization alliances, health- congress- fair triangle and belief tourism, people have to consider the destructive effects of terrorist acts and try to find right communication strategies for these effects. Except the negative effects of media about terror acts, it's important to determine the right information policies about media are being an ally. In the "Importance of communication strategies in making tourism policies for countries which have terror image in the world" featured report, terror acts and the effects of them will be examined and with the accompaniment of academic information, alternative communication strategies.

**Key Words:** *Terrorism, Reputation Management, Crisis Communication, International Image, Tourism Communications Policies, Communication Strategies*

## RECIPROCAL TRADE-A STRATEGIC TOOL WITHIN THE TOURISM SECTOR

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### ABSTRACT

Barter has been used for facilitating trade deals between those parties wanting or having to exchange goods or services with other than coins and currencies has morphed into that useful service that exists today within barter trade exchanges. There is reason to believe that the barter option may play a role in being that of a significant and effective facilitator for tourism planners to achieve their business development goals and objectives. The barter trade exchange mechanism may provide tourism and hospitality enterprises a way, not only to meet their periodic cash flow operating costs obligations without the layout of cash, but to also benefit from the exposure to the direct business-to-business connection within the membership (other global enterprises) in promoting the sector's offerings. Given increasing pressures for countries to increase revenues through tourism and to contain costs, the tourism agency needs to be creative in finding new ways to achieve growth plans and to aggressively utilize new IT-based tools available to the professional planner. It is suggested that tourism and hospitality planners and management professionals can utilize domestic barter as part of their business development initiatives- as well as to their cost containment efforts -to add value to their company services offerings within this sector.

**Keywords:** *Domestic trade, e-services, trade facilitator*

## FINANCING PROBLEMS OF SMALL AND MEDIUM SIZED TOURISM BUSINESSES AND AN APPLICATION IN BODRUM

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### ABSTRACT

Like other SMSEs, SMSEs operating in tourism sector have important financing problems. Financing problems of the small and medium sized tourism businesses are universal. Small and medium sized tourism businesses operating some countries which were reviewed in this proceeding have similar or different financing problems. Reviewed countries are the U.S.A., Australia, Israel, Canada, Egypt, Serbia .These problems are funding for tourism marketing for destination level, high hotel taxes, lack of capital ,excessive interest rates, inability to collect debt, hardship for start-up financing, financial management and liquidity problems, collateral for loans, over capitalize, cash flow management problems, insufficient financial institutions, inadequate micro credit lines, technological and financial assistance, training for bank staff to assist to the small and medium sized businesses etc. In this study, It was investigated the financing problems of businesses in the destination Bodrum. In this context, funding start ups, level of using bank credits, using subsidies, other debt possibilities, increasing capital, using the Credit Guaranty Fund, risk capital, leasing and factoring were investigated. According to the findings of the research, the businesses have many problems in these areas. At the end of the study, some solution suggestions were given for the businesses and the economy as a whole.

**Keywords:** *Financing Problems, Small and Medium Sized Tourism Businesses, Financing Problems of SMSTBs, financing issues of tourism sector.*

## TOURISM PROJECTS FINANCING: PUBLIC-PRIVATE PARTNERSHIP MODEL

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### ABSTRACT

Tourism sector is one of the cornerstones of economic developments and a gate which entegrates countries to international markets. The tourism projects involve travelling destinations, reservations, transportation and logging facilities in the world standards. All these services require considerable amount of initial investment. Nevertheless, private and public sectors in developing countries generally fail to make needed investments because of bureaucracy and short of investable funds. At this point, tourism projects financing may solve many tourism problems related to financing. Some tourism projects may require a very high amount of investment for which the financing becomes impossible through the company's internal capital. There are various financial tools available for financing a tourism project. A vialable alternative to finance tourism projects is to design a Public Private Partnership (PPP) which is a system where a tourism investment is financed and operated through a partnership of government and one or more private sector companies. PPP is accepted as a mutual beneficiary mechanism that provides high quality services at much lower cost. This research study conducts a comparison of risk transfer and cost reduction effects of various PPP models for tourism projects financing. The features of structuring a PPP model is analysed. In the final part of the research, an application of a PPP model is recommended for tourism projects.

**Keywords:** *Tourism projects financing, Turkish tourism, feasibility analysis, vialibity analysis, Public Private Partnerships (PPP).*

## PROBLEMS AND PERSPECTIVES OF FRANCHISING IN HOTEL BUSINESS OF THE REPUBLIC OF KAZAKHSTAN

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### ABSTRACT

The main regulator of the franchising activity in Kazakhstan is the Kazakhstani Franchising Association which was founded in February, 2002 with an aim to develop franchising, franchising company unions and juridical individuals interested in franchising in Kazakhstan. One of the objectives of the association is to provide entrepreneurs with up-to-date information, related to franchising, consulting and methodical assistance in the sphere of franchising search, protection of rights and representing the interests of the associations in various international and state bodies and organizations. Also they are aimed at training entrepreneurs in franchising basis, cooperation with small and medium-size businesses in the Republic by means of creating a new business community, united by a new concept of conducting franchise business. Among the partners of the Kazakhstani Franchising Association there are international organizations, banks, consulting and other organizations, interested in the development of franchising in the Republic of Kazakhstan. International franchising will develop dramatically very soon. Franchisors are seeking potential franchisees in foreign countries, including Kazakhstan, and many private companies are looking for franchisors from other countries, so that to obtain the license and rights and with the financial support to conduct its profitable business based on their manufacturing and service technologies

**Keywords:** *franchising, franchising in hotel industry, role of franchising in hospitality industry of Kazakhstan*

## A MEASUREMENT OF MANAGERS' PERCEPTIONS OF KNOWLEDGE, SKILLS, AND ATTRIBUTES BASED ON THE ILO'S STANDARDIZED OCCUPATIONAL QUALIFICATIONS IN THE HOSPITALITY AND TOURISM SECTOR

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### ABSTRACT

This study examined the industry's perceptions of knowledge, skills, and attributes of a sample of hospitality managers from the Mediterranean region of Turkey based on the International Labor Organization's (ILO) standardized job qualifications in key hospitality departments: front office, restaurant, beverage, cuisine, and housekeeping with the aim of understanding the gap between hospitality and tourism education in Turkey and the ILO's occupational standards. Managers' evaluations of hospitality and tourism education in Turkey, importance of hospitality and tourism curriculum, customer complaints, deficiencies in personnel management, workplace accidents, criteria for employee qualifications for work in the European Union (EU) countries, and hospitality and tourism education methods were also measured. Findings indicated a lack of practical training and foreign language education as deficiencies in quality of hospitality education. Employees also lacked functional skills in the restaurant, cuisine, beverage, and housekeeping areas based on the managers' perceptions. This shows that there is a need for experience-based education in order to both develop and deliver the needed knowledge, skills, and attributes desired by the industry. This study concluded that, providers of hospitality and tourism education in Turkey need to revise and reshape the national educational system with the aim of standardization of job qualifications locally and internationally.

**Keywords:** *Hospitality and tourism education, Turkey, EU, ILO, Occupational standards*

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**INTERNATIONAL HOTEL GENERAL MANAGERS' PERCEIVED  
ENVIRONMENTAL UNCERTAINTY AND THEIR STRATEGIC  
MANAGEMENT PROCESSES:  
A CROSS-COUNTRY STUDY OF KOREA AND JAPAN**

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**ABSTRACT**

This study analyzed the relationships among perceptions of uncertainty, environmental characteristics and strategy maker's actual decision such as resource allocation in different organizational subunits by focusing on the hotel general managers in two different countries, Korea and Japan. The results show that managerial perceptions of the environment would vary across organizations within an industry but, it was surprising to find that managerial perceptions did not vary more substantially across countries. The findings of this study also suggest some support for the hypothesis that when the organization faces high environmental uncertainty, it places greater emphasis on externally oriented functions such as market research and product development. Conversely, when an organization faces low uncertainty, internally oriented functions (such as production) assume strategic importance. In other words, stable organizational subunits, and search processes are designed to detect opportunities for increasing production efficiency and threats to internal stability.

