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researched were: Who are genealogists? What are their travel patterns and motivations? How has the Internet impacted their travel? Subscribers to 174 e-mail lists focusing on genealogy in USA were requested to respond to the internet based survey. A total of 1,374 responded, the majority being female (73%). Interest in genealogy declined after annual income exceeded $60,000. Most respondents were college educated. On average, respondents were "working on genealogy" for 6 to 10 years, and the average distance traveled for genealogy related trip was 200 to 299 miles. Over 75% planned to travel out-of-state in the coming year. They overwhelmingly preferred to travel by car (80%). Males, and older people spent more money on travel. Over 75% indicated that the Internet had increased their travel. Over 50% used the Internet for travel arrangements. Implications for tourism operators and academics are suggested.

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Yusuf Yilmaz & Volkan Altinas

Mergers in travel industry which are extremely important in Europe and especially Germany, gained speed and these mergers give rise to cartelization. Mergers in travel industry are seen mostly in German and English establishments. These merger companies have both began to dominate the travel industry and have also become great powers with their giant revenues. The fact that these developments in travel industry are Germany-centered makes the subject more important since Germany is one of Turkey's greatest tourist coming countries. That these cartelized structures have partners in Antalya region is vital both for Antalya and Turkey. This paper is a preliminary work aiming to highlight the importance of the subject. The fact that the subject's being relatively new and lack of academic work on the subject, as well as rapid changes in mergers makes it difficult to pursue a detailed study on the subject.

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The present paper aims to suggest specific actions- proposals for policies likely to counteract the difficulties involved in the operational application of Timeshare in Greece. The choice of the S.W.O.T. Analysis methodology can be accounted for by the fact that it enables the detection of strengths and weaknesses as they manifest themselves in the internal operational environment of the Greek Timeshare enterprises. Concurrently, opportunities and threats related to the Greek product are brought to light

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Tourism, because of its peculiar nature, depends much on security and safety at the destination. Likewise, Korea needs to assure concrete security and safety to develop tourism in particular. In new millennium, however, Korea has a major issue to be solved. That is to decrease the political tension between South and North so as to accelerate the reunification of the peninsula. In this context, the peace festival tourism project should be placed in the first priority since this will ease the strained political relations between South and North. This paper attempts to review the actual condition of the peace festival tourism project and to examine economic, socio-cultural and political impacts. To analyze the effects of the study, secondary data and information provided by the research & research agency, newspaper articles and the Bank of Korea were utilized.

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EDITORIAL

This is the sixth issue of TOURISMOS, finishing its third year of publication (volume three). In the previous five issues, our multidisciplinary journal aimed at justifying the rationale behind introducing yet another journal in tourism academic studies. Capitalising on this effort, we now focus on furthering our scope and consolidating our position in both conceptual developments and practical applications in tourism.

In this context, the present issue contains four research papers, three case studies and one research note with an international flavour. The papers address a number of topics namely tourist behaviour, tourist motivations, tourism economics and seasonality, economic impacts of tourism, impact of mergers in travel industry, selection of tourism destination and consumer behaviour, timeshare applications, and tourism and politics. In particular, *Peter Björk and Therese Jansson* produced a very interesting contribution on travel decision making. The paper adds to the field of travel decision making by emphasizing the possibility to identify sub-decisions that are made out of habit and to use habit as a platform for tourist segmentation. The second paper by *Bharath M. Josiam, Richard Frazier and Gauri Bahulka,* examines an interesting and rather underexplored topic: genealogy related tourism, involving covering distances, studying places, learning while travelling, and a patterned way of satisfying personal needs. The third paper by *Nikolaos Dritsakis* thoroughly examines the role and factors of seasonality in tourist revenues in the case of Greece. The results revealed that tourist revenues in Greece are to some extent seasonal, which implies that most involving parties should extend tourist period aiming at developing tourism of all seasons. Finally, recommendations are provided to deal with the "problem" of seasonality. *Cyril Segun Ige and Gbadebo Olusegun* Odularu focus on a study of the relationship between economic growth and growth in tourist arrivals conditional on main macroeconomic variables, and the role of tourism in the sustainable economic development in West Africa.

With respect to the case studies, *Yusuf Yilmaz and Volkan Altinas* illustrate a preliminary work aiming to highlight the importance of mergers in the travel industry of Germany and their impact on tourism destinations with particular emphasis on Antalya in Turkey. *Korstanje Maximiliano* explores the limitations and approaches around the attachment theory and a potential

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application on tourism scope, trying to interpret from a behaviourist standpoint the logic of travel. *Theodoros Stavrinoudis* examine approaches that aim to suggest specific actions and proposals for policies likely to counteract the difficulties involved in the operational application of Timeshare in Greece; opportunities and threats related to the Greek product are brought to light and clearly determined through the analysis of the external environment as well as of the Greek Timeshare market.

Finally, an interesting research note by *Youngsun Shin* outlines and reviews the actual condition of a proposed peace festival tourism project between South and North Korea at DMZ area and examines economic, socio-cultural and political impacts.

Based on the previous analysis, I trust that you will enjoy reading the contributions made in this sixth issue of TOURISMOS; we are all looking forward to our next issue (Volume 4, Number 1) in Spring 2009!

Paris Tsartas
Editor-in-Chief

TOURISMOS: AN INTERNATIONAL MULTIDISCIPLINARY JOURNAL OF TOURISM
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TRAVEL DECISION MAKING - THE ROLE OF HABIT

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The complexity of travel decision making is widely recognized and has previous been studied by the means of grand models and process studies. This study has used the Self-Reported Habit Index of Verplanken and Orbell (2003) to measure habit strength in 23 statements concerning travel decision making. The four sub-decisions of particular interest in this study were; where and when to go on vacation, what to do, as well as how to travel to the chosen destination. The developed instrument unfolds a well recognized structure of travel behavior, results which validate the statements of SRHI and its applicability to the field of tourism. This research adds to the field of travel decision making by emphasizing the possibility to identify sub-decisions that are made out of habit and to use habit as a platform for tourist segmentation.

Keywords: *travel decision making, habitual behavior, habits, the self-reported habit index*

INTRODUCTION

Travel decision making has been of great research interest for a long period of time (Jeng & Fesenmaier, 2002; Decrop & Snelders, 2005). Grand high-involvement decision making models (Andreasen, 1965; Nicosia, 1966; Engel et al., 1990), theories about decision making strategies and tactics (Festinger, 1957; Davis, 1970; Kahneman & Tversky, 1972) developed by consumer behavior researchers and cognitive psychologist have been adopted, adapted, tested and used by tourism researchers (e.g. Fodness, 1992; Fodness & Murray, 1998; 1999).

Consumer behavior in tourism (Wahab et al., 1976) and travel behavior models (Mathieson & Wall, 1982) do therefore advocate a stepwise decision making process initiated by a perceived need to travel.

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The complexity of travel decision making can be explained by 1) the uniqueness of making travel decisions (Gitleson & Crompton, 1984), 2) the number of fields of influence (Schmoll, 1977), and 3) the fact that many travel decisions are family decisions (Kozak, 2007).

Grand decision making models have be criticized of being outdated and not empirically validated. (Swarbrook & Horner, 1999). Their popularity decreased in the 1980s and was replaced by piecemeal studies with a focus on individual decision making strategies (Fodness, 1992; Nichols & Snepenger, 1988), tactics and the influence strategies people use in group decisions (spouses and children). It has been concluded that tourist information search strategies are complex phenomena. Tourists combine different information sources (Fodness & Murray, 1998) and the search strategies used are both situational and socio-economic conditioned (Fodness & Murray, 1999). On a family level, studies by Kozak (2007) concerning spouses involvement in travel decision making concluded that it is very important to incorporate the role played by spouses in the decision making process. Another study within this line of research would just validate the complexity in travel decision making. By presenting another perspective on travel decision making, this paper will enhance the theory in this field.

Previous studies have most often framed travel decisions as one decision consisting of different steps or phases (Moutinho, 1987). The fact that tourists collect information about different aspects of their travel has also been recognized and studied (Fodness & Murray, 1998). However, travel decision making is not just one single decision, but consists of many sub-decisions (c.f. Tay et al., 1996; Woodside & MacDonald, 1994; Dellaert et al., 1998; Fesenmaier & Jeng, 2000) of which some may be preceded by an extended decision making process while other sub-decisions may be made out of habit.

Habit as a multidimensional and abstract concept, much more comprehensive than repeat behavior, has caused intensive discussion about how to operationalize and measure it (Verplanken & Orbell, 2003; Verplanken, 2006). Eagly and Chaiken (1993: 181) wrote "…the role of habit per se remains indeterminate … because of the difficulty of designing adequate measures of habit". One of the most recently presented measurements for habits is the Self-Reported Habit Index (SRHI) developed by Verplaken and Orbell (2003). Its usefulness has been proved when measuring several different habits, for example eating behavior (Brug et al., 2006), transportation mode choice (Verplanken et al., 2005), and leisure activities (Verplanken & Orbell, 2003). The SRHI has however not been tested in the field of tourism. This study focuses on

habit as a multi-dimensional concept and the aim is, consequently, to identify sub-decisions tourist make out of habit and to adapt the SRHI to the field of tourism.

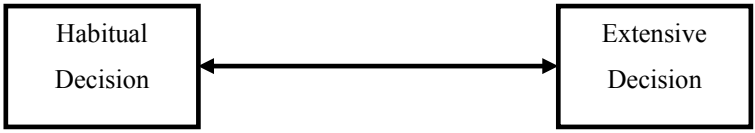
This paper is structured as follows. Firstly, the complexity of travel decision making is exposed and the four sub-decisions of interest in this study are sorted out and discussed. The literature on habit as a theoretical concept is reviewed and measurement issues are then put in focus. The structure of our empirical study is presented in section five. A self-administered questionnaire built on the Self-Reported Habit Index of Verplanken and Orbell (2003) was applied to fit the field of travel decision making. Empirical results based on a survey carried out in two Nordic countries, and suggestions for future studies are presented in the last two sections.

TRAVEL DECISION MAKING – FOUR SUB-DECISIONS

Individual decision making, whether it concerns vacation or some other issues, can be performed in different ways depending on the amount of effort that goes into the decision (Solomon et al., 1999). On the one end of the continuum is the habitual decision-making approach (see figure 1), where every decision is made very fast and with a low mental effort. This type of decision making can be effective in many cases, when it minimizes the amount of time and energy a person spend on a purchase decision. It also reduces risk because the consumer knows that she has been satisfied with the decision in the past. As a traveler, the individual perceives herself to have high knowledge of available alternatives and a low need of additional information to make a decision (Mayo & Jarvis, 1981).

On the other end of the continuum, an extensive decision-making approach is found, where more time and effort will be put into the decision. This approach is very similar to the traditional decision-making perspective where the consumer goes through the stages: Problem recognition – Information search – Evaluation of alternatives – Product choice – Outcomes. In between these two ends of the continuum, decisions characterized by limited problem-solving are identified. This is a more straightforward and simple way of making decisions, and the consumers use different heuristics or mental rules-of-thumb to make a decision without any substantial cognitive effort (Björk, 1993).

Figure 1. Decision-making continuum



High	Perceived knowledge about available alternatives	Low
Low	Perceived need for information	High
Low	Involvement	High
Low	Mental effort	High
Short	Length of time to each decision	Longer

Source: Solomon et al. (1999), Mayo and Jarvis (1981)

The decision making process of going on vacation can be seen as an overall decision making process that includes several different decisions that all are results of separate "smaller" decision making processes. The decision making approach used by the individual in these separate sub-decisions might be different depending on what kind of decision that is in focus and may also have an impact on how the individual respond to different marketing activities.

Earlier research in the travel area has focused a lot on destination choice, where the travel decision behavior is equal to the choice of where to go on vacation. Consequently, travel decision behavior has been assumed to be a trade-off process among different destination attributes (see Jeng & Fesenmaier, 2002). As stated before, to go on vacation does not involve one single decision, but consists of several sub-decisions that a person needs to consider; where to go, when to go, what to do while on vacation, and how to get to the chosen destination. These are complex multi-faceted decisions where the choices for different components are interrelated and develop in a decision process over time (Crompton, 1992; Dellaert et al., 1998; Jeng & Fesenmaier, 2002).

Decisions concerning *where* to go on vacation involve what place or destination to visit or if you make the choice of staying at home. This

decision is influenced by many different factors. It can for example be based on the activities that you want to perform, a special scenery that you want to experience, or on emotional ties. Regarding *when* to go on vacation, this decision involves what time of the year a person choose to have vacation. This can to a great extent be controlled by external factors and not always the individual herself. For example, the structure of many workplaces is to have the employees take out most of their vacation during the summer. Though, some activities that a person likes to perform may be very seasonable dependent, e.g. skiing or outdoor swimming, and one has to travel quite far to be able to carry out these activities when they are "off season". In this case, the individual's wish to carry out a certain activity will influence when to take vacation. Concerning *what* to do during the vacation, there are endless of activity alternatives for an individual to choose from. On the one end of the scale there are people who prefer to be very non active and the activities that they do perform are quiet and calm, while on the other end there are people who are adventurous and has a very active vacation. Further, the decision of what to do during the vacation can also be influenced by where the person has chosen to spend her vacation. The fourth decision regarding vacation involves *how* to get to the chosen destination, e.g. what means of transportation to use. This too opens up for a lot of different alternatives for the individual to choose from. He or she can for example go by foot, bike, car, bus, boat, or air plane. Depending on which alternative that is chosen, the positive and negative effect for the individual herself and on our environment differs.

According to Decrop and Snelders (2005), habitual decision making can be connected to one particular vacation sub-decision which does not mean that other vacation decisions are made by habit. For example, a decision of going skiing (*what* to do) may be made by using an extensive decision making approach where the individual compare different alternatives and search for information before making the final decision. As soon as the decision of going skiing is made the decision of going to the Alps (*where* to go) may come by routine because "when I go skiing, I always go to the Alps". This suggests that travel decision making can not necessarily be adhered to one place on the decision-making continuum presented in Figure 1.

HABIT – A MULTIDIMENSIONAL CONCEPT

The habit construct was developed by learning theorists in psychology (e.g. Hull, 1943) and can be defined as "learned sequences of acts that become automatic responses to specific situations, which may be functional in obtaining certain goals or end states" (Verplanken et al., 1997: 540). The individual is usually not "conscious" of these sequences. This means that when a goal that is associated with a habit is activated, responses that are connected to specific situations or cues become more accessible. This cue then automatically triggers the habitual response (e.g. Aarts & Dijksterhuis, 2000). Tracing the concepts of automaticity and habits back in time we end up with William James and his thoughts about skill acquisition and the importance of habits in every day life. In 1890 James stated that activities that are practiced frequently and consistently require less and less conscious effort over time and that a habit is developed when a behavior is not consciously attended (Wegner & Bargh, 1998). Habits have thus a history of repetition and the more frequent we perform a behavior the more likely it is to be habitual (Verplanken & Orbell, 2003; Aarts et al., 1998). Gärling and Axhausen (2003: 2) define habit as "the repeat performance of behavior sequences". There is however no theory saying that frequency is related to habit strengths, in other words, it is not possible to say that a habit becomes stronger when an activity is performed more frequent (Verplanken et al., 2005; Verplanken, 2006).

Habit can be characterized as behavior that is originally intentional, is possible to control to a limit degree, is executed without (or little) awareness, and is efficient (Verplanken & Orbell, 2003). This implies that even a complex behavior, with sufficient repetition and practice may need less involvement, information search and cognitive effort and thus become habitual (Ajzen, 2002; Ouellette & Wood, 1998). Past solutions are reused (Gärling & Axhausen, 2003). Habits do not develop randomly, but are formed because they are beneficial to us. They develop in a stable situation and because the action appears functional or efficient or gives us pleasure (Verplanken et al., 2005; Wood et al., 2002). According to Verplanken et al. (1994; 1997), a person using a habitual decision making process usually base the choice on knowledge and attitudes that already exist in her mind. As habit strength increases, the depth of the information needed prior to making a decision decreases and the habit might not be easily changed just using traditional persuasive communication. A successful change involves breaking a habit and developing a new behavior. This implies that a person with a strong habit needs less

information about different options before making a decision than a person with a weak habit or a person using an extended decision making approach and consequently the behavioral change process might look different depending on the decision making process used by the individual. There exists a tradeoff between attitude and habits. When habit is weak, the attitude-behavior link is stronger than when habit is strong (Verplanken, 1994).

HABIT – MEASUREMENT ISSUES

The problem of measuring habits is well known by researchers in the field of social psychology (Mittal, 1988; Eagly & Chaiken 1993; Verplanken et al., 2005; 1994) and most studies have been done on daily or weekly behavior. Decisions regarding where and when to go on vacation, what to do during vacation, and how to get to the chosen destination can be assumed to be decisions that an individual does not have to consider on a daily or weekly basis, i.e. not a very frequent behavior. However, Hogarth (1987: 69) states that "many of us have used … 'unthinking' strategies concerning, for example, choice of vacation ('We liked it last year')" and we believe that vacation decisions can be of more or less habitual nature. At least some of the sub-decisions, which studies of destination loyalty and repeat visitations are a proof of (Alegre & Cladera 2006).

One of the most recently developed measurements for habit strength is the Self-Reported Habit Index (SRHI). However, it has mostly been used to measure to what degree a daily or weekly choice or behavior is habitual. To measure habit strength in infrequent vacation decisions by using this index is not yet done, but as the habit construct is to be considered as different from frequency of occurrence (Verplanken, 2006) we do not see this as a problem. Tests made with the SRHI have been proven to be reliable and valid and gives a more complete account of habit than for example behavioral frequency measures (Verplanken & Orbell, 2003; Verplanken, 2006).

To be able to measure habit it is necessary to operationalize the theoretical construct. A common way for social psychologist to measure habit has been to use the measurement of self-reported frequency of past behavior (SRF), where respondents are asked how many times they have performed a behavior in the past (e.g. Eagly & Chaiken, 1993; Ouellette & Wood, 1998). This reasoning says that there is no distinction between past behavior and habit. Ajzen (2002) has however criticized the effect of

previous behavior on future behavior, saying that there is no rule that says that repeated behavior involves habituation. It does not matter "how often we have climbed the same mountain" because it is still difficult to see if this behavior is habitual in the sense of being an automatic response to a specific cue or situation. (Ajzen, 2002: 109). Other problems that arise when using SRF as a measurement of habit are that it can not be taken for certain that there is a linear relation between behavioral frequency and habit, it can for example be questioned how many trials it takes to form a habit. Additionally, behavioral frequency does not keep on strengthening a habit after it has been formed. According to behaviorist models, repetition and reinforcement is necessary to keep an established behavior, but they do not say that repetitions will strengthen the habit, which is the suggestion of self-reported frequency measures. Another problem involves the difficulty for a respondent to accurately report a behavior made in the past, especially if the behavior is habitual. (Verplanken et al., 2005; Verplanken, 2006) Other studies have concluded that past behavior is the primary predictor of future behavior when habits are developed by repeated behavior in a stable context, whereas behavior which is new or developed in an unstable or difficult context more likely is predicted by intentions (e.g. Ouellette & Wood 1998; Wood et al., 2002).

Some researchers have used a variant of self-reported frequency measure in their studies called self-reported habit frequency (SRHF) (e.g. Mittal, 1988). They have asked respondents how often a certain behavior was conducted in the past "without awareness" or "by force of habit" (Verplanken et al., 2005: 236). This method suffers from the above mentioned problems, but also the fact that two questions are asked at the same time (i.e. a frequency estimate and the question to what degree a behavior is habitual). As a consequence to this, Verplanken et al. (2005) also discuss two alternative measures of habit strength; the Response Frequency Measure and the Self-Reported Habit Index.

The Response Frequence (RF) Measure (Verplanken et al., 2005; Verplanken, 2006) was developed to be used in research concerning measurement on travel mode choice. Each respondent was given a number of different destinations and then asked what transportation mode they would choose when going to each and every destination. Every decision was supposed to be made on top of mind, meaning that each respondent was told to respond as quickly as possible without giving much thought to the answer. The idea behind RF measure is that general habits such as taking the car or bike are represented as behavioral schemas and when a schema is activated the dominant travel mode choice

to that schema would be chosen by the respondent. For example, going to work may activate the travel mode of taking the bike.

The Self-Reported Habit Index (SRHI) was developed by Verplanken and Orbell (2003) and they stress the importance of considering habits as a psychological construct and not just frequency of past behavior. The SRHI broke down the habit concept into a number of different components that characterize habits; a history of repetition, automaticity (lack of awareness, lack of control, mental efficiency), and expressing self-identity. A history of repetition is seen as the core component of habits, while lack of awareness, lack of control, and mental efficiency all represent different features of automaticity that are typical for habitual behavior. Self-identity is finally included because habits can be considered to be idiosyncratic behaviors and a part of how we organize our life. This might be a part of a person's self-description or personal style, and therefore some habits may be seen as descriptive of a person and consequently expressing his or her identity. The concept of habit is broken down into these five components because they are easier for respondents to reflect on, compared to reflecting on a direct question (e.g. "To what extent is behavior X a habit?"), which likely would have responses lacking of validity and reliability. The SRHI measurement has been used in a variety of studies, for example when measuring the habit strengths of listening to music, watching a TV soap series, and buying on impulse.

The SRHI was used in this study because a multi-item construct with the five above mentioned components seems to be the most relevant to use as measurement in the framework of tourists' decision making. It can be difficult for individuals to recall frequency in behavior and consequently we did not want to use a measurement that made the respondents focus on frequency estimates in our study. As a habit is viewed as different from frequency occurrence (Verplanken, 2006) and the SRHI does not focus on the frequency aspect, we found the index to be a valid instrument to use. Continuing, the measurement had to be possible to use in a self-administered questionnaire, which is the case of the SRHI.

EMPIRICAL STUDY

This exploratory study was made with the purpose of identifying habitual travel decisions and to test the usability of SRHI on travel decision making. Respondents were chosen through convenience

sampling and a total of 47 respondents from Sweden and Finland took part in our study. A questionnaire was developed where the four different questions regarding vacation (where, when, what, and how) were operationalized by the means of 23 statements, e.g. “To go abroad on my vacation is something…”, “To have my vacation during the summer is something…”. Every statement was then followed by the SRHI (Verplanken & Orbell, 2003), which consists of 12 items that characterize the five components of habit (Table 1).

Table 1. The SRHI measures

	Behavior X is something…	Components of habit
1.	I do frequently.	History of repetition
2.	that belongs to my (daily, weekly, monthly) routine.	
3.	I have been doing for a long time.	
4.	I do automatically.	Lack of awareness
5.	I do without thinking.	
6.	I have no need to think about doing.	
7.	I do without having to consciously remember.	Lack of control
8.	I start doing before I realize I’m doing it.	
9.	that makes me feel weird if I do not do it.	Expressing self-identity
10.	that’s typically “me”.	
11.	that would require effort not to do it.	Mental efficiency
12.	I would find hard not to do.	

The SRHI was translated into Swedish and the respondents answered by using a five point Likert–type scale, ranging from "strongly agree" to "strongly disagree" (Table 2).

Table 2. The research set up

	Where to go for a vacation	When to go for a vacation	What to do on vacation	How to travel to the destination
Number of statements	4	5	7	7
Number of items per statement	12	12	12	12
Scale used	5-point Likert 1 = strongly agree 5 = strongly disagree	5-point Likert 1 = strongly agree 5 = strongly disagree	5-point Likert 1 = strongly agree 5 = strongly disagree	5-point Likert 1 = strongly agree 5 = strongly disagree

Accordingly, twenty three statements were used to measure five dimensions of habit linked to four sub-decisions.

FINDINGS

The reliability of the summated scales based on the 12 items used to characterize the five components of habit is accepted. The calculated Cronbach's Alpha exceeds the cutoff value of 0.7 (Nunnally, 1978) (Table 3). Habit is in this study not binominal distributed. A choice can according to Verplanken et al. (2005) be habitual to a certain degree. In this study, we interpret the behavior as habitual when the SRHI is below three (3). The index and average index for each sub-decision is calculated and the results are illustrated on an aggregated level in Table 3.

Table 3. Cronbach's Alpha and Habit Index

Sub-decisions	Statements	Cronbach's Alpha	Habit, Index
Where to go	To go abroad on vacation…	0.930	3,437
	To stay at home during my vacation…	0,958	3,230
	To visit different places during my vacation…	0,870	2,422
	To visit the same place during my vacation….	0,966	3,178
			Average Index 3,066
When to go	To have vacation during summer time …	0,945	1,820
	To take vacation at different times throughout the year…	0,953	2,876
	To never take out vacation….	0,940	4,602
	To take my vacation at approximately the same time every year…	0.961	2,270
	To go on vacation during the winter time…	0,975	3,161
			Average Index 2,945
What to do	To do the same type of activities during my vacation…	0,961	2,916
	To practice my hobby during my vacation…	0,955	2,731
	To go camping during my vacation …	0,963	4,187
	To go on a chartered tour during my vacation…	0,977	3,678
	To take part in an eco tourism activity	0,975	4,251
	To experience something new during every vacation…	0,971	2,348
	Continued ...		

	To take the day as it comes during my vacation….	0,969	3,096
			Average Index 3.315
How to travel	To go by car to my vacation destination….	0,957	3,035
	To go by airplane to my vacation destination…	0,966	2,982
	To use a non-motor driven vehicle (e.g. bike, walking) to get to my vacation destination…	0,982	4,509
	To take the boat to my vacation destination…	0,985	4,105
	To take the bus to my vacation destination…	0,970	4,189
	To take the train to my vacation destination…	0,962	4,127
	To use the same mean of transportation to get to my vacation destination….	0,975	2,722
			Average Index 3,667

The most habitual sub-decision is "when to go" (2,945) followed by "where to go" (3,066) and "what to do" (3,315). The least habitual sub-decision is "how to travel" (3,667). A more fine-grained analysis of the four sub-decisions shows that to take a vacation during summer time (1,820) and to have a leave at approximately the same time of the year (2,270) are two very habitual travel decisions. Results, which seem plausible considering that June, July and August are the most popular months for vacation in both Finland (Statistics Finland, 2007) and Sweden (Nutek, 2007). The habit to take vacation at different times throughout the year (2,876) is interpreted as the time of "winter holiday", Christmas, New Year, and Eastern vacations.

The results do also reveal that the tourists have an inclination to make habitual decisions about visiting different places during vacation (2,422), as well as to experience "something new" (2,348). Our results also show that activities linked to ones hobbies (2,731) are decided on a habitual

basis, as well as the decision to do the same activities (2,916). Similar habitual decision making is identified when it comes to the sub-decision of transportation, especially when we study the choice of using the same transportation mode (2,722) and traveling by airplane (2,982).

Our interpretations and analysis show that the potential of SRHI as a traveler segmentation base can be recognized by the means of a cluster analysis. Three significant different segments of travelers were identified. One segment of travelers is those who have a high degree of habitual decision behavior (= low center value, i.e. close to 1). A middle segment can be identified as well as a segment of respondents with a low level of habitual decision behavior (= high center value, i.e. close to 5) (Table 4).

Table 4. Three clusters of travellers based on their habitual behaviour

Sub-decisions	Statements	Cluster 1 - center - number (n)	Cluster 2 - center - number (n)	Cluster 3 - center - number (n)	Sign.
Where to go	To go abroad on vacation…	2,13 10	3,26 16	4,50 15	0.000
	Age	43,10	44,75	35,67	0.076
	To stay at home during my vacation…	3,24 12	4,72 12	2,04 15	0.000
	To visit different places during my vacation…	2,36 23	3,21 14	1,37 9	0.000
	To visit the same place during my vacation….	1,78 12	3,01 16	4,68 13	0.000
	To have vacation during summer time …	2,18 10	1,23 31	4,31 6	0.000
	Continued				

When to go	To take vacation at different times throughout the year…	4,33 13	2,76 12	1,51 21	0.000
Gender	Women Men	10 3	3 9	14 7	0.019
	To never take out vacation….	4,80 36	2,67 2	1,42 1	0.000
	To take my vacation at approximately the same time every year…	2,45 22	1,29 16	4,25 6	0.000
	To go on vacation during the winter time…	3,06 19	1,19 10	4,61 15	0.000
What to do	To do the same type of activities during my vacation…	4,32 13	1,65 11	2,71 21	0.000
	To practice my hobby during my vacation…	2,64 31	4,82 6	1,33 7	0.000
	To go camping during my vacation …	4,84 30	1,73 5	3,44 10	0,000
	To go on a chartered tour during my vacation…	1,90 10	4,67 22	3,28 10	0,000
	To take part in an eco tourism activity	4,86 30	3,03 13	2,00 1	0,000
	To experience something new during every vacation…	4,25 6	2,48 25	1,12 12	0,000

Continued ...

	To take the day as it comes during my vacation….	1,71 10	2,77 19	4,35 16	0,000
How to travel	To go by car to my vacation destination….	3,01 15	1,98 14	4,42 11	0,000
	To go by airplane to my vacation destination…	4,16 16	2,54 22	1,17 5	0,000
	Gender Women Men	9 7	16 6	1 4	0.085
	To use a non-motor driven vehicle (e.g. bike, walking) to get to my vacation destination…	4,98 32	3,55 5	2,43 5	0,000
	To take the boat to my vacation destination…	1,64 6	4,94 28	3,33 11	0,000
	To take the bus to my vacation destination…	2,73 11	4,96 24	3,88 8	0,000
	To take the train to my vacation destination…	1,92 2	4,91 23	3,32 17	0,000
	To use the same mean of transportation to get to my vacation destination….	2,58 24	4,38 10	1,27 9	0,000

A follow-up analysis based on empirical Analysis of variances and Chi-Square tests show that the decision to go abroad is among older people (segment 1, 2) more habitual than the younger ones (segment 3). We do also recognize the difference between men and women when it

comes to the decisions "To take vacation at different times throughout the year…", and "To go by airplane to my vacation destination…". These differences were identified even though our data set is rather small and homogeneous. The full segmentation potential of our approach is though to be proven in future studies.

