

Strategic Destination Planning: Analyzing the Future of Tourism

Events and trends affecting the tourism industry are becoming more complex and fast-paced. In response to these radical changes in the external environment, destination managers are striving for new approaches to predict future forces driving change. With this goal in mind, the current study was conducted to determine future forces that are likely to affect the future of tourism in the tri-state area of Pennsylvania, New Jersey, and Delaware from 2000 to 2010. The findings of the study confirm that the tourism industry will be facing major challenges and experiencing swift changes. The global economy, changing market demographics, and emerging technology are forcing destination managers to adopt and implement proactive strategies to survive the competitive tourism environment.

A Model of Strategic Evaluation of a Tourism Destination Based on Internal and relational Capabilities

The complex reality of a tourist destination requires it to be managed as an integrated system. This work presents a strategic evaluation model of tourist destinations that permits their reality at a given moment to be visualized from an overall perspective. That end, the model, which focuses on tourism supply chain management, specifies the principal attributes determining destination competitiveness. On that basis, this work analyzed the internal and relational capabilities of each attribute represented in a matrix according to their strategic value. The results indicate that integrating measures based on sustainability must be taken to be able to re-launch the destination.

An Investigation of Tourists' Patterns of Obligation to Protect the Environment

The environmental sustainability of the local tourism industry is increasingly a concern. Authors have proposed a demand-driven approach to sustainable destination management as complementary to traditional supply-side interventions. However, little empirical evidence supports the feasibility of such a demand-driven approach. This study contributes to this gap by investigating whether individuals who feel morally obliged to behave in an environmentally friendly manner represent useful target segments for destination management aiming to improve the ecological sustainability of the local tourism industry. Results indicate that distinctly different moral obligation segments exist that differ in pro-environmental behavior and attitudes. These segments are associated with distinctly different vacation preferences and can consequently be used by destination management for target marketing. Gaps between people's pro-environmental behavior at home and at the destination systematically differ across segments, leading to the conclusion that different combinations of demand and supply side measures may be suitable to reduce the environmental footprint of different segments.

The New Environmental Paradigm and Nature-Based Tourism

This study examines the relationship between environmental attitudes as measured by the new environmental paradigm (NEP) and nature-based tourism (NBT) motivations based on data gathered from a national forest park in China. The results indicate that tourists' environmental attitudes are heterogeneous across all four tourism motivations. Specifically, those who are more supportive of limits to growth and who are more concerned about eco-crisis tend to have a higher desire to be close to nature, to learn about nature, and to escape from routine and issues associated with cities. In addition, those whose motivations are oriented to develop skills and abilities or seek to experience new things, environments, and social contact tend to be more supportive of the notion of human over nature. Thus, it can be concluded that environmental attitudes and NBT motivations are closely and positively related. Research limits, theoretical and practical implications, and future research needs of the study are discussed.

Customer Satisfaction with Alpine Ski Areas: The moderating effects of Personal, Situational, and Product Factors

In highly competitive markets, customer satisfaction is a key driver of performance, making its measurement and management crucial. Most studies on customer satisfaction take an aggregate standpoint and do not consider segment-specific differences in attribute importance. In this article, the authors report on customer satisfaction with alpine ski resorts. They hypothesize that personal, situational, and product factors moderate the relationship between attribute performance and overall satisfaction. The results show that these factors indeed influence the attribute-performance-satisfaction relationship. Theoretical and managerial implications of these findings are discussed.

An Examination of the Validity of SUS-TAS in Cross-Cultures

The purpose of this study is to validate the Sustainable Tourism Attitude Scale (SUS-TAS), which measures resident's attitudes toward sustainable tourism development. Using two data sets from Turkey and the Turkish Republic of Northern Cyprus, a confirmatory factor analysis was employed to assess psychometric properties of SUS-TAS. Although the original SUS-TAS items were reduced in number from 44 to 33, the revised scale demonstrated good psychometric properties. The data supported validity of the original seven SUS-TAS dimensions in two samples. Furthermore, the final version of SUS-TAS demonstrated adequate construct validity and good internal consistency. The findings of the study suggest that SUS-TAS can be used to assess resident attitudes toward sustainable tourism development in cross-cultural settings.