**Keywords:** *Business Environment, Hotel, General Manager, Strategic Management.*

**PUBLIC RELATIONS AND MARKETING COMMUNICATION  
ACTIVITIES OF A FIVE-STAR HOTEL IN ISTANBUL**

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**ABSTRACT**

The objectives of this study are to expose the public relations and marketing communication activities in hospitality industry, and to determine how to get more shares from special events and other promotion activities as a five-star hotel (Swissotel the Bosphorus) in Istanbul. In this study, a literature review about public relations and marketing communication has been carried out. To carry out a field survey, face to face interview technique was used as a tool of a descriptive research. The research questions were asked to the public relations and marketing manager of the hotel. The information related to public relations and marketing communication such as the objectives, strategies, key messages and target audiences on special events and promotions held in Swissotel the Bosphorus is used as data for this study. Also a crisis management plan is submitted in order to predict possible crises situations arising from the hotel or the sector.

**Keywords:** *Public Relations, Marketing Communication, Special Events, Promotions, Hotel.*

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**SELF-ASSESSMENT SYSTEM FOR HOTEL CLASSIFICATION**

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Society for Tourism Informatics

**ABSTRACT**

We have developed a self-assessment system that can be easily used for hotel classification. In this paper, we show the relationship between tourists and hotels in recent years and point out some of the problems in the Japanese hotel market. Further we outline that system and explain the effect such a self-assessment system may have on the market in Japan. This is the first trial in Japan of a hotel classification system we have developed in which an expert doesn't evaluate the hotel but an owner or manager evaluates his hotel by himself. This system will contribute to improving not only the relationship between tourists and hotels but also each hotel's management strategy.

**Keywords:** *Society for Tourism Informatics, Hotel classification, Self-assessment system, Branding*

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**SPANISH HOTEL COMPANIES: INDEBTEDNESS DETERMINANTS**

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**ABSTRACT**

This article analyses the indebtedness of the companies belonging to the Spanish hotel industry. At the same time, there have been segmentations done in the sample attending different criteria to refine the study. The internationalization process of Spanish hotel companies requires a new approach to their financial strategies. The form of expansion chosen in this process has an impact on the pace of the funds needed for it. Other items are incorporated to observe different behavior among hotel companies in relation with their indebtedness process. Among analyzed factors, we can observe the importance of solvency, liquidity, and structure. The hotel industry's means to explain individual indebtedness is also of relevancy.

**Keywords:** *Factorial analysis, Financing decisions, Empirical Investigation, Indebtedness, Hotel industry*

## AN INVESTIGATION INTO FACILITATING FACTORS TO TRANSFORM HOTELS INTO LEARNING ORGANIZATIONS\*

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### ABSTRACT

This paper presents empirical findings of a research project that investigated facilitating factors when transforming hotels into learning organizations. Based on a comprehensive literature review, a questionnaire was designed and empirical data was collected from four and five hotels in Mugla, Turkey. The research findings revealed seven factors: continuous improvement, training, leadership, communication, taking initiative, labor turnover, and individual improvement. The factor of leadership is particularly found to have an important role in transforming hotels into learning organizations, whereas the factor of labor turnover appears to have negative impacts on creating and maintaining hotels as learning organizations. Based on the research findings and their discussions, the paper proposes conclusions and recommendations for practice and theory.

**Keywords:** *learning organizations, organization, hotels, leadership, Mugla.*

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## DETERMINING NEW LEADERSHIP TYPOLOGIES CRITERIA FOR DEVELOPING HOTEL MANAGERS

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### ABSTRACT

Today, with increasing trend for emerging flexible and human focused approaches, leadership concept has become an actual subject for enterprises. Thus, it can be seen that, charismatic, transformational and coaching style leadership typologies have wide usage areas. Due to importance of this subject, in this qualitative research related literature was analyzed and 18 different criteria, explaining new leadership typologies, were determined. Interview and document examination techniques were used within the field study part of the research. In this phase, 12 company, offering leadership education were included in the study. Findings, which were derived from interviews and web site scanning have been appraised with content analysis and course subjects were gathered in 20 group titles.

Results revealed that, courses about transformational leadership (% 38.5) and coaching (% 37) are rather demanded by hotel enterprises. Besides, the most demanded courses related to leadership are; creating mission and vision, using new technologies, increasing performance and empowerment. Determining personality types and reengineering are the least demanded course topics. Another result of the research is that, training requests about Total Quality Management are changing towards developing quality assurance systems. Results of the study provide contribution to hotels and education consulting companies by showing which leadership typologies hotel managers accept and how their education demand changes in this respect.

**Keywords:** *Hospitality management, manager development, leadership typologies, Turkey.*

## MANAGING THE ORGANIZATIONAL CULTURE OF TOURISM ENTERPRISES WITH A NEW VALUE: SERVANT-LEADERSHIP

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### ABSTRACT

Today's globalize world values human interactions more than ever. Especially on intercultural scales tourism takes a leading role in abating un-familiarities among the citizens of the world and uniting them under a common merit: humaneness. This understanding arises the importance of organizational culture which merges different employees under a common framework to enhance individual and organizational performances with humanistic approach and this makes organizational culture stand out as an important aspect in tourism enterprises. Structuring *strong* organizational culture requires *strong* leaders and to establish strong organizational cultures a new leadership approach can be taken into account. This new leadership style is servant-leadership. Servant-leadership emphasizes the leader's role as the steward of the resources such as human, financial and otherwise provided by the enterprise. It encourages leaders to serve others while staying focused on achieving results in line with the enterprise's values and integrity. Servant-leadership emphasize the importance of collaboration, trust, and the ethical use of power and empowerment instead of using 'power' in top-down hierarchical style. Traditional leaders desire increased power and manage employees with their 'minds' but servant-leaders enhance the growth of individuals in the enterprise, increase teamwork and personal involvement and in short know the importance of managing with 'heart.' The main aim of this paper is to emphasize the inalienable importance of servant-leaders' contribution in creating strong and effective organizational cultures in tourism enterprises. In order to achieve this purpose, the importance of organizational culture, servant-leadership and servant-leaders and their roles in tourism enterprises will be mentioned.

**Keywords:** *Organizational culture, servant-leadership, servant-leaders.*

## A RESEARCH TO DETERMINE THE RELATION BETWEEN THE INTEGRATION LEVELS AND ORGANIZATIONAL COMMITMENT OF THE STAFF

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### ABSTRACT

It has been seen that the managements which have started to live with a high speed for 20 years and caught the competition superiority in international size in globalisation process which has been increasingly arising its effect, have commented human instance differently and increasing importance of human factor has become at the first place in the base of their success. Especially after 1980's, together with the acquired importance of the organisational culture concept, it has been seen that the studies on the individual-organisation-value harmony have been much emphasized in organisational area. This fact described as integration as well, represents a participative and powered organisational structure which protects organisational values. It has been stated that the organisations having integrity have strongful cultures and the performance of these managements is better than the others. The past studies show that the highness in the individual-organisation-value (internal integrity) harmony has positive effect with the organisational commitment. The aim of this study is to determine the relation between internal integration levels and organisational commitment of the staff working in the hotel managements. The application results on 163 staff working on 5 starred hotel managements have been tried to examine from the angle of internal integration and organisational commitment and the results to be able to be got out for the hotel managements have been discussed.