The dynamic of habitual travel decision making on an individual level is not explicitly presented in this article. The figures presented in Table 4, the number of members in each cluster, do however indicate the volatile habitual travel decision structure.

The SRHI also enabled us to explore tourists' profiles in our data set. A cross-table analysis of the correlation matrix (appendix) consisting of 23 sub-decisions depicts the following travel decision profiles (correlation values in brackets).

The winter charter tourist to the sun-belt

The sub-decision to *travel abroad* on vacation is linked to the decision to have vacation during the winter season (0,479) and to take a charter tour (0,472) by airplane (0,398). Decisions about activities practiced during these trips are to experience something new (0,508). There is a strong correlation between the decision to take vacation during winter time and to take vacation during different time periods (0,704). Winter vacation in Finland and Sweden is usually associated with a vacation during Christmas time, New Year, a week of winter sport holiday, and/or during Eastern.

The summer tourist, second home and camping

The sub-decision to *stay at home* during *summer time* (0,484) and to take vacation at approximately the same time of the year (0,372) constitutes another sub-decision pattern. The decision to stay at home during vacation is also correlated to the decision to do the same thing (0,372), to practice ones hobbies (0.339), and to use the same mean of transportation (0,339). We interpret this group of people as second home owners.

Furthermore, there is a strong link between practice ones hobby, camping (0,403) and to experience new things (0,355). These results describe a third group of travelers, campers who travel from one place to another during summer time.

This study has identified the habitual travel behavior linked to four sub-decisions, significant different clusters of travelers, and well recognized segments of travelers when it comes to travel behavior in Finland and Sweden. The usability of SRHI (Verplanken & Orbell, 2003) in a tourism context has not previously been proved. A gap we fill in this study. We are now, encouraged by the well recognized travel patterns we identified using an adapted SRHI, prepared to advocate this measure to be used to uncover habitual travel behavior.

CONCLUSIONS AND FURTHER STUDIES

This paper adds to the tourist decision making literature by empirically prove the existence of habitual sub-decisions within the framework of travel decisions. The SRHI scale developed by Verplanken and Orbell (2003) has not previously been tested on travel behavior. Of the four sub-decisions analyzed in this paper, the decision "when to go" was on an aggregated level the most habitual. This paper identified three clusters of travelers based on their habitual decision making structure. The 23 statements used to measure the habitual decision behavior linked to the four sub-decisions gave us a unique possibility to identify decision pattern based on a correlation analysis. We identified two travel decision profiles “the winter charter tourist” and “the summer tourist”.

We are encouraged to advocate the use of the SRHI instrument, despite its somewhat heavy structure. The reliability of a very lengthy questionnaire considering the respondents interest in completing the questionnaire must be discussed. Our respondents found the 23 statements we used to measure the four sub-decisions as relevant. Still, we want to stress that this was an exploratory study and follow-up studies are very welcomed in order to validate the instrument. We also want to stress the fact that we only used four sub-decisions to be analyzed in this study. Other sub-decisions linked to, for example, information behavior and travel budget could be included in a future study. The SRHI consists of 12 items characterizing five habitual components. The validity of the SRHI scale is claimed to be high. The travel pattern of Finns and Swedes on an aggregated level is well known. The results of the cluster analysis are in no contrast to what could be expected. The inter-linked sub-decisions found could therefore be further analyzed. The full potential of all analysis is not presented in this article. The aim was to identify sub-decisions tourists make out of habit and to adapt the SRHI to the field of tourism.

Since our study showed that it is possible to segment travelers into three different clusters regarding to what degree their decision making is habitual, further studies should look more in detail to what characterize the member of these groups. As an individual with a strong habit look for less information prior to a decision than an individual with a weak habit, it is relevant to identify characteristics for groups using different decision making approaches. It is of importance to marketers in the field of tourism to know in what way their customers make decisions so they can have the right content and timing in their external messages.

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APPENDIX

CORRELATION MATRIX

Variable list

No.	Statements
1	To go abroad on vacation…
2	To stay at home during my vacation…
3	To visit different places during my vacation…
4	To visit the same place during my vacation….
5	To have vacation during summer time …
6	To take vacation at different times throughout the year…
7	To never take out vacation….
8	To take my vacation at approximately the same time every year…
9	To go on vacation during the winter time…
10	To do the same type of activities during my vacation…
11	To practice my hobby during my vacation…
12	To go camping during my vacation …
13	To go on a chartered tour during my vacation…
14	To take part in an eco tourism activity
15	To experience something new during every vacation…
16	To take the day as it comes during my vacation….
17	To go by car to my vacation destination….
18	To go by airplane to my vacation destination…
19	To use a non-motor driven vehicle (e.g. bike, walking) to get to my vacation destination…
20	To take the boat to my vacation destination…
21	To take the bus to my vacation destination…
22	To take the train to my vacation destination…
23	To use the same mean of transportation to get to my vacation destination….

Correlation symbols

Positive correlation significant at the 0.05 level = +, significant at the 0.01 level = ++
Negative correlation significant at the 0.05 level = -, significant at the 0.01 level = --

Statements																								
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
1																							
2																							
3																							
4			-																				
5		++																					
6																							
7																							
8		+	++		++																		
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15	++		++	--				++			+			++									
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WHO AM I? WHERE DID I COME FROM? WHERE DO I GO TO FIND OUT? GENEALOGY, THE INTERNET, AND TOURISM

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Genealogists seek to answer the questions: *Who am I? Where did I come from? Who were my ancestors?* For answers, genealogists today use the Internet. However, genealogists still need to travel. Genealogy related tourism involves covering distances, studying places, and learning while traveling, while satisfying personal needs.

Major questions of interest that this study researched were: *Who are genealogists? What are their travel patterns and motivations? How has the Internet impacted their travel?*

A total of 1,374 respondents completed Internet based surveys. Respondents were subscribers to genealogy focused e-mail lists. The average respondent was college educated, "working on genealogy" for six to ten years, and had travelled 200 to 299 miles for a genealogy related trip. Over 75% planned to travel out-of-state in the coming year by car. Males and older people spent more money on travel. The majority of the respondents indicated that the Internet had increased their travel, and that they had used the Internet for travel arrangements.

Keywords: *Genealogy, Tourism, Internet, Travel Motivations, Travel Patterns*

INTRODUCTION AND LITERATURE REVIEW

Genealogy is the most popular hobby in the United States of America (USA) (Burroughs, 2000; Fulkerson, 1995; Wadham, 2000). Genealogy as a hobby has recently risen to be one of the most popular online hobbies, in conjunction with increasing internet usage (Veale, 2005). Interest in genealogy as hobby amongst Americans has increased dramatically over time. Over 50 million people belonged to a family,

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where one of the family members had used the internet for genealogy research (Phillips, 2003). About 85% of the users of the National Archives are working on genealogy (Burroughs, 2000). Many genealogists use the Internet for their research. The National Archives group has the highest number of web sites, with 2 million plus sites and still growing (Nicol, 1999). The sheer number of genealogists using the Internet was vividly demonstrated, when The Church of Jesus Christ of Latter-day Saints opened their free site, www.familysearch.org, and received 30 million hits on the first day. Internet and digitalization in recent times offer tremendous opportunities for information sharing and application, emphasizing the strength of internet usage in genealogy searches (Mills, 2003).

Genealogy

Genealogy is the practice of tracing a family's history. It has always been a popular activity among library patrons, young and old, and every ethnic group (Kemp, 1999a; Kemp, 1999b, Wadham, 2000). People want a connection with the past, and know their roots (Fulkerson, 1995). People need to understand where they came from, in order to know where they are heading (Basu, 2004). This can be achieved through discovering "self and the other" (Galani-Moutafi , 2000). Genealogy is defined as the 'study of family origins and history, where genealogists compile lists of ancestors arranged in pedigree charts or other written forms' (Encyclopedia Britannica, 2004). However, genealogy is not a recent adoption. The recording of lineage is seen not only in the Pyramids of Ancient Egypt, but also in the sacred texts of most major religions, be it Hinduism, Judaism, Christianity, or Islam. The Harleian Society was formed in 1869 to print manuscripts relating to genealogy, and the Society of Genealogists was founded in 1911 (Fowler, 2001). The current popularity of genealogy in the USA started with the 1977 TV mini series Roots by Alex Haley (Burroughs, 2000; Hornblower, 1999; Woodtor, 1994).

The Church of Jesus Christ of Latter-day Saints (The Mormon Church) founded in April 1830 has been involved in genealogy right from the start, as a religious obligation (Why Family History, 2001). Genealogy is the central theme for the members of this church. The church has been active in collecting, storing, and protecting genealogical records since 1938. Hornblower (1999) stated that 800,000 people visited the Family History Library maintained by the church in Salt Lake City,

Utah, USA in 1998. It is among the largest repositories of genealogical records in the world (Timothy, 1997)

Genealogy and Internet

The internet is identified as a catalyst in increasing the interest of people in genealogy as a hobby. It is said to have revolutionized genealogy as a hobby from its earlier days of public access (Veale, 2004). Genealogists are seen to use Internet from as early as 1983, since the first genealogy based news group net.roots was launched (Isaacson, 1998). In 2004, Ancestry.com – an online commercial genealogy provider, had over 1.5 million paid subscriptions. This further strengthens the notion that the internet has the capacity to enhance genealogy as a hobby (Veale, 2004).

In the early years of the pursuit of genealogy (1700), source materials in terms of documents and records were often not available or easily accessible. Furthermore, genealogists were required to travel a considerable distance to access any organized information (Sheppard, 1977). In the mid-nineteenth century an effort was made by genealogical societies to collect, collate, and make genealogy related information more accessible. This facilitated the genealogy revolution (Bockstruck, 1983). The advent of computers further facilitated the research process for genealogists. These advances in technology and record keeping were aggressively utilized by genealogists (Veale, 2004).

Genealogy, Internet, and Travel/Tourism

The Internet is basically a repository of information and rarely contains the actual document of interest to genealogists (Hornblower, 1999). To establish an authentic linkage to an ancestor, most genealogists need to travel, to see, feel, and copy documents, or photograph tombstones and places. There is "something tactile and emotional" as genealogical documents and fragile photos are located, held, or personally seen (Fulkerson, 1995). Genealogists often want several different documents before they will say, "This is the person or relative I'm looking for" (Hornblower, 1999; Post, Poppel, Imhoff, & Kruse, 1997). This search for diverse documentation generally entails travel. Such travel may have hitherto been studied under other recognized forms of tourism such as heritage tourism, cultural tourism, or rural tourism, just to name a few.

The link between use of internet for genealogy and genealogy tourism has been examined in previous research. Podber, (2003) in his study interviewed genealogists who used the internet. He cited this quote from Nancy Sparks Morission's interview (Podber, 2003, Pg. 1289):

> "I got a computer (in 1997) and started putting my genealogy into it. And I got on the Internet, and I put a note on one of the (genealogy) message boards saying I'm looking for this Indian grandmother, her name is Mary Collins. And I got a reply from a girl who lived in California and she said your Collins is in the area of the Melungeons, in the area where Melungeons were. And I wrote her back and said, "Who the heck are Melungeons?" So she gave me a little brief thing, I went to the library and I found Brent (Kennedy)'s book and I sat down and read the book and it just clicked. I knew immediately that this was where this family belonged, was in this character. So, I began doing more research. I have about seven lines that I think are Melungeon connected....I don't think I would have found it without the Internet. It's interesting because I never really felt that I belonged. I've always been kind of a private person....I never felt really comfortable in this group or that group or the other group. It was just not- and when I found the Melungeons and the first time I went to Wise, Virginia, (where First Union was held) I felt like I was coming home. It amazed me, the emotional feeling that I got."

It is observed that the travel industry is consistently mentioned as most likely to be affected by technological developments in Information Technology (IT) (Weber & Roehl, 1999). Janal (1998) saw a major advantage to being guaranteed highly qualified prospects, since the marketing effort on the Internet is created specifically for the sites people are visiting. Since genealogists frequent genealogy sites on the Internet and travel to places for additional research, tourism marketers can develop targeted programs and advertise them for site-users.

Motivators for Genealogy Tourism

Genealogists may have a many different motivations to travel. The possibility of family reunions may in fact be a primary interest in the

search for "lost" family members. Myers (2000) stated that happy people are the ones who have the greatest degree of family, "belonging," and "friendships." Most genealogists are willing to travel long distances to find their roots. One of the common practices when finding ones roots, is travelling to countries, regions, and villages from which their ancestors originally came from (Timothy, 1997). The common activities that these genealogists are involved at their destination are research in community archives, churches, cemeteries, finding the houses where their ancestors were raised etc. (Timothy, 1997).

One can also look at genealogy tourism, as a visiting friends and relatives (VFR) phenomena, to see if it is a prime motivator or part of a set of activities to further develop the family image and history (Moscardo, Pearce, Morrison, Green and O'Leary, 2000). VFR may not be the sole reason for travel; rather it is one of many complex motivations for the trip (Moscardo, et al., 2000; Morrison, Hsieh, and O'Leary, 1995). VFR tourism is not a homogenous phenomenon; rather it is segmented. It could be argued that genealogy tourism is one niche within VFR tourism. Furthermore, for genealogists, it is possible that VFR tourism is not just about the living, but also the dead. Genealogists travel to cemeteries, courthouses, libraries, historical societies, newspaper archives, publisher's repositories, and foreign countries in their never-ending quest for information and clues on ancestors (Burroughs, 2000; Hornblower, 1999; Gormley, 2000; Nicol, 1999; Woodtor, 1994; Zakin, 1997).

People seek to know themselves in the context of "personhood." Self-identity is a valuable method to study the geographies of tourism consumption. There is a relationship between the geographies of tourism consumption and how people seek to fulfill the desire and need for self-identity. "Personhood" is an attempt to gain a sense of self, and a self-consciousness of a person's place in the world and in time through tourism (Desforges, 2000). People over time have functioned as travelers, ethnographers and tourist as they seek self-discovery and self-representation from looking into the elsewhere and the "other" (Galani-Moutafi, 2000). Genealogists may be filling the modern role of traveler, tourist, and ethnographer, as they seek and document family lineage, cultural background, and history.

Reaffirmation of identity is another motivator for genealogy travel. The need for preserving the past mainly arises from the need of tangible objects which support the self identity of genealogy travelers (Tuan, 1977). Visitors to heritage sites exhibit "insightfulness" and derive benefits by insights into the past, reaffirmation of identity, and an understanding of a person's location in time and space. Cultural and

heritage tourism then becomes a personal visit involving a personal dimension and personal meaning giving the tourist an active role in developing their own "meaningful environment" (McIntosh and Prentice, 1999).

Visiting a great historical site, which is a part of the family history or background of a traveler, evokes a whole new meaning and emotions in the traveller (McClay, 2000). Genealogists undergo the same experiential processes by visiting locations relevant to their research. In this context, perhaps genealogists operate at a higher level than the typical cultural tourist. It is also observed that any historic location is looked upon differently by different people (Poria, Butler & Airey, Cheung, 2003, 1999). For example, an ancient Buddhist temple may be viewed as a world heritage site by one international visitor, while another of the Buddhist faith, may look at the temple as a personal heritage site (Timothy, 1997). This debate is solidified for genealogists by Nuryanti' s (1996) claim that heritage tourism is really inheritance, which has the potential to create or magnify the appreciation of the past, and to produce a link between the past and the present. Genealogy tourism may be, as Corey (1996) stated, a "drama-based model" of tourism that is driven by a symbolic interactionist theory. Genealogy tourism may well be a dramatic search for self-consciousness, self-identity, and an answer to the questions, 'is this all that I am, is there nothing more (Foster, 1979).

We observe several overlaps between heritage tourism and genealogy tourism. Tourists who perceive a particular site as a part of their personal heritage are known as heritage tourist; this is the basis for heritage tourism. These heritage tourists can be differentiated from the regular tourists on the grounds of their behaviour (Poria, Butler & Airey, 2003). Research done states, that tourists visiting historical sites or heritage sites tend to stay longer, spend more, are highly educated, and are observed to have higher annual income (Krestetter et al. & Travel Industry Association , 2001/1997).

NEED FOR THE STUDY

Genealogy research is a form or tourism since it has similarities with many recognized forms of tourism (i.e. identity tourism, heritage tourism, and VFR tourism). Many researchers have recognized the value and use of the Internet by genealogists, (Fulkerson, 1995; Hornblower, 1999; McClay, 2000; Nicol, 1999; and Weber and Roehl, 1999). However in their search, serious genealogists move from the internet in cyberspace to

many real places. Since the Internet is being used to advance genealogy, an understanding of how genealogists use internet for their research and travel could provide a means to develop marketing strategies and tour packages that would benefit tourism operators and genealogists. Conversely, understanding genealogy tourism may provide additional insights into what motivates people to select destinations and activities there. This study addresses these gaps in the literature.

OBJECTIVES OF THE STUDY

The purpose of this research was to understand the factors that influenced the decision and motivations of genealogists to travel. Furthermore this study aims to examine the nature of genealogy related travel. The following research objectives guided the research:

- To identify the demographic profile of genealogists using the Internet for research.
- To determine the impact of the Internet on genealogy research.
- To determine the impact of internet genealogy on travel & tourism.
- To understand the various motivators for genealogy related travel.
- To determine the frequency and nature of genealogy and non-genealogy travel by genealogists.

METHODOLOGY

Questionnaire

The data for this research were collected using a survey questionnaire. Since the study was framed in the context of internet and genealogy travel, it was decided to administer the survey through the internet. Accordingly, the survey was posted on the website of a university in mid-west of the USA. The link to this survey was e-mailed to members of 174 genealogy focused e-mail lists. Subscribers based in Wisconsin and Minnesota were sent a web link of the survey, and were requested to respond. The questionnaire was developed based on the literature, the comments from the pilot test participants, and the objectives of this study. The data collected on the website was tracked on Microsoft

Excel and imported into the SPSS package for data analysis. The survey comprised of the following six parts:

- Demographic data
- The impact of the Internet on genealogy research.
- The most commonly used websites.
- Travel patterns: frequency of travel, places visited, future travel plans.
- Spending patterns.
- Open-ended questions.

Multiple pilot tests were conducted with computer genealogy groups to test for reliability, consumer acceptance, and technical problems. Upon completion of the pilots, the survey was updated and improved.

Data Collection

The researcher invited subscribers to 174 e-mail subscription lists to respond to the survey, which was posted on a special section of the university website. The survey was made available on the website for 30 days. Janal (1998) has commented that people will feel an allure for a secret or special area that only they can access. This, along with the logo of the university on the survey, and its placement on a university webpage, probably contributed to the high response rate. Respondents were assured of their individual anonymity and confidentiality. No compensation was provided to the respondents. The e-mail subscription survey produced 1,374 valid responses, of which 389 respondents gave positive comments about the survey. Only 3% of those giving additional comments felt that the survey was “spam” or a “waste of time”.

FINDINGS AND DISCUSSION

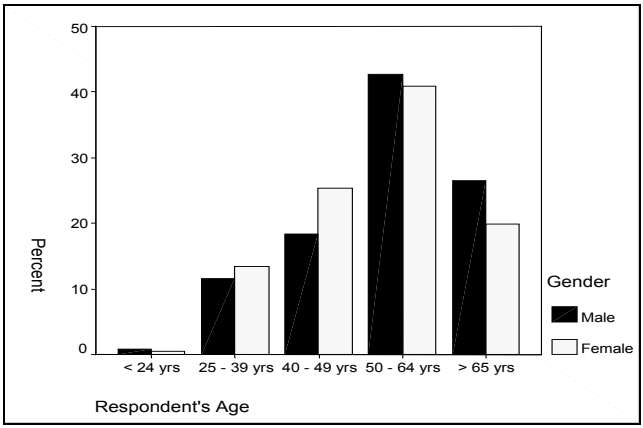
Findings are presented in tables and discussed in the context of the literature in the same sub-section. Statistical findings are supported by discussions of the responses from open-ended questions on the survey. While not all respondents gave open-ended remarks, those who did apparently felt strongly enough about certain issues to supplement their responses to the closed ended questions.

Demographics

While the survey was addressed to lists maintained in Minnesota and Wisconsin, the respondents were predominately from other states (62.1%). Only 11.1% were from Minnesota, while 21.5% were Wisconsin residents. An overwhelming majority of the respondents were women (73%). This is substantially higher than that reported by other researchers which range from 35% to 50% (Robinson, Levin, and Hak ,1998; Schonland and Williams, 1996; Bonn, Furr, and Susskind, 1998; Weber and Roehl, 1999). This may be a function of the fact that increasing number of women use email on a daily basis, as they find it to be one of the most effective communication tool (PEW Report, 2000)

Male genealogists were significantly older than female ones (Figure 1). This was evident with the percentage of males being higher in the over-50 years category, while women were a majority in the under-50 category. Perhaps, women have taken to genealogy more recently, with increased and easier Internet access. Genealogists from other states were also significantly older than genealogists from Minnesota, Wisconsin, and other countries. It is noteworthy that the percentage of people using the Internet for genealogy goes in the opposite direction reported by Schonland and Williams (1996), and Robinson, Levin, and Hak (1998), that age decreases the likelihood of using the Internet. However, age trends in this study follow the direction identified by Weber and Roehl (1999) that indicated about equal Internet usage from ages 25 to 56.

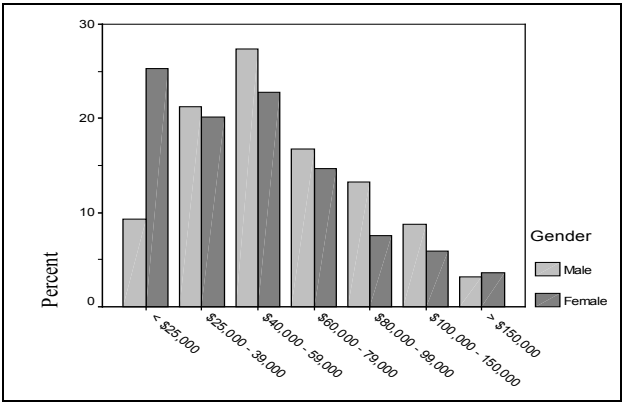
Figure 1. Age and Gender Profile of Genealogists



A significant positive correlation was observed for working on genealogy and age. The mean years for working on genealogy are 6 to 10 years, but the mode is 1 to 5 years. Interest in genealogy gradually drops off after working on genealogy for 5 years, however a large number of people have worked on it for over 20 years.

Men earn significantly more than women genealogists (F= 22.239, p <0.01), with the highest concentration of women being in the less than $25,000 income bracket ((Figure 2). Additionally, it was found that as income increases, interest in genealogy decreases for various age groups(r = -0.138, p< 0.01). Income was positively correlated with education (r = 0.345, p< 0.01). Women reported significantly lower educational levels than men (F= 65.681, p <0.01).

Figure 2. Income and Gender Profile of Genealogists



Internet and Genealogy Research

Effects of Internet Use on Genealogy Research

Almost three-fourths of the respondents (73.1%), were working on genealogy before they gained access to the Internet. Age was a significant factor on two dimensions, namely starting to work on genealogy and being motivated to do so. Crosstab analysis showed that respondents under 50 years were significantly more likely to start genealogy research because of the Internet (Chi Sq. = 10.323, p<0.01).

People at the lower income levels were significantly more likely to have started genealogy research before having access to the Internet (Chi

Sq. = 16.623, p=0.01). However, income was not a factor in determining if people started genealogy research after Internet access (Chi Sq. = 4.044, p>0.05). It is noteworthy that income is negatively correlated with Internet use for genealogy. One can speculate that Internet use has diffused down into the population at lower income levels. Richer people may also be hiring others to do their internet search.

When people acquired Internet access, regression analysis showed a positive correlation existed between the use of the Internet for genealogy research with a general use of the Internet, and age (Table 1). The more a person has used the Internet and the older they are, the more likely they are to use the Internet for genealogy research. This is consistent with earlier research stating that; internet has been a catalyst for genealogy related tourism (Veale, 2005).

Table 1. Predictors of Internet Use for Genealogy – Regression Values

Predictor Variable	B	Std. Error	Beta	Sig.
(Constant)	.312	.138		.024
Use of Internet	.626	.024	.634	.000
Age	.143	.025	.132	.000
Income	-3.48E-02	.015	-.055	.023
Adjusted R-Squared	.389			

Genealogy Websites Commonly Visited

The top 10 websites visited as found in this research are in the list below (Table 2). The most visited website by genealogists was Rootsweb.com. This is not surprising, since the email lists were obtained from this site. The next most often cited was USGenWeb.com. The last site with over 70 percent response rate was Ancestry.com. Family Tree Maker was also quite popular. It is a division of Genealogy.com, 16.1% of which is owned by Mattel, Inc. It makes one of the best selling genealogy programs (Genealogy.com, 2001).

Rootsweb.com (2001) provides a significant amount of educational and research material and claims to be the oldest and largest free genealogy site. USGenWeb.com is primarily a group of volunteers working to produce and provide free Internet websites for genealogical research in every county and state of the United States. (USGenWeb, 2001). Ancestry.com offers thousands of fully searchable databases

containing information on hundreds of millions of individuals. The site claims to rank among the top paid services on the Internet (Ancestry.com. 2001). Social Security Death Index, is a service provided indirectly by the Social Security Administration of the US government through various genealogy related sites. Cyndi's List, has almost 96,000 links to various genealogy related sites that are maintained by private groups, individuals, for profit, not for profit, governmental organizations, and other entities (cyndislist.com, 2001). Family Search, is maintained by The Mormon Church, which provides some of its vast store of genealogical records online in various searchable databases (Familysearch.com, 2001).

Table 2. Top 10 Genealogical Websites Selected by Respondents

Site	N	%
Rootsweb	1291	94.0
USGenWeb	1034	75.3
Ancestry	1019	74.2
Social Security Death Index	951	69.2
Cyndi's List	902	65.6
Family Search	846	61.6
Family Tree Maker	730	53.1
State Archives and Historical Societies	716	52.1
Vital Records Information-US	448	32.6
National Archives and Records Administration	446	32.5

Internet Genealogy and Travel/Tourism

Genealogy related travel has increased as a result of the Internet, as indicated by an overwhelming majority of the respondents. While over three-fourths of the respondents said they use the Internet to research possible places to visit, less than a third said they found new places to visit. Still, about half of the people noted that they use the Internet to make genealogy related travel plans (Table 3).

These figures suggest a wide gap between genealogists as active and involved Internet users and using it for travel purposes. Tourism operators, by targeted advertising on websites and lists used by genealogists, can narrow this gap. On-line travel agencies (eg., Expedia or Travelocity.com), airlines, cruise-ship companies, and destinations would be well served to study the potential of this market niche.

Table 3. Effects of Internet Use on Genealogy Research

Item	N	%
Increased genealogy related travel	1072	78.0
Discovered new ways to do research	697	50.7
Discovered new genealogy research material	640	46.6
Increased genealogy productivity	638	46.4
Spend more time on research	540	39.3
Increased access to research materials	539	39.2
Reduced research cost	441	32.1
Increased efficiency	431	31.4
Enhanced genealogy related education	430	31.3

Places Visited in Genealogy Research

Sixteen large categories of genealogy related places to visit were listed on the survey, with the Top 10 given below (Table 4). Only four were visited by more than half the respondents. Visiting a cemetery was at the top (85.2%); however, this could be due to people visiting the graves of relatives regularly, not necessarily for genealogy. Libraries with genealogy sections and/or with historical archives, and county courthouses were also popular.

Table 4. Top 10 List of Places Visited in Genealogy Research

Places Visited for Genealogy Research	N	%
Cemetery	1170	85.2
Library with genealogy section	1034	75.3
Library with historical archives	1003	73.0
County courthouse	837	60.9
State archives	631	45.9
Family reunion	613	44.6
Local church	593	43.2
Museums	433	31.5
Historical site	425	30.9
Newspaper office	305	22.2
Family History Library, Salt Lake City (13^{th})	241	17.5

It is noteworthy that only 17.5% of the people have visited the largest and best collection of genealogy material in the world, the Family History Library in Salt Lake City, Utah, USA. This repository receives more visitors per day, 1,500 to 1,600, (Fulkerson, 1995) than the number of survey respondents; we can assume that the population of genealogists is indeed large. This suggests that there is great potential to promote Salt Lake City as a destination with genealogists. Tourism marketers can tap into this potential by developing packages that combine genealogy with other attractions in the region. As we have already seen, genealogists are heavy Internet users. They could be targeted with advertisements and promotional offers placed on the websites cited earlier.

Motivators for Genealogy Related Travel

As discussed earlier, most people have different motivations when travelling for genealogy. Some of the primary motivations for genealogy travel as identified by this research are, finding relatives faster, finding new places to visit, and developing long term relationships. It was observed that almost half of the sample placed high priority on finding relatives faster. This is consistent with earlier research stating, that the possibility of family reunions could be the primary motivator for genealogy related travel (Myers, 2000). New places to visit and developing long term relationships are both of importance to about a third of the respondents (Table 5).

