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**Branding destination image [Recurso electrónico] : a stakeholder causal scope analysis for internationalisation of destinations / S. M. Riad Shams**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 151-153

Abstract: The impact of relationship marketing (RM) on the internationalisation process and the branding of destination image are widely, but separately, researched. However, the implications of RM vis-à-vis the branding of international destination image are not broadly explored, especially from the different internationalisation contexts. This conceptual viewpoint precises insight, encircling this gap in the roles of RM constructs to influence the cause and consequence of stakeholder relationships and interactions at different internationalisation continuums, with a viable impact on branding international destination image. This is an initial conceptual modelling, which needs to be empirically tested to generalise the findings.

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**Characterizing themed touring routes [Recurso electrónico] : a geospatial and tourism evaluation of wine trails / Shuangyu Xu, Yu-Fai Leung, Carla Barbieri**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 182-184

Abstract: Wine trails have been the most commonly developed type of Themed Touring Routes (TTRs) around the world during the past decade. Despite such development, limited studies have examined their geospatial or tourism characteristics reducing marketing and managerial efficacy. To address this gap, this study measured six geospatial and tourism attributes of nine wine trails in North Carolina (USA) toward a characterization of TTRs. Results indicated a shared low Connectivity and good Accessibility among study wine trails regardless of their spatial patterns. Tourism-wise, services provided were Comprehensive within wine trails and Complementary across wineries. Results provided managerial intelligence to existing wine trails, such as the need to enhance local road network density and outbalance tourism dominance within trails. Results were also used to develop a geospatial-tourism classification of wine trails which provide managerial intelligence to optimize resources allocation and to shed light on characterizing other types of TTRs.

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**3****The importance of local area as a motivation for cooperation among rural tourism entrepreneurs [Recurso electrónico] / Ziene Mottiar**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 216-218

Abstract: This paper explores the issue of entrepreneurial motivations among rural tourism entrepreneurs in choosing to engage in cooperation. It analyzes literature which deals with the role of entrepreneurs and the development of rural destinations and highlights the fact that the role of entrepreneurs has been understated. Using mixed research methods and studying two rural areas in Ireland it addresses research questions such as why do rural tourism entrepreneurs engage in cooperation? How did this cooperation emerge? And how do they choose who to co-operate with? The key finding is that while these entrepreneurs are motivated to co-operate as they think it will have a positive impact on their business, for many, a key motivation is also the impact on their area. As such it is concluded that we need to be cognisant of the fact that rural tourism entrepreneurs are motivated not just by profit and individual gain and that the local area is also an important motivator.

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**4****An investigation of the effects of an awareness campaign on young residents' perceptions [Recurso electrónico] : a case study of the Lenggong World Heritage Site / Mastura Jaafar, S. Mostafa Rasoolimanesh, Shuhaida Md Noor**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 137-139

Abstract: This paper investigates three issues concerning younger residents of the Lenggong Valley World Heritage Site (WHS) in Malaysia: their perceptions of tourism development, their perceptions and attitudes regarding their contribution to and promotion of the WHS, and the effects of an awareness campaign regarding the benefits of tourism development and WHS recognition on their perceptions. The awareness campaign was based on social exchange theory. A questionnaire was administered to secondary school students in Lenggong before and after the campaign. Responses revealed that younger residents have overall positive perceptions of tourism development and WHS recognition, and that they want to contribute towards promoting and supporting the WHS. Significant pre- and post-campaign differences in perceptions of younger residents demonstrate the importance of awareness regarding the benefits of tourism development and WHS recognition. The findings have implications for key stakeholders in the promotion of sustainable tourism development and conservation programmes in Lenggong.

