Tourism in Contemporary Cities.
Proceedings of the International Tourism Studies Association Conference

University of Greenwich, London, UK 17–19 August 2016

Conference Proceedings

Editors: Dr. Samantha Chaperon & Dr. Nicola Macleod

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Introduction

The 6th International Tourism Studies Association (ITSA) Biennial conference was held at the University of Greenwich, London, England from 17-19 August 2016. This was the first time that the conference had been held in Europe and it provided a unique opportunity to meet, hear from and network with tourism scholars and professionals from across Europe, Asia, Australasia, and North and South America. ITSA has a mission to encourage interaction and cooperation between developing and developed countries and the conference was successful in attracting 130 delegates from 29 countries.

The main theme of the conference was 'Tourism in Contemporary Cities' with four conference sub-themes of 'Tourism Cities and Urban Tourism', 'The Chinese Market for European Tourism', 'River, Cruise and Maritime Tourism', and 'Heritage Tourism in Cities', The sub-themes were chosen to reflect the unique location of the conference on the UNESCO Maritime Greenwich World Heritage Site, and London which is Europe's most visited tourist destination. The conference also presented 'Dark Tourism and Cities' and 'Tourism and Communist Heritage' as special sessions.

Five keynote speakers presented on topics associated with the conference themes, as follows:

Professor Cara Aitchison, University of St Mark and St John: 'From Events Management to Cultural Diplomacy: Creating a Virtuous Cycle of Economic Growth, Social Cohesion and International Cooperation through Hosting Major Events'

Dr. Perunjodi Naidoo University of Technology, Mauritius: 'Resort Tourism and the Chinese Market'

Allan Brodie, Senior Investigator Historic England: 'Steamers, Rivers and the Origins of Popular Tourism in England'

Professor Alexis Papathanassis, Bremerhaven University of Applied Sciences Germany: 'High Hopes & High Seas: The Role and Impact of Cruise Tourism in Destination Management'

Professor Jon Wilson, Halal Tourism Officer for Indonesian Ministry for Tourism: 'Insights in to Halal Tourism and Global Urban Millenials'.

It is part of ITSA's agenda to encourage and recognise emerging young scholars in tourism and, in support of this, the conference hosted an 'Emerging Young Scholars Event', chaired by Professor Phillip Pearce (President of ITSA, James Cook University, Australia). This event brought together a number of young scholars from emerging and developed countries to provide them with the opportunity to discuss the challenges and opportunities facing young

tourism academics and to learn from each others' experiences, as well as to network and forge relationships for the future.

The following conference papers represent a wide range of international contributions from both established academics and emerging scholars whom we were particularly delighted to welcome to Greenwich. The papers included in this collection have been peer-reviewed but as for many contributors this was their first conference, and not in their native language, some of the papers included are work in progress. A wide range of topics are presented reflecting all four conference sub-themes, and papers are a mix of case studies, literature reviews, opinion pieces and research findings.

This collection also includes all of the abstracts for presentations given at the ITSA conference. As can be seen, delegates presented on a wide range of topics from diverse international perspectives.

The copyright of all the papers included in the volume remain with the author.

Contents

Abstracts

Understanding Tourism Image of Cities through Social Semantic Network Analysis: A Case Study of Shanghai

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Abstract

Purpose: This paper aims to analyze tourists' perception of the tourism image of city destinations in social media, and to explore the differences of customer created content information over consumers from different regions in a virtual social network.

Methodology: This paper collected customer created contents to analyze the tourism images using content analysis, atlas analysis and semantic network analysis approaches. A framework of urban image elements in social media network were established to understand the city images.

Findings: (1) Consumer's perception toward the same A framework of tourism image elements was established through big data analysis. (2) Cultural elements plays an important role in the image perception of Shanghai, which implies the importance of the product design, promotion and image construction to build a three-dimensional tourism cultural image. (3) Semantic network analysis and content analysis can be applied to understand the destination image of cities.

Research implications: This paper applied semantic network analysis to study tourism images of cities. This paper provided a framework for social media marketing, destination image building and tourism product designing.

Originality: Based on the big data mining of social media platform, this paper established an in-depth analysis of urban tourism image through social semantic network analysis. A framework of urban tourism image element system was established and the internal links among the elements were analysed to provide a better understanding of the urban images of cities.

Keywords: Tourism image of cities; semantic network analysis; social media; content

analysis; customer created content

1. Introduction

As an important part of the tourist destination marketing (Gallarsa et al., 2001), study of the image of a tourist destination is the direct guide on the decision-making of the tourist destination (Wu, 2001). Researchers have investigated the relationship between destination image and destination choice behavior (Bigne, Sanchez, and Sanchez, 2001; Chen and Tsai, 2007; Prebensen, 2007). Tourism image is one of the key factors which attract tourists (Ahmed, 1996). It can stimulate or impede tourists' consumption decision-making behavior (Hong, Kim, Jang, and Lee, 2006; Shen 2012). The competition among tourist destinations is more about the image perception of tourist destinations (Gallarza, Saura, and Garcia, 2002; Zhang, 2013) and the perception of a destination's image can be modified through promotional or non promotional effects (Gerbner et al., 2002). Therefore, research on the image of tourist destinations can instruct their marketing and help build or strengthen their proactive and positive images through a series of marketing activities (Gao, 2009).

In recent years, social media has become an important form of information communication and plays a decisive role in image building and brand promotion of destinations. The market information spread on social network is instilled into the consciousness of consumers and affects consumers' behaviors. Some researchers found that social media impacted tourists through two basic behavioral orientations: social interaction and information search (Kurashima, Tezuka, and Tanaka, 2005; Puhringer and Taylor, 2008). Socia media has turned into an important channel in the urban tourism image promotion (Baker and Green, 2005). Modes of distribution including user-generated content and interpersonal interaction counteract dull, generic advertisements and news media, thus effectively publicizing the urban tourism image.

The main purposes of the study in this paper are to, first, analyze tourists' perception of urban tourism image in social media, and second, explore the mechanism of influences of urban information over consumers in a virtual social network. The research method is to conduct text analysis and atlas analysis of urban image in social media networks and build an urban tourism image structure. The study in this paper can provide beneficial references for network marketing policy-making, destination image building and tourism product design in related departments and tourism enterprises.

2. Literature Review

2.1 Tourist Destination Image

Beerli and Martin (2004) defined destination image as tourists' confidence in, philosophy of and impression on a destination (Asuncion and Josefa, 2004) and measured it in three original dimensions (cognition, emotion and intention) (Girish, 2007). In terms of information cognition, the total of varied information on destinations and their links, including multiple

ingredients and individual perception, constitute the destination image (Peter et al., 2000). Concerning the connotation of tourist destination image, there's both "hard" image constrained by physical aspects such as destination resources and facilities and "soft" image affected by cultural aspects such as tourism service products, management system and level, attitude of relevant tourism stakeholders and their welcome (Liu et al., 2009). Additionally, image perception differences exist before and after visiting. Some scholars proposed the concepts of original image and reevaluated image. "Original image" was used to indicate the impression and cognition of potential tourists on a tourist destination before visiting it and "reevaluated image" was used to suggest the impression of tourists on a tourist destination after visiting it (Selby et al., 1996).

The cognition of a destination's image is affected by the quantity and types of information resources received by tourists (William, 1993). Xie, Ma & Yin (2014) studied influences of publicity video, online comment and travel notes over changes in a destination's image and found that distribution mode, contents, credibility of information sources and personal factors comprehensively affected the extent of change in a destination's image especially in terms of the emotional image (Xie et al., 2014). Network and social media, as the major distribution environment in which tourists searched and gained information on tourist destinations, played an important role in tourists' cognition of a tourist destination's image (Su, 2010).

2.2 Measurement and Evaluation of a Tourist Destination's Image

The measurement methods related to a tourist destination's image are mainly the structural and non-structural methods. In structural method, the researcher selects a series of evaluation attributes and applies standard tools to work out a qualitative evaluation and obtain quantified data on a destination's image (Baker and Green, 2005). In the non-structural method, Free Elicitation/Open Ended Questions are adopted to record interviewees' description of a destination's image (Huang and Li, 2002). It is proved that the combination of structural method and non-structural method is more advantageous than only one of them. Non-structural method can pinpoint the entirety and uniqueness of a tourist destination's image while structural method can not only clarify the perceived image constitution but also provides quantitative data on image evaluation (containing cognition, emotion and overall evaluation). The two methods together can comprehensively evaluate a tourist destination's image from the perspectives of "quality" and "quantity" (Yanget al., 2007). The structural method includes the three-dimensional measurement model covering actual image, launch image and perceived image (Ding et al., 2007),and IPA (Importance, Performance and Analysis) method (Song et al. 2006) while non-structural methods mainly include literature analysis and tourists' perception mapping method.

With the explosive growth of internet information and rapid development of new media such as blogs and micro-blogs, network text analysis has gradually become an important mode of measuring a destination's image. Text analysis with application of online travel notes and the analysis of a destination's image with quantitative methods are the latest method of studying

a destination's image (Zhao and Li, 2013; Yang et al., 2013; Peng, 2011; Duan et al., 2013)

2.3 Social Network Study

Social network study, as an important part of the "new socioeconomics", was developed by Moreno in 1930s, an American social psychologist and based on social measurement method. Its basic stance is to regard the interactive bond between people and organizations as a social structure which exists objectively and thus analyse influences of such bonds over social behaviours. The society, industries, organisations and individuals are all embedded in an overlapping or parallel network system and the network relations play a structural role in members' behaviours (Granovetter,1977; Borgatti et al., 1997). The internet application of social media has triggered reform in ways of information communication and social interaction, which not only impacts the communication channels but also the live social network (Jie et al., 2011).

Social network analysis provides a more systematic research perspective for information distribution management. In recent years, the study on influences of the group network where economic individuals live and social interactive relations between individuals over individual behaviours has been developed into an important direction in the marketing field. Social semantic network analysis is a basic approach in social network analysis and a kind of digraph. The nodes represent key words while lines represent semantics or interactive relations of key words. The frequency and internal relations of key words are described in atlas, the analytic results showed in graphs by detecting the occurrence frequency, indicating relationships and connecting relations between key words (Jie et al., 2011). Cai & Lin (2013) took the social network comprising users on Friends Network for example and proved that the introduction of semantic net technology into online social networks could help with the accurate representation and in-depth analysis and understanding of online communities (Cai and Lin, 2013).

3. Methods

3.1 Research Framework

According to the in-depth interview and the previous studies of tourist destination image (Beerli & Martin, 2004; Feng, 2011; Zheng, 2013), the framework in Fig. 1 was designed in this paper. Overall tourism image elements include tourism function image, tourism service image, tourism convenience image, city infrastructure image, city brand personality and city cultural image.
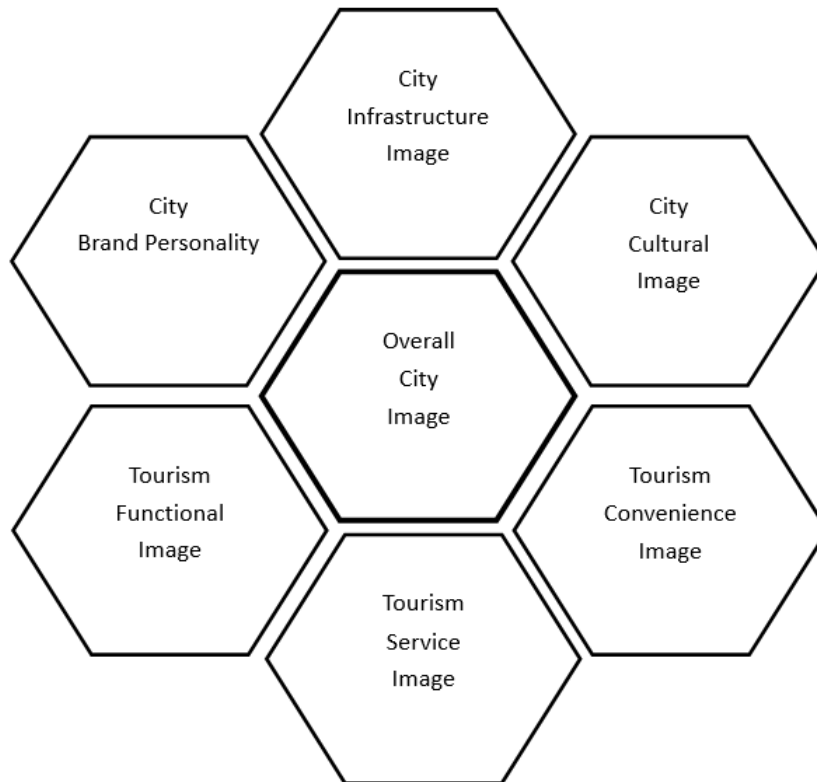
Figure.1 The framework of tourism image of cities

3.2 Content Analysis

In this paper, the tourism image of Shanghai is deemed as the research object; the text analysis software ROST Content Mining System (ROST CM) is adopted for Chinese and English word frequency analysis, social network and semantic network analyses. The key words are "Shanghai" and "tourism". Trip Advisor is the website for sample collection so as to collect users' perception data on the image of Shanghai. Trip Advisor is the most popular tourism community and tourism comment website in the world and the largest tourism community at present. It takes the lead in terms of commentary service.

Soukey Miner is a free and open source data acquisition software that can be used to collect information on a variety types of database. We used this software to capture comments on the main scenic spots in Shanghai on the destination homepage of Trip Advisor. The authors collected online reviews and comments posted in the period of 1st January- 31st December 2013. The captured data is divided into nine parts according to users' nationality, division of Shanghai's customer markets and data classification: North America (U.S. and Canada), Europe (Britain, France and Germany), Australia and New Zealand, Singapore, Southeast Asia (Indonesia, Philippines, Malaysia and Thailand), South Asia (India and Pakistan), Hong Kong, Taiwan, Japan, South Korea and China mainland.

3.3 Data Collection and Pretreatment

After the sample is obtained, all contents are copied to a text document. First, similar words in the text are replaced with the same word for the convenience of statistics. In order to ensure the accuracy of word segmentation and word frequency analysis in the software, a self-defined dictionary including special nouns related to Shanghai's main districts, counties and scenic spots is created. In addition, new meaningless vocabulary, other tourism destinations and places of departure are included in the filtered word table to eradicate meaningless vocabulary in this study.

4. Research Results

4.1 High Frequency Feature Words in the Sample

After pretreatment of data, nine TXT documents with Chinese word segmentation are merged and common high frequency feature words ranking in the top 40 are extracted to form the summary of elements for the tourism image of Shanghai. According to the frequency of high frequency words and occurrence correlation, the following social semantic network graphs is worked out (Fig. 2).
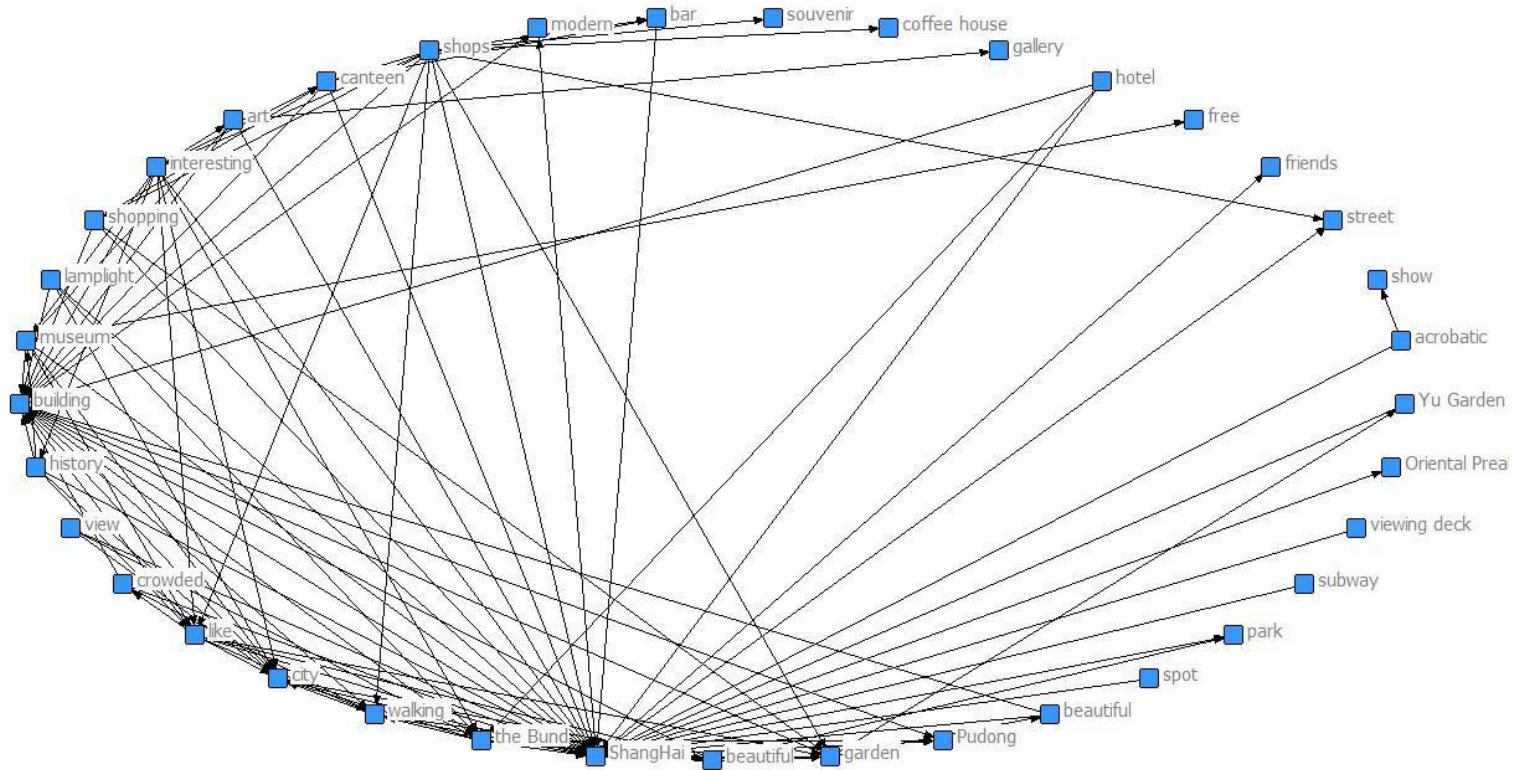
Figure 2. The social semantic web of tourism image of Shanghai from TripAdvisor

It can be noted from the features of high frequency words and social semantic network atlas that words like "building", "city", "Bund", "store", "restaurant", "shopping" and "metro" are among the top 10 and are located in the secondary key words of "Shanghai". Therefore, it demonstrates that users of TripAdvisor have diversified perceptions of Shanghai's tourism image. Based on the high frequency words, the elements for the tourism image of Shanghai are concluded as follows:

Table 1. Summarized high-frequency words after extraction

Rank	High frequency words	Rank	High frequency words	Rank	High frequency words	Rank	High frequency words
1	Building	11	Beautiful	21	Bar	31	Souvenir
2	Like	12	History	22	Hotel	32	Yuyuan Garden
3	Museum	13	Park	23	Pudong District	33	Performance
4	City	14	Crowded	24	Acrobatics	34	Experience
5	Bund	15	Shopping	25	Street	35	Animal
6	Shop	16	Art	26	Oriental Pearl Tower	36	Viewing Platform
7	Interesting	17	Metro	27	Gallery	37	Free
8	Walk	18	Beauty	28	Light	38	Landscape
9	Garden	19	Scenery	29	Café	39	Train station
10	restaurant	20	modern	30	Temple	40	Nanjing Road

For most tourists, Shanghai is a beautiful metropolis and the high frequency word of "like" shows that the majority of tourists are active in terms of emotional tendency and positive about the tourism image of Shanghai.

In terms of tourism function, such key elements as food, hotel, travel, entertainment and shopping are all reflected; landmark scenic spots of "building", "museum", "Bund" and "Oriental Pearl Tower" are favored by tourists. With regards to tourism convenience, tourists' perception of Shanghai's image is mainly reflected in such high frequency words as "metro", "wondering" and "packed". As to the basic urban environment, tourists' impression on Shanghai is manifested in such words as "garden", "park", "street" and "lighting". In terms of

urban brand personality, most tourists choose "interesting," "discovery" and "experience" as their evaluation of Shanghai. Lighting and coffee house are intriguing and important carriers of urban personality. In the aspect of perception of urban cultural image, Shanghai is an international metropolis which is permeated with artistic atmosphere and replete with modern fashion and historical and cultural connotations.

4.2 Analysis of Image Perceptions of Tourists from Different Places

After conducting word segmentation and high frequency word statistics on nine main source places, the researcher concludes the following semantic network atlas for these nine destinations.
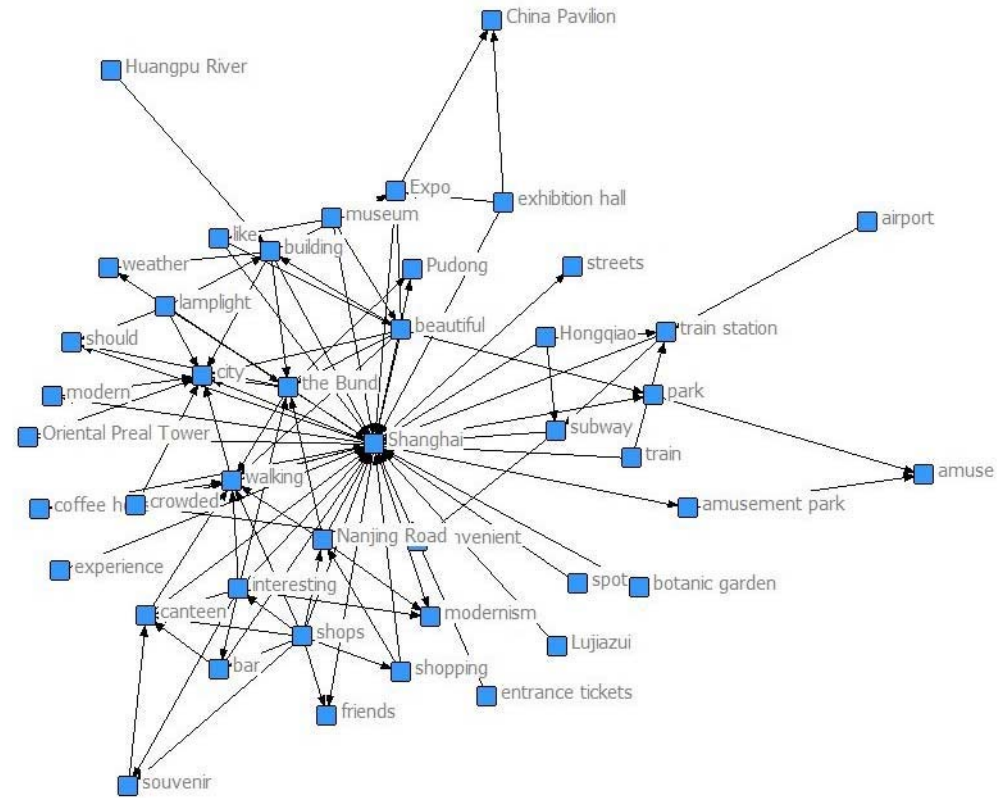
Figure 3. The social semantic network of Chinese Mainland tourists' perception of Shanghai tourist destination image
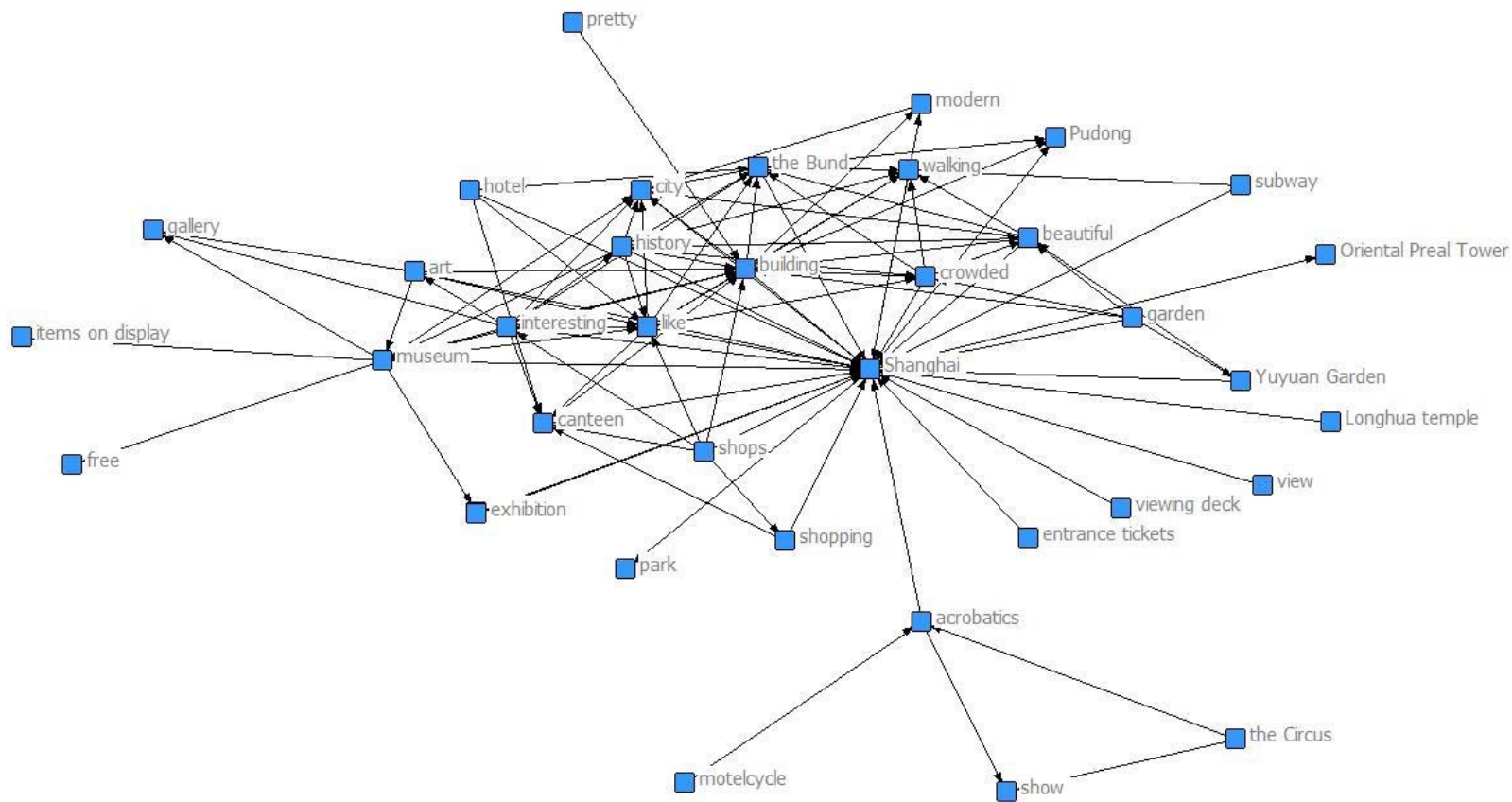
Figure 4. The social semantic network of North American tourists' perception of Shanghai tourist destination image
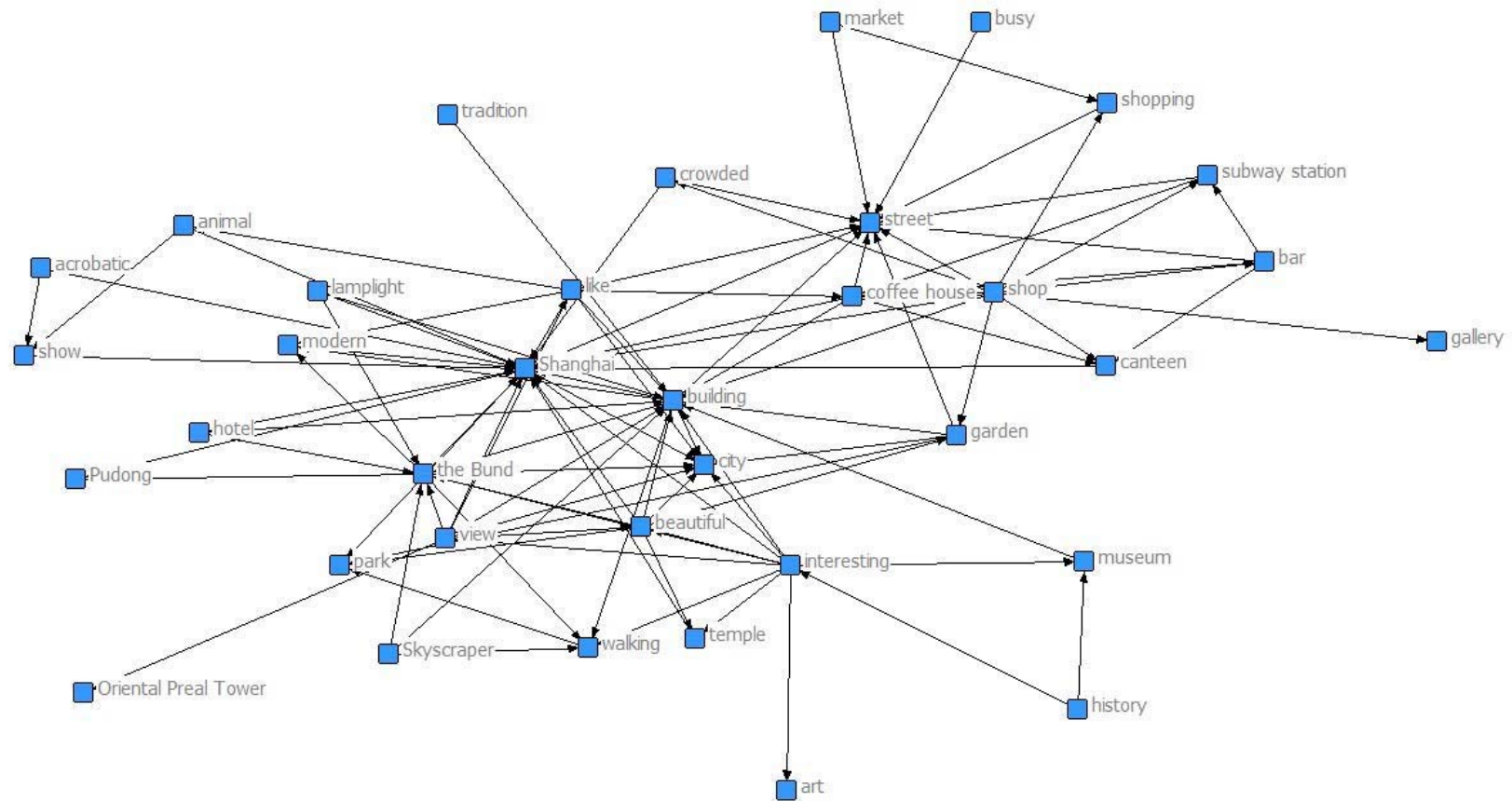
Figure 5. The social semantic network of European tourists' perception of Shanghai tourist destination image

Figure 6. The social semantic network of Southeast Asian tourists' perception of Shanghai tourist destination image

Figure 7. The social semantic network of Australia & New Zealand tourists' perception of Shanghai tourist destination image
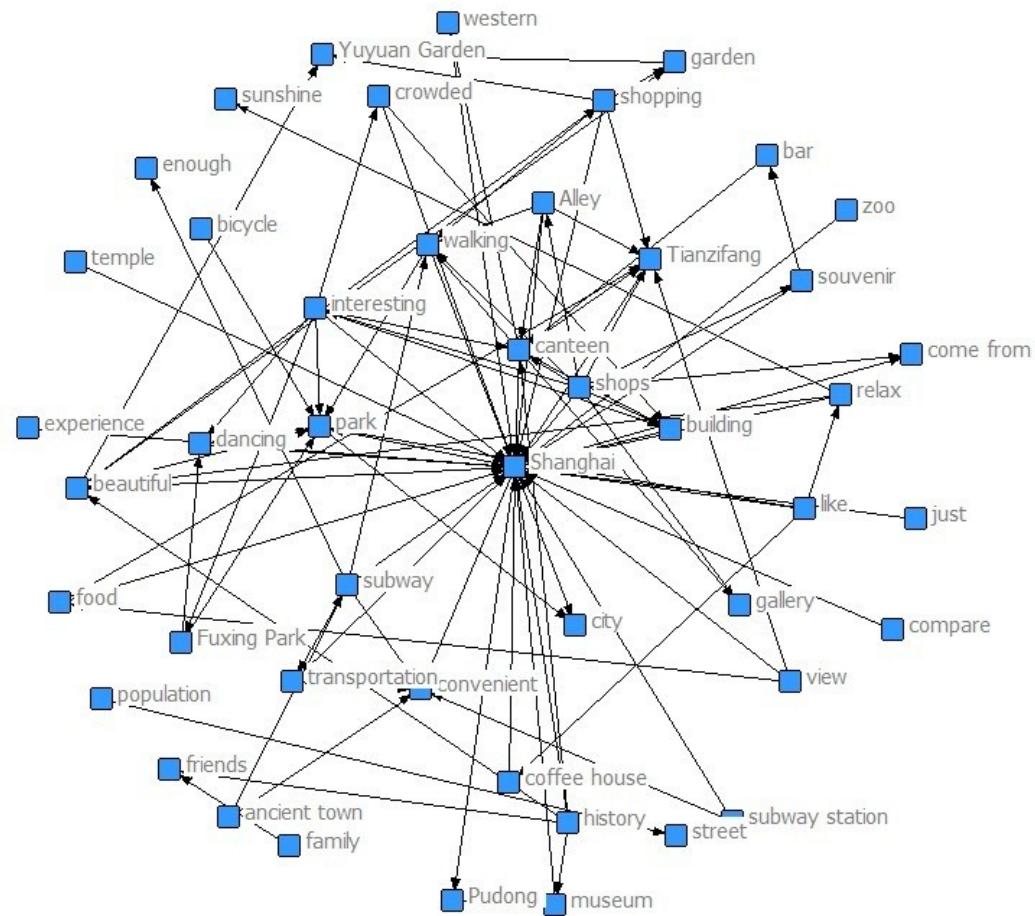
Figure 8. The social semantic Japanese and Korean tourists' perception of Shanghai tourist destination image
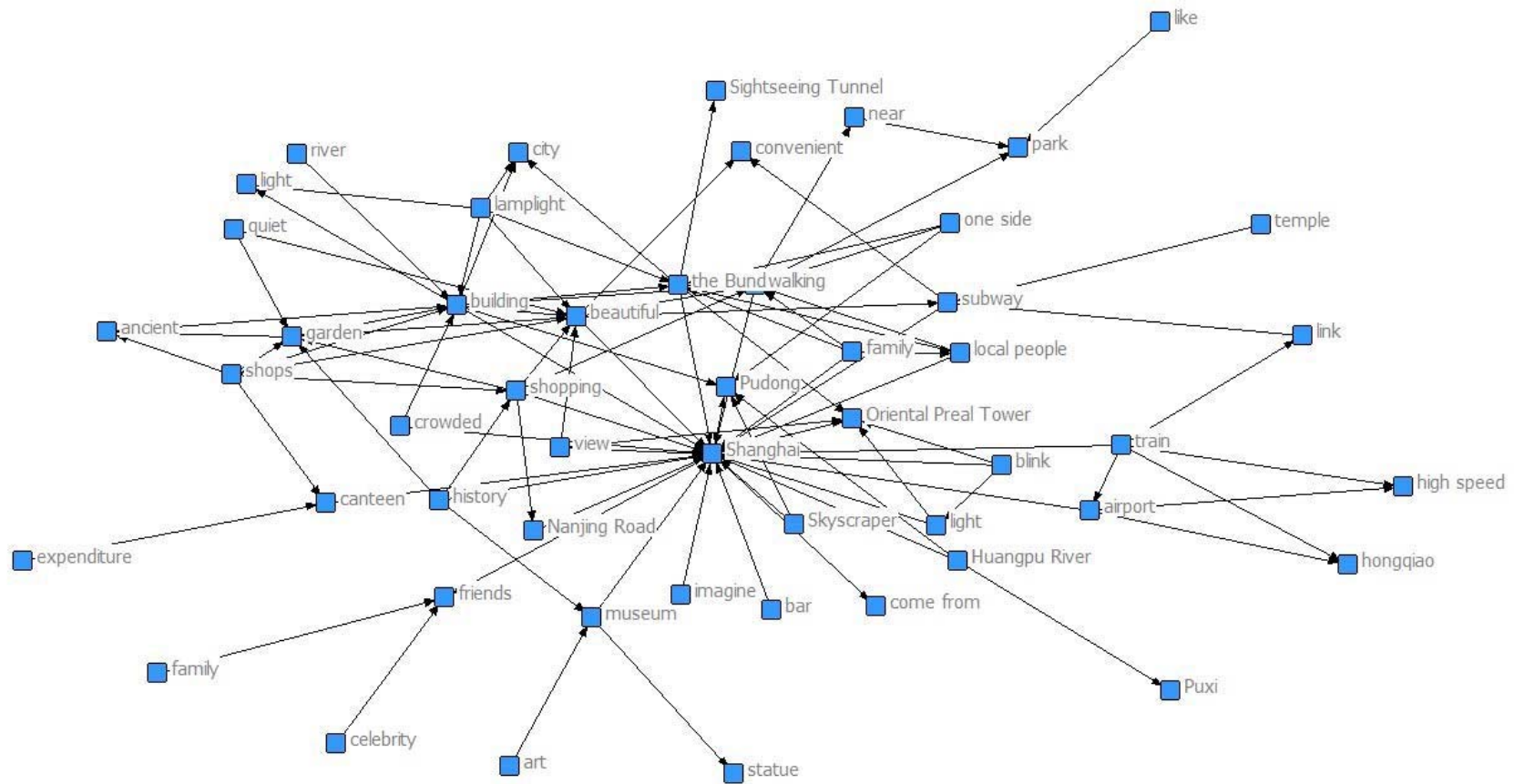
Figure 9. The social semantic network of India and Pakistan tourists' perception of Shanghai tourist destination image
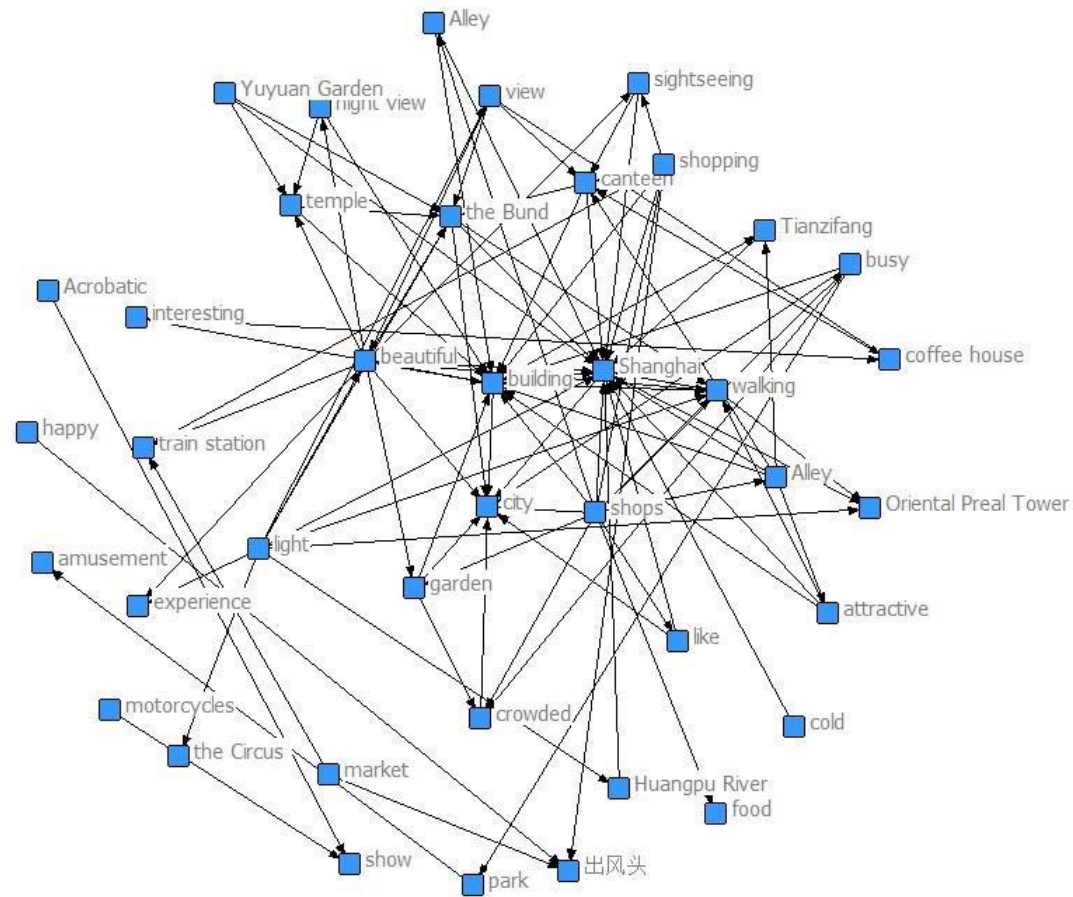
Figure 10. The social semantic network of Singaporean tourists' perception of Shanghai tourist destination image
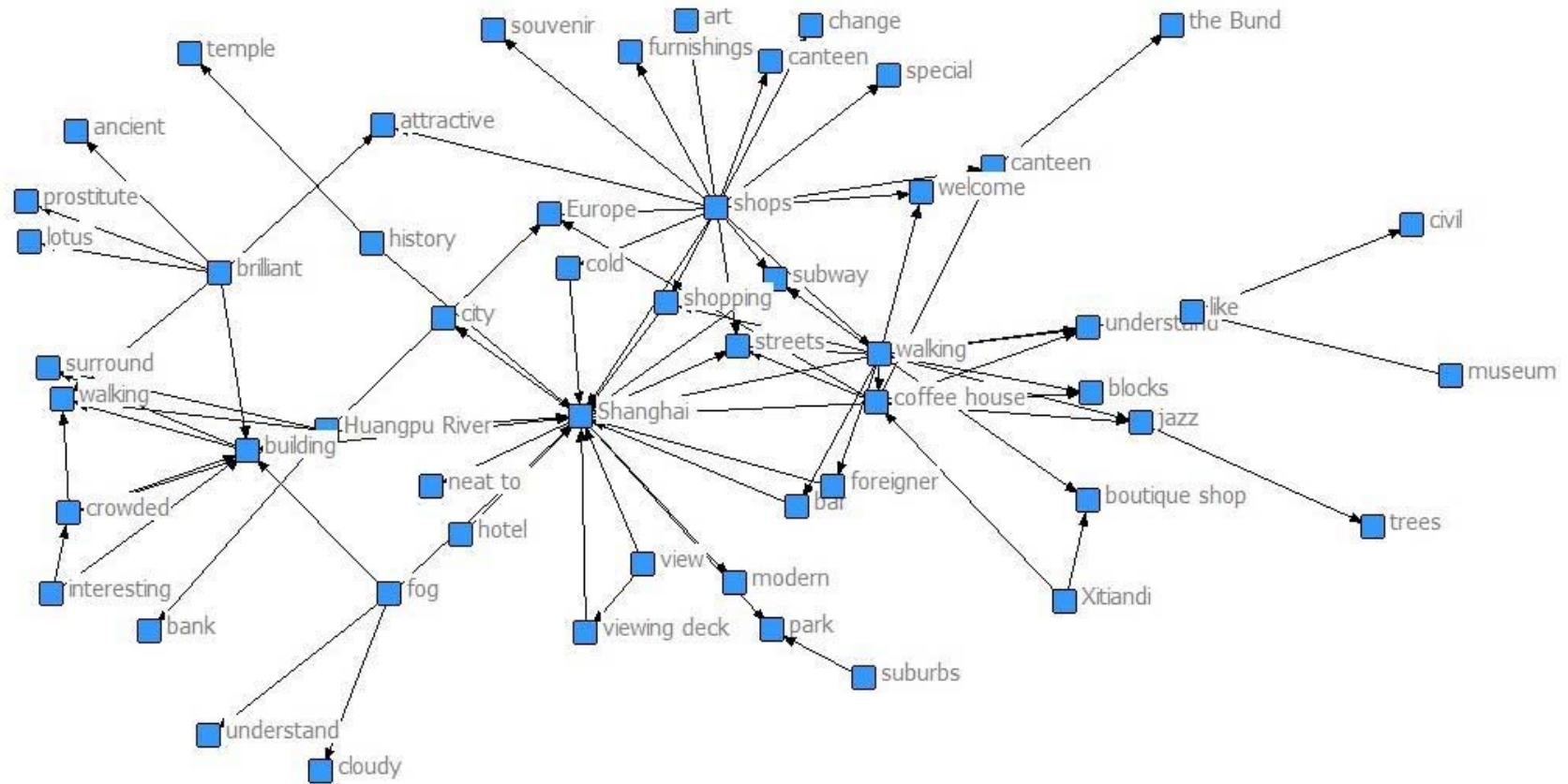
Figure 11. The social semantic network of Hong Kong and Taiwan tourists' perception of Shanghai tourist destination image

As shown in Fig. 3 to Fig. 11, the thickness of lines reflects the closeness between two words. The thicker the line, the closer their relation. The quantity of a word's lines manifests the frequency of the word. Tourists from different places have different tourism activities, choose different scenic spots and follow different schedules. The conclusion of features and differences based on the network atlas of source places is indicated in the following table:

Area	Distinction of image perception
China mainland	Centre on "Shanghai", tightly connected with "Bund", "city", "building" and "walk", with small accumulation points like "shop" and "restaurant".
North America	Centre on "Shanghai", "building" and "city", tightly connected with keywords such as "Bund", "museum", "history", "like", "interesting" and "beauty".
Europe	Centre on "Shanghai", "building" and "Bund", with keywords like "beauty", "city" and "scenery" around. An accumulation point centred on "street", "shop" and "café" is located on the lower left corner.
Southeast Asia	Centre on "Shanghai", tightly connected with "building" and "like". "Building" is surrounded by "Bund", "walk" and "cruise ship". "Like" is surrounded by "restaurant", "shop" and "walk". Others are equally distributed.
Australia and New Zealand	Centre on "Shanghai" and "Building". "Shop", "restaurant" "Bund" are surrounded tightly with "Shanghai", and "Art", "Hotel", "Bund" and "walk" are around "building".
Japan and South Korea	Centre on "Shanghai", with "park", "restaurant", and "shop" around. And others are equally distributed.
South Asia (India and Pakistan)	Centre on "Shanghai", with "building", "bund", "walk" and "beauty" around. Another centre named "Garden" is on the right, with "ancient", "beauty" and "peace" around.
Singapore	Centre on "Shanghai" and "Building". Shanghai is surrounded tightly with "light", "Bund" and "beauty". And "Building" is connected with "city", "beauty", "restaurant", and "temple".
Hong Kong and Taiwan	Centre on "Shanghai", surrounded with other secondary center like "building", "shop" "street", "café" and "Huangpu River".

Table 2. Distinction of image perception of Shanghai from different tourist generating regions

It can be seen from the table above that differences exist between the image constitutions of different source places. Tourists from China mainland, Southeast Asia, Japan and South Korea, India and Pakistan and Hong Kong and Taiwan center on "Shanghai". Shanghai owns a distinct and independent tourism image on these source markets. However, significant differences are shown on the secondary center, which means that when image promotion is conducted on different target markets, the focus points of target markets should be considered to carry out pertinent promotions and corresponding product designs.

5. Conclusion

This paper summarises the overall tourism image of Shanghai and builds detailed images of Shanghai on different markets through social semantic network analysis of elements for the images of Shanghai on different target markets in social media. The following conclusions are reached after detailed analysis of high frequency words and social semantic network:

First, in terms of tourists' perception of Shanghai in this study, there are such high frequency words as "city", "beautiful", "gorgeous" and "modern" as well as other extremely rich perceptions like "building", "museum", "garden", "metro", "Bund" and "store" which characterize its tourism functions and basic environment. It means that Shanghai, as an urban tourism destination, has been quite improved in its overall function construction and basic environment. In response, tourists' cognition of Shanghai as a destination is considerably positive.

Second, what's worth noting is that the expressions of Shanghai's urban cultural image are extremely abundant and moreover, form a strong secondary relation in the social semantic network. With significant perceptions from such target markets as Europe and America, Southeast Asia, Japan and South Korea, Hong Kong and Australia, it means that Shanghai has achieved spectacular effects in cultural product design, promotion and cultural image construction and built a three-dimensional and diversified tourism cultural image.

Third, this study finds that tourists' high frequency words about Shanghai's tourism service image and brand personality image are few and fall short of details. It indicates that Shanghai has weak publicity about its tourism service and urban brand personality so tourists accordingly have a weak perception of it.

At a deep level, both demonstrate tourists' vivid expression of Shanghai and such tendency is supposed to be formed out of graphic cognition and emotional filtering in the process of visiting or at the post-visit stage. The image building of a tourist destination is crucial, hence, related destination management organisations need to further explore it and improve and strengthen the tourism service image and brand personality of Shanghai in the process of tourism marketing and publicity.

To sum up, this study aimed to work out an element system of urban tourism image in social media

network. Based on the theoretical framework of urban tourism element system, text analysis and semantic structure analysis of information spreading network in social media were conducted. The study provided a systematic research method for studies on the structure of urban tourism image. In particular, based on the big data mining means of new media platforms and social semantic network analysis methods, it can provide an in-depth analysis of the urban tourism image element system and internal links. The research method affords a new perspective for studies of tourist destination image in the new media era.

However, the research method has its drawbacks. Capturing data through data mining and regarding the sample as an entirety for word frequency analysis and semantic network analysis are still forms of descriptive analysis; studies on internal factors influencing tourists' perception of the tourist destination image such as cultural, psychological and social aspects would entail new research approaches.

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Stakeholders Opinion regarding Sustainable Heritage Tourism: The Case of Safranbolu

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Abstract

This study discusses the findings of interviews with the stakeholders regarding sustainable tourism practices in a World Heritage town, namely Safranbolu, Turkey. The purpose of the study was to better understand the perceptions and opinions of stakeholders such as hotel owners, academics, shopkeepers, locals and architects. The results of the study show that there are many concerns regarding sustainability of the destination. The respondents believe that the tourism industry is not economically viable, the culture is under the threat of mass tourists' visitation and tourism has a gradual impact on environmental concerns. To sum up, the study revealed that all stakeholders should act together for the sustainability of the destination.

Keywords: Heritage Tourism, Sustainability, Safranbolu, Stakeholders

Introduction

Heritage tourism is considered to be one of the fastest growing sectors of the global tourism industry (Timothy and Nyaupane, 2009). Initially, only historic monuments and sites were included and listed as World Heritage Sites, but today historic town centres, industrial landscapes and intangible aspects of heritage are also designated (Landorf, 2009). The sustainability of the heritage sites has been the main concern of United Nations Educational, Scientific and Cultural Organisation. However, the implementation of sustainability into heritage tourism management presents many difficulties since many conflicts emerge with other elements of heritage tourism such as authenticity, accessibility and viability of the resources where tourism is the main industry that generates revenue (Darlow *et al.* 2012). This study aims to understand the perceptions of different stakeholder groups regarding sustainable tourism in a World Heritage town, namely Safranbolu. The study starts with the background of the term sustainable heritage tourism and stakeholders. Then, information regarding methodological issues will be presented. After that, the results of the interviews will be presented in four sections. These are economic sustainability, socio-cultural sustainability, environmental sustainability and concerns of tourism management and planning at the destination. The study ends with the conclusion and limitations of research.

Sustainable Heritage Tourism

It is argued that heritage and sustainability possess the common theme of inheritance, however, the sustainability imperative was relatively slow to be applied within the context of cultural heritage management (Fyall and Garrod, 1998). Applying sustainability practices in the heritage sector is appropriate as heritage management aims to achieve conservation and protection of the historic environment (Fusco Gerard and Nijkamp, 2009). Sustainable heritage tourism is not only protecting the physical maintenance of the sites, but also ensuring their social and cultural aspects (Tunbridge and Ashworth 1996). However, it should be noted that sustainable management of heritage sites is a complex issue that requires the integration of different managerial considerations (Leask and Fyall, 2012).

The triple bottom line theory (TBL) has been popular in sustainability studies since its first introduction in the commercial context (Elkington, 2004). This theory suggests that economic, environmental and socio-cultural aspects of sustainability objectives should be integrated in the core business strategy (Elkington, 2004). Darlow et al. (2012) evaluated the sustainable heritage tourism practices in the museums, historic houses and historic churches in the regions of Devon and Cornwall, UK, by using the triple bottom line approach (Table 1). The result shows that heritage managers suffer from a lack of financial resources to apply sustainability practices in their properties. Furthermore, among the 416 participants, heritage properties give more emphasis on cultural sustainability rather than environmental sustainability. In a recent study, Ghanem and Saad (2015) investigated sustainable heritage tourism in Egypt. Based on the interviews which are conducted with the stakeholders at the destination such as locals, government officials and travel agent representatives, the study revealed two main challenges. The first challenge is related to the community such as urbanisation of the town and the second challenge is related to management such as lack of managerial skills, conflict in authority and lack of funding.

Stakeholder Participation

The aim of this study is not to apply stakeholder theory; instead it assesses stakeholders' opinions regarding sustainability. A stakeholder in heritage tourism is anyone who is affected by the development of heritage tourism, positively or negatively (Aas, Ladkin and Fletcher, 2005). Chhabra (2010) classified the stakeholders in heritage tourism as heritage institutions (heritage sites, attractions, events, and shops), the public sector (chamber of commerce, city or government who decides on tax deductions), the ancillary sector (such as gasoline stations, restaurants, lodging, gift shops), tourism organisations (such as the convention and visitor bureaus, state tourism offices, national and regional tourism organisations), local community, and the academic community (educational institutions).

Several authors and non-profit organisations claimed the importance of stakeholder participation in sustainable tourism (Chhabra, 2010; Ghanem and Saad, 2015; Pedersen, 2002). Partnerships from a

sustainable tourism perspective imply the need to partner with various stakeholders to aim for the sustained use of resources (Chhabra, 2010). Pederson (2002) stated in the manual that was prepared for the management of world cultural heritage by United Nations Educational, Scientific, Cultural Organisation (UNESCO), that any sustainable tourism activity in the world heritage sites (WHS) must collaborate with stakeholders, or other interested groups including government agencies, conservation and other non-governmental agencies, developers and local communities. Similar views were echoed by other authors such as Hampton (2005) and Aas *et al.* (2005) who believe that sustainable heritage tourism can be achieved in a way that preserves a destination's heritage if all stakeholders recognise their responsibility for sustainable tourism. Thus, this study aims to understand the perceptions of different stakeholder groups regarding sustainable tourism in a world heritage town Safranbolu.

Initially, a limited number of stakeholders, such as governments, conservation experts and local authorities, were involved in the process but more recently local amenity and conservation groups, local businesses and residents, and tour operators have been involved in the nomination and management of WHS (Millar, 2006, p. 53). However, it is noted that if the number of stakeholder increases in the planning and management of WHS, the conflict may arise (Jones and Shaw, 2012). Therefore, Du Cros and McKercher (2015) state that stakeholder participation can be achieved if different stakeholders can comprehensively understand each other's needs and wants from the heritage assets or sites.

The Case Study: Safranbolu

Safranbolu is a town which is located in the Black Sea region of Turkey (Fig. 1). The city Safranbolu is a typical Ottoman city with peculiar wooden houses and streets, and it has been an important station for the caravan trade for many centuries. The city has been listed as a World Heritage Town since 1994 based on several criteria (UNESCO, 2016). The first criterion is its contribution to developments in architecture, town-planning, art and design. Second, Safranbolu houses represent an outstanding example of a building type and finally, it is an outstanding example of human settlement. Today, the city is a popular tourist destination for both domestic and international visitors because of its ability to retain the town's authenticity and integrity. Although the Ministry of Tourism and Culture has not published the up-to-date numbers of visitors to Safranbolu, Figure 2 shows the tourists numbers between 2009 and 2013.

Figure 1: Safranbolu

Figure 2: Tourist arrival numbers between 2009-2013

Source: Ministry of Tourism and Culture (2016)

Methodology

This study uses a secondary qualitative data in order to understand stakeholders' opinions regarding sustainable tourism in a World Heritage town. Data was collected primarily for another project in May 2014 by one of the authors. Stakeholders categorize three major stakeholder groups namely the tourism sector (travel agencies, hotels, food and beverage establishments, universities, retail shops), the local authorities and the host environment (non-governmental organization and associations, local community) (Timur and Gets, 2008). Thus, the sample includes 16 semi-structured interviews with the participants who are two academics, an expert architect, three local people, two restaurant owners, three accommodation owners, two shopkeepers, three non-governmental organisation managers and a member of Council of Cultural Property Protection. Two tourism professors were first interviewed in order to shape the study because they are experts in the topic and very knowledgeable about Safranbolu. Their advice and evaluations were considered, and then other stakeholders which are knowledgeable about sustainability, tourism development and Safranbolu to be interviewed were

selected. Besides, samples were chosen based on the criteria that they each represent a different stakeholder. The diversity of participants helps better understand different perspectives regarding sustainability.

Data analysis process includes two phases. First, all the interviews were transcribed. Then, the transcripts that were obtained from the interviews were analysed using ethnographic summary techniques, which involve the use of quotations to support the key issues derived from the examination of the data. The main findings are presented in four main categories namely, economic sustainability, socio-cultural sustainability, environmental sustainability and tourism planning, managing and diversification of tourism. The research conceptual is presented as below in the figure 3. It is based on the literature (Assante et al., 2012; Craik, 1995; Debes¸, 2011; Gezici, 2006; Lansing and De Vries, 2007; Rigall-I-Torrent, 2008; Sofield, 2003; Timur, 2010; Timur and Getz, 2008) that highlights the main issues under each dimension of the sustainability concept. A method has been drawn up that includes the purpose of studying based on the literature.

Figure 3: Conceptual model

Research Methodology

Qualitative Methodology — Conceptual model — Population

Research Aims

SAFRANBOLU
Listed as One of the UNESCO's World Heritage Sites

Sample

Stakeholders

SUSTAINABLE TOURISM
STAKEHOLDER RELATIONSHIP AND COMMUNICATION

Tourism Planning

Economic Sustainability
Increased Investment level
Increased Income Level
New Employment Generation

Tourism Managing

Socio-Cultural Sustainability
Improved Quality of Locals' Life Standards
Commodization of Culture
Week Culturall Interaction Between Tourists and Locals

Environmental Sustainability
Air and Noise Pollution
Exceed of Carrying Capacity
Problems of Traffic Congestion

Diversification of Tourism

R1: Professor of Tourism Administration
R2: Professor of Art History
R3: Architect
R4: Resident
R5: Resident
R6: Restaurant Owner
R7: Restaurant Owner
R8: Hotel Owner
R9: Hotel Owner
R10: Hotel Owner
R11: Trademen (Souvenir)
R12: Trademen (Turkish Delight)
R13: Travel Agency Owner (Engineer)
R14: NGO's Head (Tourism and Culture)
R15: NGO's Head (Tourism and Culture)
R16: Cultural Heritage Preservation Board's Member

The study aims to answer the question of whether cultural tourism in Safranbolu is perceived as sustainable by stakeholders, in terms of economic, environmental, socio- cultural aspects

Figure 3 provides a detailed description of the sample, identifying the different respondents with a nomenclature of R1–R16, which is subsequently used when discussing the findings. Moreover, it summarizes the aim of the research, and gives information about target population of the study and samples.

Findings

Economic Sustainability

Some interview questions such as job opportunity, increase in earning level of local operators and increase in duration of stay and excessive number of accommodation offered by tourism development in Safranbolu were asked to determine participants' views on economic sustainability. Then, the

research reveals that a stable economy is one of the most fundamental matters. Availability of jobs, the development of services, substructure of the region, and existing enterprises are the topics that were stated the most by respondents. It is inferred from the interviews that the domestic enterprises such as retail shops, gift shops, hotel and food and beverage establishments play an effective role in the development of Safranbolu. The issue of job availability is mentioned by accommodation owners since more and more places with available occupations starts to open such as new hotels, gift shops, and restaurants. On the other hand, stakeholders differ in their ideas about who gains more from the developments in the region on the level of earnings. A participant who works in a tourism organisation (R9) states that *"the money earned from increasing numbers of tourists is only beneficial to the owners and managers, not to workers."*

Many old houses in were renovated and re-used in another function primarily as hotels and guesthouses. The owners of hotels believe that it has a positive impact on the local economy of the city. One of respondents (R8) claimed that *"the houses were wrecked and desolated, which caused a rather disturbing view for the destination, but now they are renewed and young people have occupations as well".* Therefore, using old houses in a new concept might accord well with the idea of economic sustainability.

The respondents also stated some conditions where it is hard to achieve economic sustainability. Short-breaks or day excursionists do not have an economic impact at the destination. Therefore, some of the accommodation owners and shopkeepers argued that their businesses are not economically viable. According to an accommodation owner's opinion (R10) *"Safranbolu is in fact polluted by visitors coming from towns and cities near Safranbolu during weekends and holiday seasons. For instance, there were lots of visitors on the May 1ˢᵗ. But the strange thing is all of them spent the day eating only bagels, and all they wanted to do was to tour Safranbolu in two hours and travel to another, close city. These kind of low-quality tourists, whom we call day trippers, are only consumers for us. They visit the houses, and pollute the region. They do not do anything but exhaust Safranbolu".* Another respondent who is a restaurant owner (R7) explains this situation as *"in contrast to the excessive amount of accommodation in Safranbolu, other touristic establishments such as restaurants, cafés, pubs, discos either do not exist or are not varied to meet the demands of different income groups. Thus, heritage site of Safranbolu is toured and consumed in a very short time. This can be counted as one of the most important reasons why the duration of stay is short.*

Socio-cultural sustainability

The results of the questions about life quality of local community and cultural degeneration asked by the participants to determine their opinion of socio-cultural sustainability are evaluated. Thus, several issues regarding socio-cultural sustainability has been stated by the respondents. One of the outcome of tourism development in the destination was that it led to the movement of the local community to the other areas. An official from a local organisation (R16) states that *"tourism generally affects the*

life quality of local community in a positive way but that is not the case for Safranbolu. The reason is that the local residents were disturbed by the extreme crowds and moved to the new residential areas we refer to as Old town (Eski Çarşı), which resulted in the termination of neighbourhood. Children used to play on these streets in the past, but now it's all cars and tour buses".

The interviews revealed that business operators also have a negative opinion of the locals' perception regarding tourism development. A restaurant manager (R6) said that *"according to logic of local community more tourists mean more money. But what we need is the increase in quality, not numbers. We need a certain number of visitors which we will be able to host because more tourists than that results in degeneration of the community. The locals can't take the situation due to the rapid development of tourism".*

According to the head of non-governmental organisations and local residents of Safranbolu, there have been many mistakes made during the restoration process of the old Ottoman mansions. For instance, hotel managers, deliberately or not, demolished or partly removed the stone walls to acquire bright and spacious common areas, and they pieced together the mansions so they appeal to low on cultural level visitors. These restorations resulted in the disordered architectonics of the houses, and most of the mansion hotels are now far from representing Ottoman culture. In a mansion hotel in which almost all common areas are turned into bedrooms, it is impossible to "visualize" the Ottoman family life. As a result, authenticity and integration of the world heritage sites which are the main criterions of being listed a UNESCO's World Heritage List are in danger.

Moreover, when participants' opinions are asked about the tangible values, they state that the only handcraft still alive is hand-printed head-scarf making but it is kept alive only by one maker. The efforts to improve hand-printed manufacture failed. The house models which appeared in 1990 have turned into commodities - a low-quality version of older replicas which have the same design. Beside those, other souvenirs that are sold are the ones originating from South-East Asian or textile products that are sold anywhere in Turkey.

Cultural tourists want to get acquainted with the intangible cultural heritage of local people living in the region they visit (Timothy and Nyaupane 2009, 9-10). In this context, participants mostly touched upon on the fact that even the regional food causes problems. An academic stated that (R1) "although *Safranbolu has a rich cuisine, most places do not offer regional food except for stuffed vine leaves (yaprak sarma), Turkish pancake (gözleme), and Turkish type ravioli (mantı). For example, you cannot find food with saffron in anywhere. This is another result of the mass-tourism concept and the demand for fast and cheap consumption of mass tourists. The only portion of valuable, intangible inheritance in Safranbolu might be the amateur musicians gathering in Yemeniciler Arastası coffeehouse to maintain the rich folk song tradition in the evenings."*

According to data obtained from stakeholders, the physical structure of the Old Town (Eski Çarşı) is also under threat due to the distorted and parallel approach in souvenir and service sector. In an

interview, The Council of Cultural Property Protection Board's member emphasises that (R16) *"the tradesmen in town (Çarşı) who are selling souvenirs, tea, or coffee invade the public space, and even make it impossible to walk on the streets on weekends or during holidays. Most importantly, the architectural and urban texture of Safranbolu is not perceived anymore because of the stands and tables on the streets, and the sunshades on shops"*.

Respondents also argued that tourist-oriented developments had a negative impact on the socio-cultural structure of the city. Many renovations of the historic houses had a negative impact on the fabric of the built heritage. This issue was stated by an academic (R2) as: *"Unfortunately, what is good for tourist is not always good for the heritage site. Especially shaping the restorations and services in accordance with the liking and wishes of insensible tourists affects the sustainability of architectural heritage in a negative way. The facilities and specific texture, the "Genius Loci" of the region that appeals to culture tourists are slipping on a daily basis. The new texture that will emerge later will not attract the tourists anymore"*.

Findings Concerning Environmental Sustainability

Outcomes from the interviews on the environmental aspects is that the interventions to connect the roads together resulted in the crowding of the historical centre with motor vehicles. A mansion manager states that (R10) *"Historical centre is jammed especially on weekends and during holidays. Besides the roars, vibrations, and pollution caused by motor vehicles, the chaos brought by randomly parked automobiles destroy the quiet and peaceful environment deserved by visitors who tours the historical town, and also disallow them to take even just one photo of the heritage site."*

Another academic says that (R1) *"the excessive amount of day trippers creates a concentration on certain areas and thus cause a physical pressure in region especially on the weekends. For example, in Old Town (Eski Çarşı) the stone parquets on the roads have lost their matte features and turned into shiny, slippery ground due to the heavy crowds. This situation both endangers the sustainability of preserved areas and the safety of visitors."*

Participants mostly stated that the public authority falls short of solutions to environmental problems in Safranbolu and they can't take enough measures. Moreover, participants claim that *"tour buses are sources of noise and pollution"* (R5) and *"far too many cars and jam harms the historical texture and structure"* (R4). One of the officials from the travel agencies states that (R13) *"there are many tours happening at the same time to Old Safranbolu, which causes the locals to be short of services and the region can't host overcrowded groups simultaneously well."*

Findings regarding tourism planning, management and diversification at the destination

Respondents were also asked their opinion regarding tourism management and planning at the destination. The results vividly showed that many respondents had a negative opinion regarding the management of the town. An architect (R3) argued that *"Tourism in the region is fumbling and*

developing without a professional management and tourism planning on its own, but it actually essential to have area management, destination management, and planning in the region. An amateur spirit is ruling the destination. It lacks the perspective of a professional. Unfortunately, managers are not aware of the fact that increasing the number of the tourists does not necessarily mean also an increase in the quality of tourism because of their rush to attract more visitors. What should be important is the quality of services. To be honest if I were a tourist in Safranbolu, I wouldn't be able to enjoy the city because of the bumps from people who crowds the streets."

Yet another academic (R2) states that *"Lately, culture tourism has been turning into mass tourism around the world due to globalization. Mass tourists prefer cheap products and the destination caught in this mass tourism spiral are consumed quickly. Another negative side of the conversion of culture tourism into mass tourism is that tour operators show tourists heritage sites but arrange accommodation in cheaper hotels around, not in the historical town. Accommodations for Western Black Sea tours which are organized at a really low price are arranged outside of Safranbolu."*

An architect who owns a tourism agency stated that (R13) *"when Safranbolu first stepped into tourism sector, the marketing was made by travel agencies. Each mansion owner rushed to fill the mansion with busload of visitors, and thus even people who are not dealing with running the mansion found them excited about appealing to tourists. This rush caused Safranbolu to fall into mass tourism spiral and endangered its speciality as a "Living City" which is one of the most important reasons why Safranbolu is listed as UNESCO's World Heritage. Lately all developments are made to use all mansions for touristic purposes and the irreversible damage of structuring for excessive tourist density has been neglected."*

Conclusion

Safranbolu, today, is an important area which keeps alive the Ottoman culture and arouse curiosity in this regard. The historical and cultural values it has are recognized at the international level and registered by UNESCO. After the registration of Safranbolu by UNESCO, the number of the visitors has increased day by day and the recognition level of the area has also increased. Conservation of the area by considering its protection-usage balance has significance in terms of sustainable cultural tourism. Over-commercialization and uncontrolled planning can damage the area in this regard. Safranbolu houses are not the sole source of this area for tourists, many tangible and intangible cultural heritage also exist in the region. Thus, these cultural elements should also be planned with taking protect-usage balance into account and be involved in tourism.

In this context, the study describes the perceptions of the Safranbolu's stakeholders who are concerned about the sustainability of the destination economically, environmentally, socially and culturally. The research states that destination stakeholders have very limited awareness and knowledge regarding the sustainability of the destination in both its cultural and social aspects. Besides, they do not consider the issue in all its important aspects. It clearly seems that the most of

the interviewees are primarily concerned about the tourism's capacity which aims to increase the profits of the area. A similar result is seen in research implemented in other areas. To make illustrate, Timur and Getz (2009) as well as Özdemir and et al. (2014) , in their study carried on among tourism Stakeholders in Calgary and Istanbul Historical Peninsula in Sultanahmet detected that these interested parties mainly viewed sustainability from the perspective of economic vitality for the destination.

According to the study, it can also be said that respondents perceive other aspects of sustainability, (environmental concerns for example), as a way of making the destination more attractive in the eyes of visitors. Therefore, a significant question exists about the implementation of sustainability practices in Safranbolu related to stakeholders' knowledge level and their understanding of sustainability. Based on the literature (Byrd, Cárdenas, and Greenwood, 2008; Kärkkäinen, Packalen, and Hamunen, 2013; McCool, 2009; Moscardo, 2011), it is essential that reach to knowledge and understanding of the issues at hand to be able to attend the sustainable development of the destination. But, Awareness about the conservation of the city is in the second plan since a space management plan does not exist in town. The current study reveals that the requirement of cooperation among all tourism stakeholders is indisputable for solving the problems of town.

Another result mentioned by the study is that the various local community and stakeholders are not allowed to participate in the decisions about tourism. Destinations occasionally come into existence a homogeneous group of individuals with similar ideas (Blackstock, 2005). Diversity of views among different stakeholder groups and conflicts of interest are obstacles to the practical application of sustainable tourism development (Blackstock, 2005; Dredge, 2006; Sautter and Leisen, 1999). The union of different stakeholders on common idea is necessary to enable a beneficial collaboration among stakeholders. (Bramwell and Sharman, 1999; Jamal and Getz, 1995; Ladkin and Martinez Bertramini, 2002). Thus, in parallel to other destinations, Safranbolu is faced with the requirement of creating a shared meaning of sustainability which considers all its important sides, and which can be easily understood and adopted by the different interested parties. Institutional frameworks facilitating the consensus-building and the participation of all the interested parties should be explored. The municipality and other local governmental institutions can take a leading role in organizing meetings to discuss common goals and seminars for raising the awareness about sustainability principles and other educational activities.

Developing the area with making a tourism plan and accordingly promotional activities by considering the sustainable tourism logic and the protect-usage balance that is the most significant point to achieve a sustainable development. Diversification of the tourism, increasing the number of visitors in the area, attracting the people who are few in number but conscious and responsive about cultural heritage tourism and who are with high-income and visiting the Safranbolu because of the its features instead of diversification of the tourism activities are what is required for Safranbolu. In this way,

intense number of the visitors and the pressure of tourism on the town where is a sensitive historical area will decrease, so protect-usage balance will be ensured.

Sustainability is important for heritage tourism (Fusco Gerard and Nijkamp, 2009). The stakeholders are also important to understand to heritage tourism (Aas et al., 2005). Based on the above mentioned points grounded in the data, first attempt of this study is to understand the stakeholders' perceptions about sustainable heritage tourism.