Table 5. Motivators for Genealogy Related Travel

Item	N	%
Found relatives faster	674	49.1
Found new places to visit	406	29.5
Developed long term relationships	405	29.5

Frequency & Nature of Genealogy Travel

Genealogy Travel

Travel in general has been increasing since 1995 and genealogy trips have been increasing at about the same rate. Respondents also indicated that they expect to travel more often in the future. Over three-fourths plan to travel out-of-state, while almost half were planning international trips (Table 6). It is noteworthy that over half of the open-ended comments

were discussions of future travel plans, and how people tie genealogy research into travel for business and pleasure. Some commented that genealogy is their first consideration for destination/route selection, but not the dominant one. It also appears that people are willing to travel considerable distances for genealogy. Over a fifth of the respondents travelled in excess of 1000 miles, and another 17.5% travelled over 500 miles. The median distance traveled was 300-399 miles.

Table 6. Planned Additional Genealogy Trips

	Trips out of State		Trips out of USA	
	N	%	N	%
	1047	76.2	632	46.0
Mean	1.19		1.5	
Median	1		1	
Mode	1		1	

Genealogists overwhelmingly prefer the car (80%), for genealogy travel. This is consistent with travel patterns in the USA. It should be mentioned that the questionnaire failed to ask for fly-drive combinations, to account for people flying to the area of interest and then renting a car. A number of respondents commented on this.

Expenditure Patterns

Genealogy spending tends to be less than non-genealogy spending on trips. This was expected, as hotel charges and air fare consume a big portion of the travel budget (Table 7). While the mean for both is a modest $50 to $100, genealogy spending continues to drop past the mean, while non-genealogy spending is more variable.

Regression analysis shows that non-genealogy related expenditures and respondent's age have a significant, positive correlation on genealogy spending, but only account for 21.6% of the spending variance (Table 8). Education, income, and gender were not found to be significant predictors of genealogy expenditures. This suggests that spending on genealogy is a function of motivation or involvement, rather than demographics. This aspect needs to be addressed in future research into this topic.

Conversely, genealogy spending, respondent's age, income, and educational level all had a significant positive correlation with non-genealogy related spending, again, only accounting for 26.7 percent of the

spending variance (Table 9). Men spend significantly more on non-genealogy related travel than women ($F= 10.40$, $p< 0.01$).

Table 7. Genealogy and Non-genealogy Expenditure Range

Expenditure Ranges	Genealogy		Non-genealogy	
	N	%	N	%
<$50	498	40.5	426	35.2
$50 -100	401	32.6	191	15.8
$100 - 200	206	16.7	227	18.8
$200 - 500	80	6.5	234	19.3
>$500	46	3.7	131	10.9
Mean	$50-100		$50-100	
Respondents	1231		1210	

Table 8. Predictors of Genealogy Expenditures – Regression Values

Predictor Variable	B	Std. Error	Beta	Sig.
(Constant)	.794	.118		.000
Non-genealogy expenditures	.348	.020	.452	.000
Age of Respondent	8.930E-02	.029	.079	.002
Adjusted R-Squared	.216			

Table 9. Predictors of Non-genealogy Expenditures – Regression Values

Predictor Variable	B	Std. Error	Beta	Sig.
(Constant)	.608	.121		.000
Genealogy expenditures	.584	.034	.449	.000
Income Level	.143	.024	.167	.000
Education Level	.119	.037	.091	.001
Adjusted R-Squared	.267			

Internet Use to Research and Plan Trips

About three-fourths of genealogists use the Internet to research possible genealogy trips, but only a third indicated they were successful in finding new places to visit. About half the people reported they use the Internet to make travel plans. It is observed that age, income, and education were significant factors in determining if a person used the Internet to plan a trip. Respondents below age 65 were more likely to use the internet ($F=36.764$, $p< 0.01$); respondents with annual income over $40,000 were more likely to use the internet ($F=48.120$, $p< 0.01$), and the respondents with a bachelors degree or higher were more likely to use internet for trip planning ($F=59.75$, $p< 0.01$). As mentioned earlier, operators can use Internet based marketing strategies to target this audience.

SUMMARY AND CONCLUSIONS

Genealogy is one of the most popular hobbies in the USA. Genealogists seek to answer the questions: Who am I? Where did I come from? Who were my ancestors? For answers, genealogists use the internet. However, the Internet has not replaced travel. Genealogists still take to the road and sky. In other words genealogists probably think to themselves: Where do I go to find out? The travel and tourism that results, involves covering distances, studying places, learning while traveling, and a patterned way of satisfying personal needs. Major questions of interest that this study researched were: Who are genealogists? What are their travel patterns and motivations? How has the Internet impacted their travel? This study addressed these gaps in the tourism literature.

Our findings suggest that male genealogists are older than female genealogists. Furthermore, genealogists below age 55 are heavier users of internet for genealogy related research and related travel planning. This is consistent with our finding that, access to genealogy documents and ease of research due to the internet was one of the primary motivators for those below 50 years of age to engage in genealogy. Most genealogists are found to be using the internet to find new ways of genealogy research and to find new research materials. These internet searches have contributed to increased genealogy related travel. Rootsweb.com, USGenWeb.com, and Ancestry.com are observed to be the most popular websites for genealogy related research.

The primary motivations for genealogy related travel are finding relatives, finding new places to visit, and developing long term relationships. Genealogists are observed to mainly travel to cemeteries, libraries with genealogy sections, libraries with historical archives and county courthouses. Genealogy related travel has been increasing, characterized by an increase in out-of-state and international trips. However, spending in a genealogy related trip was observed to be lower in comparison to a non-genealogy trip.

RECOMMENDATIONS FOR TOURISM OPERATORS AND MARKETERS

This study facilitates a better understanding of genealogists as tourists. Based on the findings of this study, operators in tourism can promote genealogy related travel in several different ways. Operators in tourism should target genealogists for travel/tourism products and services through pop-up or other advertisements on websites and bulletin boards used by them. Specialized package tours for genealogy travel with site visits, educational seminars, and social interaction with other genealogists can be developed by tourism operators. Cities/Regions of major interest to genealogists should consider hiring a specialist and/or developing special programs to promote travel by this segment to their area.

LIMITATIONS & RECOMMENDATIONS FOR RESEARCHERS

The study is limited by the following factors:

- Internet usage is fast evolving, and internet usage patterns identified in this paper are likely to be very different in just a few years.
- This study primarily focuses on internet research and travel by USA based genealogists. Internet research and travel patterns are likely to be different in other parts of the world.
- This study was conducted over the internet; a mail survey may have yielded different results.

Genealogy related travel merits additional research. Future studies in genealogy could examine the relationship between genealogy tourism and other forms of tourism such as heritage tourism, cultural tourism etc. National and ethnic differences between tourism motivations and behaviours of genealogists can also be studied. Developing a

demographic and psychographic profile of genealogy tourists may be an effective market segmentation tool to promote genealogy related travel. It is also important to understand the financial impact of genealogy tourism, particularly for cities with large repositories like Salt Lake City, Utah, USA. This could be related to the frequency and duration of genealogy tourism compared to other forms of tourism. The relationship between the profile of genealogists and their tourism motivations and behaviours needs to be examined in greater detail.

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SEASONAL ANALYSIS OF TOURIST REVENUES: AN EMPIRICAL RESEARCH FOR GREECE

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This paper examines the role and factors of seasonality in tourist revenues in the case of Greece. The empirical analysis of the current research is conducted using quarterly data for the period 1960:I– 2005:IV. Osborn et. al. (1998), Miron (1994) and Hylleberg et al. (1990) tests for seasonal unit roots are used to examine deterministic and stochastic seasonality in the various series. The results revealed that tourist revenues in Greece are to some extent seasonal, which implies that most involving parties should extend tourist period aiming at developing tourism of all seasons. Finally, recommendations are provided to deal with the "problem" of seasonality.

Key words: *seasonality, unit root, tourist revenues*

INTRODUCTION

Nowadays, tourism is an economic and social activity of vital importance for many countries worldwide covering all social classes. Its link with the development of modern society is straightforward and aims to satisfy all needs for every person contributing to the acquaintance and reconciliation of mankind for a better future.

Governments worldwide have recognized the important role of tourism in economic growth and social progress and many countries are attempting to develop their tourism potential as quickly and effectively as possible.

The contribution of tourism to countries' economies which are growing from foreign exchange revenues is widely recognized. Nowadays, many countries are facing problems due to deficit in the balance of current accounts. As a result, policies of these countries aim to create motives in these sectors of economic activity which play important role in the foreign exchange inflow.

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It is widely known that tourism is an economic activity of primary importance and significance for many countries. Developing countries such as Greece regard tourism as a sector with the potential to cover their foreign currency needs (Dritsakis and Athanasiadis 2000).

Although tourist industry is of great importance for worldwide economy and is regarded as one of the greatest exports, economists paid little attention to the empirical study on the influences of tourist sector to a country's economy (Papatheodorou 1999). A feature that makes Greece special is its significance as an international tourist destination in relation to the relative weight of the revenues derived from foreign exchange. In fact, these revenues coming from tourism are regarded as counterbalance for the current situation of Greece and more specifically for the commercial imbalances in the last decades (Dritsakis, 2004).

During the period 1995-2004, foreign exchange revenues from tourism increased considerably in Greece, approximately by 134.4% over inflation comparing to 44% increase of the total domestic economy. As a result, foreign exchange revenues from tourism reached 6.2% of GDP in 2004 (3.5% in 1995). The fact that tourism is regarded as a "luxury good" in Greece, brings optimism for the ongoing dynamic feature of tourist revenues. This also implies that the more the quality of life increases in an international level , the more tourist expenditures we expect to have. During the 1980's international tourist revenues consisted of 1% of global economy, whereas nowadays, where quality of life has increased considerably, they consist only of 1.5% of the global economy.

The ongoing dynamic evolution of tourist revenues is not sure. The increasing global demand of tourist services is not adequate enough, so that comparative implementation of tourist supplies is needed. Nowadays, the competitiveness by emerging Mediterranean tourist destinations is very intense, especially in terms of prices. As a result, the amount of tourist arrivals in Greece, comparing to an international level, has decreased the last 2 years, despite the glamour of the country due to Olympic Games and the considerable amount of money spent on tourist infrastructure. Departures decreased from 1.9% in 2003 (before Olympic Games) to 1.6% in 2005.But, tourist revenues during the same period 2003-2005 remained stable, approximately 2%, which implies that Olympic Games caused the increase of less –in- quantity, but better-in-quality tourist revenues.

Apart from implementing tourist supply services, another perception of tourist revenues in Greece we should account for, is their seasonal characteristic. During the last five years, more than 50% of foreign tourism is gathered around the tourist peak period from July- September.

In the "authentic" tourist destinations, such as the Aegean and Ionian islands, the percentage of foreign tourism is even higher reaching 56.5% with a tendency to increase. The concentration of tourist activity creates very important problems to tourist destination as long as tourist enterprises are concerned. The current paper aims at testing the seasonal features of tourist revenues that stem from tourist demand. In doing so, it tries to reveal the factors influencing seasonality and analyze the consequences of seasonality in tourist sector, as well as suggesting ways of dealing with seasonality.

The remainder of the paper is as follows: the second section describes seasonality phenomenon. The third section analyzes the unit root test for seasonal time series present deterministic and stochastic trend by using Osborn et al (1998), Miron (1994) and Hylleberg et al (1990) tests. Section four moves on to analyzing the effects of seasonality and suggests measures of dealing with it. Finally, the last section concludes and provides implications for further research.

THE PHENOMENON OF SEASONALITY

Seasonality in tourism is a relatively recent phenomenon that is intensified year by year so that it puzzles the international tourist organisations, governments and the enterprises of tourist network. The phenomenon of seasonality in the case of Mediterranean tourism, where Greece is also included and offers the model of summer holidays based on the sun, sea and sand, can be determined conceptually as the time divergences that a tourist destination presents from the conventional time limits of tourist period which begins in April and finishes in October.

Tourist seasonality in the destinations of summer holidays in the Mediterranean, where roughly the same weather conditions occur and demand mainly derives from the same tourist markets and consequently it behaves uniformly, presents elevation that is expressed with a gradual shrinkage of tourist period. Greece as one of the most important destinations of Mediterranean could not be affected from this activity.

This shrinkage of tourist activity puzzled the European Union, which from the mid 1992 had established communal actions for the time breaking of holidays aiming at the lengthening of tourist period and attractive measures of tourist demand during the winter period. But the World Tourism Organisation with the Code of Ethics for Tourism (Santiago of Chile 1999) prompted governments and tourist enterprises in the frames of viable tourist growth to seek the time and territorial

escalation of tourist movements, in order to limit the pressure of tourist activities on the environment and increase their beneficial effects in the tourist industry and the tourist economy.

The problem of seasonality in the destinations of summer holidays does not only occupy the governments and generally the institutions of tourism, but also the researchers and academics that are seeking for the determinants which have negatively influenced seasonality during the last years. A first approach of the problem leads us to confine the following determinants that appear to influence tourist seasonality.

- The organised mass tourism that is transported in the destinations of Mediterranean has mainly as a motive the sun, the sea and the sand in order to choose the place of their holidays. So, it is expected to prefer that months with the most favourable weather conditions that allow them to enjoy the elements of their preference.
- The tourist supply in the islander and coastal destinations has been created territorially and functionally in such a way and with these specifications that corresponds almost exclusively in the needs and pleasures of tourism of summer holidays.
- Social framework in terms of paid holidays is organized in such a way that the big masses of population that constitute the organised tourism are mainly directed during the peak season, which is considered the time period where work permits are given.
- The lack of concern that the organizers of travels have in the problem of seasonality, as far as the lengthening of tourist period is concerned.

Thus, the problem of tourist seasonality is real and becomes more intricate with the repercussions that causes in the entire spectrum of tourism. This is the reason that the confrontation of this problem presupposes awareness from all the involved institutions and mobilisation of the factors that are related with tourism in order to plan the lengthening of the tourist period, having as a future objective the growth of tourism in all seasons.

EMPIRICAL ANALYSIS

Sometimes the phenomenon under examination could possibly be influenced by the underlying time period. The study of such seasonal influences cannot be done with considering annual time series data, but with considering time series data less than a year. In order to reveal the real determination of the dependent variable within a model of seasonal influences, we should eliminate seasonality. Seasonality is a very

important characteristic of tourism. For this reason, we should eliminate the time series data from seasonal influences. The use of dummy variables contributes in measuring and eliminating these seasonal influences in case where examined time series seasonality is clearly deterministic and has been used by almost all researchers. In order to study the seasonal effects of tourist revenues in Greece, we employed the tests of Osborn et. al. (1998), Miron (1994) and Hylleberg et. al. (1990).

Osborn et. al. (1998) test for the determination of time series seasonality, employs the following equation:

$$\Delta\hat{n}_t = \delta\hat{n}_{t-1} + \sum_{j=1}^{p}\delta_j\Delta\hat{n}_{t-j} + \varepsilon_t \qquad (1)$$

Where Δ is referred to first differences, p are the time lags and $\hat{n}_t$ the estimated residuals of n_t derived from the following regression equation.

$$X_t = \alpha_s + \sum_{j=1}^{s-1}\alpha_j D_{jt} + n_t \qquad (2)$$

Where D_{jt} are the s – 1 dummy variables (s = number of time periods). In other words, $\hat{n}_t$ can be considered as a seasonally adjusted time series. Furthermore, for the unit root testing, we employ the Dickey – Fuller (1979) and Dickey, Hasza. and Fuller (1984) test. As far as the critical values of unit root testing in equation (1) are concerned, we use the Davinson and MacKinnon (1993) statistics.

Since seasonality is a characteristic of tourist data and tourist revenues time series is expressed in quarterly data, we can create three dummy variables (s – 1 = 3), because the variable has four levels (s = 4), as follows:

$$D_{2t} = \begin{cases} 1, & when\ \ period\ \ t\ \ is\ \ referred\ \ to\ \ the\ \ \text{sec}ond\ \ quarter \\ 0 & when\ \ period\ \ t\ \ is\ \ not\ \ referred\ \ to\ \ the\ \ \text{sec}ond\ \ quarter \end{cases}$$

$$D_{3t} = \begin{cases} 1, & when\ \ period\ \ t\ \ is\ \ referred\ \ to\ \ the\ \ third\ \ quarter \\ 0 & when\ \ period\ \ t\ \ is\ \ not\ \ referred\ \ to\ \ the\ \ third\ \ quarter \end{cases}$$

$$D_{4t} = \begin{cases} 1, & when\ \ period\ \ t\ \ is\ \ referred\ \ to\ \ the\ \ fourth\ \ quarter \\ 0 & when\ \ period\ \ t\ \ is\ \ not\ \ referred\ \ to\ \ the\ \ fourth\ \ quarter \end{cases}$$

According to equation (2) we get the following results (where LAT is the logarithm of tourist revenues).

Table 1. Results of seasonality

Dependent Variable: LAT Method: Least Squares Sample(adjusted): 1960:1 2005:4 Included observations: 184				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	12.68658	0.081644	155.3887	0.0000
D2	1.067841	0.115462	9.248402	0.0000
D3	1.197493	0.115462	10.37129	0.0000
D4	0.596519	0.115462	5.166354	0.0000
R-squared	0.452807	Mean dependent var		13.40204
Adjusted R-squared	0.442548	S.D. dependent var		0.700185
S.E. of regression	0.522778	Akaike info criterion		1.564766
Sum squared resid	43.72742	Schwarz criterion		1.640373
Log likelihood	-124.3108	F-statistic		44.13388
Durbin-Watson stat	0.041638	Prob(f-ststistic)		0.000000

From the results of Table 1 we notice that all regression coefficients of the three dummy variables are statistically significant in 1% level of significance. Therefore, it is confirmed that the tourist revenues time series (LAT) shows seasonality.

Using the estimated residuals $\hat{n}_t$ from equation (2), we apply Dickey – Fuller test in equation (1), to investigate the stationarity of $\hat{n}_t$ time series and consequently the seasonally adjusted tourist revenues time series (namely tourist revenues LAT).

Table 2 presents the statistics, which are estimated in equation (1), as well as Breusch – Godfrey test for the residuals autocorrelation. The minimum values of Akaike (1973) and Schwartz (1978) criteria gave the best structure of the equation, as well as the corresponding values of time

lags. For the autocorrelation test in the disturbance terms (ε_t), the Lagrange multiplier was used.

Table 2. Statistics for unit roots testing in the residuals $\hat{n}_t$

p = 0		**p = 1**		**p = 2**		**p = 3**		**p = 4**	
AIC	SCH	AIC	SCH	AIC	SCH	AIC	SCH	AIC	SCH
-1.650	**-1.631**	-1.631	-1.593	-1.613	-1.555	-1.596	-1.519	-1.633	-1.537
0.001 (0.909)		0.053 (0.817)		0.282 (0.595)		1.505 (0.221)		0.068 (0.794)	

The values in parentheses are the levels of significance (Lagrange multiplier test)

From the results of table 2 we observe that the minimum values of Akaike and Schwartz criteria are p = 0. Moreover, for this equation we have no autocorrelation in the residuals.

Taking into account that time lag is (p = 0), we run equation (1) and get the following results.

Table 3. Results of estimated residuals for p = 0

Dependent Variable: Δn
Method: Least Squares
Sample(adjusted): 1960:2 2005:4
Included observations: 183 after adjusting endpoints

Variable	Coefficient	Std. Error	t-Statistic	Prob.
$n(-1)$	-0.015657	0.016276	**-0.961969**	0.3375

R-squared	-0.011786	Mean dependent var	0.013886
Adjusted R-squared	-0.011786	S.D. dependent var	0.105095
S.E. of regression	0.105713	Akaike info criterion	-1.650066
Sum squared resid	1.810381	Schwarz criterion	-1.631086
Log likelihood	135.4804	Durbin-Watson stat	2.005170

The critical values at 1%, 5% and 10% are -2.57, -1.94 and -1.61

From the previous table we conclude that unit root is rejected. In other words, tourist revenues are a non –stationary time series.

According to Miron (1994), the deterministic seasonality in non-stationary quarterly tourist revenues, could probably be obtained from the

regression of first differences of the logarithms of tourist revenues (LAT) on seasonally dummy variables from the following function:

$$\Delta LAT_t = \sum_{s=1}^{4} \delta_t D_{st} = \delta_1 D_{1t} + \delta_2 D_{2t} + \delta_3 D_{3t} + \delta_4 D_{4t} + u_t \quad (3)$$

where

D_{st} is a dummy variable for season s which takes value 1 for season s and 0 for any other season.

δ_s is the coefficient of the seasonal dummy variable which measures the quarterly percentage of revenue growth in season s.

s is the number of season (for quarterly time series s = 4).

u_t = is the stationary error term.

The results of function (3) are presented in table 4.

Table 4. Results of equation (3)

Dependent Variable: ΔLAT Method: Least Squares Sample(adjusted): 1960:2 2005:4 Included observations: 183 after adjusting endpoints				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
D1	-0.539933	0.016314	-33.09676	0.0000
D2	1.067841	0.016114	66.26962	0.0000
D3	0.129652	0.016114	8.046108	0.0000
D4	-0.600974	0.016114	-37.29611	0.0000
R-squared	0.977596	Mean dependent var		0.017546
Adjusted R-squared	0.977174	S.D. dependent var		0.682915
S.E. of regression	0.103177	Akaike info criterion		-1.680502
Sum squared resid	1.692643	Schwarz criterion		-1.604582
Log likelihood	140.9609	Durbin-Watson stat		2.026273

The R^2 value shows the rate of deterministic seasonality which is shown in time series. The high value of R^2 shows that tourist revenues are highly seasonal, which means that seasonal dummy variables react to 97.7% in growth variations of tourist revenues.

By estimating regression coefficient δ_s we note that deterministic seasonality is not constant during the whole period, but changes and is less than 1% in three periods. We obtained negative quarterly growth

rates of tourist revenues in the first and fourth quarter, while growth rates of tourist revenues are significantly growing in the second quarter.

The Hylleberg et. al. (1990) test is commonly used to test for seasonal and non-seasonal unit roots in a univariate time series, and is based on the following auxiliary regression:

$$Y_{4t} = \pi_1 Y_{1t-1} + \pi_2 Y_{2t-1} + \pi_3 Y_{3t-1} + \pi_4 Y_{4t-1} + u_t \qquad (4)$$

where:

$$Y_{4t} = (1 - L^4) Y_t$$

$$Y_{1t-1} = (1 + L + L^2 + L^3) Y_{t-1} = Y_{t-1} + Y_{t-2} + Y_{t-3} + Y_{t-4}$$

$$Y_{2t-1} = -(1 - L + L^2 - L^3) Y_{t-1} = -(1 - L)(1 + L^2) Y_{t-1} = -Y_{t-1} + Y_{t-2} - Y_{t-3} + Y_{t-4}$$

$$Y_{3t-1} = -(1 - L^2) Y_{t-2} = -(1 - L)(1 + L) Y_{t-2} = -Y_{t-2} + Y_{t-4}$$

$$Y_{4t-1} = -(1 - L^2) Y_{t-1} = -Y_{t-1} + Y_{t-3}$$

u_t is a normally and independently distributed error term with zero mean and constant variance.

The polynomial $(1-L^4)$ can be expressed as:

$$(1 - L^4) = (1 - L)(1 + L)(1 - iL)(1 + iL) = (1 - L)(1 + L)(1 + L^2)$$

with two complex (imaginary) roots given as:

$$(1 - iL)(1 + iL) = (1 + L^2)$$

Deterministic variables which include an intercept, three seasonal dummies and a time trend are also included in equation (4), which can be estimated by ordinary least squares (OLS). The null and alternative hypotheses which are examined are the following:

(1) Ho:$\pi_1 = 0$, H_1: $\pi_1 < 0$
(2) Ήo:$\pi_2 = 0$, H_1: $\pi_2 < 0$
(3) Ho:$\pi_3 = \pi_4 = 0$, H_1: $\pi_3 \neq 0$ ή $\pi_4 \neq 0$

The Hylleberg et. al. test includes the use of t – test for the first two hypotheses and an F – test for the third hypothesis. If the first hypothesis is not rejected, there is a unit root at the zero frequency, or a non-seasonal unit root in the time series. Non-rejection of the second hypothesis implies that there is seasonal unit root at the semiannual frequency. Finally, if the third hypothesis is not rejected, there is a seasonal unit root at the annual frequency. The three null hypotheses are tested separately. If the three null hypotheses are not rejected, quarterly tourist revenues may have non-seasonal semiannual and or annual unit roots. The order of integration of the series is I(1,1,1) which requires the filters (1-L), (1+L),

and $(1+L^2)$ respectively. In other words, the seasonal differencing filter $(1- L^4)$ should be applied to obtain stationarity. Rejection of the three null hypotheses implies that there is no unit root and no seasonal unit root, in which case the series are stationary and the order of integration is I(0,0,0).

The Hylleberg et. al. test, in equation (4), is applied to the logarithms of quarterly tourist revenues for Greece. In table 5 results of this test are presented and compared to the critical values of Hylleberg et. al (1990) in 5% level of significance using 200 observations. The Wald test is applied in the third hypothesis and consists of the limitations of the explanatory variable coefficients Y_{3t-1}, and Y_{3t-2}, in order to use the F statistic.

Table 5. Hylleberg et al. test for seasonal integration of quarterly tourist revenues

Hylleberg et al. test	Tourist receipts
$T(\pi_1)$	-2.35
$T(\pi_2)$	2.24
$F(\pi_3, \pi_4)$	13.24
Diagnostics tests	
$F_{LM(SC)}$	0.348 (0.724)
LM(N)	0.167 (0.832)
$F_{ARCH(1-4)}$	1.453 (0.497)

Notes:
An intercept, three seasonal dummies and a time trend are included in the Hylleberg et. al regressions, η=184 are the number of observations in each series. The critical values at the 5% level are taken from Hylleberg et. al. (1990) for 200 observations: $t(\pi_1)$ = **-3.53,** $t(\pi_2)$ = **-2.94** and $F(\pi_3, \pi_4)$ = **6.60.**
Figures in parentheses are probability values.
$F_{LM(SC)}$ is Lagrange multiplier tests for serial correlation.
LM(N) refers to the Jarque – Bera (1980) Lagrange multiplier test for normality.
$F_{ARCH(1-4}$ is first to fourth order autoregressive conditional heteroscedasticity.

The results of table 5 suggest that the first two hypotheses cannot be rejected at the 5% level, but the third null hypothesis is rejected. That means that quarterly tourist revenues in Greece have unit roots at zero and semiannual frequencies, but have no unit roots at annual frequencies. The series are non-stationary and the order of integration for each series is I(1,1,0). Moreover, using the first differences, the results suggest that application of the filter (1+L) in tourist revenues is necessary to obtain stationarity.

The diagnostic tests used are the Lagrange multiplier tests LM(SC) for serial correlation, the Jarque – Bera (1980) test for normality

(LM(N)), and first to fourth order autoregressive conditional heteroscedasticity ARCH(1-4). Diagnostic tests show that the assumptions regarding serial correlation, normality and conditional heteroscedasticity are supported by the data.

Finally, from the results of the three tests (Osborn et. al., Miron and Hylleberg et. al.) we conclude that tourist revenues in Greece are to a large extent seasonally and non stationary in their levels.

POLICY IMPLICATIONS OF TOURISM SEASONALITY AND MEASURES TO CONFRONT THE PROBLEM.

Seasonality has caused a sequence of serious negative side effects in all the spectrum of tourist network. The repercussions from the accumulation of tourist movement during the peak season are obvious to the environment, to tourist enterprises, intermediaries and also to visitors.

The environment with all its aspects, natural, cultural, structured and anthropogenic, accepts pressure during the peak season, when the limits of the place's capacity are rushed. Even though there are not gauges to define the limits of place's tolerance for how many visitors can accommodate, however from certain phenomena, particularly those that are presented in the sector of infrastructure, it seems that the demand cannot be confronted. It is clear that the place's limits of resistance are depleted. Similar phenomena are also observed in the sector of culture from the mass presence of visitors in the archaeological places.

The tourist enterprises and particularly the hotels are those that are affected more by the phenomenon of seasonality. From the analysis of activation results of hotels it is proved that in annual base hardly the 48% of their productive potential is activated and above the 50% of their total activity is realised the quarter July - September with plenitude that exceeds the 100% while in the remainder months of tourist period the plenitude is roughly in the 35%, something that the empirical analysis also showed with tourist income.

Furthermore, seasonality influences negatively the intermediary enterprises. The most representative of these enterprises are the air companies of charter flights where more than 85% of international tourism in Greece is trafficked. It is not possible for these companies and for the rest of conventional means of transport to tie their ways in order to correspond in the increased demand during the peak season and during the rest of the year not even do their figurative functions to ensure their viability. Certainly, seasonality influences also tourists, since they suffer

all the consequences from the elevation of environmental problems during peak season. The majority of tourists are looking for these conditions that will help to relax and revive, conditions that are difficult to find during high season.

The problem of tourist seasonality is real and becomes more intricate with the repercussions that causes in the entire spectrum of tourist network. This is the reason that its confrontation presupposes awareness of the serious situation from all involved institutions and general mobilisation of the factors of tourism to plan the concretisation of suitable policies and actions that progressively will rebate seasonality and lengthen tourist period, regarding the growth of tourism of all seasons including winter tourism, too.

The proposals for lengthening tourist period and the expansion of winter tourism can be summarised as follows:

- Creation of all the necessary special tourist infrastructure, such as congress centres, centres of mental rehabilitation, sports settlements of ecological corridors that will support the development of alternative forms of tourism.
- Economic benefits and tax motives in hotels for their modernisation and mainly for the creation of necessary location that will be able to satisfy not only their visitors during peak season, but also those during the rest of the year.
- Guarantee of motives in tour operators, such as those that the competitive countries offer, so that they are convinced to lengthen their summer programs and include Greece in their winter programs.
- Organisation of cultural, artistic, sports events etc, which should be developed into institutions so that they are included in the winter programs and act not only as means of entertainment for winter visitors, but also as elements of tourist attraction.