**Keywords:** *Internal Integration, Values, Organisational Commitment*

**THE SATISFACTION AND MOTIVATION OF HOSPITALITY  
EMPLOYEES RELATED TO THEIR JOBS: A STUDY AT  
ALTINYUNUS RESORT HOTEL IN ÇEŞME-IZMIR**

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**ABSTRACT**

This paper addresses issue of understanding hospitality feelings of employees and the difference in qualifications of their jobs and, to determine the causal relationship between their education and their job satisfaction and motivaton. Within this framework, the employee's job satisfaction, basic motivational factors, job qualifications, working environment, individual and professional development opprotunities have been evaluated. In the analysis section, the results of the questionnaire administered to the Çeşme Altinyunus Hotel employees have gone through Factor Analysis and T-Test statistics. From the results, the areas and levels of employee satisfactions and dissatisfactions regarding to their jobs have been determined. A relationship has been established between the factors of dissatisfaction and the employees' thoughts about the process of their professional education. It has been further investigated whether the findings arrived at affect the employees' thoughts about the working place, working will and interest.

**Keywords:** *Hospitality and Tourism; Hotel staff; Hotel Employees' satisfaction; Hotel Employees' motivation.*

**A SAMPLE CASE STUDY ABOUT THE DIMENSIONS OF HUMAN  
RESOURCES STRATEGIC MANAGEMENT:  
“ÇIRAĞAN PALACE HOTEL KEMPINSKI ISTANBUL”**

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**ABSTRACT**

Human beings or we may call as manpower is the most crucial resource for the successful organizations. In today's fast changing business world, human resources management plays a critical role in gaining unbeatable advantage in the market competition. Especially after 1980's ever increasing international competition and technological improvements have made these changes essential for the managements. Right now the many company all around the world has started to ignore their traditional administration structure and adopt the policy that matches with new working relationship strategies. Strategic human resources management is an approach which focuses on increasing competitive advantage by administrating human resources more sufficiently. Strategic human resources management aims to increase efficiency and strength of the organizations. There are four dimensions regarding to strategic human resources management which increases effectiveness and competence of the firms. These are; change engineering, leadership, learning at working place and unions. This study is sample case and aims to determine and evaluate the applications regarding to strategic human resources management's four dimensions in international hotel organization 'Çırağan Palace Hotel Kempinski Istanbul'.

**Keywords:** *Human resources, Strategic Human Resources Management, Hotel Administration*

## TO BE A WOMAN EMPLOYEE IN HOTEL ENTERPRISES

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### ABSTRACT

Tourism is a sector that requires women workers because of its structure. The structure of tourism industry demands female. Especially, some departments intensively needs women workers in hotels. However, tourism sector also includes some disadvantages in term of women workers. The problems in the hotel business arises from the views of public and customers. Some regularizations which provide the women to setup their life, get their carriers and keep their status are needed in the work areas mentioned. The solutions of the problems must take an important place on the policies of business administrator. Beside, it needs new policies and strategies which could end some prejudices against women.

The study aims to investigate some difficulties that women workers meet in hotel business. In particular, the conditions which encourage/discourage women workers are scrutinized. Therefore work type, work period and effectiveness of the work environment are explored. The study is implemented by survey method. The Project is implemented on hotels with 4-5 stars in Kocaeli, Bursa and İstanbul. In this research, it was determined that into the business life women have faced working durations, contention of business-private life, and harassment problems

**Keywords:** *Hotel Enterprises, Working Woman, Problems of Working Women*

## THE RELATIONSHIP BETWEEN OUTSOURCING AND SERVICE QUALITY IN HOTEL BUSINESSES: A STUDY AT FIVE STAR HOTELS

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### ABSTRACT

Outsourcing takes on special importance in the hotel sector. One of the most important reasons for hotels' inclination towards outsourcing is a belief that outsourcing may contribute significantly to service quality. This study examines the relationship between outsourcing and service quality in hotel businesses – in particular, at five star hotels in Turkey. The results of this empirical study indicate that there is not a significant relationship between the level of outsourcing done and the overall level of service quality in five star hotels.

**Keywords:** *Outsourcing; Hotel Businesses; Service Quality*

## SPORTING EVENT TOURISM AND STRATEGIC CATERING MANAGEMENT

(The Example Of The 23<sup>rd</sup> Summer Universiade 2005, Izmir)

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### ABSTRACT

Sporting events, provided by the tourism industry have been increasing over the years, with accompanying growth of competition in the market. The economic and social potential of sporting events for the tourism industry and destinations require more research attention. Catering services are one of the major challenges for the organizations like Universiade due to the high number of participants, delegates, staff and volunteers. During the 23<sup>rd</sup> Summer Universiade 2005, Izmir, catering services were provided on self-service basis between August 3-23, 2005 at the Athletes' Village Dining Hall located in the Residential Zone, with meals from five different cuisines including Turkish, European, Asian, vegetarian and Kosher (Jewish). It was a major event with its huge numbers. For example, total number of people joining the daily meals was 30,000 (except lunch boxes), total number of the meals during the games was 433,500, number of lunch boxes served during the games was 264,000. 6,000 calories per person-day was foreseen for the meals to be provided to the athletes. Food production, distribution and serving, timing, diet, hygiene and general sanitation were the most important factors for the event catering services. A detailed strategic planning was established for catering services of the games. The aim of this study is to investigate the strategic catering management systems of the 23<sup>rd</sup> Summer Universiade 2005, Izmir and attempt to introduce the key factors of event tourism catering systems. For research methodology, statistical data were obtained from the Universiade of Izmir and Bilintur the events' official catering company.

**Keywords:** *Sporting event tourism, catering services, strategic management, Universiade Izmir*

## THE ROLE AND SIGNIFICANCE OF THE SYSTEM OF QUALITY MANAGEMENT IN RESTAURANT BUSINESS

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### ABSTRACT

The aim of the given research is the study of up-to-date approaches of quality management in restaurant business establishments. This problem was studied by empirical method on the example of restaurant business establishments of the city of Sochi.

**Keywords:** *Quality management, restaurant business.*

## INTERPERSONAL SKILLS IN HOSPITALITY INDUSTRY

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### ABSTRACT

Have you ever thought on why we all include the words “communicative”, “sociable” or “team-player” in the section on our strengths in the curriculum vitae, (even though, sometimes, we are not)? Why do those hundreds of internet job sites call for “excellent presentation skills”, “well-developed writing abilities” and “interpersonal communication strengths” as primary requirements for management positions at all levels? Why do employers design various open questions to reveal the personality or the inner world of the candidate for a position of such “key jobs” in the tourism industry as a receptionist, customer relations manager, a guide or a sales agent? And why are receptionists, guides or sales agents considered to be “key” or “people-centered” occupations in tourism industry? Because in any service industry, the human element, such as friendly and welcoming face, smile, the warm voice, caring and thoughtful words, is the integral and vital part of the “product”. Because communication skills are one of the most important determinants for upward career promotion in any industry. Because winning and keeping customers are achieved through the communicative aspects of the receptionist’s or head waiter’s role as it is perceived by the customer. Because employers should emphasize not the product or the technologies used to manufacture that product, but people-the main asset of any company or organization.

**Keywords:** *communication skills, hospitality industry, hospitality manager, courses for improving interpersonal skills*

## IMPROVEMENT OF THE PERSONAL POLICY IN THE SPHERE OF ANIMATION SERVICE

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### ABSTRACT

The aim of the given research is the study of the principle issues of personnel policy in the sphere of animation, development of qualification requirements for animators and main principles of setting up of a high quality animation team at hospitality industry establishments.

The study of this problem is based on comparative analysis of animation service development in hospitality industry at resorts of Spain and Russian Federation.