Limitations

It should be noted that this study has several limitations. First, the number of participants is limited to 16. A higher number of participants would make future research more reliable. Another limitation is that the study adopts only qualitative research approach. However, combination of different research approaches would help understand the situation better. Finally, this study is limited to one case study, therefore it is not possible to generalise the findings of the study.

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Where do Stressed People Prefer Travelling to—Rural Resorts or Urban Resorts?

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Introduction

Mental health tourism is a current trend and challenge that tourism and psychology collaborate towards. Travel's most common purpose involves relieving frustrations that are experienced every day. Furthermore, those who proactively engage in tourism tend to be physically and mentally healthy.

People traditionally prefer to travel for the purpose of their health. "Medical tourism" is one of the tourism in which people travel abroad to access medical treatment. Also, "health tourism" focuses on wellness and aims to maintain the participants' health conditions. "Mental health tourism" focuses on mental wellness and aims to reduce participants' negative mood and increase their positive mood. When people experience a positive mood during travel, they sometimes encounter flow experiences. It is suggested that those in flow experiences improve their attention and concentration and become more creative and productive (Oguchi, 2015).

People are increasingly attracted to mental health tourism because of a variety of modern social factors: reflections on mass tourism problems, mass tourism dissatisfaction, a greater diversity of values, changes in the concept of health, and the impact of social issues. Unfortunately, a number of people have emotional and mental problems. Figure 1 illustrates the number of patients who suffer from mental illness, based on a patient survey conducted by the Japan Ministry of Health, Labour and Welfare (2011). The number of patients is expected to increase by 50% of the number in 1996. The number of patients with depression is especially remarkable and is twice the number from 1996. Thus, mental health tourism is becoming increasingly popular.
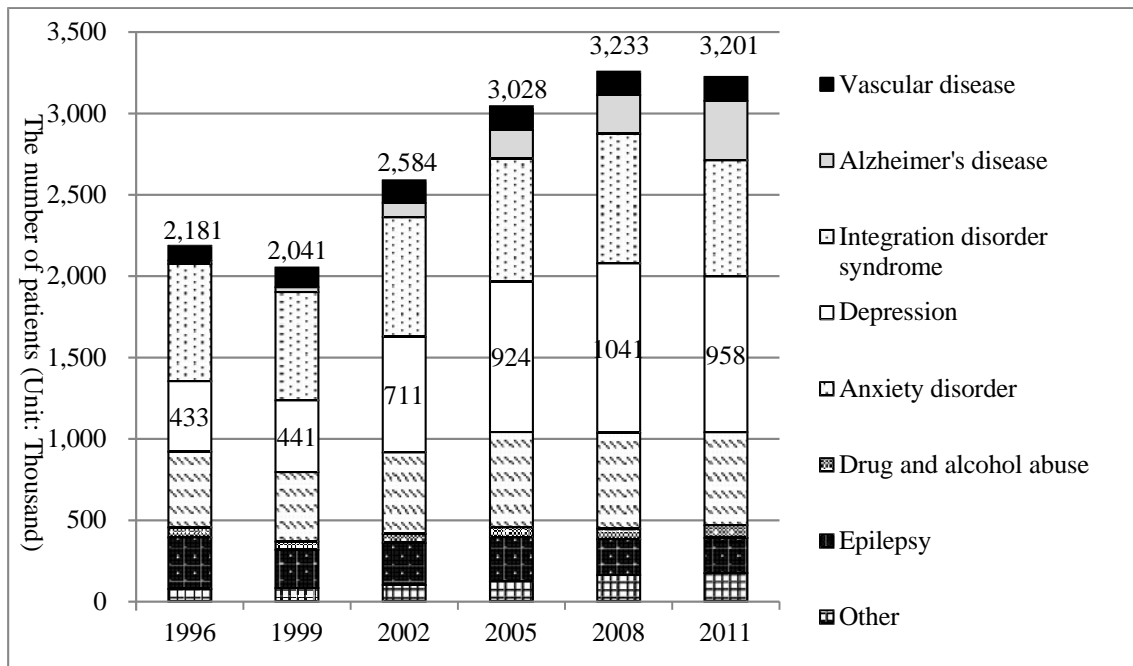
Figure 1 The number of patients with mental illness [Source: Japan Ministry of Health, Labour and Welfare (2011)]

However, there are some practical problems preventing them from going traveling and engaging in mental health tourism. One of the most prevalent problems is that some think that stressed people have no energy to go traveling. Sometimes the high stressed people complain of psychical and emotional exhaustion. For example, burnout is considered as one of stress responses and Maslach Burnout Inventory (Maslach and Jackson, 1982) defined the burnout as the three symptoms: emotional exhaustion, depersonalization and lower personal accomplishment. On the other hand, some studies suggest that the problem-solving process using distraction in stress situations is useful (Oikawa and Hayashi, 2013). This research is conducted to examine if this is true.

Mental health tourism is closely associated with nature. Forest therapy (Ohe, 2015) and thalassotherapy (Arakawa, 2015) are well-known forms of mental health tourism. The psychological relaxation effect is detected in forests in Japan. Forest therapy reduces cortisol, blood pressure levels, and heart rate; promotes parasympathetic nerve activity; decreases parasympathetic activity; and calms prefrontal cortex activity (Park, Tsunetsugu, Lee and Miyazaki, 2011). Forest therapy for three days and two nights has been proven to improve immune function (Park, Tsunetsugu, Kasetani, Hirano, Kagawa, Sato and Miyazaki, 2007) Also, the subjective symptoms, which were measured using a shortened version of the profile of mood states (POMS), improved and continued for 5 days (Ikei, Koizumi, Song, Kouzuki, Teratani, Sakuma and Miyazaki, 2015).

This research has two purposes. Firstly, we examine the relationship between people's stress level and the strength of their motivation to go traveling. If there is no relationship between the two, the illusion that stressed people have no energy to go traveling might be eliminated. Next, we examine where

stressed people prefer to travel, that is, rural or urban resorts. As discussed above, mental health tourism is closely associated with nature. Stressed people appropriate targets for mental health tourism. Besides, if such people prefer to travel to rural resorts surrounded by nature, our findings will provide evidence to support and promote mental health tourism.

Method

An internet survey was conducted. Data collection was delegated to Rakuten Research, Inc. in early April 2016. A total of 300 individuals, 249 men and 51 women, with a full-time job and aged 20 to 69 years participated in the study. Table 1 show the distributions of the participants.

The General Health Questionnaire (GHQ; Goldberg and Williams, 1988) and subscales of the Brief Job Stress Questionnaire (BJSQ: Kato, 2000) were adopted to assess stress levels. The GHQ consists of 12 items and 4-point Likert scale, and Table 2 shows the items. The BJSQ is 4-point Likert scale and consists of three subscales: job stressors (17 items), stress response (29 items) and modification factors (11 items). In this survey, the items of job stressors and stress response were adopted, and Table 3 and 5 show the items. The GHQ and the BJSQ (Stress response) were asked with reference to the conditions in the past month.

The strength of the motivation to go traveling and the preference regarding where to go traveling ("Which do you prefer: going to exciting cities or going to rural areas surrounded by nature?") were examined. Additionally, destination characteristics were asked for the participants who had traveled within the past month. The destination preference scale (Yashiro & Oguchi, 2003; 28 items and 5-point Likert scale) was adopted, and Table 6 shows the items.

Table 1 Distribution of the participants.

Category		Number	%	Category		Number	%
Sex	Male	249	83.0%	Place of residence	Hokkaido	6	2.0%
	Female	51	17.0%		Aomori	7	2.3%
Age	20's	12	4.0%		Iwate	6	2.0%
	30's	50	16.7%		Miyagi	6	2.0%
	40's	120	40.0%		Akita	7	2.3%
	50's	100	33.3%		Yamagata	7	2.3%
	60's	18	6.0%		Fukushima	6	2.0%
					Ibaraki	6	2.0%
					Tochigi	6	2.0%

Gumma	7	2.3%
Saitama	6	2.0%
Chiba	6	2.0%
Tokyo	7	2.3%
Kanagawa	6	2.0%
Niigata	6	2.0%
Toyama	6	2.0%
Ishikawa	6	2.0%
Fukui	6	2.0%
Yamanashi	7	2.3%
Nagano	6	2.0%
Gifu	6	2.0%
Shizuoka	6	2.0%
Aichi	6	2.0%
Mie	7	2.3%
Shiga	7	2.3%
Kyoto	7	2.3%
Osaka	7	2.3%
Hyogo	6	2.0%
Nara	6	2.0%
Wakayama	7	2.3%
Tottori	6	2.0%
Shimane	7	2.3%
Okayama	6	2.0%
Hiroshima	6	2.0%
Yamaguchi	6	2.0%
Tokushima	7	2.3%
Kagawa	6	2.0%
Ehime	6	2.0%

Kochi	6	2.0%
Fukuoka	6	2.0%
Saga	7	2.3%
Nagasaki	7	2.3%
Kumamoto	7	2.3%
Oita	6	2.0%
Miyazaki	6	2.0%
Kagoshima	7	2.3%
Okinawa	7	2.3%

Findings

<u>Factor Analysis</u>

A factor analysis (principal factor method) was conducted on the GHQ and one factor was extracted (11 items, = .879). Table 2 shows the descriptive statistics and the result of the factor analysis. The GHQ scores are calculated by averaging those 11 items.

Table 2 Descriptive statistics and factor structure of the GHQ.

Item	Mean	SD	Factor loading	Commun-ality
Have you been feeling unhappy and depressed?	2.49	.820	.778	.605
Have you been losing confidence in yourself?	2.43	.860	.768	.590
Have you felt you could not overcome your difficulties?	2.42	.779	.677	.459
Have you lost much sleep over worry?	2.34	.841	.673	.453
Have you been thinking of yourself as a worthless person?	2.23	.848	.668	.446
Have you been able to enjoy your normal day-to-day activities?	2.70	.687	-.627	.393
Have you been able to concentrate on what you were doing?	2.63	.659	-.627	.393
Have you felt capable of making decisions about	2.63	.628	-.607	.368

55

things?

Have you felt constantly under strain?	2.75	.775	.581	.338
Have you been reasonably happy, all things considered?	2.35	.722	-.484	.234
Have you felt thing that you were playing a useful part in things?	2.32	.677	-.436	.190
Have you been able to face up to your problems?	2.46	.691		
Eigenvalue			4.468	
Contribution ratio			40.62%	

Factor analysis (principal factor method and promax rotation) was conducted on the job stressors subscale of the BJSQ, and four factors were extracted: "work load" (7 items, = .757), "job aptitude" (4 items, = .740), "controllability" (1 item) and "personal relationship" (2 items, = .591). Tables 3 and 4 show the descriptive statistics and a result of the factor analysis. The work load, job aptitude, controllability and personal relationship scores were calculated by averaging each factor item.

Moreover, factor analysis (principal factor method) was conducted on the stress response subscale of the BJSQ, and one factor was extracted (26 items, = .953). Table 5 shows the descriptive statistics and the result of the factor analysis. The stress response scores were calculated by averaging those 26 items.

Table 3 Descriptive statistics and factor structure of the BJSQ(Job stressors).

| Items | Mean | SD | Factor loading | | | | Commun-ality |
			work load	job aptitude	controlla-bility	personal relation-ship	
I have to do a lot of work.	2.76	.796	.735	-.018	.175	.088	.595
I have to work hard.	2.93	.710	.666	-.127	.188	-.186	.435
I have to think about work exclusively during work hours.	2.63	.740	.632	.003	-.162	.035	.429
My job requires a great deal of concentration.	2.86	.676	.601	.035	.061	-.001	.381
I am not able to handle all my work on time.	2.40	.854	.528	.109	-.236	.102	.378
My job is difficult and requires high-leveled knowledge and skills.	2.64	.787	.442	.268	.031	.084	.348
I am able to work at my own pace.	2.67	.806	-.410	.321	.366	.062	.404
I feel my job is meaningful.	2.61	.792	.077	.815	-.144	-.037	.635
I have a job that matches my aptitudes.	2.68	.762	-.070	.676	.070	.073	.464
My office incorporates my opinions into its job policy.	2.70	.753	.101	.479	.258	-.049	.451
My office atmosphere is friendly.	2.75	.709	.104	.456	-.074	-.342	.378
I am able to decide in which order and how I work by myself.	2.94	.740	.113	-.036	.899	-.005	.802
There is considerable disagreement within my department.	2.48	.743	.123	.043	.052	.797	.665
My department interacts poorly with other departments.	2.19	.753	-.042	-.094	-.067	.527	.323

I am loaded physically.	2.29	.883			
I hardly utilize my skills and knowledge in my business.	2.22	.793			
My work environment, including noise, lightning, temperature and air ventilation, is uncomfortable.	2.32	.861			
Eigenvalue			2.659	2.342	1.621	1.323	
Contribution ratio			21.49%	14.88%	6.44%	4.98%	47.79%

Table 4 Correlation coefficients among four factors of the BJSQ(Job stressors).

	work load	job aptitude	controllability	personal relationship
work load	-	.262	.037	.165
job aptitude		-	.419	-.195
controllability			-	-.163

Table 5 Descriptive statistics and factor structure of the BJSQ(Stress response).

Item	Mean	SD	Factor loading	Commun-ality
I feel depressed.	2.01	.879	.799	.639
I have sunk into gloom.	1.96	.897	.790	.624
I feel uncomfortable.	1.75	.849	.762	.581
I am not able to concentrate on things.	1.82	.841	.749	.561
I feel anxious.	2.03	.903	.747	.558
I feel slack.	2.20	.912	.741	.549
I won't lift a finger.	1.93	.890	.738	.544
I am used up.	2.05	.973	.710	.505
I feel angry.	2.07	.921	706	.498
I get irritated.	2.15	.890	.698	.488
I am not able to settle in my work.	1.62	.828	.690	.476
I feel sad.	1.74	.864	.690	.475
I am very tired.	2.28	.914	.689	.474
I have heart palpitation and shortness of breath.	1.52	.795	.688	.474
I feel faint.	1.53	.790	.666	.444
I have a headache.	1.85	.914	.658	.433
I strain my nerves.	2.13	.900	.639	.408
I feel infuriated at heart.	2.08	.904	.635	.403
I have poor digestion.	1.79	.872	.615	.378
My joints ache.	1.76	.854	.605	.366
I am not able to sleep well.	1.91	.931	.592	.351
I am constipated or have loose bowels.	1.91	.928	.580	.336
I have a poor appetite.	1.41	.681	.569	.323
I have eye strain.	2.46	.941	.531	.282
I have stiff shoulders.	2.41	.985	.519	.270

Item	Mean	SD		
I have a backache.	2.12	.962	.481	.232
I am exuberant.	2.05	.829		
I am spunky.	1.95	.852		
I am inspired.	1.98	.811		
Eigenvalue			11.672	
Contribution ratio			44.89%	

Of 300 participants, 164 had traveled in the past month. Factor analysis (principal factor method and promax rotation) was conducted on the destination preference scale, and three factors were extracted: "rural area" (11 items, = .903), "sightseeing spot" (7 items, = .854) and "urban area" (6 items, = .839). Tables 6 and 7 show the descriptive statistics and the result of the factor analysis. The rural area, sightseeing spot and urban area scores were calculated by averaging each factor item.

Table 6 Descriptive statistics and factor structure of the destination preference scale.

Item	Mean	SD	Factor loading rural area	sightseeing spot	urban area	Commun-ality
Mountains	2.79	1.500	.940	-.189	-.182	.740
Forests	2.96	1.444	.933	-.094	-.178	.763
Farms	2.80	1.383	.849	-.104	-.050	.695
Rivers	2.80	1.370	.729	-.148	.142	.627
Hot-springs	2.87	1.610	.722	.017	.001	.599
Picturesque places	2.65	1.425	.634	.096	.053	.612
Glass lands	2.44	1.293	.592	.174	-.128	.488
Valleys	2.05	1.298	.579	.258	-.056	.634
Cold places	2.66	1.184	.509	.043	-.088	.593
Snowy places	2.19	1.231	.500	.113	-.051	.619
Shrines and temples	2.73	1.500	.424	-.004	.383	.529
Deserts	1.34	.737	-.243	.934	-.048	.606
Jungles	1.41	.782	-.120	.875	-.136	.595
(Calcareous) caves	1.66	.948	.099	.767	-.051	.648
Lakes	1.93	1.138	.173	.538	-.086	.521
Sacred spots	1.74	1.067	.152	.519	.153	.547
Antiquities	2.01	1.105	.328	.448	.189	.792
Beaches	1.88	1.265	.077	.411	.222	.469
Movie theaters	2.27	1.376	-.151	-.064	.826	.544
Concert halls	2.07	1.278	-.068	.025	.822	.627
High-rise buildings	2.54	1.479	-.202	-.075	.704	.499
Shopping malls	2.77	1.512	-.200	-.067	.671	.383
Galleries	2.07	1.199	.259	.062	.617	.712
Museums	2.21	1.295	.321	.024	.591	.685
Warm places	2.74	1.107				
Seas	2.33	1.478				
Historic sites	2.33	1.325				

Theme parks	2.37	1.415			
Eigenvalue			7.215	5.927	4.693	
Contribution ratio			33.90%	11.97%	6.21%	52.08%

Table 7 Correlation coefficients among four factors of the destination preference scale.

	rural area	sightseeing spot
rural area	.565	.343
sightseeing spot	-	.483
urban area		-

Relationship between Destination Choice and Stress Levels

The participants were grouped according to their response to the question, "Which do you prefer: going to exciting cities or going to rural areas surrounded by nature?" The participants who preferred exciting cities were classified as the "urban group" and those who preferred rural areas as the "rural group." One hundred and ten participants were categorized into the "urban group," and 190 participants were categorized into the "rural group."

An ANOVA was used to determine whether there were any significant differences between these two groups. The GHQ scores were higher in the rural group as compared to the urban group ($F_{(1,298)}$ = 2.99, $p < .10$; M(urban) = 2.44, SD(urban) = .306 and M(rural) = 2.50, SD(rural) = .295), and this meant that the rural group felt more stressed than the urban group (Figure 2).
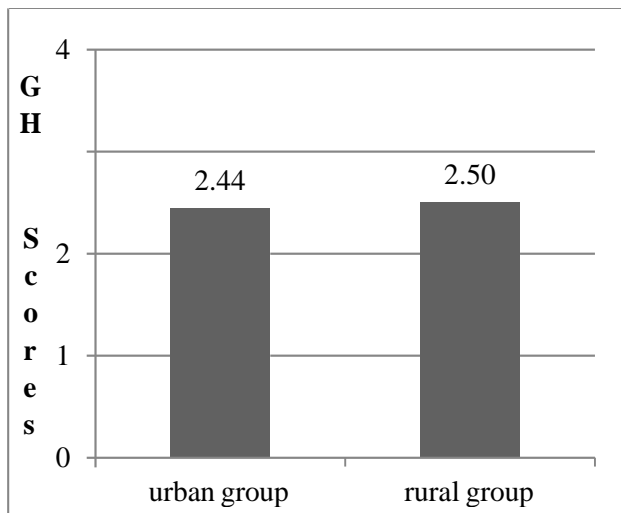
Figure 2 The GHQ scores on urban group vs. rural group.

The work load scores were higher in the rural group as compared to the urban group ($F_{(1,298)}$ = 5.41, $p < .05$; M(urban) = 2.56, SD(urban) = .464 and M(rural) = 2.70, SD(rural) = .500), and this meant that the rural group felt more overloaded than the urban group (Figure 3).
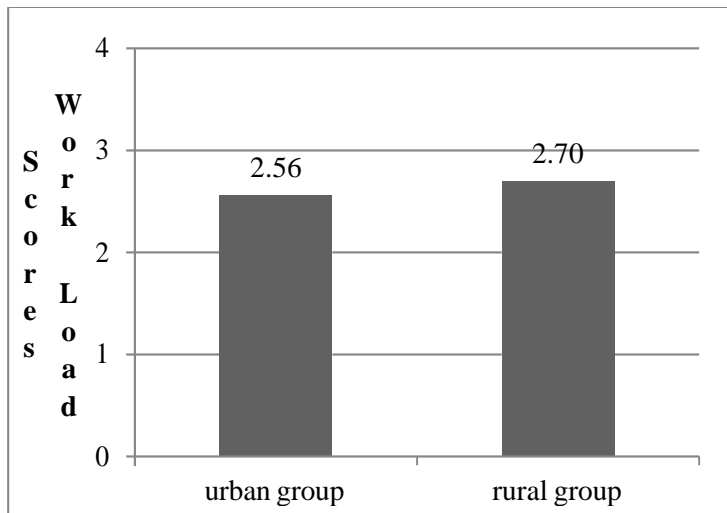
Figure 3 The work load scores on urban group vs. rural group.

There were no differences in the stress response, job aptitude, controllability and personal relationship scores (Table 8).

Table 8 The stress level scores on urban group vs. rural group.

| | urban group | | rural group | |
	Mean	SD	Mean	SD
GHQ scores	2.44	.306	2.50	.295
stress response scores	1.95	.623	1.94	.591
work load scores	2.56	.464	2.70	.500
job aptitude scores	2.67	.558	2.69	.571
controllability scores	2.96	.716	2.92	.755
personal relationship scores	2.38	.674	2.31	.603

Travel Destinations and Stress Levels

In order to investigate the relationships between the travel destinations (rural area, sightseeing spot and urban area scores) and stress levels (GHQ, stress response, work load, job aptitude, controllability and personal relationship scores), the correlation coefficients were calculated. Table 9 shows the correlation coefficients. People whose mental health was worse and those who felt more stressed tended to go to rural areas for traveling. Additionally, people who were annoyed about personal relationships at work tended to go to rural areas for traveling.

Table 9 The correlation coefficients between travel destinations and stress levels.

	rural area scores	sightseeing spot scores	urban area scores
GHQ scores	.164[*]	.017	.015
stress response scores	. 144[†]	.178[*]	.024
work load scores	.044	.016	.060
job aptitude scores	-.004	.015	.119
controllability scores	-.013	-.096	-.020
personal relationship scores	.169[*]	.071	.105

Note [*] $p<.05$, [†] $p<.10$

<u>Key Findings</u>

The results show the following key points:

- There is no relationship between people's stress level and the strength of their motivation to go traveling.

- The stressed people prefer to travel to rural resorts surrounded by nature.

Conclusion

Firstly, we found no relationship between people's stress level and the strength of their motivation to go traveling. This finding suggests that there are misunderstandings regarding stressed people's preferences to travel. As mentioned above, one of the most prevalent problems is that some think that stressed people have no energy to go traveling, but this might be the wrong impression. At least, those who feel stressed but continue to work have energy to go traveling. Of course, this is not the case with those who feel too stressed to work.

Next, we found that stressed people preferred to travel to rural resorts surrounded by nature. The stressed people that we recommend to engage in mental health tourism prefer to go to rural resorts and be in contact with natures. As mentioned above, mental health tourism is closely associated with nature. Our findings revalidate the importance of mental health tourism.

Also, those who felt stressed had traveled to rural areas during their spring vacation. This finding might support the thought that people tend to travel and prefer to go to rural resorts surrounded by nature. However, it has another dimension; this finding might suggest that people's stress levels remain high even if they travel to rural area. One of the requisites for mental health tourism is to provide scientifically proven programs. Future research and development of special programs that are effective at maintaining and promoting mental health and that utilize nature in rural areas.

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Acknowledgement

Camino Real de Tierra Adentro: Tourist Corridor of the Silver Cultural Heritage of Zacatecas, Mexico.

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Introduction

Strategies to innovate the tourist offering at a global level, must integrate touristic development models that could respond to the new expectations and requirements of an increasingly demanding and competitive tourism market, through territorial integration strategies of destination regions using routes and tourist corridors.

México, since 2010, is applying a touristic policy that involves thematic values, generating synergies in corridors with touristic centers and sub centers, which includes natural and cultural values.

This is the case of the *"Camino Real de Tierra Adentro"*[1] considerate a World Heritage site by UNESCO in 2010. This corridor includes the territories of the States of Aguascalientes, Guanajuato, Jalisco, Querétaro, San Luis Potosí and Zacatecas. All of them include mining centers which keep a great diversity of attractions of historical and cultural value from the XVII, XVIII and XIX centuries which are the main attractions for promoting the correct and sustainable development of the touristic activity.

Objectives

The present work seeks to contribute with methodological approach of the Tourism Systematic Management (OTu by its acronyms in Spanish), which tries to reduce the territorial asymmetries, caused in the actual model of *Development Poles* that concentrate touristic activities, heterogeneously in the receiving regions. This situation has generated great socio-economic inequalities with strong impacts on the natural environment, ending with degradation and loss, even of the natural or cultural resources used for tourism. This situation that has led to the fall of places such as Acapulco, Zihuatanejo and even Cancun itself is due to resource depletion, intensive touristic activity, centralized in the nuclear touristic destinations.

The proposed model (OTu) seeks instead to diversify the offer of attractive in a regional space with complementary nodes of attraction. This model integrates the main players in tourism planning and management; Government, entrepreneurs and society, who plan and make decisions for the use of the Regional Touristic Space (RTE), trying to be a development with mechanisms of investment, administration and sustainable management, that meets the

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[1] http://whc.unesco.org/en/list

needs of the Receiver Population which has the balanced usufruct of the touristic revenues. (Delgadillo: 2003).

To this end, the application of this tourism planning tool (OTu) is proposed, considering the systemic-complex thinking paradigms and sustainable paradigm, using the systematic explanatory model called Tourism System with application to the Receiving Region, using Systems tools of Geographic Information (GIS) Leiper (1979), Boullón (1985), Molina (2002), Jiménez (2005), Gómez (2012), Cervantes (2014).

Methodology

The present proposal is based in the model of Tourism (OTu) (Leiper, N. 1979), as a planning tool that seeks to regulate or organize the use, occupation and transformation of the touristic territory in pursuit of the sustainable use of the natural and human resources in accordance with patterns of distribution of human settlements and economic activities, considering the potential and limitations of the tourism in the territory, as well as the aspirations and expectations of the receiving population, and the development objectives proposed for every single territory.

According with the works of: Boullon, R. (1985) and Jimenez Martinez A. (2005); the geographical-territorial analysis of OTu, which is proposed in this article, uses a systematic explanatory model called: "TOURIST SYSTEM" that generates representations of reality that include a set of elements at play, interactions and physical, biological, social and economic policies and policies related to tourism. This model includes the Regional Tourist Space (RTS) and the Receiving Region, for which, 4 categories of analysis are used:

1. Geographic: Geoecosiystemic Determination of the Receiving Region.
2. Functional Structure: Defined by the processes of the attracting flows to and from the centers of touristic action.
3. Symbolic: Topological network of optimal communications for the area of influence and its accessibility.
4. Geopolitics to diagnose and restructure existing and possible interrelations between the involved elements in planning, management and administration.

In this approach and under the paradigms of complex systemic thinking and sustainability, three key premises are recognized that must be included into the analysis: (See Figure. 1)

• Tourism is recognized as a complex phenomenon in a context of the sender-receiver region which systematically conforms the RTS.
• The Tourist Order (OTu) is recognized as the main thrust of the Planning of Public and Private Tourism Policy.
• It is part of the definition of the elements and limits of the Basic Tourist System (BTS) included as part of the Regional Tourist Space (RTS) in the receiving region, as well as the elements integrated to this one of the Transit Route

Figure 1. Tourism Regional System Elements (TRSE)

ELEMENTS
Induction or transit communities.
Interconnection by
communication links.
Tourist offer.
Tourist actors.
Tourist impacts.

Environment, social, tecnological, economics
and political factors.
SUPPORT REGION

TRANSIT ROUTE

Regional tourist space

ORIGIN
REGION

Outbound tourism

Tourism return

PERFORMANCE AREA

FROM TOURISM INDUSTRY

Regional tourist space

RECEIVING
REGION

ELEMENTS
Tourist types (motivations and
imaginary scenarios).
Broadcast communities.
Demand and offer.
Tourism actors.
Tourism impacts.

ELEMENTS
Reception communities
Tourism actors
Offer
Tourism corridor
Tourism resources
Infrastructure and tourism
equipment.
Tourism impacts
Tourism routes.

Source: Own design based on Jiménez Martínez Alonso de Jesús 2005

The structure of The Tourist Area of the Receiving Region, is defined in all the parts where the tourist activity is carried out; taking as key elements of their determination, the location of the attractions – classified in various categories and sizes, the presence of infrastructures, equipment and services that facility the arrival, permanence and displacement of visitors (Boullón. 2006). Incorporating also, all that tourist space where the tourist practice could be verified (potential tourist space)[2]; and the environmental and urban components of the non-tourist space of influence, although managed within the territorial planning instrument, as well as other elements included in the Transit Route within the Receiving Region (TR-RR).

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[2] The first situation corresponds to the places where the tourists arrive, and the second to those parts that could arrive, but they do not; either because they are inaccessible to them, or because the lack of acceptable roads and paths that lead to them and facilitate their travel, as well as minimal amenities in the place, discourages your visit. In: Boullón, Roberto. 2006

In this way, it is considered that the TR-RR, presents different characteristics and temporal space influences in the Emitter and Receiver regions[3], that are differentiated and classified functionally from zones, tourist areas, complexes, conglomerates, centers, corridors, routes or touristic circuits and attractions; which are associated with tourist attractions, receiving localities with or without infrastructure, transit locations linked to the tourist displacement, support region and space of influence of the activity as well as with the population receiving the economic impacts, environmental and socio-cultural aspects of tourism.

In this way, the TR-RR analysis allows the organization of the interconnection between distribution centers, tourist centers and sub-centers, transit of tour centers, tourist units also with tourist attractions, induction of transit centers; it's surrounding space, which maintains environmental characteristics, and with the built environment (infrastructure – communication routes and equipment – tourism plant), thereby defining the distribution of tourist flows and public policy schemes that must govern them (environmental and urban).

According to the above, five categories should be defined for the analysis[4] of the Regional Tourist Space (Figure 2):

Formation of regions: This category first involves the delimitation of the receiving region, recognizing it as the territory that groups the various original (territorial and tourist) components with more or less homogeneous characteristics, which allow the formation of adjacent and integrated units defined by the physical, environmental, economic and sociodemographic media, determining the role of the territory as a support of the development of tourism.

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[3] Concept of region. Authors: Joan Vilá i Valentí; Location: The region and the Spanish geography. Systemic region: explains reality as a whole regulated by material and immaterial flows of goods, persons, information, etc.
Constituted by a heterogeneous unit that depends on its complementarities and functional relations, conditioned by the territory that defines its proximal (local) and distant (global) environment, by the cultural heritage and its potentialities. It is classified in terms of the existence of a:
*Rector's core
* A surrounding physical space limited by a certain distance
* Flows or functional relationships between its members

[4] Geographic Space Analysis: Mathematical, statistical, probabilistic, logical, cartographic and graphical techniques that are used to solve a problem that requires the analysis of geographic information. Its purpose is to provide knowledge about the parts of a problem and then integrate a solution to it.

Figure 2. Representation of regional tourist system
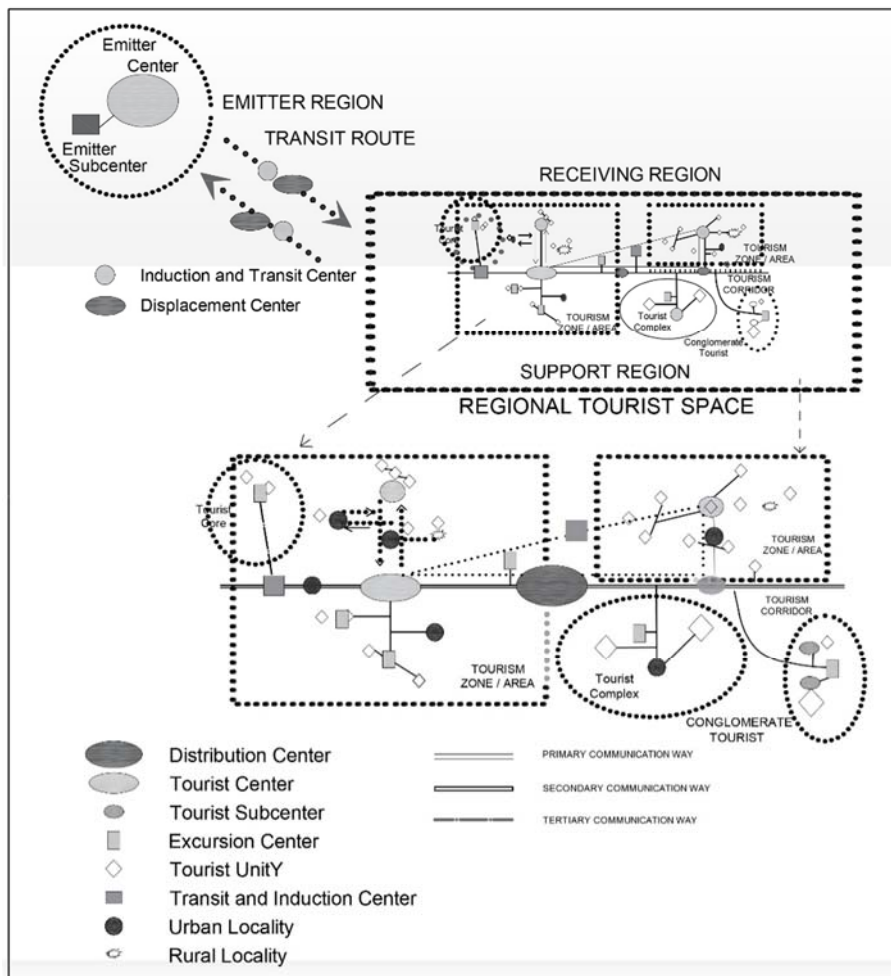
Source: Own design with base to Gomez Uzeta Rosalía et al. 2012

In this context, we define:

Receptive Region, groups the space where the tourism activities are linked directly or indirectly with the rural, urban, natural or productive spaces of the area of tourist influence; as well as tourism resources defined by the tourist attractions that are located near a human settlement with or without tourist facilities, maintaining proximity to infrastructure, transportation and means of communication. Delimiting them by means of the Tourist Zoning through the information of organizations of the tourist space, that are classified according to Boullón (1991) and to Cárdenas (2006) in:

- Holyday resort: has one or more high level attraction, near a resort with tourist plant.
- Zone / Tourist Area: is defined as the geographical space that has up to ten attractions of very high hierarchy, which are located near a resort that has plant desk, which maintains proximity to the infrastructure, transportation and communication within the area defined by two hours scroll tourist.
- Touristic Conglomerate: It has two or more potential resorts with infrastructure and travel services, which keep a strong link with and attractive high hierarchy.
- Touristic core: It has at least ten touristic attractions of low hierarchy or three to five of medium importance. They are territorial isolated with poor communication.
- Tourist attraction: set of elements materials and/or intangible that are likely to be transformed into a tourist product, which must have the impact in the decision-making process that makes a tourist visit a place.
- Tourism industry: location and diagnosis of touristic offering, services and touristic equipment, information and commercialization, on the media elements and touristic technologies; to know the viability of bid the touristic areas.

The support region has the natural and urban landscapes and also the space influence, which provides necessary resources to hold the tourism. Its definition incorporates symbolism of sustainability in the application of good practices, for the management of economic, environmental and socio-cultural impacts generated by the tourism.

Determination of nodes: these are defined for being points of interconnection between the road arches. They can operate as starting, arrival or transit points of the touristic flow within the receiving region. These touristic nodes are classified according to Boullón (1991) and Cárdenas (2006) in:

- *Distribution center*: are urban centers of enclave that are only accessible from the foreign markets to the system of the TR-RR. They are connected with other resorts from different regions; they have accommodation capacity, urban, commercial and touristic services for the coordination role, communication and distribution.
- *Resort*: It's defined by the urban center, located within a radius of one hour of the Distribution Center; it has values and tourist infrastructure to motivate a trip way/return.
- *Touristic Sub-center*: it has the function of enclave [5] , maintaining access and interconnection with other touristic centers in the TR-RR. It includes accommodation capacity and good quality touristic services.
- *Excursion center*: is a human settlement that has peripheral excursion sites. It's a supply point for the exploration of these sites.
- *Tourist unit*: human settlement with a concentration of equipment and basic services.
- *Transit and induction center*: It's a rural or urban[6] settlement linked directly with the tourist flow, in which are provided services and they are main points for tourist's information.

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[5] The tourist enclave does not establish links between companies providing tourist services, visitors and local populations, generating social problems due to the segregation generated by the type of tourism. They usually include service complexes directed to an elitist segment that does not come into contact with the local population and community. On the other hand, enclave tourism in some cases can avoid certain problems of frontal collisions when the culture between the visitors and the local inhabitants is too different, and soften the step to the development of tourism. In: Dieckow Liliana M., Nancy A. Brondani and Angelina N. Cáceres. 2012. "The Economic Impacts of Tourism Policies: Local Development or Tourist Enclaves. The Paradigmatic Case of Santa Ana, Misiones, Argentina "

[6] Urban center: Agglomerated spatial settlement with more than 2,500 inhabitants, which has services linked to the tourist centers by the connecting ways.

Network analysis: the objectives of this category are defined in the TR-RR of routes and optimal influence areas for the development of a trip. The communication network is the central element of analysis, defining:

- o Optimal transit route: is the tourist industry's action area through the transport, accommodation and intermediates.
- o Tourist corridor: Defined by the forms of possible interconnection between sites of tourist entering and its distribution throughout the TR-RR.
- o Identification of the existential interrelationships between the elements mentioned above to explain the operation of the whole system.

Modeling Scenarios: this analysis implies evaluate the parameters, factors and variabilities, ranking their importance in the explanation and prospection of the changes in the patterns of the touristic space by part of the analyzed TR-RR components.

The use of the Geographic Information Systems (GIS) to evaluate the Tourist System (TS) and the Regional Tourist Space

Under the focus of the GIS, the definition of the Regional Tourist Space (RTS) demand analysis of:

- Characterization of the elements to analyze of the Touristic System: Issuing region, transit route, receiving region.
- Functional characterization under the low-importance rating of the conjugated elements in the RTS, valuing receiver – transmitter nodes, types of induction centers weighting resources and tourist attractions; importance of the infrastructure, installations and touristic equipment; land uses and environmental – territorial policies linked to tourist zoning; other available natural resources determine the potential of an RTS to fully develop.[7]
- Perform topological analysis of networks identified in tourist corridors; which determine the flow and management of visitors. Also identify possible routes and tourist circuits.
- Multicriteria evaluation that allows the weighting of the decision variables to define the highest tourism resources.
- Crossing the results of the analysis and the multicriteria evaluation to obtain the optimum Regional Tourist Space, which allows, to obtain a greater flow of tourists, greater economic spillage and reduction in the times and costs.

Application of the SIG to define the TS and RTS TO THE ROUTE OF THE SILVER OR Camino Real de Tierra Adentro: Tourist Corridor of the Silver Cultural Heritage of Zacatecas, Mexico.

The use of Geographic Information Systems (GIS)[8], to define the categories Tourist System (TS) and Regional Tourist Space (RTS), in the state of Zacatecas, gave the following results:

- Formation of regions: It groups diverse components of the territory conforming the following units:

Rural location: A human space that is characterized mainly by the development of agricultural and livestock production activities, which gradually have been incorporated into the economic and consumer relationship around new rooms and / or leisure and recreational activities.

[8] Digital mapping INEGI. CONANP. SEMARNAT. Esc. 1: 250,000. ArcGis 9.2 Software

- Emission Region (Figure 3): The arrival of 407,500 tourists is reported in 2011, of which 96% are of Mexican origin (Jalisco, CDMX, and Coahuila), 2.3% North American, 0.45% Canadian and 0.45% Latin American. The type according to the profile of the tourist expresses that 60% are women, with education of 58.6% with university level or more, with 64% of tourists with ages between 25 and 60 years[9].

Figure 3. Emmission region

Source: own design

Receiver region (figure 4). It contains tourist resources, tourist attractions, infrastructure, transportation, communication, the space of influence that receives the economic and environmental impacts within the territory corresponding to 40 municipalities.

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[9] SECTURZAC. 2011. "Degree of satisfaction and profile of the tourist: 2011"

Figure 4. Tourist receiving region

Source: own design

Tourist zoning see figures 5 and 6

It defines: a tourist complex, 2 tourist areas, 5 tourist conglomerates, as well as 4 tourist centers.

Figure 5. Tourist Zacatecas zones
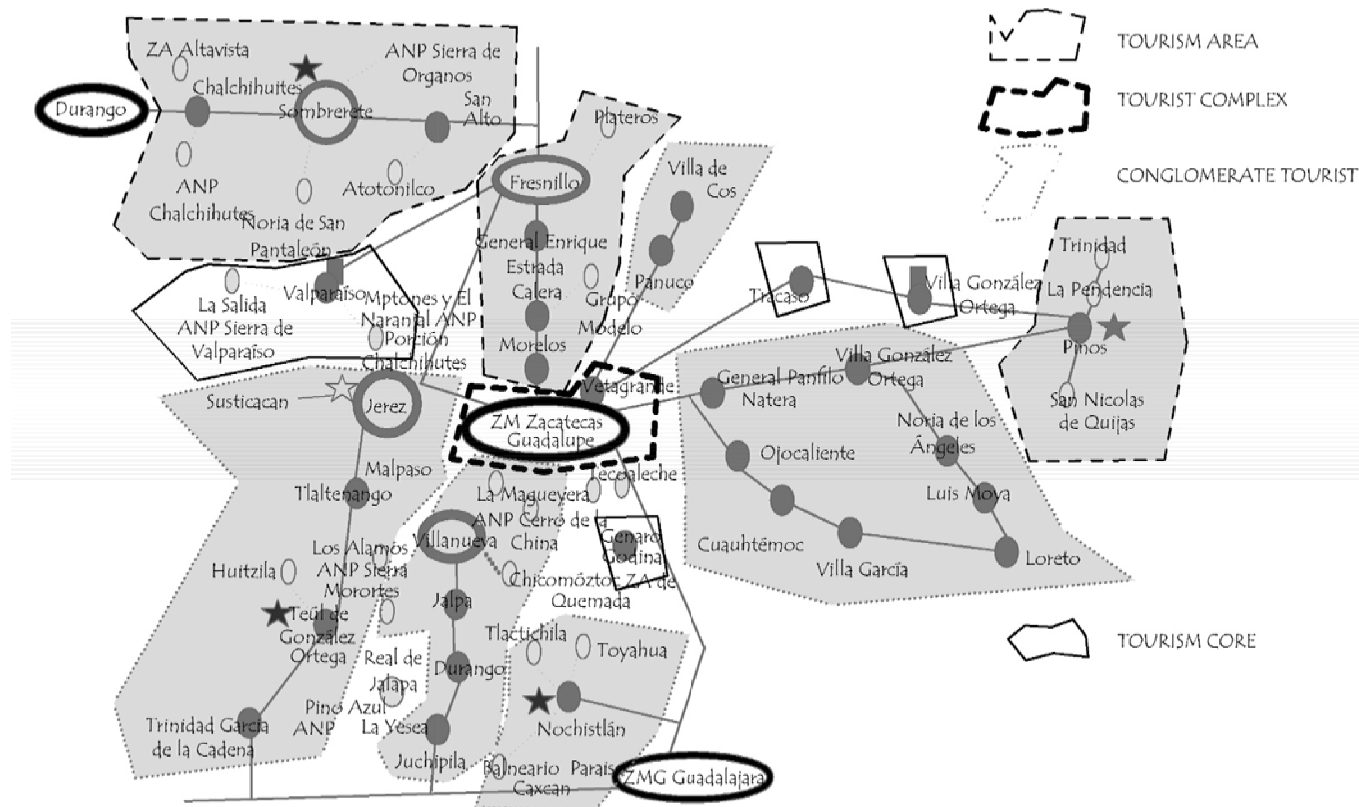
Source: own design

Figure 6. Tourist system zone
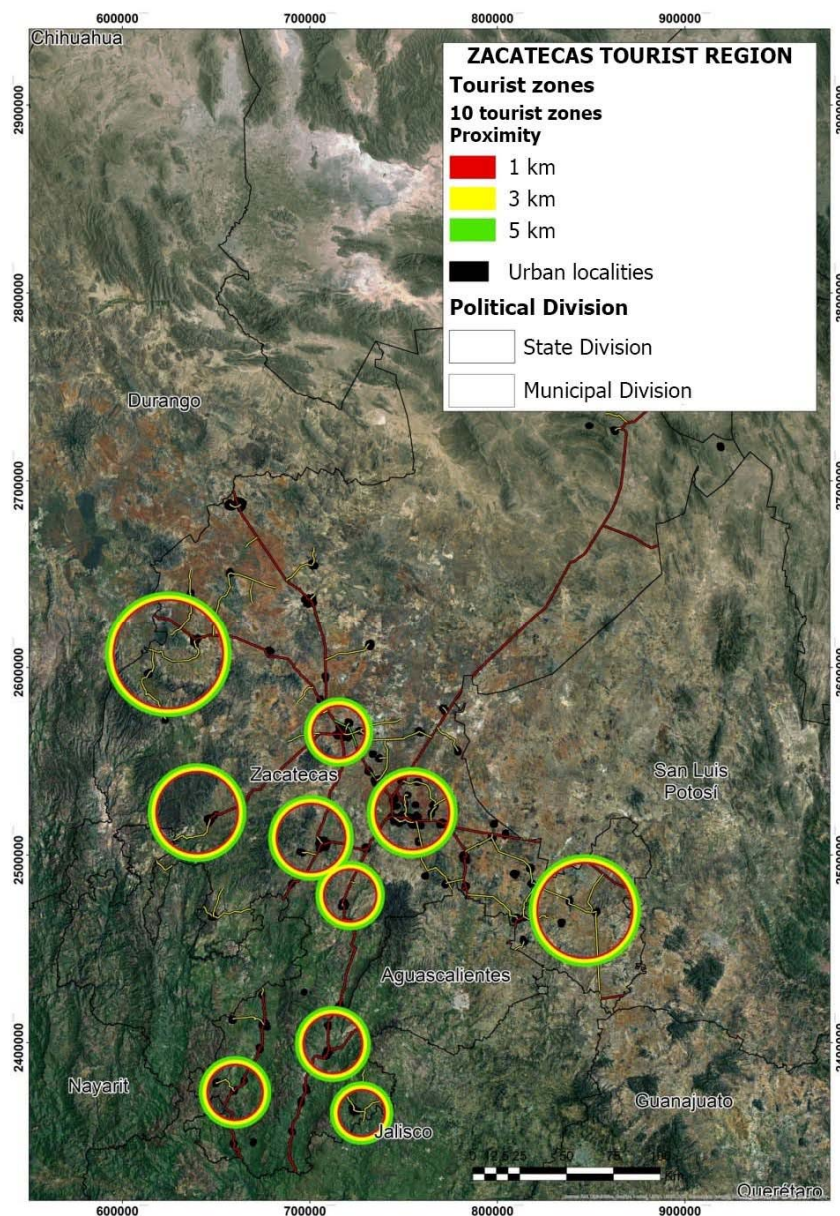
Source: own design

Support region (Figure 7): within the territory of 40 municipalities (Chalchihuites, Sombrerete, Sain Alto, Fresnillo, Calera, Guadalupe, Zacatecas, Vetagrande, Apozól, Jalpa, Juchipila, Villanueva, Jeréz, Nochistlán de Mejía, Trinidad García de la Cadena, Tlaltenango de Sánchez Román, Teúl de González Ortega, Valparaíso, Fresnillo, Zacatecas, Guadalupe, Vetagrande, Trancoso, Ojocaliente, Villa González Ortega, Pinos, Villa de Cos, Genaro Codina, Sain Alto, Villanueva, Huejuquilla El Alto, Susticacán, General Enrique Estrada, Pánuco, Morelos, General Pánfilo Natera, Cuauhtémoc, Ojocaliente, Noria de los Ángeles, Villa Hidalgo, Loreto and Villa García); the natural landscape implies the maintenance of the image of desert xeric scrub, low deciduous forest, of holm oaks and pine forest, as well as traditional agricultural landscapes, constructed landscapes linked to the historical center of Zacatecas (UNESCO World Heritage).

Figure 7. Support region
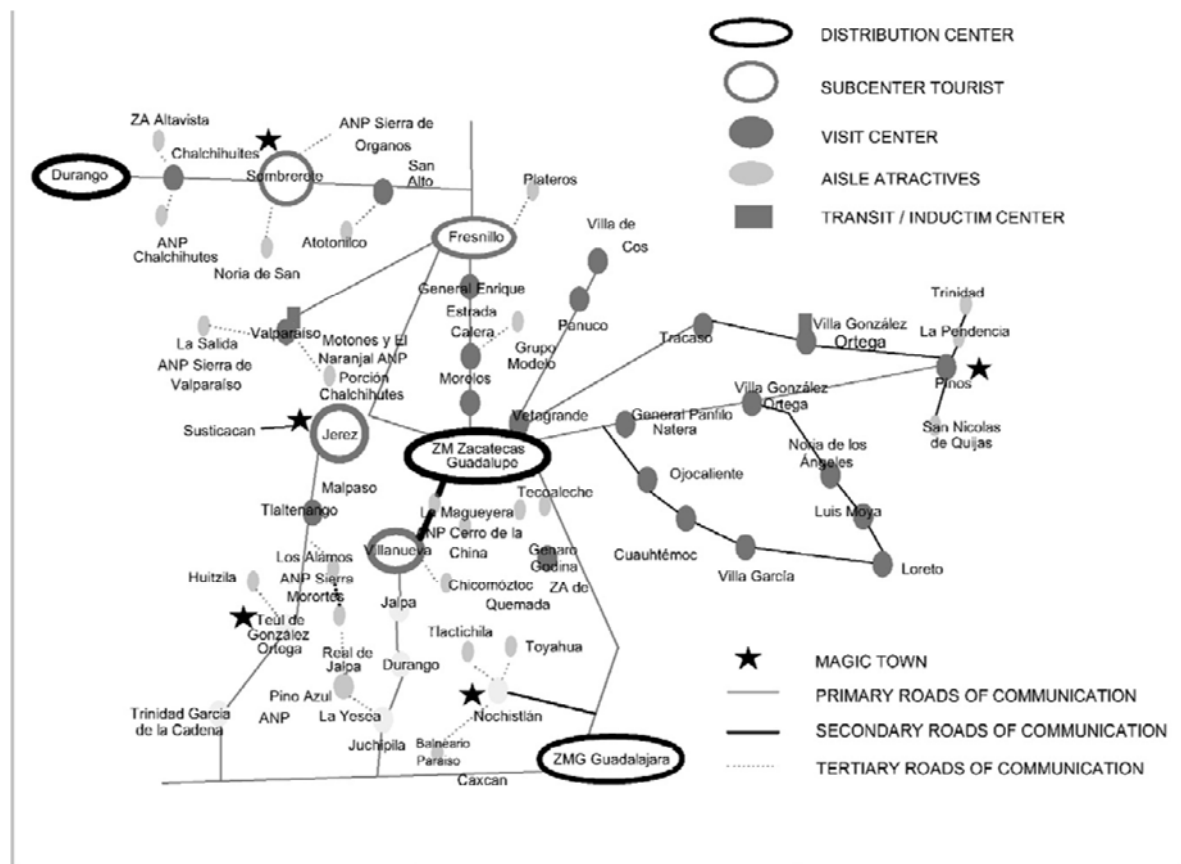
Source own design

1. Definition of nodes (Figure 8): 3 distribution centers, 4 tourist sub-centers, 2 centers of induction or transit, 28 visitor centers, 22 excursion centers and 6 protected natural areas with spaces dedicated to tourism. 7 elements of greater tourist weight are defined due to their integration, the number and category of attractions, transportation, lodging and food services, which are: Metropolitan Zone of Zacatecas - Guadalupe, as well as 5 magical villages of Sombrerete, Pinos, Jerez, Teúl de González and Nochistlán.

Figure 8. Zacatecas Tourist Regional Space
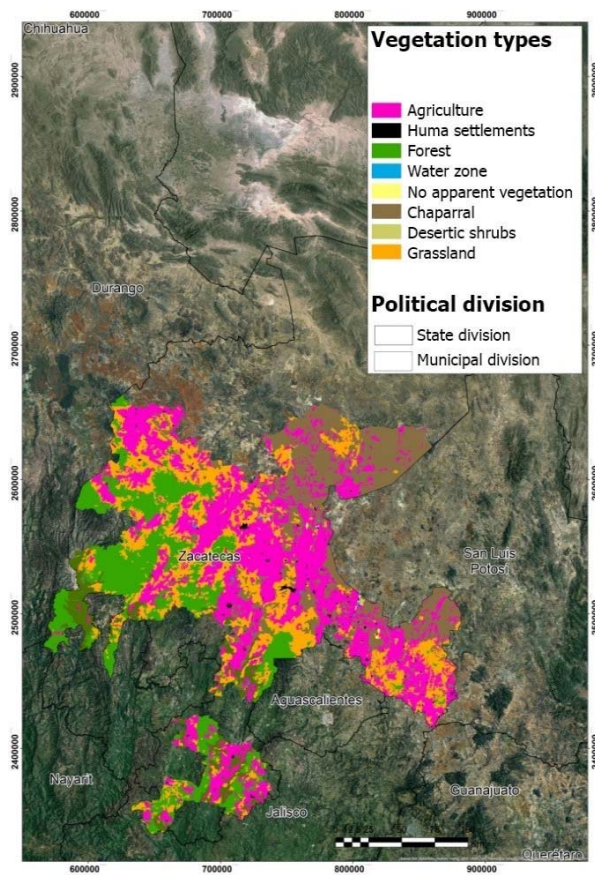
Source own design

As well as 255 tourist attractions, of which 24 are linked to natural spaces, 156 with cultural attractions, 29 with contemporary technical, scientific or artistic achievements and 46 scheduled events (Figure 9).

Figure 9. Zacatecas tourist attractions
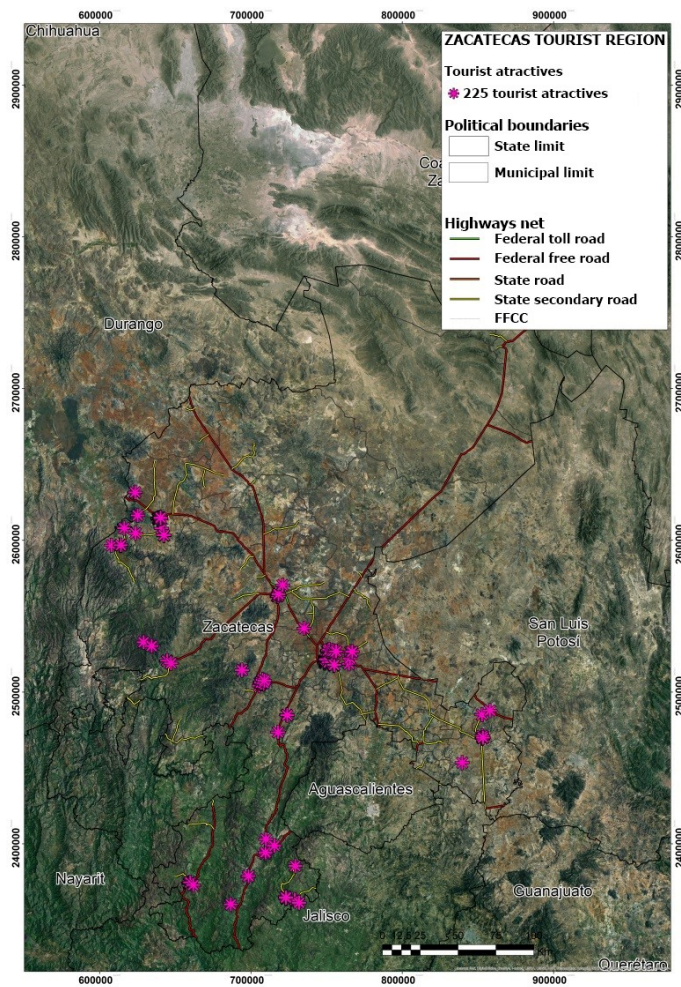
Source own design

2. <u>Network Analy</u>sis: whose objective is to find an optimal route, where: Transit route: 32 tourist locations, with 3,027 rooms, 15 tour operators located in Zacatecas, Jerez and Sombrerete. It includes the influence on 2441 kilometers of road networks, 71 urban localities and 1938 rural localities (Figure 10).

Figure 10. Transit communication net
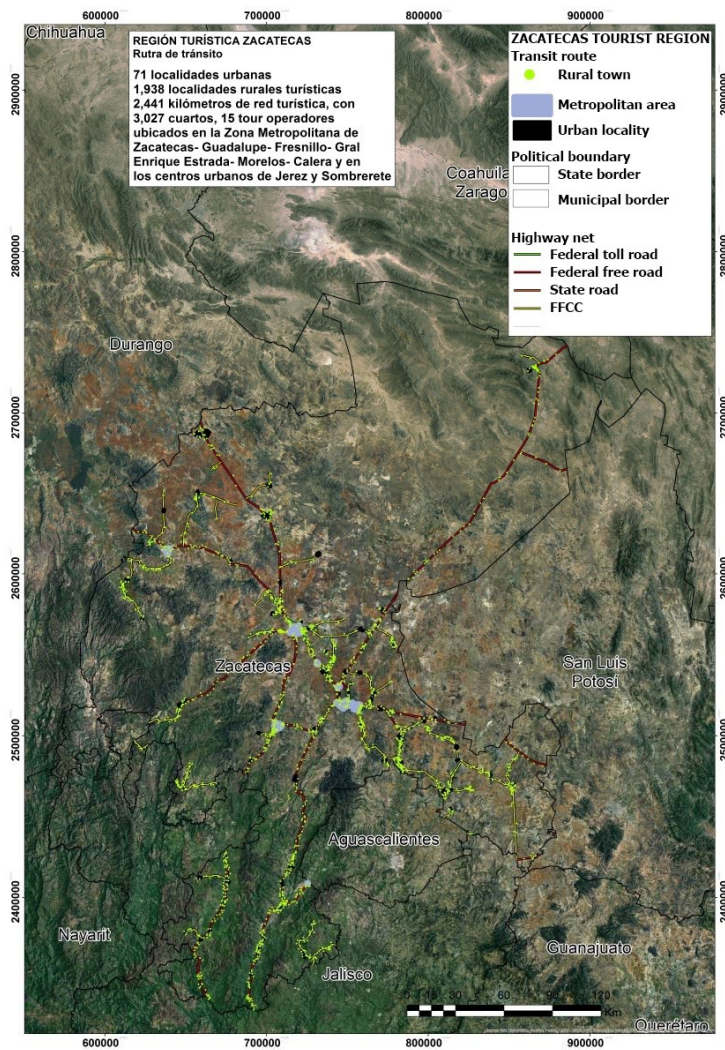
Source own design

- Tourist corridor in the receiving region: constituted by an international airport, 2,441 kilometers of tourist network (communication routes 99% free and 1% of quota), 30 bus stations, tourist facilities in 3 distribution centers, 4 tourist sub-centers, 28 visitor centers, 22 excursion centers, 6 Natural Protected Areas and 255 tourist attractions (Figure 11).

Figure 11. Tourist corridor
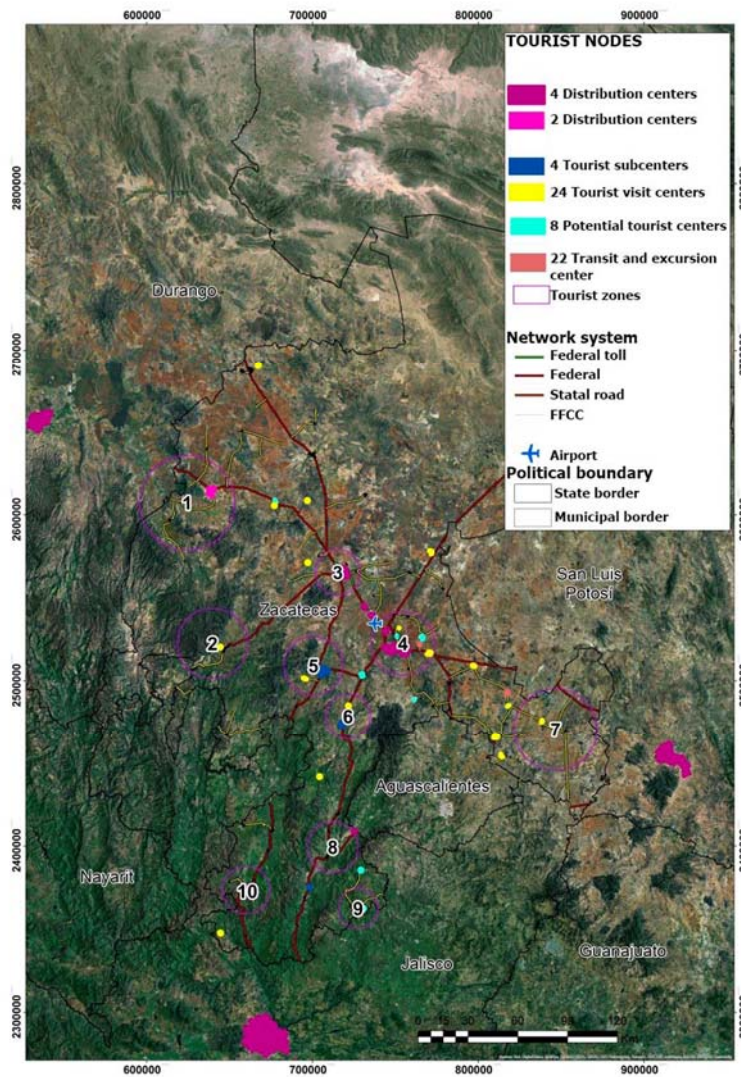
Source own design

3. Identification of interrelations: Land use pattern of 40 municipalities with low and medium marginalization, 73 urban localities (one with high marginalization) and 2,057 rural ones (Figure 12), occupying the following land uses (Figure 13): 33% (0.8% corresponds to Natural Protected Areas), 28% in degraded areas, 36% in agriculture and the remaining 3% in human settlements (2% urban areas).

Figure 12. Urban System
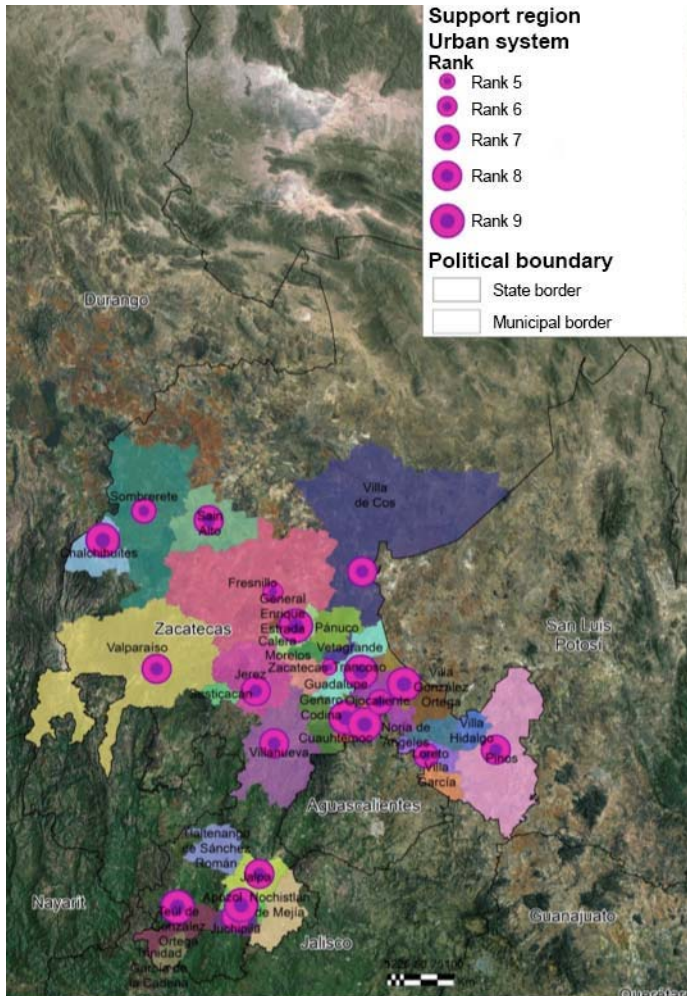
Source own design

Figure 13. Soil Uses (Environmental Policies)
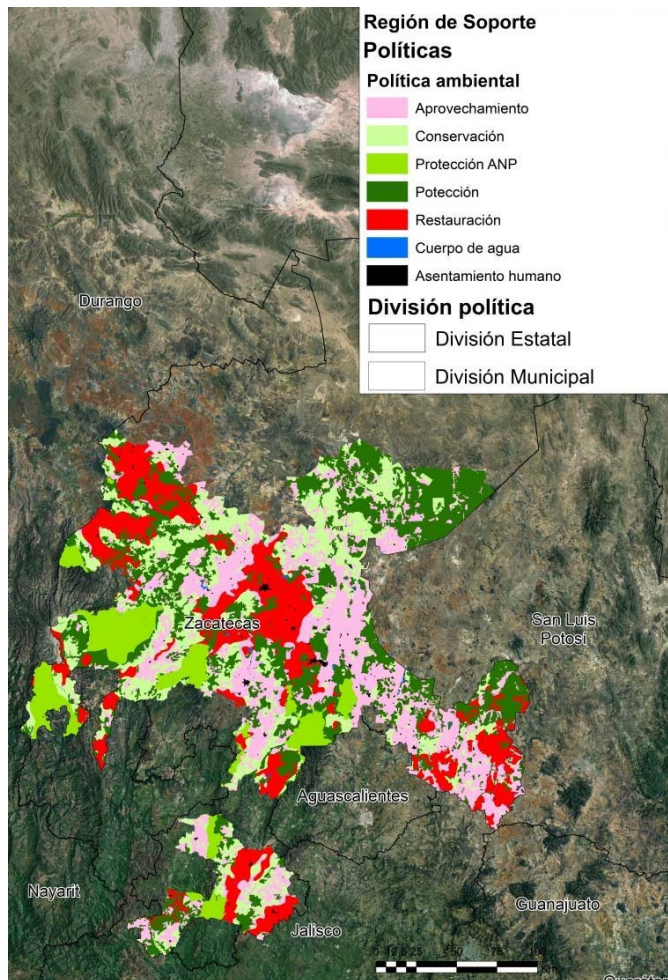
Source own elaboration

4. Creation of scenarios (Figure 14): It defines the hierarchical tourist zoning that includes a tourist complex, 2 tourist zones, 5 tourist conglomerates, as well as 4 tourist centers, defining its particular characteristics the actions required for its integration and improvement.

The tourist nodes are ranked in 4 distribution centers (San Luis Potosí, Durango, ZM de Durango and ZM de Zacatecas), 4 tourist subcentres (Sombrerete, Fresnillo, Jerez, Villanueva), 2 centers of induction or transit (Valparaiso and Villa González Ortega), 28 visitor centers (including 5 magical villages of Sombrerete, Pinos, Jerez, Teúl de González and Nochistlán), 22 excursion centers and 6 Natural Protected Areas with spaces dedicated to tourism. This allows specific definition of urban, rural and natural spaces linked to the development of tourism in Zacatecas.

Figure 14. Regional Tourist System in Zacatecas
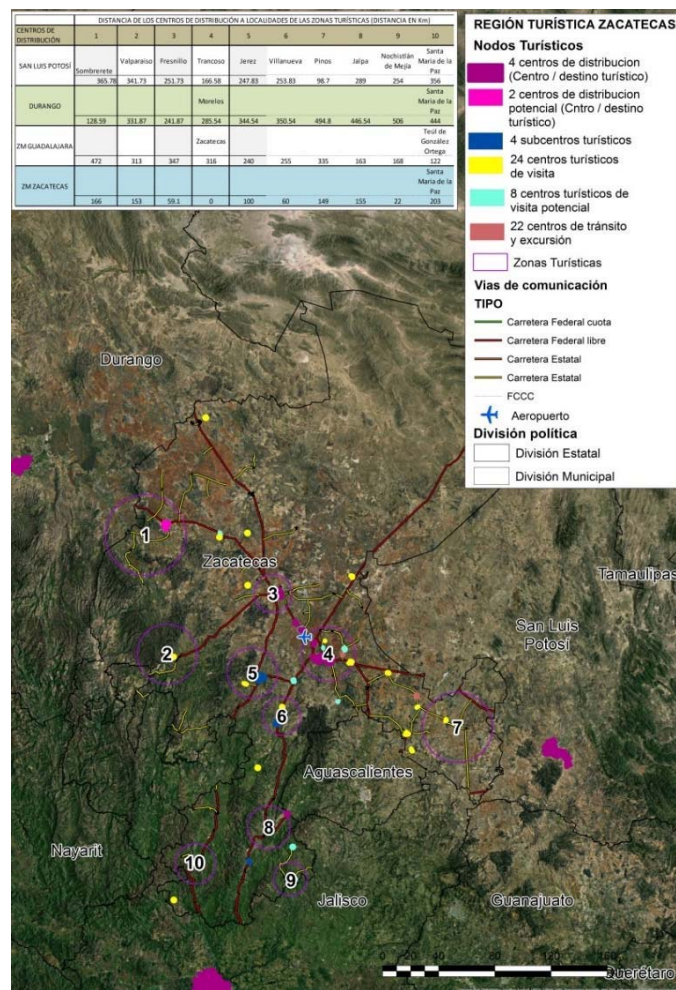
Source own elaboration

The RTS also includes a total of 255 tourist attractions (24 linked to natural spaces, 156 to cultural attractions, 29 with contemporary technical, scientific or artistic achievements and 46 scheduled events), which defines the types of tourism activities that can be developed in Zacatecas, particularizing to frame the actions of tourist offer.

It also contains 2,441 kilometers of tourist network (99% free communication channels and 1% of quota) in good conditions and by the existence of 30 bus stations that provide transportation to the tourist; which allows a conditioned tourist flow.

Its influence includes 73 urban localities (one of high marginalization) and 2,057 rural areas (2% of the RTS), which must be benefited by maintaining the image and endowment of urban equipment, as well as the rural landscape. It is also influenced in areas in good state of conservation (33% of the RTS) that offer natural landscapes to the tourist route; (36% of the RTS) that have the necessary characteristics to provide food within the RTS and degraded areas (28% of the RTS) which must be rehabilitated to improve the natural landscape to the tourist route.

In this context, the tourist Corridor of the Silver Cultural Heritage of Zacatecas, complements the regional tourist space associated with three tourist routes: religious-cultural, archaeological, mezcal and one tourist circuit bullfighting.

The tourist Corridor of the Silver is formed by 12 urban centers: Metropolitan Zone of Zacatecas - Guadalupe, Vetagrande, Fresnillo, Trancoso, Villa González Ortega and Pinos, as well as 5 visiting centers of Trinidad, La Pendencia, San Nicolas de Quijas, Tacoaleche and Zoquite; and by 96 tourist attractions.

In addition, the urban center of Pinos is also classified as Pueblo Mágico (magic town) and Villa de González Ortega can serve as a tourist induction center.