All these proposals and actions will form some new tourist products, which should be announced and advertised on each market using the suitable advertising means.

CONCLUSION

The issue of seasonality in tourism has been the concern of many researchers and academics. They attempt to discover the causes which have negatively influenced seasonality the last few years and suggest solutions for this problem.

In order to test for unit roots in international seasonal tourist revenues of Greece, we use quarterly data covering the period 1960:I to 2005:IV and Osborn et. al., Miron (1994) and Hylleberg et. al. tests. . The purpose of this test is to determine whether the series need to be transformed to obtain stationarity by taking first differences of the original series. A substantial outcome that can be extracted when seasonal dummies have accounted for substantial variations in international tourist revenues is that seasonal dummies affect by 97.7% growth changes of tourist revenues. Also from regression coefficients' estimation we note that deterministic seasonality is not steady throughout the period and varies and is certainly less than 1% for three periods. Finally, we can see that we get negatively quarterly rates for growth of tourist revenues in the first and fourth quarter while there is a significant increase on the growth rates in the second quarter.

The empirical results of this research show that there is a significant issue of tourist seasonality in Greece, but at the same time certain political initiatives and acts of extending the tourist period such as implementing programs of winter tourism could alleviate the problem.

The stabilization of investment capital for an extended period of time, the continuously high fixed costs which burden enterprises in order to meet their operational costs and the low prices which tourist agencies impose, have marginalized profits, whereas many enterprises which have borrowed heavily are struggling to survive.

The main question Greece faces is whether it can continue to offer increasing quality of services required by the current competitive market so that they can attract a steady or even an increasing part of the international organized tourist market. The intense seasonality of tourism in Greece today and the low use of hotels leave a significant gap for the expansion of tourism. However, in order for this to be achieved, a coordinated effort of all parties concerned is required as well as an expansion of tourist product and a long-term government strategy.

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ANALYSIS OF THE IMPACT OF TOURISM ON THE WEST AFRICA ECONOMY: A PANEL DATA APPROACH

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Tourism and related recreation activities play a significant role in the generation of income / foreign exchange and provision of employment opportunities. Against this backdrop, this paper aims at ascertaining empirically the impact of tourism on the West African economy from 2000 – 2004. The relationship is analysed based on a panel data approach. While the study estimates the relationship between economic growth and growth in tourist arrivals conditional on main macroeconomic variables, it recommends that the role of tourism cannot be over-emphasized in the sustainable economic development in West Africa. In other words, economic performance in West Africa can be enhanced through sound tourism development policies that support economic openness with greater emphasis on liberalization policy since the region stands to gain from this policy stance.

Keywords: *Tourism, Economic growth, Panel data, West Africa.*

INTRODUCTION

Tourism is a major economic activity in terms of income generation, employment creation, foreign exchange earnings, and interchange of cultures and people. Being a number one global export earner, it is increasingly gaining prominence in the debate over how to move towards more sustainable patterns of development. It collectively comprises sub-industries such as airlines, airports, hotels, manufacturing, tour operations, travel agencies, credit card companies, car rental companies, convention and visitors business and other travel related services.

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It is pertinent to note that tourism demand depends considerably on the prevailing economic conditions in major generating markets. As economies grow, and consequently, their levels of disposable income rise, a relatively large proportion of discretionary income will typically be spent on tourism, in particular, in the case of emerging economies. Contrarily, as the disposable income of economies fall, tourism spending will tend to decrease. In general, the increase in international tourism arrivals substantially outpaces the rise in economic output as measured in Gross Domestic Product (GDP). In years when world economic performance exceeds 4 per cent, the volume of tourism related activities tends to be greater. On the other hand, when GDP growth falls below 2 per cent, growth in tourism tends to be lower (WTO & IMF Study on Economic Growth (GDP) and International Tourist Arrivals, 2005). In fact, in 2003 international tourism receipts represented 6 per cent of worldwide exports of goods and services (as expressed in US$). Furthermore, when considering services exports exclusively, the share of tourism exports is about 30 per cent.

Tourism represents around 35 per cent of the world's export of services and over 70 per cent in Least Developed Countries (LDCs). In fact, the 846 million international tourist arrivals in 2006 represent a 6.5 per cent growth per annum between 1950 and 2006. According to the UNWTO's Tourism 2020 Vision Forecasts, this will generate about 1.6 billion international tourist arrivals world wide by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 378 million will be long-haul travelers.

The 846 million international arrivals recorded for the year 2006 represent an additional 43 million over 2005's level, marking a new record year for the industry. Of these 43 million, 22 million were from Europe, 12 million for Asia and the Pacific, and 3 million for each of the remaining regions – the Americans, Africa and the Middle East (UNWTO, 2007). It is pertinent to note that Africa (+9 per cent) was again the star performer in 2006, continuing to record growth at almost twice the global rate. Furthermore, the Sub-Saharan Africa (+10 per cent) was the major contribution to this increase, while North Africa (+7 per cent) ended the year 2006 at a level above the world average. By implication, the international tourism receipts totaled US$733b; or US$2 billion a day in 2006.

While empirically investigating the correlation between tourism and economic growth in West Africa from macroeconomic perspective, the study is organized as follows: as a way of introduction, section one emphasizes the increasing importance of tourism in terms of revenue

generation and employment opportunities. While the second section serves as the background to the study, discussing the main relevant tourism and growth issues in West Africa, the next section models the impact of tourism on economic growth. Section four concludes the study and presents some policy recommendations.

BACKGROUND TO THE STUDY

The West African Economy

West African countries have many similarities in terms of language, culture, history, weather and tourism resources to offer. However, their economies have evolved very differently during last century. Alternative governance structures and economic policies have produced very different paths for economic growth of the regions. Given that countries in West Africa possess similar tourist features but different paths of economic growth, it seems an interesting pursuit to analyse the relationship between tourism and economic growth.

The West African region that Economic Community of West African States (ECOWAS) covers comprises sixteen member countries. In terms of population size, it represents the biggest organization for regional integration on the African continent. These member countries are Cape Verde, The Gambia, Ghana, Guinea, Liberia, Nigeria, and Sierra-Leone (Non-CFA countries) and Benin, Burkina Faso, Cote d'Ivoire, Guinea Bissau, Mali, Niger, Senegal and Togo (CFA countries). ECOWAS includes the distinct group of the eight countries of the West African Economic and Monetary Union (UEMOA), the eight constitute a monetary and customs union. The other seven non-UEMOA countries may be considered as a second group, each with its own national currency. This second group accounts for 65 per cent of the Gross Domestic Product (GDP) of the region, and 70 per cent of the total population. Within the ECOWAS context, Nigeria accounts for 45 per cent of the regional GDP, 66 per cent of total exports, and more than 51 per cent of the regional population (ECOWAS Annual Report, 2002).

For the year 2001, ECOWAS accounted for 14 per cent of total GDP for the African continent, and 29 per cent of the total African population, per capital income for West Africa, at $345 is below the continental average of $US673, below the $US1170 figure for North Africa, and the $US1, 500 figure for Southern Africa, although it is higher than the figure for East Africa which records $US250 and Central Africa with $US 280

(ECOWAS Annual Report, 2002). More than half of the population of ECOWAS, approximately 115 million persons, or 51 per cent lives in absolute poverty; that is, on less than one US dollar per day.

Table 1 reveals that the economic performance in the ECOWAS countries as a whole in 2001. Real GDP for all West African countries rose by 4 per cent in 2001, compared to 3.2 per cent in 2000, as a result of the exceptional performance recorded by the principal economy of the region, Nigeria. The 4 per cent real GDP growth in 2001 exceeds the growth rates of the preceding four years (1997 to 2000) and the continental average of 3.4 per cent for 2001.

Table 1. West Africa: Macro-economic Indicators, 1990 – 2001

Indicators	1990	1996	1997	1998	1999	2000	2001
Real GDP growth rate (%)	4.3	5.9	3.99	3.6	2.5	3.2	4
GDP per head (current US $)	396	374	365	345	340	341	337
Inflation (%)	13.3	12.6	9.1	6.8	7	4.2	8
Budgetary rate (% of GDP)	-2.8	-1	-2.8	-6	-6	-0.8	-204
GDP Growth (%)	17.2	16.3	16	18	16	18	18
Gross Domestic Investment (% of GDP)	22	18.8	15	14	14	14	15
Volume of export growth(%)	10.5	15.2	3.3	0.1	-5	4.3	1.2
Trade Balance (% of GDP)	9.2	9.2	6.7	0.5	0	9.2	4
Current Account (% of GDP)	-0.9	0.9	-0.5	-6.6	-7	0.5	3.4
Evolution of Exchange Rate (%)	11.4	8.3	-0.9	-15.7	13	28	-4
Total Foreign Debt (% of GDP)	98	96.8	93.6	91.8	90	89.1	87.1
Debt Servicing (% of Exports)	22.4	19.5	17.1	19	16	13.5	NA

Source: *ECOWAS Annual Report 2002, "Fostering Regional Integration through NEPAD Implementation".*

In spite of the strong recovery of the regional economy in recent times, West Africa countries still remains a visible victim of both structural and short-term problems. The most serious of these problems are high. Interest rates and the deterioration in terms of trade, failure to achieve economic diversification, frequent power shortages in several of the countries, which adversely affect industry.

Features of West African Tourism Industry

Tourism is a global phenomenon that is shaped locally and as such is primarily a matter of local and regional responsibility. By implication, the tourism sector supports the development of local facilities such as infrastructure, shops, and restaurants. It also creates jobs and income, and is considered a valuable driver of development goals in a broad sense.

Increasing importance of (sustainable) tourism has become imperative to West Africa as a regional economic community. In West Africa, tourism is an increasingly crucial activity contributing to both economic growth and social development. The tourism industry has grown considerably in the last few years (and so have its environmental impact). Since tourism is one of the major economic activities for some West African countries, a better understanding and management of tourism is not only necessary to mitigate the negative effects on the environment, but also to minimize the potential conflict with other economic activities such as agriculture, forestry and fisheries.

The impact of tourism development within regions and local communities may be measured in terms of economic development (GDP, GVA) and employment (demand for skilled jobs and seasonal workers). It also contributes to smooth regional disparities (territorial cohesion and, recently, it has booted the adoption of information and communication technologies. However, tourism features and peculiarities also put pressures on the environment, jeopardizing the availability of resources.)

Strengths and Weaknesses of the West African Tourism Industry

The ***strengths*** of WA as an attractive destination include:

- It offers one of the greatest diversity and density of tourism attractions in terms of landscapes, countryside and major historical cities. The rich heritage of West Africa and its great natural beauty assets allow the development of various destinations products such as cultural and historical, costal or mountainous, sport or religious, thermal or gastronomic, business, and shopping tourism.
- The industry also renders a large number of tourism services and facilities such as hotels, bars and restaurants, leisure parts, sports centres, and museums all over the region. These services remain extremely diversified in each thematic area, from a luxurious hotel to a mountain refuge.
- The progressive introduction of a single currency (the ECO) being adopted by selected countries in the sub-region is making distance smaller and easier to be covered by both West African and foreign travelers.
- The combination of the above factors create a great environment for spending holidays, as demonstrated by the fact that in recent years, the Sub-Saharan Africa (+10 per cent) has been the major contribution to the annual increase in international tourist arrivals among other tourism destination regions of the world.

Weakness

- In general terms, the transport system is dense and rather inefficient when considering connections among main West African cities. Since, cccess to destinations is also a precondition for engagement in the tourism industry, but many regions within WA still lack transport networking or have low or scattered options of transport modes, this remains a major problem in the development of these tourism destinations. Furthermore, lack of adequate communication infrastructures undermine the capacity of the industry to blossom.
- West Africa (WA) also suffers from a good reputation in terms of the wealth level of its economy, quality of life and social / political living conditions. It has an inefficient health system, a nascent democracy seemingly lacking respect for human rights, and relatively unsafe places with respect to criminality.
- WA tourism is a highly fragmented industry (travel agencies, tour operators, carriers, hoteliers, restaurateurs) characterized by several vertical horizontal and transversal integrations, more frequent than in other economic sectors.

- The industry is composed of a large number of tourism enterprises, mostly of small and medium size, vertically integrated. Horizontally, tourism affects, and is affected by, diverse businesses with their representatives, destinations with their different activities, and public and private interests and priorities. Tourism also interacts transversally with other main policies such as transport, environment, spatial planning, sports and leisure, industry and trade, and consumer protection. The major problem in this light is that most of these enterprises are not well coordinated.
- Tourism is a very seasonal phenomenon. It is thus difficult to exclusively rely on this economic activity to tackle regional development problems. Moreover, visitor peaks imply great periodic pressures on the territory and the need to invest in all necessary infrastructures. In terms of human resources, the seasonal workers employed by the industry often lack the necessary skills, and on some occasions, do not enjoy fair working conditions, salaries and career opportunity.

Risks

- There are several risks faced by WA tourism industry, some driven by global events and on which control is limited or absent. These include the occurrence of dramatic events (natural disasters, crime, poverty, and insecurity). Economic depression, climate change side effects on the environment, or competition by cheap overseas destinations.
- At the WA level, other risks include the significant increase of environmental pollution and the consequent degradation of the natural environment, the physiological decline of some most popular mass destinations, the concentration of tourism business under the control of few, large operators.
- The growth in tourism demand may generate more environmental pollution. It has not been emphasized that there is no tourist activity that does not rely on environmental resources in some way. Tourism unavoidably affects the state of the environment and the growth in tourism demand may consequently lead to significant environmental impacts. The most relevant pressures come from transport, the use of water and land, and the use of energy by tourism building facilities, the generation of waste, the erosion of soils and the loss of biodiversity.

- Since tourism is a seasonal activity, the pressure on the environment exerted during the peak seasons may become unsustainable, leading to a decline of the resources in the long term or to a degradation of the environment of the destinations.
- Unbalances within the WA integration processes: wealthy countries are often more capable of profiting from tourism than less economically developed countries. Among the reasons are the large-scale transfer of tourism revenues of the host country and the exclusion of local businesses and products. The WA member states that depend primarily on the tourism activity for their economy and employment also face some risks in the sense that in places where tourism is not well managed by balancing the diverse interests, the economic benefits obtainable from the industry may compromise the social conditions, the cultural and natural assets of the receiving regions, as well as the quality of the environment.

THEORIZING AND MODELING THE IMPACT OF TOURISM ON ECONOMIC GROWTH

The model specification attempts to explain economic growth in West Africa by the number of international tourists flows to the region, given a set of covariates (*Xi*). The Gross Domestic Product (GDP) is one of the most widely used macroeconomic indicator for measuring output.

A review of relevant literature on this study focuses on the factors that explain growth. Thus, the Neo-classical model, developed by Solow-Cass-Koopmans the rate of growth in the economy depends on the initial level of income, later (Barro and Sala-i-Martin 1991) and (Mankiw, Romer and Weil, 1992) introduced the concept of "conditional convergence" that allows us to take into account differences among countries such as in the state of technology. Most of the empirical studies have used a cross-section analysis, although with a growing availability of panel data, and the development in econometric techniques has used widely to prove their hypothesis.

With *Xi* as the vector of determinants of the per capita income or output, following (Barro's 1991) seminal work, we will use a proxy for the different steady states among countries some selected expenditures and social variables related to political instability.

A pooled panel data representation of the economic model will capture the unobservable differences across countries and will generate

consistent estimators. A fixed effect model is preferred aw we assume that the unobservable variables (climate, preferences, etc) are correlated with the independent variables. Unobserved time-specific effects are controlled by using time period fixed effects. This also accounts for business cycle movements. The reduced form of the structural model can be expressed as:

$$y_{it} - y_{it-1} = a + \beta y_{it-1} + \varphi x_{it-1} + \alpha_i + \eta_t + u_{it} \quad (3.1.a)$$

Or

$$y_{it} = a + (1+\beta) y_{it-1} + \varphi x_{it-1} + \alpha_i + \eta_t + u_{it} \quad (3.1.b)$$

Where α_i and n are respectively individual and temporal effects which influence the steady state of each country.

Also, the presence of an endogenous variable in the right hand side of the equation implies a more complicated estimation of the model due to collinearity with the error term. The equation for the general model is:

$$Z_{it} = \sum_{j=1}^{p} Z_{it-j} + W_{it}\lambda + v_i + \varepsilon_{it}$$

Where v_i is the error component correlated and the independent variable w does not change over time for each element in the panel. First differencing equation (3.1) removes the individual effects and produces an equation that is estimable by instrumental variables:

$$\Delta Z_{it} = \Delta \sum_{j=1}^{p} Z_{it-j} + \Delta W_{it}\lambda + \Delta \varepsilon_{it}$$

(Arellano and Bond 1991) developed a GMM dynamic panel data estimator that includes lags of both the dependent and independent variables as instruments such that one can obtain optimal coefficients provided that the T/N is negligible. We will calculate such an estimator from our data.

Hence the equation estimated is;

$$\log(RGDPpc_{it}) = c + (1+\beta)\log(RGDPpc_{it-1}) + \psi_1 TOUARI_{it-1} + \psi_2 OPENNES_{it-1} + \psi_3 GOVSHARE_{it-1} + \psi_4 INVSHARE_{it-1} + \psi_5 CPI_{it-1} + \alpha_i + \eta_t + u_{it}$$

With t = 1,.., 5 (2000 - 2004); i = 1,..10 and $u_{it} \sim N(0, \sigma_i^2)$

A more detailed description of the variables :

- Tourist Arrivals (**TOUARI)**;

- Gross domestic Investment **(INVSHARE),** measured as a percentage of GDP. It includes fixed assets such as land improvements (fences, ditches, drains and so on); plant, machinery, and equipment purchases; and the construction of roads, railways, and the like including commercial and industrial buildings, offices, schools, hospitals, and residential dwellings.
- Government spending (**GOVSHARE)**: Public expenditure is a percentage of Gross National Product accounted for by public spending. It includes all current expenditures for purchases of goods and services by all levels of government, excluding most government enterprises. It also excludes capital expenditure on national defence and security and public spending n education.
- Social variables:
    a) The quality of governance of the political system of the country **(CPI)** is approximated by a ranking of countries on a scale of 1 to 10. A ranking of 1 is allocated to the most corrupt countries. A ranking of 10 is allocated when a country is perceived to be corruption free.

The macroeconomic variables – GDP per capita, total gross domestic investment (GDI), and General government spending – are collected directly from the 2006 Alan Heston, Robert Summers and Bettina Aten, Penn World Table Version 6.2, Center for International Comparisons of Production, Income and Prices at the University of Pennsylvania. On the other hand, the CPI have been obtained from the website of the Transparency International. CPI scores relates to perceptions of the degree of corruption as seen by business people, risk analysts, and the general public. It ranges between 10 (highly clean) and 0 (highly corrupt). The data on the number of tourist arrivals is from World Tourism Organisation. The data used are presented in Table 2.

Table 2. Data Used and Sources

BENIN

YEARS	RGDPPC	OPENNESS	GOV SHARE IN RGDPPC	INV SHARE IN RGDPPC	CPI	TOU ARRIVALS ('000)
2000	1251.47	57.74	10.29	7.56	3.3	1068
2001	1273.87	57.11	10.14	7.79	3.4	1155
2002	1311.53	55.68	10.04	7.95	3.1	853
2003	1345.42	53.29	9.97	8.17	3	850

2004					3.2	845
BURKINA FASO						
2000	933.21	40.42	23.87	9.67	3	126
2001	945.36	54.27	32.69	11.67	3.2	128
2002	987.56	49.26	30.96	10.22	3.1	150
2003	1073.26	41.11	21.85	7.32	3	163
2004	1075.35	42.74	22.47	8.1		222
GAMBIA						
2000	953.86	106.9	15.73	8.33	2.1	79
2001	963.24	89.28	15.57	9.71	2.5	57
2002	890.64	116.06	15.26	10.57	2.3	81
2003	937.36	114.02	13.8	9.6	2.5	73
2004					2.8	90
GHANA						
2000	1392.2	95.86	30.17	5.05	3.5	399
2001	1372.61	100.07	30.77	6.24	3.4	439
2002	1449.28	89.97	27.41	4.79	3.9	483
2003	1440.34	90.98	27.8	5.96	3.3	531
2004					3.6	584
GUINEA						
2000	2546.12	52.32	3.79	7.86		33
2001	2720.62	52.55	4.29	5.28		38
2002	2853.02	50.04	4.63	4.44		43
2003	2887.81	43.04	4.49	3.28		44
2004	2933.59	45.64	3.3	3.48		45
MALI						
2000	1046.72	63.19	10.11	6.32	3.1	86
2001	1162.51	67.99	10.3	5.06	3.3	89
2002	1130.2	72.21	10.03	5.97	3.4	96
2003	1183.74	64.73	10.37	5.73	3	110
2004	1182.77	64.19	11.94	6.31	3.2	113

NIGERIA						
2000	1073.93	77.46	5.28	3.87	1.2	1492
2001	1071.06	83.41	4.97	5.02	1	1753
2002	1088.62	83.22	4.51	5.59	1.6	2046
2003	1223.36	90.85	4.08	4.69	1.4	2253
2004	1209.92	92.39	4.47	4.5	1.6	2646
SENEGAL						
2000	1571.37	69.25	20.65	4.91	3.5	400
2001	1389.94	111.15	24.53	10.01	2.9	409
2002	1371.5	113.28	21.25	9.12	3.1	434
2003	1406.6	110.76	22.16	10.75	3.2	360
2004					3	373
SIERRA LEONE						
2000	683.73	36.93	14.58	3.73	2.1	16
2001	666.46	22.16	15.64	2.06	2.2	24
2002	689.54	25.3	17.78	2.34	2.5	28
2003	712.77	28.43	17.31	5.9	2.2	38
2004					2.3	44
TOGO						
2000	823.17	81.95	29.56	9.4		60
2001	784.04	84.41	26.19	9.55		57
2002	731.35	96.94	25.06	9.59		58
2003	788.52	107.14	27.18	10.27		61
2004	773.69	103.17	26.69	9.42		83

Sources:

- *Alan Heston, Robert Summers and Bettina Aten, Penn World Table Version 6.2, Center for International Comparisons of Production, Income and Prices at the University of Pennsylvania, September, 2006.*
- *CPI scores are gotten from website of the Transparency International (www.transparency.com). CPI scores relates to perceptions of the degree of corruption as seen by business*

people, risk analysts, and the general public. It ranges between 10 (highly clean) and 0 (highly corrupt).

- *The data on the number of tourist arrivals is from World Tourism Organisation. (www.unwto.org)*

The theoretical expectations for the proposed model are as follows:

- A positive sign in TOUARI, i.e. an increase in the number of tourists fosters economic performance.
- A less than one in log (RGDP pc $_{it-1}$), i.e. β- convergence.
- A positive sign in GOVSHARE, OPENNESS, and INVSHARE. As the theory predicts, we expect that more spending and investment will result in faster growth.
- A positive relationship between the growth rate and social variables (CPI) as we suppose that a country free of corruption and stable leads to greater efficiency in the economy and higher returns to capital.

A problem to tackle is the assumption of strict erogeneity of all independent variables in the model. Misspecification would lead to inconsistent estimation. A variable x_{it} is said to be strictly exogenous if E (x_{it}, u_{is}) = 0 for all t and s. If E (x_{it}, u_{is}) = 0 only for $t < s$ then x_{it} is said to be weakly *exogenous* or *predetermined*. It means that if the error term at time *t* has some feedback in the future realizations of x_{it} we have to model this variable as a predetermined one. In our research, although we can suspect that future realizations of some of the variables depend on past values of GDP, (i.e. this seems clear in the case of Gross Domestic Investment (GDI): an adverse economic condition may imply a reduction of the investment in future periods, and also the opposite is plausible. Moreover, a test for strict erogeneity of the tourist variable is needed.

This paper has used an estimator robust to heteroscedasticity. Using this robust estimation produces higher standard errors, thus lower t-statistics and a larger probability of not rejecting the null of parameters being different from zero. To mitigate this effect we have chosen in our t-test a significance level of 10%. As expected, the growth in the number of tourists per capita produces a positive effect on the economic growth of the countries. In this study, it is observed that growth in tourists per capita is associated with economic growth in the group of countries

RECOMMENDATIONS AND CONCLUSIONS

The study has investigated the impact of tourism on the West African economy, using pooled data on ten West African countries from 2000 to

2004. The findings indicate that tourism does matter in West Africa. This may have been induced by the fact that tourism destination in these economies are in the commercial nerve centres which contribute to the economic prosperity and thus makes the regression result not too surprising. whereas, the result suggests that the role of tourism cannot be over-emphasised in the sustainable management of tourism in order to reap maximum benefit of topical relevance to West African macroeconomic performance. In other words, economic performance in West Africa can be enhanced through sound tourism development policies that support economic openness with greater emphasis on liberalization policy since the region stands to gain from this policy stance. The result revealed that for West African countries, the growth in tourist arrivals has resulted in a significant economic growth during the period between 2000 and 2004. The model also explains a positively strong percentage of about 96 of the changes in the West African economic performance. This supports the World Tourism Organisation (WTO) reports which says that West Africa in particular and Sub-Saharan Africa in general have a lot to offer in terms of various types of tourism such as seaside, environmental, cultural, sports, and discovery. Thus, West Africa needs to strategically harness its tourism potentials in order to improve its economic performance.

Table 3. Result of the Pooled Regression Result

Variables	**Coefficient**	**Standard Error**	**T-Statistics**	**Probability**
LRGDPPPC(-1)	0.72305	0.104437	6.923349	0.0000
OPENNESS (-1)	0.000745	0.000574	1.298019	0.2091
GOV_SHARE_RGDPPC (-1)	-0.000303	0.001425	-0.212545	0.8338
INV_SHARE_RGDPPC(-1)	0.003562	0.004125	0.863501	0.3981
CP(-1)	0.067362	0.031345	2.149030	0.0441
TOU_ARRIVALS (-1)	7.66E-05	3.00E-05	2.55513	0.0189
C	1.653981	0.620187	2.666906	0.0148
R^2				0.966
Adjusted R^2				0.956
Durbin Watson				2..312

The pooled regression result is more robust than the fixed effect panel regression, showing that lagged real GDP per capita, openness, quality of governance, and number of tourism arrivals are statistically significant. In other words, tourism as the main objective of this study does matter in West African economic performance. In view of this result, since tourism and openness were found to stimulate economic performance in West Africa, the policy measures that enhance the growth of tourism activities over time and promote open trade have the potential of significantly stimulating economic growth in West Africa.

