

1**Developing tourism education through social media [Texto impreso] / M. Nick Hajli and Xiaolin Lin**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 413-414

Abstract: Tourism is among the industries that are facing increasing challenges. It requires the development of educational systems that need to use more interactive approach through information and communication technologies in order to enhance the quality of learning. The recent development of the Internet along with the emergence of Web 2.0 and the expansion of online communities have persuaded many individuals to become more active on the Internet, forming and maintaining social relationships. They are not passive users searching only for information, but they are also active users who generate content to participate in debates. Networking is now a common strategy among individuals to share experiences and to educate each other. They join online communities or social networking sites, with a view to generate content. Drawing on theories of social support and social media perspective, this research discusses the opportunities that social media provides to enhance the quality of e-learning in the tourism industry. The results revealed from content analysis answer how social media can be used as an educational development strategy. They are also a source for online social support. The discussions, limitations and implementations are discussed in the end of the paper.

Tourism planning and development. -- 2014, v. 11, n. 4, november, p. 405-414

2**The effect of distance, expenditure and culture on the expresion of social status through tourism [Texto impreso] / Nikolaos Pappas**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 402-404

Abstract: Tourists view tourism not only as an opportunity for recreation, relaxation and a way to visit other places, but also as a means of expressing their social status, using their travel as a pathway to reconfirm their social positioning to friends, relatives and colleagues. A stratified sample of tourists from three different nationalities was used in this research. The study examines the factors of distance, trip cost and origin versus destination, similarities in culture and human behaviour, and tourists' expression of perceived social status, whilst it also evaluates the influence of nationality, age and level of education on the examined factors. Findings reveal that distance is the fundamental factor expressing social status, followed by expenditure and culture. These factors also present an almost equal moderating effect upon each other. The article proposes an explanatory model for tourism dealing with the expression of social status through distance, expenditure and culture.

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3**Factors determining George Town as a City of Gastronomy [Texto impreso] / Suet Leng Khoo and Nurwati Badarulzaman**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 385-386

Abstract: In line with UNESCO's Creative Cities flagship, cities around the world are strategising to be branded as creative locations to regenerate their urban places and spaces. Under this flagship, cities are branded according to the niche activities and attractions that best exemplify their locale to the world. Innovative and creative place-brand labels have emerged such as City of Fashion, City of Literature, City of Design and, as in the present case, City of Gastronomy. The purpose of this paper is to examine the factors that determine and shape George Town, Penang as a creative "City of Gastronomy". More specifically, the study explored the role of Nasi Kandar—a local George Town heritage gastronomic dish—in contributing to the city's successful branding. A standard survey questionnaire was distributed to 412 respondents in George Town to gather the perceptions of local and foreign tourists alike towards branding and harnessing the city's gastronomic competence. The findings from this study provide empirical evidence by ascertaining the perceived image and satisfaction levels of local and foreign tourists alike towards Nasi Kandar. The way George Town has acknowledged and leveraged Nasi Kandar as urban gastronomy can be emulated by other key cities in Malaysia (i.e. Ipoh, Bandar Melaka) or further afield.

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4**Planning for a Qatar without oil [Texto impreso] : tourism and economics diversification, a battle of perceptions / Yeganeh Morakabati, John Beavis and John Fletcher**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 431-434

Abstract: Qatar's long-term strategy is to plan for when the country will not be dependent upon oil and gas reserves. The strategy focuses on export diversification through development of service industries, including finance, knowledge-based sectors and tourism. This is a sensible option given the availability of capital and paucity of non-energy resources. To date the success in attracting tourists has been limited. The country faces challenges with its economic diversification strategy through tourism, including the task of creating a strong destination image and assuring personal safety, civil liberty and political stability in a region not noted for these characteristics. It also needs to offer a product sensitive to the religious and cultural traditions of the host population whilst appealing to international tourists. This paper looks at diversification as a development strategy, the rationale for Qatar's diversification strategy, the risk perceptions and appeal of Qatar as a destination and empirically tests whether Qatar fits into a typology of evoked, inert or inept sets of destinations. The results show strong support for the link between export diversification and economic growth but while seen as a safe destination, Qatar lacks appeal and does not fall into the evoked set of destinations for UK visitors.

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5**Pros and cons of hosting international tourists [Texto impreso]: is it rational? / Elizabeth Agyeiwaah ... [et al.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 450-451

Abstract: Homestay hosting is increasingly becoming popular in tourists destinations in different parts of the world. And it is, presently, being used as a tool for sustainable community development. Despite its seeming virtue and it often being positioned as an attractive alternative tourism product/ accommodation; academic work has not yet critiqued homestay tourism in the same manner. An empirical knowledge of the good and bad side of hosting is relevant to help devise measures to minimise or if possible eliminate such hosting problems. This article, thus, provides a critical and timely review of homestay tourism, using in-depth interviews with 12 host families in the Kumasi Metropolis of Ghana. The study found that homestay hosting is beneficial to host families as it offers social interaction and preservation of local culture, a sense of local pride, income and employment, and educational opportunities for operators' children. Notwithstanding the benefits, challenges exist including culture shock, seasonality of homestay business, insecurity and delayed payments by some intermediaries. In the end, the implications of understanding both the positive and negative aspects of hosting international tourists are discussed.

Tourism planning and development. -- 2014, v. 11, n. 4, november, p. 435-451

6**Spatial relationships of cultural amenities in rural tourism areas [Texto impreso] / Hee Jeong Yun**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 461-462

Abstract: Amenity resources are significant to the development of the rural areas economy and tourism along with population migration and income distribution. For this reason, many government officials have adopted these amenities as main resources of regional planning and development strategies, and especially have used the spatial characteristics of these amenities when they establish rural tourism policies. Therefore, this study analyzes the spatial distribution of amenity resources using geographic information systems and their spatial autocorrelation using spatial relationship tools focused on cultural amenities in rural tourism areas. The study chooses 17 cultural amenities based on the official amenity database in Republic of Korea and finds that most cultural amenities in rural tourism area are not clustered spatially and that, according to the global spatial autocorrelation index (Moran's I), they have few positive correlations. Finally, the analysis of local indicator of spatial association shows some "hot spots" or "cold spots" in the spatial distribution of the cultural amenities, but additional research is needed to determine whether these cultural amenities affect rural economies.

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