Figure 15. Tourist Corridor of the Silver Cultural Heritage of Zacatecas
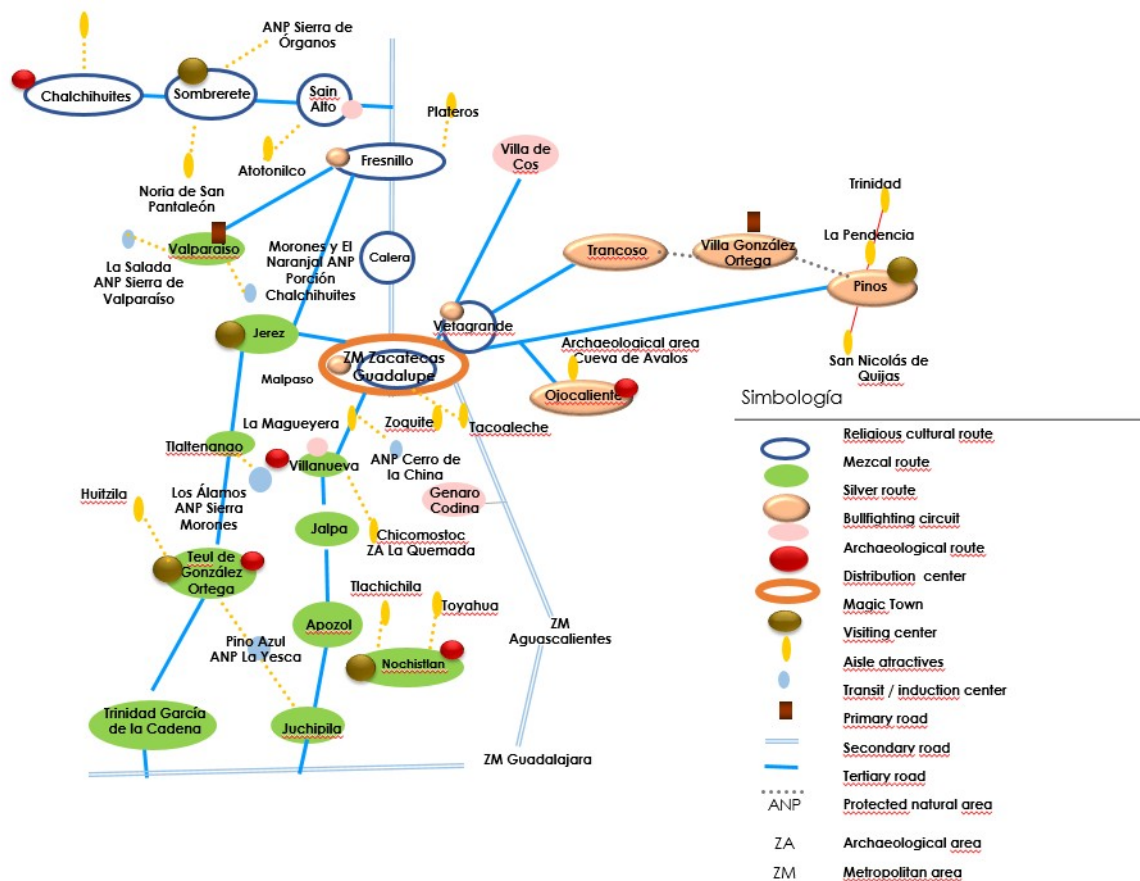
Source: own elaboration

Conclusions

The Regional Tourist System of the State of Zacatecas, proves to be of great potential to promote the regional development, due to the addition of sufficient elements to form the Regional Tourist Space of the Zacatecan Receiving Region, Nesting of nodes and tourist networks, are equipotential location Of the various tourist attractions; Landscape, productive areas and human settlements; A situation that allows the diversification of the tourist market, the increase of the proportional economic spill, as well as the reduction of negative impacts on the environment and on the host social groups.

These structural elements can be taken up by tourism stakeholders (government, business and society) to make decisions in terms of developing policies and strategies for investment and promotion of tourism as a development factor.

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The Positive Impact of Cruise Tourism

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Introduction

One of the fast growing sections of the travel industry is the cruise ship industry. The number of cruise passengers has been growing and there were 22 million passengers on cruise liners in 2014. There are a few popular spots for cruise liners in the United States, one being in Miami, Florida. There are some other spots in the Mediterranean and the Far East, but the major cruise line business takes place in the United States. The Caribbean and Bahamas are the most visited destinations. After travelling them, one can easily discover that these destinations are overrated, they are not the most delightful places to visit in the world (An example can be found here: http://www.huffingtonpost.com/David-Landsel/10-terribly-overrated-destinations_b_3030348.html) Proximity to the main tourist areas and investment made on the region make it somewhat popular. However after visiting same destinations over and over again within so many years, frequent travelers and local people get tired of seeing each other. Local people got tired of seeing the wealth while living in poverty and at the same time frequent travelers also got tired of trying to protect themselves against from some unexpected outcomes. To organize a positive impact on the cruise ship industry, the passengers, local communities and the researchers need to reorganize the destinations while searching new ones.

In accordance with export-based development strategies, cruise tourism can help a country to increase its share in the global market in terms of foreign exchange earnings, profits and taxes, domestic employment, as well as externalities, terms of trade (including currency) and economies of scale (Dwyer & Forsyth, 1998). Moreover, when the requirements of cruise tourism are compared with other touristic activities at a specific tourist destination, such as stopover tourism, there would be less need for infrastructure. Cruise tourism prevents investors (either state or private) from investing in higher amounts in order to build large touristic facilities which would not be used in the off-season. Hence, if the creative solutions are not developed for making hotels or touristic facilities work in all seasons, unit costs reflecting on tourists in the season will increase due to ineffective investment strategies.

Competing with the traditionally marketed "landlocked" resorts, cruise ships have been described as "marine resorts", and there is a complicated relationship between cruise lines and destinations (UNWTO, 2012). For example, not all cruise ships can be described as as marine resorts, as there are some specialized cruises for adventure or sailing. Moreover, there is an inequality among destinations in terms of demand, for instance European demand is better informed whereas Asian consumers are more likely to purchase brandname products. Significant differences among regions are also an important aspect of cruise tourism. Lastly, not all destinations are equal, as there are considerable differences between a city with a large hinterland and a small island (UNWTO, 2012).

In this paper, the positive impact of cruise tourism will be discussed. The research question of the study is in what ways cruise tourism affects the economy positively and what further strategies can be followed in order to increase the benefits received from cruise tourism. Starting with the effects of cruise tourism expenditure, three types of effects (direct, indirect and induced) will be presented, and then the regional and national effects of cruise tourism

will be analyzed in detail. After completing the analysis under various titles for both passengers and operators, a model will be suggested based on the Keynesian model of McDonald (1997) on cruise tourist expenditures, stopover tourist expenditures and total tourist expenditures. Finally, the discussion on the impact of cruise tourism will be provided, including the marketing for cruise tourism such as the employment of strategies for cost/price reductions, new product development and promotion of cruise tourism.

Effects of Cruise Tourism Expenditure

To begin with the effect of cruise tourism expenditure, it has direct, indirect and induced effects on the economy and regions within.

Direct Effects

The direct effects of expenditures are mainly on suppliers who sell goods and services directly to tourists or cruise operators. The value provided to tourists, in order to satisfy their demand, is distributed to the employees or owners of the enterprises as wages or profits, as well as received by the government as taxes, hence supporting the national economy. For instance, when tourists come to a destination, their expenditures are received as revenues by the suppliers of food and drinks, places for accommodation such as hotels or camping sites, shops (mainly gifts and clothes), transportation services, touristic tour companies, local restaurants, entertainment sites and so on. Therefore the revenues are directly received by all agents in the economy.

The direct expenditures generated by cruise tourism may be grouped into three segments: cruise passengers, crew members and cruise lines (CLIA & BREA, 2014). To begin with cruise passengers are purchasing pre- and post-cruise vacations, shore excursions, souvenirs, incidentals, other retail goods, as well as paying departure taxes. Crew members are purchasing a similar set of goods and services (Brida & Zapata, 2010) though with a particular tendency towards retail goods (CLIA & BREA, 2014). Cruise lines are purchasing a variety of goods in order to support their cruise operations, such as food and beverages, accommodation facilities, bunker fuel, and utilities while in port as well as making payments for a variety of services in order to enhance their global cruise operations, including commissions for travel agents, advertisement expenditures and other kinds of professional and business services (CLIA & BREA, 2014).

Indirect Effects

Some agents in the economy indirectly benefit from the touristic expenditure in a specific destination, when the direct suppliers of touristic goods and services purchase inputs from other agents, where these agents purchase the source of the inputs that they provide from other agents, and this goes on as a chain such as secondary services for those who work in cruise tourism sector. This secondary sector is fundamental for the continuity of cruise tourism since it provides the requirements for the major cruise tourism sector like food suppliers, housekeeping services and so on. As a result, these "flow ons" characterizes the basis of indirect effects. Considering the fact that the modern economy is too complex to supply any goods of services directly, intermediaries between the suppliers receive a considerable amount of share from these touristic activities (CLIA & BREA, 2014)

Induced Effects

Lastly, the induced effects of expenditures can be considered as accumulated revenues for further investment in a particular destination. When the recipients of the direct and indirect tourism expenditure, such as firms and their employees or even government agents, spend the income that they receive from touristic activity, "which in turn sets off a process of successive rounds of purchases by supplying industries and further induced consumption" (Dwyer & Forsyth, 1996:37). As the economy moves forward step by step, induced effects must be analyzed in order to fully grasp the impacts of touristic activity, including future transactions.

In general, the industries which are most likely to benefit from the visitor activities can be listed as: transportation such as buses or taxis, tour operators including guides, attractions, shops (especially those located close to the port and in particular jewelry shops, cloth sellers, craft merchants, local specialties shops such as spices, oils, dry foods etc.). On the other hand, some of the sectors related to tourism may not receive considerable gains from cruise tourism, for instance hotels (as cruise tourism provides accommodation for its customers), restaurants (generally tourists do not spend money on food but rather they return to the ship to eat food which they have already paid for), liquor stores (most of the ships do not let its passengers to consume their purchases from outside on board), casinos (most of the ships have their own casinos), and so on (Brida & Zapata, 2010). Furthermore, cruise lines are subject to create economic impacts through vessel related expenditures, crew expenditures and auxiliary expenditures including port charges (navigation and berthing charges, pilotage charges, towage charges), bunkering, food and water supplies, services such as disposal of waste and passenger related expenditures including security and baggage handling (Brida & Zapata, 2010).

Having argued the types of effects, the regional and national effect of cruise expenditure can be investigated. These effects will then be combined with the regional and national effects of cruise tourism and form the basis of the argument how the cruise tourism affects the economy positively.

Regional and National Effects of Cruise Expenditure

In order to explain the regional and national impact of expenditures associated with the cruise sector, recent reports from the Cruise Lines International Association will be used to analyze the development of cruise tourism destinations.

The direct expenditures created by the passengers and the crew of the cruise industry can be considered as the driving force of the industry's contribution to the global economy, as we have argued in the previous section. By the help of direct expenditures, direct employment and employee income related to providing the goods and services purchased by the passengers and operators of the cruise lines can be generated. Furthermore, indirect contribution appears as a result of subsequent demand for goods and services generated by the directly impacted enterprises. Lastly, the induced contribution of cruise expenditures is created when employees of the cruise lines and their suppliers spend their income within the economy. Consequently, the induced contribution of the cruise expenditure can be attributed to the final demand for final goods produced for the household sector (CLIA & BREA, 2014).

In 2013, direct cruise tourism expenditures have created $52.31 billion contribution to the global economy by generating 417,979 full-time equivalent jobs and paying $16.47 billion in

employee income, including the employees in shore side and crew of the cruise lines (CLIA & BREA, 2014). When the regional impacts of direct cruise expenditures are investigated, Europe appears to be giving the largest direct economic contribution with 40% of the global direct contribution of the cruise industry. In Europe alone, $21.2 billion in direct expenditures has been generated, as well as 164,804 full-time equivalent jobs paying an estimated $6.6 billion in employee income in 2013 (CLIA & BREA, 2014)

In 2014, Europe generated direct cruise industry employment by 169,831 full-time equivalent jobs and a total 348,980 employment regarding to the expenditure provided by cruise tourism. Furthermore, Europe directly generates €5.08 billion in compensation and €10.75 billion total income has been earned by the workers throughout Europe as a combination of direct, indirect and induced expenditures (CLIA & BREA, 2015).

This is the general trend of cruise tourism industry. It generates a significant economic impact mainly in the United States and in European countries. Despite not being quite as significant, potential positive impacts have also been indicated for Australia (Dwyer & Forsyth, 1996), Jamaica (Chase & McKee, 2003) and Costa Rica (Brida & Zapata, 2010), if the investment decisions targeted at cruise tourism, such as infrastructure, port arrangements are considered in a meticulous manner.

A Suggested Model for Measuring the Effect of Cruise Tourism

McDonald (1997) has developed a basic Keynesian model to reveal the effect of cruise tourist expenditures, stopover tourist expenditures and total tourist expenditures. By comparing these three models, the impact of cruise tourism can be measured on the basis of GDP and other elements that take part in the calculation of GDP, such as consumption, investment, government spending and net foreign trade.

Initially, the model starts with presenting general equilibrium of Keynesian economics for GDP as following:

$Y_t = C_t + I_t + G_t + X_t - M_t$ (1)

And,

$C_t = c_0 + c_1 (1 - T_t) Y_t + e_t$ (2)

$I_t = i_0 + i_1 (1 - T_t - c_1) Y_t + s_t$ (3)

$G_t = g_0 + g_1 T_t Y_t + u_t$ (4)

$M_t = m_0 + m_1 (1 - T_t) Y_t + w_t$ (5)

$X_t = X_t$ (6)

Where,

Y implies Gross Domestic Product

C implies Consumption

I implies Investment

G implies Government Spending

X implies Exports

M implies Imports

T implies Tax Rate

t implies Time

c_1 , i_1 , g_1 , m_1 imply coefficients

c_0 , i_0 , g_0 , m_0 imply intercept terms

e, s, u, w imply error terms

According to this model, at a particular time, consumption is a fraction of total income after extracting the tax levied by government; investment is the fraction of total income after extracting the tax and consumption at this particular time; government spending is equal to the fraction of total income with respect to the amount of tax rate; and imports are subject to tax as the form of tariffs.

The model has been altered in accordance with three additional variables: cruise tourist expenditures, stopover tourist expenditures, and total tourist expenditures in order to measure the impact of cruise tourism expenditures (Chase & McKee, 2003).

Considering the effect of cruise expenditures, the first modification of the model is as follows:

$I_t = i_2 + i_3 (1 - T_t - c_1) Y_t + i_4 CR_t + s_t$ (7)

$G_t = g_2 + g_3 T_t Y_t + g_4 CR_t + u_t$ (8)

$M_t = m_2 + m_3 (1 - T_t) Y_t + m_4 CR_t + w_t$ (9)

Where,

CR implies cruise tourist expenditures

i_3 , i_4 , g_3 , g_4 , m_3 , m_4 imply coefficients

i_2 , g_2 , m_2 imply intercept terms

This modification ensures that cruise tourist expenditures appear in the model as a part of investment, government spending and imports. Therefore, cruise tourism has direct impact on investment decisions of owner of the firms, government budget for transfers and net foreign exchange revenues, as it has been argued above. Furthermore, it may be claimed that the overall increase in the total income would reflect on individual spending by enhancing the financial capabilities of the agents in the economy. Thus, cruise tourism expenditures indirectly increase consumption. Although it is straightforward to consider an increase in the consumption, since it becomes more likely for the agents to spend more money for their needs, the model predicts that it will not be a direct, but rather, indirect impact. Nevertheless,

adding cruise tourism expenditures into the model leads to positive monetary impact in any case.

The impact of stopover tourist expenditures has been revealed by the second modification in the following manner:

$I_t = i_5 + i_6 (1 - T_t - c_1) Y_t + i_7 SO_t + s_t$ (10)

$G_t = g_5 + g_6 T_t Y_t + g_7 SO_t + u_t$ (11)

$M_t = m_5 + m_6 (1 - T_t) Y_t + m_7 SO_t + w_t$ (12)

Where,

SO implies stopover tourist expenditures

i_6, i_7, g_6, g_7, m_6, m_7 imply coefficients

i_5, g_5, m_5 imply intercept terms

Similar to the cruise tourism expenditures, stopover tourism expenditures have direct effect on investment, government spending and net foreign revenues whereas it has an indirect impact on consumption.

Last but not the least; the third modification extends the model by including total tourist expenditures, hence the model becomes:

$I_t = i_8 + i_9 (1 - T_t - c_1) Y_t + i_{10} AR_t + s_t$ (13)

$G_t = g_8 + g_9 T_t Y_t + g_{10} AR_t + u_t$ (14)

$M_t = m_8 + m_9 (1 - T_t) Y_t + m_{10} AR_t + w_t$ (15)

Where,

AR = Total tourist expenditures

Likewise cruise tourism expenditures and stopover tourism expenditures, total tourism expenditures directly affect investment, government spending and net foreign exchange, but it also indirectly affects consumption in a similar manner.

Discussion

In general, economic benefits of cruise tourism that are coming from various sources, such as spending of passengers and crews, operational spending of cruise lines, ship maintenance and related expenditures, port spending, tax spending to the government, insurances and some other service spending (Genç, 2015) positively affects global and regional economies, as statistics listed in UNTWO have shown. Cruise tourism provides new employment opportunities as well as compensation income for the agents that take part in the cruise tourism activity. The growth in the cruise ship industry is generally accompanied with demands for investment in ports (Seidl et. Al., 2006), and hence, cruise tourism provides strong impetus for reviving the economies of specific regions along with social, political and economic transitions (Dragin et. al., 2010).

However, cruise tourism generates some environmental impacts which tend to be negative. For instance, excessive amount of consumption and waste can be considered as the two main costs of the cruise tourism activity. Whenever there are people, there will always be waste, especially nowadays our capacity of having wastes increases ranging from packaged materials to technological waste (Genç, 2015). Furthermore, cruise tourism may lead to greenhouse gas emissions, which in turn, contributes to climate change in all over the world (Eijgelaar, Thaper & Peeters, 2010). Nevertheless, the impact of environmental sustainability has not been covered in this manuscript, since it requires a considerable amount of effort to explain the environmental impacts in detail and thus the scope of this paper has been limited to economic impacts.

In addition, as it has been mentioned before, oligopolistic tendencies of the economy lead all-inclusive hotels to dominate all economic activities (food and beverage services, entertainment etc.) around the port, hence insufficient facilities may prevent further development of cruise tourism although the activity itself has a capacity to generate employment opportunities and economic revenue, as the Keynesian model and UNTWO statistics suggest.

To develop a sustainable cruise tourism destination where multiple agents can benefit from the expenditures generated by cruise tourism activity, a non-profit organization (or government) should organize the economic activities in the purpose of developing cruise tourism at that particular destination, with a specific focus on financial support such as incentives and grants (Del Chiappa & Abbate, 2012). For instance, a part of revenues should be used for investment in cruise-tourism related areas (i.e. infrastructure, advertisement and promotion activities, etc.) which will maintain the revenues received by cruise tourism activity.

Marketing is of great importance in the development of cruise tourism likewise other type of touristic activities. Starting with the cost/price reductions, the particular destination can lure more tourists in the next rounds, despite not immediately. Facing with lower prices for port or tax charges, cruise lines would prefer these destinations to maximize their profits by decreasing their costs. Furthermore, these reductions would also reflect on tourists' preferences, as they would be more likely to visit cheap destinations to spend money and satisfy their needs. Thus, a general reduction in costs and prices would be an incentive for cruise lines, as well as for tourists to arrange their cruise journey accordingly.

Promotion of cruise tourism is also an important aspect for the development of cruise tourism. By using the means of technology and communication, a destination should promote its touristic capacity, such as natural and cultural richness; advertise its local specialties including local food and beverages; and highlight provided special services. Participating in tourism fairs to promote a destination's cruise tourism capacity would be also effective since face-to-face interaction is the best way of advertisement.

All in all, cruise tourism is capable of bringing significant positive impact; however the benefits are currently restricted in Atlantic area and a part of Europe. To increase the revenues derived from cruise tourism, marketing strategies such as price reductions and promotion should be followed. Although this paper could not have covered the positive impacts of cruise tourism with a case study, the results of this study will be intuitive for further investigations.

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A Study on Festival Activities for Tourism in AOQI Pasture Village

Ao Qi (Aldrich)

Located in Xilinhot, which is a national tourism city, "China's Horse Capital", and the home of the People's Government of Xilin Gol League, Inner Mongolia, the AOQI Pasture Village, as a scenic spot for grassland folk culture, rests among the Xilin Gol grassland, formerly known as Xiadu ("Summer Capital") in China's Yuan Dynasty (this major capital of the Yuan Dynasty has also been selected by UNESCO and listed under "Intangible Cultural Heritage"). By focusing his research on grassland festival activities, the author has established the AOQI Pasture Village and has participated in the organization, planning, and implementation of all festival activities.

Contents and Development Situation of Festival Activities

During my involvement in comprehensive festival activities for tourism, I have focused on developing opening ceremonies, folk festival activities, and major festival activities.

1. **Opening ceremonies**
Opening ceremonies or celebrations are considered as the leading event of a festival activity, which brings wonder and touches the heart. It is the monumental work at the beginning of all festival activities. Taking our first opening ceremony for example, it stresses three key points: solemnness and warmth, distinctiveness, and true affections with touching emotions.

2. **Solemnness and warmth**
The opening ceremony of the grassland festival activities should be provided as a "solemn" ceremony as well as with "warm" sports and entertainment. Only by combining these two elements can the festival atmosphere be reflected. To provide tourists with the most enjoyable experience, the ceremony comes first. Scenes that influence the visual, the audio, and the spiritual aspects of the ceremony is concentrated as follows: when playing the theme song of the AOQI Pasture Village, when raising the Himori flag and playing the "Song of the Rising Himori", when a venerable old man offers fresh milk to the heaven and earth in the center of the opening ceremony, and when the herdsmen and tourists burn incense to sacrifice the Himori flag, all audiences become immersed in a solemn and sacred atmosphere. Naturally, at such time, almost everyone present feels the same emotion, expression, and breath. Everyone accepts the baptism of the ceremony, like a pilgrimage or a form of meditation. The sky of the spirit is clear and bright. There has never been a folk scenic spot on the grassland that has composed its own scenic spot song — a song of the pasture village. When playing melodious and powerful grassland music, "White clouds float among the blue sky. Our green hometown resides under those white clouds...The pastoral song flies away. The scent of fermented milk reveals the innermost feelings of the herdsmen...All sorts of flowers burst into a gorgeous bloom, and their fragrant smell stretches a great distance. The Naadam Festival is an ocean of exultation..." People's hearts soar upward and surge with the song, lingering there long after. "Himori" means the "horse of destiny" as well as the "horse of good fortune", and refers to the horse painted on the flag as a symbol of people's happiness, prosperity, and high morale

in their life. The horsehair on top of the flagpole is called "sulde" (or "tug"), which once served as the army flag or emblem of Genghis Khan, but now is merely a peaceful mascot. Each household on the ancient Mongolian grassland has its own Himori flag, a symbol of the family's psyche that has been passed down generation after generation. Ordinarily, they would burn incense to sacrifice the Himori at dawn's first light in the east everyday. They would also hold a memorial ceremony for each festival. In the festival activities of the AOQI Pasture Village, when raising the Himori flag, herdsmen would play the Himori song. With solemnness and vigor, they would sing, "The bright Himori is like the sun and the moon. The beautiful and fragrant Himori is like fresh flowers. The Himori has a kindness of the vast grassland. The Himori is the happiness of men and women, the young and the old…" As symbols capturing the spirit of the pasture village, the Himori and the Himori song steer people to a new artistic concept. At the time of burning incense to sacrifice the Himori, the feelings of the masses surge like invisible tidal water. When the banquet begins, it is especially warm. Singing the imperial court song, which must be sung on a banquet or festival folk song, is the chorus of all participants. The singing surges wave upon wave. People raise their glasses and drink in merriment with cheerful chatter. Everyone is exceptionally intoxicated, with solemnness or warmth as the purification of the mind and the moments of pure bliss.

3. Distinctiveness

Villagers and environment of the pasture village: (1) the workers are uniquely different as they are herdsmen there, and the entire family, both children and adults alike, are herdsmen; (2) the tourists room and board in traditional Mongolian yurts ("tentlike dwellings") of the herdsmen, and every family has designed indoor ornaments and decorations according to their usual lifestyle; and (3) inside and outside the pasture village are grassland, herdsmen, Mongolian yurts, cattle, horses, sheep, and camels, completely demonstrating the real grassland ecology.

Tourist service of the pasture village: (1) the pasture village has its own village song, welcoming songs, and the Himori flag as a symbol of the pasture village; (2) it has self-ordained ceremonies and procedures for reception, farewell, celebrations, and banquets; (3) the pasture village has its own website and traditional dietary products; (4) the herdsmen of the pasture village are not only receptionists/waitresses, but also wrestlers, horsemen, lassoers, tamers, singers, horsehead fiddlers (or "morin khuur"), and "players" of various ceremonies. All festival activities held in the pasture village are non-performative, and thus touching; and (5), whenever tourists reach the pasture village, a grassland culture lecture will be held, and visits to the grassland and herdsman households will be arranged. In addition, academic exchanges with some tourism cultural delegations will take place.

Furthermore, various festival activities are planned with characteristics, highlights, and transcendence. Festival activities with the same nature in the AOQI Pasture Village provide a distinct experience in terms of uniqueness, style, and features. They will bring tourists different feelings and unique tastes. A very simple welcoming ceremony will bring a feeling of true dedication and affinity to tourists. A very simple toast song sung by herdsmen sounds so simple but yet touching. People's costumes are so gorgeous and colorful. Wrestling, horse racing, and lassoing scenes are so breathtaking and earthshaking as to unceasingly dazzle tourists. The indomitable struggle of wrestling, the splendidness and unique skills of horse

racing, and the thrilling lassoing with dauntless courage leave memorable impressions on guests.

4. True affections with touching emotions

At the opening ceremony of the pasture village, hundreds of herdsmen and tourists come here for congratulatory purposes, with their various congratulatory gifts, including cattle, sheep, and dairy products. Some of them even bring their entire family to offer their congratulations. At the celebration ceremony, the crowd is filled with zeal and excitement. With cheese and khata (a ceremonial scarf) in hand, they constantly chant "hooray", which aims to summon happiness. Even people from towns, who come to watch the fun, cannot help but join the celebration. Even the reporters who hurry here for the television program put down their cameras and microphones, and participate in the festival activities.

II. Cultural Activities of Folk Customs and Festivals

It is one of the main festivals with a profound historic connotation, a strong cultural flavor and the richest emotive elements.

1. Nadam Fairs of Different Scales

Broadly speaking, Nadam Fair refers to folk customs, sports and entertainment activities, also known as "HAIR". The basic contents of a traditional Nadam Fair include BUH (wrestle), horse racing and archery. Tourists like watching Nadam Fairs of different scales and contents when they travel to a nomadic village. A highlight of Nadam Fair is that most herdsmen are wrestlers, horse racers and archers. They need not search for sportsmen for Nadam Fair from the downtown, for at the nomadic village you can find as many as possible. There are also many horse racers and archers in the village. You won't feel any trace of performance in the Nadam Fair. The sports are real and wonderful, attracting and touching the tourists a lot. The strength and wisdom of the wrestlers are always applauded and praised by the tourists. Some wrestlers are neck and neck, and come out even after wrestling for half an hour or even a longer time, which makes the tourists nervous, and cheer for their preferred wrestlers. Some wrestlers might also get hurt in the fierce confrontation. The tourists admire their spirit and understand the meaning of wrestling in the grasslands. The more lively scene on the wrestling pits is the wrestle between tourists and herdsmen. Quite some tourists are also strong, but they usually cannot defeat the herdsmen. Children of tourists and herdsmen also wrestle. Children of herdsmen are little and short though, they can always defeat the bigger and taller children of tourists depending on their best combination of techniques and strength, which surprises the tourists a lot. A simple Nadam Fair has become a joyful get-together for tourists and herdsmen.

2. Horse Cultural Activities

Horse cultural activities are also a tourism item popular among the tourists. Firstly, they are for appreciation; secondly, they are for experiencing. The items for appreciation are mainly traditional items such as lassoing horses, taming horses and cutting horsehair. Herdsmen drive a herd of horses to the site for exhibition. Hundreds of horses are driven, which is an amazing scene. The scene of lassoing horses is soul-stirring. The struggle between the herdsmen and

the fiery horses is wonderful. The more fiery and bigger the horses are, the more difficult they are for the herdsmen to lasso. Some horses are too strong and big, which are almost wild horses. After chasing and failing for times, the herdsmen will finally manage to lasso the horses. Several herdsmen grasp the horsehair, while one herdsman ride on it to tame it for a while. The bravery and wisdom of the herdsmen and their skilled performance on the horse have won applauds from the tourists. Besides, the tourists also like items such as horse riding, riding a horse around the grassland, riding a horse for herding and drinking horse milk.

3. Three Folk Customs Ceremonies

A nomadic village is good at offering birthday congratulations, wedding and banquet. Birthday congratulations are mainly offered to the elderly above 80 years old. A grand wedding ceremony will be held for a new couple of the nomadic village. And a special folk custom banquet will be held for the tourists. Offering birthday congratulations--respect, wedding--ceremonious, and banquet--solemn and joyful. The first ceremony highlights the traditional virtue of respecting the elderly at the grasslands since ancient time. A birthday celebration ceremony will be held successively for the elderly at 80 years, 85 years, 90 years and 95 years. Weddings are all held by nomadic households to highlight festive and diversified folk customs. The focus of a banquet lies in its etiquette details and procedures. The common features of various banquets are the ceremonies such as all sheep feast, beautiful expression of good wishes, singing royal songs, toasting and dancing.

III. Significant Festival Activities

Including welcoming ceremony, greeting cultural inspection delegations, tourism inspection delegations and news inspection delegations and various visiting activities and TV interview programs recording, etc. All these activities are held to receive a tourist group in the form of folk custom and festival activities. It has held successively large-scale greeting ceremonies for tourist groups; visiting activities of cultural inspection delegations; visiting activities organized by regional governments; media inspection activities of national news units and groups; special CCTV programs about Ha Zhabu and Hu Songhua; the special shooting program of Aoqi Nomadic Village, one of the large-scale report activities *Walk into Inner Mongolia*, shot by TV media nationwide organized by CCTV.

The grassland charm of the nomadic village characterized by three festival activities have left a deep impression on the tourists:

As tourists see, workers in the pasture village are all native herdsmen, and look different from others in appearance. Grassland, grassland herdsmen, grassland Mongolian yurts, grassland pastoral songs, and horsehead fiddles, all of which are real and authentic, present tourists with real grassland life, affections, emotions, and grassland landscape, as well as excellent traditional etiquette. In addition, sincerity, hospitality, and friendliness are well expressed at the ceremony. Like the magnet, the pasture village attracts people and tourists on the grassland. Upon arriving at this pasture village, many tourists from other places say, "We see the real grassland for the first time." After some foreign teams come here from other scenic spots, tourists kick up their heels for they think this is the real home of the grassland herdsmen.

In addition, a folklore expert, who quietly comes to the pasture village for observation, tells someone in charge of the tourism bureau that the herdsmen wearing colorful Mongolian costumes (old men aged 80+, children, cattle, and sheepdogs) make tourists feel right at home.

What do contemporary grassland people look like? What are the Mongolian people? This is what tourists also wish to know. Services provided by the pasture village are suitable for meeting such tourists' demands. Once tourists arrive at the pasture village, they are sure to take keepsake photos in front of the flag of the "destiny horse", take photos of the villagers in the group, and visit the pasture village, meadows, and Mongolian yurts. They have meals, chitchat, get together for events, and stay at the homes of herdsmen. Some even join herdsmen in putting animals out to pasture, boiling tea, and making dairy products.

What is behind tourism activities? It is the exchange and communication between people. Quite a few tourists come to the grassland out of admiration, wishing to experience the colorful festival activities of the grassland personally. They come to seek true love in the world. The grassland is broad and boundless, and the air is clean and cool. Here, simple and hospitable herdsmen play pastoral songs on a horsehead fiddle with magnificent artistry while offering people fermented milk with everlasting appeal. All of this immerses people into a quiet and beautiful fairyland, making them feel as optimistic as the wilderness and as pure as spring grass. In this pure and vast grassland, people journeying here feel reluctant to leave. A group of Japanese tourists spent three days at the pasture village, chatting and seeking entertainment with the herdsmen every night. An eighty-year-old man, who even invited the village head to visit Japan, was willing to cover all costs. In addition, a nine-year-old boy, who visited the pasture village with his mother, returned to the pasture village alone and stayed for nearly two months during the summer. He stayed and played with the children of the herdsmen, and even learned a little Mongolian. Despite a decent job, one young professional, who saw the AOQI Pasture Village's website, asked to put cattle out to pasture in the pasture village in exchange for merely room and board and no other requirements. By meeting the herdsmen, the tourists personally experienced the Naadam Festival, Mongolian weddings, birthday ceremonies, "destiny horse" fiestas, and other festival activities, while cultivating feelings towards the grassland culture. These enthusiastic and straightforward people attach importance to friendship, present true feelings, keep promises, observe politeness, respect seniors, and worship nature, all of which rocks their soul. Here is the affection that generates sentimental attachment; here is the smile that carries pure happiness; here is the song that sings in one's heart; and here is a dream that creates an everlasting yearning. All of this occurs upon singing the *Welcome Song of the Pasture Village*.

Analysis and Thinking of the Grassland Festival Activities for Tourism

I. Grassland festival activities are naturally joined by other forms of entertainment.

The grassland festival culture, which is comprised of sports competition and cultural entertainment, is generally referred to as Naadam (or just "Nair"), and it aims at keeping physically fit and mentally pleasant. Festival activities will result in joint forms of entertainment, an open mind, a high morale, inspiration and ambition, communication of information, and closer friendship, but enhance friendship and unity as the ultimate result.

Anyway, the fundamental purpose is to improve quality, reinforce emotional connections, and achieve solidarity and cohesion.

The grassland festival culture represents mankind's common activities, encompassing culture, sports, and entertainment while expressing a form of acculturation. Mankind's ancient culture of sports and entertainment is developed from the hunter-gatherer culture in the earliest period, so many of our festival activities continue to evolve even today. Among them, the Olympic Games and the Naadam Festival have a long history with lasting influence. The Naadam Festival dates back even further than the Olympic Games. Nowadays, the Olympic Games have become an international sports event, while the Naadam Festival represents an agglomeration and general name of various grassland festival activities. Evolving from ancient religious and sacrificial activities, both of them become strong brands of games, entertainment, and sporting events. The Olympic Games and the Naadam Festival, which evolve from the primitive age through winding paths that lead to a secluded spot, become equally significant events for different purposes. They are two dazzling flowers on a big tree; however, the difference is that the Naadam Festival needs further promotion and development. According to Yuval (2014), "The flourishing field of evolutionary psychology argues that many of our present-day social and psychological characteristics were shaped during this long pre-agricultural era. Even today, scholars in this field claim, our brains and minds are adapted to a life of hunting and gathering". The Olympic Games and the Naadam Festival are vivid examples.

The competitive nature of festival parties is a major feature of human survival and development. Why can man develop and transform faster than beast? "Gathering" is the main reason. Humans hold small gatherings at ordinary times and grand gatherings on a regular basis. Gathering for individuals is to exchange information and to supplement themselves, but gathering all of mankind develops advantages, abandons disadvantages, and promotes development. Festival parties can form an atmospheric field and amass a huge amount of energy, which is like nuclear fusion. Everyone is supplemented by this huge energy the same way as nuclear fission. More communication and exchanges develop faster, which is the advantage of mankind. The grassland culture, however, is a dynamic culture, and is unceasingly reborn while developing in a dynamic state. Festival parties are one of the propellants for dynamic cultures.

II. Grassland festival activities represent cultural activities involving strong participation of the masses.

The grassland festival culture includes entertainment competitions that feature happiness, friendship, harmony, unity, and interactive learning, all of which open the floodgates to affections and emotions that mutually mingle, surge, transcend, and develop, while demonstrating the human spirit of passion for nature, sincerity, enthusiasm, kind-heartedness, and dauntlessness. Such culture is the conventionalized self-entertainment and self-education activities people love to see and hear. On the Xilin Gol grassland, more than a hundred festival activities in varied forms are convened in succession every year, where participants numbering in the hundreds, thousands, and even tens of thousands gather.

Why do cultural activities of the festival in the grassland touch our heart? It is mainly due to the dynamics of the cultural activities. Such dynamics makes cultural activities vivid and bright, so all festival activities become dynamic and meet people's spiritual demand at a high level. "Resources and activities come first" indeed makes reasonable sense.

III. Grassland festival activities represent the biggest force to boost industries.

Scenic spots represent the core of all tourism, while cultural activities are the core of scenic spots. In addition, festival cultural activities are the core of cultural activities, whereas dynamic cultural activities of the festival are the core of festival cultural activities. Such cultural activities start at a high position with high cultural content and high added value. In addition to the strong influence and branding effects, such activities enjoy a great market share, which enable them to serve as the best business model.

Static things can be imitated and replicated, but it is difficult to imitate and replicate dynamic things. Festival activities of the same kind provide people with a different experience. Festival activities of their own unique features will not be imitated by others at will. One special skill can indeed earn bread anywhere, so the market will always come to you. If you develop the market, the market will bring you huge returns. The market-oriented culture of festival activities comes from creativity. Different kinds of creativity will yield different results and generate different returns. Unique creativity is always a selling point.

As a general representative for grassland festival activities, the Naadam Festival has become virtually synonymous with large and comprehensive festival activities, and has been added by UNESCO to its list of "Intangible Cultural Heritage". "Naadam" is also called "Nair". While the word "Naadam" highlights an outward manifestation, namely amusement, happiness, and recreation, the word "Nair" highlights a connotation, namely friendship, love, and friendship. The Naadam Festival must claim the brand name of festival entertainment activities convened in a modern and comprehensive manner on the grassland, as it not only contains sports competitions like those in the Olympics, but also comprise cultural entertainment of the World Carnival, Disneyland, and Universal Studios. It not only may be held at a fixed site like the Olympics Games, but also may be conducted in the mode of a mobile tour like the World Carnival. In addition to friendship, solidarity, fair competition, as well as faster, higher, and better spirit of the Olympic Games, it has revelry, feasting, and celebrating, as well as cultural and artistic performances of the World Carnival. In view of the above, the Naadam Festival is not only an effective form of a grassland cultural show, but also an effective platform to display Chinese culture and even world cultures. The Naadam Festival can be completely built into a high-end Chinese brand of cultural entertainment in the Oriental world. By inheriting, refining, transcending, enriching, transforming, and developing the historical and cultural brand of "Naadam" as well as considering the needs of modern life, we will build a trump card of grassland cultural activities for the festival–the Naadam Festival.

IV. Attributes of industry for festival activities

The attraction of the festival activities lies in that they are on-site living cultures, including dynamic culture, activity culture, service culture, and experience culture. In tourism, I

summarize on-site living cultures into the following 10 living cultures, which reflect 10 personalities: (1) ornamental culture (artistry); (2) entertainment culture (entertainment); (3) education culture (perception); (4) enlightenment culture (philosophy); (5) health care culture (health care); (6) cultivation culture (nourishing the heart); (7) friendly culture (friendship); (8) emotional culture (thought); (9) experience culture (sensitivity); and (10) authentic culture (nature).

These 10 cultures can form 10 industry forms in cultural tourism and become the top 10 cultural economies, namely (1) trust economy, (2) moral economy, (3) emotional economy, (4) experience economy, (5) exhibition economy, (6) entertainment economy, (7) competition economy, (8) ornamental economy, and (9) health care economy. The vitality and charm of the above cultures can demonstrate the activeness in activities alone while emitting fascinating flavors only in the dynamic state. Of course, the core of the 10 living cultures is moral culture, which is deeply moving and stirring. The greatest external attraction is the etiquette culture and entertainment culture, which are novel in form and full of charm. One type of festival culture features several properties. Some types of festival culture need to be combined with other cultures to form a better industry. For example, Mongolian costumes have great ornamental value. There are various large and small clothing performance groups on the grassland, providing performance for one or two hour(s) at a time. The music of horsehead fiddles is greatly appreciated. Now, there are many performance groups of horsehead fiddles on the grassland. First, a horsehead fiddle academy has been established on the Xilin Gol grassland, training both performers and admirers of the horsehead fiddle. Horse milk has special applications in health care. Large and small tourist attractions all have horse milk for tourists to drink. Xilin Gol Grassland Mongolian Medicine Hospital has a horse milk rehabilitation department to provide services for health workers. *Allium mongolicum* Regel (an Asian species of wild onion) is fresh and green on the grassland. A dish made with *Allium mongolicum* Regel is a particular favorite of tourists. Currently, dishes and buns featuring *Allium mongolicum* Regel are staple foods year-round. Some tourists visit the grassland scenic site to experience Mongolian life — residing in Mongolian yurts, drinking milk tea, riding a horse, grazing the land, and living there for two months at a time.

To form an industry, an individual intellectual brand, like "Naadam", is needed. It should have its own theory system for its cultural activities, scientific research products, and exterior modes of expression. An innovative system of theoretical thought and a mode and technology for creative thinking should form the heart and soul of that industry. It should be the source of intangible assets, and cultural activities for the festival should be the most lively and lifelike part. Knowledge, intelligence, wisdom, and creativity comprise the core advantages and the form for gathering capital and resources. Creativity, wisdom, and products and services should help the industry enter, secure, and maintain the market, respectively. With creativity as the core, the advantages of assets include creativity and innovation, branding, novelty and uniqueness in organization and planning, extensive social influence, and the convergence of high-caliber talents and social resources. Moreover, it includes a unique inspirational force, shock power, sensational cultural activities, high-level experience, and strong interactive cooperation between consumers at home and abroad. It also contains powerful social attraction and an interactive force of folk activities for the festival, while featuring a resonance

and emotional degree of new thought, new ideas, new methods, and new modes as well as thinking modes and technology.

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A Study on Ethical Tourism and Strategies

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Abstract

Ethical tourism has been developed in line with the global concerns about the effects of mass tourism. Mass tourism can bring potential negative impacts to host societies, environment, culture and economy instead of benefits. Using the secondary research, this paper analyses the negative effects of mass tourism and then, discusses how to efficiently manage tourism so as to benefit local communities. A number of case studies of tourism businesses' environmental policies have been analysed to compare and contrast their green approaches. Green tourism businesses will be a trend of customers' consumption and provide financial as well as environmental benefits in the future.

Key words: Ethical tourism; Negative effects; Strategies, Green hotels

Introduction

In recent years, people have become aware that mass tourism has negative effects to local communities. On the one hand, mass tourism has resulted in enormous impact on local environment. Environmental deterioration is worse and non-renewable resources have become more and more exhausted. Tourism brings great pressure on local resources, such as energy, food, and some raw materials, which may have been in short supply. Malviya (2005) points that tourism results in water shortages and degradation of water supplies, as well as producing water waste. Moreover, due to trade and hunting, a lot of wildlife habitats are disrupted. Some of the world's most ecologically fragile areas, including parks and natural world heritage sites are damaged. Furthermore, pollution has become a serious problem for local communities, such as emissions, noise, solid waste and littering. The air pollution from transportation, especially carbon dioxide (CO_2) emissions, will contribute to severe local environment pollution. Malviya (2005) argues that the quality of the environment is necessary to tourism, whether it is natural and man-made. Many activities that can have adverse environmental effects and it includes the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually damage the environmental resources. It also has an impact on local archaeological and historical places.

Natural environment should be protected by participants of tourism because of a sustainable development of destination and social responsibility. For tourism development less waste should be created. Furthermore, tourist visits' limit is given for less stress on the natural environment of tourism destinations. Build tourism infrastructure itself in a manner in order to protect the natural and cultural heritage of tourist destinations (Stipe, B., 2015).

In the other hand, mass tourism also can lead to social, economic and culture problems to local communities. Local communities are facing the rise of consumerism and the commodification of local cultures and environmental damages, which contributes to climate change and structural inequalities (Best & Paterson, 2010). Novelli (2005) states that local tourism industries can also be disruptive by raising prices in an area, and by forcing local businesses to compete with multi-nationals. Moreover, tourism has caused major changes in the structure, values and traditions of societies. Due to cultural conflict, tourism can lead to

loss or change in indigenous identity and value in local communities (Malviya, 2005). A decline in moral and religious values may increase crime levels. In many countries, tourists are not aware of local customs, traditions and standards, so offence is given without intent. What we should pay attention to is the scale or volume of tourism. Tourism carrying capacity is determined by locations and the availability of infrastructure. It is possible to product overcrowding and cause destruction of the physical, economic, socio-cultural environment to host cities and an unacceptable decrease in the extent of visitors' satisfaction if the numbers of tourists beyond the local tourism carrying capacity (Noreen, M. B. and Hugh, E. B. ,2015).

Literature Review

Definition of Ethical tourism

Ethical tourism come from the movement of European tourists who realized that tourism expenditure does not benefit local communities. It has grown quickly especially in Europe. As one of the main driving forces in tourism industry success, ethical tourists felt that they have responsibility to influence industry behaviour (Ivanovic, 2008). It is an attempt to manage tourism so as to benefit all stakeholders. Sustainable, community, green, responsible are various forms of ethical tourism. Environmentally ethical tourism includes nature tourism and green tourism.

The international ecotourism society promotes the ethical testimonial of green holidays. Society claims that eco-tourism and ethical tourism offer different ways to recover the negative effects of mass tourism, such as helping to replenish ecosystems, supporting ancient species and keeping their living places safe, preserving local culture and developing sustainable local economies (Tribe, 2009)

The United Nations World Tourism Organization's 'Global Code of ethics for Tourism' was carried out in July, 2001. It points out that tourism should be implemented the following so as to become more ethical:

Contribute to mutual understanding and respect between peoples and societies; Operate as a vehicle for individual and collective fulfillment; Be a key factor in sustainable development; Contribute to the enhancement of the cultural heritage of humankind; Be a beneficial activity for host countries and communities; Take account of the obligations of stakeholders in tourism development; Work towards tourism as a human right; Protect the liberty of tourist movements; Protect the rights of the worker and entrepreneurs in the tourism industry; Implement the principles of the Global Code of Ethics for Tourism (Best & Paterson, 2010).

Benefits of Ethical Tourism

In theory, tourism can bring benefits for local community, such as money for the local economy, new jobs and new business opportunities. It is a positive tool to raise public awareness of the significance of heritage conservation (Cityweekend, 2006). "Tourism favors the creation of jobs, the development of infrastructure, the promotion of culture, and the safeguarding of natural areas, thus representing an important opportunity to combat poverty (ZENIT news agency, 2009)."

Ethical Consumer issues

In the UK, it is an increasing trend that consumers actively look for ethical products. More than one in four consumers strongly supports ethical consumption. 27% tourists argued that

a travel operator's ethical policies are a significant aspect for them when choosing which one they will be with (Novelli, 2005).

The ethical nature of tourism's interactions, especially between host and guest, and social responsibility in tourism, are the centre of ethical tourism. Due to ethical concern, the local people should be educated to learn local culture, speaking the local language and respect local tradition (Ateljevic, 2008). Malviya (2005) points out that tourists' consumer behaviours can affect local communities in an ethical way. They can also make a positive contribution to local development by using local services and staying in locally-run guesthouse, respecting local people, learning local culture and caring about environment on their holiday. With local government support, halting multinational control of tourism and choosing locally produced products and services will contribute to local community's economy (Ateljevic, 2008). Ethical tourism attaches importance to the way of protecting and increase local economies and communities. You can insist on living in a locally owned hotel or going shopping in a store where they employ local people and sells local goods (Porter & Prince, 2009).

Methodology

To explain ethical tourism and strategies in the development of ethical tourism to promote sustainable environments, a secondary research approach was adopted. In this section a number of tourism businesses' environmental policies are presented and analysed.

Findings

Tour operators

Well-organised tourism can favour contacts between holidaymakers and the local communities, encourage cultural exchange, lead to friendly and responsible enjoyment and consider the environmental conservation. Ivanovic (2008) argues that tour operators are called upon to prove they will not damage the natural resources of host destinations for their benefits. More and more famous tour operators and travel agencies are trying their best to consider the interest of host destinations.

In less than a decade, ethical awareness has turned into obligatory strategies, policies which manage and conduct tourism industry to benefit local communities and people.

Discovery Initiatives is one of specialist operators. They sell quality, tailor-made holidays and their directors attach importance to trading ethically and wildlife conservation. Discovery Initiatives plan their trips following the objectives in mind (Novelli, 2005).

To gain the full backing and cooperation of the host nation's authorities where necessary, and to obtain permission for our work and to undertake (by DI or their agents) full and proper reconnaissance of each area of operation.

To use local accommodation, food and services in planning the programme,

To plan their ventures so that both the local people and the traveler participants achieve the maximum benefit in terms of cultural interaction, awareness and understanding

To ensure that participants see the full picture, are made aware of the issues and concerns facing the tribal communities DI visit and the conservation of wildlife and resources in each area.

To ensure that all participants have been fully briefed about country, its customers, cultures and its sensitivities and sensibilities, through pre-departure gatherings, tour leader briefings and /or tour dossiers

To teach participants wherever necessary to act correctly and with due reverence and respect to cultures and customers, and encourage the learning of key words of the local language to facilitate this

To involve the local community in planning and decision-making at all times, employing them wherever necessary at acceptable rates of pay

Continually to assess the environmental, social and economic impact of their visit, so as to avoid over dependency

To avoid any activity that results in cruel treatment of animals, or interference in their natural way of life

To undertake each venture, wherever possible, with the maximizing benefits accruing to the host communities.

Discovery Initiatives work with local communities and conservation organizations, such as Conservation Worldwide, the Worldwide Fund for Nature, The Wilderness Trust and the Endangered Wildlife Trust, which can help them fund important projects and improve the awareness of conserve environment. In the same time, the company spent money on various global conservation initiatives so as to provide local communities with the economic, ethical and environmental motives to protect their environment and culture. It is not only offers special experience for travelers, but also actively benefits local well-being (Novelli, 2005).

Green Hotels

Greenpeace movement commenced in 1971 and now they have 120 million members. Without government funding, the Greenpeace movement has grown rapidly, because of members who are passionate and strongly committed to the cause of 'greening'. It was reported that an increasing number of tourists may refuse travel to a destination repeatedly because green issues are ignored in this area (Jayawardena, 2003). With increasing customer's demands in green issues, it puts emphasis on running a businesses by pollution-free, green environment and environmentally sensitive ways. Tourism has the potential to produce positive effects on the environment by protecting and conserve environment. It offers a chance to raise awareness of environmental values and it can finance protection of natural places as a tool and increase their local economy (Novelli, 2005).

In different countries, green legislation can be found in their national laws, regulations and rules, as well as states, local and industry standards which stimulate the development of green hotels.

In China, March 2006, the National Tourism Administration of the PRC promulgated the first hospitality industry standards for green hotels. In September 2007, the PRC published the first state standards on green hotels. The local government provided quasi "symbolic" financial incentives for green hotels. At the end of 2007, nearly 200 four or five stars were awarded to green hotels. In 2008 the National Tourism Administration of the PRC suggested tourism corporations and hotels in China use various measures to save energy. The specific measures included energy-saving measures, boiler oil-saving measures, air-conditioner electricity-

saving measures, lighting electricity-saving measures, water saving measures and building energy conservation measures (Kirk, J.,2009).

XU Lingling (2014) stated that URBN Hotels, Shanghai opened in 2008 brought the concept of environmental protection. The interior design of the hotel is as far as possible recycling and reuse. The floor and wall are decorated with old bricks. The chairs in guests' rooms are made from paper, with handmade sofa cushions. Especially the clothes poles are old bamboos, which makes elder guests recall the situation of hanging out clothes at home. It not only embodies the idea of advocating environmental protection, but also exudes a strong smell of old Shanghai.

Govert Deketh, Chairman of the Environment Committee, Marriott London Business Council pointed out their focus on environment sustainability, their "spirit to preserve". They added an environmentally-sensitive approach to all of their business functions. In the aspect of food and beverage, they encouraged the usage of organic products through working with locals and local restaurants so as to satisfy the needs of the customers requesting green foods. As for the facilities of hotels, they support the linen re-use programs, recycling areas and enhanced efficiency of the laundry service (Doggrell, 2009).

Hoteliers of large-scale hotels, such as Hilton Hotels, InterContinental Hotels and Ramada Hotels, have made various regulations and environment-friendly designs to help build green hotels and reduce the negative impact on the local environment. Simon Vincent, Area President, Europe, Hilton Hotels Corporation stated they had noticed that hotels were high consumers of utilities, especially energy and water, and also generated a high volume of waste across the operation. It is important to reduce impact and leave a positive long-lasting effect on the local environment (Lain, 2014).

In 2008 there was a global sustainability program across all Hilton Hotels. Doggrell, K. (2009) points out by 2014 this initiative aims to:

   Reduce energy consumption from direct operations by 20%

   Reduce CO2 emissions by 20%

   Reduce output of waste by 20%

   Reduce waste consumption by 10%

Ramada has energy-conservation strategies throughout their group. In the Caribbean, they applied solar energy to power lighting and ceiling fans. In tropical areas, sliding doors and windows are fitted with connectors. Timers are also used to shut off power to lights and equipment when not in use. In the UK, Ramada hotels preserve energy through the installation of low-energy lighting products (Parsippany, 2014).

David Jerome, Senior Vice President, Corporate Responsibility, InterContinental Hotels Group stated that they gathered the knowledge and expertise to help their hotels manage their energy consumption more effectively and they developed Green Engage, their own standard specific for hotels. The system gives hotels good guidance on how to improve their programs, which includes operations and process, water, electrical and mechanical (Doggrell, 2009).

The Impacts of green hotels

There are some benefits from the development of green hotels (David, 1996). Firstly, the hotel owners and local cities can benefit from reduced operating expenses. It has been found that some accommodations adopt energy efficiency, water conservation and waste management systems that reduce the costs of hotel operation and local resource wastage (Erdogan & Tosun, 2009). In turn, these reduced costs could be used in improving or expanding hotel facilities and local communities' infrastructures.

Secondly, in this respect, it can help hotels and local community to win a higher level of repeat business because guests can benefit because the efficiently controlled hotels satisfy their needs at a lower cost. Thirdly, local workers benefit through increased job satisfaction, lower rates of absenteeism and lower workers turnover.

Last but not least, there are significant benefits to the environment. In the UK & Ireland, action that focuses on energy management over the past three years has led to a total elimination of over 45,000 tons of CO2. In continental Europe, this program led to savings of more than 15% and cut water consumption by 8%, the equivalent of 280 Olympic sized swimming pools (Doggrell, 2009). It is proved that effectively managing and carrying out green hotel initiatives can have a positive effect in the environment of local communities.

In addition, this increases consumers' environmental awareness. XU Lingling (2014) points out that in order to implement the management of the green business philosophy and achieve the goal of the greening hotel, hotels have to form a specific regulations system, which make employees gradually establish and strengthen the concept of green. At the same time, hotels should carry out the full training on employees for green consciousness, so as to establish the green marketing concept and green service awareness such as Hongkong ISL hotel's establishment of a Green Committee, in which was set up a full-time environmental management Personnel, EMS manager and ISO14001 supervisor. Through repeated staff training, it strengthened the significance of the hotel green plan and awareness of green management and operation. On the other hand, it did a good job of green propaganda, promoted green consumption concept for the public. Similarly, many hotels in Australia offer discounts on guests' rooms to guests who support environmental protection.

Travelers increasingly notice how their travel decisions impact on local environment. The situation continues to focus on reducing carbon around the world as a hotel company's approach to sustainability will increasingly become an important factor of customers' choice of quality accommodation. A new hotel development which doesn't connect closely with the natural environment may not attract tourists, who may choose accommodation that respects environmental principles, especially increasing concern for the environment shown by tourists throughout the world.

Conclusion

Mass tourism has negative influence in local communities from the aspects of environment, society and economy and culture. With the awareness of mass tourism's negative effects over positive effects, ethical tourism derives from Europe and has developed rapidly. The attempt to carefully manage tourism will benefit local communities. First, promoting ethical consumption, such as using local service, local products, learning local traditional culture, is a key to local communities' development. Second, for tour operators, stimulating them to consider the interest of host destinations and make obligatory strategies, policies which manage and conduct tourism industry will benefit local communities and people. Third, with

increasing environmental awareness of consumers, Green hotels have become an important part of customers' choice in local hotel accommodation. Increasing numbers of green hotels help hotels and host communities obtain the optimum benefit to the environment whilst trying not to threaten the financial benefit of the hotels. These strategies come from environmentally-friendly design, green legislation and energy management, which can provide financial as well as environmental benefits.

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Development on the Recreational Diving Tourism in Mainland China

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Abstract

In recent years, diving tourism has developed rapidly in Mainland China, but it didn't receive enough attention to academia in Mainland China. The article used a literature study to reveal the developmental profile of Chinese recreational diving tourism. The development of Chinese recreational diving tourism could be divided into four stages: The initial stage (before 1995), the starting stage (from 1995 to 2002), the developing stage (from 2002 to 2010), and the popular stage (from 2010 to present). The facing problems, possible solutions and future development about recreational diving tourism in Mainland China were also discussed in the paper.

Keywords: recreational diving tourism, Mainland China, development stages.

Background

The purpose of this paper was to reveal the development profile of Chinese recreational diving tourism by means of literature study. "Participation in recreational SCUBA diving increased dramatically during the 1980s and continued to rise in the 1990s, promoting authors to claim that SCUBA diving was fastest growing recreational activity in the world" (Stolk, Markwell & Jenkin, 2007, p. 336).

Diving is a tourist and recreational activity of growing significance in many countries. According to Windsor (1996), in 1994 the GBRMP (Great Barrier Reef Marine Park) dive industry generated annual revenue in excess of AUD$103 million (100 AUD ≈ 73.67 USD). Professional Association of Dive Instructors (PADI), the largest SCUBA dive certification agency in the world, reported some 526,904 new diver certifications in 2000 (refer to www.padi.com for details).

40 million American tourists dived all over the world, and in France there were 2,000 SCUBA (Self-Contained Underwater Breathing Apparatus) diving clubs while the population of France is only about 40,000,000 (Gao & Wu, 2004). The number of SCUBA diving coaches in Hong Kong was as many as five times of that in Mainland China (Ying, 2003). In recent years, there were more than 40,000 tourists diving in Sanya, China, producing output values of 100 million RMB (1 US dollar ≈ 6.9 RMB, 1 GBP ≈ 8.9 RMB). In addition, diving and associated programmes stimulated by diving generated more than 300 million RMB profit (Su, 2009). But this issue has not attracted enough attention in the field of academic research in Mainland China.

The Definition of Recreational Diving in Mainland China

Wen et al. (2004) defined recreational diving as underwater entertainment activity which rose world-widely from 1950s. Zhai (2010) pointed out that recreational diving was an underwater entertainment sport activity which can be divided into snorkeling and SCUBA diving. Liu et al. (1999) believed that recreational diving was an underwater entertainment sport which included underwater tourism, underwater photography, underwater shooting, cave diving and

ice diving. However, cave diving and ice diving require more professional skills and trainings. In most cases, cave diving and ice diving need a professional group to support in order to accomplish the diving activity, so it might not be included in recreational diving. And free diving is also a popular diving form which was not mentioned much in the previous literature. Therefore, combining the adventure sport nature of diving activity, the paper defines recreational diving in Mainland China as an underwater adventure sport activity including SCUBA diving, underwater photography, snorkeling and free diving.

Four Development Stages of Diving Tourism in China

Recreational diving does not have a long history in Mainland China. According to the present literature, the development of diving tourism in Mainland China could be divided into four stages: the initial stage, the starting stage, the developing stage and the popular stage.

The initial stage (before 1995) The first diving school was established in 1960 in Zhanjiang (Chen & Su, 2010) for military purposes only. In 1986, the Chinese diving coaches from Zhanjiang guided 26 American tourists diving in Sanya, which was the first diving tourism activity in Hainan Province (Chen, 2016). With the arrival of the first professional diving coach at Sanya, the first diving company was set up in Sanya of the year 1988 (Wang, 2012). In this stage, some foreign divers from developed countries, such as U.S.A. and France, tried to practice diving activities in Mainland China. However, because of the insufficient diving equipment in Mainland China at that time, divers had to carry all the necessary equipment including SCUBA oxygen tank and diving decanting facilities all the way from their home countries, which made diving in Mainland China very expensive and inconvenient. And diving activities of Mainland China in this stage was mainly for professional or military purposes, such as salvage operation and rescue wreck.

The starting stage (from 1995 to 2002) The first SCUBA diving club – Chinese International Diving Club – was founded on March 18, 1995 (Zhai, 2010), which marked the starting point of the development of Chinese recreational diving. At this time, the diving training was administered by CMAS (Confédération Mondiale des Activités Subaquatiques, also called World Confederation of Underwater Activities, which is the only official diving organization recognized by the World Olympic Movement Committee. C.M.A.S. was established in 1958. It currently has 134 members worldwide, including China, and there are more than 100 million CMAS diving members all over the world).

In 1995, some businessmen from HongKong and Taiwan tried to combine diving industry and tourism industry together in order to create a new tourism form in Hainan Province (Wang, 2012). Recreational diving tourism began to develop from that moment on. The most common forms of diving in Mainland China in this stage were experiential SCUBA diving, club type diving and voluntary organized diving (Su, 2009). The experiential SCUBA diving was that the SCUBA diving company cooperated with travel agencies to manage diving tourism. Travel agencies took charge of marketing and promotion to attract tourists. And SCUBA diving companies were responsible for providing very limited training to the tourists, then the diving coaches helped diving tourists practice diving actions underwater. The experiential SCUBA diving was normally conducted in the depth of five to twelve meters underwater. In Mainland China, the experiential SCUBA diving was mainly conducted in Sanya. It could meet the tourists' desires of being into the ocean without any diving skills or trainings. In western countries, certain certificate (e.g. PADI Open Water Certificate) was required if people wanted diving. Thus, the experiential SCUBA diving was a special tourism product mainly opened to the tourists from Mainland China. Diving clubs provided training and organized diving activities for only club members. In U.S.A. and European countries, this was the most common form of diving tourism

activity. Voluntary organized SCUBA diving meant that a group of divers used their own dive equipment to organize diving activities voluntarily. Divers knew each other during various diving activities, and they practiced diving activity in groups or with diving buddies for their personal enjoyment.

In this stage, diving was known as the "elite sport" or "rich man's game". Just few people could afford this kind of diving tourism. At this stage the diving equipment industry in Mainland China just started, and could not meet the demands of divers. Most diving equipment had to be imported (Su, 2009).

The developing stage (from 2002 to 2010) Up to 2006, there were 103 registered diving clubs in Mainland China. And the club distribution could also reflect the diving market distribution in Mainland China (see Table 1). The diving clubs were mainly in coastal cities (81%), and Guangdong and Hainan provinces have nearly half clubs (47.6%). And Up to 2010, the number of registered diving clubs increased to 132 in Mainland China (Zhang & Tao, 2013).

Table1 Distribution of Diving Clubs in Mainland China in 2006.

No.	Province	No. of Clubs	Percentage	No.	Province	No. of Clubs	Percentage
1	Guangdong	27	26.2 %	2	Hainan	22	21.4 %
3	Beijing	15	14.6 %	4	Shanghai	11	10.7 %
5	Liaoning	9	8.7 %	6	Guangxi	5	4.9 %
7	Shandong	5	4.9 %	8	Fujian	2	1.9 %
9	Hunan	2	1.9 %	10	Zhejiang	2	1.9 %
11	Chongqing	1	1 %	12	Jiangsu	1	1 %
13	Yunan	1	1 %				

Source: Adapted from Su (2009).

In this stage, the diving training was open to other international diving organizations, such as PADI (Professional Association of Diving Instructors), NAUI (National Association of Underwater Instructors), SSI (SCUBA Schools International) ADS (Association of Diving School International) and AIDA (Association Internationale pour le Developpement de l'Apnee; free diving).

In Mainland China, the most popular diving sites were mainly in Hainan Province in this stage. Ximaozhou Coral Island of Sanya received over 200,000 divers each year, and the Amusement Sea World in Ximaozhou Coral Island became the biggest SCUBA diving club in the world (Su, 2009). Based on the sample survey of tourism statistics in 2008, there were 12 diving enterprises in the city of Sanya, and every four tourists in Sanya would participate diving related activities (Wang, 2012). Recreational diving played a very important role in Sanya tourism. At the same time, Hainan Shan Haiwo Water Sports Development Company was formally established in Sanya Little East Sea diving base. This is the first diving enterprise that could officially issue PADI open water diving certificate. Sanya has become one of the most

visited diving destination in the world. Meanwhile, Sanya gained more than 600 million RMB (1 US dollar ≈ 6.9 RMB, 1 GBP ≈ 8.9 RMB) in 2009 just from recreational diving related tourism (Wang, 2012).

From 2006, the revenue from the experiential SCUBA diving had an average annual growth rate of 30 percent, and experiential SCUBA diving related revenue was 450 million RMB in 2010 in Mainland China (Chinese Underwater Association).

The popular stage (from 2010 to present) The number of Chinese divers has increased dramatically in this stage. In Mainland China, there are 1.5 million tourists participating experiential SCUBA diving every year, and among them about 30 percent participants were willing to get diving certificate in order to become a real diver (Zhang, 2013). Moreover, the number of registered diving clubs increases to 193 in Mainland China until now (Chinese Underwater Association).

In this stage, Chinese divers began to dive in overseas destinations. Sabah tourism board of Malaysia announced that there were 2,075 Chinese tourists diving in Sabah in 2010, and that number increased to 20,462 in 2012, which made China the largest diving tourist market of Sabah (Gu, 2013). Apart from Southeast Asia, Chinese divers could be seen all over the world, such as Australia, Palau, Cuba, Egypt, Sudan, Bahamas, South Africa and Ecuador. Diving is becoming a new fashion among the middle class in Mainland China.

According to the research of the present situation about recreational diving in the west region of Guangdong Province by Chen (2012), the diving tourism activities might be categorized into three forms in this stage: experiential SCUBA diving, certificate oriented diving and tourism oriented diving. The price of experiential SCUBA diving ranges from 80 RMB to 280 RMB (1 US dollar ≈ 6.9 RMB, 1 GBP ≈ 8.9 RMB).per dive in the west region of Guangdong Province, which is much cheaper than that in Sanya. Certificate oriented diving means that tourists take part in diving activities in order to get an authorized diving certificate. Take CMAS for example, the price of getting the first star certificate ranges from 2500 RMB to 4000 RMB (Chen, 2012). Tourism oriented recreational diving is that tourists go to a destination for the purpose of diving. Tourism oriented recreational diving normally include liveaboard (In the recreational scuba diving industry, a liveaboard service offers its guests to stay on board for one or more nights, unlike a day boat operation. This allows time to travel to more distant dive sites), underwater photography, etc. Certificate oriented diving and tourism oriented diving are the main forms of diving tourism in Mainland China now. Moreover, in this stage, almost all the international diving organizations can be found in Mainland China

Recreational diving tourism was developing well in Hainan Province, and the diving sites and diving companies are already very mature in Sanya (see Table 2 and Table 3). In addition to Hainan Province, other famous diving sites in Mainland China included Qiandao Lake in Hangzhou, Double Moon Bay in Huizhou, Miaowan Island in Zhuhai, Weizhou Island in Beihai, etc.

Table 2 The Diving Sites Development Status in Sanya, Hainan Province

Location	Recreational diving activities	Major Diving Company/Club
Dadonghai	Reef diving, high seas diving, fringing reef diving, artificial fish reef diving, luxury boutique diving	Haiyu 18 degrees Diving

		package (including two diving sites), wreck diving	
Yalong Bay	Dongpai coral reef diving, Xipai coral reef diving, Dongpai and Xipai (PADI) professional diving, experiential SCUBA diving, license diving	The Aegean Sea Diving Resorts
Wuzhizhou Coral Island	Half diving sightseeing boat, shore diving, boat diving, night diving, professional diving, snorkeling, boutique diving package, luxury open water diving	Wuzhizhou Coral Island Diving
West Island in Sanya	Experiential SCUBA diving, fringing reef diving, coral reef diving, boat diving, luxury high seas boat diving package (including two diving sites)	Sanya West Island Diving Center

Source: Adapted from Wang (2012).

Table 3 The Price of Recreational diving tourism in Sanya, Hainan Province (RMB)

	Experiential SCUBA diving	Fringing reef diving	Reef diving	Boat diving	Professional diving
Dadonghai	320	320	460	580	
Yalong Bay	350	350	450		
Wuzhizhou Coral Island	320	380		580	780
West Island in Sanya	260	360	420	540	

Source: Adapted from Wang (2012).

In 2015, the revenue of the experiential SCUBA diving was 2.133 billion RMB in Mainland China (Chinese Underwater Association). And diving suit market increased rapidly in this stage (see Figure 1). Figure 1 shows that the revenue of diving suit industry in Mainland China increases almost 5 times from the year 2006 to 2015.
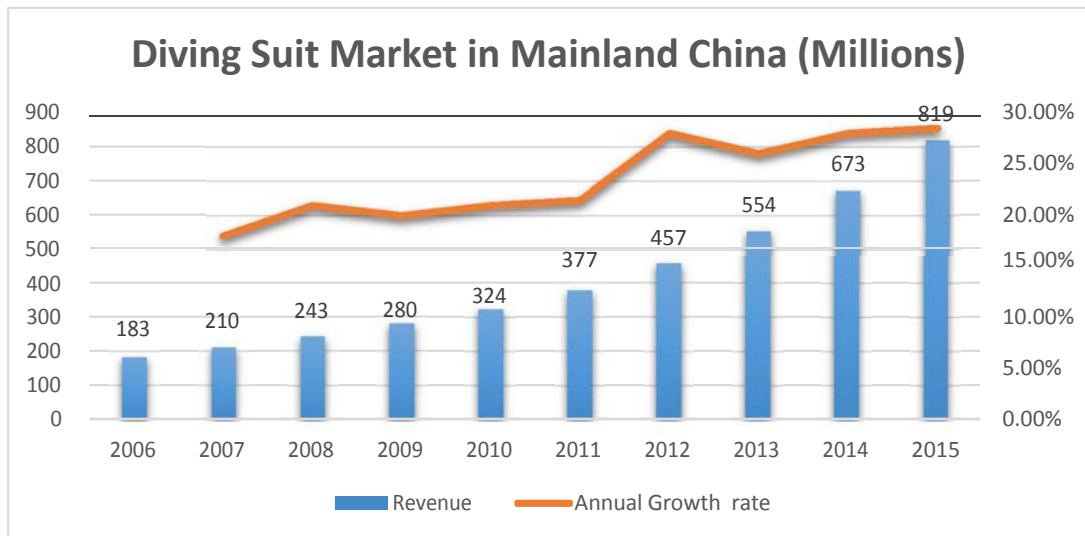
Figure 1 The Revenue of Diving Suit Industry in Mainland China (2015).

Source: China Diving & Salvage Contractors Association

The Main Problems of Recreational Diving Tourism in Mainland China

The most obvious problem of recreational diving in China is that most diving sites are less attractive because of the location, overfishing and over-diving (Jameson, et al., 2007; Serour, 2004). In terms of climate, most Chinese maritime territory is not suitable for year round diving activities (most parts of China are too cold to do recreational diving). In Northern China (e.g., Qingdao and Dalian) there are only about 3 months which are suitable for recreational diving. Furthermore, the underwater environments and visibility in Northern China are not good enough. The main dive sites in Mainland China are around in Guangdong and Hainan Provinces. However, because of overfishing and over diving activities (Jameson et al., 2007), the diving sites in Guangdong have been destroyed badly, and the diving sites conditions in Hainan are not going well either. Based on the research of Giglio, Luiz & Schiavetti (2015), there are kinds of marine life preferences and perceptions among recreational divers, then, if Chinese diving sites have no much marine life to see, divers would go somewhere else.

The second problem is that the diving related tourism in China was lack of administration and supervision. In 2012, Fenjiezhou Island and Wuzhizhou Island in Hainan were received a class action about forced consumption, over charging and using the composite photos to cheat tourists (Zhang & Tao, 2013). Diving tourism is a new form of tourism in Mainland China, and the rules and regulations on how to control or manage the diving business are not elaborated clearly.

The third problem is that Chinese divers need improving the awareness of the issues of environmental preservation / protection. Lots of Chinese divers take out some part of corals as a diving souvenir (Zhai, 2010), and sometimes they even touch or hunt underwater animals. These activities can bring serious damage on the underwater environment. Another underwater damage was made by divers' underwater behaviors. "Certain dive and diver characteristics have been linked to underwater damage. Inexperienced divers, those with less than 100 dives, may be more likely to damage the reef than experienced divers. Male divers, camera use and the initial phase of the dive are also associated with increased levels of reef damage. Fins cause most damage to the reef, followed by hands, knees and equipment gauges" (Barker & Roberts, 2004, p. 490).

The fourth problem is that diving safety has become a serious consideration in Mainland China. Cases of diving tourist missing or death have been reported in Mainland China every year. According to the research of Su (2010), there are ten major reasons of diving accidents in Mainland China (see Table 4).

Table 4 Top Ten Reasons of Diving Accidents in Mainland China.

No.	Reasons	No. of Accidents	Percentage
1	under-training	102	32.7 %
2	false diving plan	66	21.2 %
3	panic underwater	23	4.4 %
4	wrong guided	21	6.7 %
5	high pressure barrier	20	6.4 %
6	physiological dysfunction	19	6.1 %
7	insufficient air	18	5.8 %
8	overconfidence	17	5.4 %
9	equipment failure	16	5.1 %
10	tracked underwater	10	3.2 %

Source: Adapted from Su (2010).