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APPENDIX

Estimated Result (First Attempt)

Estimation 1. Panel least Squares

Dependent Variable: LRGDPPPC

Method: Panel Least Squares

Date: 11/07/07 Time: 14:31

Sample (adjusted): 2001 2004

Periods included: 4
Cross-sections included: 8
Total panel (unbalanced)
observations: 27

	Coefficient	Std. Error	t-Statistic	Prob.
LRGDPPPC(-1)	0.723051	0.104437	6.923349	0.0000
OPENNESS(-1)	0.000745	0.000574	1.298019	0.2091
GOV_SHARE_RGDPPC(-1)	-0.000303	0.001425	-0.212545	0.8338
INV_SHARE_RGDPPC(-1)	0.003562	0.004125	0.863501	0.3981
CPI(-1)	0.067362	0.031345	2.149030	0.0441
TOU_ARRIVALS(-1)	7.66E-05	3.00E-05	2.555513	0.0189
C	1.653981	0.620187	2.666906	0.0148

R-squared	0.966078	Mean dependent var	7.009414
Adjusted R-squared	0.955902	S.D. dependent var	0.221023
S.E. of regression	0.046414	Akaike info criterion	-3.084030
Sum squared resid	0.043085	Schwarz criterion	-2.748072
Log likelihood	48.63440	Hannan-Quinn criter.	-2.984132
F-statistic	94.93254	Durbin-Watson stat	2.311912
Prob(F-statistic)	0.000000		

Estimation 2. Panel least Squares With fixed effects

Dependent Variable:
LRGDPPPC
Method: Panel Least Squares
Date: 11/07/07 Time: 14:32
Sample (adjusted): 2001 2004
Periods included: 4
Cross-sections included: 8
Total panel (unbalanced)
observations: 27

	Coefficient	Std. Error	t-Statistic	Prob.
LRGDPPPC(-1)	0.250909	0.274862	0.912854	0.3779
OPENNESS(-1)	0.001739	0.001518	1.145347	0.2727
GOV_SHARE_RGDPPC(-1)	0.002720	0.005042	0.539569	0.5986
INV_SHARE_RGDPPC(-1)	-0.010595	0.014928	-0.709744	0.4904
CPI(-1)	0.017811	0.056082	0.317599	0.7558
TOU_ARRIVALS(-1)	0.000116	9.07E-05	1.279781	0.2230
C	5.044906	1.950738	2.586152	0.0226

Effects Specification

Cross-section fixed (dummy variables)

R-squared	0.983659	Mean dependent var	7.009414
Adjusted R-squared	0.967318	S.D. dependent var	0.221023
S.E. of regression	0.039957	Akaike info criterion	-3.295890
Sum squared resid	0.020755	Schwarz criterion	-2.623974
Log likelihood	58.49451	Hannan-Quinn criter.	-3.096094
F-statistic	60.19605	Durbin-Watson stat	2.619457
Prob(F-statistic)	0.000000		

Redundant Fixed Effects Tests
Equation: Untitled
Test cross-section fixed effects

Effects Test	Statistic	d.f.	Prob.
Cross-section F	1.998037	(7,13)	0.1334
Cross-section Chi-square	19.720221	7	0.0062

Estimated Result (Corrected Specification and Reported Result)

Estimation 1. Panel least Squares

Dependent Variable: LRGDPPPC
Method: Panel Least Squares
Date: 11/07/07 Time: 14:31
Sample (adjusted): 2001 2004
Periods included: 4
Cross-sections included: 8
Total panel (unbalanced) observations: 27

	Coefficient	Std. Error	t-Statistic	Prob.
LRGDPPPC(-1)	0.723051	0.104437	6.923349	0.0000
OPENNESS(-1)	0.000745	0.000574	1.298019	0.2091
GOV_SHARE_RGDPPC(-1)	-0.000303	0.001425	-0.212545	0.8338
INV_SHARE_RGDPPC(-1)	0.003562	0.004125	0.863501	0.3981
CPI(-1)	0.067362	0.031345	2.149030	0.0441
TOU_ARRIVALS(-1)	7.66E-05	3.00E-05	2.555513	0.0189
C	1.653981	0.620187	2.666906	0.0148

R-squared	0.966078	Mean dependent var	7.009414
Adjusted R-squared	0.955902	S.D. dependent var	0.221023
S.E. of regression	0.046414	Akaike info criterion	-3.084030
Sum squared resid	0.043085	Schwarz criterion	-2.748072
Log likelihood	48.63440	Hannan-Quinn criter.	-2.984132
F-statistic	94.93254	Durbin-Watson stat	2.311912
Prob(F-statistic)	0.000000		

Estimation 2: Panel least Squares With fixed effects

Dependent Variable:
LRGDPPPC
Method: Panel Least Squares
Date: 11/07/07 Time: 14:32
Sample (adjusted): 2001 2004
Periods included: 4
Cross-sections included: 8
Total panel (unbalanced)
observations: 27

	Coefficient	Std. Error	t-Statistic	Prob.
LRGDPPPC(-1)	0.250909	0.274862	0.912854	0.3779
OPENNESS(-1)	0.001739	0.001518	1.145347	0.2727
GOV_SHARE_RGDPPC(-1)	0.002720	0.005042	0.539569	0.5986
INV_SHARE_RGDPPC(-1)	-0.010595	0.014928	-0.709744	0.4904
CPI(-1)	0.017811	0.056082	0.317599	0.7558
TOU_ARRIVALS(-1)	0.000116	9.07E-05	1.279781	0.2230
C	5.044906	1.950738	2.586152	0.0226

Effects Specification

Cross-section fixed (dummy variables)

R-squared	0.983659	Mean dependent var	7.009414
Adjusted R-squared	0.967318	S.D. dependent var	0.221023
S.E. of regression	0.039957	Akaike info criterion	-3.295890
Sum squared resid	0.020755	Schwarz criterion	-2.623974
Log likelihood	58.49451	Hannan-Quinn criter.	-3.096094
F-statistic	60.19605	Durbin-Watson stat	2.619457
Prob(F-statistic)	0.000000		

Redundant Fixed Effects Tests

Equation: Untitled
Test cross-section fixed effects

Effects Test	Statistic	d.f.	Prob.
Cross-section F	1.998037	(7,13)	0.1334
Cross-section Chi-square	19.720221	7	0.0062

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GERMANY-CENTERED MERGERS AND CARTELS IN EUROPEAN TRAVEL INDUSTRY, THEIR INFLUENCE ON TURKEY AND ANTALYA

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Mergers in travel industry which are extremely important in Europe and especially Germany, gained speed and these mergers give rise to cartelization. Mergers in travel industry are seen mostly in German and English establishments. These merger companies have both began to dominate the travel industry and have also become great powers with their giant revenues. The fact that these developments in travel industry are Germany-centered makes the subject more important since Germany is one of Turkey's greatest tourist coming countries. That these cartelized structures have partners in Antalya region is vital both for Antalya and Turkey. This paper is a preliminary work aiming to highlight the importance of the subject. The fact that the subject's being relatively new and lack of academic work on the subject, as well as rapid changes in mergers makes it difficult to pursue a detailed study on the subject.

Key words: *Cartels, Regional Integration, Mergers, Antalya*

INTRODUCTION

The holidays organized by tour operators has improved a lot since the beginning of package holidays in Germany. Between 1970 and 1996 the percentage of indivually -organized holidays decreased to 58 % from 83 %, and within this 26-year period percentage of package holidays increased to 42 % (Lettl-Schröder, 1998: 41). Along with these developments, a cut-throat competition began especially in German tour operators market and various constitutional changes were made so as to

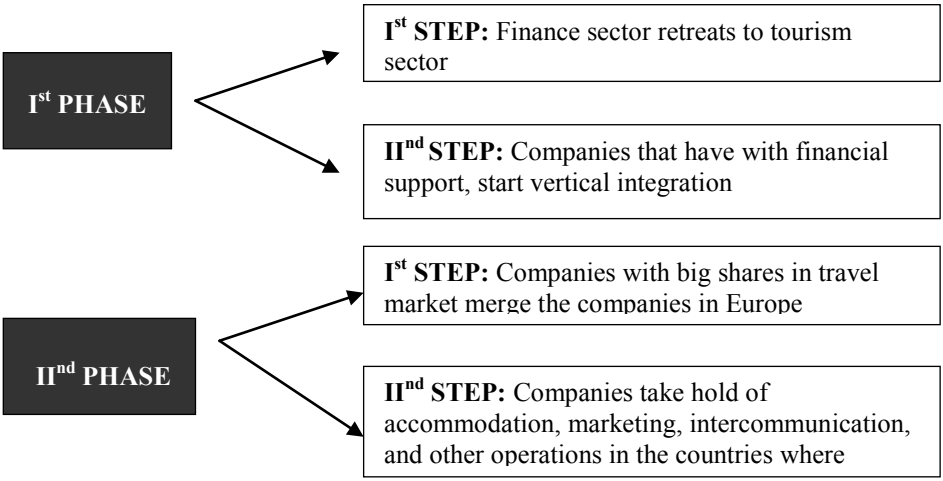
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compete strongly. As a result, various company mergers took place and large cartel groups emerged. Federal Cartel Office (FCO) is keeping a close watch on these cartels in order to prevent them from establishing a monopolist market and to check if they abide by the competition rules.

COMPANY MERGERS AND CARTELIZATION IN EUROPE

At the beginning of 90's, those who are the most important ones with the best locations for sales, among 18 000 independent sales points, either came together and formed partnerships, or purchased by other companies, turned into chain companies and passed to central managements. After retailer travel agencies turned into chain companies, the tour operators in German market came together and formed two blocks called Red and Yellow Cartels (Öger,1998: 209).

Figure1. Cartelization Process in Travel Market



The restructuring in European travel market, which turned into a cartel today, is actually the result of a process started in 1995 (Köfteoğlu (a), 2000). Companies that have a voice in the market began this period with a specified plan and a strategic goal. This plan, the main strategy of which is to control the market, consists of a few phases in itself. The first phase as it is seen in Figure 1, is retreating of finance sector to tourism sector. Within the first step of the phase, five biggest banks of Germany

started to control the whole sector in a short time, and leading companies of English travel market were seized by stock market companies. Thereby first step of the plan was fulfilled. Second step of the first phase is merging of companies that have finance support by means of vertical integration in travel market. This step, too, was completed in a short time and fulfilled to a great extent in 1998.

Then as the first step of the second phase, leading companies in travel market began to merge the companies in other European countries and this process has been largely completed. There is also a second step in the second phase. The most important feature of this step is seizing the accommodation, marketing, intercommunication, and other operations in the countries where customers are sent.

First Phase: Financial Support – Vertical Mergers

European Travel Market, which is the centre of the world's tourism movements, used to be shared among German and English tour operators. In those days, German tour operators didn't enter the markets that were controlled by English tour operators and vice versa. However, together with the fierce competition within the market, company mergers in Germany and England have gained speed and this resulted in companies' entering into each other's markets. German Red Group member TUI has purchased Thomas Cook and First Choice companies in England. Airtours, one of the largest tour operators of England answered this pounce by purchasing FTI, which is one of the most important tour operators of German tourism market (www.turizmgazetesi.com, 21.02.2000). Then, in 2000 Preussag, which has TUI within its corporate body, purchased Thomson, one of the biggest companies of English market (www.turizmgazetesi.com, 14.08.2000). However, according to the rules of competition TUI disposed Thomas Cook, another English company. C&N, a member of the Yellow Group and the strongest competitor of TUI in German market, purchased Thomas Cook and restrengthen its place within the market (www.turizmgazetesi.com, 07.12.2000).

A third block appeared in 2000. This block is Rewe, one of the greatest names of German retail trade. Rewe purchased ITS and DER in a short time and have a voice within the market. Finally Rewe purchased LTU and reached the level of Yellow and Red Groups (www.turizmgazetesi.com (b), 23.08.2000). Thus, in 5 years great changes took place in German and European travel market. On one hand

Germans won the competition and on the other hand a third big block like Rewe appeared. During this period, Swiss Kuoni, one of the important companies of European market, wanted to buy First Choice. Yet it failed in this attempt. Later TUI purchased First Choice and Germans won the competition. English tour operator Airtours, having big investments in German market, began its adventure in German market with FTI. However, FTI couldn't improve its economical situation. Conversely, the situation gradually deteriorated and also began to affect Airtours. After these developments, rumors about Airtour's oncoming sale started to circulate. Airtours, couldn't fulfill its expectations from FTI and Rewe captured the companies it wanted to purchase. Thus, it started to draw back from German market.

In Table 1, the development of market shares of the German tour operators are given between 1997-2005, a period during which a number of company mergers took place. A general look over displays that TUI's place as the first company and C&N's second place never changes. Nevertheless, the attack of Rewe in 2000 signals that this ranking may change at any moment.

Table 1. Development of Market Shares of the Companies in Germany (%)

	1997	1998	1999	2000	2001	2002	2003	2004	2005
TUI	27.0	26.4	27.1	28,1	28,9	29,7	28,7	28,.2	28,1
C&N (Thomas Cook)	17.1	22.3	22.6	21,7	22,9	22,7	22,3	20,0	19,6
LTU-Rewe	13.0	11.6	10.6	22,1	17,2	16,9	17,0	19,1	18,7
DER-Rewe	5.0	6.3	6.4						
ITS-Rewe	4.6	5.1	5.4						
FTI-Airtours	4.1	5.3	6.2	7,3	5,5	4,1	3,7	3,4	3,5
Alltours	4.3	4.7	4.7	4,7	5,4	6,5	7,2	7,1	7,3
Öger					3,6	4,0	4,3	4,4	4,5
Another	24.9	18.3	17.0	16,1	16,5	16,1	21,1	17,8	18,2

Source: DRV 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006 Reports

Second Phase: Capturing the Destinations

Within the first phase of the restructuring process of European Travel Industry Market, mergers and purchases in tourist sending countries have

been completed to a large extent. Today it is known that in this new structure, having facilities such as airway transportation, or marketing web is not sufficient. These are only possible when the customers are accommodated with the most economical prices in the country or region they are sent.

Within the second phase of the process, big tour operators started to purchase the companies in the destinations where they sent tourists. In this second phase of European Travel Market, competition took the form of controlling the accommodation capacity of the destinations. The most distinctive feature of this phase is capturing the accommodation, marketing, transportation and other units in the countries where the customers are sent. This process began by purchasing of tour operators, airway transportation and marketing systems. Now tour operators attach special importance to control the bed capacity within the markets and areas they want to go, in order to assure the market they withhold and struggle with their competitors within this process which started with the purchase of tour operators, airway transportation and marketing systems. The new process is focused in countries such as Turkey, Greece, France and Italy, the countries which are mostly preferred by European tourists. C&N purchased Havas in French market, while TUI bought Turkish-origin Gulet working in Austria. First Choice purchased the companies of Tentur in Europe, among which Nazar in Germany is also present. While two giants of German market TUI and C&N focus on French and Turkey, it is striking that Airtours and First Choice purchased companies in Turkey and Greece. German and English tour operators are almost fighting a war in order to control the existing bed capacity in every region they sent tourist. While this struggle of enclosing bed capacity takes place between two groups of the same country in some places, it can sometimes take place between German and English tour operators. While Yellow and Red Groups in Germany and in the last days Rewe Group are competing with each other, on the other side German and English tour operators are trying to control the bed capacity within the regions starting with the establishments they currently work with saying “you won't reserve beds for the other group if you work with me”

While all these developments are going on, some of the big companies pursue the strategy of changing their names. Airtours changes its name as Mytravel (www.turizmdebusabah.com, 12.07.2002) and at the end of June 2001 C&N changed its name as Thomas Cook (www.thomascook.info, 09.10.2003).

CARTELS AND ANTALYA

As it is seen in Table 2, nearly ¾ of German in-coming tourists come to Antalya. The fact that half of the tourists coming to Antalya are from Germany increases the importance of this new structuring, since Germany directs the European travel market and most of the company mergers take place in this country.

Table 2. German Tourist Arrivals in Turkey and Antalya 1995-2005

Years	TURKEY			ANTALYA			
	Total Tourist Number (thousand)	German Tourist Number (thousand)	Percentage of German Tourists in all arrivals (%)	Total Tourist Number Arriving in Antalya (thousand)	German Tourist Number Arriving in Antalya (thousand)	Percentage of German Tourists in Total Antalya Arrivals (%)	Percentage of German Tourists Arriving in Antalya in Total German Arrivals (%)
1997	9689	2338	24.1	2862	1539	53.7	65.8
1998	9752	2233	22.8	2539	1377	54.2	61.6
1999	7483	1388	18.5	1758	824	46.8	59.3
2000	10412	2276	21.8	3230	1517	46.9	66.6
2001	11619	2884	24.8	4212	2002	47.5	69.4
2002	13256	3481	26.2	4747	2348	49.4	67.4
2003	14029	3332	23.7	4682	2073	44.2	62.2
2004	17516	3983	22.7	6047	2529	41.8	63.5
2005	21122	4243	22.1	6884	2639	38.3	62.2

Source:
www.turizmgazetesi.com/sayisal/a-ii.html, 04.07.2001,
www.turizmgazetesi.com/sayisal/a-iii.html, 02.12.2003,
www.kultur.gov.tr, 06.09.2004,
www.turizmgazetesi.com/Sinf/inSinformation.aspx?id=36, 19.01.2006.
Data collected from Culture and Tourism Directorship of Antalya Province

The market of greeter agencies in Antalya region is the reflection of tour operators in Germany to a large extent. Regions are mostly shared by big local greeter agencies that make special agreements with big tour operators. A small proportion of the market is reserved for other small agencies. These agencies are struggling to survive. All the big German tour operators have been working with strong greeter partners for years and making special agreements with them. For example Öger's partner is

Oger Tour, TUI's partners are Tantur and Vasco within Gulet, C&N's partner is Diana Travel, First Choice's Partners are Nazar and Hotel Beds, Rewe's partner is Mastour, Alltour's partner is Novum, and Mytravel's partner is Bastıyalı.

Greeter agencies in Antalya are not in fierce competition, on the contrary they collaborate with each other (www.fvw.de/memtest/maerkte/data/marktbericht.958041988.29706.html , 14.03.2001). Greeter agencies are not very different from each other in terms of the type of work they do. All of them are agencies that furnish big tour operators with full service. All the greeter agencies are pursuing rather narrow activities in Germany regarding product management and purchase together with the group they belong to. However they have informing sides regarding hotel purchases. They actively join the research activities about new flights and new products and inform Germany about Antalya.

Big tour operators are competing for handshake with the big hotels of Antalya region. Tour operators are making pre-contracts and even initial payments with the condition that the hotels shall work only with their companies. These initial payments are defined as a kind of low-interest credit. (www.turizmgazetesi.com, 07.08.2000).

The competition of tour operators for securing accommodation establishments for their companies can be seen in summer catalogues of 2001. In Turkey's 2001 summer catalogues that were on sale in Germany 230 establishments out of 422 in Mediterranean and Aegean regions were being sold by only one tour operator. That is, TUI, Neckermann and Öger are the only reseller of 230 establishments in Mediterranean and Aegean regions (www.turizmgazetesi.com, 15.02.2001). A total of 422 establishments offered to German tourists by TUI, Neckermann and Öger Tour within the catalogues are shared among three tour operators. There are 93 the establishments in Öger's catalogue, 53 in TUI's catalogue, and 40 in Neckermann's catalogue, 276 of which are in Mediterranean and 146 are in Aegean regions. As it is seen in Table 3, among the establishments in Antalya and its environs there are 78 establishments in Neckermann's 2001 Turkey catalogue, 51 establishments in TUI's , and 147 establishments in Öger's. According to the table, Öger is the only reseller of 52 establishments in Antalya and its environs, similarly TUI is the only reseller of 27 establishments, and Neckermann is the only reseller of 25 establishments in the same region.

In terms of accommodation establishments, TUI has become the manager of Magic Life Hotel's in Turkey after purchasing Austria-centered Gulet. A few years ago TUI made an attempt to build a huge

holiday village in Kabataş region, but this project wasn't accepted (Ergan U., 08.02.2000). On the other hand Öger Group has operated Vista Hotels (Köfteoğlu (b), 2000).

Table 3. Distribution of Establishments within the Catalogs of three Tour Operators According to Regions

	Distribution of Establishments within the Catalog according to Regions			Distribution of Establishments according to regions where Tour Operators are the only Suppliers		
	Mediterranean	Aegean	Total	Mediterranean	Aegean	Total
NECKERMANN	78	44	122	25	15	40
TUI	51	42	93	27	26	53
ÖGER	147	60	207	52	41	93
TOTAL	276	146	422	104	82	186*

(*) There is summation mistake in the source in question. Total number is shown as 168 instead of 186. When the summation is made correctly, total number equals to 186.

Source: www.turizmgazetesi.com, "Üç Tur Operatörü 168 Tesiste Tek Satıcı" [Three Tour Operators, One Supplier in 168 establishments] 15.02.2001.

CONCLUSION AND SUGGESTIONS

Company mergers that are not on the agenda of our country are rapidly continuing in Europe. The cartelization in travel industry is Germany-centered, which is the greatest market of Antalya. Accommodation enterprises that are working with cartelized big tour operators do not have many problems in terms of finance, marketing and occupancy rate. They don't have any difficulties in pulling cash and selling their rooms. In return for this, these cartels make the accommodation establishments accept the prices they define. Accommodation enterprises should pursue coherent policies so that they protect their own benefit and that of their countries' rather than surrendering themselves to cartels. Otherwise, cartelized tour operators can force the price they like and direct as they wish.

Tourism enterprises should collaborate through the associations they have formed or they are to form and they should object to low price oppression. Low price shall change the tourist profile and also attract "poor" tourists whose expense aptitude is rather low. Thus there will be a decrease in tourism income. Besides the image of "cheap country" shall

damage the country's tourism. The possibility of a national tour operator that can have a strong position against cartelized structures should be searched. Companies that have such attempts should be supported. Airline companies, travel agencies and accommodation establishments should grow with partnerships, and should be restructured so as to break the force and pressure of these cartels and protect our national interests. Accommodation establishments in Turkey should object to take place only in one tour operator's catalog. This brings the risk of fulfilling every request of the tour operator in the catalog of which question.

While big companies of the market are competing to dominate the market, another movement started to flourish against this cartelized view in German market. A group of independent travel agencies and tour operators started to form a frame. Conditions are getting more and more difficult for small and medium-scaled agencies. The biggest advantage of these kinds of agencies is their continuous customers and niche markets.

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A NEW ADAPTATION OF ATTACHMENT THEORY: INTERPRETING THE LOGIC OF TRAVEL

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The behaviour which characterized and symbolized the relation among the ego and the environment was built according to an early age; to be exact at the moment the child develops the affective capacity. If this is right, by the attachment theory we might explain why some consumers choose one tourist destination instead of others. In the course of this essay, we will discuss the limitations and approaches around the attachment theory and a potential application on tourism scope.

Keywords: *Psychology – Attachment - Secure Base- Tourist Destination – Travel.*

INTRODUCTION

Actually, the researchers agreed by indicating the technological advances in the locomotion in XIX and XX centuries have impacted in the tourist system. An alternative hypothesis may suggest the development of the tourist infrastructure has sensitive correlation to technological developments. (Munné, 1980) (Knebel, 1984) (Jiménez Guzmán, 1986) (Acerenza, 1991) (Callizo Soneiro, 1991) (Cooper et al, 1992) (Katchikian, 2000) (Jafari, 2005) (Bañuls, Rodríguez and Jiménez, 2007)

From this point of view, an increasing number of Travellers decide to move long distances interested by leisure and leaving behind the daily working pressure. The industry of tourism has been created as an entertainment and relaxing option. Even though this may turn correct, there are many situations which coexist inside an ego at time of deciding the next holiday destinations. (Korstanje, 2007)

Under this context, Psychology and social Psychology look to have certain interest to study how the ego is conformed in the process of

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imaging the tourist destination. The issue appears to be that not always the travel implies a pleasant experience. Under some circumstance, the ego may react and refuse the idea to travel or move outside from home. Some ambivalent feelings as fear, anxiety or anger may very well be observed in patient just upon to leave the home.

The psychology and the social psychology were interested in this issue a couple of decades back. But from all available theories: the Attachment and of Secure Base results more attractive. (Bowlby, 1986) (Bowlby, 1989)

In this sense, Pla Vemengo understands for attachment to "*all behavior for which an individual maintains or it looks for vicinity with another person considered as stronger. It is also characterized by the tendency to use the main caretaker as a security base, from the one which to explore the unknown environments, and toward the one which to return like refuge in warning moments."*

There are two elements which the author makes reference in associate form but should be analyzed separately: for one hand, the Secure Base; for another the Attachment. Like the authors who study this matter have specified, the figure of the parents in the child would seem to be a fundamental element to define the attachment type in the mature life.

THEORETICAL BACKGROUND

One of the first investigations about attachment theory was conducted by Ainsworth in United States and Africa. According to the author, every time the child take off the mother for a lapse of time surfaces a range of behaviors and feelings which were classified as sure, anxious and anxious resistant. (Ainsworth, 1974; Vemengo, 2005; Bowlby, a1989; Casullo, 2004)

According to Ainsworth, whenever the child is separated from the care-taker some specific reactions may surface. Following this explanation, a typology scheme was build: A) protest Stage, b) desperation stage, c) indifference and resignation stage. For the author, these experiences have a direct incidence on the formation of the early personality and accompany the behaviors during a lifetime mature.

Attachment theory discussion

According to Ainsworth perspective, in 1985 Mary Main observed some correlations between the interviewer experience's and their parents. The author finds three forms of attachments combined a) sure-autonomous, b) insecure-disregarded, c) insecure-concerned. Each one of these typologies has related not only the early age of ego but also with some explorations attitudes once in mature life (Main, 2001) (Main and Golwyn, 1991).

Specifically, the works of Main gave place so that other investigators continued developing the issue. For that reason, in 1987 Hazan and Shaver found that the romantic systems of relationships in adults correlated with certain attachment typologies. (Hazan and Shaver 1987) (Casullo, 2004)

Some another studies estimates that in the world, 65% presented a type of sure attachment, while 20% was anxious and the remaining 14% ambivalent. For 1995, the distribution had varied in 55 sure%, 23% anxious, 8% ambivalent and 15% disorganized (Lyons-Ruth, 1996) (in Tapia-Méndez and González-Bravo, 2002).

Rosenstein and Horovitz (1996, in Jones, 1996) pointed out that the adolescents with an "indifferent" profile were more inclined to manifest dysfunctions and dissociate behaviors related to abuse of drugs, narcissism and paranoid neurosis. (Tapia-Méndez and Bravo-González, 2002).

It is possible the state of humor and certain environmental factors may influence in the mother's interaction with the child, like have demonstrated a couple of years back, Isabella (1993) and Stevenson-Hinde and Shouldice (1995).

Sometimes, the child temperament profile influences on separation process, consequently this modifies the relationship between the child and the care-taker. (Belsky and Rovine, 1987; Thin 2004). However, not always exists a certain correlation between the attachment typology and the parental relationship (Vaughan, 1985) (Thin, 2004:75)

Applications and limitations

Following Hazan and Shaver researches, María Martina Casullo (2004) has focused the topic through the theory of the Secure Base and their application in the pattern that the adults reproduce in the romantic

bonds. The point of discussion, resides in a new element in the study of this theory: the capacity to fall in love.

The Casullo´s method works empirically with both concepts consists on an application of the scale Bartholomew (1990). This scale was applied in 800 adults, 50% of masculine sex and the remaining 50% feminine between 30 and 60 years of age. Although, the obtained results validated the theoretical construction on the attachment systems in Ainsworth (1974), Main (2001), Bowlby (1989) and Hazan-Shaver (1990), the point which Casullo may not solve is the relationship of a theory based on empirically observations in children and the relationship with in mature people. Even Casullo referred the problem in her state of art, the Attachment development is not considering what Schutz named "the biography determined by contextual situation" or the historical experience of an ego. In this point, not only Ana Freud but also Melanie Klein stressed, a couple of decades back, attachment theory has several problems to be applied on clinic scope. (Vemengo, 2005)

As a result of this, some evidences sustain the kind of attachment appears to be modified at time the ego interacts with the environment. (Baker, 2002; Feeney and Cassidy, 2003). On the one hand, in most cases the used methodology entails an interview or some directed questionnaires. These types of approaches only display what the ego reminds and leave behind a plenty of details which are considered important for the research. Somehow, these kinds of techniques are seriously criticized and questioned by supposing one person is an inactive entity. Besides, the cases gathered by Bowlby on adults with problems presupposed that a distortion exists in the patient's subjective perception but this has nothing to do with what indeed happened in the early life (imagination). For that reason, the scales which spread to measure this type of behaviors should not be necessarily linked to the childhood. (Stern, 2000:41-43)

The cultural factor seems to refute the generic character given to the theory of the attachment in the classic Anglo-Saxon bibliography. For this reason it is necessary conduct a critical analysis of this theory from John Bowlby view. Specifically, many investigators throughout the world have applied the attachment scale in their societies but the obtained results were contradictory compared with Ainsworth results. (Thin, 2004:77).

In 1994 Plog elaborated a theoretical model which allowed classifying consumer and tourist psychographic profile. From Plog point of view, each type of destination has something to do with each profile. This model was useful for drawing and studying the impact of tourist destination on consumer mind. By combining style of life and individual

attributes, the author sustained three different kinds of personalities. All those who interested into the proper ego, were called psycho-centric. On contrary, all those who were concerned to alter, were named as allo-centric. In this case, the consumer is strongly motivated to travel long distance from home. Finally, the middle centric typology meets and mixes some attributes from another two above mentioned profile types (Plog, 1994) (Stringer and Pearce, 1991).

Even this thought current might provide with interesting discoveries on tourism research. Mysteriously, this was not taken seriously for international social science academic. Particularly, Argentina was not the exemption thereof. In other words as Regina Schluter suggested "in Argentina have not been carried studies at academic level of the tourism from the optics of the Social Sciences yet" (Schluter, 2000:39)

CONCLUSION

The bondage between the child and parents has been one of the central elements in the Attachment and the Secure Base theories. Like Freud, Bowlby presupposes erroneously that infant's demands which were not satisfied increase the propensity to hate. (Bowlby, 1986:25) (Bowlby, 1986:35)

According to the experiences of several psychoanalysts compiled by Root (1957) in patient with personality "blocked of affection", is there a clear tendency to have experienced a bereavement which was not correctly processed. In this sense, the clinic therapy points in returning to the first phase of the trauma, helping the patient to recover the repressed feelings of love and hate.

In the work called the Secure Base published (by first time) in 1988, Bowlby considers that his discovery can be compared with those who have been found from psychoanalytical circles as: the if-same reinforcement (Winnicott, 1960); the border personality (Kohut, 1971) or the esquizoid syndrome. (Fairbairn, 1962).

According to Klauss and Kennell experiment's (1975) the behavior of the mothers after the childbirth is immediately guided to the physical contact with the child. Before this act, the infant is shown pleased establishing the first knot with mother or the caretaker. Then, the ego will be carried out between the first interactions with reason of securing the relationship. Those children who have responded sensibly to the maternal stimuli have fewer possibilities to resist the desires of their parents, as well observed Mary Ainsworth (Bowlby, 1989:21).

According to the discoveries of Frommer and O Shea (1973), the women who have presented separation antecedents with their own parents before the eleven years of age during their pregnancy, are more predisposed to interact less with their son that those who have had a stable childhood. This looks to coincide with the Freudian concept of neurosis. But the fact is that, Rutter (1979) found that people born in hostile homes or "smashed" have more probability to form marriages and homes with similar characteristics.

In 1972, Anderson demonstrated that during the second or third year of life a child rarely moves away from the mother more than sixty meters before returning. Based on this observation Bowlby senses that "then we can give had sat down that the behavior that takes it away from its mother toward the vast world - that is denominated exploratory behavior correctly - it is incompatible with the attachment behavior and has smaller priority. Likewise, only whenever the attachment behavior is relatively inactive and human need satisfied, the exploration tendency appears… all we, from the cradle until the tomb, are very happy when the life is organized on a series of trips, long or short, from the secure base provided by our attachment figure." (Bowlby, 1989:78)

In few words, for the pattern of the Secure Base the fellow has three types of possible behaviors at once of exploring the environment. An ego entitled under a sure attachment dares to explore the world around and are recognized the environment consequently.