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**Land use changes analysis for Pantai Chenang, Langkawi using spatial patch analysis technique in relation to coastal tourism [Recurso electrónico] / Azizan Marzuki, Tarmiji Masron, Norhashimah Ismail**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 167

Abstract: Landscape change study has brought spatial analysis and metric indices to the forefront of tourism study. Land use transformation, habitat loss and fragmentation are typical processes of landscape change study. Advancement in geographical information system (GIS) with the combination of Patch Analysis program has made landscape change study in spatially assessing the impacts of coastal tourism development possible. In this study, nine land use categories from 1966 to 2012 were delineated and the landscape metrics were performed at class level using Patch Analysis 5.0 and ArcGIS 10.0. Four indices were then computed: number of patches (NumP), edge density (ED), mean patch size (MPS) and mean shape index (MSI). The landscape metrics results of the study show that: (1) NumP associated with build-up, facilities/utilities and recreational patches followed similar patterns, of increasing trend from 1966 to 2012; (2) MPS index show no clear patterns between the land uses; (3) ED for build-up area, facilities/utilities, recreational area and water bodies increased between 1966 and 2012, which showed that classes were becoming more diverse and more abundant; (4) MSI index showed no clear patterns except for the recreational area (increasing) and water bodies (decreasing), which indicated that the recreational class was becoming more complex in patch shape, while the water bodies shape become simpler.

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**Newcomer's attitudes to further tourism development [Recurso electrónico] : the case of Alcúdia (Mallorca) / Antoni Serra Cantallops, Jose Ramon Cardona**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 200-202

Abstract: One of the potential outputs derived from large-scale tourism development in a certain area or region can be the attraction of large segments of immigrant population. This has been the case in Alcudia, a town located in the North of Mallorca, where a large proportion of its current population are "newcomers" fairly recently arrived as a consequence of impressive tourism development in the area. The advent of the twenty-first century has raised concerns about long-term potential negative impacts derived from tourism overdevelopment among residents and tourism planning authorities. Two rounds of surveys on residents' attitudes towards tourism were conducted as part of the city's strategic planning. Findings show that attitudes towards further or additional tourism development vary according to a fundamental variable: the degree of integration into the host community which is correlated with the length of residence and concern about culture preservation: immigrant population show a lower degree of integration. Therefore, an excess of tourism development attracting large numbers of immigrants can result in a potential conflict, not between the host community and the tourists, but among residents: between those who want to carry on overdeveloping and those who want to keep nature, culture and self-identity.

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**Responsible tourism that creates shared value among stakeholders [Recurso electrónico] / M. A. Camilleri**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 232-235

Abstract: This paper maintains that responsible tourism practices can be re-conceived strategically to confer competitive advantage. It looks at the extant literature surrounding the notions of "responsible tourism" and "shared value". A qualitative research involved in-depth, semi-structured interview questions to discover the tourism and hospitality owner-managers' ethos for responsible tourism. Secondly, telephone interviews were carried out with tourism regulatory officials. The findings have revealed that discretionary spending in socially and environmentally sound, responsible policies and initiatives can create shared value among tourism enterprises and their stakeholders. In a nutshell, this paper indicates that responsible tourism led to improved relationships with social and regulatory stakeholders, effective human resources management, better market standing, operational efficiencies and cost savings, along with other benefits.

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**Stakeholders' perspectives on the adoption of a regional framework for tourism development within the horn of Africa [Recurso electrónico] / Geoffrey Manyara, Rayvisic Mutinda Ndivo**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 246-247

Abstract: The tourism industry has been identified as a potential vehicle for economic development and poverty alleviation in Sub-Sahara Africa. However, hitherto, countries have been pursuing their respective tourism development agendas with limited degree of regional integration. This study, therefore, employs a multiple case study approach to explore tourism stake holders' views on a regional approach to tourism development within the Inter-Governmental Authority on Development (IGAD) region. Through critical review of literature and semi-structured in-depth interviews with key stakeholders, the study establishes that a regional framework would present feasible opportunities to overcoming the challenges facing the development of the sector, though fears of dominance by the relatively mature destinations are a potential obstacle to its implementation. This study concludes that such fears are unfounded and that a regional approach to tourism development in the IGAD region could enhance the competitiveness of member states and of the region as a whole.

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