**Keywords:** *Personnel policy in the sphere of animation, high quality animation team.*

## RESEARCH OF CONFLICTS AND STRESSES AMONG EMPLOYEES OF SPAR-HOTELS

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### ABSTRACT

Existence and evolution of any organization (including spar-hotels) is related to emerging and settling of contradictions in a struggle of various forces inside and outside of it. Sometimes contradictions attain an acute character and result into a conflict. Modern management admits that even in effectively run organizations some conflicts are not only possible, but also desirable. Conflict management is an important part of a process regulating social and production relations in spar-hotels. It is one of the conditions of the organization management. To put it into practice, the following is necessary: 1) managers' realization of probable prerequisites and reasons for appearing of conflict situations in spar-hotels; 2) understanding of the mechanism of the conflict developing as a process; 3) skills to apply the methods of conflicts settling. Conflicts and stresses influence all business processes in spar-hotels: 1) connected to the organization of the whole activity of spar-hotels (creation of organization, personnel management, current industrial management, etc.); 2) providing customers service (reception and accommodation, treatment, feeding, organization of leisure, etc.); 3) regulating interaction with the outer environment (with controlling bodies, suppliers, partners, competitors, etc.). Directly or indirectly they influence an amount and quality of rendered recreation-tourist services, define economic and social efficiency of spar-hotels activity, a level of consumers satisfaction, influence the efficiency of interaction with contact audiences, and also reduce the quality of employees' working life.

**Keywords:** *Conflicts, Stresses, Spar-hotels, Employees, Questioning*

## GLOBALIZATION AND CULTURAL TOURISM

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### ABSTRACT

Nowadays, world is faced to globalization, which is caused that people from different countries come near together. This matter has caused the appearance of a global culture, so many national traditions will be forgotten and it caused that many countries come to the end of cultural exclusiveness. Tourism is one of the most important industries in the world, as well as, one of the most effective factors in globalization, in the view of culture and economy. In third millennium, it is more emphasis on the role of tourism in the maintenance of cultural heritage, peace and international understanding. So by following the global changes, sustainable cultural tourism and development of world tourism will be resulted. On the other hand some countries, specially countries which is located in same geographic region, have some common traditions and cultural ceremonies, so the development of cultural tourism in these countries will end up to the near and friendly relations between them and the development of interregional planning. In this paper, after studying the subject of globalization and its relation with cultural tourism, we refer briefly to some common traditions and ceremonies between some countries with emphasis on Iran and Turkey.

**Keywords:** *Globalization, Culture, Cultural tourism, Cultural exclusiveness, Common traditions, Cultural heritage, Interregional planning.*

## TOURISM AS A CULTURAL BRIDGE CONNECTING TURKEY & EU

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### ABSTRACT

Tourism is a very important industry for Turkey, in both economic and social terms. Turkey as a candidate to EU membership, may get help for tourism in this membership travel. Study tries to establish the relationship between tourism and culture in EU countries and Turkey. First it examines the importance of tourism and application of tourism policies in EU. It looks like tourism is an important industry and has a high potential for growth for EU. The second part of the study is about development process of Turkish tourism during the EU membership process which covers SWOT analysis of Turkish Tourism, measures to be taken for adaptation and probable cooperative tourism projects which may lead a way for possible future actions. The last part of the study covers also relates tourism role as a cultural bridge and it analyzes the social aspects of tourism as a peace maker.

**Keywords:** *EU, Turkey, Tourism, Peace, Culture*

## PROMOTING CULTURAL TOURISM ACROSS THE MEDITERRANEAN: AN EXPERIENCE IN THE FRAMEWORK OF THE EUMEDIS PROGRAMME

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### ABSTRACT

In February 1999, the European Commission approved an initiative for promoting the EUro-MEDiterranean Information Society (EUMEDIS), aiming at developing ICT applications with user communities in the largest number of Mediterranean Partners. Within this initiative, the Daedalus project was launched to create a Mediterranean cultural tourism framework. The project has developed a portal through which the different countries promote their cultural destination in a unified environment. The portal is founded on an advanced business model that allows its sustainability by means of the contribution of several categories of tourism products and data providers.

**Keywords:** *cultural heritage, EUMEDIS.*

**THE EFFECTS OF RELATIONSHIP BETWEEN TURKEY AND THE  
EUROPEAN UNION TO TURKEY'S TOURISM AND FUTURE  
ORIENTED EXPECTATIONS\***

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**ABSTRACT**

Over 40 years ongoing Turkey – EU relations has been gone in to a new period with the beginning of negotiation process dating from October the 3<sup>rd</sup> 2005. It is going to be possible in this period to see the developments relating tourism under every title that will be negotiated. It is undoubted that this period, which is known that it will last long with the different arguments expressed about how much it is going to last, will bring permanent effects and different evolutions to our country's tourism industrial. Especially, when it is considered that the %65 of tourists, who come to our country, is mostly from EU countries, it is important that these effects will become in what shape and in what extent.

Besides the truth that proper planning and policy matters in the arise of success in tourism, it is know that the reflections of tourism policies, which European Union tries to manifest, continue to be arguable completely. Here, the salient subject is that European Union's steps in direction of forming common tourism policy in parallel of last expansion. Where the reflections of these developments and emergent effects toward our country's tourism industrial will be tried to be quoted in this study, first of all it will be focused on the factors which affects the formation of tourism policies in European Union generally and these policies move in common with which other policies. Furthermore, by considering how these policies can affect Turkey's tourism indirectly and directly, it is being aimed a comparison between present European Union policies effects on tourism sector and Turkish tourism policies. In the study, by considering present statistics and developments in EU cyclic, the study will be scotched by fore sighting effects of Turkey – EU relations on Turkish tourism.

**Keywords:** *The European Union, tourism policies, Turkish tourism*

**EUROPEAN COMMUNITY-FINANCED GRANTS AND  
OPPORTUNITIES OF USING THE GRANTS IN TOURISM  
EDUCATION: THE TOURISM TRAINING PROJECT SAMPLE**

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**ABSTRACT**

Nowadays, we hear and read a lot of things about projects financed by the European Union. What are these projects, how can they be prepared and applied? However, the European Union (EU) gives the grants to the projects in Turkey as a pre-accession strategy. The grant programmes are accepted as a tool to support the regional approach to achieve economic development. It is possible to use the grant programs in tourism education too. Lately, the projects financed by the EU for tourism education are carried out. One of these projects is the Tourism Training Project. The Tourism Training Project that was prepared by Ondokuz Mayıs University, Amasya Vocational Higher Education School and its partners in New Opportunities Grant Plan applied by Turkish Employment Organisation (TEO) is a project applied in 2005 year. The project was prepared to train staff in cooking and service subjects because of the needs of the food-beverage and entertainment enterprises in Amasya province. The project was financed by the EU with 62,800 Euro and had been applied successfully for one-year course. The project crew had gained a lot of different experiences in preparing and application periods. Because of that, in this study, It is given precedence to the European Community-financed grants and later touched on the grants that can be used in tourism education and the Tourism Training Project's application and its results are evaluated at last. The aim of this study is to pass through the EU grant plans and usable of the grants in tourism education in the project preparing methodology and to share experiences gained from the Tourism Training Project.

**Keywords:** *European Union, Grant Plans, Tourism Education, and Projects Financed by the EU*

## A COMPARATIVE STUDY INTO THE SATISFACTION OF TOURISM STUDENTS WITH THEIR INTERNSHIP

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### ABSTRACT

This study sets out to investigate the level of satisfaction of students receiving tourism education at different levels with vocational apprenticing. The study involves 300 last grade students at high schools, pre-bachelor's degree and bachelor degree level. The result of the study indicates that the level of satisfaction of pre-bachelor students with vocational apprenticing is lower than high school and bachelor students.

**Keywords:** *job satisfaction, students, education, apprenticing, Muğla.*

## EXAMINATION OF DOCTORAL (Ph.D.) EDUCATION IN NATIONAL CONTEXT

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### ABSTRACT

The role of tourism in the development of national economies an international commerce, social and cultural environment, and the installation of goodwill and understanding among the countries made the governments appreciate a great importance to this sector and speeded up the development competition in this issue. In this competitive environment, being superior, surviving effort, quality search, customer expectations and the pressures in the view of developing public relations the tourism education as an important requirement.