A couple of studies, conducted by Schaffer and Crook in 1979, validated the Anderson hypothesis. As these researchers found, there was certain correlations between the attachment typology and the time a child decides to do the first steps. (Schaffer and Crook, 1979). The environment perceptions look to be related to the mother relationships. If so, the capacity to explore and to image the world has emotional causes.

Finally, the present essay is entitled to extract two important hypotheses: the first one lies in the exploration capacity is linked to the maternal attachment; second one, is referred to the individual's decision of traveling to certain geographic point along with the proper socialization process influence. If this thought is correct, we believe the theory of the attachment and the Secure Base should be kept in mind by the specialists, planning and academic researchers at time of planning a tourist destination.

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APPLYING S.W.O.T. ANALYSIS METHODOLOGY IN THE FORMULATION OF PROPOSITIONS AIMING AT A MORE EFFECTIVE OPERATIONAL APPLICATION OF TIMESHARE IN GREECE

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The present paper aims to suggest specific actions- proposals for policies likely to counteract the difficulties involved in the operational application of Timeshare in Greece. The choice of the S.W.O.T. Analysis methodology can be accounted for by the fact that it enables the detection of strengths and weaknesses as they manifest themselves in the internal operational environment of the Greek Timeshare enterprises. Concurrently, opportunities and threats related to the Greek product are brought to light and clearly determined through the analysis of the external environment as well as of the Greek Timeshare market.

Keywords: *S.W.O.T. Analysis, Timeshare, Greece, Policy Actions*

INTRODUCTION

Timeshare, otherwise known as vacation ownership, offers to its purchasers the possibility to enjoy, annually and for a set period of time (interval) the facilities and services offered by one or more resorts. As a matter of fact, the product consists of the co-ownership of a resort or of the right to use the latter (W.T.O., 1996). The right in question can take the form of a right *in rem,* a right *in personam* or a corporate one (Themeli, 1992). The products' main characteristics comprise the resort which is the tangible form of the right and the possibility to exchange the stay with an equivalent set in various places and time frames. The financial obligations of a Timeshare purchaser include, the fee for the right's acquisition, the annual exchange company membership fee, and the cost corresponding to each exchange performed. To these must be added the annual fees for the resort's maintenance and management as well as

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the charges for the use of the facilities offered (Pantazis, 2003; Ragatz Associates, 2002; Rezak, 2002; Sotiriadis, 1999).

In the context of the present paper, Timeshare is examined in its capacity of special tourism product affording a higher degree of differentiation than other tourism products. The capacity in question resides mainly in the tourist's ability to modify the terms of ownership or use of his/her vacation lodging (Zacharatos et al., 1992). Essentially, Timeshare offers a third option, beyond the two classic ones (namely the acquisition of a secondary home or the stay in a hotel) which consists in the co-ownership of the resort or its interval use in alternation with others (Stavrinoudis, 2004).

Despite a twenty-year long presence in Greece, Timeshare is not considered particularly successful as a product. Two factors corroborate this observation. First and foremost, its growth is limited. Secondly, the sizes of its essential components (number of resorts integrated, number of owners etc.) lag behind those of other countries which compete with Greece in the tourism sector, such as Spain (Stavrinoudis, 2006a). The fact that in 2005 the number of resorts integrated in Timeshare amounted to just 42, while the product's owners, Greeks in their majority, were as few as 23.000, highlights this point (Tasiana, 2005).

METHODOLOGY

In the context of the present paper and in order to accurately describe the particularities of Timeshare in Greece, the latter is to be examined as a special and unified tourism product which can be geographically associated with the Greek territory. Nevertheless, one can hardly afford to ignore the interdependence between Timeshare and the Greek tourism product as well as the influence they exercise on one another. At this point it is pertinent to stress out the fact that the Greek Timeshare market disposes of characteristics which differentiate it from those of other countries, being composed of a group of businesses which constitute the products' production and supply network. The businesses in question are in their vast majority resorts of Greek interests, although a restraint number of foreign enterprises are also involved, (e.g. the exchange companies), the role of which is decisive.

With regard to methodology, the S.W.O.T. Analysis was selected as the most suitable tool for presenting the totality of a product's special characteristics. The latter, external or internal, constitute the fundamental parameters determining further growth or eventual market failure. The

acronym S.W.O.T. stands for Strengths, Weaknesses, Opportunities and Threats, all of which can be discerned in a product, in the context of a specific market, during a set period of time. According to the S.W.O.T. Analysis, theoretical model strengths and weaknesses are generated from the internal environment of operation of a given enterprise or of a cluster of enterprises, while opportunities and threats are external factors, the results of the influence exercised by both the external environment and the market. Companies' weaknesses can be optimally detected using S.W.O.T. Analysis and, as a consequence, inappropriate strategies and their ensuing actions are easier to avoid. Furthermore, the S.W.O.T. Analysis tool enables one to grasp the opportunities and threats arising in the wider field of a company's action and operation. In this manner, the company's strengths can be highlighted and available resources can be utilized in the best possible way (Bennett, 1999; Dyson, 1994; Boseman and Phatak, 1989; Bourgeois et. al, 1999). S.W.O.T. Analysis can be employed to the totality of a specific market's enterprises as a cohesive frame facilitating the processes of reaching conclusions, making decisions and shaping policy (Vagianni et al, 2003; European Commission, 1999). In this study, the S.W.O.T. Analysis pinpoints the strengths and weaknesses of the ensemble of Timeshare enterprises active in Greece as well as the opportunities and threats manifested in the same domain. In addition to the literature review of the national and international bibliography about Timeshare, results of substantial importance were obtained from a research contacted among all Timeshare enterprises active in Greece. The research's purpose was to investigate the business application of Timeshare in Greece. 36 out of the 60 questionnaires sent out were returned and proven usable. They are the source of valuable information concerning the Strengths – Weakness and the Opportunities– Threats faced by Timeshare in Greece.

A SWOT ANALYSIS OF TIMESHARE IN GREECE: STRENGTHS & WEAKNESSES

Characteristics of the timeshare supply in Greece

Strengths

High in the list of the strong points of the Timeshare system in Greece we find the existence of resorts which in their majority were functioning as hotels prior to their affiliation to the system. On account of this their previous use, the resorts in question entered the market already

equipped with a given organizational and functional structure while they also disposed of qualified human resources. Since the Greek legislation stipulates that the minimal prerequisite for resorts wishing to join Timeshare is a three star rating, this prerequisite is an advantage from the quality perspective. Besides, Greek resorts are also located at internationally recognized and established tourism destinations and many of them are brand-name units known and acclaimed by the tourists, since they have achieved brand visibility (Stavrinoudis, 2004).

Weaknesses

Among the supply- related weaknesses of Timeshare stands a shortage which harnesses the dynamics and curtails the perspectives of the Greek market, namely the scarcity of integrated resorts (Tasiana, 2005). Their vast geographical dispersion and the seasonality of their operation play an equally negative role, since both factors inhibit the development of winter activities associated with Timeshare. Thus, the number of salable Timeshare weeks is cut down to a maximum of 35 per year. Another key weakness lies in the limited range of facilities and the inadequate infrastructure of the resorts in question. Both shortcomings are the natural consequences of seasonal operation and lay at the origins of the sector's reduced competitiveness, especially when Greek Timeshare resorts are compared to those located at other countries (Themelidis, 1996). The Greek Timeshare supply characteristics are equally undermined by the fact that a number of the resorts were already under financial duress before they integrated the system (Euthimiatou-Poulakou, 2003). The integration was expected to put an end to the difficulties in question but it failed to do so.

Another obstacle to the products' further development is the advanced mean age of the integrated resorts. It is worth noting that 21 out of the 36 enterprises which provided answers to the questionnaire were resorts, ten out of the twenty one had been established before 1980 and the oldest of the lot operated since 1963! Efforts had been made to encourage the affiliation of new resorts in the system, which, had they been successful, would have renewed the demand and increased the number of resorts and intervals for sale. Unfortunately, none of them came through. The Greek Timeshare resorts were originally and in their vast majority typical hotel units, and were partly renovated in order to join the Timeshare system (Zacharatos et al., 1992; Tsakiris, 1991). Despite the obvious advantages such a situation presented, it is no less evident that the conversions in question are behind the absence from the Greek Timeshare market of

purpose-built resorts endowed with appropriate characteristics and facilities.

The fact that only a restricted percentage of the resorts' bed capacity was eligible for Timeshare use must be added to the weaknesses list. As a consequence, a number of essentially small hotels were deterred from joining the system, since such a move was deemed unprofitable. 55.6% of the respondents to the questionnaire seem to have spotted this weak spot of the regulation, since they claim that it is necessary to amend the legislation regulating Timeshare operation and management, with special emphasis placed on raising the percentage of the lodgings' capacity dedicated to Timeshare to 100%. One must add to these problems the fact that an important part of the employees in the new lodgings intended for Timeshare has to cover the needs of the hotel's capacity not integrated in the system (30%). At the same time, because the satisfaction obtained by Timeshare professionals from their involvement in the sector was small, the number of the integrated enterprises was further diminished (Asiminaki, 1997; Zacharatos et al., 1992). The results of the research made clear that 36.11% of all the integrated enterprises which filled in the questionnaire, were slightly or not at all satisfied by their involvement in Timeshare.

Given this state of affairs, and unless the long-term recession which somehow became intrinsic to the Timeshare sales in Greece is reversed, the product runs the risk of marginalization to be followed by its transformation to an idle segment of the country's tourism product.

Market research and collaboration between enterprises

Strengths

The late introduction of Timeshare in Greece and its slow penetration in the sector of Greek tourism supply had nevertheless one positive consequence: it provided the opportunity to take advantage, albeit marginally, of the European experience obtained on the matter. This element was pointed out by 9 enterprises-respondents as one of the country's important advantages concerning Timeshare growth. Thus, despite the fact that the market functions in conditions less than ideal, some mistakes were indeed avoided, especially the ones related to the sales' techniques eventually employed. Such mistakes would have doubtlessly blackened further the products' image in Greece.

Weaknesses

However, problems did arise and they were principally due to the

absence of a prior sedulous research of Timeshare and its special characteristics (business, institutional etc.). With the exception of the legal investigations which took place during the phase of adaptation to the National Law, the product as well as its specificities were never the object of scientific analysis. This situation led to the product's dissemination in a form which clashed with the characteristics of the Greek tourism product. In addition to all the above, the Greek businessmen involved in the tourism sector manifested only a minor interest for the product and its possibilities as instrument of development and enhancement of the country's hospitality supply sector (Stavrinoudis, 2004). This fallacious perception can be interpreted in the context of the lack of collaboration between integrated enterprises. No joint action was undertaken either, although it would have substantially fortified the Timeshare supply in Greece. The professionals seem to be aware of the fact, judging by the fact that 37.5% of the respondents consider the collaboration between themselves as a basic tool in the resolution of Timeshare problems in Greece.

The marketing and promotion techniques applied

Strengths

Greece is a well-known tourism destination. Consequently, tourists who spend their holidays there are, in theory, potential Timeshare buyers, a specific target-market and one of the easiest to reach (Stavrinoudis, 2006a). In a symmetrical manner, Greek tourism can reap benefits both from foreign Timeshare owners and from Timeshare-induced derivative demand (by the owners or by their friends and relatives). As far as the Timeshare marketing and promotion campaign in Greece is concerned, the fact that there were no attempts to sell it combined with non-tourism products such as life-insurance products is considered a blessing. Indeed, customer's confusion about the product's nature and characteristics was thus avoided. At the same time, it became obvious, at least to future buyers, that Timeshare was distinct from any other type of product.

Weaknesses

However, the Greek Timeshare market had its share of cases where non-professional salesmen in pursuit of an easy profit did indeed lure purchasers with false pretenses and thus tarnished the product's and the market's image. The fact that 86.1% of the enterprises participating in the survey believe that the public is sketchily informed, while 66.7% among them maintain that the amateur salesmen active in the market are behind

many of the product's problems is noteworthy. Also, the aggressive selling techniques extensively used were of a kind which, in an insufficiently regulated market, could eventually tarnish the product and contribute to its depreciation in the eyes of the consumers. Another negative aspect is the fact that marketing tools were put at the service of short-term sales rather than that of a general informational campaign about the product, its characteristics and its advantages, a campaign addressed to both consumers and tourism enterprises (Themelidis, 1996; Tsakiris, 1991). This tendency accounts for the fact that 25.9% of the enterprises asked pointed out the great number of Timeshare owner's complaints about sales. The fact that, in a number of cases, businessmen and owners of resorts were the victims of scum artists is indicative of the extent of the fraud. It is worth mentioning that 25 enterprises (69.4%) of those which answered the questionnaire claim that a modification of the existing legislation is necessary in order to secure the control of the market and the protection of resort owners from marketing companies.

Greek Timeshare companies failed to identify and subsequently approach the target market efficiently; they misinterpreted its national, demographical and financial characteristics. Very often, persons were selected as prospective buyers who were unlikely to buy, an obvious conclusion to draw from international statistics and given circumstances. In parallel, the lack of efforts towards an energetic and systematic promotion of the product overseas, which might have attracted foreign purchasers, is evident.

Product's price and related charges

Strengths

A capital Timeshare strength is the long-term and conditional opportunity to reduce holiday costs offered to its purchasers. The conditions to fulfill in order to benefit from it include variables such as the frequency of the rights' use, the vacation model adopted etc. (W.T.O., 1996).

Weaknesses

One of the product's disadvantages often mentioned by its critics and not seldom adopted by prospective buyers is the high acquisition price combined with the long-term (up to 60 years) period of fulfillment of the owner's right (Ragatz Associates, 2002; Rezak, 2002). Greek Timeshare companies, in their effort to counterbalance hesitations stemming from acquisition costs, have introduced cheaper products with a shorter

fulfillment period in the market. The products in question alleviate the feeling of insecurity born out of the long-term nature of the acquisition. The high price of the Timeshare product can be accounted for by the inflated marketing and sales costs, costs which can be chiefly imputed to inadequate techniques and poor market targeting. The fact that 47% of the Timeshare enterprises in Greece identify the high marketing cost as one of the products major problems is by no means irrelevant. The reluctance manifested by prospective buyers in view of the high cost of acquisition is further strengthened by the fact that the payment does not guarantee a free-of-charge possession of the product, but further fees are involved such as the maintenance, administration and exchange ones. The additional costs are often pointed out as important deterring factors from the product's acquisition (Pantazis, 2003; Rezak, 2002).

The human resources' characteristics and the quality of the services offered

Strengths

The resorts managers' qualifications must be mentioned as one of Timeshare's advantages which can, in the long run, buttress its position in Greece. The managers of the resorts integrated in the Timeshare system are not only theoretically well-read but also experienced, hands-on professionals of the general tourism sector, while some of them are familiar with the Timeshare sector (Stavrinoudis, 2004). The above is substantiated by the fact that 68.57% of the managers of Greek Timeshare businesses participating in the survey are holders of university degrees while an important number amongst them also hold postgraduate titles. Also, 88.88% of them have work experience in tourism-related enterprises, whereas 41.66% of the senior management respondents were previously employed in Timeshare-related ones.

Weaknesses

Despite all that was stated above, the general lack of specialized human resources, such as staff both knowledgeable and internationally experienced in the management of Timeshare resorts, led to poor businesses choices. These in turn proved harmful to the Timeshare offer in the country. Greek resort owners only made matters worse in this perspective by wrongly surmising they could convert their businesses to Timeshare without recruiting specialized staff, on the strength of their hotel management experience alone (Zacharatos et al., 1992). The data provided above combined to the low standards of services offered render

the Greek Timeshare resorts less competitive when compared to those of other countries. A case to the point is the Greek Timeshare businessmen satisfaction concerning the quality of services offered which is rather low (2.88 in a scale from 1 to 5).

Funding schemes for professionals and prospective buyers

Weaknesses

An important weakness of the Greek Timeshare market is the scarcity of financing opportunities, faced by businessmen in their investment activities and prospective buyers alike. Funding schemes and specialized incentives, by encouraging new investments, are essential to Timeshare supply strengthening, both qualitatively and quantitatively. Nevertheless, in the Greek market, they are unheard of. The lack of attention or energy dedicated to the stimulation of Timeshare acquisition demand is situated along the same lines (Stavrinoudis, 2006a; Zacharatos et al., 1992).

The products' "image" in the market

Weaknesses

Another element worth mentioning is the attitude shown by the Greek tourism businessmen towards Timeshare and its specificities, a cautious if not downright hostile one. Such an attitude is not totally uncalled for. The negative image of Timeshare, the denigration it had undergone and the subsequent distrust with which it is often surrounded in Greece as well as abroad, are by no means irrelevant in this respect (Manikis, 1998). According to 48.51% of the businessmen participating in the survey the attitude of the Greek tourism businessmen towards Timeshare is negative. Another 40% characterize it “neutral”.

The products' evolution and differentiation

Strengths

The recent tendency of well-known and brand-name Greek hotel chains to become involved in the Timeshare sector can be mentioned in the list of positive developments. Timeshare and holidays in Greece could complement each other. Provided that the new tendency is combined with the potential of complementarity, it can redress the total demand which is, for the time being, falling.

Weaknesses

In Greece, the adoption of the point system which is the most successful form of Timeshare internationally, is very slow. Nevertheless, a number of steps towards its propagation among Timeshare owners have been made, albeit only recently. In fact, in the Greek Timeshare market, no substantial and articulate efforts are made to enrich the offered product in ways which will answer the specific needs- demands of the consumer. Worse still, a significant percentage of integrated businesses (resorts, marketing companies) are also involved in other tourism activities (from the ones mentioned in the survey the examples of hotels, travel agencies etc are worth quoting) whereas a smaller number among them are active in sectors which have nothing to do with Timeshare and tourism in general. These combined shortcomings constitute a key weakness of the product bound to sabotage any ground-breaking efforts to differentiate it.

OPPORTUNITIES & THREATS

The products' nature

Opportunities

In Greece, the product disposes of an opportunity inherent to its nature: it consists of the alternatives concerning the time span of the rights' acquisition (3 to 60 years) (Euthimiatou- Poulakou, 2003). The variety of choices presented to the prospective owner is thus increased as he/she is free to adapt the product to his/her needs and particularities. To the variety of time-choices answers the variety of the manners in which the Timeshare right can be exercised in Greece. The owner can transfer, bequeath, rent or sell his/her right-to-use. In parallel, attention should be drawn to the accrued flexibility brought forth by the exchange system, which contributes to the products' enhancement. Such flexibility constitutes an opportunity for Timeshare owners to disentangle themselves from the geographical constraints often related to the product, as well as a competitive advantage for the businesses involved (W.T.O., 1996).

Threats

Despite all that was mentioned above, Timeshare in Greece is far from reaching the degree of flexibility wished for. As a consequence, the Greek Timeshare model is less attractive than the one operating in other countries, discouraging foreigners from buying Timeshare in the country.

The curtailed flexibility can be partly imputed to the acquisition of the owner's right in one specific resort.

Possibilities for combined development or substitution of the product

Opportunities

The following sectors present major opportunities for the products' improvement: the enterprises' efficiency, the products' development and the operational level of the Greek Timeshare market. The Timeshare expansion to other than the hotel sector of the hospitality market, such as self-service lodgings or secondary homes, can be a means of improvement. 54.3% of those who responded to the questionnaire believe that Timeshare can be transplanted to the cruise sector, and another 54.3% is positively disposed towards Timeshare's expansion in the sector of secondary homes. Another unique opportunity in the same direction lies in the possibility to reinforce Timeshare supply by the affiliation of self-service lodgings. The standards of the lodgings in question often coincide with the consumption patterns and demands manifested by Timeshare owners during their holidays. Yet another opportunity arises from the Greek state's energetic involvement in Timeshare, which can be discerned in the leasing or selling part of the real estate property belonging to the Tourism Development Co. (former Hellenic Tourist Properties S.A.). Thus, any interested party can join the Timeshare system.

The possibility of limiting seasonality must not be overlooked either. Instrumental to that is the expansion of Timeshare in regions where tourist activities can be pursued also during the winter, a scheme bound to upgrade the product and raise its contribution to Greek tourism. To become popular, Timeshare must be promoted jointly and concurrently with the other alternative forms of tourism, since it is internationally known as one of them. It certainly ought to be included in the general national promotion and advertising campaigns featuring alternative forms of tourism.

Globalization and the product's internationalized dimension

Opportunities

The effect of globalization coupled with the operation of Greek Timeshare enterprises in an intensely internationalized environment provide businessmen with the opportunity to be in contact with similar enterprises based on other countries, mainly European Union ones.

Strategic alliances can thus be formed which will aim at the exchange of know-how on the sector concerned and the combined promotion of the product.

Threats

Nevertheless, Timeshare in Greece is still threatened by the intense competition reigning at the Mediterranean region. Greece's list of most important rivals includes countries like Spain, where the product is already fully developed and attracts a significant number of purchasers. Such countries threaten the development of Greek Timeshare because they are well-known and acclaimed Timeshare destinations and dispose of great numbers of resorts (high-standard ones in their majority) as well as important ranges of facilities. In the same order of ideas, the emergence of new competitors in the face of the countries located at the extended Mediterranean region has been recently observed. The latter encourage tourism development in the sector of low-cost vacations by offering very cheap holidays. As a consequence, neither the latter's transformation to competitive destinations and Timeshare owners' attraction poles nor Greece's decline and least of all the rise in consumers' demands concerning infrastructure and amenities come as a surprise.

The institutional framework: customers' protection

Opportunities

Undoubtedly, the institutional and legislative framework regulating Timeshare and its standards of application in any given country plays a decisive role in the product's development and its subsequent success. Greece provided specialized legislation in order to rule the Timeshare operation which, combined with the special relations binding the contracting parties, constitute a major opportunity for the products' development and the rationalization of the market. This element is seen as an advantage for Greek Timeshare by 52.77% of those participating in the research. Furthermore, the existence in Greece of a title deed guarantees the right of the Timeshare owner while the latter's security is further enhanced by the notary act. It must be noted here that Greece was among the first European countries to introduce specialized legislation in order to regulate Timeshare. Additionally, the long overdue incorporation in the existing framework of the relevant European Directive 94/47 constitutes a worthy effort to regulate the market and to deal with at least some of the products' problems (Euthimiatou- Poulakou, 2003). Notwithstanding the weaknesses inherent to the Timeshare institutional framework, a number of actions can be undertaken to improve the product and its penetration in

the Greek market. In the head of the list is the exploitation of the possibilities offered by the point system. A stricter enforcement of the legislation, mainly through measures targeting the restructuring of both the market and the enterprises' activities, is another step in the same direction (Stavrinoudis, 2006a).

Threats

Nevertheless, the product has more threats to face which have twofold roots. First, the specificity of the institutional variables governing the product's application in Greece and secondly the obstacles on the road to a satisfying and seamless incorporation of the purpose-built legislation in the National Law. Not only the legal dimensions of Timeshare acquisition were partially incompatible with the Greek Law, but the product was also originally perceived in Greece as leasehold and not as a multi-ownership of a tourist lodging (Euthimiatou- Poulakou, 2003). The last specificity is decisive and impacts both the nature of the product and the bond (legal as well as psychological) linking the owner and the resort where he acquired his/her right to use. It is not unusual to see the prospect buyer being deterred from the acquisition by this "malaise".

The limit imposed by the law to the percentage of resort beds which could be integrated in the Timeshare system (50% concerning resorts which are already operating and up to 75% for new ones) is another threat to the products' development. The constraint in question, despite its "safety valve" role, namely to protect the owners' rights and the quality of the services provided, is no less a hindrance to the efficient market and businesses operation. Concurrently, Greek legislation has failed until now to adequately protect the owners' rights, a shortcoming which gave way to a number of cases of extreme fraud detrimental to owners or prospective buyers. The quantity of complaints received by the national consumer protection organizations is a case in point (Stavrinoudis, 2004).

MARKET REGULATION

Opportunities

It is necessary to fortify substantially the Union of the Greek Timeshare Enterprises institution-wise if we are to improve control over the Timeshare market's operation. The former may function as a catalyst and guarantee the smooth operation of the market as well as the enterprises involved.

Threats

Among the elements threatening Timeshare's growth lies the inadequate regulation of the market which leaves "professionals" aiming at easy profits unchecked. In the same perspective, one can observe that no official suitably manned and competent organization exists to ensure the protection of the owners' rights, control the entry of new businesses in the market and the market operation (Stavrinoudis, 2006a). Directly correlated to all the above is the inadequacy shown by the national tourism policy when it comes to include Timeshare in its general goals and long-term developmental policies of Greek tourism.

Characteristics of the Greek tourism market

Opportunities

Despite its objective weaknesses, the Greek tourism product disposes of a number of characteristics which can be translated to opportunities for Timeshare's further development. Among them stand the vast variety of tourist resources, the attraction of tourist groups of various interests and the stock of "experiences" with which the country is endowed. As a matter of fact, the majority of key tourism resources coincide with the parameters influencing the Timeshare purchasers' decision, like for example the right's location or exchange. Greece is indeed one of the most important tourism destinations internationally and its reputation as a recognizable and acclaimed one is no longer to be built: these are major opportunities for Timeshare development. The successful hosting of the Olympic Games of 2004 and their impressive impact on the Greek tourism product are not to be underestimated either. The systematic marketing advertising campaign aiming to maintain, improve and elaborate the positive image of a high-standard destination the country has thereby acquired must also be perceived as an opportunity. The improvement of the infrastructure (e.g. transportation, Olympic cities lodgings) constitutes another noteworthy occasion of development (Stavrinoudis, 2006a).

Threats

A serious danger for the development of Timeshare in Greece lies in the absence of specialized tourism infrastructure (such as marinas, golf courses etc.). Not only does their lack hinder the development of alternative forms of tourism, it also drives away future Timeshare owners, who would otherwise have been seriously tempted to buy or exchange their rights in a region or resort where such facilities exist (Stavrinoudis,

2004). The inferior quality of the services offered and the gaps in Greek tourism education, both of which exercise a major influence on the characteristics and the efficiency of the human resources employed in the tourism sector are relevant problems. At the supply level, the weaknesses of the Greek tourism product entwined with the seasonal operation of the hotels-resorts and the unsatisfactory utilization of new technologies certainly do little to encourage Timeshare's development in Greece. Finally, the low socio-economical profile of the tourists visiting Greece does not favor Timeshare's expansion in the country.

The degree of market development and completion

Opportunities

In the list of opportunities offered to Greek Timeshare, one must add the important number of hotels which meet the typical requirements of the system and favour the future increase of the affiliated resorts. Concurrently, the growth of Timeshare resales gathers speed in Greece as it does all over the world, thus becoming an opportunity to develop the product further and to reduce its price.

Threats

The Greek Timeshare market is not yet complete, a fact reflected on the absence of certain types of businesses necessary for its smooth operation. The results of the research highlight the absence of resale companies from the Greek market and, according to 77.8% of the respondents; this absence is no insignificant problem. The absence of an organization providing financial support to the businesses as well as the perspective purchaser's must be added to the threats inherent in the operation of a market lacking some of the essential enterprises. The result is a poor degree of foreign trustees' involvement which hinders the activities of Greek Timeshare enterprises often (Stavrinoudis, 2004).

Degree of dependence from a limited number of companies

Threats

In the Timeshare case, the globalization concept finds its expression in the control of the market by a small number of powerful companies. Thus, two exchange companies dominate a market where the vast majority are small ones. It is not surprising that the effect they have on the structure and operation of the market and the other enterprises involved is catalytic. Often, Greek hotel owners perceive the exchange companies as

Tour Operators substitutes, estimating that, if they affiliate their hotels in the Timeshare system, the exchange companies would take up the role previously held by Tour Operators. Since they were dependent on Tour Operators they expect to be dependent on exchange companies as well.

Competition, entry and exit market opportunities

Opportunities

The ease with which new enterprises (resorts and marketing companies) can enter the market is a major opportunity for improvement for its operation. It can also enrich the product's supply side.

Threats

The inability of the majority of businessmen to grasp the international dimension of the competition they are called to face constitutes yet another threat to the Greek Timeshare enterprises. A case to the point is the fact that when asked, 50% of the businessmen consider the competition “average” and 38.88% think of it as “low”. Indeed, they focus on the national aspect only, since they estimate that this is the ultimate scope of their activities. Besides, they do not always comprehend that competition concerns derivative products as well, such as low-cost holidays, and that the latter may present a long-term threat to Timeshare by catering for a part of the demand which could, theoretically and in their absence, be answered by the Timeshare product.

Characteristics of the demand: profile of the buyers'

Opportunities

With regard to Timeshare demand, an important opportunity consists of the fact that Timeshare owners in Greek resorts originate from many different countries. Thus, Greece avoids strong dependence from a limited group of countries. In this context, Greek Timeshare owners are an exception. Also, Timeshare is well developed and has penetrated the market successfully in most of the countries of origin of non-Greek owners. The short distance separating Greece from the countries in question is another advantage since it favors the demand. An important opportunity is also the development of marketing actions to markets other than the domestic where Timeshare is either known and accepted (Great Britain) or where it has not yet reached full development (e.g. countries of East and Central Europe).

Threats

Despite the fact that Timeshare owners originate from a vast range of countries, a key threat to the product is the limited number of owners and especially of non-Greek ones who buy or exchange their right in Greece. The result of this shortage is a corresponding dimming of the positive effects of the product on the country, be they financial or of any other nature. The dominance of Greek owners is another source of worries since the domestic market is narrow on account of demographic as well as financial factors. From the same standpoint, the fact that the profiles of Greek holiday consumers do not match those of Timeshare owners is obviously a threat (Zacharatos et al., 1992). Furthermore, the fact that Greek businesses focus on the domestic demand, combined with the saturated market and the curtailed purchasing power of the Greeks, equal another threat. And finally, the U.S.A. market, despite being considered the biggest and globally dominant, for reasons having to do with distance among other things, does not manifest any demand for Timeshare acquisition in Greece, menacing its development.

