

# ITHMC

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Management Congress

## BOOK OF ABSTRACTS

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**BOOK OF ABSTRACTS**  
**ITHMC 2018**



## **4<sup>th</sup> INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT CONGRESS**

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# THE GENIUS LOCI AND TOURISM DEVELOPMENT NEXUS

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**Abstract:** Destinations may go through a phase in which they may encounter environmental and social impacts. Such alternations, may affect a person's sense of a place. Nevertheless, hitherto research on this topic overlooked the important role of spiritual meaning linked to the sense of a place, understandable in its broad sense as Genius Loci. This ethnographic study which took place in Cyprus, aims to gain understandings of a place's genius loci within a contemporary setting which has experienced intense tourism development.

**Key words:** Genius loci, sustainable development, spiritual sites

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# THE IMPACT OF HIGH PERFORMANCE WORK SYSTEMS ON GREEK TOURISM

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**Abstract:** The study tries to investigate and measure the impact of modern human resource management practices on Greek hotel services. The present research is based on the Greek tourism industry and examines the effects of employees' perceptions of High Performance Work Systems (HPWS) on the trust towards their managers, as well as on service quality, through the mediating role of employee outcomes (measured by job satisfaction and affective commitment). The data reported in this study are drawn from a survey conducted from May 2018 to July 2018 and it is based on a sample of 250 employees across 5star hotels located in the broader area of Thessaloniki and Halkidiki, Greece. The findings based on Structural Equation Modeling, confirm, the mediating role of both employees outcomes (job satisfaction and affective commitment) in the relationship between HPWS and service quality. Improving human resource management can have a measurable and considerable impact on employees' services in hotel industry.

**Key words:** High Performance Work Systems, Greek hotels

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# THE EFFECTS OF SENIOR TOURISTS' CHARACTERISTICS ON TRAVEL MOTIVATION AND SATISFACTION

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Teresa Medeiros

**Abstract:** Our society is growing older, so it is important to develop the senior tourism market. Consumers aged 55 and older are one of the fastest growing market segment and consequently a major business opportunity. Despite the importance of the relationship between the sociodemographic characteristics of senior tourists and travel motivation and satisfaction, research about senior consumer behaviour intentions remains scarce. The purpose of this research is to investigate the characteristics of the senior tourists that affect the factors of travel motivation and travel satisfaction. The objectives are: to determine the travel motivation factors of the senior tourists using 17 items related with the reasons for visiting the Azores islands; to examine the existence of statistically significant differences in motivation factors between groups of senior tourists defined by categories (nationality, age groups, perceptions of income, perceptions of social status and perceptions of health status); to explore the existence of statistically significant differences in satisfaction between groups of senior tourists using the same categories. A path analysis is carried out in order to describe direct dependencies among a set of variables. In this study (n=537 senior tourists visiting the Azores islands) we intend to identify the senior tourists' characteristics which significantly affect each of the dependent variables (motivation factors and satisfaction) and which types of effects explain the association among variables. The results show that "Well-being and self-knowledge" depends on nationality, age group, perception of income and perception of health status; "Knowledge about destination and personal learning" depends on nationality and perception of health status; and "Sociability and fun" depends on perception of health status. Travel satisfaction depends both on age group and perception of health status by the senior tourists. New opportunities can be found for both public and private sectors to develop and marketing new tourism products that can attract the right senior market segments.

**Key words:** senior tourism; motivations scale; travel satisfaction; path analysis

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# COMMUNITY BASED TOURISM DESTINATION ATTACHMENT AND RE-VISIT INTENTION: EFFECT OF ANTHROPOGENIC AND HEDONIC VALUE

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**Mung Ling Voon**

**Abstract:** This study attempts to determine tourists' re-visit intention towards community based tourism destinations in the context of a developing country. Tourists' anthropogenic value, hedonic value and destination attachment are investigated to determine what contributes to tourists' re-visit intention. In this study, a causal research design was adopted, and employed descriptive and Partial Least Squares-Structural Equation Modelling (PLS-SEM). This study surveyed 216 tourists from different community-based tourism destinations in Sarawak, Malaysia. Findings of this study provide partial supports towards the effect of anthropogenic value and hedonic value on tourists' re-visit intention towards community-based tourism destinations, mediated by destination attachment. The study suggests to practitioners that it is crucial to understand the impact of tourists' anthropogenic value and hedonic value, as well as destination attachment and re-visit intention, especially, in developing effective marketing strategies for better market segmentation and targeting. Thus, the outcome of this study will help to expand the current knowledge on similar areas of community based tourism destinations, and contributively effect of anthropogenic value, hedonic value and destination attachment on re-visit intention towards community-based tourism destination in a developing country context.

