

**1****Niche tourism in small peripheral towns [Recurso electrónico]: the case of Jewish Heritage in Belmonte, Portugal / Anabela Dinis, Shaul Krakover**

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

References: p. 328-331

Abstract: This paper explores the potential contribution of niche products to the development of sustainable tourism in small peripheral places. The exploration is conducted on the case study of Belmonte, a small peripheral Portuguese town, employing a strategy of niche tourism in the framework of "museum park" development. This park is comprised of different sorts of local heritage, including the town's unique Jewish history. Empirical research was conducted using an inductive methodology based on several primary and secondary sources of data. Results indicate that Jewish heritage tourism is an important and growing segment of tourism, though it does not constitute, as of yet, the sole engine of local development. Jewish heritage tourism faces the challenge of developing supportive services to sustain the growing demand and allow retaining more value in the region. It is concluded that in remote peripheral areas: (a) Niche tourism should be developed as a cluster of products; (b) Jewish heritage appears as a viable niche product within the framework of the museum parks cluster; (c) The involvement of local government is crucial for the success of tourism development; and (d) Sustainability of niche tourism products depend on joining local and global distributional networks.

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**2****The potential of Cittaslow for sustainable tourism development [Recurso electrónico] : enhancing local community's empowerment / Eerang Park, Sangkyun Kim**

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

References: p. 367-369

Abstract: The slow movement has recently offered an alternative approach to sustainable tourism development, and this study aims to investigate the potential of Cittaslow philosophy and practices for enhancing local community involvement and empowerment in the tourism sector through which sustainable tourism is better implemented. Qualitative research was conducted on the case of Goolwa in South Australia, the first non-European Cittaslow. The results reveal that not only did Cittaslow accreditation and its accompanying practices encourage local community participation in decision-making processes, but also revitalised the locality of Goolwa through promoting local specialities and products, in particular food and wine. A stronger and more effective collaboration among local communities, businesses and residents after the Cittaslow accreditation was noted in the context of psychological and social aspects of local community empowerment, especially for developing and managing tourism. This paper further discusses the implications of Cittaslow through which local community empowerment and sustainability in tourism can be more achievable.

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**3****A preliminary evaluation of World Heritage tourism promotion [Recurso electrónico] : comparing websites from Australia, China, and Mexico / Jing Li ... [et al.]**

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

References: p. 375-376

Abstract: World Heritage Sites (WHS), recognized for their remarkable natural and cultural values, are prime destinations for domestic and international tourists. Despite such values, limited information is available on the efficacy of promotion strategies to reach their markets. This note reports an instrument developed to evaluate WHS websites and the results from its application on government websites of Australia, China, and Mexico. These countries were selected based on their geographic location, perceived activeness in WHS promotion, and strong international tourism receipts. The evaluation instrument captured 33 attributes representing 5 dimensions: Communication, Site Attractiveness, Marketing Effectiveness, Technical Setup, and World Heritage Specifics. Results reveal significant variability in website quality, with areas identified for improvement, especially promoting specific World Heritage information. Besides sharing a validated instrument to evaluate WHS websites, this note discusses issues that need to be addressed to strengthen the web-based promotion of the United Nations Educational, Scientific and Cultural Organization's World Heritage Program.

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**4****Solidarity at the Osun Osogbo Sacred Grove—a UNESCO world heritage site [Recurso electrónico] / Kyle M. Woosnam, Kayode D. Aleshinloye, Naho Maruyama**

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

References: p. 289-291

Abstract: Destinations that remain proactive in planning for tourism development are best served by examining the relationship that exists between residents of and tourists to the area. Considering the Osun Osogbo Sacred Grove and the annual Osun Osogbo Festival (both in honor of the Fertility Goddess, Osun) in Osogbo, Nigeria, this study examines the extant relationship of destination residents and tourists in the Global South through the use of the Emotional Solidarity Scale(ESS). Results revealed strong psychometric properties and consistent factor structure of the ESS, while demonstrating usability of the measure in a context outside of the USA. Residents and tourists reported significantly different levels of emotional solidarity on two of the three ESS factors (e.g. emotional closeness and sympathetic understanding), where, in each instance, tourists reported a significantly higher degree of solidarity with residents than did residents with tourists. Implications for theory and practice are discussed.

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**Tourism development in Bagan, Myanmar [Recurso electrónico] : perceptions of its influences upon young peoples' cultural identity/ Anna-Katharina Rich, Anja K. Franck**

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

References: p. 347-350

Abstract: Following decades of military rule and isolation, Burma/Myanmar is currently undergoing changes. The actual extent of these changes is still debated, but the development over the past few years have nonetheless resulted in a dramatic increase in the number foreign tourists. Knowledge around the impacts of tourism development in Burma/Myanmar is, however, still limited. Through interviews conducted in the city Bagan, this study therefore sets out to shed light on how population themselves view the impacts of tourism development in their city/region—and particularly its potential influence upon the cultural identity of the youth. The study finds that tourism development in Bagan is viewed as having both a direct and indirect influence upon young peoples' cultural identity—producing curiosity and joy as well as confusion and conflicts for the youth themselves as they try to reconcile the demands of tourists with that of their own culture. While the study finds that the traditional culture sometimes becomes “staged” for tourists, young people also develop their own “hybrid” and “glocalized” versions of identity.

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**Transportation and tourism sustainability in major jordanian tourism cities [Recurso electrónico] / Sharaf A. Alkheder**

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

References: p. 272-273

Abstract: Tourism in Jordan is a major industry that contributes significantly to the national income both from local and international tourism. Transportation is a key element in developing the economy of any country in the world. Transportation advancement plays a crucial role in tourism development and sustainability worldwide and in Jordan. This paper focuses, using Ajloun city (a major tourism area in northern Jordan) as a case study, on analyzing and assessing the existing transportation system conditions and their contribution to a sustainable tourism industry in Jordan. Spatial analysis is utilized to elaborate more about other related parameters such as topography, land use, road condition, and climate and their relation to tourism development in the study area. Results indicated that major modifications to the existing transportation system are needed to achieve a sustainable tourism industry in Jordan. Tourism planning in Jordan should take into consideration the physical system of transport as a major component of the tourism development master plan.

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**Understanding tourism support for a craft beer trail [Recurso electrónico] : the case of Loudoun County, Virginia / Susan L. Slocum**

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

References: p. 307-309

Abstract: Food and drink tourism has become an important form of the tourism trail and a means through which cultural exploration can occur. As a form of sustainable tourism, the craft beer trail is just beginning to gain recognition in academic tourism studies. Food and drink tourism literature documents the need for collaboration as a means to improve knowledge exchange and streamline destination marketing. This study presents the results of potential collaboration between tourism businesses, specifically between accommodation properties and tour/bus companies, in an effort to construct a new craft beer tourism trail in Loudoun County, Virginia. The results show that these two sectors cater to different tourism types, short-break visitors by the accommodations and day visitors by the tour/bus companies. Furthermore, the autonomy of tour/bus companies does not show viable support at the destination marketing level. Therefore, collaborative partnerships should start between brewers and the accommodations sector, which can lead to the future involvement of tour companies.

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