CONCLUSIONS & POLICY RECOMMENDATIONS

The preceding S.W.O.T. Analysis defined and highlighted those of the elements of the internal environment of operation of Greek Timeshare enterprises which can contribute to the development of both the product and the market. However, the identification and enumeration of all the parameters contributing to the key weaknesses of the way in which the product was applied at the operational and institutional level in Greece was of even greater importance in this context. This procedure enabled the formulation of policy measures aiming to enhance the product qualitatively as well as quantitatively, to counter the threats and take advantage of the opportunities presented.

One of the principal goals of a Timeshare policy must be to reinforce the supply, especially in terms of integrated resorts. If the latter are to increase, then the process must be ruled by quantitative criteria (e.g. the resorts' category) but keeping the objective of renewal in sight, especially with regard to resort age. This can be achieved by the affiliation to the Timeshare system of newer and, preferably, brand-name resorts. The enrichment of Timeshare supply can also be achieved by legislative means, such as regulations allowing the integration of smaller resorts, and by the provision of incentives and funding to the companies wishing to join the system. A key requirement in this direction is the creation of at

least one Greek financing organization which will be active *inter alia* in the Timeshare sector. The Greek Timeshare supply must branch out not only by increasing the number of integrated resorts but by extending its activities to other types of businesses, which for the time being are absent from the domestic market (such as resale companies). The need for further differentiation and enrichment of the product cannot be overstated. Differentiation and enrichment can be achieved by means of growth-expansion of the product to other sectors, such as cruise ships and second homes.

It is necessary to include Timeshare in the national developmental tourism planning and to promote it in parallel with the other alternative forms of tourism. In order to achieve this, important interventions should be made at the institutional level, in the form of changes- adaptations of the national legislation. The result should be a national legislation which on the one hand matches the characteristics the product has developed during the last years and on the other is capable of eradicating weaknesses inherent to the latter's application in Greece (e.g. the possibility to integrate a percentage only of the resorts to Timeshare).

Concurrently, it is necessary to highlight the special quantitative characteristics of the supply, and, more particularly, the number of facilities offered by the resorts integrated in the system. Enhancing the variety of facilities increases the competitiveness of Greek Timeshare resorts and, at the same time, enables the deployment of tourism activities during an extended period of time rather than just one season. However, one thing should be made clear: Timeshare strategy and policy in Greece can aspire to the increase of the weeks offered annually, but the target, except in a minority of cases, of an annual 52 weeks supply of Timeshares to the market, is unrealistic. In the same context, providing incentives to those who aim to extend the resort supply geographically is also deemed important, especially when they choose regions eligible for the development of tourist activities during the winter season. Nevertheless, the importance of Timeshare development in internationally recognized, brand-visible tourism destinations of the country must not be overlooked either. The primary goal of national Timeshare policy should be no other than the continuous enrichment and differentiation of the product (e.g. through an extended application of the point system). The latter must take place in conjunction with the exploitation of the tourism supply elements which attract Timeshare buyers.

In the context of an articulated effort to develop both the product and the market, collaborations between enterprises must be pursued by means of sound professional relations. Collaborations should aim to secure

higher participation levels in Timeshares' production and diffusion, and to guarantee the familiarization with the product and its special characteristics. Greek Timeshare enterprises must develop substantial partnerships with overseas companies which specialize in selling Timeshare in Greek resorts through foreign marketing companies, and vice versa. The Union of Greek Timeshare Enterprises has an important role to play coordinating, controlling and guiding its members towards the goals set, while dealing with the intense international competition. This role should also be reinforced.

Market control, aided and abetted by national tourism organizations, must target the serious problems faced by Timeshare marketing and sales in Greece. At this level, two more moves are necessary: the strict enforcement of the legislation aiming at the market's restructuring and the market's "sanitization" via the rejection of unwanted players. Both can be achieved by controlling the activities of the marketing companies aiming to evacuate companies and professionals employing illegal promotion and selling techniques.

Furthermore, from the Greek marketing companies' standpoint, the necessity to take advantage of the marketing tools in order to determine clearly the target market and increase extroversion is no longer to be proven. These goals can be achieved by developing promotion-and-selling actions at the international level. It is equally necessary to shift the unilateral orientation of the companies involved: today, they focus solely on the domestic market; in the future they should also target shares of the demand in other countries of the European Continent also.

Greek Timeshare policy must also cope with the danger emanating from the product's particularly high price which, more often than not, drives prospect buyers away. Actions which can be deployed in this perspective must create advantages based on the stability of annual fees (covering administration, maintenance, and exchanges), the drastic reduction of the marketing costs and a long-term engagement to keep future increases under control. In order to attain these goals, the marketing techniques applied must be restricted and rationalized. Techniques which are onerous and tarnish the products' "image" must be abandoned. As far as this "image" in particular is concerned, another collaboration is necessary, namely that between companies and organizations aiming at raising product awareness, especially with regard to its special characteristics. Such a campaign should highlight the product's special advantages from which can benefit not only future buyers but also businessmen willing to become involved in it.

Greek Timeshare enterprises must equally focus on human resources.

They must find a way of attracting more specialized executives or consultants, while simultaneously maintaining and developing further the competent and experienced ones they already have. In-house training programs constitute a key prerequisite for the improvement of the quality of the products and services offered.

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APPENDIX I

S.W.O.T. ANALYSIS

STRENGTHS- WEAKNESSES

1. Characteristics of Timeshare supply in Greece	
The integration in Timeshare of hotels already functioning as such, and the opportunity to take advantage of the corresponding experience	The small number of Timeshare- integrated enterprises
The involvement of brand-named, widely known resorts in Timeshare	The great geographical dispersion of the integrated resorts and their limited presence in regions where winter tourist activities can be developed
The integration of high standard resorts, in their majority four- star ones	The seasonal operation of the integrated resorts and the small number of salable weeks
Integrated resorts located in their majority at popular tourism destinations	The restricted facilities of Greek resorts and the shortage of specialized infrastructure
	The integration in Timeshare of hotels which are burdened with financial problems
	The high mean age of integrated resorts
	The absence of purpose-built resorts meeting the Timeshare standards
	The impossibility for small hotels- lodgings to join the Timeshare system
	The small degree of business satisfaction derived from Timeshare integration
2. Market research and collaboration between enterprises	

The exploitation, however marginal, of the experience of countries where Timeshare is at a more advanced stage of development	Inadequate study of the product and its business characteristics
	The poor knowledge of Greek Timeshare businessmen of the product and its special characteristics
	The inadequate collaboration between Greek Timeshare enterprises
3. Marketing and promotion techniques employed	
The product's promotion to foreigners who visit Greece on their vacation	The use of aggressive selling techniques and the involvement of non-professional salesmen in the market
The sale of Timeshare as a stand-alone product, not combined with other, irrelevant ones (e.g. life-insurance) in Greece, unlike some other countries where this practices are not unusual	The employment of marketing techniques which not only fail to inform but purposefully delude prospect buyers
	The marketing companies' lack of appropriate orientation towards the target market
	Sparse organized actions to raise product awareness and redress the unfavorable climate reigning in the market
	The curtailed promotion of the Greek Timeshare business overseas
4. Product price and related charges	
The possibility offered to Timeshare owners to reduce, in the long run and under certain conditions, the cost of their vacations	The high price of the product's acquisition and the long-term fulfillment of the owners' right
	The high marketing cost
	The annual maintenance, administration and exchange fees
5. Human resources characteristics and quality of the services provided	
The superior qualifications of the integrated resorts' managers and their professional experience	The shortage of qualified personnel in Timeshare resort management
	The tendency manifested by Greek Timeshare enterprises to bypass the recruitment of consultants specialized in the field
	The low quality of services provided in Greek Timeshare resorts
6. Funding schemes for professionals and prospective buyers	
	The difficulty to secure funding experienced by both businessmen and prospect buyers

	The absence of specific incentives encouraging businesses' affiliation to Timeshare
7. Product's "image" in the market	
	The negative attitude towards Timeshare manifested by Greek businessmen involved in the tourism sector
	The negative international image of the product
	Sketchy information availability to the public and the latter's reticence towards Timeshare
8. Product development and differentiation	
The gradually growing interest of Greek hotel chains for Timeshare	The restricted application of the point system
The interplay between demand for holidays in Greece and the Greek Timeshare market	No Timeshare enrichment actions organized by Greek enterprises
	The great variety of activities (both tourist and non-tourist) of Greek Timeshare enterprises

OPPORTUNITIES– THREATS

1.The products' nature	
The options offered to the Timeshare owner concerning the time span of the right's acquisition (3 to 60 years)	The limited flexibility of the Timeshare standard applied in Greece, which promotes in essence the acquisition of the right in other countries
The opportunities offered to the owner to take advantage of the right in various ways afforded by the exchange system	The acquisition of the right at a set resort
The alternatives offered as to the exploitation of the right (sale, rent, transfer, bequest etc.)	
2. Possibilities of combined development or substitution of the product	
The expansion of Timeshare towards other tourism sectors (e.g. cruise ships, secondary homes, self-service resorts)	
The integration in Timeshare of real estate properties belonging to Tourism Development Co. (former Hellenic Tourist Properties S.A.) through leasing or selling to individuals	
The integration of resorts located at regions where tourist activities can be pursued on a 12-month per year basis	
The promotion of Timeshare combined with alternative forms of tourism	

3. Globalization and internationalized dimensions of the product	
The development of collaborations between Greek Timeshare enterprises and their counterparts in other countries	The existence of countries in the extended Mediterranean region which are significant poles of attraction for Timeshare buyers
	The involvement of neighboring countries in the Timeshare market, the tourism product of which is cheaper than its Greek counterpart
4.Institutional framework and consumers' protection	
The existence of a national legislation competent, under certain conditions, to "sanitize" the market	The partial "incompatibility" of Timeshare with Greek National Law
The adoption, albeit a long overdue one, of the European Directive 94/47	The legal perception of Timeshare as a timeshare lease rather than as a multi-ownership
A more extensive application of the point system	The possibility to integrate only a percentage of the resorts in Timeshare
The title deed securing the owner's right	The shortcomings inherent to the way the existing legislative frame is enforced, which result in the inadequate protection of the owner
	The significant number of complaints recorded by the national consumer protection organizations
5. Market Regulation	
The further empowerment and institutional support of the role of the Union of Greek Timeshare enterprises	The inadequate control over the market which is due mainly to the absence of a specialized and official organization. The former gives way to the businesses' unhindered action
	The fact that Timeshare is not comprised in the planning of the national tourism policy
6. Characteristics of the Greek Tourism market	
The fact that Greece disposes of the main characteristics which can attract Timeshare owners	The absence of specialized infrastructure
The fact that Greece is an acclaimed and internationally recognized tourism destination endowed with a variety of tourist resources	The mediocre quality of the tourism services offered
The upgrading of the countries' infrastructures thanks to the successful hosting of the Olympic Games	The gaps in the Greek tourism education and training and their impact on the quality of human resources
The exploitation of the positive image of the country, shaped by the successful organization of the Olympic Games	The mediocre socio-economic level of the tourists choosing Greece as their place of vacation
The attention paid to the promotion of the country's tourism overseas	The arrested development of the special forms of tourism

	The seasonal operation of the vast majority of Greek hotels
7. The degree of markets' development and completion	
The existence of an important number of hotels eligible for Timeshare affiliation	The incomplete development of the Greek Timeshare market and the absence of a Greek funding organization which could sustain Timeshare businesses
The development of resales	
8.The degree of dependence from a small number of businesses	
	The market's control by a small number of enterprises based overseas
	The hotel owners misconception of exchange companies as substitutes for tour operators
9. Competition, ease when entering/exiting the market	
The relative ease with which new enterprises can enter the market	The inadequate grasp of competition by Greek Timeshare businessmen
	Low-cost holiday packages and the possibility to book cheap holidays via the Internet
10. Demand characteristics- buyers' profile	
The small distance separating Greece from the main European countries of origin of Timeshare purchasers	The small number of Timeshare owners in Greek resorts
Owners of Timeshare rights in Greece originate from many different countries	The fact that Greece is too far away from the principal country of provenance of Timeshare owners (U.S.A.)
The attraction of a significant number of tourists from countries where Timeshare is a popular product	The dominance of domestic demand, a restricted one at the best of times
The development of selling actions in countries of Central and Eastern Europe	The Greek enterprises' orientation towards the domestic market which already manifests signs of saturation
	The characteristics of the Greek vacation buyer which do not coincide with those of the “typical” Timeshare owner

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PEACE FESTIVAL PROJECT AS CULTURE COMMODIFIED IN THE DMZ AREA, KOREA

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Tourism, because of its peculiar nature, depends much on security and safety at the destination. Likewise, Korea needs to assure concrete security and safety to develop tourism in particular. In new millennium, however, Korea has a major issue to be solved. That is to decrease the political tension between South and North so as to accelerate the reunification of the peninsula. In this context, the peace festival tourism project should be placed in the first priority since this will ease the strained political relations between South and North. This paper attempts to review the actual condition of the peace festival tourism project and to examine economic, socio-cultural and political impacts. To analyze the effects of the study, secondary data and information provided by the research & research agency, newspaper articles and the Bank of Korea were utilized.

Keywords: peace festival project, tourism, borderland, South and North Korea, the DMZ area

INTRODUCTION

Around the world, events and festivals of all kinds have been growing in number and diversity (Getz, 1997). In fact, many destinations now develop such events because of these economic benefits, as well as because of the fact that these events can act as image builders for the destination. On April 13-15, 2000 South and North Korean leaders met in Pyongyang for a meeting of peace ending nearly fifty of hostilities. According to this meeting, South and North Korea are believed to be among the economies most directly affected by the world peace process. This had a large effect on both countries in many aspects, socially, politically and economically. The objective of the study is to fulfil the main aim by identifying and detailing the effects of examples of peace festival in order to the future Korean reunification. This paper examines special events in general, and peace festival in particular. In order to

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achieve these aims, one specific area- the DMZ area- was chosen to exemplify anticipated benefits and other objectives associated with such event. Likewise, this paper looks into range of festivals and special events, their various characteristics and finally assesses them in terms of planning and managing perspectives.

LITERATURE REVIEW

Borderland and tourism

According to recent literature, and as indicated previously, tourism is a highly significant and growing industry in many border areas in much of the world. For example, Bulter (1996, pp. 217) addresses the Berlin Wall, where there were major tourists attractions before the demise of communism. A frontier region, especially where this may border on other states or disputed areas may, therefore, represent an attraction precisely because it is something that most people do not experience in their normal lives. Several scholars (Eriksson, 1979; Leimgruber, 1989; Arreola & Curtis, 1993; Timothy, 1999) suggest that the level of attractiveness of border areas for tourists depends on a number of factors, including the natural, social and cultural environment near the border and the degree of freedom or difficulty in crossing it. However, in addition to the role of borders as filters or barriers to tourism, one of the most obvious relationships between the two is that of political boundaries as tourist attractions (Arreola, 1999). It is this interface of differences which many travellers find fascinating about political boundaries.

In this context, the research is now focusing on cross-frontier cooperation in tourism planning and development (Leimgruber, 1998; Boyd, 1999; Timothy, 1998b, 2000). Some scholars studying borderlands, emphasize that the focus on cooperation is seen as promoting political harmony (Minghi, 1991; 1994; Newman, 1998; Timothy, 1998b; Sonmez and Apostopoulos, 2000). As Kliot (1996, p. 5) notes the model of development of cross-border cooperation from a hostile, closed border with no cooperation to a border with substantial cooperation. Timothy (2001, p. 172) thus notes “Cross-frontier cooperation is particularly consequential in assuring that the principles of sustainability (e.g. equity, harmony, holistic development, and ecological and cultural integrity) are supported”.

Tourism appears to be an increasingly important industry in many border areas, and it deserves more attention by academics and

practitioners alike if it is to be effectively planned and promoted. Boundary monuments, parks, natural wonders, relict boundaries, cross-border shopping, gambling, welcome centres and international enclaves are just some of the attractions which are currently contributing to the development of tourism in many border areas throughout the world (Maier and Weberm 1979; Curtis and Arreola, 1989; Timothy, 1995a; 1995b; 1996; 1998a; 1998b, 1998c, 2001). In particular, transfrontier festivals, or border festivals, provide a special category of national events. These are protected areas located along the boundaries of countries and are increasingly recognized as "Peace Festival." Peace festival, on each side of a frontier, offer the benefits of larger, contiguous protected areas, increased cooperation between nations, and improved international understanding. The peace process enables the creation of cross-sector and cross-border linkages, of which South and North Korea is the key location.

Tourism cooperation of South and North Korea

In North Korea, central government bodies represent the tourism industry. In South Korea, national tourism development plans have been drawn up in which government decides which sectors of the industry will be developed, the appropriate rate of growth, and the provision of capital required for expansion.

In this respect, On April 13-15, 2000 South Korean and North Korean leaders met in Pyongyang for a meeting of peace ending over fifty of hostilities. According to this meeting, South Korea and North Korea are believed to be among the economies most directly affected by the world peace process. This had a large effect on both countries in many aspects, socially, politically and economically. Under this peace meeting, tourism has been identified as one sector where discussion is most likely to occur. One of examples is the development of water-based activity holidays and cruising that promote the use of the Mt. Geumgang cooperation between the two Koreas. Following in the footsteps of Mt. Geumgang, a historic city in Kaesong, North Korea was expected to open its doors to South Korean travelers. In August 2000, North Korea and a Hyundai Group subsidiary agreed to build a free trade economic zone in the city adjacent to the border (Koreaherald Daily, 2001). With increased interaction between the peoples of South Korea and North Korea, with the current political settlement remaining in place, the negative image people hold of the province may be slowly changed, thus opening up North Korea as a viable tourism destination on the periphery of Asia and Europe.

Moreover, the reconnection of roads and train lines severed during the Korean War was one of the tangible inter-Korean rapprochement projects agreed upon following the historic summit between former South Korean President Kim Dae-jung and North Korean leader Kim Jong-il in June 2000. In March of 2007, the two Koreas agreed to put humanitarian and economic inter-Korean projects back on track just days after North Korea promised to take the first steps toward its nuclear dismantlement in return for energy aid and other concessions from the other five members of the six-party talks. In May of 2007, a South Korean train crosses the heavily fortified Demilitarized Zone (DMZ) and heads for Gaeseong, North Korea, after leaving Dorasan Station near Munsan, Gyeonggi Province. A North Korean train traveled from the North's Geumgangsan Station on the east to Jejin Station in the South. The trains were crossing the DMZ for the first time in 56 years. Therefore, the cross border trains a cue to further inter-Korean relations and even the opening of the inter-Korean railways will lead to the building of peace and economic unity on the Korean Peninsula.

Festival and event tourism in South Korea

Festivals are now a worldwide tourism phenomenon (Chacko and Schaffer, 1993; Getz, 1991; Grant and Paliwoda 1998). The staging of festivals or major events is very important from the perspective of destination marketing (Mules & Faulkner, 1996). Community festivals and special events have grown rapidly in number throughout the world during the past decade. Local festivals are increasingly being used as instruments for promoting tourism and boosting the regional economy (Felsenstein & Fleischer, 2003). Getz (1993) and Formica and Uysal (1998) showed that the economic gains from festivals can be substantial because festivals provide interesting activities and spending venues for both local people and tourists. Moreover, because of their frequent interdependence with the physical environment, festivals are a travel attraction with unique features (Gursoy, Kim & Uysal, 2004). Festivals, in essence, are an indispensable feature of cultural tourism (Formica & Uysal, 1998; Rusher, 2003). Therefore, festivals have frequently been labeled as cultural events (Frisby & Getz, 1989). They are occasions that (re)interpret various symbolic elements of the social existence of a group or community, with the effect of re-creating social relations and the symbolic foundations underpinning everyday life (Turner, 1982). Festival tourism usually refers to events and gatherings that are staged outside the normal program of activities (Anwar & Sohail, 2003).

Festivals and special events can be found in all kind of societies in Korea. Traditionally, most of the celebrations started as rituals of traditions, beliefs and religions. There are special ceremonies to celebrate the end of harvesting season, and specific rituals to appease the spirits of sea, land and forest. There are strong evidences on the increasing popularity and diversity of festivals and special events in South Korea over the years. Every year there are major and minor events being planned and staged for public community and tourists alike. The South Korean government is increasingly organizing festivals and special events as an important part of its tourism destination planning and development. Thus, they have just become a significant component in the Korean tourism industry. As implied by Getz (1991), general reasons for the increasing growth of this festival and special event phenomenon is because of economic prosperity, a more leisure-oriented lifestyle, and ever-improving global communication. However, event as a special field of tourism in Korea is not yet developed like other countries such as other European Countries. Even through the festivals and special events are reportedly increasing, there are still much to be done in order to organize the industry better. Korea should develop a specific policy or strategy that directly caters the event tourism.

In supporting the event tourism, the Korean government and organizers have spent great amount of money in building and preparing expensive modern event facilities and infrastructure. In addition, there have been more initiatives from the Korean government to bid for major international events. Additionally, keen attitudes toward event tourism are also seemed to be growing and developing among the Koreans. More people have realized the various benefits of event tourism, especially the economics advantageous. Consequently, more local private companies have started to involve in production and sponsoring of festivals and special events in Korea. Meanwhile, for the general community, participation has increased through the concept of community involvement and voluntarism.

The Korean tourism authorities (both the government and private sectors) are now starting to emphasized more on festivals and special events as additional products to promote tourist into Korea. More states are now interested to organize themed year together with a prepared list of events. Thus, the events are considered as “value-added products” to the Korean’s tourism industry. Festivals and special events help to add diversity to the Korea’s current tourism products. They can serve as unique activities for the tourists during their tour in Korea, and also as an excellence tool attracting visitors to visit Korea. Hence, the events are

included in most of the tourism travel packages in Korea. Moreover, event tourism can also benefit the Korean people and culture.

In short, there is a clear potential for the event tourism to flourish in Korea. This may due to the wide variety and unique cultures and heritages of the various ethnic groups exist in Korea. These "special" events can potentially attract foreign visitors. Thus, this can truly be an exceptional competitive advantage for Korea over other countries. This may be one of the many reason why culture-based and sports events are viewed by the experts as promising types of events in the future. Festivals and special events can contribute to Korea's attractiveness as a tourist destination. The attractiveness of the festivals and special events can successfully pulled great numbers of visitors to Korea, and provided physical settings for "tourist experiences" (Getz, 1991). Hence, event tourism can provide an excellence booster in securing higher prominence in the global tourism marketplace. Essentially through the festivals and special events, the Korean have the opportunity to show off their unique and interesting heritage, history and places to the world's participants, spectators and visitors. Moreover, the events can help Korea to increase and boost its image and status in the eyes of the world. Thus, this will lead to increase of community's spirit among the Koreans.

BACKGROUND OF THE RESEARCH AREA – THE DMZ AREA

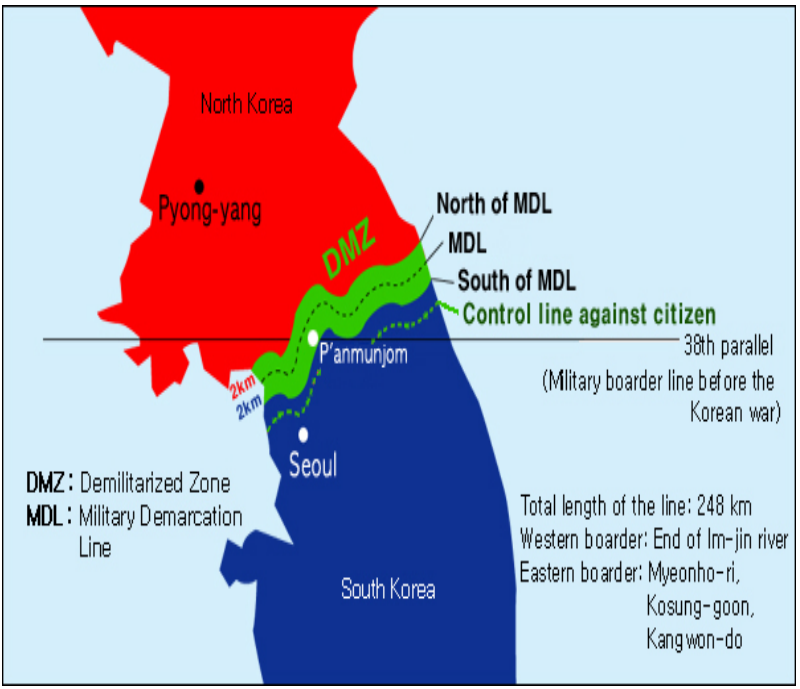
Geography and location

The Korean Demilitarized Zone (DMZ) was created by the armistice at the end of the Korean War in order to maintain a safe and protected distance between North and South Korea. The DMZ, in the words of one writer, is one of the most "Phenomenal military edifices left on this planet after the end of the Cold War (Megastories, 2001). The Demilitarized Zone that divided North and South Korea is one of the last remaining 'hot spots' of the Cold War. More than a million heavily armed soldiers, thus minefields, artillery and barbed wire surround the zone. Inside, the DMZ has become a treasure of flourishing wildlife where humans are absent (Kotowitz, 2000).

The DMZ extends roughly 155 miles in length along the 38^{th} parallel, and is two and a half miles wide, or six miles wide, if one includes each country's Buffer zones, which are two to three mile strips on either side of the DMZ, used to facilitate border protection (Figure 1). The terrain is varied and spans Korea's multiple ecosystems, which range from

mountains to jungles to water habitats. This strip of land has been virtually untouched by human hands since the signing of the armistice in 1953 (Neufeld, 1998). The 150-mile-long, 2.5-mile-wide DMZ is bisected by the military Demarcation Line (MDL). No fortifications are allowed in the DMZ. The MDL is marked by 1,292 rusting yellow-and-black Markers spaced every 110 to 220 yards. Tae Song Dong (also known as Freedom Village) is occupied by 240 South Koreans. They pay no taxes and are exempt from military service, but they have an 11 p.m. curfew. Only those living in the village before the Korean War or their descendants are eligible for residency. Villagers grow rice, ginseng and red peppers. The North Korea village is Gi Jong Dong, dubbed "Propaganda Village" by the South, because loudspeakers blast Communist slogans. There are 13 houses, but inhabitants are rarely seen. Many buildings have no windows (Kotowitz, 2000).

Figure 1. The DMZ area



Peace festival project in the DMZ – SWOT analysis

Strength

- The region is located within a few hours flight from much of Central and East Asia- Japan, China, Taiwan, Thailand, as well as countries comprising the former Soviet Union.
- The principal natural asset of the DMZ areas.
- Physical proximity between the countries can reduce cultural distances and trading costs.
- DMZ development may help advance the cause of sustainable development in terms of infrastructure, human resources, conservation, and promotion.

Weakness

- Lack of financial sourcing initiatives especially in North Korea
- Disparity in overall tourism development in the DMZ.
- Each area has limited space, for which tourism competes with other industrial uses.
- Insufficient infrastructure for access in North Korea.
- North Korea perceived as a unsafe country.
- Lack of incentives for hotel projects in North Korea.
- Shortage of accurate data on tourism in North Korea, especially with regard to revenues, expenditures and volume which make planning, and conducting a feasibility study difficult.
- Difficult climatic conditions in both areas during the winter.
- Intensive military activity in the North Korea area.
- Both South and North Korea DMZ areas are peripheral regions. The remoteness from the centre hinder future industrial development
- Inadequacy of basic infrastructure in North Korea.

Opportunities

- Increased peripheral hinterland for tourism (both in North and South Korea).
- Transportation systems connections between North Korea, South Korea, China and USSR. At the historic inter-Korean summit meeting in June 2000, the two leaders agreed to the re-connection of the Gyongeui railway. This is significant as it re-connects the entire Korean peninsula by rail and will allow Korea to serve as a transportation hub to link up with the trans-Siberian railway.
- DMZ areas as a prime for tourism destination in the region.
- Sharing international airport in the future.

Threats

- Regional instability.
- Over-development and land use conflict in South Korea region.
- Industrial pollution at the South Korean border
- Irreversible damage to the environment due to tourism development, for example, railway and road, and increased tourist activity in the region.
- Severe shortage of basic infrastructure – water, sewage treatment, roads.

CONCLUSIONS

This overview has highlighted peace festival project for regional cooperation between South and North Korea under peaceful conditions in the subregion of the DMZ. The potential for development of tourism in DMZ areas is great. In addition, the increasing openness of North Korea is important window of opportunity. Through this common purpose – restoring environmental health to the Peninsula and transforming the bitter experience represented by the DMZ into a shared place of pride and value to the entire world – the two Koreas can rebuild common traditions and consider a common future.

In this paper, the process of environmental protection and biodiversity conservation through a peace festival project in the DMZ has also been discussed. Globally, festivals and special events are now treated as a part of tourism products. More and more events are initiated and established by countries as an added value to their tourism industry. Thus, events are now increasingly perceived as an industry of its own. Similar to other countries, Korea is also starting to concentrate more on producing festivals and special events in order to assist its tourism development. The government and private sectors seem to take various initiatives related to events. However, in order to achieve maximum potential of the event tourism, various aspects of the industry in Korea need first to be studied and understood. In this paper, a basic but essential analysis of the supply side of the Korean events has been produced to assist the initial study of growth and trends of event tourism in Korea. Basically, festivals and special events in Korea are going through a considerable growth in numbers, size and attendance, diversity, and professionalism. It is evidence now that there is an apparent growth in the event tourism in Korea. The Korean government is aiming to offer the festivals and special events as a unique and genuine attraction or product, to expand its tourism

development.