The fifth problem is diving coach shortage in Mainland China. There are only 10 PADI diving coaches in Beijing in the year 2003 (Liu, 2014). The average diving coach salary is 5,000 – 6,000 RMB(1 US dollar ≈ 6.9 RMB, 1 GBP ≈ 8.9 RMB) per month in Beijing. However, a diving enthusiast needs at least 50,000 RMB in order to be a PADI open water diving instructor, not mention the time consuming. Diving takes more time and money than other sports. Until 2014, there are 181 diving enthusiasts obtained the qualification of recreational diving instructor, of which 78 recreational diving instructors are in Beijing, and they worked in 24 different diving clubs. In addition, the number of recreational diving instructors increases 15 percent every year (Shao, 2014). Nevertheless, it could not meet the diver's growth requirement in Mainland China.

The Possible Solutions to Those Problems

In order to improve the diving tourism in China, five solutions might be tried. First, building artificial reefs and underwater theme park might be a solution to the destroyed and unattractive underwater environment. Stolk, Markwell and Jenkins (2007) pointed out that artificial reefs were beneficial for both environmental protection and recreational SCUBA diving. According to the research of Australia recreational SCUBA divers, diving in artificial reefs area had a good divers' satisfaction (Stolk, Markwell & Jenkin, 2005). Van Treeck and Schuhmacher (1998) suggested that underwater theme park be developed with specifically designed modules' that addressed diver training, environmental education and ecological rehabilitation.

Second, safety and surveillance might be strengthened to safeguard the diving related tourism (Su, 2010). Safety procedures should not only be framed for preventing diving accidents, but there is also the need to learn how to best deal with the aftermath of diving accidents. For minor errors, divers can follow the safety procedures learned in training class, which is diver self-help first, and then ask diver partners for help. If diving accident occurs, divers or related people should follow the procedures as Figure 2 indicated. When the accident confirms, the rescue measures should be implemented timely, and the relevant departments or personnel need to get in touch. The relevant departments or personnel include Chinese national or local search and rescue center, Marine Police, Rescue center, Hospital, Chinese local government, on-the- spot rescue, families or unit of accidents (Please see Figure 2 for details). In addition, one way of keeping safe for both divers and corals is by divers' education.
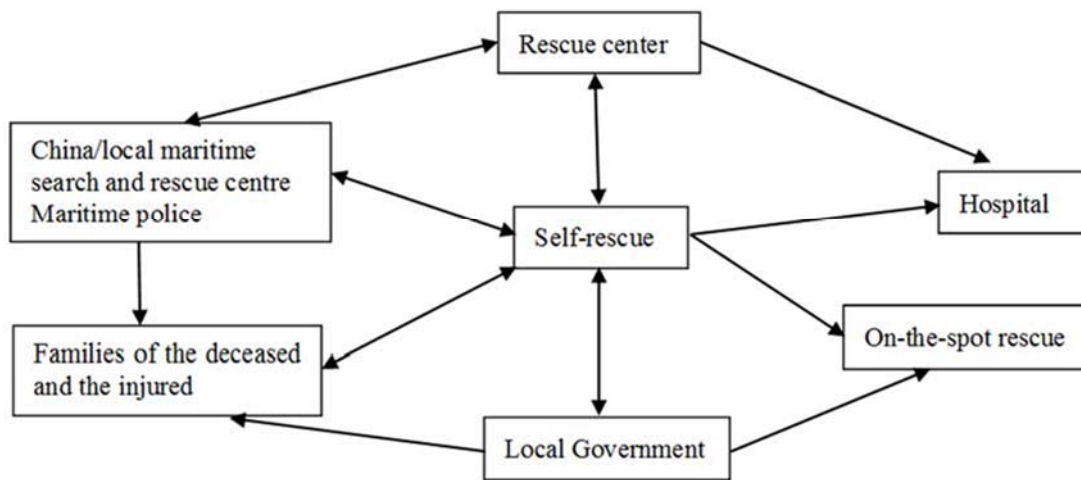
Figure2 Diving accident treatment procedures.

Source: Adapted from Su (2010).

Third, marketing and promotional efforts need to be strengthened to enhance the popularity of diving activities and Chinese diving sites. According to the research of Chen and Su (2010), most people in Zhanjiang were willing to participate recreational diving activity, but they don't know how to join it. Moreover, because of some political reasons, the most attractive diving sites of China – Xisha and Nansha Islands – have not been opened to the tourists yet, but it is said that Xisha has prepared to open to Chinese tourists recently (Li, 2005). These virgin diving sites will become the world famous diving paradise in the near future. Besides, recreational diving related companies should do more advertisement for the market of Mainland China. According to the research of Ong & Musa (2012) and Phillips (2009), recreational diving advertisements would be more efficient if it were seen in proper social media. In Mainland China, the proper social media about recreational diving might be all kinds of online forums outdoor for outdoor sports, and the most famous one would be Doyouhike.Net. Moreover, the three biggest social medias in Mainland China - Wechat, Weibo and Renren are also suitable for recreational diving tourism promotion.

Fourth, sustainability of diving tourism might be one of the most important considerations in the development of new diving sites in Mainland China (Lucrezi, et al., 2016). Many researchers pointed out that there were negative impacts of diving tourism on the underwater environment (Hawkins, et al., 2005; Jameson et al., 2007; Stolk et al., 2007; Serour, 2004). Before developing a new diving base, such as Xisha Islands, the government and developers

should first understand the limit of the carrying capacity of reefs to support recreational use (Hawkins, et al., 2005). According to the research of Barker and Roberts (2004), simple measures implemented by dive companies through their dive guides could greatly reduce impacts on reefs. "They include underwater intervention when divers contact the reef, leading by example in keeping fins and equipment clear of the reef, and extra vigilance toward camera users, on night dives and at the beginning of dives. The size of the dive group will influence the ability of dive leaders to perform their supervisory role, so smaller groups are better for the reef, and are preferred by divers in any case" (Barker & Roberts, 2004, p. 488).

Fifth, more recreational diving instructors have to be trained for the purpose of increasing potential divers enthusiasts. Diving has a certain degree of risk, therefor the diving coaches have to go through rigorous trainings before being allowed to perform their duties. And five to six years are required to be a qualified diving instructor (Su, 2008). Universities and colleges play an important role in high quality new type talent. If diving could become a specialty course in the colleges or universities, it would not only meet the needs of the increasing potential divers, but also increase the employment rate of college students. At present, the only formal diving professional education school in Mainland China is Guangzhou Diving School. Some scholars in Mainland China have discussed about the possibility of opening professional diving courses in other colleges or universities. For example, Su (2008) did a research of the feasibility and implementation plan of colleges and university leisure diving course, and the research showed that Guangdong Ocean University had a high feasibility of opening the new major course of diving.

Future Development of Diving Tourism in Mainland China

According to the data from Professional Association of Dive Instructors (PADI) in 2012, the people who participated diving related activities mainly composed of middle class, and the average age of the diver was 29 (the average age of male diver was 30, the female diver was 27; male divers accounted for 66 percent and female divers accounted for 34 percent) (please refer to www.padi.com for more details).

China's GDP (Gross Domestic Product) has become the second largest in the world, and according to the National Bureau of Statistics in 2012, Chinese per capita disposable income of urban households is 24, 565 RMB(1 US dollar ≈ 6.9 RMB, 1 GBP ≈ 8.9 RMB). Take Beijing for example, the per capita disposable income of urban households is 36,469 RMB, which is approaching to the income level of moderately developed countries. Besides there are around 5.4 million middle classes and the rich live in Beijing. According to the prediction of International Diving Coach Association, it should have nearly 4 million people who owns a diving certificate referring to the proportion of diving certificate in moderately developed countries, and it should have more than 400,000 divers to join a diving tour (Shao, 2014). In recent years, the island tour continues to heat up in Mainland China, and there are more than 10,000 tourists from Beijing diving at all kinds of islands in the year of 2013 (Shao, 2014). Up to 2050, it should have more than 2 million tourists joining a diving tour based on the predicted growth rate.

In Mainland China, there were 16.6 million outbound tourists in the year of 2002, and the outbound tourists reached 98 million in 2013 (China National Tourism Administration), the growth rate was amazing. Among all the Chinese outbound tourists, foreign islands are one of their most favorite destination. Then, it can be seen that recreational diving tourism market has a huge potential in Mainland China.

Recreational diving tourism makes up the majority percentage of diving industry in many

countries. Take Australia and Thailand for instance, the recreational diving tourism accounted for 60 percent and 70 percent respectively of diving industry (Shao, 2014). In Mainland China, diving tourism only accounted for 20 percent of diving industry ten years ago, and now diving equipment and diver training market occupied more than 60 percent of the diving industry (see Table 5). Compare to Australia and Thailand, recreational diving tourism still has much more room to develop further in Mainland China.

Table 5 The Market Share of Diving Industry in Mainland China

Market	Diving Equipment	Diver Training	Diving Tourism	Recreational Diving Performance
Mainland China	26 %	35 %	36 %	3 %
Hainan Province	22 %	19 %	58 %	1 %
Beijing	23 %	41 %	34 %	2 %

Source: Adapted from Shao (2014).

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"Best Life in Old Town" – Tourism Development Modes for an Historic Cultural Townscape: Case Study of Laochengxiang, Shanghai

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Abstract

Laochengxiang, an old historic cultural townscape area town called "Root of Shanghai" . With over 700 years of history, Laochengxiang has the most impressive indigenous regional landscape and the richest local cultural context in Shanghai. Despite the passage of time, grand architecture, impressive landscapes and lanes, and rare historic buildings and relics have been preserved and are now valuable cultural heritage. However, for various reasons, shabby buildings, poor living conditions, and narrow lanes prohibit visitors from entering this area, preventing the historic townscape from being visited and meaning that these tourism resources are being wasted. The key issues surround how the tourism resources can be utilized and made more attractive to tourists and how the old town can form a unique tourism space, whilst minimizing the conflict between conservation and development. This paper presents the concept of "Best Life in Old Town", which aims to focus on the conservation of Laochengxiang's architecture, the improvement of local residents' living conditions, and the enhancement of the tourist experience. Thus, recreation-friendly public space is created in the currently limited outdoor environment of Laochengxiang, and a regional, cultural, and intriguing historic tourism area can emerge.

Key words: Old Town, Tourism Development, Urban Heritage, Cultural Heritage

Introduction

In 2003, Laochengxiang was one of 12 areas that were confirmed as Shanghai's historic cultural townscapes, the others included People's Square, Hengshan Road-Fuxing Road, West Nanjing Road, Yuyuan Road, Xinhua Road, Shanyin Road, Tilan Bridge, Jiangwan, Longhua and Hongqiao Road. These townscapes cover a total area of 27km² and account for one third of the old city of Shanghai(Chen Fei, Ruan Yisan,2008). These historic cultural townscape areas, which integrate vivid styles of architecture and social flavors of various eras in the urban development of Shanghai, highlight the unique charms of Shanghai as a metropolitan city, but also as a renowned historical and cultural city, with a wealth of urban tourism heritage recourses. The development of the historic and cultural townscapes for tourism is not only conducive to realizing the protection and revitalisation of such areas but can also benefit the Shanghai tourism economy. Among them, Laochengxiang is the only historic cultural townspace area at Shanghai highlighting traditional regional culture. It is the place where modern Shanghai originated and it's also the earliest survival space developed by Shanghai people. Shiku Gate (stone framed gate) and lane houses are scattered everywhere here. The citizens with the most "Old Shanghai" inclinations were settled here, which can be best represented in the traditional urban life appearance and the diversified living styles of ordinary people of Shanghai City at the end of Qing Dynasty and the beginning of Ming Dynasty. As the starting point and footstone of Shanghai Municipality, Laochengxiang represents the city's local architectural landscape and the traditional vitality. In this sense, it is the city's soul. At meanwhile, Laochengxiang also epitomizes the city's fluctuations and is thus known as the "Root of Shanghai". (Xi Zhen,2009).

1. Characteristics and Development Status Quo of the Heritage Resources of Laochengxiang, Shanghai

1.1 Historical Changes of Laochengxiang, Shanghai

Laochengxiang, located in Shanghai's city centre, features a history of over 700 years. Shanghai Town was established in the 3rd year of the Xianchun Period of South Song Dynasty (Year 1267) and Shanghai Country was established in the 29th year of Yuan Dynasty (Year 1292). Laochengxiang area has always been the political, economic and cultural centre of Shanghai going through several dynasties from Yuan Dynasty, Ming Dynasty, Qing Dynasty and early Min Dynasty, etc. In 1553, the city was built to defend against the invasion of Japanese pirates while the moat was excavated along the wall. The area within the wall was called "City" and the bustling area outside the wall was called "Xiang", where Laochengxiang originated(Zhen Xi,2009).

Creeks were intersecting mutually with water flowing within Laochengxiang. As connected with the moat and Huangpu River, the hustle and bustle of merchant ships and merchants gathered herein, which created the flourishing economy and culture here. Later, the wall was dismantled and the moat was filled to form a circle road around the city, that is, Renmin Road at the north semicircle and Zhonghua Road at the south semicircle, which enclosed the existing Laochengxiang covering an area of 220 hectare.
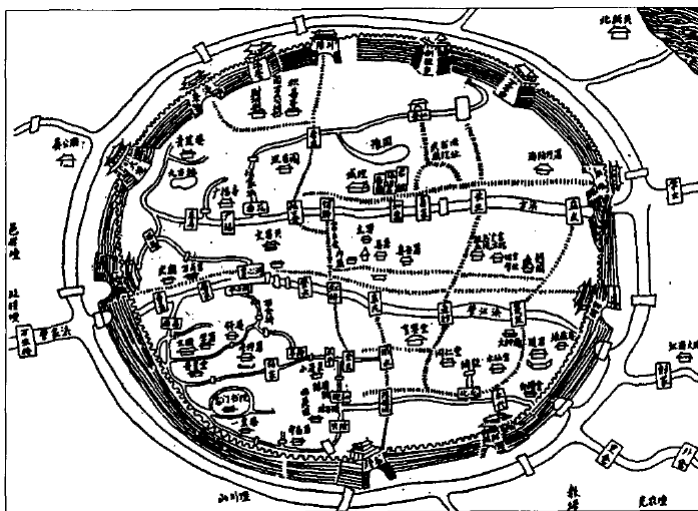
Fig. 1: Historic Map of Laochengxiang (Gu Qiliang,1992)

Characteristics of Laochengxiang's Cultural Heritage

Laochengxiang represents the most traditional architectural landscape characteristics and the most profound humanistic characteristics of Shanghai City. At one time, the area had over 10 academies, over 10 private gardens, over 80 temples such as Chenghuang Temple, over 10 celebrities' residence like Shuyin Chamber, over 10 commercial streets such as Shiliupu and Mid Fanghong Road, etc. and over 177 villas such as Shanshang Villa and Siming Villa were located at this area. With the change of history, many architectural landscapes have faded away but there are some well preserved historic buildings, relics, and historic lanes that represent the very precious urban heritage of the area. There are several key sites that could be attractive to tourists and these are identified in the next sections. Yu Garden, Chenghuang Temple and Wen Temple, etc. constitute the renowned historic scenic spots of Shanghai and the must place that the travelers have to visit. In addition, the streets and lanes of Laochengxiang are also embedded with the former residences of celebrities, such as Zi Garden

(former residence of Wang Yiting), Shuyin Chamber(former residence of Huang Yanpei) and Xu Guangqi's former residence, etc.,which all represent the outstanding characteristics and achievements of local architecturesin Ming and Qing Dynasties; besides, Shiku Gate (stone framed gate), New-style Lane, Cake Store, Clothes Store and Rice Store, etc. have all recorded the traditional life and stories of Shanghai. All of these are attracting multiple domestic and overseas tourists.(Sua Ganlin,2011)

Religious Buildings

The existing Chenghuang Temple, Shenxiangge, Wen Temple and Dongjiadu Catholic Church within Laochengxiang exactly represent the Taoism, the Buddhism, the Confucianism and the Catholicism, indicating the people's aspiration of belief, peace, culture and happiness. Chenghuang Temple, as the Taoist temple, was constructed around 600 years ago during the Ming Dynasty. Chenghuang Temple, the God of moat believed by folk Chinese, attributed to the local heroes and famous officials in feudal times. Chenxiangge, also named Ciyun Monastery, started to be constructed during Wanli period of Ming Dynasty as one of the five most famous Buddhism temples and is a key temple nationally. Asthe ancient emperors and their mothers accepted the imperial court's felicitation here, exuberant joss sticks and candles have been burnt here. Wen Temple, constructed in Yuan Dynasty, was not only the place to sacrifice Confucius but the institute where Xiucai (who passed the imperial examination at the county level in the Ming and Qing dynasties) were studying. It was the highest architecture of Shanghai in ancient times. The Dongjiadu Catholic Church, constructed in Qing Dynasty, was the first Catholic church of its kind in China capable of hosting 2000 people and was also the first cathedral of Shanghai parish.

Fig. 2:Chenxiangge

Chinese Classic Gardens

Yu Garden, the famous Jiangnan (regions south of the Yangtze River) classic garden and the national key cultural relic protection unit, started to be constructed in Ming Dynasty covering an area of over 30mu. The garden features over 40 ancient buildings including pavilions, terraces, open halls, artificial hills and ponds, etc. such as Moon Pavilion, Exquisite Jade, Water Gallery, Wave-hearing Pavilion, Hanbi Building and Ancient Theatre Platform. Yu Garden has a zigzag bridge with eighteen zigzags tops, with each curving angle different to each other. The bridge surface is paved with granite, with each slab stone at the crook carved with a seasonal flower, such as the narcissus in January, the apricot blossom in February and the peach blossom in Marcg, stretching to the Tea House of the Mid-Lake Pavilion. During the annual

Lantern Festival, magnificent lantern shows are held at Yu Garden and the Zigzag Bridge is a main attraction and is often crowded with people.

Fig. 3: Yu Garden

Celebrities' Residences

Laochengxiang was a popular location among thigh ranking officials, notable public figures and prosperous merchants and this meant for some very impressive and well known residences, such asYijia Hall, the former residence of shipping magnate Yu Songnian in Qing Dynasty. Laochengxiang is also home to the former residence of Wang Yiting, Chairman of Shanghai Merchants Commission, called Zi Garden, the former residence of General Qiao Yiqi in the Ming Dynasty, the former residence and the ancestral hall of Xu Guangqi (a renowned scientist) and Implicit Library Building, one of the three renowned Jiangnan libraries in the Ming and Qing Dynasties (Gu Lisan,2008). These buildings represent the architectural characteristics of Ming and Qing Dynasties; they represent the traditional layout and structure, they are uniquely elegant with exquisite carvings and are of great artistic and cultural value. Despite many changes over time, these celebrities' residences and buildings remain part of the old town's heritage.

Fig.4: Shuyin Library Building

Attractive Streets and Lanes

The road network of Laochengxiang was created by burying the former rivers. When the wall was dismantled, the road was built to form the circular road around the city, Zhonghua Road-Renmin Road; the internal main road refers to the intersection between East Fuxing Road and South Henan Road to form the road structure of a circle plus a cross. The footpaths in the town have replaced the creeks; they are narrow and full of twists and turns, and the names of some of the streets and lanes tell their own stories, adding to the mysterious and unusual street

landscape, lived in by the Shanghai people(WuDan,2015). For instance Fangbang Road, Menghua Street, Qiaojia Road and Songxue Street…Local people bask, chat, play chess or amuse birds in streets and lanes. Although the space for activities is very confined but filled with joy of life.

Fig.5: Traditional Lanes

Dajingge Wall

Laochengxiang remains the sole surviving town with part of the old wall of Shanghai - Dajingge Wall. At 8m in height and 4.5km in lengthit was built to defend against the invasion of Japanese pirates. In addition to the wall, four buildings (including Danfeng Building, Goddess of Mercy Pavilion, Zhenwu Temple and Dajingge) were built on the four arrow rests of the wall at the northeast side. The arrow rests and the pavilion were dismantled but over 50 metres of the ancient wall remains as witness of Shanghai's history.

Fig.6: Dajingge Wall

Issues Associated with Tourism Development in Laochengxiang

The buildings, streets, culture and life of Laochengxiang are precious urban heritage resources and some are unique in Shanghai, but such tangible and intangible heritage resources have not been well protected and they are not interpreted for visitors. There are several issues that relate to the development of tourism in this old town and these will now be discussed.

Poor Interpretation and Overcrowding

At present, the sightseeing tourism take the priority without demonstration of the heritage value. The majority tourists visit Laochengxiang for a very short period of around two to three hours which permits a hurried tour of Yu Yuan, Chenghuang Temple and the small hardware market; other buildings and cultural attractions in Laochengxiang are rarely known to them. Furthermore, the spatial layout, the historic context and the cultural characteristics of Laochengxiang are rarely interpreted and tourists are not always aware of what they are looking at nor what they are missing. As a result, large numbers of tourists gather at the better known attractions such as Yu Yuan and Chenghuang Temple, putting pressure on the environmental and cultural assets, and meaning that tourists fail to fully understand and experience Laochengxiang's cultural heritage.

Poor Standard of Architectural Preservation

Many historical sites are remained at Laochengxiang. However, many historic buildings except partial cultural relic protection units have been left shabby in shortage of maintenance and repair expenses. The tourists feel reluctant to access due to narrow space, low living standards of the residents, confined and crowded streets and lanes. At meanwhile, the function of the majority historic buildings at Laochengxiang has changed because of historic transformation and other reasons. In reference to the international development experience, the urban historical blocks can be revitalized by taking advantage of developing the tourism industry while the protection and maintenance of historical buildings can be carried out by financing so as to create high-quality outdoors space for public activities and assist local residents to improve their living conditions and enable the tourists to profoundly feel the life and culture at Laochengxiang.

Proposed Modes of Tourism Development for Laochengxiang

As unfortunately, the historical changes and the current development in disorder enabled it subject to damages; besides, the extensive tourism development mode and assimilation even enabled its heritage value impossible to be sufficiently protected, represented and utilized. Therefore, the tourism development of Laochengxiang is deeply explore the value of its tourism resources, form the tourism space with unique characteristics and seek new approaches of protecting historical bocks in the course of tourism development.

It is accepted, internationally, that historical & cultural resources can't be protected in such as way that it makes them lifeless & static but, instead they need to continue to be lively & dynamic. The main development modes include: 1) keep complete ancient appearance and represent previous historical scene (such as American Williamsburg); 2) maintain traditional character, and accept emergence of modern style (such as Japanese Tsumago). More locally, in China, since the establishment of the Historic Cultural Street District in 1985, more attention is being paid to the protection and utilization of historical & cultural assets. Mr. Wu Liangyong presented the Organic Renewal theory, a combination of residential and tourism functions by reasonably switching historical street district in traditional function t(Wu Liangyong,1991). As proposed by Professor Ruan Yisan, the urban heritage shall not only be deemed as the protected object but the important resource and the development impetus. The original feelings shall be maintained in the development(Ruan Yisan,2011). Professor Yan Guotai suggests that we should respect history and culture and obey a law of nature(Yan Guotai,2005). In practice projects, we mainly emphasis on the co-existence of residential life and tourism

sightseeing, as Zhouzhuang in Suzhou, and Tunxi Old Street in Anhui Province.

This planning of Laochengxiang's tourism development adopts the "public recreation space mode". Divide the areas based on the protection planning and renewal of Laochengxiang, adjust and promote the function characteristics, spatial layout and landscape environment of the historic cultural townscape area according to the demands of modern recreation activities so as to form a public activity space capable certain tourists, and thus to realize the optimization, interaction and conformity of such three factors as "material space", "cultural characteristics" and "tourism activities" (Liu Binyi,2003),of Laochengxiang historic cultural townscape area, in which, the material space is the carrier, the cultural characteristics are the core which is represented by the tourism activities. The key is to combine the spatial optimization, the cultural undertaking and promotion of the tourism functions so as to enable Laochengxiang not only to represent its unique regional characteristics and cultural connotations, but stimulate the tourism space which the tourists are interested in(Zhang Lin, Liu Binyi,2013). By this way, the public rest space can be added at Laochengxiang to increase the possibility of the tourists' access, especially to the interior traditional streets and lanes. They rarely entered the interior Laochengxian. At meanwhile, the tourists can be encouraged to experience and participate in the recreational items so that they can feel the historic tradition and authentic living culture of Shanghai in person. On the contrary, they simply visited here for sightseeing before.

Planning for Improvements to the Tourist Space

The historic buildings highlighting a long history and filled with mysterious feelings,, the various residences featuring regional characteristics, the intersecting and zigzag streets and lanes, the landscape scenery integrating western and oriental styles while filled with folk daily life in Laochengxiang are of direct, vivid and strong attractions to the tourists; however, the tourism activities may greatly affect the building landscape and the spatial form within the historic cultural townscape area, form the tourism space gradually, and thus change the original spatial form, property and functions, such as the increase of recreational space, the outdoor space for activities and the improvement of public space; therefore, the analysis of the effect of the tourism activities on the architectural landscape and spatial form of the historic cultural townscape area shall be carried out to control the function characteristics of its tourism space and propose the countermeasures. On the one hand, it is important to protect and maintain its characteristic buildings and spatial form according to the principle of "authenticity" in adherence to the requirements of original materials, original craft, original structure and original style. If this is done, the area should look like it used to be, with the authenticity. Also, the digital, intelligent and low-carbon modern tourism technical approaches can be adopted to reduce the interference of tourism activities to the historic buildings., At meanwhile, the method of "organic renewal" can be applied to promote the spatial space in combination with the demands of tourism activities, endow the unique "site spirit" and create the characteristic theme space to improve the diversity of historic cultural townscape tourism with the exchange of different tourism spaces. In terms of the tourism space planning strategy, the focus should be on improving the commercial landscape areas, the areas with poor accessibility, and the road infrastructure, while renewing the spatial form byre-designing the point space, improving the sanitary conditions, increasing the afforestation and service facilities so as to create a public space appropriate for tourism and also aim to coordinate the development of architectural space with consideration given to protection and the promotion of the characteristics which could attract tourists. In terms of spatial planning, the protection requirements of Laochengxiang, the residents' living demands and the tourists' recreational characteristics shall be taken in to consideration so as to develop the space in a differentiated and gradual manner(Shi Jiaming,2008).

Enhancing the Cultural Characteristics

Laochengxiang best represents the historic culture and folk customs of Shanghai, which contain abundant cultural heritage. Such traditional culture and long history have to be protected, undertaken and interpreted vividly both in form and in spirit so as to form a kind of greatly differentiated cultural tourism product. On the one hand, efforts shall be devoted to deeply probing into the traditional cultural characteristics, such as the living style, the traditional art, the folk essence and the anecdotes, etc. so as to undertake the historic context, design the tourism projects highlighting profound regional cultural characteristics, form the historic cultural tourism space filled with stories and interests, vividly perform the anecdotes and folk life here while avoiding cultural hollow, excessive commercialization or confusion of "folk custom" and "Kitsch". On the other hand, the cultural landscape shall continue growing and developing. The traditional culture can be stimulated with newly-emerging cultural creative industry while endowing it with characteristics of the time so as to form a new type of culture which can reflect the living flavors of modern people and thus realize the deep conformity between the traditional cultural characteristics and the innovation of tourism activities.

The tourism resources of Laochengxiang are unique and unduplicated, which can grant the tourism the unique experience of scenery landscape and culture; at meanwhile, the development of Laochengxiang tourism can also stimulate the new living behaviors and concepts. The theory of "experience economy" can be introduced to propose the innovative development methods of Laochengxiang historic cultural townscape tourism. As to the tourist's demand of recreation, education, retreatism and aesthetics, efforts can be made to design such tourism activities of historic environment experience and folk culture experience(Steven Tiesdell, Tim Heath,1996), etc. So as to upgrade the tourist offer in the historic cultural townscape area from the single sightseeing visit to recreation and further tourism experiences. Meanwhile, combine the upgrading of the tourism offer, the regeneration of the material environment and the interaction of the cultural core to form the experiencing space of historic cultural townscape area.

Planning for the Tourism Project of Laochengxiang Historic Cultural Townscape Area

With the theme of "best life in old town", on the basis of the protection planning and the renewed districts of Laochengxiang, efforts shall be made to protect and optimize its tangible space, traditional culture and lifestyle. With the valuable historic buildings under protection as the centre to integrate the internal space and the development mode, on the one hand, connect the scattered points in a linear manner to continue the protection and stimulate the vitality in terms of the neighborhood space, life and culture, etc. while optimizing the neighborhood space quality; on the other hand, utilize characteristic space of lanes and control the space change sequence in combination of life and culture to create an interesting tourism route by means of the construction of interesting neighborhood. In this sense, the current unitary development mode and the confused plight of recreational activities can be broken through to grant new tourism value to Laochengxiang and stimulate its own vitality of organic renewal in the course of overall protection and organic utilization of its heritage value.

Tourism Project Details

(1)The section of life - 100 doors and 101 stories

To display the art of life in the neighborhood in the street, select the neighborhood street façade that can be developed (refer to the protection planning division), such as South

Guangqi Road, Yujia Lane and Yaoju Lane, etc. Based on the citizen's intentions, make creation in combination with the live action and the wall painting to represent the vivid scenes of life as if the section and enable the tourists to understand the building structure form of Laochengxiang. With the artistic pen point, make efforts to seek the original life at Laochengxiang after the black tiles and white walls, such as the section collection of creative life, the commemorative postcards, the section stories, the photographic exhibition of times marked on the films to be held at Zuiyue Hall, the appraisal of the most touching situation and the most beautiful lane, etc.

(2) Homestay - To Live at My Home

As requested by the protection unit of Laochengxiang, partial buildings located within the construction control area and the environment coordination area shall be selected to develop homestay projects, such as the traditional neighborhood buildings and the old houses at Shikumen. The tourists, if living there, can taste the traditional Shanghai breakfast, read newspaper and magazines of old times, appreciate old-style furniture and utensils, feel the stories within the dwellings and the history of the neighborhood.

(3) Ride though Laochengxiang - Shuttle in the Neighborhood

Laochengxiangfeatures complicated road networks with highroads connected with traversing streets and is easily accessible from any direction. Old streets, old lanes and old road names are interesting features of the town, with almost each street of Laochengxiang having its own literary quotation and legend. Protection of the road and place names is also one of the primary aims of protecting the historic cultural townscape of Laochengxiang. The tourists may lease an old-style bicycle, DIY the riding route or sketch the riding map, etc. to shuttle in the labyrinth that is Lachengxiang, as if visiting the old road name museum and seeking those old stories in the neighborhood.

(4) Workshop Street - Old Times of Shanghai at the Fingertips

Choose some typical lanes within Laochengxiang, such as Xundao Street and Penglai Road to reconstruct them to be the workshop streets in an overall manner highlighting the commercial and craftwork functions so as to vividly display Laochengxiang's handwork and handicraftsman, represent the workshop craft and recover the trading scene by hawking. In this sense, the tourists can hear the disappeared industries and hawking again at Shanghai Laochengxiang, such as the cobbler booth, popcorn, barber's store, tailor's store, knife milling booth, handmade paper-cutting and dough figurine, etc. which highlight great experience value and profound living culture so that the tourists can participate in the fabrication or DIY small souvenirs in person.

(5) Traditional Snacks - Laochengxiang on the Tongue Tip

Abundant dining modes can be planned to fulfill the demands of different tourists, such as developing traditional snacks on Shanghai Sipai Road, Qiaojiazha, North Yingxun Road and Xueqian Street. Select partial existing buildings in the neighborhood for reconstruction and add the quantity of snack streets to exhibit characteristic local cooking culture of Shanghai including Nanxiang steamed buns, boiled glutinous rice balls in fermented glutinous rice, Chinese rice pudding, crispy cake, fried wheat gluten puff and tofu skin and escargots, etc.

Planning of Characteristic Tourism Route

(1) Route for Ancient Architectures of Laochengxiang

To guide tourists to visit such representative architectures as Yu Garden, Chenghuang Temple, Xu Guangqi's Former Residence, Shuyin Chamber and Bell Tower, etc., especially the architectural complexon Qiaojia Road as maintained from Ming and Qing Dynasties to the Republic of China(1912-1949).

(2) Route for Side Wall of Laochengxiang

To guide the tourists to visit Dajingge Wall and Dajingge, the only reserved old wall in Shanghai, where the manuscripts of "the 5thYear of Xianfeng Emperor and Shanghai City Wall Brick" can be found. The tourists can understand the history that Shanghai people built the city wall for resisting Japanese invaders and protecting their homeland about 400 years ago.

(3) Route for Light & Shadow of Laochengxiang

To guide the tourists to access the streets and lanes of Laochengxiang, appreciate the old photos and exhibitions, participate in the residents' cultural, sports and holiday festivals to experience the joy of old Shanghai life.

(4) Route for Cycling of Laochengxiang

To design the riding routes around Laochengxiang, guide the tourists to shutter within Laochengxiang, walk and stop, experience the history of Laochengxiang gradually by means of slow-moving traffic.

Fig.7: Characteristic Tourism Route

Lanes Gap Park System

Introduction of Lane Gap Park System shall optimize layout of landscape space, improve the quality of street by landscape so as to build proper public recreation space in the limited outdoor environment within Laochengxiang. As the streets at Laochengxiang are narrow with dense buildings around, it is difficult to increase large-size green belt and activity square; therefore, the characteristics of existing layout shall be fully utilized to provide diversified and high-quality activity space to the tourists by adding linear green space and landscape design along the streets, lanes and alleys.

Fig.8: Lanes Gap Park System

Conclusion

Laochengxiang historic cultural townscape area has represented landscape of historic figures and cultural heritage, the regional cultural characteristics and the traditional living flavors of Shanghai in a centralized manner while remaining the historic buildings and cultural heritage. The planning closely surrounds the characteristics of heritage value of Shanghai Laochengxiang historic cultural townscape area to better protect, represent, narrate and utilize the urban heritage value. With the adoption of the tourism mode of "public recreational space" to combine the spatial optimization, the cultural undertaking and the tourism function upgrading, based on the basic mode of scattered development in space and the linear connection, efforts will be devoted to integrating the dual experience of living and culture here so as to stimulate its mechanism and vitality of independent renewal in an organic manner by means of tourism development.

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Abstracts

Exploring Responsible Tourism, Small-scale Fisheries and Sense of Place

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Small-scale fisheries (SSFs) in Europe are under threat from quota allocation and competition with industrial scale fishing. In addition to the economic gain of selling fish SSFs contribute to the sense of place of towns and villages in coastal locations. Although this sense of place can form the basis of unique and meaningful experiences for tourists, the connection between small-scale fishing and the broader tourist economy are often overlooked. There is considerable potential for developing the idea of a fisheries sense of place as a vehicle around which tourist experiences can be created. Reporting on the work carried out as part of three European funded projects (CHARM, GIFS and TourFish) along the English Channel and a pilot project in the Turks and Caicos Islands, this presentation will explore the contribution that Responsible Tourism can make to a sustainable future for SSFs. It will draw upon empirical data collection (over one hundred interviews and photo records) to describe the many intimate ways that SSFs are tied to sense of place and reflect on how this might be translated into a responsible tourism experience. Fisheries are often depicted in the media in a negative way. This presentation will counteract that narrative and will argue that many SSFs are fishing sustainably and their experiences and knowledge form and important link between people and the sea. If greater attention was given to understanding the responsible tourism potential of SSFs to connect a largely unseen marine world to people visiting coastal places this could form the foundation for new economic opportunities and help to develop deeper connections between people and the marine environment.

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Decentralization and England's Governance of Tourism Case Study: Greater Manchester

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This research, employing multi-level governance (MLG) approach, intends to investigate the implications, and efficacy, of Coalition's decentralization on England's governance of tourism. In the context of devolution, MLG model is claimed as a valuable organizing perspective for understanding the changing nature of policy making in Britain (Bache and Flinders, 2004b), as well as to enhance decentralization for more effective governance of policymaking and service delivery (Charbit, 2011).

In 2010, the Coalition government came to power after 13 years of Labour government. The Coalition changed the national policy towards decentralization to the local level. Their approach to decentralization and rebalancing economic development resulted with a set of enforcing institutional and reform policies and hence with radical changes in governance and financial arrangements (Goodwin et al., 2005; Hildretha and Bailey, 2013; Shutt et al., 2012). The reforms include; the shift from regional to sub-regional level of governance through the abolition of England's Regional Development Agencies and the establishment of Local Enterprise Partnerships, changes in the local economic delivery landscape, a massive cut in public funds, and the further engagement of private sector in economic development (Goodwin, 2013: 4; Pugalis and Bentley, 2013: 669; HM Government, 2010; Ward and Hardy, 2012: 4; Bentley et al., n.d.; Hildreth and Bailey, 2012).

Consequently, England's governance and financial arrangements for tourism have changed radically (Kennell and Chaperon, 2013; VisitEngland, n.d.-c; Coles et al., 2012; Penrose, 2011; Dinan et al., 2011; Cameron, 2010), as well as the relationship between tourism and the local economic development (Kennell, 2015; Kennell, 2011; VisitEngland, m.d.).

Given the contradictory attitudes towards the changes in England's governance of tourism, and the substantial research which avers that decentralization involves opportunities for the development of tourism governance, this research is to examine the implications, the opportunities and challenges, and the efficacy that the Coalition's decentralization delivers to the English governance of tourism.

Adopting the multi-level governance approach, and utilising a realist research methodology, this study will draw on in-depth interviews and participant observations of the implications of Coalition's decentralization on Greater Manchester's governance of tourism. At the end, the research would contribute with a more reliable and accurate answer to whether Coalition's decentralization was effective to develop the English governance of tourism.

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Eco-Tourism, Culture, Rurality: The Creation of an Alternative Development Model. The Case of Matera, European Capital of Culture 2019

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This paper aims to observe the vase of tourist development of the city of Matera elected European Capital of Culture for 2019.

The document starts with the analysis of the previous experiences of cities European capital of culture in order to observe the real effects of the event and understand how this will affect the future of the communities involved changing their development model.

The research will start with the analysis of the local tourist scene in relation to current trends in order to try to connect the variation of tourist flows with the cultural increased interest began with the nomination.

The cultural motivation in association with the characteristics of eco-sustainability and rurality now appears to have an increasingly important role in the choice of the tourist consumers and as such can be analysed in the real case of Matera.

From the methodological point of view, the analysis will identify different models of development and shape of tourism product based on attractors of different types, in order to understand how a cultural event can influence the flow of tourists and push the local economy towards new forms of development linked to territorial identity.

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Following the path of O Conspirador: visiting Marvão (Portugal) in the footsteps of the writer Branquinho da Fonseca

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"Literary Tourism is a complex cultural phenomenon which presents in a variety of forms, showing its lively connections with past and contemporary culture" (Gentile & Brown, 2015, p.25)

This work is part of a broader study that aims to strengthen the relationship between tourism and the literary work of Branquinho da Fonseca, now complemented with a contemporary 'perspective'. It is assumed that a literary tourist-destination is endowed with an increased value and can attract and diversify visitors, or extend their stay by contributing to the discovery of local heritage and culture. Therefore, we start off from the tale 'O Conspirador', written in the 1930s, inserted into the Caminhos Magnéticos, to suggest an itinerary through the different heritage sites to be found at Marvão (Portugal), which the author addresses in his work. Such heritage sites are now reinterpreted by the present photographic renderings of his grandson, Luis Branquinho da Fonseca Soares de Oliveira.

Goals | The recognition of the role of literature in the diversification of resources, promotion and boosting tourism, by creating itineraries, is widely based, both on national and international bibliography on documents issued by institutional bodies, including UNESCO. "The Conspirator" (Fonseca, 1938) clearly identifies an area near the border with Spain: Marvão (Portugal). From there we proceeded to structuring routes: one that unfolds in an urban landscape, covering the village of Marvão; another that develops in a geographical context predominantly rural, following one of the smuggling routes between Marvão and Valencia de Alcántara (Spain).

Specific Objectives

(i) Propose tourist promotion of Marvão and the surrounding area;

(ii) Building a literary itinerary enabling photo accompanying the story, complemented with a contemporary approach, reinterpreted by the present photographic renderings of the grandson of the author, Luis;

(iv) Relate habits, lifestyles, heritage, and memories of the years 1920/1930 with a contemporary reading;

(v) (Re) value the historical and cultural identity of Marvão and the surrounding region through tourism promotion;

(viii) Promoting cross-border projects;

(ix) Contribute to reducing seasonality;

(x) Use the new information and communication technologies in the promotion, dissemination and accessibility of the itinerary, to empowering the visit.

Methodology | Research undertaken falls within the so-called 'case study'. Proceeded to a thorough literature search in order to sustain theoretically research. A collection of photographs, contemporary to the time when the tale was written by Branquinho da Fonseca, which allowed to 'illustrate' the writing, as well as a comprehensive survey of the material on this short story and the author's experiences in Marvão.

We decided to make several journeys to Marvão and forays into the territory that establishes the connection between this village and Valencia. Informal interviews were used to the inhabitants of Marvão as a method of gathering information, with qualitative results, and its treatment: find out the actual existence of the characters of the tale; realize route (s) of contraband that Paul, the main character of the story, used in his frequent movements between Marvão and Valencia de Alcántara; investigate the experiences of the years 1920-1930 in Marvão, notably the everyday of smugglers; involve the residing community in the project.

Main results and contributions |

• Development and implementation of the two routes, which were presented and worked out with the Department of Culture and Tourism of the Municipality of Marvão (the route of smugglers is also being crafted by Valencia de Alcántara);

• The integration of the smuggler's route on routes of the Cultural Association of Backpackers ', a partnership between Valencia de Alcántara and Marvão;

• The formation of a partnership between the two border towns, in this case, for a fictional plot.

Conclusions | Literature can assume one of the driving forces of a city that did not have any experience in the evaluation of literary tourism, and that this heritage must be recognized in the broader context of cultural tourism consumption. The proposed itineraries, while innovative products, aim to complement, improve and diversify the tourist offer of Marvão and the surrounding territory by (re) evaluation of natural and cultural heritage.

This work must be understood, always, in a perspective of past – present, in which the fictional work helps us to better understand and interpret the space, having managed to make an adjustment between the fictional places narrated and what exists in reality on both sides of the border, their identity and memory, contributing to the diversity and depth of the tourist experience.

One values not only the work but also the author, who will leave a state of almost anonymity that a marble plaque, located in the house where he lived, had him placed.

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The Identity Construction of Major Indonesian Cities as Revealed in Tourist-Created Content (TCC) Websites

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Introduction

Cities as tourist places are socially constructed from the perspectives of the industry and the visitors. Nowadays, the Internet provides new methods for travellers to learn about tourism destinations from previous visitors. Recent studies suggest that data available from the user generated content websites can be utilized as the credible sources of information for investigating travellers' perceptions and attitudes about tourism destinations, however the extent of its use in developing strategies for tourism destination marketing and management for cities has not been much explored.

Purpose

This paper investigates how tourists might contribute to the construction city identity from their visiting experience shared in the tourist-created content (TCC) website. Informed by the concepts such as tourist co-creation of experience, sense of place and the social construction of tourist places, this study argues that visitors' experience expressed in TCC might shape the identity of a city as tourism destination.

Methods

To analyze the process, characteristics, and factors of the virtual creation of the place identity by visitors, five major cities in Indonesia namely Jakarta, Yogyakarta, Bandung, Surabaya, and Denpasar were selected as case studies. City reviews by domestic and foreign visitors with narratives and visual data (photographs) in TripAdvisor were analyzed using content analysis concerning some destination features such as attractions, accommodation, access, and activities. Discourse analysis was conducted to indicate tourist experiences that provide useful function in the production of the city's identity.

Findings

The results showed that the visitors specified both positive and negative information regarding their attachment to the city they visited by highlighting the place-specific qualities and people-place nexus. The visitors' shared discourse regarding the meaning attributed to place, sense of belonging, representation, personal stories and Indonesianess about the selected cities are also examined.

Conclusions and Implication

By considering the intensive use and dependability of TCC as travel references, this study suggests that tourists have an important role in the construction of city's identity derives from their visiting experiences as expressed in this social media. This research also verifies the social construction of the identity of tourist places through visitors' perception of the place based on their expectation and experience. The practical implications for Destination Management Organization (DMO) in managing and marketing city tourism in Indonesia are also discussed.

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The Quality Attributes in the Destination of Jericoacoara / Brazil

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Introduction

The topic focused on quality has been subject of studies by several research in the field of tourism. Researchers believe that the destinations must meet the expectations of tourists, differentiating itself from the competition through the quality (Limberger, Anjos, Anjos & Meira 2014; Meira & Rossini 2015). The countries, especially the emergent economies, must invest more in tourism as economic growth strategy because of the importance that the industry has achieved in the development of those nations (Goffi 2013; Mota, Vianna & Anjos 2013; Oliveira, Zouain & Barbosa 2012).

Some research related the quality of services to the satisfaction of tourists (Blesic, Ivkov-Dzigurski, Stankov, Stamenkovic & Bradic 2011; Curakovic Sikora, Garaca, Curcic & Vukosav 2013; Markovic & Jankovic 2013), others with loyalty (Kuo Chang, Chen & Lai 2013; Wilkins, Merrilees & Herington 2010), there are those who use it as a management tool (Alonso-Almeida, Rodríguez-Antón & Rubio-Andrada 2012), or as a competitive advantage (Zhong, Chen & Xie 2010). The guest behavior is also commonly associated with the quality of services (Kuo Chang, Chen & Hsu 2012; Grobelna & Marciszewska 2013; Johann & Anastassova 2014; Stupariu & Josan 2014).

When examining the relationship between service quality and customer satisfaction, it was found that the quality of services is a significant factor for achieving customer satisfaction (Markovic & Jankovic 2013). The study of Kuo et al. (2013) examined the relationship between satisfaction, service recovery, perceived value, service quality and loyalty and concluded that satisfaction relates to the quality of service and loyalty. The research of Grobelna and Marciszewska (2013) evaluated the perception of guests and managers about the quality of services and found that the reliability and empathy received negative evaluations.

In order to contribute to the deepening of discussions, this research seeks to identify the attributes related to the quality of the destination Jericoacoara / Brazil. It was chosen to this destination because of being internationally renowned (Stein & Vianna 2015). The beach of Jericoacoara is considered one of the best destinations to rest due to its calm and natural environment (Huffington Post 2014). Recognized for having international quality standards (Buosi & Silva 2013), Jericoacoara attracts tourists from different parts of the country as well as abroad (Stein & Vianna 2015).

Methodological Procedures

This research is characterized by being descriptive, with quantitative approach. The survey instrument was developed by a group of researchers of the Universidade do Vale do Itajaí (UNIVALI) and the Universidade de Caxias do Sul (UCS). The sample is characterized by being simple random probability, formed by 391 tourists. The research instrument consists of two

parts, the first related to the demographic characteristics of the respondents and the second consisting of 25 questions presented in a five-point Likert scale (strongly agree to strongly disagree) related to the quality of the tourist destination Jericoacoara.

The information related to the characterization of the respondent were analyzed using descriptive statistics. To analyze the quality of the destination it was used exploratory factor analysis (Hair Jr., Anderson, Tatham & Black 2005). In addition, it used the oblique rotation method, because there is no correlation between the factors and also for this rotation to present more accurate solutions (Costello & Osborne 2005). Finally, the confirmatory factor analysis was applied, in order to validate the factors by showing the internal consistency of these (Hair et al 2005).

Results

Respondents mostly are female (53.3%), aged between 16 and 34 years (66.1%) and university graduates (61.4%). The percentage of married (50.6%) and single (41.9%) was very close. Most tourists are employed with a formal contract (30.9%), followed by public employees (22.4%) and self-employed (20.8%). The average family income is between R$ 3,391.00 and R$ 10,170.00 (53.3%).

The Jericoacoara tourists are coming, mostly from other regions of Brazil, totaling 356 respondents (91%). However, we note that 18 respondents were tourists from Europe (4.6%), 16 tourists from other regions of South America (4.1%) and 01 tourist from Africa (0.3%). Most visited for the first time (71.5%), but 14.9% for the second time and 13.6% had visited the destination 03 times or more. Most been in the destination between 01 and 03 days (60.3%) and from 04 to 06 days (27.4%).

The reliability of the factors was evaluated using the Cronbach's alpha (Hair et al 2005). In all, they identified five factors that characterize the attributes related to quality of Jericoacoara destination. Analyzing the extracted variance of each factor, it can be seen that by forming variable factor "Service Offer" are the most responsible for the quality of Jericoacoara destination (explained variance of 26.63%). The second factor is the "Sustainability", with explained variance of 8.80%. Factors "Attractiveness" (6.97% variance), "Management" (variance of 5.48%) and "Hosting" (variance of 5.38%), were less influent.

The results from the confirmatory factor analysis show that the data obtained by exploratory factor analysis are confirmed, although in one different arrangement. The factors were the same internal structure, through a reliable above 0.7, the minimum value recommended in the literature (Hair et al. 2005). This fact shows that the scale used in this study was confirmed and therefore may be used in further studies.

Final Considerations

This study aimed to contribute theoretically and empirically with the discussions related to the quality of destinations, as well as assist them in making strategic decisions. The adopted methodological procedures were able to make the proposed goal was achieved. The amount of tourists questioned brings strength to the research and can provide a general idea of what tourists from Jericoacoara think about the quality of the destination. The statistical tools were used to analyze the data, find the results and confirm the same in order to demonstrate transparency in the presentation and discussion of information.

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Treating Chinese outbound travellers as a moving national market – New approaches to understand the changing travel and shopping patterns of affluent Chinese travellers abroad

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China continues to be the biggest international tourism outbound source market in the world, with (COTRI forecast) more than 150 million border-crossings from Mainland China expected in 2016. China is home to the highest number of billionaires and in 2015 overtook the USA also as the biggest source market for MICE travel. Travel and shopping patterns have seen big changes in the past months, with Hong Kong and Macau SAR losing out in arrival numbers, market share and turnover, whereas other off-the-track destinations like Iceland or Czechia almost doubling their arrival numbers and brands like Louis Vutton no longer valued by Chinese travelling customers, with smaller lifestyle-orientated brands and regional products gaining in importance.

Luxury brand companies have started to treat Chinese outbound travellers as a unified market instead of having every national sub-organisation developing strategies without much regard for the similarity of issues in neighbouring countries. Destinations move from spatially-centered to activity-centered marketing in addressing Chinese potential visitors.

For luxury shopping, the wish for gaining prestige and lifestyle (self-)confirmation, the hunt for bargains even in high-price segments, the avoidance of fake products and the thrill of buying goods at the "source" has in recent time to stand up against the anti-corruption and anti-hedonism campaign of the Chinese government and ruling party and the more stringent application of customs restrictions for the import of goods when returning from overseas travels to China. For high-end travel, gaining prestige is moving from visiting famous sights to engaging oneself in adventures or other deep (but short) immersion into local culture.

The paper will draw on the recent literature on Chinese outbound tourism, recent results of a number of research projects of COTRI China Outbound Tourism Research Institute and especially on the monthly results of the i2i COTRI Chinese outbound luxury travel and shopping survey, which reflect the ongoing changes in the travel and shopping patterns of a more and more sophisticated and travel-savvy segment of the Chinese outbound market. Based on a database of about 500,000 affluent Chinese WeChat group members, the analysis can shed light on current and future travel and shopping trends of the top 1% of the Chinese society. They will be compared then with current reactions to such trends by luxury brand companies and NTOs and global tourism service providers.

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I2i COTRI Chinese outbound luxury travel and shopping survey (2016, div. monthly issues)

Push-pull motivations, satisfaction of experience and post behavioural intention: the study of dark tourism at war memorial sites of WWII Death Railway tragedy, Kanchanaburi province, Thailand

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Introduction

The study is aimed to investigate the motivations of visitors and how they were influenced on related variables. Also, the study focused on "push" motivations and "pull' motivations and their influence on the satisfaction of experience and post behavioral intention. Additionally, the study also attempted to explore the relationship between satisfaction of experience and post behavioral intention. The research was conducted at the war memorial sites of WWII Death Railway museums and cemeteries in Kanchanaburi Province.

Methods

A quantitative approach was employed in the form of self-completion surveys (handed-out) distributed to 400 international and domestic visitors. The statistical techniques used to analyze the data were descriptive analysis, factor analysis, and multiple linear regression and Pearson R' Correlation. Applying factor analysis led to the categorization of the push and pull motivations from the tourists visiting the museums and cemeteries of Death Railway tragedy.

Findings

The research revealed there were 6 motivational factors but there were only 4 factors were accepted in analysis to explore influence on satisfaction of experience as well as on post behavioral intention. Among 4 motivational factors, 2 of them were grouped under push motivational factors and the other 2 were grouped under pull motivational factors. After hypotheses testing, the findings showed that push and pull motivational factors have a significant influence on the satisfaction of experience. Both motivational factors also revealed the significant influence on post behavioral intention. Moreover, satisfaction of experience had the positive relationship with post behavioral intention.

Implications and conclusions

It is recommended that tourism-related providers related to sites of Death Railway tragedy should understand the importance of the motivational factors of the visitors and combine these into travel programs to increase the satisfaction of experience and post behavioral intention in dark tourism. Apart from the development of convenient access of war memorial sites, adoption of new tourism themes to market and promote especially in war memorial sites is the need to study. Furthermore, in order to increase the post behavioral intention in dark tourism, it is important to add satisfaction of experience by combing the innovative add-ons and knowledge activities in the places. Finally, tour operators should act as a specialist in a special type of war or dark tourism to fulfil the desire of contemporary tourists.

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Cross-cultural validation of the perceived destination restorative quality scale (PDRQS): evidence from China

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This study aims to establish the cross-cultural validity of the perceived destination restorative quality scale (PDRQS), a recent measurement scale developed by Lehto (2013) to acess the restorative qualities of vacation destinations. While the original scale was developed by studying Americans with vacation experiences within the past one year, this study focuses on Chinese vacationers who were taking a vacation when surveyed to further validate the scale and advance the studies of destination restorative qualities. Guided by the attention restoration theory, the study involves two samples in two stages (Study 1, n=230; Study 2, n=148) to verify the psychometric properties of the PDRQS. Results show that while the five dimensions of the PDRQS, i.e., compatibility, extent, mentally away, physically away, and fascination, are also valid with Chinese vacationers when acessing the restorative qualities of a vacation destination, discord is confirmed not a restorative quality dimension. Generally, the findings of the study suggest that the PDRQS in its revised form can be utilized to assess the restorative qualities of vacation destinations in a cross-cultural setting.

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Modelling Cruise Lines' Decision Making and Cruise Ports' Competitiveness in Regional Markets

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Cruise tourism has become one of the significantly increasing industries in the world, particularly in the growing Asian markets. The success of cruise tourism has led to the development of cruise ports, which play a big role in designing cruise routes. The big economic impact of cruise tourism on coastal destinations has attracted many cruise ports to join, and it induces a competition in regional markets.

Our study aims to model the cruise lines' decision making in selecting cruise ports and to identify the determinants of cruise ports' competitiveness, from the perspective of the emerging markets in cruise tourism. As an ideal target region for study, Japan has a large set of cruise ports. By modelling cruise lines' decision making on cruise ports and cruise routes, we may find the essential features of successful cruise ports and further evaluate the competitiveness of cruise ports in an interlinked system of cruise routes. Two sources of relevant data are used in our research. First, the model of the cruise lines' decision making is based on the longitudinal information of cruise ships' visits in all 135 Japanese cruise ports during 18 years (1998--2015), and on some cruise ports' networks with preceding and subsequent cruise ports (e.g. Yokohama, Fukuoka, Nagasaki, Muroran, Wakkanai, Tokachi, Abashiri, etc.). Second, we evaluate the cruise ports' competitiveness by using some typical cruise ports' cruise visits data and these cruise port cities' relevant ratings obtained from TripAdvisor. Thus, our focus switches from mature regions (i.e. North America, Europe) to the emerging Asian competitive region, in particular Japan. Based on the datasets from cruise ports and cruise port cities in Japan, our study aims to analyse and quantify the driving factors of cruise lines' decision making in selecting cruise ports and cruise ports' competitiveness in regional markets. Our research provides cruise lines with guidance on designing cruise routes, while it also offers useful policy knowledge based on quantitative methods of evaluating the cruise ports' competitiveness.

The results show that cruise lines' decision making is influenced by different features of cruise ports, the attractiveness of cruise port cities, and the network links of each cruise port with other cruise ports, viz. the previous and next cruise ports in a chain of cruise routes in our research. It leads to a new understanding of cruise line competitiveness in regional markets, where especially the relationship between cruise ports appears to be more based on collaboration than on competition.

Construction and validation of a scale to measure individual heritage responsibility in World Heritage Sites

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Moral and ethical conflicts become more obvious accompanied with heritage tourism development (Zhang, 2014). Gilligan (1983) believe that "the moral problem arises from conflicting responsibilities rather than competing rights" (p.19). Introducing and emphasizing of responsibility can attribute to the realising sustainable tourism, minimal negative tourism impacts and maximum sustainable development, maintaining the world's diversity, and providing memorable tourist experience in the globally valuable, sensitive or fragile tourism sectors (Blankstock et al., 2008; Goodwin, 2011). Previous studies attempted a holistic consciousness for local communities, states and overall well-being, and all the tourism actors and stakeholders are involved, such as tourists, governments, local communities, local operators in political and practical levels (Frey & George, 2010; Sin, 2010; Leslie, 2012). Most of prior studies, however, highlighted that different stakeholders should assume different obligations for heritage tourism, and even some parties should be exempted from responsibility issues (Haukeland, 2011; Xu et al., 2012). Goodwin (2009) argues that all tourism stakeholders should take responsibility for creating better places for people to live, and better places for people to visit. "The encouragement of responsibility in the practice of tourism (both production and consumption) is both logical and desirable" , but "sound or responsible environmental practice results more often than not from control and legislation" (Sharpley, 2013: 389). Moreover, tourists, community residents, and institutional or organizational responsibility issues were discussed in tourism studies (Wells et al., 2016; Grimwood et al., 2015b), a general ethical level of responsibility has not been mentioned in tourism context.

For the critics, however, responsibility in tourism usually be viewed as a marketing ploy (Wheeller, 1991), expansion of neoliberalism (Duffy, 2008), and power differentials reminiscent of colonialist regimes (Sin, 2010). Fennell (2008) argues that lackness of philosophical engagement with the meaning of responsibility lead to the failure of responsible tourism's outcomes. Although term of "responsible" has ubiquitous position in tourism research, but "lack of sufficient ontology in structuring a way forward" and "failure to have knowledge of what responsibility means is itself a lack of responsibility" (Fennell, 2008: 4). Agreed with Fennell's (2008) standpoint, Grimwood et al. (2015b) reveals how touristic norms associated with responsibility operate and to what effect on tourist behavior in nature-based tourism area drawing on discursive and postcolonial perspectives. Therefore, a well grounded philosophical framework should be involved and may provide useful help for a better understanding of responsibility in tourism area.

Drawing upon before insights, the purpose of this study is to illuminate individual responsibility and try to build a scale to measure individual heritage responsibility in World Heritage Sites. Emmanual Levinas's framework of responsibility draws out a useful framework for understanding the responsibility issues among different tourists and inhabitants activities in nature and cross-culture environment (Grimwood & Doubleday, 2013). With respect to Levinas, the origin of responsibility is an experience -- the experience of an encounter with the other, "face to face" (Raffoul, 2010: 184). Moreover, Levinas conceptualizes responsibility as a being "for-the-other", the other's face as codes and commands for one's responsibility and responsibility is a response to the face of the other (Levinas, 1985). Levinas's responsibility

theory offers two valuable resources for understanding, interpreting and then measuring the responsibility issue amidst heritage tourism's multiplicity:

First, responsibility does not arise out of the freedom of the subject or agent, but out of the subject's pre-originary openness to the Other (Raffoul, 2010: 177), and lies in the intersubjective relation (Raffoul, 2010: 166); Second, the authentic relationship to the other is in language, or in discourse (Raffoul, 2010: 189). And Soares (2008) believes that Levinas puts language as primordiality basis for ethics priority. Same to this viewpoint, Castree (2003) believes that ethics cannot emanate from non-linguistic "outside". The origin of responsibility lies in the vulnerability of the other, which calls to me insofar as "the face speaks" (Levinas, 1985: 87). Therefore, world heritage, as the production of "powerful discourses" (Peng & Zheng, 2008; Xu et al., 2012; Zhang, 2014), can be understood as "face".

Therefore, heritage responsibility stresses the heritage's expression of its uniqueness and vulnerability to related subjectivities, and calls their responsible awareness and concerns for heritage, and doing responsible heritage-based activities in individual's ethical perspective. For the tourist's perspective, more concrete evidence of responsibility fouced on leaving no tracing to nature (Grimwood & Doubleday, 2013; Grimwood et al., 2015b), education (Miller et al., 2010; Lee et al., 2011), accountability for the well-beings of one's self and one's travel partness (Grimwood et al., 2015b), express promoting or protecting of the natural environment through economic measures (Chen, 2011; Whitmarsh & O'Neill, 2011). For local residents, meaning of responsibility lie in transfering knowledge to younger generation and tourists (Grimwood & Doubleday, 2013), care for environment and wildlife (Grimwood & Doubleday, 2013), selfless love for the other (Fennell, 2008). And responsibility of tourism agents, guiding and interpretation as expert was discussed recently (Grimwood & Doubleday, 2013). This study adopted the comprehensive procedures of measurement scale development recommended by prior studies. The scale development procedure yielded a seven factor measurement scale with acceptable levels of reliability and validity. Seven dimensions of heritage responsibility were labelled: respect (items adopted from Donohoe, 2011, and Grimwood et al., 2015), knowledge transferring (Ricoeur, 1999; Graham, 2002; Caruana et al., 2014), protection and conservation (Swarbrooke, 1999; Henderson, 2006), learning and education (items collected from Lee et al., 2013; Grimwood & Doubleday, 2013) , persuasion (Lee & Lin, 2001), reciprocity (Lee & Lin, 2001; Henderson, 2006; Caruana et al., 2014), and care for the other (Grimwood & Doubleday, 2013).

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Tourism Data: Nova Scotia Since 1950

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In the mid-1860's the province of Nova Scotia, Canada recognized that tourism was providing economic benefits to both rural and urban areas. Data on the number of visitors to the province and later, their mode of transport and expenditures was collected starting in 1864.

The Canadian Pacific Railway (CPR) saw the potential for greater profits by encouraging a growing middle class to travel. The company spurred growth by constructing resorts in some of the most scenic parts of the country including Nova Scotia. This strategy worked and tourism grew at an even pace, with the exception of World Wars I and II, which halted tourism until 1946.

In the 1950's, the increased availability of automobiles and the growth of motels and services lead to the development of Nova Scotia as a motoring destination. Motoring holidays focused mostly around family holidays and motor coach tours. The advent of mass tourism in 1957 did not immediately pose a challenge and Nova Scotia persisted as a motoring destination. This is still the case today.

Growth in both numbers of tourists and revenue continued at a steady pace for the most part until the 2000's. After that year, the number of visitors fluctuated, as well as year-to-year revenue. In essence, tourism in Nova Scotia has stagnated since 2000 growing at an average rate of 5% or less per year, when the data is corrected for inflation (Chesworth, 2013). In contrast, other destinations have experienced tourism growth amounting to as much as 15% per annum.

The "Now or Never Nova Scotia" report was commissioned to examine ways to improve the faltering economy of the province. It pointed out the economic impact of tourism in Nova Scotia and the poor state of the tourism product in the province, which was described as tired and worn. (Ivany , et al, 2014) Further, it proposed that the goal for tourism should be to increase revenue from tourism to $4 billion per year by 2022.

The primary objective of this study was to develop a historical context to provide perspective for current planning for future planning initiatives. Secondary objectives focus on issues raised both by the Ivany Report and an examination of the annually reported tourism data. Three questions emerged that are the focus of this paper.

1.   To what extent has tourism grown since 1950?

2.   In terms of constant dollars, what is the extent of the increase in economic impact of tourism since 1950?

3.   Does the growth of tourism in Nova Scotia relate to Butler's Tourism Area Life Cycle and if so how?

Method

The method used to develop this paper consisted of an examination of data on tourist visitation collected annually by the Province of Nova Scotia. This secondary data was obtained from annual reports of various departments responsible for tourism over the decades since

1950 in the archives and legislative library of the province. The data were entered into Excel and graphs were constructed to provide a visual means of interpretation.

Findings

When corrected for inflation, the data indicated a general upward trend in growth from the 1950's, through the end of the 1990's, with downturns in years of recession. The general downturn in tourism starting in the year 2000 persisted until 2015. The past decade in particular has seen more positive and negative years than in previous decades.

In terms of the TALC, the province as a destination may have reached its zenith. Tourism appears to be wavering between good and poor visitation and positive and negative revenue. Further it appears that tourism at this point is in need of intensive planning if a major down turn is to be avoided.

Conclusions

The province of Nova Scotia is in a difficult situation. Economically, the province as a whole is on the verge of economic downfall. Economically, tourism has not provided the benefits assumed by some to be automatic. The reasons behind increases and decreases are numerous and require further study.

Tourism in Nova Scotia faces increased competition from developing destinations offering more spectacular experiences. In light of this trend, the historical data, coupled with increasing competition from developing destinations makes the arbitrary goal of doubling tourism revenue by the early 2020's to $4 billion unrealistic. Cost effective and ease of access to formerly distant locations adds another layer of complexity to the difficulty of marketing a destination having less to offer consumers groomed to expect spectacular offerings. By contrast, Nova Scotia offers a relaxing holiday, a slower pace, and less stress full experiences.

Given that the tourism product has been noted for its tired and worn qualities, much work needs to be accomplished to return tourism to a more stable state. This is especially true of accommodations outside of Halifax, which are of poor quality and frequently overpriced in view of what is provided.

This study may be of use in examining trends and providing perspective for planning for the future. Obviously, more research needs to be undertaken to pinpoint the specific aspects of the tourism product that may be creating unfavourable impressions in the minds of tourists, leading to negative word of mouth and thus fewer repeat and new visitors.

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Smart interactions? – An exploratory study of residents' and visitors' engagement via social media with smart destination brands in Spain

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Smart cities (Harrison et al, 2010; Correia et al., 2011; Neirotti et al, 2014) and the application of this concept in tourism through smart destinations (Buhalis and Amaranggana, 2013) have started to generate debate among academics and practitioners alike with regards to the evolving role of place branding in this arena, including opportunities for channels such as social media. Smart destinations have used Information and Communication Technologies (ICTs) to address service quality issues (Huang et al, 2012; Wang et al., 2013) and offer tourists new avenues for interacting with places (Zygiaris, 2013). The growth of the Internet has revolutionised how tourists search for information related to places, which has been shown to have an impact on travel decisions and planning (Munar and Jacobsen, 2014; Amaro et al., 2016). In some cases, tourists will use social media to get informational as well as hedonic benefits (Chung and Buhalis, 2008), and the enjoyment of this information searching process is an issue of growing importance for tourists and visitors alike.

However, technology is arguably not the sole raison d'etre for smart destinations. In fact, major knowledge gaps continue to exist with regards to our understanding of how these destinations are consumed by tourists, what visitors' preferences and priorities are, and the implications of fast changing consumer trends for the management of destinations (Boes et al, 2015). Furthermore, and in spite of two decades of evolution in place branding and marketing research (Lucarelli and Berg, 2011; Gertner, 2011) with current thinking leaning towards a more participatory approach to this process (Kavaratzis and Kalandides, 2015), the association of strategic place branding to smart destinations and smart cities remains an emerging field of research. Evidence of this trend can be found in a recent special issue on this topic in the Journal of Place Branding and Public Diplomacy and a forthcoming special issue on smart destinations and their branding in the International Journal of Tourism Cities.

In line with this, destinations are increasingly adopting social media to promote their image to tourists and visitors alike (Zhou and Wang, 2014), though the success of this approach is largely dependent upon the level of engagement achieved, which research has shown to be still patchy and in need of improvement (Treem and Leonardi, 2012; Cabiddu et al., 2014).

This exploratory paper provides a glimpse into the early stages of an on-going study, which tries to elucidate how smart cities and smart destinations use social media in order to improve their place brand as well as the level of engagement and participation of residents and visitors alike. This methodology adopted in this research builds on a study of community engagement with local authorities via Facebook by Bonson et al. (2014), with minor amendments to include other social media channels (e.g. Twitter and Instagram), to gauge people's levels of engagement and participation with place brands in five smart destinations in Spain – Barcelona, Bilbao, Malaga, Santander and A Coruña. These cities were chosen on the basis of their high smartness ranking by local residents.

Initial results appear to indicate that although the five smart destinations studied here achieve acceptable levels of engagement among residents and visitors, they fail to capitalise on their social media profiles in terms of improving their brand image and highlighting the very factors that make them 'smart' destinations.

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The reinvention of the city through culture and tourism: an analysis of cultural and tourist policies of urban revitalization

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Introduction

This present paper adopts as object of analysis what George Yúdice (2008) designated as "cultural and tourist policies of urban revitalization". These are basically policies of renovation and regeneration of abandoned urban spaces which have as their "central feature" the adoption of the sectors of art, culture and tourism as a vector of development and restructuring of the site. Our interest is mainly pointed to "revitalization" projects of historical centers, port areas and industrial zones that aim to transform these spaces into cultural and tourist "centers" or complex. Basically, they invest in the renovation and modernization of the cultural and tourist infrastructure of these sites in order to install a business and services complex with emphasis on the areas of entertainment, culture and tourism.

During this process, a great number of spatial, architectural and symbolic resources are mobilized to create the "new space" as a special ambience, distinctive and spectacular, dedicated to enjoyment and contemplation practices. Multiple elements considered as extraordinary (such as a modern structure or an eighteen century building, a contemporary art gallery or a traditional craft fair) are "integrated" in order to enhance the "new place" as a zone of culture and tourism, coordinated by the social time of leisure (FARIAS, 2011).

This kind of initiative has been developed in several cities around the world at least since the late 80's. In some cases, the projects were widely covered by the international media, being crowned as "success cases". The best known example is the "Port Olimpic" in Barcelona. In Brazil, the most famous example is the historical site of "Pelourinho" in Salvador.

In this research, we chose to focus on the city of Rio de Janeiro and its preparation for the Olympic Games. More specifically, we have been analyzing the current context of restructuring of the entire port area located in downtown, a process coordinated by the local government through the project "Porto Maravilha" which aims to "revitalize" and "requalify" an urban area of 5 million m².

From our point of view, the combination of a) actions of expansion and modernization of cultural facilities (Rio Art Museum, Museum of Tomorrow, etc.), b) restoration of historical buildings and "local material heritage", c) strategies to promote the installation of restaurants, hotels and shops, and d) the development of a new transport infrastructure, suggests that the project seeks to reconfigure and transform the port into the new great cultural and tourist center of the city of Rio.

Methods

To understand this urban project in its multiple aspects, we adopted two types of methodological approach. The first one is the "historical analysis" of the various and extensive processes which shaped this specific urban space (socially and geographically). The second method is basically composed of "field visits" in order to observe and explore the elements of that social and urban context. Within the first approach, we primarily work with the research procedure known as "content analysis". In the second approach, we adopt qualitative research procedures such as "participant observation" and "semi-structured interviews", as a

tentative to better know the environment, its dynamics of sociability and the different social agents and groups there existent.

Findings

Using the case of Rio as a start point, our findings indicate that the studies on urban renewal projects with tourist and cultural emphasis should try to contemplate four elements or aspects in order to develop a solid, consistent and complete analysis. From our point of view, these four aspects should figure as "conditions of possibility" that are extremely decisive for the emergence of these specific urban projects.

i) Historical and structural elements: it's necessary to take into consideration the consolidation of tourism and "culture" as institutional fields increasingly relevant and substantial within contemporary capitalism, recognizing the centrality that those fields have acquired both in social and economic life of countries and their cities, and in the behavioral and affective formation of its inhabitants.

ii) Cultural element: linked to the historical and structural elements, we find the wide spread of cognitive-affective structures marked by the consolidation of consumption (especially the cultural and aesthetic types) and leisure as "forums" for self-realization of the subject. In this scenario, we watch the formation of political and commercial arenas in which subjectivities are build, engendering a whole range of reframing process of collective-individual memories and ethnic, local and regional identities. Therefore, it is necessary to understand how the expansion of these new behavioral and identity dynamics goes on, contextualizing this whole process within the socio-urban contexts.

iii) Political and discursive elements: it's also necessary to study the emergence of a political and discursive rationality which is increasingly gaining space on governments and corporations' agenda: the theory of "creative cities". This theory has being spread by specialists around the world and basically proposes a new way of thinking the urban policies, combining urban development and planning with the areas of culture and tourism.

iv) Local aspects: finally, our studies must understand and map the local dynamics of material and symbolic dispute between a myriad of social actors and social groups.