**Key words:** Anthropogenic value, hedonic value, destination attachment, re-visit intention, community based tourism destination

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# PHYSICALLY ACTIVE, BUT STRESSED-MIXED METHODS TO EVALUATE ACTIVITY LEVELS AND STRESS LEVELS OF CHEFS AND WAITERS

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**Abstract:** The WHO suggests at least 8000 steps per day (Sd) as a guideline for a healthy level of physical activity. Due to the nature of their jobs, CH and WT have a generally active working environment. The setting is, nevertheless, a stressful one. The constant contact with guests, as well as interpersonal encounters with team members and superiors, contribute to service provider stress. Aim of the study is to evaluate the activity and stress level of CH and WT during a shift using qualitative and quantitative methods. AL of two CH (mean age  $26 \pm 7.07$ y) and two WT (mean age  $31 \pm 18.38$ y) were measured with a pedometer (Actigraph GT3x) during a shift (bank holiday). Heart rate variability as a marker for SL was measured with a pulse monitor (Polar RS800CX), while data about the perceived stress level of the subjects was collected using a questionnaire (NIOSH Generic Job Stress Questionnaire). In order to get a better picture of the subjects' working environment, non-participant observation rounded out the methodological mix. The number of steps taken by CH (mean steps  $11257 \pm 1411.3$ Sd) and WT (mean steps  $14850 \pm 3550.38$ Sd) just during their shifts is above the daily WHO recommendations. Questionnaires showed that all tested stressors (e.g. mental and job requirements) are relevant for both CH and WT. Our study showed that less experienced CH and WT with less responsibilities had lower RMSSD-values during the entire shift, which indicates a higher SL. CH and WT have a high daily AL exceeding WHO recommended values. Experience and responsibility tend to reduce SL.

**Key words:** activity level, stress level, gastronomy

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# THE FLOWERS AND THE BEES – ENGAGING HOTEL GUESTS IN SUSTAINABLE TOURISM

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**Abstract:** In contemporary times, sustainable tourism has gained an enormous interest from many stakeholders, e.g. customers, top management, employees, and authorities, and to implement green practices has become a way for many hotels to show that they care about the environment. Demonstrating eco-friendliness can help hotels develop a competitive advantage. However, to gain and sustain a competitive advantage each hotel must build capabilities that differentiate the hotel from its competitors. The aim of this paper is to (1) add to the understanding of ways to engage a specific stakeholder type, i.e. hotel guests, in sustainable activities, and (2) relate sustainable activities to the concept ‘competitive advantage’. In the last ten years, it has become popular for hotels in more countries to undertake beekeeping, e.g. with beehives on the hotel’s rooftop, as a way to support the environment as well as a way to differentiate the hotel from its competitors and engage the hotel guests. We report from an in-depth qualitative single case study of a hotel that has started to undertake beekeeping and related activities, e.g. prompting and educating the hotel guests to focus on bees and to use bee products after the hotel visit. We discuss how the hotel can engage with the stakeholders and benefit from beekeeping, as well as whether it can give the hotel a competitive advantage. We conclude that beekeeping is a way to make the hotel become attractive for environmentally conscious customers, not least families with children (as well as employees). However, due to the fact that beekeeping is easy for competitors to copy, the activity cannot be categorized as a competitive advantage. Instead, it might develop into a standard, like e.g. the commitment to a towel and sheet reusing policy, which has now become commonplace in most hotels instead of a feature to differentiate.

**Key words:** sustainable tourism, eco-friendliness, hotel industry, competitive advantage, beekeeping

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# CLASSIFICATION OF A POSITIONING STRATEGY OF NIGHT MARKETS AS SHOPPING TOURIST DESTINATION

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**Abstract:** Shopping at night markets is one of the most enjoyable ways for tourists who can get opportunity to getting up close local life in Thailand's capital. While tourists continually seek more diverse and rich experiences through a new adventures and new locations, night markets are spread out in most areas of the city and offer an incredibly diverse range of foods, goods and products, and entertainment. This article attempts to outline the theoretical backgrounds of night markets by introducing the views and results of the most relevant researchers in this field. First, the international literature is reviewed, then the most comprehensive case studies in night markets characteristics are introduced, finally the results of night markets case studies are outlined with a special emphasis in Bangkok. The study areas covered more than twenty night markets in Bangkok. Night markets' characteristics and their position strategy are clustered to discern common pattern that are used in classifying night market characteristics. The contribution of this study will offer a comprehensive framework that can be used as a basis for more discussion and future research.