In this study, the highest level of postgraduate studies, doctoral education in the field of tourism management, its functioning and a determination of the situation are aimed to be examined. In this context, the structure of functioning doctoral education in tourism is determined and as the following process of this education, readership issue in tourism is handled to state some suggestions.

**Keywords:** *Tourism Education, Postgraduate Tourism Education, Readership in Tourism*

## EXPORTING INDIA'S TOURISM EDUCATION TO DEVELOPING COUNTRIES: OPPORTUNITIES AND CHALLENGES

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### ABSTRACT

The majority of tourism teachings take place in developed countries rather than in developing countries like India. Experience indicates that western programmes transplanted to developing countries are not relevant and appropriate to the needs of the tourism organizations. In the 1960's due to rapid rise of international tourism and the chronic lack of academic infrastructure in India, many students from the developing countries like India enrolled in programmes offered by tourism training centers in Europe. But none of these business study-technician courses in tourism met the needs of travel trade organizations where the trained graduates joined their responsibilities on completion of their study courses. Since then, tourism training centers in India established courses and designed them in accordance to the requirement of students from developing countries in mind. However, many of these centers academic infrastructure and teaching methods need more improvement in order to attract foreign nationals. The present paper explains in detail the overall scenario of tourism education centers in India and analyses their strengths and weaknesses with the existing management institutes offering courses in Business management. The paper concludes with critical discussion to make the tourism education in India a saleable product to the aspirant candidates in overseas market.

**Keywords:** *India, developing countries, tourism, training, education, university, institute, programme*

## DEVELOPMENT OF ENGLISH SPEAKING SKILL IN TRAINING HIGH SKILLED MANAGERS OF TOURISM

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People can discover for themselves a world of wonder, where the mountains are taller, the rivers mightier and the wildlife more plentiful than other places on earth, visit beautiful islands and escape to paradise on next vacation: sleep under a palm tree, stroll on endless beaches and eat ice cream while floating in a turquoise sea, visit castles, museums and galleries, explore ancient cities and winding canals, glorious gardens, gilded theatres and fabled landmarks. It is all a picture-perfect experience. And without traveling you will never see it.

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## MAINTENANCE OF UNIVERSITY QUALITY OF PREPARATION OF SPECIALISTS FOR SPHERE OF TOURISM

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The system of high education of republic Kazakhstan today is submitted more than 180 high educational establishments and 86 branches of high educational establishments. 9 leading universities of Kazakhstan have the special status. More than 9 universities conduct a professional training for sphere of tourism. With a view of perfection of an education system, preparation and improvement of professional skill of the staff by the Government a number of the documents providing all conditions of achievement of these purposes were accepted.

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## AN APPROACH TO CURRICULUM AND COURSE DESIGN PROCESS FOR DISTANCE LEARNING

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### ABSTRACT

One of the main roles in education plays curriculum. On right composition of it depends successful result of education in a whole. Curriculum is a document, approving by the government, that define structure of the subjects, studying in institutions, their distribution by the years of study with indication of amount of hours, intended for each subject in a week. Curriculum is a state document, where amount and names of subjects, consistency of their study in years, norms of time in hours in a week for all subjects and for each subjects taken separately are approving. Curriculum is a plan for each action or a written document that includes strategies for achieving desires goals or ends, for providing sets of learning opportunities for persons to be educated and for learning objectives determine what learning is important. It is an organised set of formal education or training intention.

**Keywords:** *Curriculum, course design, distance learning, module, module unit, learning outcome.*

**TOURISMOLOGY AND SCIENTIFIC-THEORETICAL  
MAINTENANCE OF DEVELOPMENT OF TOURIST BRANCH**

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Modern tourism as object of scientific knowledge and interdisciplinary researches represents the international complex phenomenon of functioning involving in sphere economy, ecology, a policy, sociology, psychology, pedagogics etc. Scientific maintenance of development of tourism is one of the problems demanding preparation of the scientific staff at a level of university education.

**THE ATTITUDES AND EXPECTATIONS OF EMPLOYEES ON  
TOURISM EDUCATION THROUGH INTERNET  
- A CASE STUDY OF RWANDA -**

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**ABSTRACT**

The paper investigates the attitudes and expectations of tourism employees about tourism Education through Internet in Rwanda. The findings of the study generally show positive attitudes towards online learning. The results on ICT skills portray a positive sign for the adoption of online learning methodology by the employees. But some negative attitudes are also apparent, as they see expense as a major constraint factor. The analysis also reveals that the majority of respondents prefer online combined with some practical orientations in the respective field. However, they also seek motivation from their employers.

It concludes that a well balanced approach is required to create practical, responsive and academically accepted advanced educational programs that can cater to the local requirements of the industry. And greater emphasis should be placed on the development of incentives for adoption of online educational technology by the employers. Furthermore it should be a part of the performance assessment and reward system in an organizational setting which can motivate employees towards online education as it may result in enhancing their knowledge and know-how in the rapid and dynamic changing tourist behavior and markets.

**Keywords:** *Tourism online education, Internet, Attitudes, Expectations, Opinions.*

**AN EMPIRICAL RESEARCH DETERMINING THE MANAGERIAL  
STRESS SOURCES OF DIRECTORS OF HIGHER EDUCATION  
ESTABLISHMENTS**

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**ABSTRACT**

Work life, regarded as an ambiance in which contemporary individuals might express themselves produce results based upon their proficiencies, possesses a multi-dimensional and complex structure. No matter it differs depending upon their specific conditions, the ones working in the organizations of work life are facing with the difficulties threatening generally their physical and psychological health. Stress which takes an important place among these threats, influences the individuals and their behaviors, productivity and relations with the other people. The concept of stress has been for years the subject of various research in the literature from the view of both its causes and effects.

Due to the peculiar structure of academic environment, higher education school directors are also experiencing stress because they are always involved in decision-making process of an academic unit. The fundamental reason of realizing this study is the thought the directors of faculties or schools of higher education are likely to be working under managerial stress. In this context, the objective of the study is to determine the managerial stress sources which directors of tourism schools of higher education face with.

**Keywords:** *Stress, Sources of Managerial Stress*

**INTEGRAL APPROACH FOR SMALL AND MEDIUM SIZES  
ENTERPRISES: ESTABLISHMENT OF AN INTEGRAL VOCATIONAL  
TRAINING CENTER FOR TOURISM INDUSTRY**

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**ABSTRACT**

In the 21st century, skills training and education have become prerequisites for sustainability in jobs and business. Two factors are vital importance in building an effective response to this point. One is the continuous enhancement of skills, knowledge and ability, which is sometimes termed vocational education. The second is the development of entrepreneurial, managerial and economic know-how, particularly when is referred to small and medium enterprises. The linkage of vocational and entrepreneurial education is of significance for sustainable human development and for economic growth in general. The aim of this study is to propose an education model to the unemployment people who want to get into the tourism sector by opening their own businesses or working in the sector. This model provides them the vocational and entrepreneurial education in a compact form. There is suggesting (proposing) sample training project which supports integral approach in this study. The integral approach looks at any problem-personal, social, ecological, international point of view. This approach is provided for the sustainable and qualified improvement and change. At this project, the linkage of vocational and entrepreneurial education is combined. Firstly, the aim of the training centre, the funding, the structure of the centre, the framework of the centre, the organization chart of the centre are explained. Secondly, the implementation of the project is informed. Finally, the benefits of the centre are emphasized.