Conclusion

At the end, we should try to analyze the "renovated spaces" through the multiple and various aspects that are socially and geographically shaping them. Taking the historical, structural, cultural, political, discursive and local-contextual elements into consideration, we are able to capture the complexity and "non-linearity" of these reinvention processes, which transform urban landscapes through the frame of culture and tourism.

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Comparison of Hosts' and Tourists' Attitudes Towards Tourism Development Approaches in Local Communities in the Ming Tombs World Heritage Site

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Since the launch of the Convention Concerning the Protection of World Cultural and Natural Heritage by UNESCO in 1972, many countries have devoted to competing for the acquisition of World Heritage Site (WHS) status as a highly appreciated accolade and a major tourism marketing device (Hall & Piggin,2003). Till the year of 2016, 1031 sites have been designated the WHS status (WHC, 2016). In the past decades, heritage tourism development at WHS has attracted considerable research interests. The main research focus includes the effects of WHS status on tourism, tourism impact on heritage, heritage conservation and tourism policy, management and marketing issues (Yang et al.,2010;Kim et al.,2007; Leask & Fyall, 2006; Shackley, 2001; Buckley,2004; Harrison & Hitchock,2005). However, few researches have explicitly addresses the views of local communities in/around WHS (Jimura, 2011). Furthermore, existing literatures indicate that the perception and attitudes of multiple stakeholders (i.e. individual or cooperate service providers and tourists) play an important role in sustainable tourism development (Perdue et al.,1987; Hall & Page,1999; Devesa et al.,2010;Waayers et al.,2012; Komppula,2014; Park et al.,2015). A number of researchers also suggest that tourists and local residents should be involved effectively in the tourism planning process such that the development scheme can account for both the demand and the supply aspects. The associated costs-and-gains on dual side can thus be investigated on a consistent basis. (Arnstein, 1969; Sewell & Coppock, 1977; Wates, 2000; Ryan & Harvey, 2000; Weaver&Lawton, 2004). But few empirical studies have adopted this dual-side approach.

The aim of this study, therefore, is to examine the attitudes of both the hosts and tourists to the approaches of heritage tourism development in local communities at WHS and explore the difference between the two groups. The research would shed new light on how to improve the heritage tourism development in the local communities at WHS.

This paper considers the WHS of Ming Tombs in the northwest mountains of Beijing, China, which was awarded World Cultural Heritage Status in 2003. Ming Tombs feature with the well-preserved imperial tombs of 13 emperors in the Ming Dynasty. The whole scenic area attracts over 3.5 million tourists a year. There are 19 traditional villages locating around the Mind Tombs with a current population of 13065. With the development of heritage tourism of the WHS, half of the residents have taken part in providing tourism accommodation. During the fieldwork, we found that more than 85% local residents support strongly the development of tourism and think that government should take effective improvement approaches. And we also found an obvious development gap in terms of the service level of the official WHS attractions and the local tourism businesses. The official attractions are well planned and managed by the government. The local hosts perform in a spontaneous manner and are often lack of specialized knowledge on marketing or operation management.

With particular focus on how local hosts and tourists respond differently to the key development approaches, this study adopts a questionnaire survey carried out in the selected 8 Tomb villages inside the WHS. The survey was conducted during the Chinese National Holiday (October 1 to 7, 2014), which represents the yearly peak tourism period. In terms of sample size, we got 127 hosts' and 132 tourists' valid respondents. Respondents were guided to express their attitudes towards the improvement of local tourism development using a 5-point Likert scale. Seven approaches to the development of tourism were chosen and summarized from extensive literatures, which include (1) improving service quality; (2) diversifying tourism products and travel experiences; (3) increasing accommodation capacity; (4) restoring traditional features; (5) reducing prices; (6) marketing; (7) organized tourism activities (Inskeep,1988; Lane,1994; Sharpley,2002; Svensson et al., 2006; Ruth & John,2011;Li et al.,2015).

Firstly, we conduct the descriptive statistic analysis to the survey data and identify the shared positive attitude of both groups. Secondly, one-way analysis of variance is adopted to examine whether or not there are significant differences between the two groups.

We find that the majority of hosts and tourists are supportive of taking steps to improve the quality and sustainable development of local tourism. The mean value for each item of the hosts is slightly lower than the tourists except the two items of marketing and organized tourism activities. The first item of improving service quality is particularly welcomed, with a high agreement of the lowest standard deviation, while the fifth item of reducing prices is to the opposite with a high divergence of the highest stand deviation. The Mauchly's test for sphericity and the tests of within-subjects effects confirm the significant main effects of group on the attitude to some specific approaches. Among the statistical hypothesis testing, we find that there are significant attitude difference in diversifying tourism products and travel experiences, restoring traditional features, reducing prices and marketing.

As a WHS, Ming Toms is a world famous tourist attraction. But the local communities are relatively unknown and neglected on the marketing platform of the scenic area, even though they are very close to the heritage sites. Therefore, local hosts feature with limited scope in tourism development i.e. they do not care much about the marketing of the whole area. In addition, hosts have a greater interest in diversifying tourism products and travel experiences, restoring traditional features and reducing prices than tourists. This indicates that hosts have a strong concern about the competition with their peers and they eagerly want to enhance their competitiveness through the above approaches. Tourists concern more about the pricing of tourism products and the traditional features of the villages.

Contrasting to the rapid development of the WHS of Ming Tombs, the nearby villages have seen a rather modest development momentum since the grant of the WHS status. We identify the similarities and the differences of attitude towards the tourism development approaches between the local communities and the tourists. The perceptions from both the local communities and the tourists should be incorporated in the policy-making process for local tourism development.

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Family or Youth Market?
An Analysis of Differences in Image Perception of Shanghai Disney Resort

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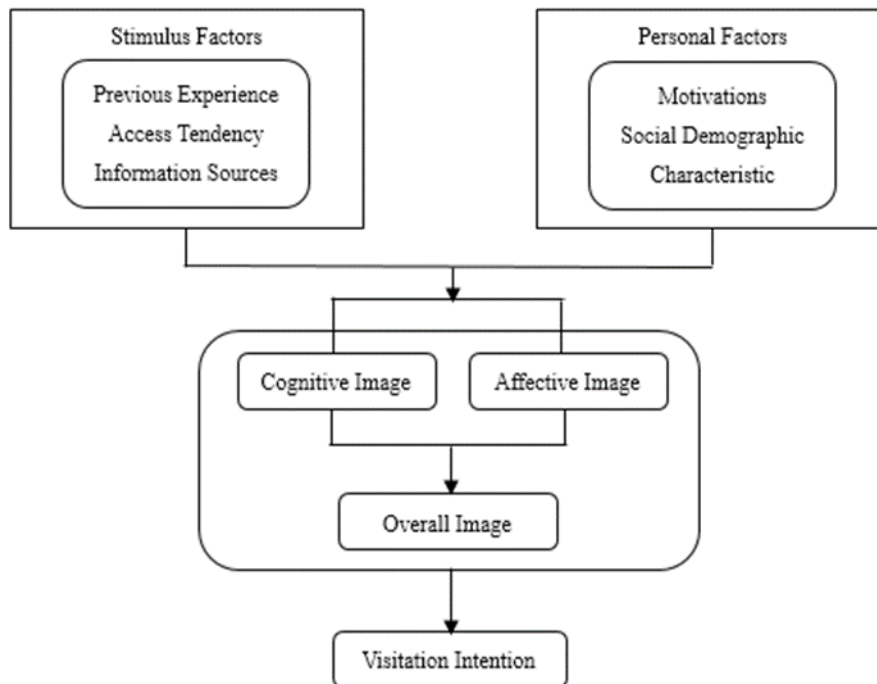
Figure 1 Research Framework of SHDR Destination Image and Visit Intension

Methods

The research uses data from a self-administrated consumer survey conducted in March and April, 2016 in Shanghai. A total of 602 questionnaires were distributed randomly to visitors, and 561 usable ones, i.e., 297 from the youth market and 264 from the family market, were collected with a response rate of 93.2%. The survey instrument was designed based on previous studies (e.g., Baloglu & McCleary, 1999; Russel, 1980; Zhang & Lu, 2011) and the situation at SHDR. Four variables for stimulus factors, 19 variables for personal factors, 18 items for cognitive image, five items for affective image, one item for overall image and two items for visit intention were included. Factor analysis, correlation analysis, and multiple regression analysis explored the relationships among stimulus factors, personal factors, destination images, and visit intention. Gray's correlation analysis was used to examine the differences in visitors' image perceptions of SHDR between the family and youth markets.

Findings

Stimulus and personal factors significantly affected visitors' image perceptions of SHDR. Cognitive and affective images were related to visitors' travel motivations and visit intentions, while marriage/family status had a positive effect on affective images of SHDR. The overall

destination image of SHDR was influenced not only by visitors' intention to visit, affective image, cognitive image, and travel motivation, but also by their marriage and family status. Additionally, visitors' image perceptions of SHDR significantly affected visit intentions.

Since image perceptions were significantly influenced by family/marriage status, differences between the family and youth markets were investigated with Gray's Correlation Analysis. Wonderful performances and parades and various themed-story experiences appeared to be the main elements of the youth market's perceptions of SHDR, while various themed-story experiences and full of fun and fairy tales mainly influenced the image perceptions of the family market. The family market had more favorable affective image perceptions than the youth market. The youth market had slightly higher scores for cognitive images. Compared with the youth market, the family market demonstrated more positive images, understanding, and interest in SHDR, which leads to higher visit intentions.

Conclusions and Implications

This empirical research attempts to contribute to the knowledge on destination image in two ways: (1) by examining in depth the multi-dimensional nature (cognitive–affective structure) of destination image in a Chinese context; and (2) by exploring the role of stimulus factors and personal factors, especially marriage and family status in destination image formation.

Several managerial implications concerning the promotion and positioning of SHDR are evident. One of the most important challenges in the promotion of SHDR (and Shanghai as a larger destination) is to pinpoint target markets and recognize the theme park's and city's strengths and weaknesses in the minds of visitors from different markets. Since marriage and family status play an important role in influencing destination image, specific communication strategies for each visitor group should be developed for the positioning and marketing of SHDR and Shanghai.

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Stakeholder Perspectives on the Decentralization of Tourism Governance in Romania

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In many of the former communist countries of Europe, tourism governance remains highly centralised. In Romania, since 1998, the government has begun to implement plans to create more decentralised arrangements for tourism governance. This paper examines tourism stakeholder responses to this change, and suggests potential challenges that will be faced in the implementation of these new arrangements. The research took an interpretative, qualitative approach based on interview data collected from purposively sampled stakeholders in the Central Region of Romania, the main tourism region of the country. By analysing the results of this case study, it is possible to identify issues surrounding the decentralisation of tourism policy that will also be important to understand in the context of other countries in the region who are considering similar changes in their tourism governance arrangements.

The change in governance is part of a broader political project to modernise the country and align Romania with European Union standards. The centralised governance in Romania is the legacy of the administration of previous communist governments. The majority of decisions in the country are taken in Bucharest and then implemented in 41 counties. The proposed regionalisation would simplify the administrative apparatus giving more power to regional and local leaders. The 41 counties would merge in to 6 new regions. The first step in this process was to create a regional development agency. Unfortunately, the next step was never taken. The regional development agencies have limited power and their only perceived role is to absorb and implement EU funds.

This research applies Bramwell & Yuksel's (2005) framework for the evaluation of the decentralisation of tourism governance, through the analysis of stakeholder perspectives. In complex, emerging processes in tourism, such as governance, it is important to consider the perspectives of stakeholders, as these represent the industry which will be impacted on through changes in the process (Dinca et al 2014). This paper considers the distribution of authority within the new arrangements based on an analysis of published proposals and plans, concluding that a mixture of decentralisation and deconcentration is taking place. Secondly, it considers the distribution of control and power in the arrangements, through both documentary analysis and primary research with 50 tourism stakeholders in the Central Region of Romania. This analysis concludes that the stakeholders support the idea of regionalisation but mistrust the political act. Finally, the framework is used to investigate the ways in which the decentralisation of tourism governance impacts on public participation in the policy process and the political legitimacy of the arrangements.

The paper concludes that, although decentralisation of tourism governance can have many positive benefits for a tourism destination, the manner in which the decentralisation is implemented, and the ways in which power is distributed within the newly created networks of governance will have significant implications for the success of the decentralisation. In the case of Romania, tourism stakeholders were often cynical about the aims and outcomes of the decentralisation policy. In addition, the new institutional arrangements (Dredge and

Jenkins 2007) were not yet perceived as completely legitimate by stakeholders, who did not feel that they were sufficiently empowered by the new policy to participate in their operation.

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Employability Issues and Managerial Turnover:
The Case of Tourism Management Undergraduates in the UK

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Research shows that tourism management graduates (TMGs) are currently facing employability issues. It doesn't simply make sense that these graduates are finding it difficult to secure a job at an appropriate level to their qualifications, in an industry that is suffering a costly high labour turnover, especially at managerial levels.

Real-life evidence also shows that major tourism employers disregard TMGs in their graduate schemes' publications. This clearly emphasise that one reason for the persistence of this unhealthy economic problem, is that both entry and exit of the tourism industry are wide open. Graduates continue to come to this industry from varied academic specialisation to mainly start their career and then leave. They leave as soon as they gain "easily-accessed" work experience and when better opportunities in their relevant industries arise. Their footprints include continuous skills' gaps, destabilised workforce and chaotic work environment.

On a positive note, research in the meantime shows that given the opportunity, TMGs are more likely to stay longer in their chosen industry. With most of the current tourism management undergraduates (TMUs), are born in 1995-2000, they are classed as Generation Z (GEN Z). Hence; examining the employment characteristics of this vibrant and digitally-fluent generation would certainly help the strategic plans of both the industry's recruitment practices and the Higher Education Institutions'(HEIs) effective employability programmes.

As most work on this topic has so far focused on one side or another, this research has taken a multi-faceted approach to generate an up-to-date insight into this issue. Accordingly and by means of a mixed methodology approach, it explores the actual competencies developed by the current top 5 (BA/BSc tourism management) curricula in the UK and contrast it with the views of recognized tourism academics and major tourism employers/ resource managers (in-depth interviews), as well as a sample of current tourism management undergraduates (online survey) to bring the whole picture in one coherent frame.

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Evaluation of Sustainable Tourism Development in Iran: Obstacles, Challenges and Solutions

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Unilateral policies of growth and development in many newly independent countries after World War II caused damage to natural resources. As a result, the international community revised its policy and sustainable development with the slogan of preserving natural resources for future generations entered the world's scientific literature. This issue entered quickly in most fields, including tourism. Sustainable tourism changed into an area that most of the countries carried out a lot of planning to achieve it. Iran has also been planned programs, but as statistics show this goal is not achieved. This paper uses descriptive - analysis and emphasizes the sustainable development of tourism. This study first describes the sustainable tourism development and then analyzes the barriers to achieving this goal. The results show that Iran is far from achieving sustainable tourism and according to studies, it is tried to suggest the model to attract tourists and create sustainable tourism development in Iran.

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Tourism in Difficult Areas Revisited - Take Two!

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This paper revisits Buckley and Witt's (1985) seminal publication entitled 'Tourism in Difficult Areas'. This 1985 article proposed tourism, and its associated marketing activity, as a feasible strategy to regenerate places not renowned or recognised for their tourism potential. This proposal was reconsidered by further subsequent publications in 1989 and 2001, with the second article acknowledging a general challenge in finding suitable data to evidence successful attempts to develop tourism. It was therefore inconclusive if the proposed tourism strategy was successful or not. Consequently, this paper picks up the proverbial 'gauntlet' thrown down originally by Buckley and Witt to demonstrate that the success of the strategy has been mixed, with destinations fitting within three different categories of success-failure.

Although destination marketing is a well-established management activity (the first DMO was established over a century ago), the mid-1980s in the UK saw a significant development in urban destination marketing activity and the launch of what were essentially DMOs, although they were often known by other names and/or as part of other development activities. It is not coincidental that this period also saw a wider and more mature general appreciation and understanding of the impacts of tourism e.g. Jafari (2001). A major driver of this afore-mentioned development in the UK was the recognition for certain places - mainly towns and cities which had originally emerged as economic powerhouses due to the Industrial Revolution but which had suffered due to the decline of manufacturing in the post-WW2 period - that the "development of tourism .... is a feasible strategy to increase employment and prosperity" (Buckley and Witt, 1985, p.213). These so-called 'difficult areas' were defined by three criteria: little or no existing tourism 'base' in terms of receipts, a poor image and/or unfavourable socio-economic contexts and the need for infrastructural development. Hardly surprisingly, marketing was identified as the mechanism to create a positive image and drive visitation from tourists.

The 1980s was a period of innovation in terms of destination marketing, with destination marketers essentially 'making it up as they went along' and consequently inspiring counterparts in similar places to follow suit. At the time, there was little or no literature proving guidance and supporting theory on this activity; ironically - like their industrial predecessors whose legacy they were trying to in many ways overcome - these marketers were 'pioneers' at the 'cutting edge' of a growing phenomenon, and dare it be said, a revolution of its own. Two of the key cities providing such initial inspiration were Bradford (Yorkshire, England) and Glasgow (Scotland); however, their fates were to be very different. Glasgow, which had been established on its shipbuilding until a decline in the 1960s, went from 'strength to strength' in terms of its marketing, in particular pioneering city branding and short break promotions. On the other hand, Bradford, once famous as 'Woolopolis', went from 'strength to weakness' despite its innovative approach to offering short breaks in England. Bradford's tourism zenith was as the subject of one programme within the BBC's 1980s educational documentary series entitled 'The Marketing Mix'. However Bradford's nadir was a description in 'The Daily Telegraph' in March 2010 as "'dangerous, ugly and boring' and where travellers least want to go". As a further blow, or possibly a backhanded compliment, one of the further marketing ironies for Bradford is that its own initial competitive advantage i.e. its marketing innovation (aka 'doing a Bradford') contributed to

Bradford's downfall as other cities started to copy the Bradford model and 'outdo' its originator (Hope and Klemm, 2001).

Based on a variety of sources of secondary data relating to the supply and demand for tourism, and notwithstanding that finding 'hard' supporting evidence to measure its effectiveness represents destination marketing's 'achilles' heel', this paper proposes that a 3-way categorisation exists in terms of the contribution of marketing activity to urban destination development since this time. The methodology includes the aforementioned appearances in various forms of media. In the first category exist places for whom destination marketing 'brings in the business' (Pike, 2008), with Glasgow being the epitome of such places. In the second are those destinations for whom destination marketing has not worked; these include Bradford (apart from an initial spell in the mid- to late 1980s), Hull, Leeds and Nottingham. In the final categorisation are destinations where marketing per se has not worked, although there have been major infrastructural improvements; these places notably include Manchester and Newcastle.

In conclusion, the proposal that destination marketing represents a significant part of a tourism strategy to regenerate 'difficult areas' is presented as an over-optimistic one, with diverse results for destinations. However any such appraisal of marketing needs to be considered within its wider destination context.

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Development of Recreational Diving Tourism in Mainland China

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Participation in recreational scuba diving increased dramatically during the 1980s and continued to rise in the 1990s, promoting authors to claim that scuba diving was fastest growing recreational activity in the world" (Stolk, Markwell & Jenkin, 2007, p. 336). In recent years, diving and related tourism producing value reached 300 million RMB in China (Su, 2009). But it has not attracted enough attention in the field of academic research in China.

The purpose of this article was to reveal the development profile of Chinese recreational diving tourism by way of literature study. The article defined recreational diving as an underwater adventure sport activity including scuba diving, underwater photography, snorkeling and free diving.

The development of diving tourism in China could be divided into four stages. The first stage was before 1995. The first diving school was built in 1960 in Zhanjiang (Chen & Su, 2010). In 1986, the Chinese diving coach guided 26 American tourists diving in Sanya, which were the first diving tourists in Hainan (Chen, 2016). The second stage was from 1995-2002. The first scuba diving club - Chinese International Diving Club was founded on March 18, 1995, which marked the starting point of the development of Chinese recreational diving (Zhai, 2010). At this time, the diving training system was administered by CMAS (Confédération Mondiale des Activités Subaquatiques). And the most common diving forms in China were experiential scrub diving, club type diving and voluntary organized diving (Su, 2009). The third stage was from 2002 to 2010. Up to 2010, there were 132 registered diving clubs in mainland China (Zhang & Tao, 2013). And the diving training system was opened to other international diving organizations, such as PADI (Professional Association of Diving Instructors), NAUI (National Association of Underwater Instructors), and SSI (Scuba Schools International). The most popular diving sites were mainly in Hainan Province. Ximaozhou Island of Sanya received over 200,000 divers per year, and the Amusement Sea World in Ximaozhou Island has become the biggest scuba diving club in the world (Su, 2009). The fourth stage was from 2010 to now. The number of Chinese divers has increased dramatically in this stage. In China, there were 1.5 million tourists participating experiential scuba diving every year, and about 30% participates were willing to involve in further scuba diving activity (Zhang, 2013). Chinese divers began to dive abroad. Sabah tourism board of Malaysia announced that there were 2,075 Chinese tourists diving in Sabah in 2010, and that number increased to 20,462 in 2012, which making China became the largest diving tourist market of Sabah (Gu, 2013). Besides Hainan province, other famous diving sites in China included Qiandao Lake in Hangzhou, Double Moon Bay in Huizhou, Miaowan Island in Zhuhai and Weizhou Island in Beihai.

The most obvious problem of recreational diving in China was that the diving sites were less attractive because of the location, overfishing and over-diving (Jameson, et al., 2007). The second problem was that the diving related tourism in China was lack of supervision (Zhang & Tao, 2013). The third problem was that Chinese divers need improving the awareness of environmental preservation (Zhai, 2010). The fourth problem was that diving security has become a potential danger in China (Su, 2010).

In order to improve the diving tourism in China, there were four ways which might be tried. First, building artificial reefs (Stolk, Markwell and Jenkins, 2007) and underwater theme park (Van Treeck and Schuhmacher, 1998) might be a solution to the unattractive diving sites. Second, security and surveillance might be strengthened to safeguard the diving related tourism (Su, 2010). Third, marketing and promotional efforts need to be strengthened to enhance the popularity of diving activities and Chinese diving sites. Fourth, sustainability of diving tourism might be one of the most important considerations to develop new diving sites in China (Hawkins, et al., 2005).

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Measuring the Service Quality of the 10th China (Wuhan) International Garden Expo Using SERVPERF Scale

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Mega-event industry is still an emerging industry in China. In recent years, China has hosted several Mega-events such as The 2008 Beijing Olympic Games, the 2010 Shanghai World Expo which generated great social and economic benefits to the host city. Service quality is of vital importance to the success of Mega-events. Therefore, the enhancement of service quality of these Mega-events has become the constant concern of the organizers of the Mega-events.

China International Garden Expo is an international Mega-event jointly hosted by the Ministry of Housing and Urban-rural Development (MOHURD) and Provincial (Municipal) government of People's Republic of China. It was founded in 1997, held once every two years, So far, has been successively held in Dalian, Nanjing, Shanghai and other major cities in China.

The 10th China International Garden Expo was held in Wuhan, opening from September 25, 2015 to May 28, 2016. The 10th Expo is known as the largest scale Garden expo in China, covering the area of 213 hectares, with a total of 117 gardens, including 82 city-theme garden, 10 international garden, 9 creative parks, 6 citizen's gardens, 4 master gardens, 4 theme parks, 1 Hubei Park as well as 1 Children park.

The Construction of the Expo venue has also widely aroused the public attention due to its ecological concept. The 10th Wuhan Garden Expo was constructed on the landfills, adopting the advanced landfill aerobic repair technology, highlighted the theme of the expo--- "ecological garden, the green life". In December 2105, on the 21st session of the UN climate conference held in Paris, France, the construction project won 'Solid Waste Treatment' awards for the use of landfill ecological restoration technology.

The aim of this research is to measure and evaluate service quality of the 10th China (Wuhan) International Garden Expo using SERVPERF scale. The findings of the study could help to further understand the most important factors that affect the visitors' overall satisfaction of the Expo and thus offers valuable implications for the enhancement of service quality of the Mega-event.

Measuring service quality is one of the most researched areas in service marketing field. Researchers over the past three decades have developed various measurement instruments to measure service quality and its relationship with that of customer satisfaction. SERVQUAL and SERVPERF are the two widely used instruments for measuring service quality. The SERVQUAL Scale put forward by A. Parasuraman, Zeithaml, V. and L. Berry has got some critics even though it is the most adopted one till date. Many felt that expectations have multiple dimensions hence it is hard to measure. Cronin and Taylor then came up with SERVPERF as they strongly believed that performance model is more convenient in measuring service quality.

The study was conducted to measure the perceived service quality of the visitors to the 10th China (Wuhan) International Garden. The Study was an empirical example of Mega-event service quality ranking problem in visitors' perspective. The objectives of the study are:

(1)To identify the key contributes of the service quality of the Expo using SERVPERF Scale.
(2) To find out the importance of each of the five dimensions of the perceived service quality.
(3)To find out the relation between the five dimensions of service quality and the visitors' overall satisfaction.

The Study was conducted in the garden Expo and online. The questionnaire which was based on the SERPARF scale were distributed on site or online to respondents who had visited the garden Expo. 23 attributes of five dimensions (Tangibility, Reliability, Responsiveness, Empathy and Assurance) of service quality were used to develop the questionnaire. The questionnaire consists of three sections: (1) Questions dealing with the Demographic data of the respondents; (2) Questions focusing on the visitors' perception of service quality of the Expo; (3) Questions relevant to the overall satisfaction of the visitors.

This study adopts survey questionnaire first to get primary data, and subsequently analyzes it. The design of the questionnaire asks participants to answer on a 5 point Likert scale. The statistical data of returned questionnaire is collected; its reliability, descriptive statistics, t test, and regression analysis are analyzed by using the SPSS to examine the hypotheses in this study. Every dimension of the Service Quality is regarded as an independent variable, the satisfaction is a dependent variable, and multiple regression analysis is utilized.

Based on the empirical results, implications for the enhancement of the service quality of Mega-events were provided.

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From Farmland to City-land: Dissecting Leisure Travel Experiences of Chinese Urban Re-settlers

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Introduction

Amid the Chinese tourism research, rural-to-urban resettled residents are little known while the majority of studies relied on urban or student samples. The current study brings academic attention to a neglected traveler segment i.e. the Chinese rural-to-urban resettled residents. Due to the urban-rural division in China, the resettlement of rural communities is more than a change of physical place, it entails adjustments of economic, social, and cultural status (Xu, Tang, & Chan, 2011). Our research set our sights on bringing attention to and establishing a greater understanding of the well-being of China's urban re-settlers. The specific study objectives are fourfold: 1) to understand their motivations for leisure travel experiences; 2) to examine whether/how destination activities facilitate personal needs and interests; 3) to develop a classification of urban re-settlers based on their destination activity tendencies, 4) to explore how these groups differ in trip outcomes (trip satisfaction and subjective well-being after resettlement), and 5) to illuminate their leisure travel characteristics in light of their life situations and life style changes. The outcome of the present research could provide an insightful interpretation of the specificities of this group's leisure vacation experience during their transition to urban life.

Methodology

Pertaining to the respondents' most recent leisure travel experience after resettlement, this study contained several sections. Respondents were asked to indicate their participation in 29 destination activities, measured by the question "How much did you participate in the following activities during your most recent leisure travel?" on a five-point Likert-type scale from "never" (1) to "a great deal" (5) (Lehto, Fu, Li, & Zhou, 2014). A list of 32 motivation items identified in a study of Chinese tourist motivations (Fu, Cai, & Lehto, 2016) were used on a five-point Likert-type scale from "never important" (1) to "always important" (5). The questionnaire also assessed overall trip satisfaction, subjective well-being, and demographic and trip-related information. The data were collected in a resettled community in eastern China from February 2014 to May 2014. Out of the 300 self-administered questionnaires, 219 were deemed as usable for analysis.

Principle component factor analysis was performed on activity and motivation dimensions. Next, a canonical correlation analysis (CCA) was employed to assess the relationship between activity and travel motivations. Cluster analysis was also conducted directly on the raw activity items to derive groups based on similarity of responses to activity participation. Group differences were assessed using one-way ANOVA.

Findings

Eight activity dimensions were identified, including Active outdoor pursuits, City sights and sounds, Water-based recreation, Interaction with locals, Sampling local culture, Taking pictures/videos, Shopping, and Social activities, while nine motivation dimensions were identified, including Family togetherness, Harmony with nature, Relationship/guanxi,

Face/mianzi, Self-development, Material fulfillment, Escape and retreat, Youth learning, and Exploration and discovery. Canonical correlation analyses yielded six significant linkages between activity and motivation, which presented logical alignments between psychological drivers and behavioral choices.

The resettled farmers were clustered into three groups based on activity participation, namely Socializers, Relaxation seekers, and Learning enthusiasts. Group differences were found across the three groups in terms of trip satisfaction and subjective well-being. For overall satisfaction and the vacation's role in overall leisure needs after resettlement, Socializers had a higher level of perceptions than the Relaxation seekers. In terms of specific aspects of subjective well-being, urban re-settlers who were more involved in socialization perceived a higher level of perceived enhancement of their social well-being, more so than the Relaxation seekers and the learning enthusiasts. Among those who participated to a larger extent in learning-oriented and exploratory activities, their trip experience seemed to contribute to their after-resettlement leisure well-being more so than in the case of Socializers and Relaxation seekers.

Conclusions

Using China as a case in point, this study represents a beginning yet important step in examining the leisure travel experiences of urban re-settlers. It revealed unique psychological and behavioral characteristics of this traveler segment. This research contributes to the existing urban resettlement literature by examining the role of leisure travel during such a transitional life stages. It also provides important information to public policy making. In the full paper, the findings will be deliberated contextually in relation to their life transitions and lifestyle changes brought about by displacement and resettlement.

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The Positive Impacts of Cruise Tourism

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One of the fast growing section in the travel industry is the cruise ship industry. The number of cruise passengers has been growing and there were 22 million passengers travelled on the cruise lines at 2014. There are few popular spots for cruise liners in the United States. One of them is Miami, Florida. There are some other spots in the Mediterranean area and Far East. But the major cruise line business takes place in the United States. The Caribbean and Bahamas are the most sailed destinations. After travelling them, one can easily discover that these destinations are overrated destinations, they are not the most delightful places to visit in the world. Proximity to the main tourist areas and investment made on the region make it somewhat popular. However after visiting same destinations over and over again within so many years, frequent travelers and local people get tired of seeing each other. Local people got tired of seeing the wealth while living in poverty and at the same time frequent travelers also got tired of trying to protect themselves against from some unexpected happenings. To organize a positive impact on the cruise ship industry, the passengers, local communities and the researchers need to reorganize the destinations while searching new ones.

Introduction
Cruise tourism is a vast growing tourism branch in the sector. Since it is only discovered partially, the importance and the impact of the whole potential, the area needs to be discovered in order to fulfill the needs of cruise tourism itself. The sustainability in general and specifically for cruise ship management is an area one should concentrate in order to make it more appealing for humanity. This sector is the locomotive of dozens of other sectors. Even only for that reason, one can focus on it.

Methods
This paper is intended to be a review paper. Related articles and books were taken into account and analyses of them were done.

Findings
Cruise tourism could be applied in a sustainable way. Actually the companies which are active in this sector are giving close attention to sustainability. Every cruise ship is like a recycling factory. They classified even the waste water into different groups and release them according to their chemical substances. Almost seventy percent of the whole cruise ships are taking place in the triangle of Florida-Bahamas-Caribbean's. It means many other areas around the world need to be gained into cruise ship routes.

Implications
The tourism professionals could add new destinations and mods of travelling into their program to enrich their agenda and give more opportunity for the traveler. The new comer into the sector will be aware of sustainability of the industry.

Conclusions
Cruise ship travelling use to for rich men's adventure until recently. Ship builders enable the sector to have sizable ships for making more passengers travelling on the same board. At the same time ships are self-sufficient and self-contained and offer us a sustainable way of travelling around the world. Some of them are marketing even time share. Tourism sectors

are in a nice competition, the cruise ship has advantages in many ways to be the leading sector.

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Austerity and Heritage Tourism at UNESCO World Heritage Sites in Greece

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Introduction

Greece has faced serious economic and social challenges during the present economic crisis. Heritage sites are seen as a major asset in the tourism strategy for Greece to generate income from outside the country. There are 15 World Heritage sites in Greece: in Attica (the Athenian Akropolis), central Greece (Delphi), the Peloponnese (Bassae, Epidauros, Mycenae and Tiryns, Mystras, Olympia), Macedonia (Vergina, Thessalonika), and the islands (Delos, Rhodes, Chios, Corfu, Samos, Patmos).

Methods

The project has analysed the visitor figures and income generation for archaeological sites and museums, including the key World Heritage sites, in Greece. These data are available from the Hellenic Statistical Service.

In recent years detailed figures are no longer reported for every site and museum in Greece. However it is possible to identify trends for the Athenian Akropolis, Delphi, Epidauros, Mycenae (but not Tiryns), Mystras, and Olympia.

Some major archaeological sites such as Knossos on Crete are not designated as World Heritage Sites but do attract large numbers of visitors (632,288 in 2015).

Findings

There were 23.5 million arrivals by non-residents in Greece in 2015, and increase from 22 million in 2014. Visitors from Germany, the UK, France and Italy account for some 8 million in 2015.

In 2015 there were 10.3 million visits to (paid) archaeological sites, and 4.4 million visits to museums. This was an increase from 2014 with 14.1 million combined visits. Back in 2008 the same figures showed that only 8 million visits were made.

The core World Heritage sites in Greece attracted more than 3.77 million visitors in 2015: this reflects an increase of more than 1 million visits over a decade (2.7 million in 2006). There has been a marked resurgence since the low point of 1.9 million visits in 2010.

In 2015 heritage sites and museums generated more than 56 million Euros in ticket sales alone; in 2014 the total revenue was 54.6 million Euros. The lowest point was 2012 with an income of only 40.5 million Euros. However there are some sites and museums, especially on more remote islands or in the mountains of the Peloponnese, where visitor numbers are extremely low.

Conclusion

There are clearly heritage 'hot-spots' with Athens (Akropolis; Akropolis Museum; National Archaeological Museum), Knossos, Rhodes and Olympia leading the way. The figures suggest that visitors tend to enjoy visiting sites rather than museums, though at Delphi nearly two-thirds of visitors also make their way to the museum to see the finds from the excavations.

The figures suggest that heritage (including museums) are positive attractions in the tourist offer for Greece, and provide a key income stream for preserving this part of the universal heritage. Key sites, and especially those designated as World Heritage Sites, are key in the economic strategy to protect important sites and archaeological collections that are less well visited in Greece.

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Building the Competitive Identity of a Destination Through Hosting Touring 'Blockbuster' Exhibitions: a Case Study of Canberra, Australia

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Touring blockbuster exhibitions (TBEs) are major exhibitions that bring together a collection of rare art works, significant cultural objects or memorabilia to tour a limited number of cities. These exhibitions may be organised by museums, art galleries, fashion houses, film studios, or private companies. TBEs can attract tourists and enhance the image of a city, they offer exciting once-in-a-lifetime experiences, are of a limited duration and occur infrequently. The questions about TBEs' roles in destination marketing and event strategies have received little attention from scholars; the present research project aims to make a conceptual contribution in this context and seeks to reveal the potential such major special events as TBEs have for the host cities' tourism development.

The research takes as its theoretical basis the following frameworks and concepts: the concept of an 'eventful city' (Richards & Palmer, 2010), the 'experiential realms' framework of Pine and Gilmore (1999), the destination/event co-branding model (Jago, Chalip, Brown, Mules, & Ali, 2003) and the event leverage model by Chalip (2004). This study seeks to make a theoretical contribution developing a conceptual framework, which demonstrates the interrelationships between these concepts, TBEs and the marketing of a city to tourists.

Case study is an appropriate methodology in marketing subject areas, including marketing strategy development and implementation (e.g., Bonoma, 1985; Dul & Hak, 2008; Johnston, Leach, & Liu, 1999). An exploratory qualitative multiple case study was conducted in four cities: Auckland and Wellington in New Zealand, and Canberra and Melbourne in Australia.

For the purposes of this research, it was crucial to collect data about the ways touring blockbuster exhibitions are being used in the marketing of a city to tourists and how they contribute to the city's tourism offering and image. Therefore, the viewpoints of decision makers in a city government and in local cultural institutions hosting TBEs were to be found and understood. To achieve that, interviewing was chosen as primary data collection method, and document analysis as secondary data collection method.

The paper aims to present the preliminary findings of the research in Canberra and Melbourne, Australia. First, there were determined a number of variables in the city, state and country contexts that have either positive or unfavourable effects on the tourism marketing of the cities. TBEs prove to have been efficient in maximising the advantages and tackling the existing challenges. Second, TBEs appear to support the essence of both cities' tourism offers. In the case of Canberra, they help to draw visitors and make them explore the country's capital city and its national attractions, while in Melbourne, these exhibitions are used as a means to showcase the city's lifestyle. Third, the regional marketing and major events organisations have been supportive of the cultural institutions' aspirations to host major international exhibitions, and their work was praised by the interviewees for achieving significant results in destination marketing and in strengthening inter-agencies relationships. Finally, the approaches of Canberra and Melbourne to hosting TBEs have their similarities and differences, but they both are demonstrating strategic vision of how to employ these events in the creation of the cities' competitive identities.

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Mapping Analysis of the Knowledge Domains of Heritage Tourism Research

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It is widely acknowledged that demand for heritage tourism has grown exponentially in the last several decades. Since 2000, a number of literature related to heritage tourism have been increasingly published. Given this rapid development and interest in this field, the purpose of this article is to apply a set of scientometric methods to review the literature and find the most influencing and highly cited articles in this flourishing field.

In order to fully understand the current situation of the heritage tourism research, 1540 various pieces of information were collected from related field articles using Web of Science database, and subsequently by using Citespace4.0 software analyzed the network of co-author's countries, co-occurring keywords, author co-citation network and co-occurring subject category. Citespace software is able to present the information panorama of scientific knowledge, and recognize the key literature, moreover Citespace can explore an unknown field in the complex scientific research. This method will help to highlight the research direction and the academic focus over a specified time interval. Moreover, this paper will certainly contribute to understanding of the heritage tourism knowledge domains.

Firstly, the results suggest that countries such as the USA, China, the UK, Australia, Italy, Canada, Spain and Turkey have conducted a vast study in the this field, where the USA have the strongest influence, not only by amount of published papers, but also by number of citations. China is the country with the second highest number of world heritage sites, but when compare the research to the USA, we found out that although Chinese academia has published a large number of papers in heritage tourism, the influence has not reached significant level in the whole field.

Secondly, the paper identified "authenticity" as the main topic of heritage tourism. Most of the key nodes in the literature were found to be related with topic of authenticity that shows its outstanding position in the field. Authenticity and cultural heritage are the core research perspectives in the field, and the keywords such as identity, experience, community, place, conservation and politics present the popular topics (Fig.1).

Thirdly, from the perspective of authors co-occurrence, the main researchers were identified such as J.Urry, E.Cohen, B.McKercher, J.E.Tunbridge, G.J. Ashworth, Y.Poria, N.Wang, D.MacCanell, who remarkably contributed to heritage tourism research. Given the noticeable correlativity in the above scholars' research topics and content, the co-citation rates between them is quite high (Fig.2).

Lastly, we can notice that the co-citation authorship between J.Urry and other scholars has been the most significant. His 'tourist gaze' and 'tourism mobility' theories have caught wide attention of academia and became a milestone in tourism research.
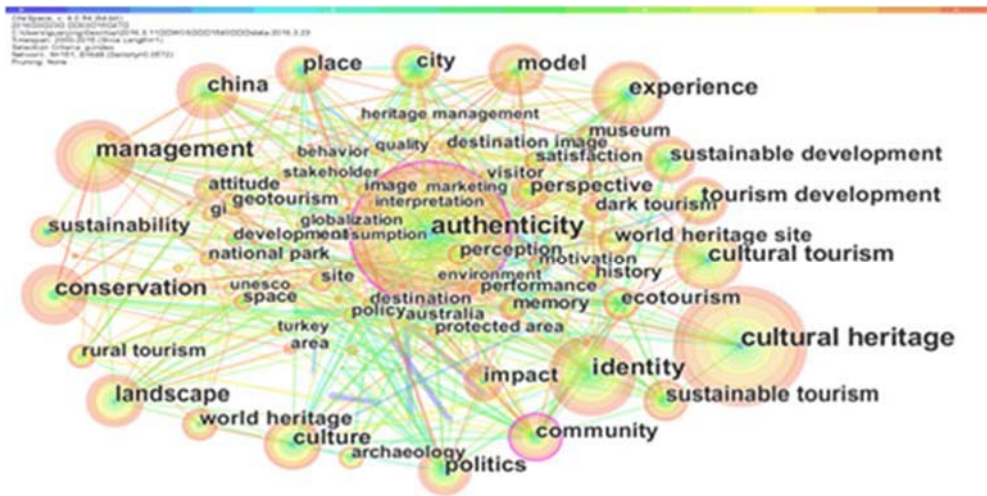
Fig.1: Knowledge domain map showing co-occurence of key words in heritage tourism field

Fig.2 Knowledge domain map of heritage tourism according to co-citation authorship

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Study of the Impact of Tourism Destination Residents' Well-being on Their Affinity for Travel & Tourism: A Case Study of Wuhan, Hubei Province

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With the rapid development of economy and society, "the pursuit of well-being" instead of "GDP worship" becomes the core of today's society development.People is higher and higher to stress quality of life,well-being has received widespread attention from all walks of life.As a strategic pillar industry of the country's economic development and modern service industry of improving people's satisfaction,tourism industry is especially concerned about the experience quality of tourists and the development of tourist destination,all of which are related to the destination residents.As the host of the local tourism development,affinity for travel&tourism from the local directly affecting tourism mood,feeling and consumption of the tourists, which can bring more tourism income for the destination, is indispensable tourism resources to the local tourism development.The World Economy Forum(WEF) released since 2007 consecutive four times in the tourism competitiveness report, the overall competitiveness of China's tourism industry performance is remarkable, but surprisingly affinity for travel&tourism still lags behind.

With the impact of destination residents' well-being on their affinity for travel&tourism as the breakthrough point,this paper conducted the questionnaire survey from the perspective of tourist destination residents to study whether residents' well-being has an impact on the affinity for travel&tourism and what effect on the basis of existing research.This paper selected residents in Wuhan city as the research object and study the effects of residents' well-being on their affinity for travel&tourism based on the perspective of residents in Wuhan city.Through the analysis of SPSS20.0 and AMOS17.0 software,the following main conclusions are reached:

Firstly,through in-depth interviews from the perspective of tourists and the analysis of grounded theory,the scale of affinity for travel&tourism has been developed after the test before and the formal inspection with four dimensions and seventeen items.

Secondly,tourist destination residents' well-being mainly includes three factors which are "subjective well-being", "psychological well-being" and "social happiness";affinity for travel& tourism from residents has mainly four factors which respectively are:"public order", "verbal communication", "place identity" and "dedication spirit".

Thirdly,After operation by using structural equation model,the following conclusions are found:in the three major factors of residents' well-being,the subjective well-being towards public order,verbal communication and dedication spirit have significant effect,no significant impact on local identity;psychological well-being towards public order, dedication spirit have significant effect,no significant influence on verbal communication and place identity;social well-being has significant effects on verbal communication and place identity,no significant impact on public order and dedication spirit.

Finally, according to the results of the empirical research, some suggestions aiming at the government and related tourism enterprises are proposed respectively.

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Where do Stressed People Prefer Travelling to: Rural Resorts or Urban Resorts?

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Introduction
"Mental health tourism" focuses on mental wellness and stressed people are recommended to engage in this type of tourism. However, there are some practical problems preventing them from going traveling and engaging in mental health tourism. One of the most prevalent problems is that some think that stressed people have no energy to go traveling. This research has two purposes. Firstly, we examine the relationship between people's stress level and the strength of their motivation to go traveling. If there is no relationship between the two, the illusion that stressed people have no energy to go traveling might be eliminated. Next, we examine where stressed people prefer to travel, that is, rural or urban resorts. Mental health tourism is closely associated with nature (Arakawa, 2015; Ohe, 2015).

Method
An internet survey was conducted. Data collection was delegated to Rakuten Research, Inc. in early April 2015. A total of 300 individuals, 249 men and 51 women, with a full-time job and aged 20 to 69 years participated in the study.

The General Health Questionnaire (GHQ; Goldberg & Williams, 1988) and a subscale of the Brief Job Stress Questionnaire (BJSQ: Kato, 2000) were adopted to assess stress levels. The strength of the motivation to go traveling and the preference regarding where to go traveling ("Which do you prefer: going to exciting cities or going to rural areas surrounded by nature?") were also examined.

Findings
A factor analysis was conducted on the GHQ and one factor was extracted (11 items, = .879). Moreover, a factor analysis was conducted on a subscale of BJSQ and four factors were extracted; "work load" (7 items, = .757), "job aptitude" (4 items, = .740), "controllability" (1 item) and "personal relationship" (2 items, = .591). Correlation coefficients between these factors were not significant.

Next, the participants who preferred exciting cities were classified as the "urban group" and those who preferred rural areas as the "rural group." An ANOVA was used to determine whether there were any significant differences between these two groups. The GHQ scores were higher in the rural group as compared to the urban group (F(1,298) = 2.99, p < .10; urban = 2.44 and rural = 2.50), and this meant that the rural group felt more stressed than the urban group. The workload of the rural group was higher than that of the urban group (F(1,298) = 5.41, p < .05; urban = 2.56 and rural = 2.70).

Conclusions
Firstly, we found no relationship between people's stress level and the strength of their motivation to go traveling. This finding suggests that there are misunderstandings regarding stressed people's preferences to travel. Next, we found that stressed people preferred to travel to rural resorts surrounded by nature. The stressed people that we recommend to

engage in mental health tourism prefer to go to rural resorts and be in contact with natures. Our findings revalidate the importance of mental health tourism.

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Study of the Demand for Leisure Tourism in Wuhan ReBAM, from a Postmodern Perspective

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Purpose: This paper takes Wuhan as a case and analyses the different demand and characteristics of leisure tourism of Wuhan Recreational Belt Around Metropolis (ReBAM) from postmodern perspective. The purpose is to find better ways to upgrade and optimize the development model of the leisure tourism of ReBAM.

Design: This article is divided into six parts.The first one is introduction, it introduces the background information and the main problem—how to find and satisfy the demand of the leisure tourists of ReBAM. The second part analyses the demand of the tourists from postmodernism perspective. It suggests that the postmodern tourists are more likely to "design their own products" and more interested in the experience value of activities .The third part is about the research method.It takes Wuhan as a case and study the basic situation of the development of leisure tourism of Wuhan ReBAM. Through using the method of questionnaire investigation, it analyses the demand of leisure tourism of Wuhan ReBAM from postmodernism perspective. The questionnaire covers demographics, tourism perception, tourism decision-making, tourism information and other aspects.The forth part is the results.The last two parts are the conclusions and the outlook.

Findings: It is found that the demand of leisure tourists of Wuhan ReBAM shows some characteristics of postmodernism tourism, especially on project experience and value perception. In general, it can be summed up as diversification, individuation and flexibility of product demand of leisure tourism of ReBAM.

Limitation: This research is based on the perspective of consumer decision-making process, and the questionnaire is mainly about tourism perception, tourism decision-making and tourism information. In the future study, the research angle can be expanded, such as from the point of economic development of the tourism destination.

Value: This study puts forward three possible ways of developing the leisure tourism of the ReBAM: enriching the content of the products, innovating the types of the projects and getting instant information. It also provides theoretical guidance for the development of the leisure tourism of Wuhan ReBAM.

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Meditation Tourists' Experience in Chinese Temples: Sacred or Secular?

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Meditation has become a widely popular form of tourism in recent years. Like meditation camp, meditation class, meditation center and etc., diverse kinds of meditation tourism is showing up, especially in China. What makes it noteworthy is the fact that meditation tourists motivated by relaxation even entertainment, unexpectedly, redeem their soul and become the followers of Buddhism after the journey. Researches related to visitors to holy places in the West may explain the situation to some extent. Researches have suggested that these visitors meditate with monks and arrange their journey feely, then obtain the sacred spiritual experience which helps them start to believe in a religion. However, unlike religious tourism in the West, Chinese meditation tourism is often organized with fixed event and strict rules, how Chinese meditation tourists get sacred spiritual experience remains unknown.

Two meditation camps at two temples in Jiujiang and Shenzhen of China respectively were chosen. Both temples have been holding meditation activities for over ten years and have already got a reputation for meditation in China. Participant observation, informal and formal interview were adopted for data collection.

The findings are:

- Two main kinds of experience are figured out during meditation tourism. One is secular experience, like taste sense and entertaining feel; the other is sacred experience, like the calling of God and relief from this life.

- Compared with the Holy site visitors, Chinese meditation tourists' experience is constructed by the contexts (情境) where they follow specific (Buddhist) rules in specific space(i.e., Buddhist temple). The specific context (情境) includes tourist context (情境) of atmosphere and the tourist context (情境) of behavior. The tourist context (情境) of atmosphere is consisted of three kinds of atmospheres: great nature, silence and religious culture; while the tourist context (情境) of behavior is also composed of three kinds of behaviors: meditation activities, landscape aesthetic and interaction.

- Based on meditation tourists' motivation (pilgrimage vs. tourist) and interactive mode (inward or outward), four types of meditation tourists are identified: outward tourists, inward tourists, outward pilgrims and inward pilgrims. Different types of meditation tourists have different ways to achieve sacred experience: outward tourists build trust to Buddhism by interacting with the real monks, which helps them justify the Buddhism doctrines and reflect on secular life; inward tourists create a space isolated from the secular to interact with the self, which redeem their soul from depression and helplessness; outward pilgrims and inward tourists consider temples and monks as the representatives of God, they get sacred experience as long as coming into the meditation tourism context (情境).

The findings indicate that Chinese meditation tourists' experience is varying, in the construction process, experience shifts from secularism to sacredness. The experience generates in a specific tourism context (情境). Tourist context (情境) works differently for different kinds of meditation tourists to obtain sacred experience, but separation and interaction function of the context (情境) still plays a key role in the generation process.

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Forecasting Demand for Inbound Tourism Based on General-to-Specific Method: The Case of the Shanghai Inbound Tourist Market

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Based on the statistics of the 5 major tourist source countries (Australia, France, Singapore, Korea and the Philippines), this paper employed Auto-regressive Distributed Lag Model (ADLM) with the General-to-Specific modeling method to analyze the main influencing factors of the demands of inbound tourism of Shanghai and generate a predictive value of tourists. Empirical studies show that the actual economic status of the resource country, the income of the tourists and the seasonality of tourism are the main contributing factors of the demands of inbound tourism; prices, word-of-mouth effect, public opinion dynamics, and uncontrollable factors have various impact on the demands of inbound tourism market to Shanghai. Through the elastic analysis on the tourist demands of the source market of the five countries, this paper offered suggestions and references to the making of policies and the strategies for development of Shanghai's tourist industry, and pointed out the prospects and defects of the research.

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Sports Leisure: The Important Element for the Improvement of Coastal Tourism In Zhuhai

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Coastal tourism, the fastest growing area of contemporary tourism, whose concept is the comprehensive travel and recreational activities that take place at the seashore and offshore water. According to United States National Oceanic and Atmospheric Administration, in 1997, "In all activities occurred at the seashore and offshore water, no one can surpass coastal leisure tourism activities in the growth of number and diversity." With the coming of leisure times, sports leisure becomes an important part of life style. Integrating the elements of sports leisure into the development of coastal tourism can enrich its activity contents and make it diversity and attractive.

Zhuhai is a prefecture-level city on the southern coast of Guangdong province in China. Located in the Pearl River Delta, Zhuhai borders the Macau Special Administrative Region (north and west), and 140 kilometers (87 miles) southwest of Guangzhou. Its territory includes 146 islands and a coastline of 690 kilometers (429 miles). Therefore, water is the most important natural landscape element of Zhuhai, which is also one of China's premier tourist destinations, being called the Chinese Riviera.

According to the literatures, the original development of coastal tourism has kept the pace of leisure travel development. Today, the mass tourism has developed in all kinds of forms, coastal tourism is still the main choice for many tourists. Coastal sports leisure tourism refers that it can meet the need of human motions, at the same time, it can also meet other needs of tourists, which is, entertainment, recreation, holiday and health care. Through the sports activities, tourists can be engaged in a variety of activities including entertainment, body exercise, sports competitions, sports rehabilitation and sports cultural communications, which can generate the comprehensive utility values because of its flexible selective and diverse content. Therefore, sports leisure can improve the development of coastal tourism.

This study analyses the present developing situation of Zhuhai coastal tourism by literature review, depth interviews, participant observation, and questionnaire survey. Firstly, interview the leader or manger of Sports Department, Tourism Department and Civil Organizations, to understand the situations and effects of sports leisure activities related to coastal tourism. It finds that some local activities, such as Coastal Hiking, Island Cycling, not only attract the residents, but also the tourists, which formed a join force to tourism development of Zhuhai and meet the leisure demand of residents through the interactions between the residents and tourists. According to the interview from residents of Zhuhai, most of them are keen to daily exercise with strong local characteristics, such as sea fishing, hiking, cycling, which reflects the fitness recreation activities of local people is an adaptation of local natural resources.

Due to different views of a resource from each individual and group, it is necessary to understand the users' cognitive differences to the developed coastal resorts and the environment, to avoid the conflicts of resource usage that can't satisfy the user's needs and expectations. Therefore, based on the previous interview and combined with the AP's "Tourism Impact Scale", design the questionnaire, to get a knowledge of residents' perception of coastal tourism development and the attitude (support and satisfaction) of sports leisure

activities development. Using the method of snowball sampling, the respondents is mainly targeted to the people who join the sports leisure activities frequently. After statistical analysis of data, using factor analysing, this study extracted 4 dimensions of perceptions: participation perception, environment perception, culture perception, social participation. Then, analyse the degree of correlation between perceptive factors and attitudes (support and satisfaction) of residents by using regression analysis. Finally, using Social Exchange Theory, explain the results. According to Social Exchange Theory, Social behaviour is the product of exchange process, and the purpose of exchange is to minimize the cost and maximize the benefit. Based on this theory, weigh the pros and cons, and propose the suggestions of management and development in the future.

According to the research, residents have a positive perception to Zhuhai coastal tourism development in general, and have a higher degree of satisfaction and support to the sports leisure activities development. The main factor decreasing customer satisfaction is homogeneity of coastal tourism product. Among the 4 perceptive dimensions, the negative effect of social dimension is most obvious, specifically shown in the imperfection of travel public service and travel reception service facilities, weak traffic accessibility, insufficiently usage of sports venue (aviation exhibition halls, sports venues are excessively idle); In the aspect of participation perception, most obviously, there are more high-end sports leisure activities, such as golf and yacht, which is not suitable for mass participation. In the aspect of environment perception, some people would like to carry out activities on island instead of around the water near the shore because of trash problem affected by the earth's rotation (Zhuhai located in the southern Pearl River Delta). In the aspect of culture perception, the main negative perception is that existing activities can't fully display the city characteristics of Zhuhai.

Therefore, in the future development of Zhuhai coastal tourism, the government should increase the financial investment to the construction of public service facilities and strengthens supervision of constructions. Besides, considering the demand of the masses to create collaborative leisure activities, involving both residents and visitors. The higher Marine sports enthusiasm and Marine sports awareness of Zhuhai residents will attract the arrival of the tourist, and enrich the local people's leisure life at the same time. What's more, due to the risk of sports, it is necessary to make clear laws and rules, clarify and specify the responsibility, to avoid troubles when civil organization carry on activities.

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Role of Tourism in Increasing of Price of Land and Housing in Iran: Case Study of Shahmirzad City

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Tourism industry is considered as the greatest and most various industry in the world. Most of these countries know this dynamic industry as main source of income, occupation, growth of private sector and development of infrastructure.

One of the old methods of investment in countries such as Iran have transitional economy, is buying land and house, sometimes is resulted to high profit and of course for this reason hustler's are very interested in this background. Nowadays buying and selling land in the areas with pleasant climate in our country is considered.

Since, Shahmirzad is a city with fair and desired environmental attractions is located in the border of deserted cities, mainly has special climatic position and these conditions are resulted to attraction of passenger, tourist for passing their leisure hours from Semnan and other cities of the area and from other provinces in hot seasons and with regard to these suitable conditions in the city buying land and housing also have been considered by most of residents of Semnan and cities around Shahmirzad by now.

The aim of present research is investigation the role of tourism in increasing price of land and housing in Shahmirzad city. By studying on price of land and housing especially in central area, that gardens of the city are located in this area, we have concluded that role of tourism have caused in price of land and housing specially these prices in central and old areas are more expensive than towns around the city.

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The Measuring of Eco-efficiency of Tourism and Its Comparative Research: A Case Study of Hong Kong, Macao and Taiwan

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The data from WTTC shows the tourism industry has made an important contribution to the world economy in 2014, and the value is up to 2.36 trillion, accounted for 3.1% of the GDP. It is predicted that such rate will continue to increase. As for mainland China, the value-added of the tourism industry accounted for 4% of the GDP, and its contribution to hotel industry, rail transport industry and airline industry was over 80%, consequently, employment of related industry increased by 80 million. From all the above we can see that tourism is becoming one of the important industries of the region's economic development, however the environmental impact brought by that can't be ignored at the same time. Tourism industry is always considered to be low energy consumption and no pollution industry, in fact, transportation, accommodation, recreation, and beverage can all produce carbon emission. And the biggest contributor of carbon emission is tourism transportation. Well, is it essential for the tourism destination to take the rigid emission reduction measures? Obviously, the rigid emission reduction measures will limit the development of tourism destination. Based on the perspective of tourism sustainable and the tourism growth, this study introduces the eco-efficiency to evaluate the relationship between the sustainability and the economic growth.

The study firstly reviews the related literature of eco-efficiency and eco-efficiency of tourism, found that there's a blank in the research of the eco-efficiency of tourism thus this becomes an innovation of the study. By reviewing the literature, we found that there is not enough literature in measuring methods, results analyzing and measuring situations about the eco-efficiency of tourism. Based on these above, the study constructs the measuring methods system of the tourism eco-efficiency. And then it introduces the DEA, SFA and the ratio method. Secondly, the study estimates the carbon emissions and energy consumption of tourism of Hongkong, Macau and Taiwan with the method of "bottom to up". We find that the tourism transportation contributes more than 95% to the total carbon emissions of tourism taking the outbound carbon emissions of transportation to the consideration. However, the transportation carbon emission of the Hongkong and Macau will decrease much and Taiwan`s carbon emissions remain much if not taking the outbound carbon emissions. Based on the carbon emissions data, the study measures the eco-efficiency of tourism of Hong Kong, Macau and Taiwan with the method of DEA, SFA and ratio. The results which come from the DEA and SFA is not comparative because of the different indices, but the results from the ratio is comparative. So from the comparative perspective, the study adjusts the indices and measures the eco-efficiency of tourism of Hongkong, Macau and Taiwan again. The results show the eco-efficiency of tourism is very different in different situations. In the end, the study comes up with a hypothesis, is there any relationship between tourism revenues per person and the eco-efficiency of tourism based on the consideration of Kuznets curve and the IPAT model. And then the study tests the hypothesis with the independent variables are population of tourists, tourism revenues per person and the technology of tourism and the dependent variable is eco-efficiency of tourism. The results of regression analysis shows different depend on the situations.

Based on the above, the study has the following conclusions: firstly, the carbon emissions of the transportation take the most proportion, and the second is accommodation, the recreation carbon emissions take the least proportion. Secondly, the eco-efficiency of tourism shows differently in different situations. Taking much into considerations, the Macau`s eco-

efficiency is better than the Hongkong`s, and the Hongkong`s is better than the Taiwan`s from the ration method. And the transportation eco-efficiency of Hongkong is better than Macau and Taiwan, but the accommodation of Taiwan is better than Hongkong and Macau from the departments view. If we doesn`t take the outbound carbon emissions into consideration, the eco-efficiency of Hongkong and Macau is sustainable, but Taiwan is unsustainable. And if we take the outbound carbon emissions into consideration, the results are worse; Hongkong, Macau and Taiwan are all unsustainable. Thirdly, the results of eco-efficiency of are all nearly to the frontier with the method of DEA. Though there are differences in different situations. Taking much into consideration, the Macau`s eco-efficiency is better than the Hongkong`s, and the Hongkong`s is better than the Taiwan`s. And the improvements of the eco-efficiency only have relation with the advances in technology. Fourthly, the results of the eco-efficiency show little differences in different situations from the respective measurement with the method of SFA. But from the comparative perspective, the eco-efficiency of Macau is better than Hongkong`s, and the Hongkong`s is better than Taiwan`s taking the gambling into the consideration. On the contrary, the Hongkong`s is better than Macau`s. Fifthly, there is a strong relation between tourism revenues per person and the eco-efficiency of tourism. It shows a U-curve if the dependent variable is the results of SFA. It shows an inverted U-curve if the dependent variable is the results of the ratio method taking the outbound carbon emissions into considerations. Or it shows a U-curve, the same with the method of SFA.

In the end, the study comes up with the policy suggestions and enlightenments. We should decrease the carbon emissions from the need side of tourists, the supply side of transportation and accommodation, and the technology of tourism. Then, we improve the eco-efficiency of tourism taking the relationship between economic growth of tourism and the quality of the environment into considerations.

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Using ICTs to Promote Destination: The Case of Macau

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Background Introduction

Tourism is a complicated and comprehensive industry, thus it provides intangible product for consumer whilst it relies on linkage different kinds of industry to support like food and beverage, accommodation, transportation and entertainment, among others. It gets through distinct information to operate the entire tourism industry. Hence, the channel or tool to disperse that kind of information is an importance crucial. A growing the Information Communications Technologies (ICTs) bring out a huge impact with worldwide especially in tourism industry, this technologies significant change the behaviours of tourist consumer, and provide opportunity for supplier efficiency to planning, managing, promoting and marketing.

Since 1980s, Porter has noticed that ICTs have altered the tourism in to worldwide, at the same time; the business operation and tactics also the industry construction have changed with this trend (Buhalis and Law, 2008).ICTs is a wide terminology that covers diversified communication technologies specifically included "Internet", "Wireless (WiFi and WiMAN)", "GPS", "GIS", "Convergence (data, voice, media)", and "Digital radio" (Shanker et al, 2008). This technology was being an essential relationship with entire tourism system, creating a new opportunity for stakeholders. Also, it goes into a digital environment for marketplace to enhance the rivalry of tourism organization and destination. For tourism destination organization, this enhances the competitiveness of the destination. Furthermore, ICTs offering new platform to promoting destination and contribute with different channels.

The Tourism Industry in Macau is the lifeblood of the Macau economy. Simultaneously, the relationship with tourism and gaming industry is inseparable. Gaming Inspection and Coordination Bureau Macao SAR (DICJ) (n.d) stated that in 2009, more than 70 per cent of the Macau Government total fiscal revenue generated from the gaming tax (para.1). So Macau is well known as "Monte Carlo of the Orient" and "Las Vegas of the East". Furthermore, Macau has an advantageous located at the western bank of Pearl River Delta nearby Hong Kong. Macau has different unique historical and cultural landscape. In 2005 the Historic Centre of Macau was inscribed on the UNESCO World Heritage List. Macau Government Tourism Office (MGTO) as official tourism office that is a main source of travel information provider including promotion, marketing and positioning the destination. Furthermore, in recent year, MGTO actively promote international city image with multilateral face contain historical heritage, culture and so on. Thereby, the role of MGTO is significance for destination, via the big trend to communicate and build relationship to interact with those consumers with the Internet, social media and mobile application.

The purpose for this study is to analyze how ICT is used in the tourism industry to promote destination; thus, focusing the case study on the Macau Government Tourism Office utilizing the marketing channels like mobile applications and the website as tools which influence to the local destination branding and marketing. The major reason why MGTO is selected for research target is that tourism offices are primary sources of travel information. The duties of tourism offices contain "positioning destination image", "promoting" and "marketing the

destination" via various channels (Goeldner and Ritchie, 2009 as cited in Tang, Scherer & Morrison, 2011). Hence, the role of MGTO is significant for destination. Moreover, the impact of these tools can bring benefits to MGTO. In addition, Macau is an international tourism city, promoting, and building the good reputation, creating a unique destination image and those kinds of tasks are imperative. With the Internet being a widespread communication tools, MGTO follows this trend using mobile applications, the website and other popular communicate channel to attractive more visitors.

Macau tourism industry is closely relevant to local residents, thus tourism industry create lot of work opportunities for Macau people. Thereby, to utilizing ICTs as a strategic tool improving promotions of local culture. Likewise, benefit for the destination of Macau enhances reputation, as well it may affect local resident to support culture and creation industry; also people may more concern with sustainable development of tourism and people's livelihood. Furthermore, people will become more proud of their place if this is further developed, encouraging them to sustain their loyalty for live, as well more loyalty for local business. In addition, tourists may also benefit from this study because they will have a more convenient access to information involving the heritage, history, and culture of Macao. Through this, more visitors are expected to visit Macao because they will find that Macao has a diverse image. Thereby, this paper will focus on how technologies through mobile applications and MGTO website, also other commination channels help promote Macau as a destination.

There have a few researches relate to the different marketing tools relationship, application and impact in the destination. In order to find out more those communication channels can influence tourism industry development and promoting the destination. Principally in this paper has used qualitative content analysis and this research method majority subjective explanation a real event or data of document to identifying themes or patterns.

Research findings
This study lists the link among different channels including the official website, Facebook, YouTube, mobile apps, Wechat and Weibo which are currently using on promoting Macau (Figure 1). This study makes contribution to understand the diverse channel influence into the destination promotion focusing the case study of Macau and to establish a model that can be adopted by different destination. Figure 1 show the model of destination promotion in MGTO, discussion and sum up interactive relationship among these channels is also provided.
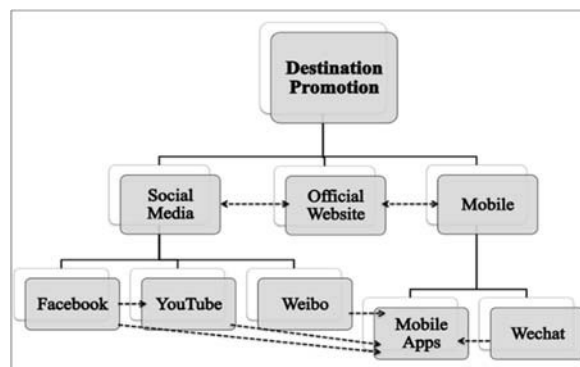
Figure 1- The Model of Destination Promotion in MGTO

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The Effects of School Excursions on Subsequent Travel Experiences and Generic Skills

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Introduction

Travelling has become diversified. Some people want to experience ecotourism, such as trips to unexplored regions and tours on cruise ships. Our present study focuses on school excursions. These excursions consist of day trips and overnight excursions and are part of school events for educational purposes. Previous studies reported that tourism involving school excursions is an insufficiently researched and poorly understood segment of the tourism industry, despite its strong economic potential (Cooper, 1999; Dale, Ritchie, & Keating, 2012).

Conventionally, school excursions have been very active in Japan. In particular, the Japan School Excursion Association (2014) reported that the implementation rate of school excursions was more than 96% in both junior highs and high schools. While the details and styles differ from region to region, major metropolitan cities (e.g., Tokyo and Osaka) or historic sites (e.g., Kyoto) are often selected as destinations.

Although the aim of school excursions is to provide unique opportunities for education, little is known about their effects on students. Thus, the purpose of this current study is to examine the effects of school excursions on subsequent travel experiences and the development of skills.

Methods

We conducted a survey of 142 Japanese college students (94 women and 48 men). These questionnaires consisted of items to obtain demographic information, including sex, age, traveling experience, and items related to previous school excursions. Their satisfaction with school excursions and the development of skills were measured by using psychological scales, which was based on previous studies (Kim, Ritchie, & McCormick, 2010; Scarinci & Pearce, 2012). All procedures were approved by the research ethics committee of college of contemporary psychology in Rikkyo University.

Findings

We carried out an exploratory factor analysis for each scale. The factor analysis of satisfaction with school excursions produced three dimensions: hedonism ($\alpha = .93$), novelty ($\alpha = .84$), and self-growth ($\alpha = .82$). On the other hand, generic skill ($\alpha = .91$) was interpreted as one dimension.

Subsequently, we gained an improved understanding of the relationships between school excursions and measured variables by performing structural equation modeling. The present data replicated a positive link between traveling experiences and generic skills, which have been observed in previous work (Scarinci & Pearce, 2012). Furthermore, the results revealed that experiences during school excursions also had significant, positive influences on subsequent generic skills.

Conclusions

The main aims of this study were to examine the effects of school excursions, linking them with subsequent travel experiences and developing skills. Our findings provides empirical support for the assertion that outside classroom experiences were a significant, meaningful, and practical time for students (Seidman & Brown, 2006).

Considering the implementation rate of school excursions in Japan, the economic impact is too large to ignore. Thus, in order to meet the needs of students, destinations that target school excursions need to provide excitement, fun, and novelty. Findings obtained through this research can be applied to the choices of destinations and the planning of school excursions.

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The Effect of Advisories on Tourist Arrivals

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Introduction:

The relationship between crime and tourism is not a common area of research in Trinidad and Tobago. Whilst there has been high crime rates and high levels of heinous crimes perpetrated against tourists in Trinidad and Tobago, agencies such as the Overseas Security Advisory Council (OSAC) have found it necessary to post advisories on crime in Trinidad and Tobago on their website. However, it does not appear as though such advisories are effective in discouraging tourists from visiting this twin-island Republic. Statistical data from the Tourism Development Company (TDC) Limited and crime data from the Trinidad and Tobago Police Service (TTPS) Crime and Problem Analysis Branch seem to suggest that visitor arrivals decreased with lower levels of crime.

Methods:

The researcher will therefore qualitatively examine whether such advisories discourage tourists and what factors are considered in deciding to visit Trinidad and Tobago. Unstructured interviews will be conducted with 25 tourists arriving via sea and air.

Implications:

The researcher expect that from this study recommendations will emerge that will assist Advisory Councils in their communication strategy.

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Involvement, Flow Experience and Revisit Intention in Dajia Mazu Pilgrimage

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Introduction

Religions impart hope to people, and play a crucial role in politics, the economy, and all aspects of life. People demonstrate their religious devotion through pilgrimages to religious sites, including temples and churches (Henderson, 2011; Jafari & Scott, 2014; Jokela, 2014). Amongst the many religions in Taiwan, Mazu, the Taoist goddess, is one of the most popular deities, with more than 500 temples enshrining her throughout Taiwan (Bureau of Cultural Heritage ROC, 2014; Wikipedia, 2014).

The Dajia Mazu Pilgrimage Festival has become one of the most crucial religious festivals, having been held every lunar March since the Qing Dynasty. Hundreds of thousands of tourists attend the annual festival for 9 days and 8 nights. Participants trek over 300 km, carrying a statue of Mazu, representing the largest Chinese religious pilgrimage worldwide (Yao, 2010; Dajai Chen Lan Temple Website, 2014).

Many Taiwanese people attend temple worship and pray for peace and blessings, in both urban and rural areas (Chang & Chu, 2012). Few studies have indicated that a high level of involvement in leisure or tourism enhances people's flow experience (Cheng, Hung, & Chen, 2016). Questions remain as to whether tourist involvement is an accurate predictor of flow experience in pilgrimage festivals.

Favourable revisit intentions frequently represent customer conative loyalty. Some studies have indicated that involvement can influence revisit intention in tourism (Wang & Wu, 2011; Shen, Guo, & Wu, 2014). Besides, previous researchers have focused on flow experience and behavioural intention in on-line game, internet shopping or social network studies (Lee & Hong, 2006; Chen, Tsai, Laio, & Chen, 2012; Chang, 2013). Few researchers have examined that flow experience and revisit intention are positively related in tourism. This study focused on the relationships amongst involvement, flow experience, and revisit intention in pilgrimage.

Methnology

Instrumentation

Involvement. The involvement measurement was based on Kyle, Graefe, Manning, and Bacon (2004). Fifteen items, including statements such as "Mazu pilgrimage is important to me", "I enjoy discussing Mazu pilgrimage with my friends" and "Mazu pilgrimage says a lot about who I am", were listed and visitors were asked to indicate their levels of agreement, from "strongly disagree (1)" to "strongly agree (5)".