**Key words:** shopping tourism, night markets, positioning strategy, Thailand

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# THE ROLE OF QUALITY OF WORK LIFE IN STRENGTHENING ORGANIZATIONAL COMMITMENT OF EMPLOYEES: AN EVALUATION OF HOTEL ESTABLISHMENTS

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Efsane Bayar

**Abstract:** The commitment of the employees to their business is important in the sustainability and effective functioning of tourism enterprises (Namasivayam, 2007; Barutcu, 2017). It is thought that the quality of work life, which is an important element of the employees' work and daily life, affects their work-related attitudes as well as their organizational commitment. Within this context, this research aimed to determine the impact of the quality of work life on employees' organizational commitment. For this purpose, 398 employees who works in hotel establishments in İstanbul, Kırklareli and İzmir provinces were surveyed via questionnaire form face to face. In the first part of the questionnaire, questions about age, gender, marital status, department, position, level of education, experience and income level of employees were included. In the second part, the scale developed by Singh et al. (2001) was used to measure the employees' perceptions of quality of work life. In the third part, the measurement of organizational commitment was utilized by the emotional commitment scale developed by Allen and Mayer (1997). Confirmatory factor analysis (CFA) was utilized to validate the measurement instruments used in the study. After the validation of the factors and measurement instruments, frequency, percentage, mean and standard deviation values were calculated. Finally structural equation modeling (SEM) has been carried out to test the effects of the dimensions of quality of work life on emotional commitment levels of employees. In conclusion, it was determined that higher order needs (social, aesthetic, self-realization, knowledge and esteem needs) that defines the quality of work life significantly and positively affect ( $\beta=0,393$ ) employees organizational commitment. It was determined that lower order needs (economic and family needs, health and safety needs) significantly increases the organizational commitment. It is foreseen that the employees' commitment to their hotel establishments can be strengthened by meeting their upper and lower level needs that define their quality of work life, especially the social, aesthetic and self-fulfilling desires of the employees in the organization.

**Key words:** Quality of work-life, needs satisfaction, organizational commitment, Turkey

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# **DETERMINATION OF ELECTIVE COURSES BY THE METHOD OF ANALYTICAL HIERARCHY PROCESS AND AN APPLICATION IN TOURISM FACULTIES**

**Münevver Çicekdagi<sup>1</sup>**  
**Abdullah KARAMAN**

**Abstract:** It is observed that course programs are divided into two as obligatory and elective courses in faculties. Obligatory courses are the ones, which the students have to take for being able to graduate from their school. Elective courses are the ones, which can be taken according to the choices of the schools or students. Other than obligatory courses, giving the possibility to choose the courses they can take to the students is also appropriate approach for democratic understanding of today. It is accepted that elective courses prepare the students for the life and that they are useful in revealing their interests and abilities. Presenting different alternatives to the students will also help them develop positive attitudes toward school. The aim of this study is to help lecturers make the most proper decisions to the elective courses to be opened in travel and tourism management guidance departments of tourism faculties. Application was made to the lecturers of tourism faculty, and the performance of 5 alternative elective courses to be taught to the undergraduates over 4 years was assessed by using the method of Analytical Hierarchy Process (AHP), one of multi criteria decision making. During analysis of the data, package program called Super Decision was utilized. As a result of analysis made, the priorities of alternative elective courses were identified according to 3 different criteria. Following the studies, the results obtained were shared with the authorized people of the relevant department.

**Key words:** Elective Courses, Analytical Hierarchy Process, Tourism Faculties

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# STAKEHOLDERS, SOCIAL RESPONSIBILITY AND REMUNERATION PRACTICES IN THE MALAYSIAN TOURISM SMALL AND MEDIUM-SIZED ENTERPRISES

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Azlan Zainol Abidi

**Abstract:** The tourism small and medium-sized enterprises play a vital role as the backbone in the Malaysian tourism industry, hence becoming a significant portion of entrepreneurial enterprises for the country. It is therefore essential for the enterprises to efficiently perform particularly in their managerial aspects. A study has been conducted among 229 managers of the tourism small and medium-sized enterprises in Malaysia to investigate three major managerial practices namely, the stakeholders practice, the social responsibility practice and the remuneration practice in line with a better performance of the enterprises. The findings highlight that all three practices are considered as vital component in managing the tourism small and medium-sized enterprises. Majority of the respondents agree that the stakeholders of the enterprises would establish fair procedures for goods and services based on considerations of quality, pricing and performance. Further, most of them also agree that environmental management is essential as their social responsibility practice in the enterprises. Additionally, the findings also indicate that most respondents find that the incentive of top management in the enterprises would ensure the alignment of the management and stakeholders' interest. The study significantly contribute to the tourism small and medium-sized enterprises in creating better management scenario within the enterprises in order to achieve strategic planning competitiveness in the industry.