**Key Words:** *Tourism, small and medium sizes enterprises, integral approach, training*

## ANGER & ANGER CONTROL: A RESEARCH ABOUT STUDENTS ATTENDING UNDERGRADUATE TOURISM PROGRAMS

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### ABSTRACT

Owing to the complexity of modern life, it has become harder for people to keep themselves calm against the life. Because of economic, social and political reasons the emotions which individuals feel against the life and behavior types of them are different for each. Fundamental emotions of individual happiness, sadness, fear, hate and anger. One feels anger consist of as a consequence of not keeping calm against the life. Anger, in contrast to the form it has been perceived, is a positive emotion for the individual. Nonetheless, most people harm the social order, causing problems for themselves and facing with a lot of difficulties due to the emotion of anger. Because of their cultural structure, individuals fear to show their anger and keep it inside. Keeping anger inside might harm both the environment and oneself (Kısaç, 1999). There are various definitions of anger in the related literature. Kısaç (1997) defines anger as the fundamental emotion revealed in order to defend oneself and warn the others. Anger appears when one is prevented from the desires, needs and plans and perceived different situations as injustice, unfair and threat. According to another definition, anger is an emotion which might vary from dissatisfaction to hate and violence in order to break free from the anxiety born by desperation, weakness and deficiency when one encounters a danger or prevention (Roberts, 1976, Üstün ve Yavuzaslan, 1995). The emotion of anger is formed when one encounters a situation, event or person that prevents his/her satisfaction. Schurger (1979) identifies that anger is caused by a lot of stimulants in human life and it increases the probability of being aggressive.

**Keywords:** *Anger, Anger Expression Styles, Undergraduate Students*

## HOW DO UNDERGRADUATE TOURISM STUDENTS PERCEIVE THE IMPACTS OF TOURISM DEVELOPMENT? A CASE STUDY IN TURKEY

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### ABSTRACT

The development of tourism creates an extensive range of economic, social, cultural and environmental impacts on tourism destinations, and these impacts can be both positive and negative. There is no established consensus about the various impacts of tourism because the consequences differ from one destination to another. Since the support of the local residents is considered vital for the success of any tourism project, residents' perceptions of the impacts of tourism development have been studied extensively in the literature. By contrast, there are only a few studies that have focused on the perceptions of tourism students regarding the impacts of tourism development. If today's students are to become the effective practitioners of tomorrow, it is fundamental to understand their perceptions for sustainable tourism development.

This research examines 450 undergraduate tourism students' perceptions of tourism based on the survey at three universities which offer a four-year program of tourism and hotel management in Turkey. The results indicated that nearly all of the respondents believed that tourism plays an important role in the economic development of Turkey, and most of them agreed that the advantages of tourism outweigh the disadvantages. Results also showed that a willingness to study tourism and intention to work in the tourism industry after graduation were important factors contributing to a positive perception. It seems that those respondents who are potential economic beneficiaries of the tourism industry tend to underestimate the negative impacts of tourism. This finding is important, because it indicates that future managers of tourism are willing to accept the detrimental impacts of tourism for its economic benefits.

**Keywords:** *students' perceptions, impacts of tourism development, sustainable tourism, Turkey*

## BURNOUT SYNDROME: EXAMINATION OF PROFESSIONAL BURNOUT IN THE TEACHERS OF VOCATIONAL HIGH SCHOOLS OF TOURISM

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### ABSTRACT

Burnout, as a syndrome revealed in many professions recently, appears as the loss of interest and enthusiasm to his/her profession. As reasons for such a syndrome -encountered mostly in the professions requiring face to face relations like being a teacher- apathy, depression, suspicion and disappointment might be counted. Maslach Burnout scale (MBS) developed by Maslach and Johnson (1981) and personal information form comprising 21 items are utilized as data collection method evaluated in the dimensions as emotional burnout (EB), insensitivity (I) and personal success (PS) and implemented to the teachers of the sampled school.

**Keywords:** *Burnout Syndrome, Maslach Burnout Scale, Tourism and Hotellerie High School of Antalya*

## ICT-DRIVEN TRANSFORMATION AND GROWTH IN THE TOURISM INDUSTRY-A BUSINESS MODEL PERSPECTIVE: THE CASE OF ALBANIA

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### ABSTRACT

This paper consists of three issues, namely what are business models, challenges for tourism SME-s and a toll for diagnostics. A business model addresses the strategic challenges of electronic commerce in four interrelated dimensions. The first dimension is product innovation: what business the company is in, product innovation and the value proposition offered on the market; The second dimension is the customer relationship: who the company's target customers are, how it delivers its products to them, and how it builds a strong relationship with them; The third dimension is infrastructure management: how the company efficiently performs infrastructure or logistics issues, with whom, and as which kind of virtual enterprise; The fourth dimension is financials: what are the revenue model (transaction, subscription/membership, advertising, commission, licensing) and the cost model (cost of goods sold, operating expenses for R&D, sales and marketing, general and administrative). Fast changing market structures and customer behaviours are challenges for tourism SME-s. Challenges are faced in service configuration and collaborative business models, imitation and differentiation strategies, changing customer roles (the customer as "prosumer") and multi-channel management and communication strategies.

**Keywords:** *ICT, business model, product innovation, electronic commerce.*

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## THE ROLE OF INFORMATION TECHNOLOGY IN ALBANIAN TOURISM INDUSTRY: THE CASE OF TISCOVER

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### ABSTRACT

Information technology has been playing a fundamental role in tourism industry for a long time. The Internet particularly is increasingly emerging as a perfect platform to bring tourism products direct to the customer. Web-based tourism information systems, however, are required not only to offer online brochures but also to provide both value and service. The Albanian tourism information system, TIScover, meets this challenge by focusing on three crucial points. First high-quality access is provided. Second, the content is of high quality that is achieved by enabling tourism information providers to maintain their products directly, as well as by integrating external tourism information sources. Finally, the system is designed in such a way that is easy to customize. This paper focuses on the crucial aspects of Albanian tourism information systems as they are implemented in TIScover. For this, first, an overview of the whole architecture of TIScover, including a short description of the manner in which the system may be customized, is given. E-commerce transactions in the context of TIScover are discussed and different access paradigms supporting the information phase are emphasized. Afterward, the paper deals with mobile access to TIScover by means of cellular phones and presents mechanisms used in TIScover to achieve interoperability. The paper concludes with the outlook for future work.

**Keywords:** *ICT, Tourism information system, Tiscover*

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## ABOUT THE DEVELOPMENT OF INNOVATIONAL INFORMATION TECHNOLOGY IN KAZAKHSTAN TOURISM

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In Republic of Kazakhstan from 2005 is developed cluster of tourism. Joining in a number of fifty developed countries in the world and state strategy one of the main demands is to perfect informational space, the branch of telecommunication to world peace standart. In this direction will be used the most progressive technologies. In June 2006 with the purpose of developing technology of telecommunication was flid artificial Earth satellite. The requirement of flying the satellite is to develop tourism in the country, to renew informational technologies, to fall down price of needs.

**INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) -  
TOOL FOR GROWTH AND EMPLOYMENT IN TOURISM:  
THE CASES OF ALBANIA AND MACEDONIA**

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**ABSTRACT**

The focus of this paper lies on the importance of the tourism value chain- from the service provider to the consumer – and on the challenges of Albanian and Macedonian SME-s in e-commerce strategies and activities. ICT combines in a prototypical way research and development, innovation and economic change. E-commerce has already transformed the tourism industry, and this development is expected to grow. It puts the industry at the focus for economic and regional development, as well as it enables not only job creation, but also the upgrading of job profiles. In our paper we present these effects by analyzing Albanian and Macedonian tourism industry. ICT alone does not increase productivity, but ICT can function as an enabler of new or adopted business models and / or to reduce the cost of tourism services. While productivity gains may reduce the number of employees , it potentially increases the overall volume of market share and consequently yields positive employment effects and also new job profiles. Moreover, employment effects in related sectors such as ICT and content production are expected. Our paper will address the following questions:

1. How can we use ICT as a tool for growth? What are the possible indicators?
2. What are the changes in the employment situation in tourism due to the increasing use of ICT?
3. What are the major areas of ICT and tourism that need special attention?