Flow Experience. The participants also completed a self-reported 21-item questionnaire developed by Jackson and Marsh (1996) and Csikszentmihalyi (2008), including statements such as "I could control what I am doing", "I know what I want to achieve" and "I enjoy the experience of pilgrimage", were listed and visitors were asked to indicate their levels of agreement, from "strongly disagree (1)" to "strongly agree (5)".

Revisit Intention. Respondents were required to indicate whether they were willing to participate similar activities in Yingge in the future (Phillips, Wolfe, Hodur, & Leistritz, 2013).

The respondents were asked to rate the level of their agreement to a range of statements, from "strongly disagree (1)" to "strongly agree (5)".

Demographics and Travel Characteristics. The usual demographic variables, such as age, gender, and marital status, were included in the survey to identify explanatory variables and to compare the results with those of other studies. The variables of travel characteristics were selected with reference to other relevant studies of pilgrimage.

The Sample

This investigation was conducted during the Dajia Mazu Pilgrimage Festival in Taiwan. The Dajia Zhen Lan Temple's Mazu pilgrimage in lunar March is recognised as the largest religious activity each year. The Mazu pilgrimage religious event was also recognised by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) as a global cultural heritage of humanity in 2009 (United National Educational, Scientific and Cultural Organization, 2014). The pilgrimage commences on 6 April at 23:00, and lasts 9 days and 8 nights, involving a walk of up to 12 hr per day, with a parade route across four coastal cities in Central Taiwan. Hundreds of thousands of pilgrims join the tour from Dajia Zhen Lan Temple, passing through 21 towns and more than 80 temples, before returning to Dajia. The pilgrims travel more than 312.5 km on foot or by various types of transportation.

Data Analysis

Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS) version 20.0. The applied statistics included descriptive statistics, reliability analysis, and factor analysis. AMOS 20.0 was used to conduct a two-stage structural equation modelling (SEM) procedure suggested by Anderson and Gerbing (1988). First, a confirmatory factor analysis (CFA) was conducted to examine psychometric properties of the measures. Subsequently, a general SEM technique was used to test the validity of the proposed model and the hypothesis.

Results

Involvement of visitors

The involvement of visitors, most of the involvement assessed on the 5-point scale had a mean score higher than 3. To measure tourist involvement, a factor analysis was performed to reveal dimensions that can be indicative of responses, yielding two factors explaining 75.2% of the variance. All of the reliability alphas for the two domains and the overall scale were higher than .90. The CFA was applied to test the validity of the questionnaire. After four items were deleted due to high modification indices, indicating that the validity of involvement was good (χ^2 = 168.0, df = 46, p-value = 0.00, GFI = 0.91, CFI = 0.95, AGFI = 0.88, and RMSEA = 0.07).

Flow experience of visitors

Regarding the spiritual experience of visitors, most of the spiritual experience assessed on the 5-point scale had a mean score higher than 3. A factor analysis was also performed to reveal the dimensions that might be indicative of the responses. The results showed three factors explaining 70.7% of the variance. The reliability alpha for the scale and two domains were higher than .91, indicating that the criteria were met (Nunnally, 1978). The CFA results indicated that the validity of the flow experience scale was satisfactory (χ^2 = 270.1, df = 78, p-value = 0.000, GFI = 0.90, CFI = 0.95, AGFI = 0.82, and RMSEA = 0.07).

The relationships amongst involvement, flow experience and revisit intention

The resulting data were analysed using AMOS software to conduct the structural equation modeling analysis. The multiple indices of model fit, including the chi-square statistic, the comparative fit index (CFI), Bollen's incremental fit index (IFI), Tucker-Lewis index (TLI), the goodness-of-fit index (GFI), and the adjusted goodness of fit index (AGFI), root mean square error of approximation (RMSEA), were examined as recommended by a number of researchers (Jöreskog & Sörbom, 1993; Doll, Xia, & Torkzadeh, 1994; Baumgartner & Homburg, 1996). According to the analysis of results, all the indices of overall fits were acceptable ($\chi 2$ = 1028.6, df = 361, p-value = 0.00, CFI = .91, IFI = .91, TLI = .91, GFI = .85, AGFI = .80, and RMSEA = .07).

The results reveal significant parameters for the path between involvement and flow experience (β= .21, p < .001). However, there was no significant relationship between involvement and revisit intention (β= -.05, p > .05). This study also reveal significant parameters for the path between flow experience and revisit intention (β= .33, p < .001).

Conclusion

The results indicated that involvement and flow experience have a significant positive relationship. This finding is similar to those of Cheng et al. (2016) and Csikszentmihalyi (1975) This study also found positive correlations in the relationship between flow experience and behavioural intentions. The correlation result corresponds with those obtained by Lee and Hong (2006), Chen et al. (2012) and Chang (2013).

This study found no relationship between involvement and revisit intention in pilgrimage. This finding from respondent observations may explain the result. Each city and county has a regional Mazu temple and local religious activities in Taiwan, and many Mazu sects exist in Taoism. In this study, visitors wore clothes characteristic of their local Mazu temple. Although numerous visitors were highly involved in Mazu beliefs and the Mazu Pilgrimage Festival, they were attracted to the local Mazu temple that was nearest their residence. Therefore, self-expression may not affect tourist willingness to revisit.

This study surveyed the flow experience of tourists attending the Mazu Pilgrimage Festival shortly after they had completed their visits. Thus, whether the strong experience perceived during pilgrimage is lasting requires further research. Although various types of religion exist, the survey used in the present study was limited to the Mazu Pilgrimage in Taiwan. We suggest that future studies examine the role of flow experience in tourist involvement and construct a suitable experience and behaviour model for pilgrimage.

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The Sharing economy and Urban Tourism: How does Collaborative Consumption Change Operating Acivities?

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Background

With the development of big data, Cloud service and Internet plus, smart tourism and sharing economy are constantly promoting the transformation of China's tourism industry. According to scientific and technological conditions, how to maximizing the value of sharing and to provide a new way of tourism development, has become the hottest discussed topic in China's entire tourism industry.

Definition of sharing economy

Sharing economy (collaborative consumption) refers to the process of transferring the right of usage and obtain returns. It is based on the relationship between social strangers.

Aims of research

By introducing the concept of sharing economy, we use the research method of case study, analyze the cases in the field of traffic (Uber, Didi) and accommodation (Airbnb, Tujia), draw conclusions about the influential difference between traditional consumption mode and collaborative consumption mode on urban tourism management. We introduce the advantages of sharing, drawing prospects under the applications of sharing economy, in order to provide a developing basis for overseas cities and travel platforms.

Research Methods

During the process of case study, the methods of sequence analysis, data collection and analysis, observation and comparison are also mentioned in our research.

Housing - By the end of 2015, the US online housing rental site Airbnb has more than 120 million listings among 190 countries, providing accommodation services to an average of 400 thousand people per night. The China hostel booking platform Tujia has also completed its D+ round of financing with a valuation of over $1 billion by August, 2015.

Transportation - Until May 2015, Uber has announced a new round of financing plan, and its valuation has reached an unprecedented 50 billion.

Findings

Sharing and zero marginal costs

Marginal cost refers to the increment of the total cost based on per unit of new product (or product purchased). Collaborative consumption can be regarded as zero marginal cost. Just like Uber and Didi (in China), the sharing process revitalizes the stock of private cars and reduces the taxi travel cost, so more consumers choose taxi consumption, rather than increase vehicle purchasing.

A necessary condition of sharing`s realization: a reasonable credit mechanism

The solution Couchsurfing taken is to let users improve personal homepage information to obtain the trust of strangers. The Chinese government has also tried to introduce a personal credit system. In the future, to realize the real sense of sharing, it is necessary to set a standard credit rating system to bind the two sides of sharing.

Contributions of sharing economy and collaborative consumption to tourism

At present, sharing economy mainly focuses on housing and transportation. As an industry affected by accommodation and transportation most, tourism has benefited a lot from it. Tourists can enjoy increased city services and expand social circles by sharing consumption. Travel experience has also become the most direct way for people to know a city.

Prospects for development

The developing prospects of sharing tourism

With the promotion of sharing tourism, visitors in the future will have the right to choose not living in traditional hotels, not going shopping in malls and not visiting traditional attractions, but just homestay, taking express cars, tasting food on the street corners and participating in activities like local people.

The significance of sharing economy to tourism operating activities

Under sharing economy, tourism management should provide a more intuitive experience online, making visitors know more about the actual travel environment, including resources and environmental qualities. Each city should be regarded as a whole under offline operations, and every local resident should be a showing card of the city.

How does the sharing economy change tourism social mode?

Through sharing, it is not difficult to find that tourists will pay more attention to the communicating processes between strangers in the future. Travel will no longer be a convention between friends and relatives, but "a date" with strangers.

Breakthrough of employment under tourist sharing economy

From the standpoint of employment, for example, tour guides will no longer be limited by traditional travel agencies. They can rent their professional knowledge and idle time at the sharing platform, and can be able to obtain more career opportunities.

Conclusion

Sharing economy, as a new product of big data and Internet plus, is becoming a new impetus to the society and economic development. Collaborative consumption not only differs from traditional consumption pattern, but meets the basic needs more properly. It reduces the economic costs of living and improves the utilization efficiency of social resources. It maximizes the value of opportunity cost, regards the right of human choice in economic consumption, as well as making contributions to sustainability.

In the future, with the improvement of China's personal credit system, sharing service agencies will be authorized to query data and provide services based on tourists' credit index. Personal intelligence and free time will also be part of sharing sources. For foreign markets, how to develop the corresponding sharing platform for Chinese tourists has become the next step to be considered. It will not only be conducive to the flow of idle resources, but also help Chinese tourists understand more about the overseas cities.

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Developing a Tourism City Similarity Matrix

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Attention to defining a tourism city within the Asian context is initially considered. It is argued that the complexity of the tourism city hinders research endeavours. The pluralism of city and the absence of ready availability data pose significant methodological hurdles for the advancement of city tourism knowledge. Much of the city tourism literature has taken an inductive approach by utilizing the case study method, or alternatively, researchers have studied the demand side surveying tourists. These methods often do not allow comparative analyses (Selby, 2004). In addition, previous literature adopting the case study approach has rarely presented a strong justification for the selection of the case (Flyvbjerg, 2006). The proposed tourism city similarity matrix was built to overcome these issues.

The principal aim of the matrix was to offer a typology of Asian tourism cities. Adopting an approach of building research-informed objective and comprehensive measures, the matrix incorporated five dimensions measuring the performance of key tourism and hospitality sectors in tourism cities. They were the tourism, hotel, aviation, MICE and gaming sectors (Selby, 2004). These components of tourism are typically key elements in characterising city tourism facilities. Individual dimensions were measured by several key indicators. For instance, the performance of tourism sector was measured by international tourist arrivals, international tourist receipts, number of major attractions, and number of amusement and theme parks. A total of 17 measures were employed in building the tourism city similarity matrix. Multidimensional scaling (MDS) was adopted to assess the overall degree of similarity. This data analysis technique was useful in presenting similarity in an accessible pattern by identifying the inherent underlying structure within the data (Fenton & Pearce, 1988).

To validate the tourism city similarity matrix, three-rounds of MDS analyses were performed to ensure methodological rigor. In the first analysis, the measures of 10 Asian tourism cities were collected for investigation. The graphic output of MDS, known as the perceptual map, suggested three patterns of tourism cities. The cities were clustered into the exemplar, marginal outlier and outlier categories. The second-round of MDS analysis was based on a micro perspective. A smaller number of cities was then included in the re-analysis, focusing on the exemplar and marginal outlier patterns. Next, a macro perspective, incorporating a larger number of cities, was pursued in the third-round of analysis. Akin to the findings of the first analysis, three patterns were identified.

In conclusion the research proposed a new typology of clustering Asian tourism cities. The matrix was a first attempt to measure the relative similarity of cities in a comprehensive way. The findings can be used both as a tool to select cases and then interpret tourism city differences in research efforts.

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The spread of Chinese Tourism in France: Methodology and Findings

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At a time when it is becoming globally important, Chinese tourism would appear to be a real opportunity for European destinations which are hoping to reap the economic benefits. A few authors wrote about the development of this market in Spain, Switzerland or Italy to name but a few. As for France, despite the clear interest expressed by tourism professionals, the media and public bodies in attracting these clients, there have been few scientifically-grounded studies devoted to Chinese tourists. The thesis which I am undertaking itself appears unprecedented, with regard to both its subject-matter as well as its area of study and organization. Since it is a geography thesis, I study the Chinese tourism in France through its spatial dimension, and particularly, the way this phenomenon spreads over the territory. The exploratory method I used in order to identify my fieldwork location is already shedding some light on this matter, and is confirmed by the data I am collecting at the Musée du Louvre, interviewing Chinese tourists during their visit. The purpose of this presentation is to set out this methodology and my first results.

The methodology: the analysis of tour-operators brochures
In order to identify my fieldwork location, I cross-referenced three categories of source material:
The press, government statistics and the analysis of Chinese Tour-Operators' brochures. It is this latter source which I wish to come back to here.

This analysis of Chinese Tour-Operators' brochures was carried out following a precise methodology perfected by Philippe Violier. It aims to determine the places deemed to betourist-orientated around the world, while skirting the definitional and methodological bias which affects the studies conducted by the UNWTO or national statistical agencies. It involves systematically identifying the occurrence of the cities where tourists spend the night and the occurrence of the cities where they undertake daytime activities. Once this information has been mapped, we get a clear view of the sites the Tour-Operators prefer to select on behalf of the tourists so that they may best enjoy their recreational activities.

I conducted my analytical work by examining the catalogues produced by 12 Chinese tour operators and chosen from the list of the largest tourism companies in China, published by CNTA (China National Tourism Administration) in 2010 and 2011. I therefore looked at 342programs divided into tours for groups, private individuals and cruises. This eventually resulted in a series of 5 maps which not only allowed me to determine my choice of area to study (Paris, Burgundy and the PACA region in the south-east of France), but also revealed various trends which Chinese tourism in France has followed.

Findings
Beyond the identification of our fieldwork location, the analysis of the Chinese tour-operators made it possible for me to make a few observations. The first one is that the Chinese tourism in France spreads according to a reticular distribution, using the main railways and motorways. One of the five maps also revealed that many cities (including very small villages) were visited around the Mediterranean, which suggest an in-depth discovery of the region by the tour groups, and possibly, a perpetuation of the phenomenon in this area. Finally, this study of the brochures helped me to detect a discrepancy between the official government figures and the information provided by the Tour-Operators' brochures. The official figures

indicate that Burgundy is the second region after Paris, in terms of arrivals. However, my analysis of the tour-operators brochures suggest that this region is more likely to be frequented for logistic reasons, than leisure (one overnight stay on the way between Paris and Switzerland, and Paris and the south of France). This observation was confirmed by a manager of the local tourism administration, who explained me that there was no real marketing strategy toward the tour-groups, since they only stay for one night. Instead, the region prefers to focus on Chinese individual tourists and small groups.

My study also aims at identifying the factors which influence the spread of Chinese tourism. At the moment, my fieldwork at the Louvre highlights the fact Chinese tourists' intentionality has an impact on the spread of the phenomenon. This intentionality is fuelled by their representations about France and by the competences they gained during their socialization and previous trips, and which give them more autonomy (foreign language, familiarity with European cities, driving licence, etc.).

Conclusion and implications:
The use of the Chinese tour-operators' catalogues not only helped me to decide on my choice of study area, but also allowed me to make some observations which build upon or question the previously-used journalistic and statistical data. If applied to other fields of research, this method could be used to overcome the bias and stereotypes prevalent in the official figures and media. Our research about the spread of Chinese tourism in France and the factors influencing it (tourists' intentionality and tourism professionals' strategies) might also allow us to check the validity of the concept of "tourist capital", which could be defined as the resources and competences we gain and use to realize our recreational plans.

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Study of Experiential Value Perceptions of Recreation around a Metropolis from a Social Gender Perspective

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Introduction

Recreation around metropolis (RAM), as a kind of short distance leisure style, gradually becomes Chinese urban dwellers' first choice for holiday leisure, vacation, amusement with its distance advantages, and it also draw government's, investors' and developers' attention to develop fierily. In the context of experience economy, experience value increasingly forms the focus of tourism research and the new content of RAM. Market segmentation is the key to victory in differentiated marketing. The male and female market are the two most important market segments. The female market has become the new favorite of the tourism industry, with a great potential for development. Under this background, exploring the difference of experiential value between male and female from social gender perspective is of great significance for the development of RAM.

Methods

Questionnaire
The questionnaire is mainly divided into two parts: the first part is the experience value scale, which draw lessons from the RAM experiential value scale developed by Li Jiangmin, including five dimensions like functional value, situational value, emotional value, cognitive value and economic value and 26 measurement indicators. The second part is about demographic characteristic, including gender, age, family structure, occupation, education, and monthly income 6 items, to understand the representativeness of the samples selected in this survey.

Data collection
The study adopts the form of online questionnaire. During December 1, 2015 to January 30 2016, we send links to carry out random research through QQ, WeChat, micro-blog, mail and other means of transmission to covering different regions, age, and educational background as far as possible in China. The survey directed to the RAM experience during the last year. A total of 791 samples were collected and the effective rate was 100%.

Findings

Reliability test of experience value scale
The research adopts the α coefficient test to analyze the internal consistency of 5 dimensions and 26 measurement indicators of the value scale. Results show the correlation coefficients of 26 items in experience value table are all greater than 0.5, the overall reliability of scale ,that is Cronbach's value, is 0.955,the Cronbach's value of five dimensions are 0.887, 0.873, 0.919, 0.881 and 0.886, are all greater than 0.8, which explain that the scale has good internal consistency and reliability.

Analysis of gender differences of experience value

Categorization of experience value perception
Use SPSS hierarchical cluster analysis to divide perceived levels of experiential value, use the K-mean calculation method to explain the level division rationality and use discriminant analysis to verify. The perceived levels of experiential value is divided into three types: low perception, plain perception and high perception.

Analysis of the difference of experiential value perception
Use Pearson Chi-square test to analyze the gender distribution and structural characteristics of three levels of perception, the results showed that the male is mainly distributed in the high perceptual type and the female is mainly distributed in the plain perception type.

Analysis of the difference in experiential value five dimension
(1) The mean value of experiential of five dimensions were observed, the result showed that both male and female have higher identification degree in emotional experience in the process of RAM and they are not satisfied of functional value experience.
(2) Independent sample T test is used to compare the mean values of the continuous dependent variables in the two groups. The independent variables are divided into two groups of male and female, and consider functional value, situational value, emotional value, cognitive value and economic value as continuous dependent variables, and the P value of the two groups were observed. The results showed perceived experience recognition degree of male is higher than that of female in three aspects of functional value, situational value and cognitive value.

Conclusions and Discussion
(1) Perceived emotional value degree of male and female are both the highest among other value perception degrees, while economic value perception degree are the lowest. This result indicates that RAM tourists have a higher perception degree of emotional identification than functional value obtained in the course of recreation. It also indirectly reflects the current existing weak conditions in time and energy saving. So it appears especially important that has attractive and reasonable price, convenient transportation for recreational places to guarantee tourists to enjoy a relaxing holiday within the limited time.
(2) There is a significant difference between male and female in the experiential value perception, the male's is higher than that of female in three aspects: functional value, situational value and cognitive value. It explains that male has a higher perception degree of current functional value, situational value and cognitive value in the RAM. To explore the cause of this consequence, for the one thing is the divergence in the biology itself for male and female, together with the community culture construction differences; for another is that women put more attention on details, have an easily influenced mood. The products of RAM should be more quality, detailed and individualized to attract more female tourists.

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Tourist Scams in the City: Challenges for Domestic Travellers in Urban China

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Introduction

The present research seeks to identify dominant scams against domestic tourists in popular tourism cities in China. Specifically, there are two questions of concern: what types of scams do domestic tourists experience and are the patterns of scams different or not between capital and regional cities?

China's domestic tourism has expanded considerably during the last decade. The arrival of considerable numbers of tourists, many of whom are unfamiliar with the setting they visit, plus the complexity of urban environments produces community benefits but also hotpots and problems in tourist-local interaction. The focus of this paper lies with one set of these undesirable byproducts of tourism growth, the opportunistic exploitation of domestic Chinese tourists in the form of scams.

A tourist scam is defined by Pearce (2011a) as "essentially fraudulent practice intended to gain financial advantage from a tourist where that targeted individual is initially a willing participant". It is reasonable to situate tourist scams in the context of crimes against tourists. However, the current research recognises three distinctive elements of tourist scams based on an extensive literature review of crimes and scams, especially those against tourists. These identifying features of a scam include victim culpability, financial interest orientation from the perpetrator and relative mundane activities or contexts framing the interaction. Not all scams are actually illegal, or at least they are of a form where taking legal action by the victim would be seen as unproductive.

There has, however, been limited research exploring scams in the urban tourism context in Asia. Pioneering studies by Pearce and colleagues are exceptions here. Pearce (2011) looked into scam episodes in Thailand and in turn developed a scam category scheme outlining their presence in tourist service, general retail and social contact. Later, Pearce and Kanlayanasukho (2012) studied scam behaviours conducted by tour guides and their consequences. In order of their seriousness, the scam outcomes included money loss, broken relationship between tourists and guides, and minor threats to safety. These findings pave the way for further understanding of the scams against tourists with the ultimate aim of developing awareness and scam avoiding behavioural tactics.

Method

User-generated content (UGC), including travel blogs, is generally regarded as a source of unbiased, authentic and rich information about certain realities and insights from the insiders' perspective (Wu, Wall, & Pearce, 2014).

Three prevalent on-line platforms where Chinese frequently share their travel stories were selected as main source of data. One hundred reviews were systematically extracted from the Chinese on-line blogs. These episodes report experiences of being scammed during travels to Beijing, Hangzhou, Xi'an, Sanya and Guilin. Chinese blogs were translated into English followed by back translation and inter-researcher checks on the accuracy of the expressions being considered. A qualitative analysis facilitated by Leximancer software was applied to identify

dominant themes and concepts emerging from the narratives of those tourists reporting scams. In addition, reviews about trips in Beijing and in other four cities were compared to identify differences in scamming patterns between the capital city and regional cities.

Findings

At the outset, a general map was generated from the 102 reviews. In order of their relative importance, 'yuan', 'tour', 'driver', 'shopping', 'restaurant' and 'tea' are identified as six major themes which best summarize domestic tourists' scam experiences in Chinese cities. The most influential theme is 'yuan', the basic unit of money in China, representing that most tourist scams are money-oriented, unlike some situations in tourist crimes where the concern is safety. The theme 'tour' reveals the circumstance where explicit scams happened repeatedly. Frequent tricks performed at tourist sites are related to unlicensed guides and taxi drivers, deceptive city tour packages, ticket scalpers pretending to be official sales persons, unexpected shopping at the expense of visiting other attractions, frauds involving the hawking of fake products, and exorbitant prices of souvenirs and meals. 'Driver' also emerges as an important theme and its connectivity with concept 'unlicensed' was informative. This identifies the trustworthiness of tourist transport as a serious issue in China. The other three themes 'shopping', 'restaurant' and 'tea' reveal the problems in the tourist consumption field.

The capital and regional contrast in prevalent tourist scams was drawn from an inter-group comparison map. Separate themes "restaurant" and "tea" in the general map were merged into a bigger topic represented by manipulating the weight measures and the behaviours of shills. The patterns of scams that tourists encountered most frequently were different between regional cities and Beijing. Firstly, in regional cities, concepts representing cheating on measuring scales, particularly in terms of produce weight, are the most influential. Such scams are not reported in Beijing. Secondly, for the capital the most frequently reported scams are about the chaotic environment at tourist attractions. Comparatively, retail scams in regional cities start frequently in general non-tourist areas, such as bus stops and restaurants.

Conclusion

The links between the results and the existing literature on tourist scams and crimes against tourists are reviewed. The discussion will be guided by the social situation framework.

The implications of the present study lie in enriching the literature on scams against tourists, noting reginal differences in the forms of the scams in China. In time these perspectives can be developed to inform tourism practitioners' strategic approaches to administrating order and safety in the tourism environment of cities. Attention to the international tourists' experience of scams in China represents a closely aligned future research direction.

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How do Reality Shows Affect Audience Involvement and Travel Intentions?

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Reality TV show has been a very popular program in Mainland China and many tourist destinations are approaching this channel to attract tourists. But the mechanism of the reality show on travel intentions need to be further examined, due to the very limited amount of related studies. In this study, the authors established a theoretical framework to understand the relationships and intervening mechanisms of the reality show to the audience involvement and their travel intentions. A dimension of audience involvement including behavioral involvement, emotion involvement and referential reaction is proposed to examine the reality show's impact on travel intentions, throught the mediating effect of the cognitive and affective images of the destinations. The authors applied questionnaire to collect data from a sample of 415 reality show audience. The findings will help to understand the mechanism of the reality show on the involvement and perception of the audience and hereby influence their behaviors. Managerial implications and suggestions will be concludea

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A Study of Chinese Residents' Perception of Italy's Tourism Image

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Italy, as a world class tourist destination, attracts more and more Chinese tourists every year. The data shows that the number of Chinese tourists visiting Italy has increased at an annual growth rate of 18%. Italy is one of the preferred destinations for Chinese citizens traveling to Europe.

In this paper, the authors study Chinese residents' image perception toward Italy through a survey targeting on residents of Beijing, Shanghai, and Guangzhou, China's three major first-tier cities. An online questionnaire was distributed through social media and 691 respondents from Beijing, Shanghai, and Guangzhou areas were collected. SPSS 20.0 was applied for data analysis. Factor analysis was performed to explore the main factors impacting Chinese residents traveling to Italy. An analysis of variance was used to explore the impact of Chinese residents' image perception of traveling to Italy, and a significant relationship between demographic factors and variables was found. By performing an analysis of variance together with a multivariate linear regression analysis, the authors explored the Chinese residents' reasons for choosing Italy as a tourist destination as well as the level of interest and relevant related factors. The perception differences between two groups who "have visited Italy" and "never have visited Italy" were also studied. The findings are:

First, the majority of the Chinese residents already had one certain image of Italy in their mind, and most of them were obtained from the Italian culture, history, art, film, literature, friends, and basic knowledge of political, economic and social aspects, the Italy has a very good knowledge basis in Chinese residents;

Second, the factors of "political, economic, social environment and facilities", "culture, history and art", "natural environment and tourism resources", "shopping and consumption" are the most influential factors for the Chinese residents traveling to Italy;

Third, the two groups of respondents "have visited Italy" and "never have visited Italy" showed significant differences in the perception factors of "the influence of social media", "culture, history and art", "natural environment and tourism resources", "shopping and consumption".

Fourth, the authors summarized the new trend of the Italy tourism image perception factors, which are "social media marketing" and "shopping and consumption". These two factors are not principle but become more and more important nowadays.

Based on the analyses of this study, marketing strategies and recommendations that fit the perceptions of Chinese residents toward traveling in Italy are presented.

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Vacations with Young Kids: Anecdotes from the Internet

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Family vacation has been identified as representing a significant portion of tourism industry around the world. Family travel surveys are conducted frequently, but ignore a vital segment of the family holiday: younger kids who travel with parents. This paper provides an analysis of the under-researched and under-valued holiday experiences of families with younger children (0-4 ages). A web-based research method, netnography, is used to gather data for this paper from the Chinese largest online travel community, Mafengwo and five internationally personal blogs. As a result, a total of ninety-seven postings were recognized as the data source of this study.

The results show that most vacations with young kids are undertaken by nuclear families. The presence of young kids has changed the way that their parents make decisions on family holidays. When considering where to go with their young kids, parents attach great importance to the accessibility, image, as well as the facilities of the optional destinations. What's more, parents are possibly motivated by their younger children to undertake a family vacation for family bonding, kid's development, self-compensation and making up for guilty. The study also points out children's activity is featured by keen to details and prolonged engagement in destinations. Their preferred activities can be divided into two types: playing with nature and social development.

The findings of this study are significant not only for advancing tourism knowledge but also for stimulating destination development. This study also suggests the need for more focused attention on the holiday experiences and behaviors of families with younger children.

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Huns emperor Heli Bobo's Possible Mausoleum

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Helian Bobo（赫連勃勃，381–425) was the founding emperor of ancient China's Xiongnu(Huns) state Xia(夏). He was a legendary northern conqueror only after Gengis Khan in ancient China's history.

For more than one thousand years after his death, Helian Bobo's real mausoleum was never found. Where his mausoleum is located is a historical enigma. The search for Helian Bobo's mausoleum is important for world cultural study and archaeology.

Three years ago, one of Helian Bobo's possible mausoleums was discovered located in Mahuangliang Industrial Development Zone, which is in Yulin city's Yuyang District, Shaanxi Province. This possible site is 100 kilometers to the northeast of Tongwan City, the former empire's capital.

According to the preliminary study, the possible mausoleum is even larger than Liechtenstein. Many farms spread there, covered with a few trees and Loess Plateau plants.

Although this vestige is not corroborated as the emperor's real tomb yet, many shards and items garnered there prove that this is a momentous place in Xia. Some coins coined in Xia were authenticated. The former reservoir site could be identified. If the fundamental conclusion is correct, the mausoleum is surrounded by a big lake named Shiguo Tianchi (Stone city, elysian lake).

The site keeps its original form generally. But the economical development is a woe to this place. If the industrial development zone expands, the possible tomb would be damaged one day. Advanced research would be hampered. So the protection of this vestige is an exigent task for NGO and for scholars.

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Understanding Knowledge Management in Tourism Development Companies in China: a Project Ecology Approach

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Introduction: This research seeks to advance the understanding of the role of knowledge management in the process of tourism attraction development. The origin of this research starts from a major research gap relating to tourism product development. Current tourism product studies are relatively uneven, with most research focusing on the marketing dimension (e.g. marketing analysis) rather than the supply dimension, including the tourism product development process (WTO and ETC, 2011). Within this field, the role of tourism development companies (TDCs) is rarely researched or even mentioned in the research literature. Additionally, despite the knowledge-intensive nature of tourism product development process and TDCs, limited attention has been given to the perspective of knowledge management in tourism development. In order to fulfil this gap, and to escape the limitations of traditions firm-focused studies, an organizational ecology (OE) approach (Becker (2007) is adopted. This is defined as the system which is constituted of a number of organizational entities and their interrelationships which together co-produce projects. By considering the nature of TDCs as typical project-based organizations, the research intends to obtain an insightful understanding of knowledge management in tourism development companies in China, i.e. a project ecology approach (Grabher, 2002).

Method: The research involves initial semi-structured interviews with professional participants in the tourism development industry to help clarify how to conceptualize the TDC industry in China, as well as to map the framework of TDC`s project ecology in China, and identify key element in the 'what' and 'how' of knowledge transfer within this ecology. However, the core of the methodology is multiple case studies conducted in three contrasting TDCs over a period of 10 months. Data were collected through participant observation and informal interview during the case study process, focusing on how knowledge is transferred and managed within the project ecologies.

Findings & Implications: The research is expected to produce a conceptual framework that will open a new door to understanding how the distinctive project ecologies influence tourism development project processes as well as the relevant knowledge management activities. Identification of the main facilitators of and obstacles to knowledge management in TDCs in China will contribute to enhancing the performance of the case study firms, as well as the TDC sector generally.

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Inbound tourism as a Driving Force of the Regional Innovation System: An Impact Study of China

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Abstract: Along with the globalization and information-economic epoch, international knowledge spillover plays an important role in regional development, and the regional innovation system becomes more and more open-ended. As a nexus of the destination and the outside world, inbound tourism brings various economic and social resources for the development of the host region, which may also contribute to a higher level of cognitive proximity and absorptive capability as well as to greater product variety and manifold consumption externalities. Much research has addressed the influence of innovation on the tourism industry development, but only a few studies have focused on the impact of tourism on innovation. This study focusses on the influence of inbound tourism on a regional innovation system. The aims of this research are to: (1) interpret the mechanism of how inbound tourism impacts regional innovation; (2) inquire the external influence factors of the performance of inbound tourism; (3) explore the different characteristics of these effects when considering different types of innovation; (4) revisit the Tourism-Led Growth (TLG) hypothesis, and consider whether innovation can be a new vehicle to explain the influence of inbound tourism on spatial economic development. The influence of inbound tourism on innovation will provide a new perspective for analyzing the long term impact of tourism development. Furthermore, it may also be a meaningful complement to studies on the relationship between immigration, culture diversity and innovation, especially in the context of developing regions.

Our study is organized as follows. First, the theoretical framework and the related hypotheses on the interaction between inbound tourism and regional innovation are presented. The network structure and diverse demands approaches as well as the effect of the regional absorptive capacity are considered and highlighted. Next, data from 30 Chinese Mainland provinces (Tibet being excluded, because part of the important indicators are unavailable) for the years 2003-2012 are used for the empirical analysis. The data come from the Chinese Patent Statistical Yearbook, the Chinese Statistical Yearbook, and the China Economic & Industry Data Database. From a methodical perspective, an entropy method and a perpetual inventory method were undertaken to measure the key variables. Next, a descriptive analysis was used to reach a preliminary idea on the above relationship. As to the existence of spatial autocorrelation, spatial panel data analysis was conducted to test these hypotheses. The study finds that inbound tourism is a driving force for a regional innovation system in China and can bring a new life to regional economic development. Firstly, inbound tourism appears to have a direct and indirect impact on regional innovation, while absorptive capacity has a significant mediating effect in this relationship. Secondly, the impact of inbound tourism on regional innovation capacity tends to be stronger in the wealthier and more international-oriented provinces. Thirdly, the effect of inbound tourism on technological innovation is mostly weaker than that of social innovation. Fourthly, this study supports the TLG hypothesis with regional innovation as the mediating variable.

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Really Real? Heritage Tourism Authenticity in English Historic Cities

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Introduction
This paper fits into the conference theme of heritage tourism in cities, taking the form of an urban spatial study examining how authenticity is perceived by tourism and tourism managers in fifteen key English heritage cities including Oxford, Cambridge, Durham and Greenwich. The research draws upon the well-travelled concept of staged authenticity (MacCannell, 1973; Cohen, 1979) as well as more recent wider concepts and debates ranging from performative authenticity (Knudsen and Waade, 2010) to spatial flows (Massey, 2005). A major issue for many places has been retaining and capitalising on the 'auratic' (Benjamin, 1931) within the context of austerity, reproduction, flows and globalisation, which could imbue the urban environment with a sense of 'placelessness" (Relph, 1976). Labadi (2010, p.78) uses the term 'post authenticity' in an assessment of World Heritage Site nomination dossiers, arguing that degrees of restoration and recreation are recognised as playing an important part in preserving built and intangible heritage. With the growth of the 'experience economy' (Pine and Gilmore, 1999) it could be argued that the historic cityscape provides a 'throwntogetherness' (Massey, 2005) of forms of 'staged authenticity,' including new cultural attractions, architecture, street scene, traditions, events and spaces, all of which act as forms of historic interpretation affecting the authentic fluidity of the heritage tourism experience.

Method
The research utilises a visual methodology, including Visitor-employed Photography and "Practitioner-employed Photography," analysing over 1,200 historic city tourist and tourism manager photo-diary entries using Light Room software. Using a visual methodology to explore authenticity adds a further dimension to the research because the act of photography can be argued to be "staged" or "real."

Findings/Discussion
Findings suggest simultaneous, fluid spaces of authenticity are perceived by participants, as the past emerges and retreats during their urban tourism experience. The spaces include, firstly, the more affective, softer, intuitive "original city;" where tourists and placemakers ignore the staged and experience performative authenticity. Secondly, the "restored city" is a space where participants chose their images because of a date or fact attached to them, rather than their aesthetic impact. This documentary approach necessitates "curating," the built environment of historic cities; participants appropriated the city by discussing, as one tourist described it, "old and older" Lastly, the "staged city" is perceived as recreated rather than restored, a stage set which can create a "placebo heritage effect," with new culture augmenting the heritage product, providing atmospheric authenticity and "contemporary contextual" linking tissue for the streetscene.

Conclusion
The paper makes an original contribution to social science by building on previous anthropological work (Cohen 1979; Fjellman 1992), to develop new insights into impressions of staged authenticity. The findings suggest that aura of the historic city emerges and retreats" as tourists are capable of ignoring, appreciating and critiquing staged authenticity. This implies that heritage tourists are not as ironically accepting of copies as has previously been suggested, but still value and calculate the degrees of originality of historic artefacts.

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An Analysis of Corporate Social Responsibility Practice in the Macau Gambling Industry

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2012 was a critical year for gambling operators in Macau. This paper studied the process of Corporate Social Responsibility (CSR) in Macau Gambling industry. Research results were based on a triangulation between in-depth document review, content analysis of information from the company's websites, and site visits. The purpose of this paper was to offer a preliminary case study regarding the Corporate Social Responsibility issues being addressed by Macau's major gambling operators. This study compared different types of Corporate Social Responsibility employed by Macau's gambling operators. This study identified "Leadership, Vision and Values", "Workforce Activities" and "Community Activities" as the most popular CSR practice areas. Meanwhile, "Supply Chain Activities", "Marketplace Activities" and "Stakeholder Engagement" were identified as the CSR practices that need to be improved among Macau's gambling operators. Furthermore, this study further suggested the implications for policy makers and practitioners.

Introduction

For sustainable development of the gaming industry, many local governments and gaming operators in the world tried to reduce the risk and severity of negative consequences through various activities (Hing, 2003). In 2012, a critical year for gambling operators in Macau, DICJ provided new guidance in accordance with Law no. 10/2012. In accordance with the new regulation effective at the end of 2012, people under the age of 21 were prohibited from entering casinos. According to Brown & Raeburn (2001), gambling was a potentially addictive activity and could cause major harm to problem gamblers, their families and the communities. Responsible Gambling has been mentioned in the Macau chief executive's policy address ever since 2007. Many major gambling operators were now explicitly addressing and reporting this issue on their Corporate Social Responsibility (CSR). Buchanan and Johnson (2007) pointed out that it was important to recognize the potential harm of electronic gambling machines caused to certain members of society. This meant adopting and practicing the major principles of CSR is paramount. However, there was a very limited research that pays attention to CSR, especially the new regulations passed in 2012, in Macau. This study offered a review of the CSR issues being addressed in Macau gambling industry. The specific objectives of this study were as follows:

To evaluate CSR performance of the gambling operators in Macau.
To examine the factors that would influence CSR practices among the gambling operators.
To improve gambling operator's CSR practice.

Literature review

To promote healthy and sustainable growth in the gambling industry, Macau government announced that it will follow the policy of "moderate supervision, monitoring and control and healthy growth", put forth its effort to lift up the quality and standard of the gambling projects development, strengthen its regulations on the gambling industry and showed serious concern on the various social problems caused by the gambling liberalization, with the aim to turn Macau into a destination for regional tourism, leisure gambling, convention and exhibition with international standard (DICJ, 2013).

On August, 20, 2012, the Macau government enacted the legislation which the minimum age required for entrance into casinos in Macau was raised from 18 to 21 years of age. Furthermore, DICJ issued instructions for the implementation of "Responsible Gambling" principles. Under these instructions, casinos were required to implement certain measures to promote Responsible Gambling including: made information available on the risks of gambling, responsible gambling and odds, both inside and outside the casinos and through electronic means; created information and counseling kiosks and a hotlines; regulated lighting inside casinos; exhibit time; created and trained of teams and a coordinator responsible for promoting responsible gambling (DICJ, 2013).

Method

In stage one, we used a qualitative approach to analyze the gambling operators annual reports through content analysis, using Nvivo10.0. Data at this stage were mostly textual data from the gambling operators' annual reports. Researchers looked into the annual report and see if there were any CSR activities or events. If any of the events fell into any of the 31 activities classified by Blowfield and Murray (2011), then we categorized the company has performed such a CSR activity. A team of three worked collaboratively. According to Blowfield and Murray's CSR framework, the researchers put the collected data into 7 categories with 31 classes of activities: "Leadership, vision and values","Marketplace activities","Workforce activities","Supply chain activities","Stakeholder engagement","Community activities" and "Environment activities". Rounds of discussions were held to reach consensus. Under these seven categories, salient points/activities were derived.

Results

Table 1. Implementation of CSR from Operator's Annual Reports in 2012

Areas of CSR	lient points/Activities	Gambling Operator					
		1	2	3	4	5	6
Leadership, Vision and Values	a.Defining and setting the corporate purpose	✓	✓	✓	-	✓	✓
	b.Translating this into policies and procedures	✓	✓	✓	-	✓	✓
	c.Putting it into practice, including empowering and embedding	✓	✓	✓	-	✓	✓
	d.Ethical leadership and championing	✓	✓	✓	-	✓	✓
Makertplace Activities	a.Responsible customer relations, including marketing and advertising	✓	✓	✓	-	✓	✓
	b.Product responsibility	✓	✓	✓	-	✓	✓
	c.Using corporate responsibility product lablling	-	✓	✓	-	✓	✓
	d. Ehical competition	-	-	-	-	-	-
	e. Making markets work for all	-	-	-	-	-	-
Workforce Activities	a.Employee communication and representation	-	✓	✓	-	-	✓
	b.Ensuring employability and skills development	-	✓	✓	-	-	✓
	c.Diversity and equality	-	✓	✓	-	-	✓

Category	Item						
	d.Resposible/fair remuneration	-	✓	✓	-	-	✓
	e.Work-life balance	-	✓	-	-	-	✓
	f. Health,safety, and well-being	-	✓	-	-	-	✓
	g. Responsible restructuring	-	✓	-	-	-	✓
Supply Chain Activities	a.Being a fair customer	-	-	-	-	-	-
	b.Driving social and environmental standards through the supply chain	-	-	-	-	-	✓
	c.Promoting social and economic inclusion via the supply chain	-	-	-	-	-	-
Stakeholder Engagement	a.Mapping key stakeholders and their main concerns	-	-	-	-	-	-
	b.Stakeholder consultation	-	-	-	-	-	-
	c. Responding to and managing stakeholders	-	-	-	-	-	✓
	d. Transparent reporting and communication	✓	✓	✓	-	✓	✓
Community Activities	a.Financial donations	✓	✓	✓	-	✓	✓
	b.Volunteering employess time	✓	✓	✓	-	✓	✓
	c. Giving gifts in kind	✓	✓	✓	-	✓	✓
	d. Being a good neighbor	✓	✓	✓	-	✓	✓
Environmental Actities	a.Resource and energy use	-	✓	✓	-	✓	✓
	b.Pollution and waste management	-	✓	✓	-	✓	✓
	c. Environmental product responsibility	-	✓	✓	-	✓	✓
	d. Transport planning	-	-	✓	-	-	-

Discussion and conclusion

This study enhances CSR literature by empirically examine CSR practices in Macau gambling industry. This study identifies "Leadership, Vision and Values", "Workforce Activities" and "Community Activities" as the most popular CSR practice areas. Meanwhile, "Supply Chain Activities", "Marketplace activities" and "Stakeholder Engagement" are identified as the areas that require improvements in Macau's gambling operators CSR practice. The gambling operators publicly report their commitment to responsible gambling, but there are marked variations in the nature, content and extent of that reporting. Six operators' annual reports and websites show broadly similar sets of issues. Furthermore, operators concentrate very narrowly on what they define as CSR. Casino companies need to carefully examine the effects of CSR on financial performance when making CSR-related decisions (Lee & Park, 2009).

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Blessing or curse? Exploring Urban Residents' Perceptions of Shanghai Disneyland

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Introduction: The Shanghai Disney Resort, which is the first Disney Park in mainland China is going to open on 16 June 2016. Disney theme park and resort is embedded in the urban landscape while contributing to the process of urbanization (d'Hauteserre, 1999). Since this internationally renowned Disney began to build, there are always debate about if it can bring benefits to Shanghai and perhaps even the entire Chinese mainland. Understanding residents' perception of this mega tourism attraction is necessary because local residents are among the key stakeholders of tourism development and their attitudes play an important role in the fate of a tourism project (Harrill, 2004). It is critical for policy makers, tourism developers and planners, and tourism researchers to explore residents' attitude even before the park open.

Methods: This study attempts to integrate social exchange theory (SET) and social representations theory (SRT) in understanding residents' perception before a mega tourism attraction open. How the host community perceives the development of a local tourism industry is a function of the benefits and costs associate with the development. If the benefits outweigh the costs, residents are more inclined to be supportive of the development (Jurowski et al., 1997; Wang & Pfister, 2008). A set of 24 items measuring residents' perception of the effect of the was selected from previous studies on the effect of mega resort and theme park (Byrd et al.,2009; Dyer et al., 2007; Kim & Petrick, 2005). These items included economic, social/cultural, infrastructure development and environmental effects. In addition, demographic variables, such as gender, monthly income and so forth, were included in the questionnaire to obtain a profile of the respondents. Questionnaires were distributed to residents of Shanghai from1 to 10 April, two months before the Shanghai Disneyland open. In addition, semi-structured interviews with residents and entrepreneurs were also undertaken. Quantitative data were analyzed using SPSS 21.0. Qualitative data were analyzed using a content analysis approach.

Findings: It was found that the majority of respondents perceived the impacts of Disneyland very positively, particularly for those related to the social-psychological, urban development, and economic development factors. Residents' perceptions towards some social cultural impacts were mixed. Based on their different social representations, residents were classified into three groups.

Conclusions: The survey study revealed that local Shanghai residents held very positive perceptions towards the impacts of Disneyland, with most of respondents indicating support for the theme park. However, the long-term challenge for the Walt Disney Company and government officials is maintaining a consistent level of support throughout its duration because residents are not homogeneous and their attitudes tend to shift easily. Thus, both top–down and bottom–up planning approaches are suggested. Meanwhile, there are also advised to undertake more public relations work to introduce possible impacts to residents early in the development of the park.

Implications: This study was just a first step in exploring the tourism impacts of Shanghai Disneyland. Future research will investigate the community residents' perception after it open and compare perceptual differences between the two periods. The findings of the study could provide reference for the policy making related to unban tourism planning. Also, the present study and its findings should offer a useful case study for the management of urban mega tourism attractions.

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Smart Tourism Development for Promoting Cultural and Heritage: A Critical Perspective on Smart City Development

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Bali is based on cultural tourism. One of regency in Bali who has big tourists' arrival is Badung regency. To promoting cultural and heritage with related to information technology, Badung plan to be a smart city. Tourism in defining and interpreting cultural heritage offers many benefits, including improved learning opportunities for individuals and a broader base of knowledge about art and heritage. This knowledge can in turn be used for better, smarter, information provision in the future. This paper evaluates the implications of the Badung Smart City paradigm which combined culture, heritage, tourists and ICT.

Introduction

Cultural and heritage is a basis for tourism development. Balance and harmony assure sustainable development (Bendesa, 2016). Sustainable development is development which meets the needs of the present without compromising the ability of future generations to meet their own needs. Since the introduction of tourism, Balinese culture is no longer the exclusive property of the Balinese alone — for it is precisely this characteristic fusion between religious celebrations, customary practices and artistic creativity that forms Bali's "image" as a "Tourist Destination" and that gives it a decisive pre-eminence over other destinations with which it competes (Picard, 1996).

Now in digital era, smart city is one solution to develop a destination. A smart city is an urban development vision to integrate multiple information and communication technology (ICT) solutions in a secure fashion to manage a city's assets. The city's assets include, but not limited to, local departments information systems, schools, libraries, transportation systems, hospitals, power plants, water supply networks, waste management, law enforcement, and other community services.

In globalization era of ASEAN Economic Community, one regency in Bali which is well known as Badung Regency, plan to develop their destination as a Smart City destination. The purpose of the Smart City is to drive economic growth and improve the quality of life of people by enabling local area development and harnessing technology, especially technology that leads to Smart outcomes. Application of Smart Solutions will enable cities to use technology, information and data to improve infrastructure and services. Comprehensive development in this way will improve quality of life, create employment and enhance incomes for all, especially the poor and the disadvantaged, leading to inclusive Cities. As a tourists destination, Badung develop their area to be a destination which familiar to information, communication and technology (ICT).

Methods

The method of this research is observation and paper based research. This paper deals with smart tourism practices and innovative tools supporting cultural heritage, with the aim of evaluating their potential in the Badung scenery. In particular, it evaluates the theoretical and methodological implications of the Smart City paradigm, above all in the tourism sector, as well as analyzing observation, paper based research, the results of data, and good practices related to Badung smart tourism.

To close the gap in the literature about smart cities and in response to the increasing use of the concept, this paper proposes a framework to understand the concept of smart cities. The chosen methodology is based on the theoretic and epistemological in depth examination of the Smart City concept, integrated with the analysis of data and statistics both on the regency-province level and related to some selected areas.

Findings

The analysis of Badung smart tourism implies the selection of a few macro-categories to choose smart cities where cultural heritage and tourism intersect with most evidence or have already been supporting local development inspired to the paradigm of smartness. Based on the exploration of a wide and extensive array of literature from various disciplinary areas have been identified eight critical factors of smart city initiatives: management and organization, technology, governance, policy context, people and communities, economy, built infrastructure, and culture.

To develop a destination which has combination urban and rural area; Badung need to focus their development in an urban area which located in south Badung, especially for Kuta area. In Kuta, the business transactions are very popular. And a smart city must be design here in Kuta area.

Implication and Conclusion

The result of this research is a recommendation to Badung government who created and designing Badung as a smart city. Smart city with ICTs provide a wide range of tools able to enhance cultural heritage and, consequently, promote tourism. However, in order to be highly effective new technologies cannot be used just in the stage of user's fruition, thanks to the possibilities given by mobile terminals, but above all in the promotion planning stage. Promoting smart tourism for a smart city means to take into account all the dynamics of development of the involved territories in order to plan a sustainable process of growth which implies also the possibility to 'use' cultural heritage for tourism reasons.

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Challenges Faced by World Tourism Cities in the Current Economic Climate

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World tourism cities perform multiple functions such as being centres of trade or home to national cultural institutions, and exhibit various characteristics that influence tourism development within their boundaries. These cities are the main gateway for tourists visiting a country and their success has a direct impact on the number of visitors attracted. Therefore, in a globalised world that affects tourism development in most cities, global cities 'need to negotiate the challenges of updating their appeal to visitors and maintaining their distinctiveness in the face of pressures from standardisation' (Maitland, 2012, p.1). Besides the complexities in terms of economic, social or political functions, these destinations also have to deal with the diversity of people who experience such places either as residents, visitors or migrants (Stevenson & Inskip, 2009). Therefore, world tourism cities exhibit a series of characteristics which add to the complexity when analysing the phenomenon of tourism in these destinations.

London, the focus on this research, has now been one of the world's top destination cities for a number of years (Hedrink-Wong & Choong, 2015), and a key gateway for domestic and international tourists, with very good posts and nodes for the transport system. The capital offers a large variety of attractions, including historic buildings, cityscapes, parks and promenade areas, cultural establishments, numerous restaurants, pubs and clubs, and hosts various cultural and sporting events (Stevenson & Inskip, 2009), all of which attract different categories of tourists. London is also a multicultural city, home to around fifty ethnic groups, and over 300 different languages can be heard on its streets. The city accommodates a fifth of the total national stock of hotel bedrooms and it encompasses multiple functions such as a global financial centre, the home of important cultural institutions, and the seat of central government (Maitland & Newman, 2009). But despite the important role tourism plays in the economy of the city, and even though London has been a world tourist destination for many decades, there is limited research on the development of tourism in the capital.

To better understand the factors which influence tourism development in London and the challenges of planning and managing this activity, the capital was chosen as an exploratory case study. This research method offered the advantage of collecting both qualitative and quantitative data, using multiple methods of data collection. Examining this evidence would help to better understand the context in which tourism in London evolves, providing a holistic view on tourism development in London, while also offering the possibility to examine the development of this activity at the local (borough) level.

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Europeanization and Re-imaging in CEE countries versus socialist and communist stature and image

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Introduction

One of the current challenges for tourism research is to reflect on the communist and socialist heritage in the context of change and Europeisation. This issues have been addressed in the broader research on the opportunities of European Union membership through its recent expansion towards the area of ex socialist and communist countries in Central East Europe (CEE). In the 2004-2013 period eleven countries from CEE joined European Union. The question if accession actually influenced socialist and communist image and ''attractiveness'' in these countries, is yet to be answered. We argue that the EU accession had strong implications for tourism which cannot remain unnoticed in the major tourism academic research and journals. In this context we searched the tourism articles in fifteen top academic tourism journals which address the tourism issues in the above mentioned countries and for a period 2010-2014. The purpose of the main research was to examine the changes which include changes in socialist and communist stature, image and ''attractiveness'' of the mentioned countries.

Methods

This paper reviews published research from quality tourism journals on European Union (EU) accession effects on tourism in new EU countries from Central East Europe (CEE). Author uses a content analyse and a two step word it out technique in order to construct the building blocks for conceptualising the EU accession effect on tourism, with main emphasis on socialist/communist heritage and characteristics.

Findings

Findings show five interrelated main accession tourism research topics: Europeanisation and Re-imaging, Transformation and Marketization, Rejuvenation and Diversification, Sustainability, Re-internationalisation (Williams & Baláž, 2002; Hall, 2000; Hall, 2004; Hughes & Allen, 2005; Sedmak, & Mihalič, 2008; Jamal & Tanase, 2005; Pandža Bajs, 2015).

Europeanisation and reimaging of countries through or for tourism is closely related to the research interest of this conference. In general, Europeanisation means the process whereby the people and institutions of the countries of the European Union become more European and less national (Wiktionary, 2015). Due to a membership the new EU states had to apply corresponding changes in institutions and business and social environment and behaviour as already accepted and implemented in Western states. In tourism context this process has been understood as becoming less of socialist and communist stature and image and more Western European like, especially in terms what and how the country can show and offer to its visitors. The point of interest here was to study how the Europeanises, confirmed or obtained by the EU accession, can help to emphasize the equality with Western world values and speed up the process of movement towards expectations and preferences of foreign markets. More specifically, the transition from ''gazing on communism'' (Light, 2000) to re-imaging towards ''Europeanises'' (Hall, 2003, p. 287) aimed to reach the outer markets. The main issues here were to reassure of destination image and security for tourism visitation and investment purposes (Hall, 2003).

Conclusions

It is concluded that so far research has produced little conclusive evidence on the sole EU accession impact on tourism in CEE countries. Countries tied to use tourism as a mean for producing favourable and ''European'' images, away from socialist and communist culture type countries. Acession might have had impact on curiosity, which is assumed to be one of the main motivators for increased visitation of new transition states in 1990-ies. However, in order to achieve visitation, awareness needs to be complemented by a positive image of a destination which new countries tried to achieve, by – more or less successfully - adding authentic past and European values to their promotion efforts. On SEE tourism market communist or socialist heritage based products are more exception than a rule.

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The Effect of Nostalgic Scene and Personality Traits on Tourist Destinations

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Introduction

It is important to understand why people travel and why they choose the specific destination for tourism market. Numerous studies have investigated tourist motivation, and one of the most popular theories to understand tourist motivation is the push-pull motivation theory (Dann, 1977). Push factors refer to motivational influence on a person's decision about take a vacation (e.g., escape, nostalgia), while pull factors are those which influence the person's decision on choosing a specific destination (e.g., sunshine, scene).

According to Leon, Yeh, Hsiao, and Huan (2015), nostalgia can be one of the important push motivators for tourists. Nostalgia refers to a preference towards objects (people, places, or things) that were more common when one was younger (Holbrook & Schindler, 1991). In memorable tourism experiences research, past memories are considered to affect tourist decision about future destinations (Kim, 2014). Moreover, Yashiro and Oguchi (2003) investigated the relationship between the images of nostalgic scenes in childhood and the preferences of tourist destination. The result suggested that people who have urban nostalgic scene prefer relaxation destination, whereas people who have rural nostalgic scenes prefer adventure destination. From these previous studies, we expected that there are positive relationships between the images of nostalgic scenes and tourist destination decision. In addition, we expected the autobiographical memories also have positive relationship with tourist destination. The purpose of this study is to investigate if the images of nostalgic scenes and autobiographical memories affect preferences for tourist destinations.

Methods

The participants were 338 Japanese undergraduate students (121 men and 217 women), who have taken a social psychology class. The questionnaire in this study consists of four sections, which are to assess the images of nostalgic scene, preferences for tourist destinations, autobiographical memories, and demographics of the respondents (age, gender, histories of the place where they have lived before and present). In order to measure the function of autobiographical memories, we used the Japanese version of Thinking about Life Experiences (TALE) Scale adapted by Ochiai and Oguchi (2013).

Findings

We conducted exploratory factor analysis using the principle component method with Promax rotation to analyze the structure of each scale. The images of nostalgic scenes and preferences for tourist destinations were four dimensions respectively, whereas autobiographical memories were three dimensions. Subsequently, path analysis was performed to examine the relationship between the images of nostalgic scenes and preferences for tourist destinations. The result showed that people who have stronger image of urban nostalgic scene only prefer going tourist destination which is closer to their background environment compared to those who have stronger rural nostalgic scene. Moreover, autobiographical memories also had a positive relationship with tourist destinations.

Implications

This study has investigated the relationship between the images of nostalgic scenes, autobiographical memories and preferences for tourist destinations. Tourism industry can make use of these results when they want to suggest tourist destinations of their customers based on customers' personal traits and grow up environment. It can be suggested that nostalgic scenes and memories effects may happen not only in Japan; therefore future research may need to conduct among different countries and cultural background.

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Benefit Segmentation Framework for Positioning Mpumalanga Province as a Tourist Destination

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Introduction

Tourism is one of the main industries that drive the global economy, playing a key role in regional development. However constant change, trends and tourist behaviour drives destinations to keep track of these changes in order to grow tourism and stimulate economic growth. Mpumalanga is one of the provinces in South Africa known for its flora and fauna; landscape; and game reserves together with wildlife therefore, having potential to draw tourists to the Province. Mpumalanga's destinations strategic marketing objectives are to:

1.   position Mpumalanga as the tourism destination of choice by developing their brand positioning around core brand values; wildlife and bush, adventure and culture and heritage.
2.   market Mpumalanga to both domestic and international markets by engaging in advertising, brand building and positioning, as well as trade relations activities, event marketing and Business Tourism (MICE) initiatives.

A process of segmenting should first take place as positioning is the end result. The purpose of the study was to segment and profile tourists based on benefits sought in order to develop a benefit segmentation framework for Mpumalanga.

Methods

The data collection procedures were based on a self-administered survey applied to a sample of 400 tourists' visiting the Panorama; Kruger and Lowveld regions in Mpumalanga. Data was collected at four accommodation establishments and four tourist attraction at the above-mentioned regions.

Findings

Two clusters were identified the Escapist sought benefit escape, spending time in a natural environment and relaxation whereas Learner-culturist sought spending time in a natural environment, learning, history and culture. The Escapist tourist is from Gauteng whereas Learned-Culturist is a non-South African. Demographic differences with regard to benefits sought were found.

Binary logistic regression indicated that benefits sought (all nine); are statistical significant predictors of the attractions tourists visited and the activities participated in during their stay in Mpumalanga. A benefit segmentation framework was developed which may be useful in developing promotional and packaging activities for identified segments by incorporating activities and attractions obtained from the binary logistic regression results and match them within identified segment while using benefits as guidelines.

Conclusion

Benefit segmentation research in Mpumalanga would assist the province to develop well-defined coherent strategies which may allow the province to use their marketing budget effectively through targeting the correct market segments. The information could assist destination management to conduct advertising to domestic and international tourists using the correct marketing messages which will attract the intended segments. This information

also gives management an opportunity to realise which potential markets are necessary to grow for example the international segment as they are spending more money at the province therefore by dedicating their marketing efforts to attract and as a result improve the province economic and social benefits.

Perceived Barriers to Family Tourism: a Case of Historic City of Kanazawa, Japan

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Introduction

Tourism provides opportunities for family members to spend time together away from the demands of employment and everyday domestic labour, creating shared experiences, expressing common interests, building and rebuilding intimate relationships (Such and Kay 2011: p.126）. On the other hand, a large amount of stroller users in Japan feel they are annoying other passengers when traveling inside crowded trains (Nishimoto 2015). Also, Japan's high life expectancy, combined with low birth rates and a social policy that emphasizes care for the elderly at home, is resulting in a situation where care for the elderly might soon become a bigger social phenomenon than child care (Funck and Cooper 2013, 69). Very little is known about 'social barriers' as well as limited time budgets that the family in Japan have been facing in relation to their travel decision making process. This research study is exploring those problems that might prevent families from travelling, including the negative impact of crowding caused by dramatic increase of tourists in Kanazawa City, which escaped war devastation in World War II thus historical streets and traditional high cultures still exist and has become one of the best tourist's destination in Japan.

Methodology

A purposively designed questionnaire has been developed with response options including Likert scales and tick boxes and space for written comment after each question. The parents who have their children attend kindergartens in Kanazawa City will be invited to complete the survey in September-October 2016. An open-ended semi-structured interviews with those who are willing to participate are going to follow the survey. A research grant (Grant-in-Aid for Exploratory Research) was issued by Japan Society for the Promotion of Science (JSPS).

Possible Findings

Feedback on the process so far from sample testing interviews has been very positive. A stroller user family with two toddlers, traveling from Switzerland, confirmed that they have difficulties using public transportation in Japan (railways and airlines) without fearing they might be annoying other passengers. The interviewees also mentioned that the trains in Switzerland is much convenient and 'kind' to families. The questionnaire survey at kindergartens will be soon conducted and provide us new findings that are exploratory in nature.

Implications

With a new emphasis on family tourism, it is anticipated that the results of this study will assist us to develop social support system for family tourism in Japan. It will also provide supportive evidences for the demand toward active experiential learning opportunities at educational institutions. The challenge lies in how such an approach might be enacted within the constraints of the current government structure, where tourism, child care and education are administered vertically.

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Tourism to UNESCO Sites: Trends and Implications the Case of Sicily

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It has long been recognised that a positive relationship exists between UNESCO World Heritage Sites and tourism. More specifically, many UNESCO sites are popular tourist destinations. However, relatively little research has been undertaken to explore and quantify tourism demand at such sites. In particular no research has been undertaken in Sicily, an island that benefits from possessing ten UNESCO sites. Indeed, not only has Sicily experienced an increase in cultural tourism in recent years, but also more than 46% of tourist overnight stays are in accommodation facilities directly or indirectly connected to cultural sites.

The purpose of this paper is to address this gap in knowledge. Based on a longitudinal quantitative study, its purpose is to present and draw implications from an accurate analysis of tourism at the UNESCO sites in Sicily and its archipelagos resulting from methodological research carried out over a eight-year period. Specifically, tourist demand was monitored over the years 2006-2014, focusing on both UNESCO and non-UNESCO sites, the overall purpose being to identify means of enhancing tourist supply both from a qualitative and a quantitative point of view in order to increase the competiveness of UNESCO sites. Thus, the key issues addressed by this study are:

-whether the UNESCO brand influences tourism development in the UNESCO sites and whether it increases tourism demand;
-which aspects of the offer need to be improved or changed, as the UNESCO brand in itself is not enough to turn a destination into a tourist attraction if public and private entities are not able to preserve the recognised sites and to guarantee their usability.

Following a brief review of the research related tourist demand for and experience of UNESCO World Heritage Sites, the presentation focuses on an analysis of the data obtained from the offices of tourism statistics concerning 53 Sicilian municipalities in the areas of Agrigento, Caltanissetta, Catania, Enna, Messina, Palermo, Ragusa and Syracuse, where tangible UNESCO heritage sites are located. Broadly, this reveals that tourism to UNESCO sites has grown at a remarkable rate over the years since 2006, confirmed by synthetic indicators which show a value which is superior to the regional average. More specifically, it emerges that tourist demand at Sicilian UNESCO sites is now growing at a faster rate, though demand is primarily domestic as opposed to international and, of particular importance, performance varies across different UNESCO sites. Indeed, with the exception of the Aeolian Islands, the other sites still have to organise their tourist offer better in order to increase the value of their economic and productive sectors. Therefore, the paper concludes with a consideration of the implications for enhancing tourism demand in Sicily, building on the foundation of tourism to the island's UNESCO sites.

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Piano di gestione UNESCO Le città tardo barocche della Val di Noto.

"Retro Methodologies"; Adapting Older Research Approaches for Contemporary Tourism Study

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Introduction.
The core aim of this study is to suggest that advances in tourism research might be facilitated by expanding the approaches employed to investigate important topics. As a source of inspiration, several approaches to human behaviour and experience developed in the early twentieth century are considered. The potential use of these older methodologies in current research can be classified as advocating "Retro methodologies." The view being expressed in this label is that they are, at core, sound in their intent but need to be updated for their useful contemporary application. The focus of the study is the field of tourist behaviour and experience.

Method.
The work begins by examining some of the dominant traditions currently used in the field. Review studies spread across the continents and the history of tourism research reveal a penchant for using surveys and interviews. The dominance of these traditional methods has been highlighted in international reviews (Dann, Nash & Pearce, 1988) as well as in more contemporary regional analyses of tourism research including in China (Huang, 2015). Textbooks in the tourism field advocate and place much attention on the skilled use of these procedures with lesser, though not trivial, attention to focus groups and case studies. The ideas developed in this paper are drawn most directly from the field of psychology which has had a long history of trialling ways to explore human experience (Hergenhahn, 2009). Additionally, some of the ideas being proposed are allied to or also used in sociology and to a lesser extent geography and anthropology. In this study the term methodology is used in conjunction with the expression methods, the former implying an approach to the logistics and design of research and the latter offering a specific focus on the way to collect data. As tourism study is influenced by and influences emerging new traditions of inquiry, notably turns towards experience design, mobility, and sustainability, the need for a broader range of data collection tools and approaches is pressing.

Results
Two kinds of techniques form the core of the retro methodologies being advocated in this study. The first grouping of approaches can be subsumed under the label projective techniques while a second strand of work falls under the heading approaches to judgement. The projective set of tools and allied approaches to collecting information stem from personality and human development studies in psychology with some inputs from sociology, anthropology and geography. The second set of approaches and methods derives from both experimental work in psychophysics and to a lesser extent economics where the interest lies in in the thresholds of perception and the ways in which decisions are made.

At core, projective tests begin by providing to the respondents somewhat ambiguous or incomplete material. The task of the participant is to interpret or complete the task. The logic of the approach lies in suggesting that the answers reveal people's dominant or key concerns. The techniques have been used in various forms since 1921 (Furnham, 2008). The specific kinds of projective tests which offer some potential value in tourist behaviour and tourism

study can be described as the use of abstract pictures, sentence completion tasks, free drawing and cognitive mapping approaches, and construction tasks involving solid objects. Over the last 100 years both criticisms and points of advocacy have developed around all of these techniques. At best, they engage the interest of those who are asked to undertake them, and they provide unique and interesting data which can be obtained cheaply. The criticisms focus on the reliability and validity of the material obtained and the adequacy of the scoring systems used to classify the responses. A re-examination of these approaches using computer programs such as Leximancer to score verbal material or facilitate coding comparisons provides fresh impetus for the use of the retro methods. Examples to illustrate the possibilities are provided in the full paper.

For judgement processes, several techniques warrant twenty first century re-examination. In the early history of psychology German researchers undertook systematic investigations of human judgement and perceptual abilities. The area of study is broadly termed psychophysics and the researchers investigated just noticeable differences; a topic concerned with when respondents report that they can detect a difference in a sensory input. There were many developments and models in this work and a further flurry of studies in the 1960s in the allied field of signal detection theory. Tourism studies on choice and the assessment of images have not used this tradition of work but, with adaptations and creativity, possibilities for fresh conceptual insights might be realised, most especially in responses to choices of similar products and places.

Additionally, there is another kind of judgement tool that also offers rich possibilities within questionnaire and survey design. The comparisons of triads of elements to determine how two are similar and different from a third is a methods based development in human choice which also appeals as a flexible tool in tourism study. This approach is rooted in the theory of personal constructs and has already been deployed in some tourism studies (Kelly, 1955). Again response formats which are computer based offer an opportunity to accelerate the speed of completion of the task which has been an issue for field and applied researchers using the approach.

Conclusion. As the topics of experience design, mobility, sustainability and experience grow in importance in tourism, the need to rethink the tools we use to assess and frame tasks for respondents can benefit from revisiting older tools and creating retro methodologies.

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International Studies in Savoring: Coding recollections of intensely remembered tourism experiences

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Introduction
In the development of tourism studies, it has become increasingly important to address the lasting benefits of tourism experiences for tourists. There has been a growing concern to establish whether or not the psychological benefits of holidays are ephemeral or have enduring value (Filep & Pearce, 2014). One approach to this topic is to examine what has been termed savoring, the rich recall of intensely remembered experiences. In the broader psychology and clinical literature, savoring has been shown to have substantial health benefits for individuals. The investigation of holidays as resources for savoring is just beginning. This study investigates savoring among tourists from four diverse parts of the world: Europe, Japan, China and Iran. The selection of locations in the order specified broadly represents locations where international tourism as a life enriching activity has been established for a long time, is quite well established, is strongly developing and is not substantially developed. The aim of the study was to explore the applicability of aspects of savoring reported by Bryant and Veroff (2007) to tourism experiences across these locations.

Methods. In each location select samples of respondents, generally in the age range 25-40, were sampled through University contacts and classes. They were asked to write down in their own language (English, Japanese, Mandarin and Persian) a particularly memorable tourism experience and they were given ample time to write 200-500 words. Next, using the coding scheme and definitions for savoring experiences of Basking, Marvelling, Luxuriating, Gratitude, and an additional measure developed by the research team, that of "Knowledge gain", the respondents themselves coded the accounts they provided and external coders independently scored the stories.

Findings. The results from the study provide evidence for the applicability of the recognised components and the additional savoring dimension but also raise issues about the reliability challenges in scoring the material. The highest scores varied across the locations studied but all characteristics were rated in all settings above the mid-point on a 10 point scale of importance. The inclusion of the Knowledge gained component was a successful addition to the components of savoring for the tourism context and was typically rated as of equal or higher importance than components such as Basking and Gratitude. Preliminary analysis of available material suggests that Marvelling was also consistently rated by both external and scorers and respondents as of major importance.

Conclusions and Implications.
The limitations of the study are recognised but the broader opportunities for valuing tourism experiences are considered by proposing international cooperation in building a savoring research task force. Evidence that savoring builds resilience and offers health benefits and emotional satisfaction to people well beyond the immediacy of the experience has solid

implications for government policy in facilitating international travel and opening up the freedom of movement for citizens.

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Evaluation of the Image of the Coastal Tourist Destination Balneário Camboriú (SC), Brasil.

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Introduction

A destination image is considered to be one of the main factors took into consideration by the tourist at the moment of choosing a tourist destination, (Echtner & Ritchie, 1991, 1993; Baloglu & McCleary, 1999; Gallarza, Saura & García, 2002; Pike, 2007) be it for the satisfaction of the tourist with the destination and the possible intention of repetition, (Fakeye & Crompton, 1991; Pike, 2007; Tasci& Gartner, 2007; Prayag, 2008; Chi &Qu, 2008) or the validation of the cognitive image dimensions for destinations of rural turism (Peña, Jamilena & Molina, 2012), in the inter relations of the image with the places, attitudes, beliefs, destination personality, motivations, perceived quality e perceived values, (Nghiêm-Phú, 2014) or still in the relation of destination image with other constructs for example, the theory of attitude for the construction e validation of scales of measurement (Chen, Lin, Gao & Kyle, 2015).

The image formation of a tourist destination is understood by the composition of all knowledge (functional aspects) and emotions (affective aspects) that an individual or a group have on a determined place, resultant of their life experience and the information obtained during the process of choosing (Fakeye & Crompton, 1991; Echtner & Ritchie, 1991, 1993; Baloglu & McCleary, 1999). The beliefs of the population over a destination (cognitive image) are likely to influence in the formation of their feelings towards a destination (affective image), while both, beliefs and feelings, and have an influence on the intentions of visiting a destination (Beerli& Martin, 2004). So, the image tends to stimulate a positive or negative effect in the future behavioral of the consumers and the tourists, conditioning the success or failure of their experience at the destination.

Saraniemi and Kylanen (2010) claim that so there is tourism, the places must me full of social life e distinct communities, containing cultural elements and economic aspects. For the authors, the tourist destination is a set of institutions e actors located in a physical or virtual space in which transactions related to marketing and to the activities challenge the traditional dichotomy of production-consumption.