**Key words:** tourism, small and medium-sized enterprises, stakeholders, social responsibility, remuneration

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# 2018 FIFA WORLD CUP RUSSIA: 5 HOST CITIES' BROCHURES ANALYSIS

Claudia Astorino<sup>1</sup>

**Abstract:** This work is part of a comprehensive research carried out by the author, whose objective was to investigate if 5 selected host cities of the 2018 FIFA World Cup Russia were prepared to (well) receive the tourists who visited the country during the football mega-event. Based on studies by Nielsen (2002) associating the exposure of an important event in the international media and the gains and losses in the image for the host country, the purpose of the study was to investigate whether foreign tourists were well received at that event. The methodology consisted of a field research in order to analyze, as a foreign tourist, the following issues: (i) urban mobility; (ii) tourist brochures provided by tourist information centers and (iii) tourist signage. In addition, publications and articles available on Facebook by selected Russian and foreign newspapers that somehow addressed the same issues were compared to the reality found during the field research. The host cities that were investigated are Moscow, Saint Petersburg, Kazan, Rostov-on-Don and Sochi. At the Budapest ITHMC Conference 2018, the author will present and discuss the results of the specific research regarding tourist brochures provided by tourist information centers. The findings have shown that in the host cities there were both permanent and temporary tourist information centers; these tourist information centers provided different sorts of brochures to tourists and the information on these brochures could be divided into 6 subjects: (1) myths about Russia and reality, (2) FIFA stadiums and venues, (3) urban mobility, (4) tourist attractions and tours, (5) local food, beverages and regional products, (6) attractions and tours in the surrounding areas. Therefore, from the information provided on these brochures, the image of Russia as the 2018 FIFA World Cup host country could be perceived as positive.

**Key words:** 2018 FIFA World Cup Russia; Moscow; Saint Petersburg; Kazan; Rostov-on-Don; Sochi; tourist information; brochures analysis

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## **„THE BEST EXOTIC MARIGOLD HOTEL”: MULTIPLE ASSOCIATIONS BETWEEN CINEMA AND TOURISM**

**Claudia Astorino<sup>1</sup>**

**Abstract:** Film-induced tourism has been emerging as a fertile research area for Tourism. However, beyond this association that can be popularly called as cine-tourism, there are many others that can be done between cinema and tourism. Part of a wider research entitled “Tourism, cinema, literature, visual arts and music: multiple associations”, the aim of this specific investigation is to analyze possible relations between the film “The Best Exotic Marigold Hotel” and tourism. This British comedy-drama, directed by John Madden in 2011, tells the story of a group of seven British pensioners who move to the Marigold Hotel in India as they no longer have resources to live their retirement in their home country. This is a qualitative research and the methodology consisted of analyzing how each of these visitors interact with the country and most of all with the locals, based upon Stanley Plog's concept of psychocentrism-allocentrism in travel preferences. The findings show difficult interactions in the first approaches clearly seen in situations of visitors' superiority complex and rejection of the local culture. However, as the time passes by, visitors end by really interacting with the locals, showing how tourism may provide a true encounter between locals and visitors.

**Key words:** "The Best Exotic Marigold Hotel"; Film-induced Tourism; Cinema & Tourism; Psychocentrism-Allocentrism; Visitor/Locals Encounter;

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# MARKET SEGMENTATION IS THE KEY TO SUSTAINABLE OPERATION OF B&B

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**Abstract:** The Chinese B&B industry started in 2011, the Mogan Mountain B&B became the banner of the domestic industry in 2015. Then the entire B&B industry is imitated and appeared serious homogeneity problems, which forced the manager to look for their own competitive advantage. The objective of the article is through the market segmentation to identifying target customer groups, and combine the orientation of the B&B with the customer demand. Set up a multi-directional marketing scheme according to the characteristics of the target customer and the behavior of consumption. This article uses the quantitative research method to collect the information. The research shows that the main target customer of B&B is divided into two categories: 1、tourism vacationers; 2、weekend vacationers. In conclusion, according to the report on 《Market Prospect and Investment Analysis of B&B Industry》, the growth rate is 12000/year. By 2017, the B&B's number is 53852 in China. With the expansion of the B&B market, which enforces the B&B industry facing a reshuffle. Therefore, the owners of the B&B should find the way to sustainable management through the market segmentation.

**Key words:** Bed&Breakfast industry, market segmentation, target customer, Mogan mountain

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# THE INFLUENCE OF SENSORY DESTINATION IMAGES ON INTENTION TO VISIT: THE CASE OF VIETNAMESE NON-VISITORS TO LONDON

Pha Nguyen Hoang Ngo<sup>1</sup>

**Abstract:** This research aims to explore sensory destination images and examine the influence of sensory destination images on intention to visit, using as a case of Vietnamese non-visitors to London. The literature review critically evaluates the areas of destination image, sensory destination images and intention to visit a destination. The gaps associated with sensory destination images and the influence of sensory destination images on intention to visit a destination were identified.

A mixed-methods approach, consisting of qualitative and quantitative methods, is applied in order to achieve the objectives of the research. The qualitative research was conducted, including 42 in-depth semi-structured interviews with Vietnamese non-visitors to London. In particular, the findings present five types of sensory images of London held by Vietnamese non-visitors, including visual images, gustatory images, auditory images, olfactory images and tactile images. Furthermore, the influence of the overall sensory images of London held by Vietnamese non-visitors on their intention to visit London is explored and examined in detail. Hence, a model of the influence of sensory destination images on intention to visit is proposed. Additionally, the researcher applies the self-completion questionnaire survey in order to test the proposed model with regard to the influence of sensory destination images on intention to visit based on the case of Vietnamese non-visitors to London.

