

1

An attribute based approach to classifying community based tourism networks [Texto impreso] / Denis Tolkach, Brian King and Michael Pearlman

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. 333-337

Abstract: This conceptual paper proposes the adoption of a collaborative network approach as a prospective means of improving success in implementing community-based tourism (CBT) initiatives. Drawing upon relevant literature, the researchers identify the key attributes that characterise a network-based approach. By proposing alternatives for each attribute, the research provides CBT practitioners with options for making informed decisions about how to build collaboration connecting individual CBT initiatives in multiple locations. The researchers discuss the implications of different approaches for power relations between stakeholders. The proposed framework provides a means of classifying existing CBT networks and analyses the types of network and the circumstances which lead to better outcomes for community development. Further empirical research is required to test the validity of the key network attributes and to develop a comprehensive classification system of CBT networks.

Tourism planning and development. -- 2013, v. 10, n. 3, august, p. 319-337

2

Ballyhoura [Texto impreso] : a case study of cohesive rural tourism planning in Ireland / Jillian Robinson and Noëlle O'Connor

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. 316-318

Abstract: The restructuring of the agricultural industry has been a central objective of many policies in Ireland. The central premise of these policies has been the diversification of the rural economy in order to prevent the decline of Ireland's rural communities (Rural Development Programme 2007–2013). This paper highlights these policies and outlines their importance with regard to diversifying from an agrarian base to tourism development in Ballyhoura Country, Ireland. Discussions are directed to assist in understanding the significance of rural planning so as to ascertain its importance and understand its link with regard to cohesiveness among organisations in the Ballyhoura Country region. The area of literature reviewed with regard to Ballyhoura has reiterated the importance of planning and community involvement in order to successfully diversify from an agrarian base to a thriving rural tourism hub. Ballyhoura has been future-focused and proactive with regard to formulating strategies and securing funding for development. This funding has been utilised to carry out research in relation to tourism development in the region—Ballyhoura Attractions Cluster Development Strategy, 2003, Ballyhoura International Walking Festival Visitor Survey, 2006, Galtee Mountains: Tourism Development Facilitation and Project Management Initiative 2011, Approaches to Participative Community Based Socio Economic Planning: Developing a Model to Underpin the Sustainability of Ireland's Local Communities, 2011, Research on Mountain Biking Trails, 2011, Slieve Felim Concept Plan, 2011. These reports highlight the importance of undertaking a detailed audit of existing tourism infrastructure within a region and ensuring community buy-in before creating or developing strategies and plans.

Tourism planning and development. -- 2013, v. 10, n. 3, august, p. 307-318

3**Current issues in travel and tourism [Texto impreso] : an examination of the State of Oklahoma / Kimberly Mathe and sheila A. Scott-Halsell**

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. 351-353 : 41 refs.

Abstract: Travel and tourism constitute an important segment affecting the Oklahoma economy. With funding a concern, the Oklahoma Tourism and Recreation Department felt that to best serve its constituents, input from the state tourism-related entities should be used to create the research agenda to attract and maintain travelers. Focus groups were conducted to identify key issues that needed investigation. Six issues in travel and tourism were identified: (1) transportation, (2) technology, (3) authenticity, (4) PRIDE (producing resourceful, informed, devoted employees training program), (5) community information and (6) perceptions and satisfaction. After the focus groups a quantitative survey was deployed to industry professionals to rate dimensions within each theme, from there an exploratory factor analysis was conducted and results were compared with the qualitative inquiry. With some slight modification, the quantitative sample confirmed the trends that are important to hospitality professionals in Oklahoma to increase and enhance tourism in the state.

Tourism planning and development. -- 2013, v. 10, n. 3, august, p. 338-353

4**Destination governance in the Czech Republic, Slovakia and Poland [Texto impreso] / Jan Derco**

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. 363-364 : 29 refs.

Abstract: This paper gives an account of the experience of Slovakia, the Czech Republic and Poland with the implementation of destination management and formation of destination management organisations. It focuses on the most controversial topics such as building trust, tasks, and initiative in the formation of destination management organisations, legislative aspects, membership, funding and the decision-making process of destination management organisations (DMOs). The analysis itself is based on the legislation (currently valid and drafted) and on the statutes of the regional DMOs operating in the territory of Poland (16 organisations), the Czech Republic (33 organisations), and district/regional organisations kept in the registry of the Ministry of Transport, Construction and Regional Development of the Slovak Republic (32 organisations).