**Keywords:** *Tourism industry, ICT, E-commerce, Employment.*

**INTERNET ROLE IN MARKETING STRATEGY OF PORTS OF  
NAUTICAL TOURISM IN ALBANIA AND ROMANIA**

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**ABSTRACT**

Today the internet is regarded as a “public benefit” to which all the principles of business can be transferred and developed in the most sophisticated form possible, and adopted to the digital environment of each individual activity in society (Forest 1999). The internet represents, first and foremost, a revolution in the field of communications, and not in the field of technology as it is often unreasonably considered. Positive and negative aspects of the internet have been clearly and systematically expounded, and its significance for the business efficiency of a port of nautical tourism has been established. The development of science and computer technology enables companies as well as the port of nautical tourism to create favorable conditions and perform activities, which would have hardly been possible before the appearance of the internet. The current theoretical and practical importance of the internet in conditions of global communication is studied, and the significance of internet implementation for the marketing strategy in a port of nautical tourism is defined. In a world of globalization, the internet has become a unique medium with the help of which it is possible to gather necessary information by means of market research activities. This is how the internet acquires the features of a useful resource for gathering information necessary for shaping and implementing the marketing strategy in the management of a nautical tourism port (Lukovic 2002).

**Keywords:** *Internet, marketing, nautical tourism, business efficiency.*

## TOURISM MANAGEMENT SPORTING EVENT AND INFORMATION TECHNOLOGY APPLICATIONS

(The Example Of The 23rd Summer Universiade 2005, Izmir, Turkey)

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### ABSTRACT

Sporting event tourism is gaining importance year by year. For the success of the organization everything should be arranged in an orderly manner and infrastructure of information technology must be set up correctly and planned up-to-date. Because there would not be a second chance to rectify the under-planned and/or unplanned management. The objectives of this study are; a) to point out the importance of sporting event tourism b) to identify the strategic management of sporting event tourism c) to investigate the role of information technology management in the growth of sporting event tourism.

This study was conducted with “content analysis”, which has been widely used in social sciences and in sport scholarly literature research with specific aims. This method is used to analyze print materials because it is a specific process, which allows the investigator to make reproducible and valid inferences from data to content. The study is structured in two parts. In the first part, a more general literature research of sporting event-tourism and management, with particular emphasis on Universiades, was studied. In the second part, the information technology management and operations of the 23<sup>rd</sup> Summer Universiade 2005, Izmir, were analyzed.

**Keywords:** *Sporting event tourism, management, information technology Applications, Izmir Summer Universiade.*

## THE EFFECT AND USAGE OF DEVELOPMENTS IN INFORMATION TECHNOLOGY ON SERVICE MARKETING: EXAMPLES IN TOURISM INDUSTRY

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### ABSTRACT

With globalisation, developments in IT (Information Technology) have found its great usage in the service marketing as well as in other industries. In a matter of fact, the effects of IT can be observed in tourism industry, where the customer satisfaction is at most importance. Even more, we can say technological improvements have been the core of fundamental change in this particular industry. Although, profitability and efficiency were mostly improved by the help of IT, it has also fuelled (increased) the competition within the market. Whether the effects of IT made the competition rather difficult for less developed and developing countries, they adopted these new technologies and used them in order to get a better marketing place among their competitors. On the other hand, technology changed the expectations of the customer as well. This created the need to adapt for fast response to the customer needs and prompt correspondences to the commercial agreements on national and international market. This is the effect of internet usage among customers and other companies in this day and age. There are new opportunities aroused by implementing e-commerce tools because of the vast internet use among customers. New technologies make it possible to promote easily and efficiently the tourism products and destinations by every means of IT and create a significant advantage in the market. You can even comment on the cost effectiveness of using IT as a marketing tool, where else the advertisement and promotion is more expensive and far less approaching to the public. This study concentrates on developments of Information Technology in tourism industry. It underlines the pros and cons of using IT in service marketing, mostly on promoting tourism products and destinations.

**Keywords:** *Information Technology, Service Industry, Tourism Market, Globalisation, New approach*

## VIRTUAL TOURIST GUIDE APPROACHES IN TOURISM AND AN IMPLEMENTATION FOR MUSEUMS

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### ABSTRACT

In connection with continuously growing tourism sector, necessity of tourist guides has been extremely increased. Since tourist guides are backbones of tourism sector, removing negative effects of insufficient amount of tourist guides has vital importance and tourist guides should be assisted with technological products or other useful tools as much as possible. Another way to eliminate this negative effect is usage of virtual guides. This paper addresses and presents virtual tourist guide approaches and a sample schema that might be used in tourism sector especially for museums instead of human guides. This system simply consists RFIDs (Radio frequency identifiers), small mp3 players with expansion slot for SD (Secure Digital) cards and little headphones. In addition after giving simple information about virtual guide, some benefits and disadvantages of virtual guide are addressed.

**Keywords:** *Virtual tourist guide, Tourist guide, Technology in Tourism, Virtual museum*

## OPINIONS AND PERCEPTIONS OF TRAVEL PROFESSIONALS AND INTERNET USER'S ABOUT HOTEL WEB-SITE CHARACTERISTICS: A FOCUS GROUP STUDY

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### ABSTRACT

The impact of Internet on tourism industry has been reported by many different organizations. According to the latest statistics there are 1.022 billion Internet users in the world which is the 15.7 % of the world population. The hotel sector is at the forefront of the tourism industry where high competition is increasing everyday. Because of this, more effective operational tools on behalf of guests such as e-mail management and web site features became important. The aim of this study is to identify potential hotel guests needs and expectations toward hotel websites in Turkey. Focus group study as a qualitative research method is chosen firstly to bring out insights, understandings, needs and perceptions in ways which quantitative research may not be able to figure out and secondly to generate valid and in-depth information for the advancement of the hotel industry in the World Wide Web as well as contributing the effectiveness of the hotel web-sites. Two focus groups one with 6, the second with 9 participants concerning travel professionals such as hotel managers, travel agents, tourist guides and Internet users that makes online-shopping is conducted to yield detailed explanation of hotel web-site features that will affect the buying behaviour. The discussions are based upon on what guests' look for in a hotel web-page concerning the needs and expectations and there had been discussions about chosen web-sites in Turkey. Two sessions which has lasted 2 hours are held. The sessions are both audio and video taped. Finally expected hotel web-site features and general guidelines about web-site content is mentioned.

**Keywords:** *Focus group, Hotel, Web-site Characteristics*

**THE USAGE OF INTERNET ON THE COMMUNICATION  
ACTIVITIES FOR PROMOTION OF COUNTRIES: COMPARATIVE  
ANALYSIS OF WEB SITES OF TURKEY, SPAIN AND UNITED ARAB  
EMIRATES (DUBAI) MINISTRIES OF TOURISM**

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**ABSTRACT**

New communication technologies affect individual and community life in today's world. Especially internet has been adopted every area of life and started to become widespread. Increasing of internet usage and its various characteristics have become its using on purpose of promotion on various communication processes. Today, both countries and institutions pay attention to the new communication technologies and their provided opportunities to promote themselves and to communicate their target audiences. Increasing of tourism' importance for countries has caused to develop various strategies in this area. Communication strategies which are one of the most important strategies developed play a major role on development of countries on tourism. Internet presents fast, effective and cheap communication chance. Ministry of tourism plans tourism activities of the country. In this point communication strategies implemented by ministry of tourism will be stated success of tourism activities. It is necessary to analyze web sites of ministries of tourism which identify communication strategies because of importance of internet on countries' promotion.

In this study, tourism communication strategies, promotional activities of countries and the usage of internet in promotional activities are explained and Ministries of tourism' web sites of Turkey, Spain and United Arab Emirates–Dubai are analyzed.