The theoretical contributions to knowledge are the sensory images of a destination established based on the five senses and the influence of sensory images on intention to visit. Moreover, this research opens up opportunities for managers in tourism marketing to establish an effective level of sensory destination images to create positive purchasing behaviour of the tourist and competitive advantages of the destination.

**Key words:** destination image, sensory destination images, intention to visit

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# ROLLING KITCHENS' RESEARCH IDEAS NAVIGATION: MAPPING FOOD TRUCK FESTIVAL PRACTICES IN ZEELAND

Timo Derriks<sup>1</sup>

**Abstract:** Food trucks cannot be seen separate from the American street scene. In many places, these temporarily street food vendors produce and sell certain dishes, dependent on the truck's theme, the season and the specific moment of vending. Commercial hospitality outlets, in general, are a vital place where taste and lifestyle are produced and consumed through food and drink, ambience, service style and décor. Food trucks can easily adapt their products, style of service and by rolling into a different area, the ambience and décor changes within an instant. Closer to home and now all over Europe, there is an increase in the amount of food trucks catering to locals and tourists at so-called food fests. Unlike the situation in for example the United States, where competing for a place in a certain street is played hard and tough, food trucks cluster in geographical and temporary places. The 'foodtainment' offered during these events cater to various tastes and fulfils an added value to the buzz of a certain neighborhood. In this study, food truck festivals in Zeeland are being explored on the interconnection of practices related to lifestyle entrepreneurship, business modeling, value creation, local competition, health and hygiene, and destination marketing. Observations and interviews led to a better understanding of the practices related to food truck festivals. Using practice theory to map associated practices in this study also offers specific future research ideas. Food trucks in the context of Europe are hardly studied, especially in the particular setting of events. The discussion of practices concerned and following future research ideas could help to shape research agendas on this interesting topic that combine urban culture with tourism and hospitality management, planning and development.

**Key words:** food truck festivals, practice theory, research ideas

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# CRISIS MANAGEMENT IN TOURISM INDUSTRY: SAMPLE OF ISTANBUL

Yunus Özhasar<sup>1</sup>

**Abstract:** The term of crisis can be defined as a test that measures the ability of the organization to cope with suddenly occurring problems. The term of crisis, which has been studied in many disciplines, has taken its place in the field of tourism too. In this study, the overall impact on tourism of terrorist incidents in Turkey between the years 2015-2016 will be studied to determine. 3, 4 and 5 star hotels which are located in Fatih district of Istanbul constitute the universe of study. According to 2018 data from Republic of Turkey Ministry of Culture and Tourism, there are 120 facilities in Fatih in Istanbul. The sample of the study will be selected from within the 120 facilities using convenience sampling and maximum diversity sampling. The data will be collected through semi-structured interviews with top managers of these firms. The obtained data will be analyzed by descriptive analysis method. As a result of the study, it is expected that there will be answers to questions such as how is the mentality of crisis management conception of the 3, 4 and 5 star hotels in this destination, what are the reflections of the crisis in the region, what kind of initiatives are the enterprises trying to survive the crisis with minimum damage and whether these attempts are successful or not.

**Key words:** crisis, crisis management, tourism crisis, terrorism

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# EFFECTS OF ISO 9001 CERTIFICATION ON PERFORMANCE: EVIDENCE FROM TURKISH RESORT HOTELS

Feridun Duman<sup>1</sup>  
Özgür Özer

**Abstract:** Competing on performance and continuous measurement and improvement on performance is one of the strategies to outperform a firm's competitors in manufacturing and service industries. Thus, this study specifically looks at the effects of ISO 9001 quality standards implemented on the performances in the Turkish resort hotels. The empirical performance literature pertinent to ISO 9001 quality standards shows that the authors have generally used both financial and non-financial dimensions to measure the firms' performances. By examining the relationship between the empirical ISO 9001 studies and the performance measures, the majority of the empirical studies are financially focused and tried to find out whether there is a relationship between the ISO 9001 quality standards and the firms' performances while the rest of the empirical ISO 9001 studies are approached to measure the performances more holistically by taking into consideration both the financial and non-financial measures. Therefore, this study adopted both perceptual operational and business performance measures. The study was conducted through a questionnaire technique by obtaining access equally from the certified and non-certified resort hotels in Turkey. The study questionnaire was developed by specifically reviewing the measures of the empirical ISO 9001 performance dimensions in the literature. The following performance dimensions were proposed for the study as follows: operational performance and business performance. The targeted sample list (815 hotels) for the study consisting four (406) and five (409) star hotels was obtained from the Turkish Ministry of Culture and Tourism (2017). For data analysis, Exploratory Factor Analysis (EFA) was first applied to find out the latent factors of the performance factors determined for the study from 241 questionnaires obtained from the targeted sample of the hotels. The study findings showed that there were two latent factors realized namely operational and business performances. Then, t test was applied to find out the variances on the performances. The findings demonstrated that ISO 9001 quality standards certification only had a significant difference on the operational performance. However, by comparing the mean values of the samples, the operational performance appears to be negatively affected by the ISO 9001 certified resort hotels.