Responding to Disaster: Thai and Scandinavian Tourists' Motivations to Visit Phuket, Thailand

This study explores travel motivation on than tourism of tourists visiting the disaster-hit beach resort of Phuket and identifies differences in tourist motivation between Thais and Scandinavians and between tourist of different age and gender. The findings reveal that curiosity about the outcome of the tsunami, desire to help local people, and safety were the most important travel motivations. Significantly, it is found that curiosity on than tourism of tourists is not curiosity about death by about the outcome of the disaster and that it motivated only domestic tourists but not inbound tourists. In addition, the study suggests that curiosity acts as both a push and a pull motivation for domestic tourist. The findings also suggest that women are more motivated by safety and desire to help others than are men and that young tourists are the most curious regarding thanatourism. (click word for hyperlink)

Understanding Travel Constraints: Application and Extension of a Leisure Constraints Model

The study of constraints to participation in leisure activities has been a growing theme of research during the past three decades. More recently, this research has been extended to the study of nonparticipation in leisure travel. One model that has been employed to facilitate the study of constraints uses the three categories of constraints as a conceptual framework: intrapersonal, interpersonal, and structural. This article extends this framework by testing whether multiple dimensions exist within the structural constraints construct along with the other two dimensions and compares these against demographic variables. A survey of instate and out of state travelers was conducted to measure travel constraints. As expected, dimensions emerged within the structural constraints construct, including place attributes, lack of time, and lack of money. Several demographic differences with respect to constraints also emerged. Knowing why people do not travel can suggest strategies that can be used to overcome constraints.

Sensation Seeking and its Measurement for Tourism Research

Tourism marketers and managers must be sensitive to those psychographic characteristics that distinguish their visitors and potential visitors. A growing list of psychographic characteristics has interested tourism researchers through the years. One such personality trait is the concept of sensation seeking. It is widely accepted that some vacationers seek higher levels of arousal than do others and that the appropriate matching of the trait to the destination or product is an important element of successful tourism marketing. But how does one measure sensation seeking? This article discusses the results of an empirical test that compared a somewhat cumbersome but well established testing method with a relatively new scale created to serve as an alternative. The findings validate the new, simplified approach.

Changes in Residents' attitudes towards tourism over Time: a cohort analytical Approach

Tourism development in a community must acknowledge residents' attitudes toward and support for tourism as residents are often the business owners, service providers, or workers, and vote on tax millage funding infrastructure investments. Few studies have examined longitudinal changes in hosts' attitudes to tourism. Using a 7-year period and employing a cohort analytical method, residents' attitudes and time-related effects (i.e., age, period, and birth cohort) were studied in an Alaskan island dependent on fishing related industries with an emerging tourism industry from small cruise ships and outdoor recreation. Constrained multiple regression analysis identified age effect as the dominant variable explaining changes in resident's attitudes toward economic impacts. Successive young adult cohorts were more likely to have favorable attitudes towards tourism's economic impacts. Resident's perceptions of the leading industry (tourism or seafood) in the community, socioeconomic factors and the effects of age and period explained variations in their attitudes towards tourists over time.

Determinants of Income Inequality in US Non-metropolitan Tourism and Recreation Dependent Communities.

This study examines the determinants of income inequality in non-metropolitan tourism-and recreation-dependent, manufacturing-dependent, and farming-dependent communities. Earnings in tourism and recreation industry, race, and region show a positive relationship with income inequality. Median household income and manufacturing employment are negatively related to income inequality. Tourism-and recreation-related variables (tourism and recreation employment, and tourism and recreation earnings) are identified as factors that contribute to income inequality. Race dualism and tourism-and recreation-dependent communities also contribute to increases in income inequality. Results of this study show that income inequality in selected U.S. non-metropolitan communities increased during 1990 and 2000. The need for additional research on income inequality associated with tourism and recreation development is discussed. Characteristics of the labor market in the tourism and recreation industry and economic structures of the communities will be main issues in investigating the relationship between tourism and recreation development and income inequality.