Therefore, before analyzing the image formation of a destination we need to understand the tourist destination to be studied. For this research, the destination chosen was Balneário Camboriú, Santa Catarina, Brazil, the main sun and seadestination in south of Brazil, attracting tourist from all over the country, and also from neighboring countries, such as, Argentina, Paraguai and Uruguay.

Before such a context, the problematic of this research resides in understanding the process of image formation, having as a guiding assumption that the image composition factors lead the tourists to choose a specific destination. This research is relevant, as it may serve as a management tool for the public managers to work on the city positioning towards a tourist destination. In this sense, the research also contributes with strategic information for the

diagnosis of the tourist section of Balneário Camboriú - SC regarding the evaluation of the image, may thus serve as a data source for the formulation of strategies that are able to qualify the destination image. The general objective of this research is to evaluate the tourist image of the destination, in the tourists' perspective.

Method

This research is characterized to be exploratory, descriptive, with conceptual theoretical foundation, with a predominantly quantitative approach (Marconi & Lakatos, 2010). The measuring procedure can be typified as a structured method, according to the taxonomy proposed by Gallarza, Saura and García (2002), once it merges statistical process with multivariate and bivariate analysis. Data collection was conducted trough a questionnaire applied by researchers directly to tourists at the central beach in Balneário Camboriú, during December 2015 and March 2016. The questionnaire included demographic data and scales for measurement of the cognitive, affective, conative and global image, and that the scales were adapted from Echtner& Ritchie (1991, 1993), Chi &Qu (2008) and Stylos et al (2016). A sample was raised, with 390 tourists that were requested to evaluate the attributes of the image from the tourist destination BalneárioCamboriú – SC. The data will be submitted to the Exploratory Factor Analysis, to reduce the information to a smaller number of variables, to have a minimum loss of information (Hair Jr. et al, 2005). To measure the internal consistency of the factors the Alpha Cronbach coefficient was used, that is obtained by the average of all the coefficients resulting from the different divisions of the scale items. Secondly, the data were submitted to a path analysis, being an emergent statistical technique, the structural equation modeling, consists in an extension of various multivariate techniques like, Multiple Regression, Factor Analysis, Multivariate analysis of variance and others. This analysis allows the researcher to examine a few relations of simultaneous dependence (Hair Jr. et al, 2005). As research stages, firstly the tourist system of Balneário Camboriú – SC was identified. Secondly, the latent dimensions involved in the formation of the cognitive, affective, and conative image were specified. In the last stage the factors that compose the image of the tourist destination were analyzed.

Final considerations

This kind of study is important because of the contribution of information that it can provide to the destination managers, both in public and private ambit, culminating in the development of actions that may be used as a strategy of differentiation among the other competing destinations. The study advances the knowledge regarding the suitability of the instrument for the assessment of coastal tourist destination image, this doesn´t mean that it is suited to evaluate other destinations, like the provincial, rural and metropolitan, for example. New researches are needed to identify and test a generically instrument, that capture common characteristics to all destinations e allow us to compare them.

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The Essential Evolution of Leadership Style in the Community-Based Tourism Development Process: Case Study from Thailand

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Community-based tourism is widely used as a tool for sustainable community development especially in developing countries like Thailand. As a governmental agency aims to develop sustainable tourism in Thailand, Designated Areas for Sustainable Tourism Administration or DASTA uses community-based tourism development as a process to involve local community in sustainable tourism development master plan. To engage local community in tourism development plan, DASTA is currently working with 13 communities around Thailand. The main objective is to build capacity for local community so that they can be a part of sustainable tourism development and consequently yield benefits from tourism development in their local area.

The development process is divided into 4 phases which are 1) introduction to tourism, 2) community capacity building, 3) market access, and 4) sustaining tourism benefit. In the first phase, DASTA facilitates to form "Community-based Tourism Club" in each community so they can be the leading group of community member who will drive the community-based tourism development process. The clubs choose their own leader which can be either an official leader like village headman or natural leader like an elder in the community. Each community has different style of leader which, along with other factors, contributes to different result of community-based tourism development.

With empirical participatory research approach throughout the development phases, various leadership styles are noticed in 13 communities ranging from autocratic to democratic to laissez-faire style. Different styles of leader come with different approach to work on each phase of development. In the introduction to tourism phase, the autocratic leader is found to be effective as communities need someone who understands the tourism development process to lead the decision-making and show them the example of how tourism will work in their community. In the community capacity building and market access phase, democratic leader becomes one of the most important factors in bringing people together to get involved in the process of elevating the learning process and allocating community tourism assets that they are willing to offer to the market. For the sustaining tourism benefits phase, the laissez-faire leader works well to empower and pass forward the power to community group to sustain the community-based tourism project.

From the past 3 years of working together with 13 communities, we have learned that in order to drive the community-based tourism development process effectively and sustainably, the leadership style needs to evolve to serve the changing purpose of development in each phase. The role of leader needs to evolve in LEAP steps which is Leading to Elevating to Allocating and finally Passing forward. This lesson learned will be beneficial for both academic and practitioner involved in community-based tourism development as community leader is one of the most important key success factor in sustainable community-based tourism development.

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Dark Cities? Understanding Dark Tourism in European Cities

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Despite the recent growth of research into dark tourism (Dale & Robinson, 2011; Lennon & Foley, 2000; Stone, 2013; Tarlow, 2005) and the growth of the dark tourism market (Biran & Hyde, 2013; Stone 2005; Stone & Sharpley, 2008), there has been little interest shown in understanding the relationship between dark tourism and urban tourism (Page & Hall 2002). This paper presents the initial findings of a research project that investigates the dark tourism products offered by European cities. A series of keywords were developed following a review of the dark tourism literature and this was used carry out a content analysis of the Destination Marketing Organisation websites for Europe's ten most visited cities. The content analysis used Stone's (2006) Dark Tourism Continuum to evaluate the dark tourism products offered in each destination and to present a descriptive overview of Europe's city-based dark tourism offer. The paper concludes that there are a wide range of dark tourism products available to urban tourists in Europe, but that these are rarely conceptualised as such. The mixture of 'light' and 'dark' dark tourism products presents difficulties in categorisation and standardisation of the urban tourism offer, but this is a potential area of new product development for DMOs across Europe.

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A Study of the Festival Activities of Tourists in Aoqi Village

Ao Qi (Aldrich)

Ao Qi Village - a grassland folk culture-based tourist attraction - is located in Xilinhot City, the capital of Xilingol League Government of Inner Mongolia. Laying more focus on carrying out the grassland festive cultural events and discussion of festive tourist activities. This tourist attraction in Xilingol Grassland, known as Xiadu, used to be the capital of Yuan Dynasty. Xilinhot City, a national tourist city, was named as the Horse City by the state. Over the last five years, the author has taken part in the organization, planning and implementation of all festival events.

The festivals mostly focused on the following aspects: 1) the opening ceremony. Opening ceremonies, whether a small one for the opening of small scenic spot or a big one for the Olympic Games, are considered as the start of a festive event, which shall be the most wonderful, stunning, and heart-shaking part of the event. 2) The folk festive and cultural activities. They are the part with the most profound historical, cultural, and sentimental elements of the festive and cultural activities. They mainly include: all kinds of Nadam and horse activities (including horse lassoing, horse taming, horse racing, and mane shearing), birthday celebrations, wedding celebrations, and whole-sheep feasts. 3) Important festive events, including welcoming ceremony, organizing the pick-ups and drop-offs of cultural investigation groups, tourist groups, news groups, all kinds of visits and recording of TV interview programs.

Examining the festival and tourist activities, there are some findings:

First of all is about the strong participation of festavals. During the events, all tourists, service workers and viewers totally blend into the events.

Secondly and most of all is about the sharing and great emotional unification. During the events everybody experience the mutual blending, passion, spiritual sublimation and development together.

Thirdly is about the industrial spur. Due to its strong influence, great brand effect, and high market share, it is considered as the best business model.

Fourthly is about the live culture of the festive events, which include the dynamic culture, activity culture, service culture, and experience culture. I usually summarize the live cultures I experienced during my tourist practice into following ten categories which reveals the top ten features: 1. Ornamental culture (artistic quality); 2. Entertainment culture (entertaining quality); 3. Education culture (perceptual quality); 4. Enlightenment culture (philosophical quality); 5. Health culture (health keeping quality); 6. Intellectual refinement culture (heart nourishing quality); 7. Friendship culture (friendly quality); 8. Emotion culture (ideological quality); 9. Experiential culture (receptive quality); and 10. Primitive culture (natural quality). The ten cultures listed above will form the top 10 cultural economy during the cultural and tourist activity, which are: the trust economy, moral economy, emotional economy, experiential economy, showcase economy, entertainment economy, contest economy, ornamental economy and health-care economy. The vitality and charm of the aforementioned 10 live cultures will only be seen in the dynamic activities and events. And of course, the key of the ten live cultures is the moral culture for being extremely touching and thrilling. Whereas

the most appealing ones are considered to be the ceremonial culture and entertainment culture.

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Social Media Marketing: How can Facebook Fan Pages Help Hotels in Marketing Aspects?

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Social media marketing has gradually become an irreplaceable part of strategic plans from various industries all around the world; it is the easiest way to get in touch with the audience and widely accepted by the crowd. Companies or firms are able to use a simple and inexpensive way to increase the brand awareness as well as to deliver latest information or product trends to the customers. Statistcs Portal (2015) showed that Facebook had 1.49 billion monthly active users, this represents that there are approximately one over seven of people in the world use Facebook monthly. Therefore, Facebook might be the best choice to be the platform of spreading company's latest news as well as products to the crowd. Hospitality industry and enterprise have started to depend and rely on their business and development into social media, one of the fastest growing global trends.

Facebook has been a leading social website among the others is also because it is consisted and used in various information technology markets. It is well-known as one of the simplest and most acceptable social website among all, so people would rather choose a website that is well-known to be simple to read and understand but not the business website. Facebook is one of the various social marketing websites, it gives users to share personal information like profiles, pictures, hobbies to other users, as well as letting users to became "friends" on Facebook and letting them sharing latest life status to each other's.

Word of Mouth communication is one of the most important factors to generate brand awareness which could possibly affect the decision making of the potential customers (Feick and Price, 1987). Facebook plays an important role on showing general information of hotels as well as interacting with the potential customers. It actually shows that the power of popularity of a specific brand page on Facebook could make potential revenue which could easily defeat brands with respective lower popularity. Kozinets (1999) found that users can become fans of brand page by just giving a simple "like" on the page in order to gather their interest on the same platform. Once a like is given to the brand page, the user will be connected to the page and automatically followed every updates from the brand page, when likes become more, the popularity of the brand page will be high, and so a brand page should always be operated uniquely and attractively but not letting it becoming silent without activity on it (Water, Burnett, Lamm, & Lucas, 2009). As brand fans page indicates the relationship between the audiences and the brand (McAlexander, Schouten & Koenig, 2002). It shows that the main content of a brand page could be determinants of how popular can the brand be. However, the matter is what kind of content will be covered into a brand fans page? So order to make interaction with the potential customers and generate the popularity of the page.

Many people experience the online space as identical form of real life in terms of communication, transactions, socialization, learning and recreational activities (Seraj, 2012). Facebook is one of the most representable examples of online platforms. An active Facebook fan page is the core determent with the company or hotels marketing plan, but the question is what kind of components should considered as an effective customer engagement on Facebook, so as to achieve a marketing goal. It is mentioned that there are two elements which must be included in the Facebook fan page engagement, which are sharing quality, relevant content and inciting comments.

Generally speaking, Facebook is one of the most representative tools that has widely utilized by lots of hotels which recognized the shortage of just putting effort on it official webpage. This study aims to use Macau as a locus to investigate how hotels can engage its marketing effort under the strong and functional scale of Facebook. It will be focused on the illustrations of the content selection that hotels put on the fan page. Research method will be conducted through questionnaire to understand the perspectives to various types of users regarding to the relationship with hotel fan page. The results show the actual and accurate data of how big the potential of engaging marketing effort into Facebook fan page could be. Regarding to the result, there are actually data showed that brand awareness played an important role for users to reach the brand fan page. Moreover, posting promotions and reservation information could possibly be one of the stimulation for large users engaging with the hotel fan page as interaction. "Likes" could also be a measurement for hoteliers to view their performance of fan page. Lastly, there will be concluded summary and suggestion listed as reference for hotelier and its hotel marketing department, as well as person who are included in this specific category on work. However, there were also difficulties and challenges of studying on Facebook fan page marketing, it will all be rely on future scholars and researchers to further investigate the insufficient part of this area.

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The Image of Macau as a Travel Destination: Satisfaction levels of Chinese Travellers and their Intention to Revisit Macau

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Research Background and introduction

Tourism include activities where people travel to or stay at certain designated areas which are having great distance from their costume environment in a particular geographical area for no more than the following one year, with the purpose of doing business activities, recreation etc. Also with no any recompense by anyone within the place visited. There are three main criteria occur to utilized distinguish a trip at the same time to be classified as tourism and the mentioned displacement and must be in one of the following types (Ashley, 2009). First, it should consist of a displacement farther from the daily environment, and things happen in the identical place as the past cannot be considered as a tourism experience. Meaning any environmental factors that even remotely relates to daily activity is regarded as no displacement and therefore cannot be considered tourism. Second, any other reason other than receive any recompense by anyone within the place visited must be the purpose within the travel. Furthermore, the previous limitations of tourism were to pure entertainment and visits to friends and relatives are currently expanded and consist of a wide range of multiple purposes. The final of the three is the length of the trip that mentioned only on the constituting a maximal duration but without specify on a minimal duration. Therefore, an overnight stay can be included or excluded.

According to the statistic of Domestic Tourism in Macau (2008-2014) shows that the Mainland China market is one of the major markets of the Macau Tourism Market. It ranks at the top compared to other countries. Following closely behind are other major tourism countries such as Hong Kong, Taiwan, Republic of Korea, Japan, Malaysia and Singapore. Therefore, it plays an important role and also has a significant contribution in the current booming Macau tourism industry. This is the reason why the study focuses solely on the group of visitors from Mainland China. The result also shows that there were significant increases from 2008 in 11.6 million to 2014 in 21.3 million. Aside from popular conventional activities open to all ages, gambling is one of the major incentives as to why Chinese tourists decide to visit Macau frequently. Compared to other countries, the People's Republic of China occupies the top percentage when it comes to which country populates Macau's casino attraction the most. A key statistic as to why the Chinese are willing to spend a fortune at the casinos is because the Chinese economy has developed dramatically in the near decade, which is why they have the money to lavish at these casinos. However, nothing lasts forever. It is unfortunate that these venues of gambling industry are declining currently. Therefore, it's important to have a well development on the other potential aspect like tourism industry. The continual efforts of Macau trying to perfect consumer satisfaction can help stimulate Mainland China tourists and potentially affect their satisfaction level of Macau as a tourist destination. It is believed that having a clear understanding of how visitors select their destination for vacation is unbelievably beneficial for the tourism market of Macau. Finding out their intentions of a potential revisit may lead to an increase in the number of tourists, which can result in another rapid breakthrough for Macau's already flourishing economy. Finally, through understanding consumer behaviour, one can effectively and efficiently maximize the profit of the tourism industry.

Research Objectives

A multi-attributes measurement was developed in this study. By using the frame to find out which attributes of Macau that would attracts the tourists and probable to revisit Macau. Since the longest the tourists stay in a destination, the more money they will spend on the destination. It would be a great value of conduct this study as if a good result that we are willing to see.

There are two remain objectives to this study as follow:

1.   To identify the perceptions of visitors and the motivation for their visit to Macau, factors that may influence visitors' satisfaction should be researched and documented.

2.   Imperative to find out whether their visiting experience as satisfactory enough so that tourists will either revisit Macau, or recommend to their family and friends.

3. Research Contribution

The results confirmed that overall tourist satisfaction is significantly different based on travel behaviour characteristics, and revealed that eleven attributes such as variety of historic and cultural sites, vintage buildings, distinctive history and heritage have significant effect on overall tourist satisfaction. In addition, travel experience and destination loyalty intentions would be affecting by many different attributes. Destination loyalty is significantly different based on visitors past experience.

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Perceiving Destination Image Differences Among Tourists in Different Nations: the Case of TripAdvisor Reviews

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Background Introduction

Today with an advancement of technology, it has become a global trend that tourists post and share their travel experiences online (Law, Qi, & Buhalis, 2010; Pan & Fesenmaier, 2006). Advice and recommendations shared by tourists with 'actual-consumption' experience are deemed to be valuable and seen as a trustable source of information, which is often regarded as an electronic word of mouth (Litvin, Goldsmith, & Pan, 2007), online review (Filieri & McLeay, 2013), or simply user generated content (Ayeh, Au, & Law, 2013). Unlike the commercial and official markers which typically present only the positive aspects of a destination, user generated content is based on tourists' perspectives and their personal experiences, and today represents the bulk of the private non-commercial markers of a destination (Johnson & Kayne, 2003; Litvin et al., 2007, p. 461). Those user generated content not only can moderate the overall image of a destination as perceived by those who intentionally search for, but also create awareness for prospective tourists who may receive such information incidentally, thereby stimulating motivation for travelling to a particular destination (Volo, 2010). User generated content is thus recognized today as an important online marker for promoting a destination (Qi et al., 2008; Yeoh, Othman, & Ahmad, 2013).

Online reviews have been increasingly considered as ideal sources of data (Xiang & Krawczyk, 2016), undertook a thorough analysis of online reviews and they echo the view that tourists' travel stories and experiences are first-hand travel information useful for marketing the attractions of a destination (Tussyadiah & Fesenmaier, 2008). To know what tourists search for is particularly important to destination marketing organizations for many destinations are highly substitutable (Morgan, Pritchard, & Pride, 2004; Pike & Ryan, 2004; Usaki & Baloglu, 2011). Moreover, culture has been reported to be a key factor, among the other attributes, which contributes to the formation of destination image (Sun, Ryan & Pan, 2014). The cultural framing and different life styles which motivate many affluent tourists to a destination (Sun et al., 2014). The insights on online user generated content from different countries or regions, help destination marketing organizations develop appropriate strategies for attracting corresponding market segments (Carson, 2008; Jacobsen, 1997). In order to get deeper understanding of tourists and better development of destination, this study makes a first attempt to utilize online reviews to (1) discover the review differences among tourists from different countries/regions; (2) deconstruct the tourist experience as reflected in their online reviews (3) identify and understand the factors of tourists' travel experiences from online reviews.

This study selects Macau as a research locus. Macau is one of the special administrative regions of P.R. China. About 31 million tourist arrivals from the world visited Macau in 2015, with the average length of stay is a modest 1.4 days (Macau Government Tourism Organization, 2016). Macau today includes Macau peninsula, Taipa and Coloane islands and COTAI. COTAI is the newly reclaimed land exclusively for gaming development where local and international gaming corporates have established their casinos, hotel and shopping complexes in that area. The city's two major economic pillars are gaming and tourism, with gaming revenue has been exceeding that of Las Vegas since 2009. The strategic orientation of Macau development is to build the city into a World Centre of Tourism and Leisure (MGTO, 2016).

Methodology

Online reviews were collected from Tripadvisor.com through a web scraper written in Hypertext Preprocessor 5.3 (PHP 5.3), Nvivo 10 and SPSS 21 were also been adopted for data analysis. TripAdvisor is well-recognized as an international online information exchange platform where tourists from all over the world give and receive comments on a particular subject related to travel and tourism (Filieri & McLeay, 2013). While some popular online media, such as Sina blog, 163 blog or Ctrip.com tend to be used only by certain linguistic groups of online users (Leung et al., 2011; Sun et al., 2014), Tripadvisor's reviews, being predominantly written in English, have a much more global reach.

All Macau attraction related comments were collected on December 2013, with the oldest collected review posed back in early 2005. In total 8,004 reviews were collected. Base on the attraction list provided by MGTO website http://en.macaotourism.gov.mo/index.php, the World Heritage sites; Sightseeing attractions and Shows & Entertainments have average number of reviews of 3151, 1476, and 3377, respectively.

Findings

In order to explore tourists' travel experiences, this study mines large number tourists' reviews about Macau posted on TripAdvisor. Com. This study attempts to uncover generalizable suggestions for destination management. Results of this study indicated that 42.2% tourists have participated shows & entertainments activities, 39.3% visited Macau world heritage sites and only 18.4% visited sightseeing attractions. Among different attractions of Macau, tourists from different countries showed different perceptions and requirements. The key factors of destination image of Macau major markets are also reported in findings.

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Travel Motives and Attitude of College Students: The Case of Young Tourists from Macau

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Most of the college students are belong to Millennial generation, which can be descripted as the children born in 1983 to 2000 (Polzin, 2014). This generation has been found to show activity-travel behavioral patterns and choices different from those of previous generations (Garikapati, Pendyala, Morris, Mokhtarian & McDonald 2016). Previous literature focus on investigating Millennials' attitudes on auto use (Garikapati et.al., 2016) and found that this generation drive less and have different lifestyles from previous generations as evidenced by their lower rates of employment, marriage, and parenthood (McDonald,2015; Circella, 2015). The important aspects that have not been adequately addressed are: their travel motives, request of destination and what makes them memorized the most in a destination.

This study makes an attempt to answer these questions by using Macau college students as a sample. Total 60 students were formed in 10 groups in 15th of April, to have a 40 mins discussion focus on their travel motives, requirement of a destination and their most memorable travel experiences. The findings indicated that Macau college students are likely to choose a highly secured destination with less tourist arrivals and neat environment. Eighty percent of them defined themselves as leisure tourist who likes to travel with family or friends. Most of them are looking for delicious local food, shopping paradise, sightseeing and local cultural. These findings implied that young tourists have not shown any surprised attitude in their travel motives compare with the older generation. Interesting findings are found from the last question, these young tourists did not impressed by destination attractions or local food, 90% of them mentioned their most memorable moment in a destination is how nice the local people treated them. They were touched emotionally and will definitely become a loyal repeat visitor to that place for sure.

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Research on Domestic Tourist Behaviors in Complex Theme Parks: A Case Study of the Locajoy Resort Theme Park in Chongqing

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A theme park is an artificial tourist area which is designed to meet the tourists' needs for leisure and entertainment by employing modern science and technology. It is characterized with a specific theme, which is designed into various activities in a multi-level space by incorporating elements of entertainment and leisure into service and reception facilities. The theme park invests a great deal and highly depends on the tourist market, thus it can hardly survive and develop without expected number of tourists and selling income. As is reported by AECOM, China has built more than 2800 theme parks of all kinds since the 1990's, which amount to 40 times the sum of those in U.S.A and Japan. However, 80% of the domestic theme parks, which were built in the recent decade, have closed, losing as many as 300 billion yuan. Among the surviving theme parks, only 10% have gained profits, 20% run in the red and 70% neither profit nor lose. Cesar Mario O. Mamon, Chairman of IAAPA, also believes that the current entertainment industry in China develops very fast, which may be overheated in the future, causing failure to meet expectations in the industry and thus deficit on the part of theme parks. Located in the suburb of Yongchuan District, Chongqing City, the Locajoy Resort Theme Park is themed with large instrument entertainment and wildlife admiring. Covering 5000 mu and investing more than 3 billion yuan, it is faced with the competitions from many theme parks in Chongqing, such as Chongqing Foreigner, the Dragon Tongue Magic Mountain, the Caribbean Sea Resort, the forthcoming Happy Valley Resort and the Ocean Park, The marketing pressures are not to be overlooked.

This paper arrived at the following conclusions through a comprehensive and systematic analysis of questionnaires investigated on 1511 tourists of the Locajoy Resort. (1) The main client groups of the Locajoy Resort Theme Park are those unmarried or married young students, company employees, institutional personnel and freelance workers who are from Chongqing City, have received secondary or advanced education and earn less than 5000 yuan monthly. (2) Domestic tourists get to know the Locajoy Resort mainly through relatives' and friends' recommendation, advertisement, Internet and smart phone. They have learnt that the various and numerous animals, stimulating amusement items, rich performance as well as sanitary and comfortable environment in the Locajoy Resort can meet their and their families' needs of entertainment, sightseeing, relieving pressure and challenging themselves, so on weekends or fixed holidays they decide to go there for tour with relatives and friends by self-driving, taking taxi or bus. (3) More than 95% of tourists play in the Locajoy Resort for over two hours, and they have preference for Ten Ring Roller Coaster, High sky flight, Big pendulum, King Kong and Ferris wheel, which are all large amusement item. The chance of revisiting the Locajoy Resort is as high as 46%. The actual average expenditure is roughly equivalent to tourists' expectation, which is mainly used for ticket purchasing, so second-time consuming is less. Only 57% of tourists dine in the scenic spot, 30% take sightseeing car or ride electric bicycle, 67% purchase featured tourism souvenirs and 46% visit wildlife beast zone by self-driving.

In view of this, the Locajoy Resort Theme Park should expand the market and stimulate the tourists' consumption by implementing multiple marketing, improving recreation projects and optimizing ticketing policies.

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Cultural Identity, Acculturation and Perceived Tourism Influence: Evidence from Tibetan, China

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In terms of understanding tourism development, exogenous factors, such as market and the intervention of the state or the enterprise, are often stressed, whereas endogenous factors of host societies are relatively ignored. In fact, tourism affects and constructs the residents' identity, but the identity can also construct or obstruct tourism, especially in the background of Tibetan tourism development. As the Tibetan is an ethnic minority with strong religious beliefs, their strong ethical character and very unique culture have multiple effects on their tourism perception, tourism participation and the interaction between the host and guest, which will influence the whole Tibetan tourism development.

A plenty of research have indicated that the minority's cultural identity (i.e. religious identity, ethnic identity) significantly influences their acculturation. Meanwhile, the local cultural identity (i.e. place identity, community identity) has a significant impact on their tourism perception. This study establishes a hypothesis model by combining cultural identity, acculturation and tourism perception to explore the possible relationship between the local endogenous factors and tourism development.

Data were collected using a self-administered questionnaire in a typical Tibetan settlements called Kangding City, a well-known tourism destination for its Tibetan culture and beautiful nature, in China's Sichuan Province. , Three survey Tibetan sites of different Hanification level are chosen, which are divided by Zheduo Mountain. A convenient sampling approach was employed in this research, those Tibetans involved in tourism were asked to participate in the research, 223 valid questionnaires were collected and used for testing the hypothesis model.

Results of the model test are:

Three constructs of cultural identity (i.e., ethnic identity, religious identity and language identity), and four dimensions of acculturation (i.e., cultural assimilation, cultural integration, cultural exclusion and cultural marginalization) pass reliability and validity tests.

Tibetans have very high degree of cultural identity and strong cultural adaptability. Faced with the exotic culture which comes with tourism, they often practice cultural integration, not practice cultural exclusion or marginalization.

Tibetan acculturation can be viewed as an intervening variable between their cultural identity and tourism influence perception. The Tibetan's cultural identity, especially their religious and language identity, have a positive impact on their power to resist exotic culture, and significantly decrease their perceptions of positive tourism impacts.

Tibetan's demographic characters (i.e., language ability, education, the number of Han friends, age, and parents' ethnic identity) also have significant impacts on their cultural identity, acculturation and perceptions of tourism development.

The findings indicate that Tibetan's cultural identity and their exotic cultural adaptability play the key role in Tibetan tourism development and local residents' quality of life. Moreover, whether the Tibetan participate in tourism or not, and the time length of participation in tourism, have no obvious effects on their cultural identity. Therefore, it is the endogenous Tibetan cultural identity, rather than exogenous intervention, that decides the Tibetan tourism development. Research limitations and practical implications are discussed at the end of the paper.

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A Study of Recreation Activities and Recreation Route Designs For Canton Fair Overseas Buyers

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Since Import Exhibition Area was added to the 101th Canton Fair, Canton has witnessed a sharp increase in the number of overseas buyers. Against the grand background of an increased integration between international business exhibitions and recreation activities, there is an increasing need for recreation activities among overseas buyers to Canton Fair, which has become the main theme of leisure activities for those buyers. However, so far no studies have been conducted concerning such questions as "Are they satisfied with their recreation activities?", "Are they interested in current routes for recreation?", "Is it necessary for Canton—China's business exhibition metropolitan—to design routes targeted at overseas buyers?", etc.

The research methodology adopted by this essay is questionnaire. It is targeted at the overseas buyers to the 117th Canton Fair in the spring and the 118th Canton Fair in the autumn of year 2015 and firsthand information is gained. Based in the revelation of the basic features of recreation activities among overseas buyers, namely in terms of the number of people involved, the ways of recreation and the frequency of recreation, the essay combines textual analysis and literature review and uses SPSS17.0 to analyze the acquired information and dig up the factors affecting the degree of satisfaction among overseas buyers with their recreation activities. Finally, the satisfaction degree is obtained.

Considering the facts that so far no route has been specially designed for overseas buyers participating in Canton Fair and that most of the current routes do not cater to them, also taking into consideration the purpose of digging up and deepening the cultural content of the local sights, and through careful selection and comprehensive consideration, we have elaborated four recreation routes for overseas buyers participating in Canton Fair.

Route One: Historical and Cultural Recreation
It is designed on the basis of the long history of Canton and the colorful culture of the Five-Ram City, which are especially attractive to overseas buyers. The contents include: "Feeling Cantonese history and taste Cantonese culture" and "The charming Cantonese history".

Route Two: Religious Recreation
It is designed on the basis of the fact that many of the overseas buyers have a religious belief and that they may have a need in this respect. The content is: "Feeling the love and sincerity of Canton"
Route Three: Nightlife and Food Culture Recreation
This route is designed because nightlife has long been a fashion abroad and overseas buyers are especially interested in the nightlife and food culture of Canton. The contents include: "A wonderful night in Canton" and "Eating in Canton"

Route Four: Purchasing Recreation

This route is designed to cater to overseas buyers, especially those from developing countries, who like shopping. The content is: "Five-ram city—paradise for shopping in South China".

The above routes have three distinctive features: targeted, novel and diverse. The recreation activities are diverse in kinds and levels and the sights on the routes are selected and classical. They can satisfy not only the physical and material needs but also mental needs, bringing pleasure not only to the eyes and the ear but also to the mouth.

All those above will play a significant role in increasing satisfaction degree among overseas buyers with recreation activities and ultimately attracting more and more overseas buyers to Canton Fair and bringing Canton business tourism to a new high.

Communist heritage Representation: Gaps and Disputes

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The aim of this research is to identify how different stakeholders represent communism and revolution heritage for tourism, with a case-study on Bucharest. The topic of how to represent communist heritage for tourism is receiving increasing attention both in academia and the industry as demand and supply for communist heritage products increases. The paper compares and contrasts the representations of communist and revolution heritage from different stakeholders' perspectives: government, tourism media, tourism industry, potential tourists and actual tourists. It looks at 'official' representations under the form of destination promotion material; as well as 'unofficial' representations under the form of communist and revolution heritage promotion by tourism media and industry, and tourist online generated content. The methods used in the study are: content analysis of secondary data, interviews and focus groups with a range of representation producers. The research identifies and explores gaps, agreements and disagreements over the representation of communist and revolution heritage in Bucharest, Romania.

Findings confirm Light's (2000a; 2000b) views that communist heritage is perceived as 'problematic' by government officials and that attempts have been made to reinterpret it in a different light. However, in response to 'unofficial' representations, the potential of communist and revolution heritage to generate tourism is well acknowledged now and efforts are being made to produce an 'agreed' representation at government level. However, reconciliation with 'an unwanted' past is made difficult because of the legacy of communism and the never-ending difficulties of adapting to a new state of being. The 'agreed' interpretation and representation is 'on hold'. The 'confused' and 'disputed' 'official' representations that result feed into the tourism media, industry, and potential and actual tourists' fascination and 'unofficial' representations. Taking the form of a snake eating its own tail, the 'official and 'unofficial' representations successfully coexist and form part of the communism and revolution heritage product.

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Crowded Ski Destinations – Destination Development To Create More Satisfied Tourists?

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Ski resorts often grow from small villages to crowded destinations during winter seasons. During the high season many tourists visit the destination and this is of great importance of regions that normally is sparsely populated. Especially in regions were tourism is the main industry it is of great importance that the tourists are satisfied with the quality of the experience (Wilkins, Merrilees and Herington, 2007; Grönroos, 2007). Providing satisfying visitor experiences is the goal of tourist destinations in order to build strong relationships with the tourists (Ziegler, Dearden and Rollins, 2012). The strategy of a destination is to create ongoing relationships with the tourists in order to create loyalty and stimulate a repeat purchase (Murgy and Pike, 2012). By creating loyalty, value is added for the tourists and the need for marketing is reduced. It is therefore of great importance that the tourists are satisfied with the experience in order for them to return or recommend the destination to other desirable customers. It is also important to offer what the tourists value and find important at a destination. If the experience at the destination meet the tourists expectation, then the tourists will be satisfied and might return to the destination or seek similar experiences (Ziegler, Dearden and Rollins, 2012) At the destinations it is of great importance to understand not just the needs and wants, but also what satisfies the tourists and what could be improven (Yoon and Uysal, 2005).The aim with this study was to investigate the tourists' level of satisfaction concerning different factors at two ski destinations in Sweden, in order to find key attributes that can create tourism development in the region. At the destinations, tourists are co-creators of value and it is therefore important to take their opinions into account. The data was collected by quantitative questionnaires consisting of 40 attributes that was graded on a likert scale from 1 to 6. The questionnaire was handed out and responded by 373 tourists at the two selected ski destinations. For most of the attributes the results indicate that the tourists are satisfied with the performance of the tourist service providers at the destination. There are five attributes on each of the destinations that need further development in order to improve the overall experience of the destination. The result can be used for tourist producers in order to develop the destinations by addressing the issues raised by the tourists. It is not only important for the tourists with the ski experience but also other attractions and offers at the destination that contributes to the overall experience.

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Study on Ethical Tourism and Strategies

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Ethical tourism has been developed, with the global concerns about the effects of mass tourism. Mass tourism can bring potential negative impacts to the host's society, environment, culture and economy instead of benefits. This paper will analyze the negative effects of mass tourism and then, discuss how to efficiently manage tourism so as to benefit local communities by a variety of case studies.

Conclusion

Mass tourism has negative influence in local communities from the aspects of environment, society and economy and culture. With the awareness of mass tourism's negative effects over positive effects, ethical tourism derives from Europe and has developed rapidly. The attempt to carefully manage tourism will benefit local communities. First, promoting ethical consume, such as using local service, local products, learning local tradition culture, is a key to local communities' development. Second, for tour operators, stimulating them consider the interest of host destinations and make obligatory strategies, policies which manage and conduct tourism industry will benefit local communities and people. Third, with increasing environmental awareness of consumers, Green hotels have become an important part of customers' choice in local hotel accommodation. Increasing numbers of green hotels help hotels and host communities obtain the optimum benefit to the environment whilst trying not to threaten the financial benefit of the hotels. These strategies come from environmentally-friendly design, green legislation and energy management, which can provide financial as well as environmental benefits.

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Customer-perceived Value as Key Success Factors in South Korean Medical Tourism

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Introduction

The number of people travelling abroad to seek medical treatment has increased in recent years. It is now a growing global trend and considered to be a new type of tourism, which is called medical tourism (Connell, 2006; 2011; Deloitte, 2008; Heung et al., 2011; Ye et al., 2011; Yu and Ko, 2012). South Korean medical tourism was launched in 2007 with 16,000 foreign patients and increased to 266,501 in 2014 (KHIDI, 2015). However, this figure is still relatively very small compared to other major Asian medical tourism destinations such as Thailand, India and Singapore (Mintel, 2013).

Thus this research investigates the emerging phenomenon of medical tourism in the context of South Korea. It particularly understands the definition of medical tourism and explores the key success factors of South Korean medical tourism by an investigation into the positive and negative consumer perceptions (perceived benefits and perceived sacrifices) based on the studies of Heung et al. (2011) and Wang (2012).

Methods

This is constructed under an interpretive paradigm and embedded case study research strategy based on a qualitative research design, which takes South Korean government reports by KTO and KHIDI, South Korean medical tourism providers and prospective customers as a unit of analysis (Denzin and Lincoln, 1994; Bhattacherjee, 2012; Yin, 2012). Multiple methods using four document reviews, seven in-depth interviews and forty-five qualitative surveys are employed to illuminate the case (Farquhar, 2012; Saunders et al., 2012). The unit investigation through iterative hermeneutic circles is conducted by document and thematic and content analysis, to generate insight into this phenomenon of medical tourism within the industry and its consumers in a deep perspective (Bowen, 2009; Braun and Clark, 2006; Hsieh and Shannon, 2005).

Findings

The key findings of this study reveal that there is some degree of confusion in using the term 'medical tourism' in today's society from the points of view of both providers and consumers, and this suggests the need for a tight definition for the increasingly globalised and industrialised medical tourism industry as it develops in the future.

South Korean medical tourism providers highlight their 'high-quality medical services' but point out the need for improvements in 'government support', 'promotion', 'language', 'tourism infrastructure', 'policies and regulations', and 'expertise and manpower', while prospective customers perceive 'medical quality', 'cost' and 'holidays' as the main benefits of medical tourism, and 'cost', 'distance' and 'language' as the main sacrifices. More importantly, the study reveals 'medical quality', 'cost', 'reputation' and 'safety' as the most important key factors to be considered in choosing a medical tourism destination. However, in the South Korean context, it appears that 'information' and 'familiarity' are of greater importance than distance with regard to the destination.

Conclusions

This study proposes a new model of customer-perceived value as key success factors in South Korean medical tourism. The model is developed with the integration of the perspectives of both industry and consumers, which is based on the positive and negative consumer perceptions and the key success factors that are identified through investigation of industry providers. It suggests that 'government support' can maximise the positive perceptions and minimise the negative perceptions. This study also contributes to the theoretical and managerial aspects, but some limitations still remain and suggestions for further research are put forward.

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The Narratives of Heritage: The Case of Gotha

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Introduction

After German Reunification in 1990, the states of the former GDR went through drastic changes in urban landscape. While saving the façade of the old towns, which had been run down in the late 80s, there were also fundamental changes in definition and treatment on architectural heritage.

Architectural heritages convey a close collaboration with social changes. This becomes especially visible when we observe the tourism industry. Looking into the changes in a few heritage sites in
Gotha on a micro level, the paper focuses on the narratives of the heritage and tourism in former socialist cities.

Findings

Located in the centre of Thuringia, Gotha is the first founded city in the state. Along the long history (founded in 775) and the prosperity during the middle ages, Gotha had accumulated a number of ducal heritages. Nevertheless, due to the greatness of other neighbouring cities such as Eisenach and Weimar, Gotha occupies not the most prominent place in Germany's national history. During the GDR, in favour of its geographical interest and resources, the city was rather recognized as a driving industrial city. Also, as the birth place of SPD, Gotha played a significant role in the socialist regime, which also left a few important architectural heritages. After the reunification, Gotha faced economic decline in local industry and shrinking population and, therefore, was no longer perceived as an industrial city. Simultaneously, Gotha has put efforts to re-introduce its glorious historic assets. While doing so, the classic history is beloved and consumed for tourism, the communist heritage has fallen into a vague position. Through Gotha, an up-rising tourist city, we can read the selective
Memorialization on urban heritage.

Methods

Different levels of interviews, informal talks, photographs and walks guided by the locals through the sites are conducted. Parallel to this experimental research, material data analysis; policies applied in the concerned spaces, structural changes, media research, tourism statistics, archive data analysis and semi structured expert interviews took place.

Conclusion

The flexible significance of architectural heritage has been much discussed in the last decades. By the conservation of physical urban heritage, people attempt to firm up their significance and identity.

Through the sudden transformation, the cities in the former GDR show the process of 'remembering' in compression. As MacCannell introduced the term 'marker' as signifier of sights in the tourism, tourism industry has a definite influence that designates the former significance to the latter. Along the system change, a number of industrial cities in East Germany were cut on jobs and administrational functions. This existential issue brought new ways for local economy, and heritage tourism is one of the kinds for cities with great historical artefacts. While selecting and forgetting certain heritage sites, 'the use of the old' has become a tool for the citizens and the city to reidentify
with their home town and shape their local identity.

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Investigating Cultural Centrism in the Hospitality Sector

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Abstract
The purpose of this study is to explore the nature of culture in hospitality and factors related to cultural centrism in hospitality management service. The study explains culture and elements of culture in hospitality, followed by cultural interaction and intercultural communication. The study also provides an insight into the implications of cultural centrism, which in this study defines as cultural differences and sensitivity between host and guest (staff of hotel and customer) and factors, which may cause unintended misunderstanding.
The study takes the form of critical literature review followed by a phenomenological exploratory pilot study, using template analysis.

Introduction
The main focus of this research is to understand the importance of cultural differences and sensitivity and also how the hospitality industry needs to react to these varieties of nations, with regards to growth of nationalism and multiculturalism. Due to different cultural backgrounds, there are great differences in the individual's expectations towards hospitality and service delivery. These differences sometimes produce unintended conflicts during host and guest interaction. Cultural differences impact on hospitality and service industries and of course dealing with these differences remains one of the most critical issues for this industry.

As Lee (2015) cites in his research, cultural differences specially hidden cultural codes, frequently cause misunderstandings. Tabari et al., (2016) mention in their research that, although literature provides a variety of interpretations and definitions of culture, its variables are still subject to critical discussion. They cite a definition of culture by (Leung et al., 2005) as a multi-layered construct existing at different levels, global, national, group cultures and organisational that involves individuals.
According to the cultural background differences, individuals tend to use different dimensions to evaluate their service experience based on their values; norms and service experience as well their definitions of service.

Dyer and Ross (2003) state that the socio-cultural relationship between the service provider and customer is necessary to build personal ties for business. Swift (1999) argues cultural closeness through place can particularly make plausible interactions among customers and their service providers since they find common ties.

Earley and Mosakowski (2004:3/4) discuss cultural intelligence as "an outsider's seemingly natural ability to interpret someone's unfamiliar and ambiguous gestures the way that person's compatriots would". They stress that "people who are slightly detached from their own culture or home culture can adapt the mores, cues, customs and body language of an unfamiliar host more easily".

Czinkota and Ronkainen (2002) argue that language barriers can be considered as one critical and common issue during intercultural service encounters, where the customer and service provider are from different cultures (cited by Kim and Mattila, 2011). The needs of awareness

and ability to communicating with people of different cultural background has increased based on measuring intercultural sensitivity in different cultures and the growth of globalisation and diversity. Service providers who daily deal with variety of people need more focus to build this ability in order to increase the level of customer satisfaction. In other words, intercultural communication represents the ability of individuals to develop an understanding and positive attitude towards cultural variety.

Methodology

A qualitative approach was undertaken for this research and template analysis (TA) was used for analysing interviews. TA has mostly been used for analysing data from individual interviews; however, researchers like Kent (2000) and Brannan and Oultram (2012) use it for questionnaires and analysing participant observation (King, 2012:426). TA method offers the ability to enhance the coding process alongside making coding refinements and revisions during data analysis (King et al., 2008).

Sample: Structured interviews using purposive sampling were undertaken from managers and customers of hotels.

Discussion and finding

Hall (1976) argues that culture is ubiquitous, but is so innate that it is often not recognised until people travel elsewhere. Hall points out that the most important aspects of differing cultures are likely to be those 'out-of-awareness' features, the hidden dimension of new cultures.

Each individual tends to use different dimensions to evaluate their service experience according to their dimensions and definition of service with regard to their values and norms. Differences in cultural backgrounds can sometimes cause embarrassment because of a dissonance between expectations and behaviour. Host and guest may both speak in the same language, but, if they are from different cultural backgrounds, their language and cultural differences can lead to confusion between how to extend and accept invitations" (Ben Jelloun, 1999:3; cited by O'Gorman, 2007).

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A Conceptual Issue of Urban Tourist

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Introduction

The fundamental questions are whether we need to maintain the concept of the "urban tourist" and whether we have already reached a consensus on the definition of "tourist". Also, what basis do we use to discuss the concept of "tourist"? The purpose of this research is to discuss the conceptual issues of a typically used term "urban tourist" from a sociolinguistic viewpoint and reveal the researchers' habits which arise in tourism research.

Method

Based on conceptual analyses, the academic usage of the term "urban tourist" is examined. Sociolinguistic analyses are applied by critically examining the typical research habits of tourism researchers.

Findings

One of the fundamental questions asked is what exactly the definition of "tourist" is. As long as tourism researchers contribute to the study of tourism, they are required to answer this simple question. And yet there is no consensus on a clear answer to the question of the definition of this word. The issue is how the meaning of this word is impacted when the adjective "urban" is used to modify this noun. "Urban" is a fairly recent term that is used to explain a specific phenomenon. Adjectives are utilized to divide an original term into several kinds of concepts. What then is the opposite of an urban tourist? Is it a rural tourist? If so, what is the definition of a "rural tourist" and what denotes the difference between "urban" and "rural. Just because rural tourism is discussed in the study of tourism, it does not follow that there can be a rural tourist. The author asserts that the creation of a new concept based on a vague definition does not contribute to the advancement of the study of tourism and also carries with it the risk of causing confusion in academic analyses. Since the study of tourism is closely related to the tourism industry, researchers may sometimes be influenced by unprofessional expressions derived from social trends in the business of tourism.

Implication

Academic analyses must be based on logical achievements. Tourism researchers tend to create new terms with their own definitions by using adjectives commonly used with nouns. This is in spite of the fact that there is no consensus among tourism researchers for such concepts. The explanations of the mechanism of tourism phenomena do not depend on researchers' heuristic originality with any linkage to previous concepts but to amendments or integrations of precious theories that were once widely accepted but is no longer the case. As social scientists, tourism researchers are expected to first explain a newly found phenomenon by utilizing commonly shared concepts. If the concept does not function well, then the next step is for the researchers to amend the previous terms in order to match their ideas to the phenomenon. It is the view of the author that the usage of the term "urban tourist" is too premature for use in academic discussions.

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The River Plate Route: Touristic Heritage from Zacatecas

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Introduction
Nowadays, the strategies to innovate the touristic offer worldwide, must be capable enough to integrate touristic development models which can respond to new expectations and requirements from an everyday more demanding tourism market and respond to strategies of territorial integration of destinations and regions through routes and corridors.

In this context, a tourism policy have been applied since 2010 by Mexican government where high value regions and theming synergies routes and corridors are searched in order to strengthen regions, urban and suburban centers which include municipalities and states.
In the case of the River Plate route, considered as a worldwide heritage from UNESCO (2010), the States of Aguascalientes, Guanajuato, Jalisco, Querétaro, San Luis Potosí and Zacatecas, where the diversity of several historical and cultural high value attractions is located in order to encourage the sustainable and ordered development of the touristic activity.

Methods
Considering the territorial analysis from the systemic model known as "Touristic System" derived from Leiper (1979), Boullón (1985), Molina (2002), Jiménez (2005), Gómez (2012), Cervantes (2014). It represents a group of elements, interactions and physic, biological, social, economics and politics aspects linked to touristic phenomena, which is recognized as a complex phenomenon that must be define through the elements and limits of the touristic system which include the touristic regional space (TRS) and the receiving unit. Therefore, it is necessary to define 4 categories of analysis:
1.   Delimitation of the receiving unit.
2.   Definition of a linked touristic center of the touristic flux.
3.   Definition of the optimal route, influence route and the transit net of communication.
4.   Existent Interrelationships between the detected elements.

Results
The touristic regional space of the Zacatecas State includes the territory of 40 municipalities as receiving unit, 156 cultural and 24 natural attractions and 29 areas with scientific, technical or contemporary artistic achievements as well as a distribution center (metropolitan zone of Zacatecas city), 2 transit, 28 visiting (including 5 magic towns), 22 hiking centers, 4 touristic sub-centers (urban) and 6 natural protected areas connected through 2,441 km as transit route.

Conclusions

The regional tourism system from Zacatecas State can represent a development tool. It could allowed the diversification of the touristic market, the increment of economic impact at regional level and the prevention of the negative impacts that the touristic development also could generate over the environment and social group hosts.

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Changes in the Guimarães Visitors` Profile and Perceptions of City Attributes in the Post-Hosting Period of the 2012 European Capital of Culture

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Abstract

The European Capitals of Culture (ECOCs) are the most ambitious European cultural partnership project implemented in Europe, if one looks at its scale. In 2012, for the first time in Portugal, a medium size city hosted it. Guimarães was the chosen one. Three years after hosting the ECOC, it is time to access what has changed as a consequence of it in terms of visitors` profile and city attributes perceptions. Primary data sources were used, gathered through surveys conducted to the Guimarães tourists in the ex-ante (2010/11) and post-event periods (2015). In analytical terms, we made use of statistical methods allowing to put in evidence the similarities or differences found in what regards the visitors' profiles and perceptions towards the destination attributes, when looking to the two time periods under scrutiny. Looking to the results gotten, we concluded that a change in the Guimarães visitors` profile has verified (more balance between men and women; decrease in the amount of tourists aged from 0 to 25 years old and increase in those aged from 46 to 65 years old; and increase of the tourists endowed of lower schooling levels) and a notorious evolution in what regards the city attributes perceived. One believes that the empirical results attained are a valuable source of information for tour operators and, mainly, to city planning and managing authorities.

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The Complicated Heritage of Prora – Modern Tourism at the Former KDF-Bad

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In 1818, German painter Caspar David Friedrich expressed the untainted and idyllic coast of Rügen – Germany's largest holiday island- in his famous painting the Chalk Cliffs of Rügen. The island was and still is one of Germany's most popular holiday destinations, with a rich nature, tranquility and white shores as its main tourism attributes. However, amidst such divine attributes, people may find places that are less sacred. For instance, KDF's Prora.

The unspoiled beauty of Rügen had not gone unnoticed by the Nazi's. In fact, KDF – the state-operated leisure organization - initiated the start of the building of a 4,5 kilometer holiday structure that had to offer a seaside residency to 20.000 German laborers at a time. Today, this colossal site of eight separate building blocks still stands. The blocks are owned by private investors who want to develop Prora into a tourism resort (again). This case study has been set out to explore the perceptions of Prora stakeholders regarding these developments and to outline complications from a sociocultural perspective. A qualitative research methodology has been used and semi-structured interviews were conducted amongst major stakeholders and experts. Major Stakeholders include (a.o.): corporate firms (architect agency), tourism enterprises and other interest groups.

Prora was built by the Nazi's as part of their ideological warfare and later on used as an infamous military base during the DDR. This has caused Prora to be a sensitive topic to discuss, especially with the aftermath of both time periods still noticeable. Dark Tourism theory (Stone, 2006 and Miles, 2002) has hereby helped to define Prora from a dark tourism perspective and to categorize it as a dark conflict site (Stone, 2006 and Moss, 2013). Besides, an analysis has been made based on Stone and Sharpley's dark tourism spectrum framework (2006). The analysis shows that Prora is (a.o.) concerned with high political influence and ideology, causing it to be a rather dark location.

Stakeholders referred to Prora as complicated heritage. They explained that the development phase has thus far been a long and uncoordinated process. Yet, most stakeholders don't feel that the historic events have been the reason for this. Instead, a number of interviewed stakeholders and experts mentioned the obscure communication and high financial obligations as major complications. When the state government inherited Prora in 1994, they were not capable of financing the colossal site and decided to privatise the buildings. Different investors came, but could not pay for the required maintenance or saw no profit in it. Several of them had to resell, which caused many parties to be involved over the years. Furthermore, the communication process has led to dissatisfaction, especially amongst stakeholders such as the museum and information centre. They feel that they have been left out of the decision-making process and criticise the role the local community played. Moreover, it is feared that Prora will be developed in a business-like way only. Investors are making changes to the building's cubature, which causes it to lose authenticity. Some stakeholders even doubt whether history will be preserved at all in the future, causing them to remain sceptical about 'the new Prora'.

Socio-cultural Evolution of Chinese Outbound Millennial Tourism: A Focus on France

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This paper investigates the socio-cultural evolution of Chinese outbound millennial tourism to France, as this destination is said to be a 'dream' destination for Chinese tourists. By adopting an interpretive approach, I aim to explore the relatively recent phenomenon of Chinese outbound tourism, via the examination of urban Chinese millennials seeing that they represent a significant segment of this market. As this is an interpretive study, secondary data derived from existing literature: academic journals, documents, reports and (online) Chinese newspapers were examined by means of discourse analysis. Findings suggest that it is vital for tourism providers to pay closer attention to the travel interests of Chinese millennial tourists by showing respect towards the Chinese culture. Additionally, rapid and intense experience along with mobile communication and accessibility are crucial, especially for these tourists. Results from this study revealed that these outcomes could also be applied to similar developed destinations.

Introduction: China has experienced phenomenal economic growth over the past three decades, making it the largest of the emerging economies (Oxford Economics, 2016). By 2023, 61 million more Chinese households will be able to afford international travel, according to a report generated by Oxford Economics (OE) and the InterContinental Hotels Group (IHG) (2016). China currently generates 13 percent of international tourism receipts (p.5) serving as an economic driver for many destinations, including developed ones. The industry is thus recognised as the driving force behind socio-economic creation regarding (family) relations, (work) ethics, and personal cultivation both within and outside of China (Yeung & Tung, 1996). As a result of this growth in outbound tourism from China and the socio-economic impacts on destinations, the academic studies on Chinese outbound tourism has evolved to reflect a substantial growth in literature on this industry (Tse, 2015). However, most academic studies focus on Chinese outbound tourists to developing destinations and less on developed destinations. Additionally, emphasis is placed on psychological aspects rather than on philosophical aspects.

Therefore, this paper looks into the socio-cultural impacts of Chinese outbound millennial tourists on France. Consequently, three main questions arise:

1. What are the typologies of Chinese visitors to France?
2. Why do these Chinese tourists visit France?
3. What are the cultural impacts of Chinese millennial tourists on France?
4. How do these visits affect France?

This study adopts an ontological approach to the study of Chinese outbound tourism to France as it is the most popular destination outside Asia for Chinese tourists (Jing Daily, 2014). It examines the current strategies being deployed by the French tourism industry to attract Chinese tourists. Furthermore, it discusses the cultural impacts of the Chinese (millennial) tourists especially on Paris.

Study method: In a discourse analysis of Chinese outbound tourism obtained from existing literature, an examination is carried out into Chinese outbound tourism. A literature review identified three focal themes: culture, psychology and sociology. Firstly, in studying cross-

cultural issues regarding China tourism Honggen & Li, (2015) review seven independent research reports that adopt cross-cultural communication and cultural approaches to China tourism. Secondly, numerous researchers study psychology of tourism, among others I will be assessing the works of Pearce and Stringer (1991) who examine the contribution of psychology to tourism studies by considering psycho-biological and ergonomic studies, cognition, and social psychology as applied to tourism. Finally, I will evaluate the sociology of tourism by studying the work of Cohen (1984) who discusses the sociology of tourism approaches.

As this is an interpretive study, I shall be reviewing primarily academic literature on China's outbound tourism to find out about the socio-cultural impact of Chinese tourists to France as a developed destination.

Findings: It was revealed that the majority of the Chinese visitors to France originate from Mainland China. Philip Guarino, European director of China Luxury Advisors (CLA) conducted research into how Chinese tourists really feel about Paris. According to Guarino (2015), "France holds a special place in the hearts of Chinese tourists". In 2014, approximately 2.2 million Mainland Chinese travelers visited the country, up from 1.7 million in 2013. The magnetism of Paris as a "must-visit" destination has not lessened even after a second or third visit to France by these visitors (Guarino, 2015). Secondly, the reasons provided for their visits, according to the French Foreign Affairs minister Laurent Fabius, were underlined as follows:

• "…excellent relations between Chinese and French authorities."
• "The fact that we had many visits of French officials to China and of Chinese officials to France,
• …the fact that visas have been facilitated,
• …the fact that we have improved security – they show that we are in the right direction, but, I think we are still in the beginning of the process" (Fabius, 2015).

In seeking to understand the societal and cultural values of Chinese (outbound) tourism impacts on France from the community's perspectives, it was shown that the Chinese outbound tourism market has become more diversified and customers are requesting more imaginable, reliable, detailed sightseeing information on natural scenery – World heritage, environmental attractions, health and cultural activities. These are only some of the important areas of such diversity (World Tourism Cities Federation Ipsos, 2014). However, Craik (1997:118) emphasizes that, "The cultural experiences offered by tourism are consumed in terms of prior knowledge, expectations, fantasies and mythologies generated in the tourists' original culture rather than by the cultural offerings of the destination". This is why it is essential for communities to gain a deeper understanding of the Chinese cultural values, which is deeply rooted in Confucianism, among others.

Conclusions: It can therefore be concluded that for a prolongation of the economic growth of Chinese outbound tourism to France, businesses should take a more philosophical approach to understanding the needs and expectations of the Chinese tourist. Cross-cultural understanding is vital in this approach. Results suggest that the general analyses of the socio-cultural effects of Chinese outbound tourism on France could also be applied to other developed destinations.

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Why Visit Ljubljana? Exploring the Motives for Visit by Applying AHP Method

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Motivation is the prerequisit for every travel and research can help us to better understand them (Hsu and Huang, 2008). Understanding the motives is the basis for deriving the key trends within the tourism market and the creation of an adequate program of marketing activities (Seaton and Bennett, 1996). Thus, the principal aim of this paper is to explore the motives for visit of Ljubljana (capital city of Slovenia), by applying the AHP (Analytical Hierarchy process) method, as a new approach in exploring motivation in tourism field. The AHP approach is used to construct an evaluation model and calculate criterion weights. It integrates different measures into a single overall score for ranking decision alternatives. Applying it usually results in simplifying a multiple criterion problem by decomposing it into a multilevel hierarchical structure. Model is structured as a set of pair-wise comparisons of decision elements made by the decision maker. At the top of the hierarchy is the goal, the next level contains the criteria, while alternatives lie at the bottom of the hierarchy. In this study, the goal is to obtain the ranking of the motives for visit of Ljubljana, which represent criteria in the model. As a result we derived the criterion weights based on a survey done in Ljubljana. The survey was conducted in the form of an interview among 30 tourists in Ljubljana, and respondents were asked to express their preferences using Saaty's scale (Saaty, 1977; 1992) between different motives of visit. Ten main motives were included in the study: Cultural motive, Business motive, Education, Nightlife, Cultural events, Sports, Natural values, Shopping, Religious motive and Gastronomy.

Preliminary results of the assessment, which were performed using Expert Choice 2000 program, indicate that most relevant criteria and thus predominant motives for visit of Ljubljana are Cultural (0.165) and Nightlife (0.139) motives, while Religious (0.069) and Business (0.072) motives are the least ranked motives. The results show that consistency ratio (CR) is (0.07) indicates that the study is reliable and accurate enough and there is no need for adjustments in the comparison. This research could prove useful to decision-makers on destination level, such as action plan makers, tourism organizations etc. It could help them understand their visitors and better adapt to their needs.
Keywords: tourism motivation; city tourism; AHP (analytical-hierarchy process); Ljubljana

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Does Age Affect Internal motives when visiting city break destinations? The Case study of Novi Sad, North Serbia

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As cities have the potential to considerably improve the economic vitality of their wider area, measuring city tourist motivation has always been an important and challenging task for tourism research and management. Most of the research on city break tourism is focused on destination management, while little has been carried out from behavioural perspectives (Hwang et al., 2006). Decision makers (visitors) are guided by many different factors, some of them can be described as psychological (internal factors) and some can be described as non-psychological (external factors). Internal factors (motives) are connected with a person, while external are connected with a destination. This study will analyse the internal motives of Novi Sad visitors with respect to age.

Situated in a strategically and geographically significant position, Novi Sad and its wider region possess a great variety of both natural and anthropological heritage (e.g. Danube River, Fruška Gora Mt, Roman, medieval and more recent remains, multiethnic environment, etc.) which positions this region as a potentially successful city tourism destination. Moreover, it has great potential for gastro tourism, vivid night life and large number of national and international events.

Previous research in this area suggests that it is possible to describe who, when, where, and how in tourism (social and economic characteristics of tourists); but does not answer the most interesting question of all – why? (tourist behaviour). This research aims to capture the underlying reasons for tourists' decisions to visit different cities with consideration for the impacts of age. Internal motives were measured according to Beard and Ragheb's model developed in 1983. The model is divided into four dimensions (Intellectual Factors, social factors, Competence/Mastery factors and Stimulus/Avoidance factors) and each of the dimensions consists of eight items. A self-administered bilingual survey (Serbian and English) has been conducted in the investigated area and 158 tourists in Novi Sad were asked to choose ten most dominant items. The primary purpose of this method was to segment and profile the motivation of tourists using a fuzzy matrix. Firstly, raw data was transformed into a time dependent matrix model, and then using the techniques of average (mean) and standard deviation, the time dependent matrix was further transformed into Average Time Dependent Data (ATD) matrix, then into a Refined Time Dependent Data (RTD) matrix. In the fourth and final stage, a Combined Effect Time Dependent Data Matrix (CETD matrix) is given, which presents the cumulative effect of all these previous entries. The CETD matrix was used to calculate the graph for every dimension of internal factors, with respect to age.

Preliminary results indicate that Intellectual factors begin to influence one's choice at the age of 22, and are at their peak of interest at the age of 29-30 and lose their influence at the age of 41 (Figure 1). Social factors begin to be important at the age of 21, are at a peak from 29 to 35 and stop being important at the age of 43. Competence/Mastery factors begin to be important at the age of 25, are at their peak of importance from 34 to 36 years of age and stop being important at the age of 46. Stimulus/avoidance factors begin to be important at the age of 23, are at their peak of importance from 31 to 36 years of age, and lose their importance at the age of 45. This method aimed to identify and comprehend the importance of age structure when preferences are considered towards city destinations. This could prove to be very helpful managerial and market research tool with applications in both the public and private sector in tourism.

Figure 1.
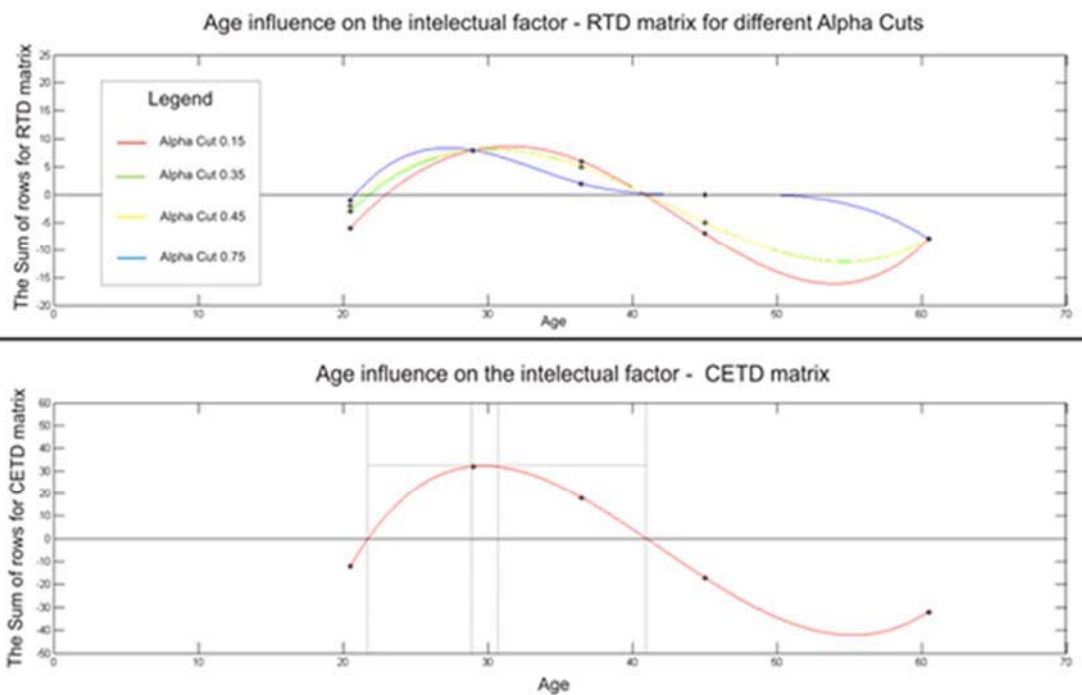
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An Evaluation of Tourism-Oriented Policing Training in a Vacation Destination: A Case Analysis of Tobago

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For many developing Caribbean countries, tourism is of great economic importance, with tourism contributing significantly to those countries Gross Domestic Product. Tobago is no exception; hence, a large number of tourists coming to the island is highly desirable. However, criminal acts by and against tourists are becoming more frequent, and consequently tourism stakeholders are becoming more aware of the necessity of a safe destination and the need to police tourists – specifically. With this in mind, specialist police units focussing on tourism security at vacation destinations are a recent development in many countries where tourism is recognised as an important contributor to the economy (Mawby, Boakye and Jones, 2014) and where crimes associated with tourism are a feature of the landscape. Recognising this phenomenon in Tobago, the executive of the Trinidad and Tobago Police Service (TTPS) gave a commitment to improving tourism security in the island. To accomplish this, a policy decision was taken to create a Tourism Oriented Policing unit within the Tobago Police Division (Trinidad and Tobago Police Service Operational Plan, 2015: 25) with selected Police officers undergoing specialist training in tourism oriented policing. The training was conducted and focused on the protection of tourists as well as ways to promote the image of a safe tourism environment aimed at enhancing the economic vitality of Tobago. This paper presents the findings of the subsequent formative and summative evaluations of the tourism oriented policing training which was conducted to police officers in Tobago based on the analysis of a pre- and post-test questionnaire to the participants (n=25) and their superiors (n=5). Study findings included a general satisfaction with the training, a belief that tourism security is beneficial to Tobago as a vacation destination and that senior Police officers should have been included on the Tourism-Oriented Policing training programme. Policy implications for policy makers, tourism and Police officials, local residents as well as visitors to Tobago emanated from the study.

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Exploring Seniors' Motivation for High-end Retirement Community in China

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Introduction

Due to decreased mortality and declining fertility, the number of elderly people has reached 212 million in China (National Bureau of Statistics of China, 2014), accounting for 15.5% of the total population. Aging population has been one of the major challenges for China, and how to support the life of the elder so that they can spend their aged life in an enjoyable way has been an important social topic. A four-factor model of aging successfully was presented (Lee, P.-L., Lan, W., & Yen, T.-W., 2011). Some countries made preferential policy to attract retirees (Abdul-Aziz, A.-R., Loh, C.-L., & Jaafar, M., 2014).

Traditionally, Chinese retirees prefer spending their elder life with their families, supported by their grown-up children. This kind of "family pension mode" takes root on the Confucius idea of filial piety, and has lasted for thousands of years. But this traditional mode is collapsing since China commenced its modernization and the family structure becomes simplified. What's more, "one child policy" issued in 1970s largely devastated the foundation of the family pension mode, i.e. complex family structure. (Chen & Chen, 2013; McMillan & Danubrata, 2012; Shobert, 2012).
The only child can hardly provide for their parents by their own.

Against this background, more and more "non-family" endowment institutions are emerging; of which senior living apartments are the most popular one. There seems to be a transformation of concept in China as more and more people tend to accept the non-family way of pension which is not advocated by Confucianism. Leisure innovation among post-retirement women in north-eastern China was researched (Campbell, A., & Yang, J., 2011). However, few researches have noticed this transition and the motivation underlying this phenomenon remains unexamined. This study aims to investigate the motivation of elder Chinese who choose to live in a senior living apartment.

Methodology

Due to the exploratory nature of this study, qualitative design was adopted. Data has been collected by in-depth interview. We have interviewed thirty senor living residents at Golden Year Retirement Community in Hangzhou, China in 2015. Each interview lasted for more than 30 minutes. In order to ensure the consistency of the translations, two researchers work together.
The three following pictures reflect their life at the Golden Year.
Data will be analyzed with content analysis method. We intend to use MAXQDA v.11 qualitative analytical software to code and analyze the date. Next, we intend to interview other two different levels senior livings.

Indicative Findings and Implications

The preliminary findings suggest that the motivations of living in a senior living apartment are as follows:

First, environment motivation. Fresh air and peaceful environment is good for health, so the aged prefer to choose senior living apartments with beautiful environment. Second, safety motivation. Senior living apartments have professional facilities for the aged, such as special hospital, special road and so on. For example, most senior living apartments has elevators no matter the building has how many floors, While many community buildings that less than seven floors have no elevator, which are inconvenient for the aged. Third, family harmony motivation.

They want to get along well with their children and don't trouble their children. They know their children have already under much expression in the fiercely competitive society. What's more, they want to reduce the conflicts of generations. Fourth, social motivation. Senior living communities have many entertainment facilities, the aged can establish intimate relationships though colorful group activities so that meet the needs of love and belongingness, thus live heath and long.

Social Motivation
Family Harmony
Motivation Safety
Motivation
Environment Motivation

The above motivations are found to be hierarchically organized.
According to the findings, the managers of senior living community can take corresponding action to satisfy their motivation, so that to improve the happiness of the residents.

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Study of Tourists' Interaction Dimensions and Modes: Based on Co-creation Value Theory

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In the age of experience economy, value co-creation has become one of the most important ways of improving consumption experience. And interaction is also considered as the main way of value co-creation and the communication bridge between customers and other value subjects. The sentimental and practical value of consumers' experience can be greatly enhanced by studying different interactions around with consumers. These interactions can generate between companies and customers, customers and organizations, customers and employees, customers and customers. Interaction mode is also diverse such as dialogues, performances, ceremonies and so on. Tourist-centred interactions can be divided into three categories: tourist-to-tourist interactions, tourist-to-residents interactions, tourists-to-tourism environment and activities.

The research mainly includes four aspects: A review of main contents and modes of value co-creation in the world. The article uses online travel blogs as subjects, with the help of technology of network text analysis, to generalize the main interaction contents and modes between tourists and other tourists, residents, environments and activities, choosing Mogan Mount in Deqing, an open rural tourism destination, as the case study. The article establishes its theoretical framework——"Interaction subject-interaction effect-experience value" and brings forward the research hypothesis using interaction frequency and quality to measure interaction effects, emotional and practical value to reflect tourist experience value. The research uses literature summarized analysis and experts interviews to establish measurement constructs, then puts out questionnaires to tourists in Mogan Mount, studies the impacts of three interactions on tourism emotional and practical experience values, finally verifies the model and hypothesis mentioned above.

The article aims to solve the following problems: To find out the exact dimensions and modes of the three interactions in China, and if there are differences from the tourism interactions in other regions, and if there are, what are the differences? To find out the differences of the influence these three interactions have on experience value and which interaction is the most influential one. The study also aims to reveal development direction and focus of the interactions with tourists in future value co-creation to guide the development of the tourism industry.

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Understanding the Small Tourism Business Owner in Chinese Historical Towns: Conceptualization of Lifestyle Orientation and Business Orientation

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There is no doubt that micro, small, and medium enterprises (MSMEs) play a vital role in modern economy (Ghobadian & Gallear, 1996). In the tourism and hospitality sectors, there are a large number of small and independent businesses, including guest houses, restaurants, cafes, bars, and travel agencies. In particular, in some Chinese historical or heritage towns, the combination of small tourism firms has even become a special tourist attraction of the destination, for example, The Old Town of Lijiang and The Old Town of Phoenix. Such destinations draw not only local residents but also outsiders to open small tourism business there.

Some owners enter this sector for formal business success, while, others operate small tourism firms for personal lifestyle objectives. Previous studies also state that interest in these businesses often relates as much or more to lifestyle, locational, and leisure preferences as it does to a desire for profits or security (Ateljevic & Doorne, 2000; Getz & Carlsen, 2000). This characteristic of small businesses in tourism and hospitality-related sectors is very unique compared with small firms in other industries.

Thus, to date, most classifications of small tourism businesses are from the perspective of the motivation for operating businesses. For instance, Shaw (2003) proposes a bifurcated approach by dividing small tourism firms into business- and lifestyle-orientated businesses. The lifestyle orientation has been an interesting and popular topic in the research field of small tourism business, as it seems to predominate in tourism (Thomas, Shaw, & Page, 2011). But, some researchers argued that lifestyle orientation is suffered from confusion (Thomas, Shaw, & Page, 2011). Indeed, in the existing literature, although lifestyle orientation and business orientation are always mentioned, little has been written about the conceptualization of these two concepts, that is, what are the attributes of lifestyle and business orientation in small tourism businesses? Therefore, this study aims to investigate the business orientation and lifestyle orientation in detail, and specify the attributes of the two concepts, which may help to know the sector of small tourism business in historical towns better.

The present study chose The Old Town of Lijiang, China as the study area. Qualitative data was obtained through in-depth interviews with 46 small tourism business owners in Lijiang. Content analysis was applied to analyze the interview data.