**Key words:** Operational performance, business performance, ISO 9001 certification, resort hotels, Turkey

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# PROTECTION MOTIVATION THEORY AND POTENTIAL VISITORS' BEHAVIOR RELATED TO HARMFUL ALGAL BLOOMS (HAB) OUTBREAK IN FLORIDA, U.S.

Ignatius Cahyanto<sup>1</sup>

**Abstract:** The study examines the perception of potential visitors and their propensity to engage in protective behaviors in the wake of the 2016 Harmful Algal Blooms (HAB) outbreak in Florida, U.S. Specifically, the study was framed by three interrelated questions: 1) What is the perception of potential visitors regarding the HAB outbreak in Florida?; 2) What variables influence the likelihood of potential visitors to avoid swimming in the water where HAB are visible?; and 3) What variables influence the likelihood of potential visitors to avoid going to beaches and waterways that have HAB warning signs? Key constructs of the Protection Motivation Theory (PMT) were used to answer the aforesaid questions. Data were gathered from an online survey to potential out of state visitors who planned to visit Florida within the next six months (N=612) in July 2016. Multiple analyses were used that include descriptive analysis, reliability tests, and ordered response models. Results showed that participants indicated concerns to travel to Florida due to HAB. Self-efficacy, response efficacy, and vulnerability were found to have significant relationships with the likelihood of avoid swimming in the water where HAB are visible as well as the likelihood of potential visitors to avoid going to beaches and waterways that have HAB warning signs. Given the improbability surrounding how the HAB outbreak may (re)emerge in the future, the results may contribute to planning for and responding to potential outbreaks in the context of travel. Implementation of the results for the tourism industry will be discussed.

**Key words:** Florida, visitor, protection motivation theory, harmful algal bloom

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# A STUDY ON THE PRODUCTIVITY PROBLEM OF LODGING SERVICE INDUSTRY IN JAPAN – REFERRING A CASE OF A BUSINESS HOTEL

Tsutomu Yoshioka<sup>1</sup>

**Abstract:** Low productivity is regarded as a problem for Japan's service industry, especially in the lodging services. As a matter of course, improvement of productivity of this industry is required urgently. Therefore, it can be said that it is necessary to clarify what the academic research has shown about the productivity of lodging services so far. In addition, there are companies that boast of high productivity in this service, it is necessary to derive implications from these cases and to consider the direction of research on productivity of lodging services in the future. This paper aims to find the problems on this research field, the productivity problem of lodging services industry. Moreover, finding of implications on this field is aimed in this paper using a case study. In this paper, some literatures of former researches on this field are reviewed. Also, some implications are provided using a case of business hotels (in other words, budget hotels, comfort inns, lodging-specialized hotels) in Japan as case study. For the case in this paper, it is found that various contriving provides high productivity. According to this case of the business hotel in this paper, only eliminating bed feet makes this hotel's productivity higher. On the other hand, some other approaches, such as "3 Nos" - "No physical room keys", "No foods and drinks in refrigerators in the room", and "No phones in the room", also make desirable results on productivity. There are other good cases of business hotels in Japan. By the research of the productivity of lodging service industry in Japan, the author hopes this research becomes helpful to increase productivity of this business field higher.

**Key words:** increasing productivity, contriving, business hotels in Japan, case study

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## THE SPECIAL UTILIZATION OF CASTLES IN TOURISM – FESTIVALS IN THE HERITAGE SITES

**Judit Péterfi<sup>1</sup>**

**Abstract:** In Hungary, there are a large number of built heritage. Of these, this current research focuses on the castles. Nowadays castles can be filled with many functions, such as schools, common lodging houses, hospitals or residential buildings. The most optimal form of usage is tourism utilization, such as museums, hotels, event venues. Organizing festivals is also a tool for this, it generates revenue for the castle, and makes it widely available to enhance the visibility and acquaintance of the venues. A festival is also intended to suffice the needs of tourists and local people, and these castles provide a suitable scene for this. Thus, the current research aims to present and evaluate the form of utilization of castles in which festivals are organized. The study aims to answer the research question through several case studies, that festivals contribute to the survival of the castles as they generate revenue and create more attractive destinations. To answer this question, a primary research method is needed where interviews with the owners of the venues and the festival directors come to the fore. In addition, the available secondary data are required that numerical support the generated revenue and number of visitors alike. In the end, the research will be carried out where both the utilization of the castles and the festival tourism will be of paramount importance and a joint impact assessment will be implemented.