**Keywords:** *Internet, Promotion, Ministries of Tourism, Web Site Analyzing*

**AN EVALUATION ON ONLINE RESERVATION WEB SITES**

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**ABSTRACT**

Usage of the internet, which is the most powerful communication technology of today, with commercial aims has been increasing permanently. So both accommodation facilities and travel agencies have been adopting information technologies and especially the internet as undeniable tools. Time has become the most valuable element for both the producer and the consumer for the last years. Tourists, who are in the position of consumers in tourism sector, have preferred to decrease time they spent to the least in determining the travel they'll do, the facility they'll reside, the companies they'll use as intermediary. Especially in the transportation or accommodation reservation, taking quick response is quite important for touristic product consumer. The individuals have been able to get information about the destination they'll go by means of the internet, make the transportation and accommodation reservation and take the confirmation of their reservations and cancel their reservations in desired time. Online reservation sites which meet us at this point have been acting with the goals like the most suitable price, the least time loss, the highest level pleasure and aiming to get the internet users, each of whom is a potential consumer. The aim of this study composes determining similar and different properties of web sites giving online reservation service in tourism and making a general evaluation on the results being appeared. In the direction of this aim, 69 web sites giving online reservation service have been arrived and the contents of the arrived web sites have been examined by taking Murphy and others' (1996) study as an example.

**Keywords:** *Online reservation, online reservation systems, online hotel reservation*

**PROBLEMS OF DEVELOPMENT OF ECOLOGICAL TOURISM AS  
ALTERNATIVES OF ECONOMIC ACTIVITIES IN BUFFER ZONES  
OF NATURAL RESERVES**

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Kazakhstan is the ninth on size the country of the world in which there is all from snow and glaciers up to sandy barchans and mountain tops. In opinion of the assistant of general secretary of WTO David de Vilie, it is unique on a biological variety and riches of natural resources. However this powerful potential is not claimed almost by tourist business.. Management of WTO offers Kazakhstan to develop ecological tourism more actively. On the one hand, the wild beauty of a nature of Kazakhstan is not too ruined yet by a civilization, and in the West will be a lot of wishing to take a breath pure air of steppes, to drink spring water, birdies from the Red book to admire. With another, ecotourism-is additional-workplaces and the considerable income in treasury of the state. For many foreigners Kazakhstan still remains some kind of a white stain not on a map, so in consciousness. Thirst of exotic attracts them here. Well, with it here everything is all right.

**ADVANCING TOURISM AND TOURISM EDUCATION THROUGH  
PUBLIC AND PRIVATE PARTNERSHIPS:  
THE CASE OF THE NEW YORK WINE & CULINARY CENTER**

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**ABSTRACT**

With wine and food being one of the fastest growing tourist sectors, many destinations have established visitor and educational centers to promote and highlight their unique tourist offerings. One such example of this is the New York Wine & Culinary Center. This Center is being developed to serve as a gateway for agri-tourism in the State of New York. The Center is located in the Finger Lakes, which is the State's major wine producing and agricultural area. It was developed through a partnership among the following organizations: The School of Hospitality and Service Management at Rochester Institute of Technology (RIT); Wegmans Food Markets; Constellation Brands, Inc., and the New York Wine & Grape Foundation. This paper examines the tourism issues related to building public and private partnerships in order to promote specific tourist sectors while providing unique hands-on tourism education. The discussion is framed around an example of a newly-formed tourism resource developed to meet both public and private goals.

**Keywords:** *Wine Tourism, Agri-tourism, Partnerships, Destinations, Visitors Centers.*

**OUTSOURCING TENDENCIES IN FIVE STAR HOTELS:  
A COMPERATIVE STUDY OF MANAGEMENT PERCEPTIONS OF  
ANTALYA & CANARY ISLAND**

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**ABSTRACT**

Companies have long engaged to search all possible ways to be sustaniable in this age of competition. Outsourcing as a management technique is an answer to these needs. The objective of this study is to determine current and desired levels of outsourcing of hotel activities. The researhers aim at to understand the factors affecting the outsourcing decision in the hotel industry. The predispositions of hotel managers on outsourcing of hotel activities are examined. The article also discusses on the advantages and important considerations in assessing hotel services outsourcing within the context of a comparative study analysis of in the Antalya Region and Canary Islands. The datas have been collected from Antalya Region. A total of 104 usable questionnaires were used for analysis.

**Keywords:** *Outsourcing, hotel activities, hotel.Antalya, Canary Island*

**SOME DETERMINANTS OF DESTINATION SATISFACTION:  
CASE OF INTERNATIONAL TRAVELERS IN NORTH CYPRUS**

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**ABSTRACT**

A review of the tourism literature revealed that the travelers' satisfaction from a tourist destination is an important determinant of their post-holiday behaviors. There are various factors affecting the travelers' perceptions of destination satisfaction. Factors like environment and safety, lodging and restaurant facilities, shopping and tourist attractions, transportation facilities and local cuisine are some determinants of destination satisfaction, is studied by many scholars. The purpose of this study is to investigate the effects of these variables on travelers' perceptions on destination satisfaction. By using the scale developed by Qu and Li (1997), modified and applied by Rittichainuwat, Qu and Mongkonvanit (2002), travelers requested to participate in the present study by filling out the questionnaire in a self-administrative manner. A sample of 251 tourists was collected, through convenience sampling, at the Ercan Airport departure hall between January and March 2006. The research model has been designed and multiple regression analysis in SPSS 13.0 has been used for the measurement of the hypothesized relationships. In light of regression analysis results; environment and safety, lodging and restaurant facilities, shopping and tourist attractions and transportation facilities exerted significant positive effects on destination satisfaction. Findings also show that food dimension is found to have an insignificant effect on destination satisfaction. Implications for managers, limitations, and implications for future research were presented in the current study.

**Keywords:** *Destination satisfaction, determinants, international travelers, perceptions, North Cyprus.*

## COMPETITIVENESS ANALYSES AND DEVELOPMENT PERSPECTIVES OF GEORGIAN TOURISM INDUSTRY

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### ABSTRACT

Tourism industry is one of the high priority sector for Georgia. It possesses several primary competitive nature-based tourism strengths what can be considered as a good basis for tourism development however there is significant improvements needed in many aspects to accomplish this. The strategic goal of the tourism industry is to develop a sustainable competitive advantage that can be built in a number of areas, such as: marketing, human resource development, product development, infrastructure improvement etc. The tourism industry is facing important changes and in order to use this as an opportunity to promote Georgia's tourism potential and increase competitiveness, it should be taken into consideration ongoing trends in international tourism industry (for ex: shift of customer preferences to niche product; increasing number of independent travelers, etc), the factors that contribute to success of tourist destinations and choose rationale competitive positioning of Georgian tour products. In the tourism development process in Georgia, it is essential to define niche tourism market segments and to provide services resulting in high levels of customer satisfaction. By utilizing its primary product strengths, Georgia can offer several niche products (ex: extreme and adventure tourism, cultural tourism, Ecotourism etc.). Focusing on such niche markets will have a potential to attract more international tourists and compete successfully with other tourist destinations in region. Methodology; in this study, the environmental factors are evaluated, secondary data is analyzed and using the competitiveness factors of tourism industry in Georgia.

**Keywords:** *Tourism, Georgia, Competitiveness*

## THE REFLECTIONS OF THE DEMOGRAPHIC PROFILE OF THE EU COUNTRIES ON THE TOURISTIC DEMANDS FROM TURKEY

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### ABSTRACT

Parallel to the development levels of EU countries, both the average income of the people has risen and the average life span has exceeded the age of retirement with the increased life quality and standard. In this context, human life span has increased in the well-developed countries with the improvements in the health conditions; as a result of this, the ratio of the people aged 65 and more has increased in the society. As a result, the increase of both the usage of technology and the quality in the health sector, and the fact that the people with a high prosperity level can easily benefit from the health system, has decreased the ratio of various diseases in this age group; and has been effective on the constitution of a more active, dynamic and lively old age population. In this context, Third Age Tourism or Senior Tourism has been getting important for Turkey from view point of potential of the Attractiveness Regions in Turkey.

**KEYWORDS:** *Senior Tourism (Third Age Tourism), Demographic Structure, Tourism, Policy of Turkey*