Based on the data of this study, the elements of lifestyle orientation in owning a small tourism business are change of life, alternative lifestyle, meeting people and making friends, enjoying a relaxed and comfortable environment, fun, freedom, unsophisticated perception of the place, enjoying a nice physical environment, enjoying the role of an owner, having a second home, being as club, easier life, retired lifestyle, and comfortable life. Meanwhile, from the "production" perspective, several attributes of business orientation are indicated, including making a living, making more money, achievement motivation, and developing social capital.

In comparing such attributes of lifestyle orientation and business orientation with the elements suggested in the literature, several attributes are found to be similar. While, the new elements of the two orientations are discovered by this study. For the lifestyle orientation, the new elements are alternative lifestyle, meeting people and making friends, having a second home, and being as club. While, for the business orientation, the newly found attribute is developing social capital.

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Examining tourist Preference for Smart Tourist Attractions: A FCEM-AHP and IPA study

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Although smart tourism has gained increasing attention, investigations of smart tourist attraction (STA) from the tourist perspective are still limited. The purpose of this research is to identify tourists' preferences of STA, as well as to measure the strengths and weaknesses of STA. First, factor analysis is used to determine tourists' key evaluation items of STA. Next, fuzzy comprehensive evaluation method is applied to the STA evaluation of Hongshan Zoo in Nanjing. Then, importance-performance analysis is conducted to diagnose the strengths and weaknesses of Hongshan Zoo's STA construction. Findings suggest that "smart information system," "intelligent tourism management," "smart sightseeing," "e-commerce system," "smart safety," "intelligent traffic," "smart forecasting" and "virtual tourist attractions" are tourists' key evaluation factors of STA. This paper extends previous research on smart tourism, and offers useful insights into the theoretical investigation and practical development of STA.

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Dark Tourism in Barcelona

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Although Barcelona attracts millions of tourists every year, it is safe to assume that most of these visitors are looking for well-known attractions and resources that can hardly be considered 'dark'. However, the city definitely has a dark side and the remains of its sometimes violent history can still be found if one knows where to look.

In the recently opened Centre Cultural El Born it is possible to stroll through the remains of streets and houses that were destroyed after the siege of 1714 (Ajuntament de Barcelona, 2013) and aficionados of George Orwell's "Homage to Catalonia" can participate in a walking tour that highlights his involvement in the Spanish Civil War (www.iberianature.com).

Just like any other large city Barcelona has a vast amount of cemeteries, but it is remarkable to find that local authorities have invested in a series of guidebooks for visitors that provide information on such subjects as funerary architecture, graves of famous inhabitants and funerary culture in general (Marti i Lopez, 2004 ; Cementiris de Barcelona, 2008). In 2013 the collection of funeral carriages that had been stored in one of the buildings of the public funerary services was transferred to a newly built museum on the hill of Montjuïc, adjacent to the cemetery (www.cbsa.cat/colleccio). According to the categorisations suggested by both Seaton (1996) and Stone (2006) the city offers several locations that can be considered dark.

Taking these resources and developments into consideration one might ask the question whether Barcelona could or should position itself as a destination for dark tourism? The answer to this question might be found by talking with the relevant stakeholders, such as, the management of the museum and that of the cementeries, representatives of Barcelona Turisme and the guide on the walking tour. However, although this could provide some insights into the 'dark propositions' of the destination, it does not necessarily yield information on the demand for dark tourism in the city. Therefore visitors to both the museum and one of the larger cemeteries were approached as well and their opinions were more often than not in agreement with those of the stakeholders mentioned previously.

Yes, Barcelona can be a destination for dark tourism, but it should not position itself as such. Heritage, culture and (political) history are seen as the main drivers for visiting these resources, and cemeteries should first and foremost remain final resting places where relatives can commemorate their relatives and friends. Although two cemeteries (Poble Nou and Montjuïc) can be found on the website of Barcelona Turisme (www.barcelonaturisme.com), so far only the walking tour seems to attract a larger percentage of international visitors.

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Eventful City of Denpasar Bali: A Perspective of Local Residents

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Bali is a small island situated in Indonesia, an archipelago country in Southeast Asia. It has a lot of attractions for many tourists. Besides its natural resources, it also has number of rituals and ceremonies which are inherited. These are becoming cultural events and festivals which sometimes celebrated in a special occasion and attract many visitors to experience it.

The purpose of this paper is to explore the potencies of Denpasar - the capital city of Bali in hosting cultural events to be developed as culture heritage destination in Indonesia. It used mix method approach to analyze respond of local residents. In-depth interviews were conducted with the local residents as stakeholders (communities, local leaders, academics, local government, spiritual and religious persons) to explore traditional and contemporary constructed event, held in Denpasar City and how they are participated. The survey on 100 local people who were visiting some constructed events in Denpasar City also done to explore their willingness to share their cultural events to visitors including tourists.

The research found that with rich cultural and traditional Balinese events and festivals, Denpasar is a home of Balinese communities who live and work in the city in daily life, and who are actively conducting Balinese Hinduism religious ceremonies according to Balinese and Caka Calendar. The city holds and celebrates many kinds of ceremonies and processions personaly in a house, public areas (offices, community halls, streets, markets), and sacred places (temples). The communities also organize religous events from preparation until implementation, as well as performing cultural arts such as sacred dances as offering to God and profane dances to entertain people. There are conservative activities to revitalize the cultural heritage by local communities in Denpasar on daily basis. As the city progresses and becomes modernized, this condition also delivers influence to the local event creations. Later there have been popular and contemporary events scheduled regularly such as Kid's Performance, Monthly Shadow Puppets Performance, Tumpek Wayang Festival, Book Fair on Hari Raya Saraswati, Keris Exhibiton, Ogoh-ogoh festival, Omed-omedan festival, Bali Art Festival, Bali Kite Festival, Sanur Village Festival, Maha Bhandana Prasadha, and Denpasar Festival. The Locals are very open to share their culture to visitors as long as it does not spoilt the sacred value of the religious part of the ceremony.

This paper concludes that Denpasar can be promoted as event-based tourism destination since there are collections of cultural and heritage activities created, organized and perfomed by local residents voluntarily and continuously. The findings of this reserach also support Bali cultural tourism policy, and suggests the practical implications of this study such as the needs of government supports for local people in sustaining the cultural events and festival in the city and to maintain the good relationships among residents to preserve the Balinese culture in this modern era. Also for tourism planning purposes, Denpasar city can also be developed as tourism destination that offer local festivals and events as the main attractions besides other traditional and modern facilities built. The built sites facilities either traditional or modern ones.

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Selective Policy Implementation of Chinese Local Government: Facilitator or Inhibitor of Sustainable Rural Tourism Development? A case of Anji County, China

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Sustainable rural tourism in China presents a paradox from the perspective of local government. At one level sustainable rural tourism is a success given the concept's diffusion among Chinese central government, academics and mass people. Yet, it is simultaneously a policy failure in the context of the competition of GDP of local governments among Chinese counties.

This paper analyses sustainable rural tourism, and the local governance systems, via the mechanism of selective policy implementation. Selective policy implementation means Chinese "county-level bureaucrats" how to define their tasks and distinguish between policies that must be implemented and those they can safely ignore. This is the dominant paradigm of Chinese local government behavior. Given this context, this paper explores the role of Chinese local government in facilitating, or indeed inhibiting, sustainable development objectives in a rural tourism destination context.

Anji is a county in the city of Huzhou in northwestern Zhejiang province, People's Republic of China. It is famous for rural ecological tourism, the local government naturally gravitates towards ecology-friendly agriculture and industry. To assess this issue, it uses in-depth interviews with local government representatives and key destination stakeholders in Anji, China. It shows that local government facilitates the sustainable rural tourism when the policy implementation can incentives a grass-roots official positions. However, when the policy in question ran counter to bureaucratic interests, local governance structures were found to be inhibitors to sustainable tourism development.

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Self-Construal and Traveler Decision Making: An examination of Chinese Seniors

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Self-construal is viewed widely as an important psychological variable which affects the consumer behavior significantly. It was pointed out that the consumers with different self-construal behave diversely significantly, especially in the different cultural contexts, like Asian and Western. The most studies have investigated the self-construal's effects on the consumers' decision on tangible products. However, whether the self-construal would affect the decision on intangible product, like traveling, still need to be tested.

According to the demographic statistics, there were more than 200 million people aged 60 years old and over in China by the end of 2014. It was reported that the seniors' enthusiasm for traveling is growing on a very high speed. According to a survey organized by C-trip in 2015, a leading OTA in China, 87% of the seniors who aged 50 and over said they have a plan to travel and 13% said they may travel in the future. It seems that the senior market could be viewed as a growing demographic tourism market segment with high potential in China. However, basing on the previous literature review, it seems that senior travelers' decision making mechanism and the impact factors are not well described with empirical methods in the context of China yet. By focusing on self-construal, the research is trying to discover the Chinese senior travelers' decision features and mechanism. An exploratory study was adopted in this research to examine the effects of self – construal on Chinese senior traveler decision making in the different designed contexts.

The self-construal conceptualized here as individual perceptions, feelings, thoughts, and actions about one's relations to others. Independent self-construal and interdependent self-construal are viewed as two major aspects of the self-construal. Independent self-construal refers to a bounded and stable self which is separated from the social context and the interdependent self-construal is defined as a flexible and variable self that emphasizes the public features and social relationship. It was posited that both two self-types are exemplified in Asian and Western culture.

In this study, the self-construal (independent variable) and senior tourist decision (dependent variable), the press media and reference group (moderate variables) were proposed on the basis of literature reviewing. Then, according to the theories of self-construal, regulatory focus theory, regulatory fit theory, a research model and hypothesizes were determined accordingly. The hypothesizes were tested by using factor analysis, regression analysis and T-test analysis.

The data we used in this study were collected from Chinese senior citizens who lived in the cities of Yangzi Delta, including Hangzhou, Shanghai and Nanjing, aged 60 years or over. The most interviews were taken places in the urban public areas, like the City Park, senior activities center and squares etc. In the study, firstly, a scale was modified basing on the previous Western scales and the Chinese research literatures to measure the Chinese senior self-

construal. And then, a questionnaire was developed accordingly. After a pilot test, the questionnaire was revised basing on the test results. In August, 2015, total 800 seniors were interviewed by 5 well trained interviewers with the designed questionnaires because most of the seniors we interviewed had the presbyopia problems by face to face interviewing. The interviewers read the questions loudly and then wrote down the answer from the seniors. At the end, a total of 772 valid questionnaires were collected, the response rate achieved 96.5%.

The collected data were then analyzed in 4 different steps. Firstly, the samples were profiled by socio-demographic characteristics. Secondly, an exploratory factor analysis (EFA) was performed on the dependent variable "senior traveler decision" to test the reliability and the validity. Thirdly, the independent self-construal and interdependent self-construal variables were regressed on senior travel decision including the positive and negative affects to disclose their relationship. Finally, a t-tested analysis was performed to test the two moderate variables' (media report, reference group opinion) influence on the impact of self-construal and travel decision.

Two primary findings were presented in the paper. Firstly, it seems that the independent self-construal has a positive impact on Chinese senior tourist decision making and the positive media report and reference group support can also enforce the positive impact accordingly. Secondly, the interdependent self-construal has a negative impact on Chinese senior tourist decision making, the negative media report and reference group against would enforce the impact accordingly too. It seems that the findings in this study provide sufficient evidence that different self-construal variables possess significant relationship with senior tourists' decision making in China, however, the changing contexts, like different media reports and reference group attitude may influence their decision too.

The main purposes of this study include: to delineate the mechanism of two aspects of self-construal, including interdependent self-construal and independent self-construal, their impacting the senior traveler decision making in China and to discover the different context's impact on Chinese seniors travel decision making, especially the media report and reference group. Results showed that independent seniors in China have a higher travel intention and their decision are affected by the context a lot, like social media report and reference group support. Knowing the mechanism of self-construal's action on senior traveler's decision will assist the travel service providers, including the travel agents and the destinations, to design their marketing activities more effectively. Thus, it suggests that the travel agent and destination who would like to develop the senior market in China shall focus on the preferences of the seniors with independent self-construal. And then, the independent self-construal seniors could have a positive impact on the interdependent seniors because of the positive affect-relation of media report and reference group.

This study sought to contribute the tourism literature by introducing a psychological variable, "self-construal", to explain traveling decision making, by taking Chinese senior citizens as example. The research also provided the empirical findings about the senior traveling decision making mechanism in China. These findings also provided some useful insights of Chinese senior market and could help the travel marketers to develop suitable products, packaging and promotion activities. The work presents here will be profound implication for future studies of senior travelers, especially will help the researchers have deeper understanding on the independent senior travelers in China.

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Research on the Protection and Utilization of the Characteristics of the Inclined Lane of Calçada da Igreja de S. Lázaro in Macau

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With the historical heritage as a particular phenomenon, Macau is such a special place which combines eastern and western culture for almost 400 years. As early as the 1950s began, Macau government is protecting the cultural heritage and development with the declaration which promotes the successful development of tourism and World Heritage tourism. The tourism image of Macau is from "gambling destination" to "World Heritage destination" in gradually.

The historic district of Macau has the profound historical culture that propagated the cultural heritage both of Portugal and China, which integrating of eastern and western characteristics of the layout of urban space. The historic district full with the rich human emotions and exquisite aesthetic art and precious intangible cultural heritage such as multiethnic and culture, which is an important cultural heritage protection object. In addition, full of international visitors visit by the Surrounding scenic spots of the Ruins of St. Paul's, the Macau Museum and other places, but few people interested in the inclined lane of Calçada da Igreja de S. Lázaro is the historic district of Macau in peak season.

This article study method used the field research to observe and analyze the morphology of the inclined lane of Calçada da Igreja de S. Lázaro is the historic district of Macau that is divided into the material elements (space environment) and non-material elements (cultural characteristics). Analyze the construction of streets and building, mainly has three characteristics on the religious culture over Portuguese style, the buildings with artistically creative spirit of charity art. Street elements include the structural materials and colors, nodes, the Portuguese gravel roads and street lights; the non-material elements of culture and refer to the specific emotion, social interaction.

In general, the historic district in the inclined lane of Calçada da Igreja de S. Lázaro in Macau is the concentration camp of lepers initially. In 1568, the establishment of the Portugal Jesus D. Belchior Carneiro Leitao set up a hospital for the poor people, the leprosarium, where is now as the Portuguese Consular office building in Macau, then move to the old Albergue of the Macau Holy House of Mercy hereafter. At the beginning of the 20th century, the Macau government will this street named "the inclined lane of Calçada da Igreja de S. Lázaro "to commemorate the event as honor.

The inclined lane of Calçada da Igreja de S. Lázaro is the historic district of Macau, compared with the overall artistic and cultural environment of the historic district, where is lack of unique characteristics and developments planning for shops, therefore the market progress is slow and did not form a cluster effect. Furthermore, Tourism is an effective way to stimulate the vitality of the historic district, but in the absence of scientific management and control mechanisms.

Generally speaking, this study is mainly devoted to examine the records of the block status and space environment at the inclined lane of the inclined lane of Calçada da Igreja de S. Lázaro in Macau, and summarizes the characteristics of these streets within the material elements and non-material elements as the local tourism attraction, by sorting out and analyzing of the blocks collected historical data and current situation of community, and make the planning of street area of the historical background and cultural implication. At the same time, in order to enhance the tourism attractiveness of community and to plan to protect the historic character of this block in Macau.

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Tourists' Perception of Authenticity of Rejuvenated Heritage Attractions in China

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Introduction

In the ear of experience economy, serving as an important supplement of cultural heritage tourism, the heritage rejuvenated attractions are being developed massively in China to provide people with historical-related experiences. The concept of tourists' perception of authenticity, in this case a referential one (Gilmore & Pine, 2007), contributes a better understanding of the tourists' experience in these settings.

This paper established a measuring scale for the tourists'perception of authenticity on heritage rejuvenated attractions. The Kolar & Zabkar's Authenticity model (2010) were testified, interpreting the relationship among tourists' cultural motivations, perceptions of authenticity and loyalty. The differences in perceived authenticity among tourists' with different experience preference were also investigated.

Methods

The study took two of the most visited and representative cultural theme parks in China as the sample sites. A total of 700 questionnaire were distributed and 632 acceptable response were collected. To establish the measuring scale of the tourist's perception of authenticity, an exploratory study was followed by a confirmatory analysis. Structural equation modeling was conducted to testify the Kolar & Zabkar's model. The differences in perceived authenticity among tourists' with different experience preference were performed by a T-test. The data analysis were processed by SPSSl7. 0 and AMOS l8.0.

Findings

1. Three factors were indentified to measure the tourists' perceived authenticity on heritage rejuvenated attractions, namely the objective authenticity, existential authenticity and customized authenticity.

2. The Kolar and Zabkar's authenticity model was overall testified. When further explore the influence of the three authenticity dimensions respectively, the impact of the customized authenticity were confirmed. Contrary to some previous study, the cultural motivation has no direct on impact on the existential authenticity, indicating the limitation of the previous model in measuring the complexity of the tourists' experience.

3. High-experienced tourist perceived the highest level of the overall authenticity, to the contrary, the low-experienced group perceived the lowest. While the Education-preferred group valued the objective authenticity the most, the Entertainment-Esthetics Preference Group perceptions among the three dimensions were homologous.

Implications or conclusion

1. Comparing to the study of tourist perceptions of authenticity in traditional heritage context, the customized authenticity could be included to better explain the impact of the commercial components in a "referential "sense.

2. By including the concepts of the customized authenticity, the study also further extends Kolar and Zabkar's (2010) model of authenticity.

3. The results suggest that Chinese heritage consumers value both existential authenticity and object-based authenticity highly, while the customized authenticity among tourists with different educational background may differ. Management could augment current marketing strategies to capitalize on this accordingly.

4. The difference in Perceived Authenticity among tourists' with different experience preference were proved, yet the relationship among the tourists' experience preference and perception of authenticity could be further explored.

Research on the Integration Development Pattern of Cultural Performance and Tourism Industry

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Abstract
Tourism industry has the intrinsic characteristics of integrating with other industries due to its strong relation and comprehensiveness. Diverse market demands, fierce market competition, innovative technology and so on have driven culture industry and tourism industry to mutual penetration and convergence, and developed cultural tourism industry, which has derived new cultural tourism products and service, and cultural performance is the outcome of the strong integration of tourism industry, culture industry and performance industry, to inject vitality to tourism industry development as the typical example of tourism industry integration.

This paper takes cultural performance as independent research subject, and starts from tourism industry chain, such as tourism resources planning, tourism production, tourism product sale and consumption, to deeply explore the integration point between cultural performance and tourism industry, to analyze and conclude the integration patterns between cultural performance and tourism industry, through field research, comprehensive analysis and systematic theory.

Research shows that the integration patterns between cultural performance and tourism industry not only include extensive development, penetration fusion, recombinant fusion, but also can integrate from the terms of resources, technology, market, function, and combine with tourism area, cultural tourism real estate projects, and tourism destination tourism resource in terms of spatial layer. However, Chinese tourism performance mainly depends on scenic spots, and the integration pattern is simple.

Research sheds light on that, cultural performance and tourism industry has diverse integration pattern and paths, but their integration should fully exert the effect of oriented-market, create cultural performance with unique features and rich connotation, highlight cultural innovation, forge brand culture, and improve the talents cultivation and external environment of cultural performance, through the integration of cultural features, technology and market mechanism to make cultural performance and tourism industry develop healthily.

Key words: Tourism industry integration; Cultural tourism industry; Cultural performance

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Western Castles Through Japanese Eyes and Minds

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Introduction

Western castles are very different from Japanese castles in their appearance. Despite the differences, or possibly because of the differences, they are one of the most popular travel destinations for Japanese traveling abroad. While Western castles are culturally distant from Japanese ones, they are familiar to Japanese tourists from the images accessed through various media such as picture books, photos, anime, manga, movies, television, and information from the Internet. Questions to be addressed in this study include why the Japanese are attracted by Western castles and if there are any particular cultural reasons which drive this interest.

Methods

This study focuses on the phenomenon of Japanese visiting Western castles by examining the remarks on their experiences posted on the Internet. Selected Western castles, including Neuschwanstein Castle (Germany), Windsor Castle (England), Mont St Michel (France), and Paronella Park (Australia), were targeted and used as keywords for an Internet search, most notably Trip Advisor, and additionally a range of personal blogs. The remarks in Japanese were accessible to the researchers (one of whom is Japanese) and the content presented in the paper translates these remarks into English. The comments and evaluations made about castles were carefully coded and analyzed with the method of content analysis.

Findings

Initial results indicate a range of responses characterizing the Japanese interest in these tourist attractions. Overall there is a sense of awe, but disorientation and confusion about these distinctive architectural forms also exist. Some of the cultural values which offer a multidimensional view of the appeal of the castles embedded in the descriptions include a concern with authenticity as experienced in being on-site at locations which had previously only been imagined. Further ties between the ongoing coding of the tourists' experiences and Japanese travel culture will provide core explanations in the paper. Several key concepts to understand Japanese tourists and their behavior will be explored. Appreciation of nature/heritage, including wabi sabi (quiet aesthetic appreciation), and akogare (admiration for the Western world) are two themes which help interpret contemporary responses to Western castles. Additionally, links to film, television, and anime support the concept of Natsukashii (feeling of nostalgia) which involves memories of childhood, underpinned by a powerful sense of recapturing the good old days watching television programs featuring such settings.

Implications / conclusion

Close examination of online remarks revealed Japanese affection for Western castles and evoked the feeling of "foreign familiar." The study also drew attention to the language of Japanese tourism and culture. The role of guides and interpretation as well as fully assessing the tourists' personal learning and familiarity with the scenes offer further topics of importance to develop the interest area.

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Training for becoming a successful interpreter
Learning from dialogues with trainers and interpreters in Japan

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Introduction

Interpretation is a communication approach and helps enhancing audience's experience, appreciation of the resource to be interpreted, and desirable behavior at a recreational setting (Ham, 2013). It plays an imperative role in heritage tourism. Interpreter training is one of the most influential mechanisms for the improvement of the quality of interpretation (Black & Weiler, 2005; Weiler & Ham, 2001). This research aimed at understanding the perceptions of trainers and trainees in Japan in terms of the necessary skills and possible obstacles to become a successful interpreter.

Methods

Semi-structured interviews were conducted with 12 interpretation trainers and 12 interpreters in Japan. Notes were taken during each interview, and the interviews were audio recorded and transcribed by a primary researcher. Open coding was used to break the texts into recurring concepts related to interpretation training (Maxwell, 1996; Strauss & Corbin, 1998). The identified concepts and themes were examined for accurate representation and agreement between two researchers.

Results and Discussions

Analysis of the data revealed three major themes related to the interpretation profession; ideal form of interpretation, skills and knowledge necessary for becoming a successful interpreter, and challenges for the interpretation profession to grow.

Ideal Form of Interpretation. Most interpreters reported that the ideal form of interpretation was based on primary multi-sensory experiences and the knowledge gained from those experiences. In contrast, the trainers were more likely to communicate that interpretation grew from a base of societal goals and values. This view is consistent with Weiler and Walker's (2014) perception of interpreters as brokers physical access and interaction with communities and environments.

Skills and Knowledge to Become a Successful Interpreter. Trainers and interpreters reported three components they believed were necessary for successful interpretation: product knowledge, program design skills, and delivery techniques. Majority of research participations conveyed that involving audience into interpretation was crucial for successful delivery. These consistently reported areas completely agreed with the seven principles of interpretations claimed by Weiler and Black (2014).

Challenges to the Growth of Interpreter Professional Development. Consistent with Lackey's (2007) findings from the US, there appears to be a lack of full-time positions and career opportunities in interpretation. In-service interpreters also needed to further advance their skills. The trainers recognized a lack of systematized integrated training programs. The

diversity of trainer views and the disparity between trainer and interpreter lead to ambiguity in the operational definition of the practice.

Implications

The findings suggest a training program that is targeted at interpreters who have no or little interpretation experience in Japan should include articulate four primary areas:

- The purpose and role of interpretation to the audience, the organization, and the community
- Anticipated interpretation outcomes
- Diverse examples of designing and delivering interpretation
- Techniques to facilitate audience involvement

Furthermore, training is necessary for managerial staff to help guide interpreters and promote the profession. There is a need to build a progressive training program that is based upon the current formal body of evidence of effective interpretation and informal learning.

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Grey Correlation Analysis of Tourism Industry in Jiangsu Province

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Introduction

In recent years, the development environmrnt of tourism in Jiangsu province is optimized and tourism industry has been enhanced; the industry quality of tourism is improved [1-4]. The contribution of tourism to economic development has increased annually, and the developent of tourism of Jiangsu province can be described by leaps and bounds.

In this paper, analyzing the performance of tourism industry in Jiangsu, the correlation of the sub-industry within tourism industry on the development of Jiangsu tourism is analyzed and the corresponding policy for tourism development is made.

Analysis of performance of Jiangsu tourism
## Analysis of tourism scale

In this paper, total revenue, growth rate and the dependence of tourism revenue are adopted as the indicators on evaluation of the performance of tourism. According to the "jiangsu Tourism Statistics Yearbook"," Jiangsu Statistics Yearbook" in 2009[5-8], the tourism income and tourism revenue growth rate and dependence of trourism income are calculated from 2000 to 2009 as shown in table.1 [9-10].

Dependence and Income of Jiangsu tourism

Year	Total income （100 Million Yuan）	Growth rate （%）	Growth rate of GDP （%）	Dependence of total income （%）
2000	638	15.33	11.50	7.55
2001	733	14.90	10.83	7.82
2002	903	23.28	11.77	8.63
2003	1054	16.53	17.20	8.58
2004	1412	34.33	24.49	9.26
2005	1783	26.21	22	9.70
2006	2207	23.46	18.2	10.10
2007	2750	24.67	18.9	10.36
2008	3204	16.86	17.7	10.52
2009	3380	5.87	12.3	10.63

Seen from table.1, Jiangsu tourism revenues has increased. The average 20.14% growth rate is higher than the average 16.48% growth rate of GDP, highlighting the advanced development model of Jiangsu tourism. However, the pace of development of tourism in 2008 and 2009 is lower than the growth rate of GDP, due to the vulnerability of tourism industry itself, such as the snowstorm, Tibetan separatist, wenchuan earthquake and avian flu. Meanwihle, the global financial crisis has also inhibited the tour growth in consumption.
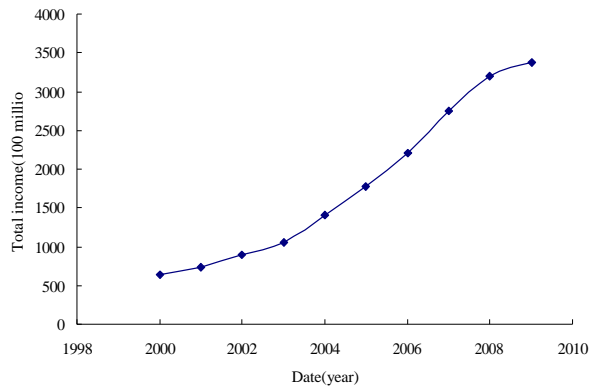
Tourism income in Jiangsu province
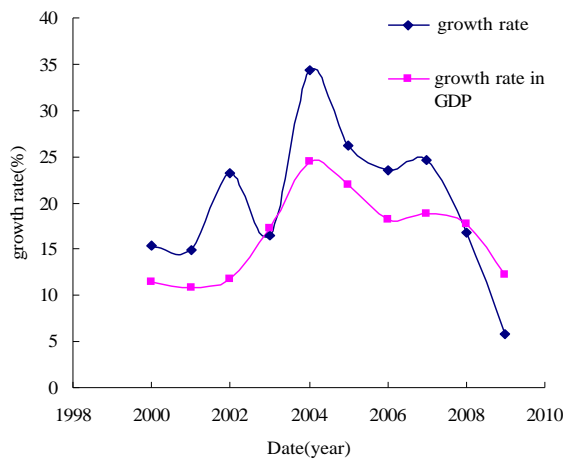
Comparison of tourism growth rate with growth rate in GDP

The dependence of tourism revenues on GDP is increased year by year. In 2009,the tourism revenues has accounted 10.63% of GDP ,which is expected to build a strategic pillar industry in Jiangsu Province as shown in figure.3.One of the hallmarks of strategic pillar induatry is that the output accounted for more than 12% of regional GDP.
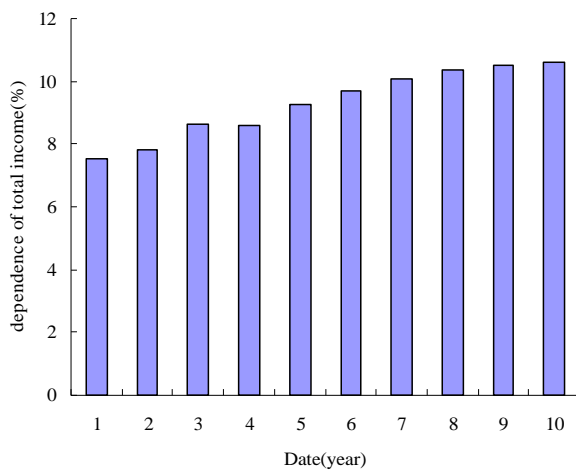
Dependence of total income

There are 114240,000 tourist in 2003, 355 million tourists in 2010 increasing 3.1 times nore than in 2003.

Population of tourists in Jiangsu province

Year	Population	Growth rate（%）
2003	11424	13.8
2004	14726	28.3
2005	17243	17.6
2006	19924	15.7
2007	23212	16.4
2008	26122	12.8
2009	29700	13.8
2010	35500	19.5
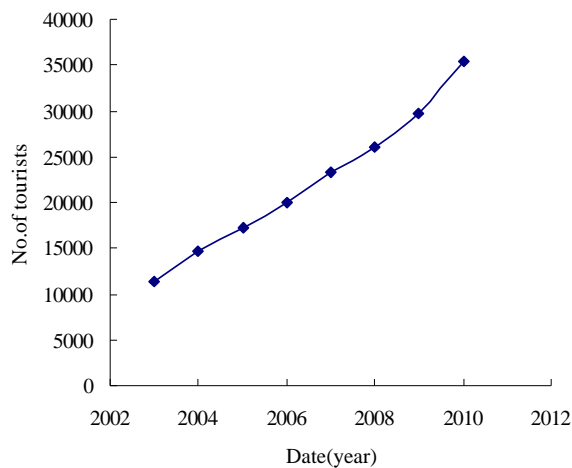
No. of tourists with years
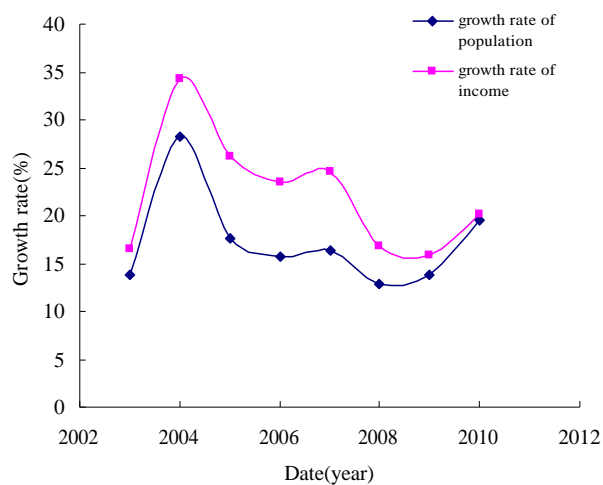
Comparison of growth rate of population with growth rate of income
Composition Analysis of Jiangsu Tourists

Seen from Fig.6, shopping has a higher proportion (average 24.26%), followed by food and beverage revenue (average 18.15%), then followed by the accommodation revenue (average 17.45%) and long distance trsnsport costs (average 14.43%). Shopping is ranked first among "food, housing, transportation, travel, shopping and entertainment" and remained positive growth trend in 8 years, indicating that shopping costs occupy an important position in the tourist comsuption. Accommodation revenue was relatively downward trend, suggesting that day trips and tour groups around the city have a large proportion, while multi-day and overnight tourists has negative gr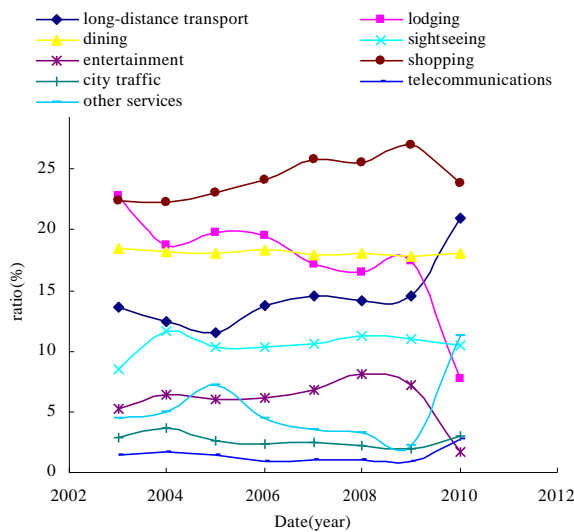owth trend. Food costs have flat trend which is relatively stable. Telecommunications and city's traffic has less proportion which was 1.40% and 2.66%. The non-basic comsumption including "Travel, shopping and entertainment "was only 40.75%. There is a gap with the developed countries where consumer spends 60% of GDP, indicating that the consumption capacity is limited.

Composition of tourism
Grey co relational Analysis
Grey correlational analysis is to sort out the main relationships among the systems by a certain method to identify the most influential factor to grasp the main conflict.

Grey correlation analysis involves social and natural sciences, especially in the social and economic fields such as investment efficiency in national economic sectors, regional economic advantage analysis, industrial restructuring, etc.

Tourism industry is a complex large system, but it is difficult to understand all the factors because there is no a physical prototype and the mechanism between factors can not be known, so it can be seen as a grey system. In this paper, grey correlational analysis is adopted to analyze the tourism industry and total income of tourism sectors.

The steps of grey correlational analysis:
(1) Range transformation
Range transformation is to eliminate the dimension of the original data to make it comparable.because the dimension of each factor is not necessarily same, it is difficult to compare the data directly. So it is needed to eliminate the dimensions which is converted to comparable sequence. The mathematical formula is as followings:

$$x'_{ij} = \frac{X_{ij} - X_{j\,min}}{X_{j\,max} - X_{j\,min}} \qquad (1)$$

(2) Determination of X_o **and** X_i

Tourism income is the mother sequence X_o; long-distance transport, sightseeing, lodging, dining, shopping, entertainment, telecommunications, urban transport and other services were sub-sequence X_i.

(3) Absolute difference of mother sequence and sub-sequence $\Delta O_i(t_j)$

$$\Delta O_i(t_j) = |X_o(t_j) - X_i(t_j)| \qquad (2)$$

(4) Calculation of $\Delta \max$ **and** $\Delta \min$ **in** $\Delta O_i(t_j)$

(5) Correlation coefficient of X_o **and** Xi

$$\xi_{oi}(t_j) = \frac{\Delta \min + \rho \Delta \max}{\Delta_{oi}(t_j) + \rho \Delta \max} \qquad (3)$$

Where ρ distingishing coefficient, general value is is 0.5, its meaning is to weakenthe distortion caused by the largest absolute difference to improve the correlation coefficient. Since the data for correlational analysis is intersected after data tranformation, $\Delta \min = 0$, when $\Delta = \Delta \min$, $\xi_{oi} = 1$; when $\Delta = \Delta \max$ $0 < \xi \leq 1$。

(6) Correlation is calculated by correlation coefficient :

$$\Upsilon_{oi} = \frac{1}{n} \sum_{i=1}^{n} \xi_{oi}(t_j) \qquad (4)$$

(7) Sorting out the correlation

The sequence of sub-sequences degree of association on the mother is determined to determine the factors on the domestic tourism revenue. The degree of influence is generally descending order.

Grey Relational Analysis of Tourism Industry Structure

Step 1 - Comparative sequence

Structure of tourism industry refers to the tourism industry sectors and regions as well as various economic sectors and the composition of economic activity and propotion relationship each other. Analysis of structure of tourism industry is to ensure that the development scale and speed of tourism industry meet the requirements of national economic development and coordination to promote the rapid development of tourism industry. It is a comprehensive and complex system including food, housing, transportation, travel shopping and entertainment. Therefore, tourism industry structure includes travel industry, hotel industry, tourism accommodation, tourism transportation, tourism attractions, tourism, entertainment, travel goods industry and other supporting industries. The long-distance transport, sightseeing, lodging, dining, shopping, entertainment, telecommunications, city traffic, other services are considered as 9 kinds of factors affecting tourist industry structure, the 9 factors are as sub-sequence, the tourism revenue changes with the Year is set to mother sequence . The results can been in table2.

Step 2 - Range transformation of original data

Using range transformation method, the original data is for dimensionless which can be seen in table 3.

Step 3 - Absolute difference

Step 4 - Calculation of correlation coefficient
Accoring to Eq.(3),the correlation coefficientcan be calaulated shown in table 5.

Step 5 - Correlation
Accoring to Eq.(3),the grey correlation coefficientcan be calaulated shown in table 6.

Seen from table.5, the factors affecting the tourism industry revenue are sorted as: Food and beverage revenue> Shopping> Attractions Tours> Local Transportation> long-distance transport costs> Accommodation Revenue> Entertainment> other income> Telecommunications.

Optimization Strategies of Tourism Industry Structure
Optimization of catering and accommodation, cooperation and management improvement
Seen from the grey correlation of tourism industry in Jiangsu Province, correlation coefficient of food and beverage industry is the largest. But there is a gap between the catering and the accommodation industry, but the two are closely related. The development of catering can promote the accommodation to impreove the correlation coefficient of accommodation industry.

This requires that the structure and ratio between catering and accommodation industry should be optimized. Cooperation and developemnt such as optional bundling.

Comfortable shopping environment and travel featured products
Tourism shopping in Jiangsu Province is an important income.tourism shopping should bedeveloped vigorously. A vivid representation of local characteristics and souvenirs are to be created.

Strengthening the development and planning of tourist attractions and enhancing the competitiveness of tourist cities
Strengthening features scenic development, improve tourist city attractions and promote the development of the tourism sector, which is of Jiangsu Provincial Tourism industry structure optimization focus. Tourism sector should accelerate the construction of tourist cities, the development of tourism to culture, use of the unique characteristics of tourism resources to create high-quality tourist routes, the development of diversified tourism products, from a single type scenic tourist attractions to the development of complex transformation, through the "cultural support, branding, market operation "and other models to enhance perfect tourist attractions, and enhance the tourist city in Jiangsu Province's competitiveness.

Developing tourism transport, improving the tourism infrastructure
The development of tourism and entertainment, telecommunications development.

Comparison sequence of the tourism industry in Jiangsu Province 10^2 million

Year	long-distance transport	lodging	dining,	sightseeing	entertainment	shopping	city traffic	telecommunications	other services	Total

2003	133.09	221.91	180.57	83.17	51.68	218.99	28.08	13.65	43.88	975.00
2004	160.10	241.80	234.50	150.30	82.00	287.10	47.90	21.50	64.60	1289.80
2005	186.95	321.87	294.24	167.44	97.54	373.89	42.27	22.76	117.67	1625.62
2006	277.68	392.37	370.24	209.26	124.75	484.93	46.28	18.11	88.53	2012.15
2007	363.70	429.67	451.74	266.13	170.56	647.14	62.98	27.84	88.54	2508.30
2008	412.80	483.52	528.60	328.52	237.56	748.37	65.43	29.65	96.35	2930.80
2009	500.52	600.56	614.70	377.72	248.02	929.99	69.68	32.77	75.54	3449.50
2010	900.02	334.03	775.67	451.94	72.89	1023.51	128.64	117.06	484.10	4287.86

Range transformation of original data

Xj_{min}	133.09	221.91	180.57	83.17	51.68	218.99	28.08	13.65	43.88	975
$Xj_{max} - Xj_{min}$	766.93	378.65	595.1	368.77	196.34	804.52	100.56	103.41	440.22	3312.86
X_{ij}										
2003	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000
2004	0.0352	0.0525	0.0906	0.1820	0.1544	0.0847	0.1971	0.0759	0.0471	0.0950
2005	0.0702	0.2640	0.1910	0.2285	0.2336	0.1925	0.1411	0.0881	0.1676	0.1964
2006	0.1885	0.4502	0.3187	0.3419	0.3722	0.3306	0.1810	0.0431	0.1014	0.3131
2007	0.3007	0.5487	0.4557	0.4961	0.6055	0.5322	0.3471	0.1372	0.1014	0.4628
2008	0.3647	0.6909	0.5848	0.6653	0.9467	0.6580	0.3714	0.1547	0.1192	0.5904
2009	0.4791	1.0000	0.7295	0.7987	1.0000	0.8838	0.4137	0.1849	0.0719	0.7469
2010	1.0000	0.2961	1.0000	1.0000	0.1080	1.0000	1.0000	1.0000	1.0000	1.0000

Correlation coefficient

Year	long-distance transport	lodging	dining	sightseeing	entertainment	shopping	city traffic	telecommunications	other services
2003	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000	1.0000
2004	0.8818	0.9130	0.9902	0.8367	0.8825	0.9773	0.8138	0.9589	0.9029
2005	0.7795	0.8684	0.9881	0.9328	0.9230	0.9914	0.8897	0.8046	0.9394
2006	0.7817	0.7649	0.9875	0.9392	0.8830	0.9623	0.7715	0.6230	0.6782
2007	0.7334	0.8386	0.9842	0.9305	0.7577	0.8654	0.7939	0.5780	0.5524
2008	0.6640	0.8160	0.9877	0.8561	0.5559	0.8683	0.6707	0.5059	0.4863
2009	0.6248	0.6380	0.9624	0.8959	0.6380	0.7652	0.5723	0.4424	0.3978
2010	1.0000	0.3879	1.0000	1.0000	0.3333	1.0000	1.0000	1.0000	1.0000

Coefficient of tourism industry instructure

Year	long-distance transport	lodging	dining	sightseeing	entertainment	shopping	city traffic	telecommunications
0.8081	0.7783	0.9875	0.9239	0.7467	0.9287	0.8140	0.7391	0.7446

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Social Conflict and Harmony in Destination Management

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Introduction

Within the context of tourism development, mechanisms of conflict are often evident. To some extent, the changes are determined by opposing and shifting alliances and associations among the main actors such as local governments, locals, tourism entrepreneurs, and tourists as much as a simple response to an externally imposed catalyst created by growing numbers of tourists. Patterns of symbiotic relationships are emerging that are interactive and reiterative in nature as supply identifies growing demand, which in turn requires increasing change that poses challenges for the supply.

Method

The immediate catalyst for the study was the experiences of the author's one year ethnographic fieldwork in a tourism community in Xinjiang Uyghur Autonomous Region, China. Data were derived from observation, informal conversations, daily note taking, informal and more formal interviews among residents, outside entrepreneurs, visitors and government officials (both local and provincial). Additional reports, papers and texts were also collected. The study is therefore the generalizability of the lessons learnt there.

Findings/Discussion

There is a number of literature gaps regarding social conflict and harmony in tourism management. Firstly, when such a concern does exist, it is directed primarily toward the reduction of conflict. However, conflict can be a necessary and positive part of all social relationships, and a requisite for social change (Coser, 1956). Secondly, conflict is often accompanied by cooperation, unity and the formation of alliances, but in tourism studies the relation between conflict and cooperation/unity/alliance has rarely been discussed. Thirdly, a theoretical base for social conflict is needed to support the empirical studies regarding tourism destination management and conflict.

Conflict and tensions among groups and within groups establish, maintain, and also bring into being a conscious awareness of cultural values, and their market potential. Conflict leads to the formation of new institutions which themselves become a tidemark and the new institutions which in turn establish new traces and legacies for the future. It also permits the unification and alliance of individuals and groups for common purposes.

Conclusion

This study proposes a tension-directed tourism development system. It also provides a useful tool to compare and contrast tourism impacts and their determinants in tourism destinations. Additionally it provides a holistic view and systematic approach to researching tourism impacts. This study demonstrates the nature, forms, and means of the conflict between the groups and subgroups, thereby contributing to an understanding of the extents, approaches and reasons behind the nature of observed tourism impacts. The study is a fusion of the specific with the more general and thereby seeks to aid an understanding of how tourism impacts communities and how destinations should properly manage social conflict.

The study has been developed into a book, see key reference. This has been the first study that systematically analyses social conflict and collaboration in tourism development.

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Examining "Temporal" Distance Decay Effect in the Setting of Urban Tourism: A Case of Hong Kong

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Introduction

According to Distance Decay Theory, distance between destination and origin may not only influence the tourism demand, but also modify the profile and behavior pattern of tourists attracted. Initially, the effects of distance were mostly examined from the perspective of a single tourist market (primarily outbound market), emphasizing the demand of trips to multiple destinations at various distances (e.g. Greer & Wall, 1979; Hanink & White, 1999). But later, the perspective of a single destination was introduced and the focus was put on the demand of various markets located at different distances (e.g. Bao & McKercher, 2008; Lee, Guillet, Law, & Leung, 2011; McKercher, 2008; McKercher & Lew, 2003). Most of these researches were conducted mainly from a "spatial perspective" with cross-sectional design. "Distance" was supposed to be physical, objective, and remain constant between a specific destination and a fixed market place.

However, from the stance of tourists, distance is usually perceived and is a proxy for time, cost and effort expensed. Travel time and route can be compressed by improved transportation. Cost, if weighed against income, can also be reduced in a relative way with increased disposable income. Considering the fact that the economy and transportation tend to develop, it can be inferred that distance is not absolute, but may change through time. In this way, an initial long haul, "international" market can be developed into short haul, "domestic" market.

This study aims to investigate the "temporal" distance decay effect in the setting of urban tourism. As a world famous urban destination, Hong Kong was selected as the case for examination. Since its return to China in 1997, Hong Kong's relationship with Mainland China as destination and origin has changed substantially. This transformation is captured with second-handed data and is investigated in terms of changes both in distance and in profile and behavioral patterns of tourists. The research implications and its theoretical contribution are also discussed.

Research methods

Case study is adopted as research method for this study. Second-handed data was collected and analyzed with descriptive statistical methods. Data regarding the change in four dimensions of distance (i.e. cost distance, route distance, time distance and political distance) between Hong Kong and Mainland China was obtained from the "Statistical Yearbook of China" issued by National Bureau of Statistics of China, while data related to the change in profile and behavioral patterns of vacation overnight tourists from Mainland Chinese was derived from the "Visitor Profile Report" edited by Hong Kong Tourism Board. To clarify, this study only focused on the data during the period of 1997 (when Hong Kong is reverted to China) and 2014.

Findings

It was found that Mainland Chinese market did see substantial transformation since its reversion to China. The change occurs in terms of market size, as well as profile and behavioral

patterns of tourists. In 2014, the Mainland market almost demonstrated completely different characteristics from that in 1997 and these characteristics was coincident with those of typical short haul, domestic market identified in many developed countries. The significant contrast makes it reasonable to claim that after 17 years, Mainland China can be regarded as a domestic tourism market for Hong Kong. This is especially the case considering the political fact that Hong Kong and Mainland China belong to the same country after 1997.

The transformation of Mainland Chinese market is also found to be closely related to the change in market distance, including cost distance, route distance, time distance and political distance. The shortened distance makes Hong Kong more accessible for Mainland Chinese and pull them more and more close to each other. Increased disposable income of Mainland China and the resulting compressed cost distance, as well as the redundant geographical distance due to improved transportation infrastructure pose as the major impetus for the change. The effect is continuous and more fundamental. Political distance, i.e. the loosing restriction of travelling, take effects in a relatively discrete way. As is demonstrated in the figures, it usually causes sudden acceleration of transformation, causing turning points.

Discussion
Based on the case study, it can be concluded that distance decay effect do exist through time between single destination and single market. Distance may change through time, which could lead to the transformation of an initial long haul market to certain short haul market. In this sense, it seems that there is no absolute boundary between short haul and long haul market, as well as between domestic and international market. The change in the three dimensions of distance can be more fundamentally attributed to economic booming. This indicates that as global economy development continues, the distance between country of origin and country of destination can be shortened. The globalization of world economy could thus lead to "globalized tourism".

The findings may also be of practical implication for Hong Kong as an urban destination. Tourism administration of Hong Kong should take Mainland China market should be treated more as domestic market. It is natural for a destination to rely heavily on domestic market, since it could provide a buffer when the international market is pessimistic, especially in the time of global economic crises. Moreover, due to the uniqueness of domestic tourists, e.g. relaxation and recreation oriented, less interest on traditional attractions, the corresponding tourism development strategy should be modified. For example, more leisure-oriented products should be provided and promoted, instead of building more attractions.

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The difference and Influence Mechanism of Sense of Place: a Comparison Between Guest and Host in Ethnic City Tourism Destination

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Since the concept of place was interpreted from the perspective of humanism in the west literature in 1970s, sense of place has been an important research issue in the human geography and has gradually raised attention of tourism reseacher in the past 20 years. Sense of place is built on the subjectivity of human experience about place, which means how human perceive the characteristics and individuality of place and what meanings and emotions they attache to the place. Apparently the subjectivity of sense of place leads to the difference of sense of place between residents and tourists in tourism destination.This research explores the differences of perception and influence mechanism of sense of place between residents and tourists in the context of ethnic toursim cities in China taking Enshi city of Tujia and Miao Autonomous region in Hubei province as a study area. And a coordination mechanism of constructing sense of place in ethnic minority areas is put forward from the perspective of both host and guest.

The research adopts qualitative-quantitative two-stage mix-research design.The qualitative research mainly obtains qualitative data on sense of place of the local residents and tourists with semi-structured interviews and in-depth interviews. It explores how the two sides interpret place uniqueness and attache meanings to place. Based on the existing literature and qualitative research results, quantitative research constructs the influence mechanism model of sense of place and test the model through structural equation model analysis method. Finally, qualitative research and quantitative research results are compared and theoretically explained.

The main findings of the research includes:
1) Both residents and tourists have significant perception on the local natural environment, humanistic environment, social economic environment and tourism attraction. Residents have significant perception on tourism influence and show stronger ethnic identity and place attachment; while tourists pay special attention on ethnic culture's authenticity and folkways.
2) Four dimensions of placeness are found through factor analysis which include natural environment, humanistic environment, folk culture and folkway characteristics. It is found that the longer the residents live in the destination, the stronger identification with natural environment and folkway characteristics. While the more tourists are familiar with the destinations, the higher perception of folkway culture and local folkway characteristics.
3) The placeness perceptions of both residents and tourists have a significant direct inluence on place attachment and the culture authenticity directly affects the placeness perception. Culture authenticity affects place attachment both directly and indirectly. The perception of culture authenticity of residents directly affect ethnic identity. Ethnic identity directly affect the placeness perception and place attachment. The place attachment of tourists directly

influences tourism satisfaction and loyalty. The culture authenticity perceptions of tourists have indirect effects on tourism satisfaction through sense of place.

The conclusion enriches the existing theory of sense of place by comparing the perception between host and guest of city toursim destination.The conclusion also has practical implications on the construction of placeness and sustainable development in minority city destination.

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Study of the Relationship Between Festival's Expectation and Satisfaction in Experience Economy: the case of the 28th Beijing Yuyuantan Sakura Festival

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Festival tourism is one of the world's fastest growing segment and an important component of the tourism industry. It can serve as a powerful tool for the continuation of the cultural connotation to enhance popularity and images of host city. Further more, these festivals also can promote urban economy and employment. Some scholars have counted that there are more than 10000 festivals held in China every year. Also, the arrival of the era of experience economy requires festival organizers placing more emphasis on customer participatory as festival tourism is a pioneering example of the experience economy. Actually, involvement is an effective method for customers who purchase service to judge experience's quality by comparing with whose expectation.

Many studies have conducted to research customer expectation, participation, perception and satisfaction in tourism industry. One of the most popular topics is the relationship between expectation and satisfaction of festival visitors. However, we have found that there are two different opinions about this topic from researchers. According to articles we read, many scholars did empirical researches to explore the relationship between festival visitors' expectation and whose satisfaction, such as, questionnaire survey, case study and so on. By different theoretical foundations and statistics analysis techniques, the findings become more and more complex.

On the one hand, some scholars analyzed the relationship between visitors' expectation before participation and whose satisfaction after participation based on the desired model construction, and factor analysis is conducted to demonstrate the inverse relationship between expectation and satisfaction. It means when visitors' expectation is up to a high scale, whose satisfaction may get a low scale relatively during their traveling. On the other hand, some scholars did some cases studies and found that if tourists expected more experience during traveling, they may catch some psychological suggestions which directly impact tourists' evaluations on their journey. People may be prone to use positive vocabularies to describe the especial experience. As a result, the opposite views from researchers give people, who want to do some related researches, a lot of confusions.

This paper attempts to identify that some valuable theories may support these different conclusions, try to find a more reasonable explanation for this topic by an empirical analysis. There are three considerations in this paper as followings:

(1) Is the relationship between festival's expectation and satisfaction significant? Or will be changed in different situations? What theories can explain these views? Are there some moderating roles affecting the relationship?
(2) According to the conceptions of the service economy, festival visitors are both consumers and producers of experience. Thus, whether festival visitors' participation in different scales will affect the relationship between their expectation and satisfaction? And how affect?
(3) According to Oliver's disconfirmation theory, the differences between expectation before consuming and perceive after consuming affect customers satisfaction, then,

will the differences play a regulatory role to moderate the relationship between festival's expectation and satisfaction? And how moderate?

By reviewing a lot of literatures about tourism and events, related research hypotheses and proposed model are represented. To test this model, this article takes a case with the 28th Beijing Yuyuantan Sakura Festival, which is a very famous festival or event in Beijing city. We collected 302 valid questionnaires from participants who visited this event to do empirical analysis by SPSS and AMOS statistics software.

Eventually, we found that: there is no significant influence on relationship between festival's expectation and satisfaction. The scale of tourists' participation plays a positive moderating role on relationship between festival's expectation and satisfaction, it is the greater participation, the more positive relationship between expectations and satisfaction being more significant, the lower participation, the less positive relationship between expectations and satisfaction. Meanwhile, the difference between expectation before experiencing and perceive after experiencing plays a negative moderating role on the relationship between festival's expectations and satisfaction, it is the more significant difference between expectation before experiencing and perceived after experiencing, the more negative relationship between expectations and satisfaction being more significant, and vice versa.

The conclusions show that different findings about the relationship between expectations and satisfaction appear in different tourism activities for the changes in tourists' participation and perception. As a successful festival organizer, they should pay more attention to the development of the tourists' involving in the process of experience production, which is the most important to improving satisfaction.

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Politics of tourism promotion: national myth-making in Hong Kong and Macau

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The purpose of this presentation is to understand the dynamic relation between national myths and tourism promotion in Chinese postcolonial destinations: Hong Kong and Macau. Tourism is increasingly recognised as a border term related to economic, social-cultural, political and historical understandings. In this sense, tourism marketing is more than to sell a destination and highly related to the idea of power and politics (Light 2001, Morgan & Pritchard 1998).

This study focuses specifically on the "nationmaking' function of tourism marking through its critical investigation of the way in which postcolonial Chinese destination position themselves through cultural heritage. To that end, the study explores the idea of myths as visions underlying national identity and as essential to define people and place in tourism promotion. The study involves a semiotic discourse analysis of online and printed tourism promotional materials coupled with in-depth interview with key stakeholders. In this particular presentation, the dilemma between the national identity and local identity are illustrated. More importantly, it explains how this dilemma influences/is influenced (by) the tourism marketing objective of promoting Macau and Hong Kong as unique destinations.

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Adaptive Reuse Building Heritage and Tourists' Experience: Evidence from Lingnan Tiandi in Foshan, China

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Rapid economic development and city reconstruction increases the challenge for building heritage protection and conservation, one of the most talked solutions is to adaptive reuse the building heritage through their conversion for new uses and more appropriate functions. It is expected to extends the building's life, avoid the creation of demolition waste, and reuse the embodied energy, and produce economic and social benefits for the local people, hence the adaptive reuses of historic buildings have increasingly become a successful approach which contributes to the concept of sustainable development in many rapidly developing, densely populated Asian cities. However, most studies concentrated on the technology of adaptive reuse, what's the user's experience and how does it impact their satisfaction remains unknown.

Numerous researches indicate that tourist authenticity perception for building heritage, and nostalgia is one of the important motivation for heritage tourist. Based on current research, the paper, establishes a hypothesis model by combining perceived authenticity, nostalgia, tourist involvement, destination image and tourist satisfaction to explore the possible relationship between quality of tourist experience and perceived authenticity, nostalgia factors and etc.

Questionnaires were carefully designed based on the current research, the survey is conducted in a creative reused building heritage area called Lingnan Xintiandi (New World of South China), Foshan, China, which is a place famous for their successful reuse of building heritage as restaurants and shops. A convenient sampling approach was employed in this research, only those tourists who have experienced the restaurants or shops which are adaptive reused historic buildings were asked to participate in the research, 461 valid questionnaires were collected and used for testing the hypothesis model.

Results of the model test are:

Destination image significantly positively affects tourists' satisfaction; tourists perceived authenticity and importance/pleasure significantly positively affect destination image; Historical nostalgia significantly positively affects tourism environmental image, and negatively affects value image; Historical nostalgia, personal nostalgia and tourists perceived authenticity significantly positively influence tourists' satisfaction; Destination image partially mediates the relationship between perceived authenticity and tourists' satisfaction, while fully mediates the relationship between importance/ pleasure and satisfaction.

Tourists' involvement includes three aspects: pleasure/ importance, risk probability and risk importance. The experience of learning the history and culture about the buildings plays an important role in tourists' satisfaction in adaptive reuse historic buildings.

The findings indicate that authenticity perception remains important for tourist experience, nostalgia is still an important motivation for the tourists to using the adapted historical

buildings, although the historical buildings have been adaptively renovated. The tourists are trying to learn more history and culture about the building, and the tourists' perception of historic nostalgia is deeper than the perception of personal nostalgia, the historic nostalgia significantly positively affected the tourists' satisfaction much more than personal nostalgia. Research limitation and suggestions for the practitioners are discussed at the end of the paper.

Best Life in Old Town: Tourism Development Mode of Shanghai Laochengxiang Old Town Historic Cultural Townscape Area

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Laochengxiang, an old town called "Root of Shanghai" located in the city center, with the area of 200 hectares, is one of Shanghai's 12 Historic Cultural Townscape Areas. Laochengxiang expresses the most indigenous regional landscape and the richest local cultural context in Shanghai with its over 700 years' history.

Once, over 10 academies as Jingye Academy, over 10 private gardens as Yu Garden, over 80 temples as Chenghuang Temple, over 10 celebrities' residence like Shuyin Chamber, over 10 commercial streets as Shiliupu, Mid Fanghong Road, and 177 villas as Sanshang Villa and Siming Villa were located in this area.

With the change of history and fades of architecture and landscape, rare historic buildings, relics, and lanes were preserved, becoming valuable cultural heritage. However, due to various reasons, shabby buildings, poor living conditions, and narrow lanes prohibit visitors from entering this area, not showing the value of historic townscape and tourism resources.

The key issues should be: How to dig out tourism resource value on old town area to form unique tourism space? How to deal with the conflict between conservation and development? Pointing at those issues, with the development concept of "Best Life in Old Town", aiming at the conservation of Laochengxiang's architecture, the improvement of living conditions, and the enhancement of tourist experience, according to the demands of modern recreational activities, based on conservation planning and renewal zoning, development mode of public recreational space was adopted to protect and modify Laochengxiang's material space, traditional culture, and life pattern.

The basic mode of sporadically spatial development and lineage connection involves dual-experience of life and culture in this area, incenting the organic self-renewal of blocks. Main streets and nodes can be the space of major public activity as scene play and Shanghai Opera show; featured spaces in lanes can be arranged into various routes as interesting paths with local life culture, like life sections, bicycle-riding routes, and lane games; "Lane Park System" can modify the space pattern via vegetation along streets enhancing space quality. Thus, recreation-friendly public space is created in limited outdoor environment of Laochengxiang, and a regional, cultural, and intriguing historic tourism area emerges.

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Determinants of Residents' Perception of Tourism, Based on Social Exchange Theory and Levels of Community Attachment: The case of Mainland Chinese tourists in Taiwan.

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Introduction

Since the lifting of the embargo on Mainland Chinese tourist in July 2008, mainland China has become one of the main source markets for tourism industry in Taiwan. By 2015, the tourist arrival from Mainland China was 4.2 millions, more than 50% of total international tourist arrival. Despite this number continues to increase, the social impacts and the understanding of host communities' perceptions of Mainland China tourist remains understudied. Moreover, it could have significant social and political consequences in view of the sensitive relationship between Mainland China and Taiwan.

Many studies suggests that residents with economic reliance on tourism as a source of income relate more positively towards tourist (Sharpley, 2014), and depends on social exchange theory for theoretical explanation of the phenomenon (Andereck, 2005). Social exchange theory proposed by (Homans, 1958) explains the general sociological theory concerning "the exchange of resources between individuals and groups in an interaction situation" (Ap, 1992:668) where they seek and exchange something of value such as material social or psychological and emotional elements. Thereby, social exchange theory predicts that local residents' attitudes toward tourist and support for tourism industry depend on how their evaluation of the total cost and benefits of tourism in the locality (Andereck, 2005).

Method

In addition, some research has carried this theoretical construct forward and test the theory based on empirical collected data such as Gursoy and Rutherford (2004) and Nunkoo and Gursoy (2012). This research is built on pervious studies to test a model of residents' acceptance with three key elements of perception on tourism impacts (measuring the costs of benefits in terms of economic, environmental, and cultural). In the model, we have also incorporated factors related to community attachments (measured by attachment, concern, participation, thereby satisfaction). This research will model this two complementary but also competing logics using structural equation modeling technic.

The site selected is Shilin Night Market, which is the most popular tourist destination for Mainland Chinese. The focus on the Taiwanese residents who have direct encounters with the Mainland tourists under commercial exchange. Therefore, the targeted respondents are small businesses in the night market (total population is 1200). We distributed 372 questionnaires and collected 337 (about 90.6%). They are mostly orally administrated by the interviewers. Firstly, we provide a descriptive analysis on the data. Then, a two-step data analysis approach was deployed to test the hypothesized relationships among research constructs (see Anderson and Gerbing, 1988).

Preliminary findings and conclusions

A measurement model developed in SPSS is deployed to determine how well the indicators captured their specified constructs, where the construct reliability and validity measures are considered to be adequate. Second, a structural equation modeling (SEM) analysis using AMOS was employed to examine the proposed research model by testing the hypothesized relationships among the research variables. Further analysis on the structural equation modeling will be performed and presented in the conference.

The preliminary results suggest that both residents' perception of tourism impacts and their community attachments have positive correlations with their supports of Chinese tourist arrival.

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Dynamics and Impacts of Communist Heritage Tourism in a Small Red Town in China

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Introduction

Heritage is always politicized through tourism development due to its ability to carry values, beliefs and social norms. One predominant example is communist heritage tourism in Central and Eastern Europe (CEE), which is used to demonstrate a post-socialist identity and hence seek political and economic integration with Western Europe (Hall, 1999; Light, 2000, 2001; Young & Kaczmarek, 2008). Similarly, communist heritage tourism (also called red tourism) in China, initiated by the Chinese central government in 2004, has been utilized for political, economic, social, and cultural purposes. These include reinforcing the legitimate leadership of the Chinese Communist Party (CCP) and stimulating the economic development in revolutionary bases which are usually located in poorer and landlocked areas.

According to the Chinese mass media, for the past decade, red tourism has achieved an astonishing level of growth with respect to both tourist arrivals and tourism receipts. For instance, the year of 2015 has witnessed 1 billion visits and US$ 48 billion revenue (Xinhua News, 2016). Yet merely using such statistics may draw an inaccurate and rosy picture of the contribution of red tourism. Therefore, there is a need for empirical work on the dynamics and impacts of red tourism at local levels, which is the gap that this study aims to fill.

Methods

The fieldwork was conducted from September to December 2012 in Gutian, China. It is a small town located in the southeastern coast, and considered a revolutionary "holy land" where the 1929 Gutian Conference was convened. Many crucial decisions determining the very survival and enlargement of the CCP and the Red Army were made in this conference. Therefore, it is regarded as a milestone in Chinese revolutionary history (Zhao & Timothy, 2015). Four semi-structured interviews and three focus groups were conducted with officials and personnel of village, township, and prefectural governments, with an average length of 46 minutes. Additionally, four interviews and five focus groups with local residents were administered, with an average length of 40 minutes.

Research Results

Developmental Dynamics and Critical Issues

Former President Hu's visit in 2010 set off a new upsurge of construction and development because his visit has brought preferential policies and a considerable amount of funds "poured" from the superordinate government. Consequently, local infrastructures have been greatly improved. Special funds were also allocated for mandatory facade remodeling with uniform styles for residential buildings along the main street. This, however, was considered "a face project" in that "merely the external side facing the street is tiled" by local residents (Interviewer III, September 2012).

Interestingly, some of the local township leaders were hesitant to receive the funds as spending the money, which always involves land expropriation, would add much more work burden. In fact, their primary goal is to maintain the stability of local communities in a more conservative and docile way, rather than developing local economy aggressively.

Furthermore, local government is disempowered in local development to a great extent because of the frequent visit by national leaders. Neither local government nor residents can determine the future development of their own town. For local residents, the approaches to deal with such uncertainty and anxiety involve transferring ownership of their properties, such as selling instead of leasing their fields, due to the ambiguity of land expropriation plans. The township government, on the other hand, restricts (re)construction and event remodeling of residential buildings to decrease the costs of potential land expropriation and house demolition in the near future. Besides, according to the local governors, land expropriation has made some locals "waiting for, relying on, and requesting and bargaining for higher compensation" (Focus group II, October, 2012).

Impacts on Local Communities
Despite the ostensible prosperity, the majority of the visits, however, are junkets by politicians who spend taxpayers' money on their red tours. Gutian is actually experiencing a tough period of structural transformation from first and secondary economies to a tertiary one. Yet massive land expropriation and restrictions on manufacturing has struck local agricultural and industrial production, and thus the local government's fiscal capabilities. The tourism industry in Gutian, however, is too flimsy to support local economy and absorb the laid-off/lost labor force, owning to its small size, relevantly monotonous types of tourism resources, and short distance to another major city nearby. Gradually, this will threaten the social order and security, especially when the funding injection from superordinate governments is slowing down in the future.

Implications
Based on the empirical data, this study has revealed the dynamics, issues, and conflicts of communist heritage tourism development in a small red town in Southeastern China. Despite the dominant top-down developmental model, grassroots administrative entities and local communities should be empowered gradually to establish effective partnerships and collaboration. During this process, goals and roles should be clearly focused and articulated. Meanwhile, a long-term vision should be adopted during the process of tourism planning, which not only considers the volume and growth speed of red tourism development, but also the issue of sustainability, such as industry structure and labor force structure.

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Tourists Usage Intention towards Mobile Augmented Reality in the Context of Smart Tourism: Based on the Integration Model of Technology Acceptance and PAD Theory

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The development of smart tourism has created favorable conditions for scenic spot to develop science and technology tourism products. Tourists' attitude and usage intention of information technology is the premise of the success of science and technology tourism products supply. Mobile Augmented Reality (MAR), as an important part of smart tourism, has become a significant tool to enhance the attractiveness of the tourist attractions and stimulate tourists' travel intention. Tourists use new technology and travel technology products not only to get useful information, but also enjoy the wonderful experience. At the same time, Tourists refuse travel technology products due to the fear of technology.

Mick and Fournier (1998) describe it as a "technical paradox" based on the emotional reaction of the individual ". In the past decades, many studies have tried to understand the factors that affect individuals' acceptance of technology. Technology acceptance model is the most extensive theory studying individuals' acceptance and use of technology among many theoretical models (Davis, 1989). However, most of the studies focus on the perception of technology, the role of emotions in the process of technology acceptance and use are rarely studied (Lin, Shih & Sher, 2007).

Based on this, this paper constructs theoretical model of "perception, emotion, attitude and intention " with the integration of Technology Acceptance Model and theory of PAD , in order to study tourists' usage attitude and intention to Mobile Augmented Reality（MAR）from the perspective of perceived usefulness, perceived ease of use, pleasure, arousal and dominance respectively.

This paper selects the world cultural heritage site-the Palace Museum of Beijing as a case and survey tourists, tests hypotheses and conceptual model with structural equation model. The results of the study show: (1) technology perceived usefulness and perceived ease of use have positive effects on MAR usage attitude and intention; (2) tourists emotions have a significant effects on MAR usage attitude， specifically, pleasure, arousal and dominance emotions have a positive effect on tourists usage attitude toward technology; (3) MAR usage attitude have a significant effect on MAR usage intention.

The main contributions of this paper are as follows: (1) this paper integrates the technology acceptance model and PAD theory, and solves the problem that single theory is not adequate for explaining tourists' acceptance and use of new technology. In this paper, the theoretical model of "technology perception, emotion, attitude and intention " is constructed, and the influence of technology perception and emotional response on tourists' acceptance and use of new technology is comprehensively analyzed, which effectively enriches the theory of individual technology acceptance and use, and it is a beneficial attempt in the field of tourism research. (2) Nowadays, Chinese government is promoting the reform of supply-side vigorously, one of basic requirements is to transform the industry by means of science and technology. Mobile augmented reality applications in the tourism has contributed to developing science and technology tourism products and creating personalized experience for tourists. Undoubtedly, focusing on the tourists attitude and intention to information technology will benefit scenic spot to develop tourism products, and ensure the effective

supply of tourism products, which will also be a highlight of China's reform of supply-side in tourism.

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A Study on the Impact of Tourism Destination Brand Credit on Tourists' Purchase Intentions

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In order to cultivate competitive power and display the personality in the fierce competition of tourism market, branding has become an important trend of the development of tourism destination. However, without taking credit into account, the explosive growth of brand causes the credit crisis. Credit is a reliable, useful, motivational signal. The higher the credit is, the stronger the signal can affect tourists' purchase intention. Brand credit construction should be concerned. Based on Signal theory and contract theory,   the concept of tourism destination brand and credit dimensions are bring forward and study the impact of tourism destination brand honesty, reliability and safety degree on tourists' purchase intention. Through questionnaire survey, using the Spss statistics software to process and analyze the data, constructing a structural equation model, the results show that honesty, reliability and safety have significant positive influence to tourists' purchase intention. Moreover, the reliability has more significant effect. Based on this, provide some reference to improve tourist destination brand credit.

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The local gaze in university among students over outsiders—a case study interview in Zhejiang University

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Leisure is one of the most important basic needs for human beings, under the circumstances that Chinese are facing, which is the imbalance between leisure demands and public garden, numerous universities become ideal destination for surrounding residents to relax their mind. Contradictions had followed the surge in the reception number of each campus; host-guest conflict emerged among students and urban dwellers. In order to critically understand the causes of those conflicts, this article draws on Urry's conception of the "tourist gaze", to look at, and make meaning out of the relationship between students and urban dwellers in a socially and culturally organized way.

John Urry argued that tourists chose to focus on their cultural differences with natives rather than universality, and the gaze is constructed prior to the trip, revealed power inequality between tourists and toured.

Scholars followed his work and proposed notions like the "host gaze" or "local gaze" or "reverse gaze", which suggest that natives are gazing back ant the tourists at the same time, besides they have gained positive role in this host-gest relationship by their gaze. The attitudes and opinions of local residents to the tourism industry can be highly affected by the economic gain or the degree of dependence on tourism. Nevertheless, these concepts failed to explain these contradictions perfectly under the context of university, due to the absence of financial stake between students and urban dwellers, besides there is little cultural difference exist in those two groups. Students may not exercise power and resistance through urban dweller's gaze; they won't gaze on economic income as well. Then what do they see? How do they see? What can they not see? Why do they gaze on such things?

Dealing with the "how" and "why" of social phenomena, the case study method was a good approach to describe, explain, and validate the concept of the gaze. Dislike or wearing that many students have toward urban dwellers could have poses a challenge to charge with the task of objectively fill in the questionnaire, interview may be the ideal way to exhibit and interpreting their gaze. Therefore, this study approached these questions by doing a qualitative case study in Zhejiang University, and analyzing the local gaze among students through interviewing.

Despite the "reverse gaze" that students may have over urban dwellers, the conception "gaze" will place them in a situation where emphasize the authority of one party against another, which is unfavorable for the development of harmonious cultural relations between the host and guests. The equal, fair and mutually-respectful relationship should be based on their "dialogue". Hopefully, this research could lead to more in-depth, more comprehensive local research of "tourist gaze" by exploring the gaze of college students in Zhejiang University, and eventually arousing the hosts' cultural awareness and building new type cultural relations between the hosts and guests.

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