**Keywords:** castle utilization, tourism, festival, heritage

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# THE ANALYSIS OF THE HUNGARIAN ECO-TOURISTIC ACCOMMODATION'S LABELLING IN SOUTH TRANSDANUBIA

Andrea Horváth<sup>1</sup>

**Abstract:** The type of tourism which are destined for reducing the negative effects of mass-tourism, like eco-tourism, gentle-tourism and green tourism appeared at the end of the 20th century. The approach has changed, one of the main motivation of the tourists, who are responsible for their environment, has become the visit of natural and cultural values. This change of approach has become necessary for the touristic providers, who are the important pillars of the touristic superstructure. The eco-touristic labelling system has been introduced some years ago in South Transdanubia, Hungary. The highest obtainable rank is the three "hellebore". One can label the eco-touristic providers in three categories for instance the accommodation, the catering and the services/events. We have done some labels therefore we were able to analyse that the criterion system was living or not, in which section the touristic providers performed the best and what were their most common difficulties. During the research it turned out that the criterion system must be changed in some points. Because of the differences between the capacity of accommodation it is essential to reconsider or change some terms regarding their necessity.

**Keywords:** responsibility, tourism, service providers, eco label, Hungary.

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# GEOTOURISM IN BOSNIA AND HERZGOVINA - STATE AND DEVELOPMENT PERSPECTIVES

**Emir Temimović<sup>1</sup>**

**Amra Banda**

**Aida Korjenić**

**Ahmed Džaferagić**

**Abstract:** Geodiversity presents overall diversity of relief shapes, processes and the diversity of landscape. It basically consists of geological, geomorphological and pedological diversity. The most interesting for tourism valorisation are karstic areas that cover over 50% of the territory of Bosnia and Herzegovina. When it comes to geoparks, it is necessary to emphasize that such forms of protection have not yet been established in Bosnia and Herzegovina. The European Geopark Network exist since 2000 and currently there are 73 geoparks in the 23 countries in Europe. Three geoparks stand out in our region; in Slovenia, Idrija and Karavanke (together with part in Austria) and Papuk in Croatia. Their main goals are promotion of geoheritage, protection of geodiversity and support of economic development through geotourism, with the inevitable participation of local communities. In the meantime, this initiative has been raised to a global level by including these areas in the newly adopted UNESCO program - International Geodetic and Geopark Program, which now has over 130 parks in 33 countries of the world. In our country, Blidinje Nature Park and the Protected landscape of Bijambare, have potential for becoming geopark. These parks would be based on promotion of the geological heritage, the geodiversity of the karst zone of Bosnia and Herzegovina, preservation of biodiversity and the protection of specific karst hydrography of this area. The plan for protecting these areas and potential admission to the European geopark network should primarily be based on a new legal framework and a plan that would include sustainable development of geotourism in Bosnia and Herzegovina.

**Keywords:** Bosnia and Herzegovina, geodiversity, protected areas, geotourism, sustainable development

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# TOURISM DESTINATION BRANDING - CHALLENGES AND POSSIBILITIES IN BOSNIA AND HERZGOVINA

**Amra Banda<sup>1</sup>**  
**Emir Temimović**  
**Aida Avdić**  
**Lejla Žunić**

**Abstract:** Brand includes each aspect of perception that we have for a certain product, service or destination. Since the global tourism market is saturated with similar tourism supply, destination branding can contribute considerably to the positioning on the market and underline its quality and speciality. There is a great challenge in creating the tourist brand of Bosnia and Herzegovina. Lack of coordination between the government and the tourist subjects who make significant efforts in promoting B&H, but most of all lack of national consensus on the question “who we really are”, result with pale image of the country in the world, i.e. lack of unique identity, which would be recognized and accepted by the people all around the world. This paper aims to analyze main obstacles in creating a positive image of B&H: the lack of common identity, the lack of consensus on the organization of the state and the lack of minimum common values that could be presented as a step forward. The perception of B&H is negative and totally fits into the picture established in the last two decades. In order to create national tourist brand and improve current situatuon, except for tourism, sport and culture should be core areas in the promotion of a country, but it is necessary to include other economic, human and other resources in the promotion. Special attention should be paid to the creation of the bh. products with geographical origin as international brands, which will through export and thus through daily communication with consumers across the developed and global market, remind on and affirm the natural resources of Bosnia and Herzegovina.