Consequently, the economic and political relations will certainly contribute to narrowing the geographical and ideological differences, and the increasing level of tourism development and cooperation between South and North Korea will accelerate the establishment of peace and prosperity in the Korean peninsula. There are several projects promoted in the border region including the Mt. Geumgang tourism project. Other projects such as the Imjin River project, Gyeongui and Donghae railroad and road connection project and Gaesung industrial complex development work are presently being considered. The DMZ area is a symbolic space, which is part of the border region between two Koreas. This area should represent peace, harmony and prosperity as well as inter-Korea cooperation and peace. In other words, the DMZ tourism development is required to activate cooperation, and confidence-building between South and North Korea, to lay down the foundation for reunification, and promote the Northeast Asian economic cooperation.

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TOURISMOS: AN INTERNATIONAL MULTIDISCIPLINARY JOURNAL OF TOURISM
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BOOK REVIEW

Managing Coastal Tourism Resorts: A Global Perspective

Sheela Agarwal and Gareth Shaw (editors). A book in the series Aspects of Tourism (34). Channel View Publications.

The title of the book is slightly misleading, since this is not a handbook in resort management, but rather a tool for scientific understanding and analysis of problems related to resort development, for application in and aid to strategic planning at national or regional level. As such, it is indeed useful. Going through the book, one notes that the words 'sustainable' and 'sustainability' occur in all of the applied chapters, so ubiquitous that it's not to be found in the index. The underlying theme in the book, from the point of this reader is however not so much sustainability, but rather globalisation and its consequences, cultural as well as economic. Another recurring theme is postmodernism, even if it seems that the term is often used without sufficient reflection. This is perhaps inevitable given ´compendium´ structure of the book, where the (theoretically) interested reader will be inspired to study the primary literature. In general, the chapters are characterised by bold application of recent theoretical developments, by the authors themselves or other. The reader looking for directions to profitable destination management will surely be disappointed, as there is little on "how to plan" and "how to manage". Still, important lessons can be learned from the examples of mistakes and lack of timely management, although at national and regional (political) level. The examples illustrate well several basic concepts such as the Tourist Area Life Cycle and "pleasure periphery", at the same time informing the discussion of sensitive issues such as "authenticity" where heritage is to be used in destination marketing and of "eco-" or "sustainable tourism", each of which could be worth an anthology of global-scope in their own right.

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The overall structure of the book is division into five parts: Coastal resorts in transition; Diversification and sustainable development of coastal resorts; The pleasure periphery and managing the postmodern coastal resort; Coastal resort structures: Variation versus standardisation; State intervention and the planning and development of coastal resorts.

The rather ambitious structure outlined here is not entirely reflected in the chapters, and the authors might just as well have used a geographical subdivision. From reading the book, it becomes clear that coastal resorts play a different role in the periphery, seen continentally as well as globally. This is nicely illustrated by cases. Still, the book struggles with a general challenge in compiling anthologies: similar observations and conclusion made over and over again. This is, however less of a problem here due to the diversity of destinations described, but still makes it hard to read the book from one end to another.

Geographically, the book covers the globe well: Starting in Britain and the North Sea Region and moving on to Europe's periphery in Malta, Cyprus, Tenerife (Spanish Canary Islands) and Spain, before going truly global with Australia, Malaysia, South Africa, Antigua and South Carolina and Mexico (all more or less covering the entire coast lines) – supplemented by chapters with focus on particular resorts: Tofino in Canada and Kusadasi in Turkey. In this last case, the authors had the very good idea to interview residents, particularly on such a sensitive issue as clientelism/corruption where myths tend to flourish and knowledge be anecdotic. In the concluding chapter, the editors point to the importance of understanding local settings in the context of global socioeconomic processes, given the many factors that may affect the deployment of local action. This is indeed correct, and it should be the departure point for further academic studies and applied development projects. Other chapters address very particular social-ideological situations influencing development in tourism, such as Malaysia with Islamic culture/Islamism, South Africa, where the influence of Apartheid is still felt and Egypt where the spectre of Terrorism is not to be gotten rid of. All in all, the book is also truly global thematically, probably since it has authors from outside the privileged positions at Northern American and European universities.

Particularly interesting chapters are no. 10 from Tofino dealing with commodification of wilderness, seemingly a contradiction in terms. The chapter is well written, including this precise observation: "the events and circumstances, that have contributed to Tofino's place identity are unique – as is true of any place". Even if it leaved the reader asking himself whether it then is possible to learn by examples? Chapter 13 on Re-

engineering Coastal Resorts in Mexico could serve as model for some of the other chapters, which tend to be less focused in theme and scope. It is written by the editors of the book, indicating that they should perhaps done a bit more to get other contributors to tighten up their content and style.

Throughout the book, figures and maps are used to a modest degree, mainly in the form of map sketches to show the position of resorts and destination regions, rather that to reveal the internal structure of the resorts or the dichotomy between resort and hinterland discussed on some of the chapters. The common reference list represents an impressive collection of relevant literature, seemingly with no omissions. The concluding chapter also has a clear review of the issues touched upon in the book, with accompanying references to the most relevant literature. The book is rounded off with a list of remedies to encounter the challenges to coastal resorts globally: innovation, knowledge transfer and conflict resolution, with a discussion of how they could be implemented. In that way, the book can indeed provide inspiration for initiatives to advance sustainable development of coastal destinations. This is a sympathetic, constructive approach to the problems presented throughout the book, though obviously it is left to the reader to find the practical implementation for his or her own reality.

The most obvious target groups for this publication include students specialising in coastal tourism, scholars from adjacent disciplines and tourism professionals with a need to brush up their knowledge of global trends – rather than the individual manager at resort level in search of tools for enhancing competitiveness.

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TOURISMOS: AN INTERNATIONAL MULTIDISCIPLINARY JOURNAL OF TOURISM
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BOOK REVIEW

Thailand Tourism

Arthur Asa Berger, editor (2007). The Haworth Hospitality & Tourism, Binghamton, NY.

As a popular tourist destination in Southeast Asia, Thailand has caught much attention of tourists from Asia and worldwide. Correspondingly, Thailand tourism has become a research topic which tourism scholars would like to put more effort to investigate. This monograph by Berger is a scholarly work that would enhance our general understanding of Thailand tourism, especially from a perspective of socio-cultural analysis. As noted by the author (xvi), several methodologies have been used in discussing the topics in the book. The methodologies relate to the disciplines of sociology and anthropology. Furthermore, the author argues that the book is ethnological because most of the analysis is based on his own travel experiences in Thailand and his interpretations of various aspects of Thai culture.

As not common in reading scholarly books, it proves to be quite enjoyable to read this book. The story-telling writing style makes the book to some extent like a guide book with more in-depth sociological and cultural discussions. The book is literally divided into three parts. Part One, with the title "Tourism in Thailand", consists of four chapters. Chapter 1 briefly discusses the definition of tourism, different forms of tourism, and presents some statistical figures of world tourism with a focus on Thailand tourism as a referring or comparing point. In Chapter 2, the author introduces some typical tourist itineraries in Thailand collected from three tour companies in the United States and one tour company in Thailand. All itineraries take Bangkok as a gateway; following the itineraries, tourists would enter and exit the country through Bangkok. In addition to the collected itineraries, the author also presents an itinerary provided by a Thai tourism scholar. Chapter 3 discusses images of Thailand described in travel literature such as John Gunther's book *Inside Asia* and the *Lonely Planet* guidebooks. The complexities of Thailand, as expressed by the mysterious contradictions of Thai culture, including the

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complicated relationships that exist between Thai prostitutes and their clients, are discussed and fully acknowledged. Finally, the author redirects the discussion to the new slogan of Thailand tourism, "Happiness on Earth". In contrast to the previous chapters, Chapter 4 provides an analysis on the national culture and personality of Thai people. Two themes are discussed here: violence and marriage. Thai people are believed to be "happy-go-lucky" people. However, the Thai society is marked with high violence. The author interprets this societal paradox by noting that the famous Thai smile might be the social face in the Thai society, while behind this social face exists a considerable amount of repressed anger and hostility. Marriage in Thailand as reflected in Thai comic books is discussed and cultural explanations are given.

Part Two, titled "Semiotic Siam", applies a series of semiotic analyses on prominent social and cultural phenomena in Thailand. This is the most interesting part of the book. With a chapter (Chapter 5) introducing the basics of semiotics, the science of signs, the author spends nearly one-third of the whole book's length in Chapter 6, discussing social and cultural signs and symbols in Thailand. A dozen of subtopics are elaborated in this chapter. These include the Thai smile, the Thai King, Bangkok as City of Angels, the Buddhist monks and their influence on Thailand, Buddha statues in Thailand, elephants and the Thai psyche, ethnic hill tribes, Wats (temples) in Thailand, the Thai Wai (greeting style by Thai people), Thai food, Thai prostitutes and the sex industry, and a comparison of Thailand and America to understand the concept of "otherness". Each subtopic deserves a full-length discussion. However, some of them are more worth-noting to the readers' interest. The famous Thai smile is discussed in a social psychological way. It is interesting to learn that the Thai smile is a forced smile rather that a spontaneous one. The Thai smile is a result of the continual repression of emotions which also explains why there is so much violence in Thai culture. The Buddhist monks are also believed to form part of the character of life in Thailand. In the social hierarchy in Thailand, monks are at the top of the social order. The philosophical and value system held by monks helps explain the prevalent individualism culture in Thailand. The Theravada Buddhism in Thailand hold the tenet that only individuals can be saved and individuals are responsible for saving themselves. Nowadays, some monks have stepped outside the old Buddhism tradition and have been playing a significant role in changing the Thai society such as fighting AIDS. Among other social and cultural features in Thailand, the ethnic hill tribes appear to be of high value to the essence of tourism development. Apart from offering an exotic experience to tourists, the hill

tribes also enable tourists to travel back to old times to see how people lived hundreds of years ago, for the tribes haven't changed their lifestyles for ages and are believed to be the "fourth world". The issues of "authenticity" and "tourist gaze" are also discussed in relation to the hill tribes.

Part Three, titled "Thailand on My Mind", provides the author's recount of his personal traveling experience in Thailand (Chapter 7) and reflection on Thai culture, Thai identity and Thailand (Chapter 8). The author concludes the text by linking Thailand with the human spirit. He proclaims that Thailand is a country that has the power to transform tourists for its rich, complex, and fascinating culture.

The book could be a valuable reference for industry practitioners as well as undergraduate students. However, it is less likely to be treated as a rigid academic work. In many places of the text, proper references should have been added. The text also involves many of the author's personal opinions that do not seem convincing. While the book was written in 2005, seemingly outdated statistical data in 2002 or 2001 were quoted. From a scholarly book with a title like this, tourism scholars would naturally expect to see more focused discussions on different components of the tourism industry in Thailand, such as tourism information centers, travel agencies, hotels, airlines, tourist attractions, and tourism administration system. Unfortunately, none of these has been covered in the book. Nonetheless, the book is still an invaluable contribution to the understanding of Thailand tourism, especially in terms of Thailand's important cultural symbols, icons, and social practices.

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FORTHCOMING EVENTS

2008 Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), "The Future Success of Tourism: New Directions, Challenges and Opportunities", Dublin, Ireland, September 30 to October 2, 2008. For further details please visit the conference website at http://www.istte.org.

World Leisure Congress, Quebec City, Canada, October 6-10, 2008. For more information please visit http://www.worldleisure.org.

26th EuroCHRIE Congress, "Building a Legacy, Living the Dream: 2020 Vision for Hospitality and Tourism", Dubai, United Arab Emirates, October 11-14, 2008. Hosted and organised by Emirates Academy, U.A.E. For more information visit http://wwweurochrie.org or http://www.emiratesacademy.edu/eurochrie_dubai_2008/.

ENTER 2009, "Information Technology in Travel & Tourism", Amstradam, The Netherlands, January 2009. For more information visit http://www.ifitt.org/enter.

Council for Australian University Tourism and Hospitality Education (CAUTHE) 2009 Conference, Curtin University of Technology, Perth, Australia, February 10-13, 2009. For mote information please visit http://www.cauthe.com.au.

4th International Scientific Conference of the University of the Aegean, "Planning for the Future – Learning from the Past: Contemporary Developments in Tourism, Travel & Hospitality", Rhodes island, Greece, April 03-05, 2009. Organised by the University of the Aegean, Interdepartmental Program of Postgraduate Studies in Tourism Planning, Management & Police. For more information please contact mstath@aegean.gr

Traditions and Transformations: Tourism, Heritage and Cultural Change in the Middle East and North Africa Region, Amman, Jordan, 4-7 April 2009. Organised by the Centre for Tourism & Cultural Change of Leeds Metropolitan University and the British Council. For more information visit: http://www.tourism-culture.com.

TTRA Europe 2009 Conference, "Transport and Tourism: Challenges, Issues and Conflicts, Rotterdam, The Netherlands, April 22-24 2009. Organised by Breda University of Applied Sciences. For more information visit: http://www.ttra-europeconference.com.

CHME Research Conference 2009, Eastbourne, England, United Kingdom, May 13-15, 2009. Hosted and organised by the School of Service Management of the University of Brighton. For more information visit http://www.chme.org.uk.

ATLAS Annual Conference 2009, "Experiencing Difference – Changing Tourism and Tourists' Experiences", Aalborg University, Denmark, May 27-29, 2009. For more information contact Leontine Onderwater at leontine.onderwater@atlas-euro.org or visit http://www.atlas-euro.org.

7th Asia-Pacific CHRIE Conference, "Creative Hospitality research – Innovative Education", Singapore, May 28-31, 2009. For more information visit http://www.apacchrie2009.org.

40th TTRA International Conference, "Catch the Wave: Tourism Research", Honolulu, Hawai, USA, June 21-23, 2009. For more information contact admin@ttra.com or visit http://www.ttra.com.

Travel and Tourism the Age of Climate Change: Robust Findings, Key Uncertainties, Eastbourne, England, United Kingdom, July 9-10, 2009. Hosted and organised by the School of Service Management of the University of Brighton. For more information visit: http://www.brighton.ac.uk.

2009 I-CHRIE Conference, San Francisco, California, USA, July 29–August 1, 2009. For more information visit http://www.chrie.org.

Tourism and the 3rd Sector: Releasing the Potential Insternational Conference, Neuchatel, Switzerland, 18-20 September 2009, Organised by the Educational Travel Foundation. For more information visit: http://www.edutf.org.

2009 Annual Conference of the International Society of Travel and Tourism Educators (ISTTE) October 14-18 2009, San Antonio, Texas, USA. For more information visit: http://www.istte.org.

TOURISMOS

An International Multidisciplinary Journal of Tourism

AIMS & SCOPE

TOURISMOS is an international, multi-disciplinary, refereed (peer-reviewed) journal aiming to promote and enhance research in all fields of tourism, including travel, hospitality and leisure. The journal is published by the University of the Aegean (in Greece), and is intended for readers in the scholarly community who deal with different tourism sectors, both at macro and at micro level, as well as professionals in the industry. *TOURISMOS* provides a platform for debate and dissemination of research findings, new research areas and techniques, conceptual developments, and articles with practical application to any tourism segment. Besides research papers, the journal welcomes book reviews, conference reports, case studies, research notes and commentaries. *TOURISMOS* aims at:

- Disseminating and promoting research, good practice and innovation in all aspects of tourism to its prime audience including educators, researchers, post-graduate students, policy makers, and industry practitioners.
- Encouraging international scientific cooperation and understanding, and enhancing multi-disciplinary research across all tourism sectors.

The scope of the journal is international and all papers submitted are subject to strict blind peer review by its Editorial Board and by other anonymous international reviewers. The journal features conceptual and empirical papers, and editorial policy is to invite the submission of manuscripts from academics, researchers, post-graduate students, policy-makers and industry practitioners. The Editorial Board will be looking particularly for articles about new trends and developments within different sectors of tourism, and the application of new ideas and developments that are likely to affect tourism, travel, hospitality and leisure in the future. *TOURISMOS* also welcomes submission of manuscripts in areas that may not be directly tourism-related but cover a

topic that is of interest to researchers, educators, policy-makers and practitioners in various fields of tourism.

The material published in *TOURISMOS* covers all scientific, conceptual and applied disciplines related to tourism, travel, hospitality and leisure, including: economics, management, planning and development, marketing, human resources, sociology, psychology, geography, information and communication technologies, transportation, service quality, finance, food and beverage, and education. Manuscripts published in *TOURISMOS* should not have been published previously in any copyright form (print or electronic/online). The general criteria for the acceptance of articles are:

- Contribution to the promotion of scientific knowledge in the greater multi-disciplinary field of tourism.
- Adequate and relevant literature review.
- Scientifically valid and reliable methodology.
- Clarity of writing.
- Acceptable quality of English language.

TOURISMOS is published twice per year (in Spring and in Autumn). Each issue includes the following sections: editorial, research papers, research notes, case studies, book reviews, conference reports, industry viewpoints, and forthcoming events.

JOURNAL SECTIONS

Editorial

The Editorial addresses issues of contemporary interest and provides a detailed introduction and commentary to the articles in the current issue. The editorial may be written by the Editor, or by any other member(s) of the Editorial Board. When appropriate, a "Guest Editorial" may be presented. However, *TOURISMOS* does not accept unsolicited editorials.

Research Papers

For the Research Papers section, TOURISMOS invites full-length manuscripts (not longer than 6000 words and not shorter than 4000 words) from a variety of disciplines; these papers may be either empirical or conceptual, and will be subject to strict blind peer review (by at least three anonymous referees). The decision for the final acceptance of the paper will be taken unanimously by the Editor and by the Associate

Editors. The manuscripts submitted should provide original and/or innovative ideas or approaches or findings that eventually push the frontiers of knowledge. Purely descriptive accounts are not considered suitable for this section. Each paper should have the following structure: a) abstract, b) introduction (including an overall presentation of the issue to be examined and the aims and objectives of the paper), c) main body (including, where appropriate, the review of literature, the development of hypotheses and/or models, research methodology, presentation of findings, and analysis and discussion), d) conclusions (including also, where appropriate, recommendations, practical implications, limitations, and suggestions for further research), e) bibliography, f) acknowledgements, and g) appendices.

Case Studies

Case Studies should be not longer than 3500 words and not shorter than 2500; these articles should be focusing on the detailed and critical presentation/review of real-life cases from the greater tourism sector, and must include - where appropriate - relevant references and bibliography. Case Studies should aim at disseminating information and/or good practices, combined with critical analysis of real examples. Purely descriptive accounts may be considered suitable for this section, provided that are well-justified and of interest to the readers of *TOURISMOS*. Each article should have the following structure: a) abstract, b) introduction (including an overall presentation of the case to be examined and the aims and objectives of the article), c) main body (including, where appropriate, the review of literature, the presentation of the case study, the critical review of the case and relevant discussion), d) conclusions (including also, where appropriate, recommendations, practical implications, and suggestions for further study), e) bibliography, f) acknowledgements, and g) appendices. All Case Studies are subject to blind peer review (by at least one anonymous referee). The decision for the final acceptance of the article will be taken unanimously by the Editor and by the Associate Editor.

Research Notes

Research Notes should be not longer than 2000 words and not shorter than 1000; these papers may be either empirical or conceptual, and will be subject to blind peer review (by at least two anonymous referees). The decision for the final acceptance of the paper will be taken unanimously by the Editor and by the Associate Editors. The manuscripts submitted may present research-in-progress or my focus on the conceptual

development of models and approaches that have not been proven yet through primary research. In all cases, the papers should provide original ideas, approaches or preliminary findings that are open to discussion. Purely descriptive accounts may be considered suitable for this section, provided that are well-justified and of interest to the readers of *TOURISMOS*. Each paper should have the following structure: a) abstract, b) introduction (including an overall presentation of the issue to be examined and the aims and objectives of the paper), c) main body (including, where appropriate, the review of literature, the development of hypotheses and/or models, research methodology, presentation of findings, and analysis and discussion), d) conclusions (including also, where appropriate, recommendations, practical implications, limitations, and suggestions for further research), e) bibliography, f) acknowledgements, and g) appendices.

Book Reviews

Book Reviews should be not longer than 1500 words and not shorter than 1000; these articles aim at presenting and critically reviewing books from the greater field of tourism. Most reviews should focus on new publications, but older books are also welcome for presentation. Book Reviews are not subject to blind peer review; the decision for the final acceptance of the article will be taken unanimously by the Editor and by the Book Reviews Editor. Where appropriate, these articles may include references and bibliography. Books to be reviewed may be assigned to potential authors by the Book Reviews Editor, though *TOURISMOS* is also open to unsolicited suggestions for book reviews from interested parties.

Conference Reports

Conference Reports should be not longer than 2000 words and not shorter than 1000; these articles aim at presenting and critically reviewing conferences from the greater field of tourism. Most reports should focus on recent conferences (i.e., conferences that took place not before than three months from the date of manuscript submission), but older conferences are also welcome for presentation if appropriate. Conference Reports are not subject to blind peer review; the decision for the final acceptance of the article will be taken unanimously by the Editor and by the Conference Reports Editor. Where appropriate, these articles may include references and bibliography. Conference reports may be assigned to potential authors by the Conference Reports Editor, though

TOURISMOS is also open to unsolicited suggestions for reports from interested parties.

Industry Viewpoints

Industry Viewpoints should be not longer than 1500 words and not shorter than 500; these articles may have a "commentary" form, and aim at presenting and discussing ideas, views and suggestions by practitioners (industry professionals, tourism planners, policy makers, other tourism stakeholders, etc.). Through these articles, *TOURISMOS* provides a platform for the exchange of ideas and for developing closer links between academics and practitioners. Most viewpoints should focus on contemporary issues, but other issues are also welcome for presentation if appropriate. Industry Viewpoints are not subject to blind peer review; the decision for the final acceptance of the article will be taken unanimously by the Editor and by the Associate Editors. These articles may be assigned to potential authors by the editor, though *TOURISMOS* is also open to unsolicited contributions from interested parties.

Forthcoming Events

Forthcoming Events should be not longer than 500 words; these articles may have the form of a "call of papers", related to a forthcoming conference or a special issue of a journal. Alternatively, forthcoming events may have the form of a press release informing readers of *TOURISMOS* about an event (conference or other) related to the tourism, travel, hospitality or leisure sectors. These articles should not aim at promoting sales of any products or services. The decision for the final acceptance of the article will be taken by the Editor.

TOURISMOS

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NOTES FOR CONTRIBUTORS

Manuscript Submission Procedure

Manuscripts should be written as understandably and concisely as possible with clarity and meaningfulness. Submission of a manuscript to *TOURISMOS* represents a certification on the part of the author(s) that it is an original work and has not been copyrighted elsewhere; manuscripts that are eventually published may not be reproduced in any other publication (print or electronic), as their copyright has been transferred to *TOURISMOS*. Submissions are accepted only in electronic form; authors are requested to submit one copy of each manuscript by email attachment. All manuscripts should be emailed to the Editor-in-Chief (Prof. Paris Tsartas, at ptsar@aegean.gr), and depending on the nature of the manuscript submissions should also be emailed as follows:

- Conference reports should be emailed directly to the Conference Reports Editor (Dr. Vasiliki Galani-Moutafi), at v.moutafi@sa.aegean.gr.
- Book reviews should be emailed directly to the Book Reviews Editor (Dr. Marianna Sigala), at m.sigala@aegean.gr.
- Full papers and all other types of manuscripts should be emailed directly to the Associate Editor (Dr. Evangelos Christou), at e.christou@aegean.gr.

Feedback regarding the submission of a manuscript (including the reviewers' comments) will be provided to the author(s) within six weeks of the receipt of the manuscript. Submission of a manuscript will be held to imply that it contains original unpublished work not being considered for publication elsewhere at the same time. Each author of a manuscript accepted for publication will receive three complimentary copies of the issue, and will also have to sign a "transfer of copyright" form. If appropriate, author(s) can correct first proofs. Manuscripts submitted to *TOURISMOS,* accepted for publication or not, cannot be returned to the author(s).

Manuscript Length

Research Papers should be not longer than 6000 words and not shorter than 4000. Research Notes should be not longer than 2000 words and not shorter than 1000. Case Studies should be not longer than 3500 words and not shorter than 2500. Book Reviews should be not longer than 1500 words and not shorter than 1000. Conference Reports should be not longer than 2000 words and not shorter than 1000. Industry Viewpoints should be not longer than 1500 words and not shorter than 500. Forthcoming Events should be not longer than 500 words. Manuscripts that do not fully conform to the above word limits (according to the type of the article) will be automatically rejected and should not be entered into the reviewing process.

Manuscript Style & Preparation

- All submissions (research papers, research notes, case studies, book reviews, conference reports, industry viewpoints, and forthcoming events) must have a title of no more than 12 words.
- Manuscripts should be double-line spaced, and have at least 2,5 cm (one-inch) margin on all four sides. Pages should be numbered consecutively.
- The use of footnotes within the text is discouraged – use endnotes instead. Endnotes should be kept to a minimum, be used to provide additional comments and discussion, and should be numbered consecutively in the text and typed on a separate page at the end of the article.
- Quotations must be taken accurately from the original source. Alterations to the quotations must be noted. Quotation marks (“ ”) are to be used to denote direct quotes. Inverted commas (‘ ‘) should denote a quote within a quotation. If the quotation is less than 3 lines, then it should be included in the main text enclosed in quotation marks. If the quotation is more than 3 lines, then it should be separated from the main text and indented.
- The name(s) of any sponsor(s) of the research contained in the manuscript, or any other acknowledgements, should appear at the very end of the manuscript.
- Tables, figures and illustrations are to be included in the text and to be numbered consecutively (in Arabic numbers). Each table, figure or illustration must have a title.

- The text should be organized under appropriate section headings, which, ideally, should not be more than 500-700 words apart.
- The main body of the text should be written in Times New Roman letters, font size 12.
- Section headings should be written in Arial letters, font size 12, and should be marked as follows: primary headings should be centred and typed in bold capitals and underlined; secondary headings should be typed with italic bold capital letters; other headings should be typed in capital letters. Authors are urged to write as concisely as possible, but not at the expense of clarity.
- The preferred software for submission is Microsoft Word.
- Authors submitting papers for publication should specify which section of the journal they wish their paper to be considered for: research papers, research notes, case studies, book reviews, conference reports, industry viewpoints, and forthcoming events.
- Author(s) are responsible for preparing manuscripts which are clearly written in acceptable, scholarly English, and which contain no errors of spelling, grammar, or punctuation. Neither the Editorial Board nor the Publisher is responsible for correcting errors of spelling or grammar.
- Where acronyms are used, their full expression should be given initially.
- Authors are asked to ensure that there are no libellous implications in their work.

Manuscript Presentation

For submission, manuscripts of research papers, research notes and case studies should be arranged in the following order of presentation:

- *First page*: title, subtitle (if required), author's name and surname, affiliation, full postal address, telephone and fax numbers, and e-mail address. Respective names, affiliations and addresses of co-author(s) should be clearly indicated. Also, include an abstract of not more than 150 words, up to 6 keywords that identify article content, and a short biography of the author(s) of not more than 50 words.
- *Second page*: title, an abstract of not more than 150 words and up to 6 keywords that identify article content. Do *not* include the author(s) details, affiliation(s), and biographies in this page.
- *Subsequent pages*: the paper should begin on the third page and should not subsequently reveal the title or authors. In these pages

should be included the main body of text (including tables, figures and illustrations); list of references; appendixes; and endnotes (numbered consecutively).

- The author(s) should ensure that their names cannot be identified anywhere in the text.

Referencing Style

In the text, references should be cited with parentheses using the "author, date" style - for example for single citations (Ford, 2004), or for multiple citations (Isaac, 1998; Jackson, 2003). Page numbers for specific points or direct quotations must be given (i.e., Ford, 2004: 312-313). The Reference list, placed at the end of the manuscript, must be typed in alphabetical order of authors. The specific format is:

- *For journal papers:* Tribe, J. (2002). The philosophic practitioner. *Annals of Tourism Research*, Vol.29, No.2, pp.338-357.
- *For books and monographs:* Teare, R. & Ingram, H. (1993). *Strategic Management: A Resource-Based Approach for the Hospitality and Tourism Industries*. London, Cassell.
- *For chapters in edited books:* Sigala, M. and Christou, E. (2002). Use of Internet for enhancing tourism and hospitality education: lessons from Europe. In K.W. Wober, A.J. Frew and M. Hitz (Eds.) *Information and Communication Technologies in Tourism*, Wien: Springer-Verlag.
- *For papers presented in conferences:* Ford, B. (2004). Adoption of innovations on hospitality. *Paper presented at the 22nd EuroCHRIE Conference.* Bilkent University, Ankara, Turkey: 3-7 November 2004.
- *For unpublished works:* Gregoriades, M. (2004). The impact of trust in brand loyalty, *Unpublished PhD Tourismos.* Chios, Greece: University of the Aegean.
- *For Internet sources (if you know the author)*: Johns, D. (2003) The power of branding in tourism. Http://www.tourismabstracts.org/marketing/papers-authors/id3456. Accessed the 12th of January 2005, at 14:55. (note: always state clearly the full URL of your source).
- *For Internet sources (if you do not know the author)*: Tourism supply and demand. Http://www.tourismabstracts.org/marketing/papers-authors/id3456. Accessed the 30th of January 2004, at 12:35. (note: always state clearly the full URL of your source).
- *For reports:* Edelstein, L. G. & Benini, C. (1994). *Meetings and Conventions*. Meetings market report (August), 60-82.