Tourism planning and development. -- 2013, v. 10, n. 3, august, p. 354-364

5

E-commerce and small tourism business in development countries [Texto impreso] : drivers versus boundaries of adoption / Mohamed Abou-Shouk, Wai Mun Lim and Phil Megicks

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. 263-266

Abstract: The uptake and adoption of e-commerce by small and medium-sized enterprises is still relatively low and slow. Whilst travel agents are typically classified as small and medium tourism enterprises, there has been a persistent threat of disintermediation in the global travel and tourism market particularly in developing countries. Approximately 59% of travel agents in Egypt were found to be operating without even a website. This study aims to identify the drivers motivating travel agents to adopt e-commerce and to discover the boundaries inhibiting agents in adopting technology. Drivers and boundaries perceived by adopters of high level e-commerce are examined. A stratified sample of category A travel agents in Egypt has been surveyed and results show that drivers strongly influencing adoption decision are suppliers' pressures and competitors' pressures. Aspects of boundaries factors found include resources limitations, internal and external business environments, and adopted-technology attributes are affecting the adoption of e-commerce amongst travel agents.

Tourism planning and development. -- 2013, v. 10, n. 3, august, p. 249-266

6

Residents' preferences for involvement in tourism development and influences from individual profiles [Texto impreso] / Ye Zhang, Shu T.Cole and Charles H. Chancellor

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. 282-284

Abstract: Community involvement in tourism development is a subject that has attracted the attention of tourism researchers largely due to the potentially unfair power distribution between residents and powerful interest groups. This attention, however, has not produced significant literature regarding the possibly varied levels of involvement in tourism planning and development preferred by different residents. The present study addresses that lack of information by exploring the range of residents' preferred involvement approaches based on their demographic and perceptual profiles. Study findings should help all residents with different involvement needs being fairly represented in community engagement. Extending Tosun's typology of community involvement with new content about involvement scope, this study identifies four types of involvement preferences: (1) involving all residents in decision-making; (2) involving some residents in decision-making; (3) excluding residents from decision-making; and (4) excluding residents from any tourism planning effort. Respondents' perceptual profiles, including perceived social costs, perceived environmental sustainability or costs of tourism, and self-evaluative tourism knowledge influences their preferences for involvement in tourism development, as do their demographic profiles, including tourism industry employment status and household income. The limited variance explained in the preference measures, however, suggests the need to explore additional individual profiles.

Tourism planning and development. -- 2013, v. 10, n. 3, august, p. 267-284

7

Website and social media usage [Texto impreso] : implications for the further development of wine

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References: p. 246-248 : 65 refs.

Abstract: This study examines winery entrepreneurs' usage of websites and social media. Italian, Spanish and "New World" wineries, the majority (84%) of them currently involved in wine tourism, were selected. The findings demonstrate that wineries are not fully exploiting the potential benefits of a website, and much less so that of social media. More importantly, facing increasing competition from other wine regions and tourist destinations, wineries may be foregoing opportunities to strengthen their region's destination image. Implications of the findings for wineries' promotional, marketing, and other business development strategies designed to draw and "convert" visitors to their brand are discussed.

Tourism planning and development. -- 2013, v. 10, n. 3, august, p. 229-248

8

Youth visitors' satisfaction in greek cultural heritage destinations [Texto impreso] : the case of Delphi / Nikolaos Boukas

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. 303-306

Abstract: Greece is a country with significant cultural wealth, developed mainly as a mass destination. However, the existing mass form of tourism has become saturated, and the need to move to new markets by offering more diversified products is now imperative. Cultural tourism targeted at young people is a way to satisfy this need. Therefore, more emphasis has to be given to youth preferences. This paper examines the satisfaction levels that youth visitors attach to attributes of a major cultural destination, the archaeological site of Delphi in Greece. The study was based upon quantitative research, through the use of a self-administered questionnaire submitted to people between 15 to 35 years old. Results show that youths are important consumers of culture. They are satisfied with the basic attributes of the site such as monuments, landscape, and accumulated experience. On the other hand, they are less satisfied with man-made interventions such as facilities, amenities, and operational features. The study also indicates that youth visitors of Delphi have different backgrounds than the tourists of Greece in general. Overall, it is concluded that the core assets for developing cultural tourism in Greece, such as the sites and their monuments, are existent and satisfy youth travellers. However, attention must be paid to the effective marketing management of Greek cultural heritage destinations in order to optimise their tourism potential. Therefore, the implications of the study suggest that tourism policy-makers need to recognise youths as a vital segment with great potential regarding cultural tourism and to concentrate on markets that respond positively to cultural heritage destinations.

Tourism planning and development. -- 2013, v. 10, n. 3, august, p. 285-306