**Keywords:** destination, tourist brand, tourist identity, Bosnia and Herzegovina,

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# POPULATION AND TOURISM - CASE STUDY: BJELAŠNICA MOUNTAIN, BOSNIA AND HERZEGOVINA

**Aida Avdić<sup>1</sup>**  
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**Amina Sivac**  
**Ahmed Džaferagić**

**Abstract:** Decrease of the population is a feature of the majority of settlements, especially those in mountainous areas of Bosnia and Herzegovina. It occurs as a consequence of the negative rate of natural increase and emigration to larger surrounding urban centers and outside the state. Some mountain areas have exceptional natural resources that are included in tourism supply which significantly improves the level of economic development and thereby reverses the present negative demographic trends. Subject of this paper is the relationship between tourism development and demographic conditions in some rural settlements of the mountain Bjelašnica. Bjelašnica and other Olympic mountains are famous for winter tourism, but selective forms of tourism, such as eco and rural tourism are becoming more important, especially in the summer season. According to these trends on tourism market, population is the main stakeholder for the development of mentioned tourism types. In order to better understand the impact of selective form of tourism on the population, it is necessary to analyze demographic characteristics of the observed area. Based on the conducted demographic analysis at the level of the main indicators on the population (dynamics of population movements, structure, etc.), the positive effect of accelerated tourism development on the economic and demographic development was determined.

**Keywords:** Bjelašnica, population, settlements, mountain tourism.

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# INADEQUATE ZONING IN PROTECTED AREAS OF BOSNIA AND HERZEGOVINA - CASE STUDY NP SUTJESKA

**Edin Hrelja<sup>1</sup>**  
**Nusret Drešković**  
**Ranko Mirić**  
**Boris Avdić**

**Abstract:** The subject of this work is inadequate zoning in protected natural areas in Bosnia and Herzegovina, case study - National park Sutjeska. Protected natural areas are under increasing anthropogenic impact, therefore their adequate zoning is the key to sustainable development and sustainable management. Recently, the performed zoning of the Sutjeska National Park, as well as most of the protected areas in Bosnia and Herzegovina, is inadequate and it is mainly established in order to exploit natural resources. As a confirmation of the above, it indicates that the zone III of protection level, where traditional economic activities are permitted, the construction of housing and tourist infrastructure, occupy a significant part in protected areas. General and specific geographical methods and techniques of research are used in this paper. The main focus is GIS method because throughout which is established significant database and maps of inadequate protection zones in the parks.

**Keywords:** zoning, inadequate, protected areas, Bosnia and Herzegovina, NP Sutjeska

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# **ANALYSIS OF CONTEMPORARY TRENDS IN TOURIST MOVEMENT IN SARAJEVO CANTON WITH A SPECIFIC FOCUS ON THE TOURISTS FROM EU AND EUROPEAN COUNTRIES**

**Ranko Mirić<sup>1</sup>**  
**Nusret Drešković**  
**Boris Avdić**  
**Edin Hrelja**

**Abstract:** Sarajevo Canton is by far the most visited tourism region in Bosnia and Herzegovina, considering that it has a share of over one third of all registered tourists in Bosnia and Herzegovina. Sarajevo is a leader also in the context of percentage of foreign tourists (over 85%). In the paper, certain elements of contemporary tourism movement are taken for analysis from the aspect of quantitative indicators, by method of dynamic temporal comparison. Special focus was put on tourists from Arab countries. For the purpose of getting valid indicators of tourist movement trends, authors applied the analytical approach based on monthly quantitative data. Papers objective is to point out temporal dimension of these elements within the taken period, through analysis of monthly values of number of tourists and nights during the five-year tracking of specific trends, as well as to determine annual tourist distribution. Besides comparison of monthly and annual data about tourist movement, the paper is peculiarly oriented toward recognition of trend related to tourists from Arab countries.

**Keywords:** tourism, Sarajevo Canton, tourist movement, tourism trends, Arab tourists.

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# A RESEARCH TO DETERMINE THE RELATIONSHIP BETWEEN THE ORGANIZATIONAL IDENTIFICATION OF THE EMPLOYEES IN TOURISM ESTABLISHMENTS AND THEIR TURNOVER INTENTION

Rüya Ehtiyar<sup>1</sup>

Akin Aksu<sup>2</sup>

Ömür Uçar<sup>3</sup>

**Abstract:** The purpose of this study is to reveal the relationship between the organizational identification of the employees in hotel establishments and travel agencies and their turnover intention. The research data were obtained from 275 participants working in hotels and travel agencies in Antalya. The data were analysed through descriptive analyses, and correlation and regression analyses. As a result of the analyses, it was found that there was a significant and negative relationship between the perceptions of the employees about the organizational identification and their turnover intention. As a result of the study, it was concluded that the organizational identification of the employees affected their turnover intention at a level of 5%.

**Keywords:** Organizational Identification, Turnover Intention, Employees of Hotels and Travel Agencies.

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# THE RELATIONSHIP BETWEEN ORGANIZATIONAL IDENTIFICATION AND LIFE SATISFACTION: A STUDY ON TRAVEL AGENCIES

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Akin Aksu<sup>2</sup>

Ömür Uçar<sup>3</sup>

**Abstract:** The purpose of this study is to examine whether organizational identification has an impact on life satisfaction. Quantitative research methods were used in the study. Research findings have shown that there is a positive relationship between organizational identification and life satisfaction, and that organizational identification predicts life satisfaction.

**Keywords:** Organizational Identification, Life Satisfaction, Travel Agencies

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