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ABSTRACTS

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THEMATIC ROUTES – TOURIST DESTINATIONS IN ROMANIA

Mihaela DINU Adrian CIOACĂ

Abstract. *Thematic routes have become greatly demanded "fashionable" tourist destinations, in recent years. In many countries they gained popularity not only through their value as individual objectives, but also through their attraction, generated by the association of tourist objectives, in a larger region. The main purpose of this article is to analyze the main Romanian thematic routes, as part of the European routes, or as regional/local routes, specific on a national level, their actual condition and knowledge about them, compared to other European regions. As research method we used the qualitative analysis, due to the lack of registered statistical data, based on series of observations from a longer period of time. The research reveals the fact that although we can talk about Romanian thematic routes, advertised on European sites, they are less known by local organizations and specialized institutions. They do not advertise for them on a national level and that is why they are little known and practiced by tourists. Certain non-governmental institutions specialized in the field keep track of sites and advertise for regional/local thematic routes. As a result, foreign tourists are more interested in thematic routes, which they know from "home", among which we can mention the Wine way, Dacian fortresses and the narrow gauge steam railway in Maramureş.*

Key words: *thematic routes; cultural routes; Romanian tourist destination; the wine way*

BASIC SERVICE QUALITY DIMENSIONS IN TOURIST DESTINATION PLANNING

Chris VASSILIADIS, Raghu BISTA, Anestis FOTIADIS,

Abstract. *The study is related to the basic service quality dimensions in a tourist destination. It attempts to propose a set of dimensions of destination service quality and a quality measurement scale which can be used to measure the service quality in a tourist destination. This research study has found four dimensions of destination service quality and successfully developed a measurement scale that can be used to measure the basic service quality in a destination. Initially 31 variables were developed using a qualitative survey. An initial five dimensions with 15 items were developed from sample using EFA. The findings of the study have implications for the destination managers of a country in how they understand how tourists access the service quality in the destination.*

Key words: *tourist destination, service quality, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA)*

ADAPTING THE TDM-MODEL IN THE DEVELOPMENT OF TOURISM IN HARGHITA COUNTY

Alpár HORVÁTH, Attila PETELEY

Abstract. *Starting from the necessity of strategy planning in regional and local tourism development, we will try to adapt the tourism destination management concept over several areas in Harghita county. Interdisciplinary research shows unfavorable situations for a sustainable tourism development, this is why there is a need for involvement proposals in the territorial administration, in the specific relations to the tourism system. The attractive resources sometimes are endangered by improper ways of exploitation, this proves the necessity that the government should get even more involved, even on the level of the local public authorities. As a result a new organizational model should be implemented, which should engage representatives of the enterprise sectors, of NGOs and of public institutions as well. The geographic structure of Harghita County (morpho-hydrographic, small urban polarizing areas, micro-regional identity, dispersion of attractive resources etc) proposes the elaboration of the Tourism Destination Management on different territorial levels: local, micro-regional, county and cross-county - regional. After the founding of a TDM Organization; which based on a well elaborated tourism development strategy would carry out this complex activity, and possesses its own necessary resources as well; the tourism within the county and its micro-regions could become more sustainable. This strategy holds the management of the hazards and risk elements as well.*

Key words: *tourism policy, tourism destination management, Harghita county, public-private partnership.*

AN ANALYSIS OF SPORT EVENT TOURISM RESEARCH: TRENDS, ISSUES AND FUTURE DIRECTIONS

Douglas Michele TURCO

Abstract. *Sport tourism as an academic discipline and research focus has evolved considerably in the past two decades. Textbooks, academic conferences, undergraduate and graduate degree programmes, and a scientific journal, Journal of Sport and Tourism, now exist. This article examines the current body of research devoted to event-based sport tourism and identifies patterns of sport tourist behaviors, research issues, and future areas for research. Research focus areas covered include event economic impacts, serious sport tourists, prestige-worthy sport tourism, residents' perceptions of events, and watching friends and relatives (WFRs).*

Key words: *sport tourism, mega-events, Olympic Games, economic and social impacts*

DEVELOPMENT OF WATER TOURISM – THE PROSPECTS OF THE HUNGARIAN TISZA RIVER BASIN

Krisztina UJVÁRI

Abstract. *One of the most prominent perspectives for the economic development of Eastern Hungary, more specifically the Tisza River basin, lies in water tourism on the river Tisza. In 2005, the author of the present paper was entrusted with the leadership of a work team with the assignment of assessing the state of water tourism on the Hungarian section of the Tisza and determining the direction of further development. Within the frameworks of this program, the Hungarian sections of several flowing waters such as the Tisza, Bodrog, Körös and Maros rivers were studied, under the collective name of the Tisza River basin, together with all potential target areas for water tourism along these rivers. The aim of the Tisza River Water Tourism Development Program, coordinated by the Hungarian National Tourist Office., was to become part of the National Tourism Development Strategy, which is part of the National Development Plan (2007–2013), and become eligible for national and EU funding for development projects.*

Key words: *research, development, water tourism, Tisza, Tisza River Water Tourism Development Program*

THE DETERMINATION OF SEA TOURISM SEASON ACCORDING TO THE CLIMATICAL CONDITIONS IN MARMARIS - ALANYA COASTAL BELT (SW OF TURKEY)

Yüksel GÜÇLÜ*Error! Bookmark not defined.*

Abstract. *The attractiveness of a tourist destination is partly dependent on its environmental and climatic resource. It is important that climatic conditions are within presumed threshold values with respect to tourism and recreation activities in the form that people rest in a healthy environment, relieve from their tiredness and benefit from health effects of sea water and atmosphere. The purpose of this study is to determine the most favourable season according to the climatical condition in respect of sea tourism in Marmaris-Alanya coastal belt of Turkey where tourism intensifies in summer season and in the frame of sea-sun-sand. The climatical elements bearing importance for the sun and sea bathing; sunshine duration, temperature, relative humidity, wind, precipitation and sea surface temperature have been taken into consideration for this purpose. Conditions in respect of sunbathing in the study area are quite favourable in sea tourism season. The period during which temperature is favourable with relative humidity and wind conditions is seen May 6-October 23. The most favourable period for sea tourism season is seen June 13-June 25. Extreme period in respect of sea tourism season is seen May 12-July 25 and September 3- October 19. Acting in the light of these data in the planning and implementation of tourism activities poses great significance.*

Key Words: *tourism season, climate, Alanya - Marmaris, sea tourism, Mediterranean*

INFLUENCING TOURIST BEHAVIOUR THROUGH RELATIONSHIPS MARKETING

Alexandra ZBUCHEA

Abstract. *Relationships are an extremely important resource for organizations, no matter their activities. This resource can and should be used efficiently in order to reach the organization's goals. Especially for tourism the relations established by the organization are essential because of the peculiarities of the "product" offered to the clients, as well as of the particular needs and wants of the customers (i.e. tourists of all kinds). For instance, because the product (e.g. a sejour) cannot be tried and effectively evaluated before the purchase and the risks perceived by tourists are significant and various, the relationships established between the selling tourism organization and their tourists influence the latter's perceptions on the offer, therefore the final decision of buying. It is also particularly important for a company to know which are the lifestyle, the consumer behavior and the decisional process of its clients, actual or potential. Knowing these, the company can offer the right product and services, the right way to the right persons. The decisional buying process and the way the clients/tourists consume the products/services could be influenced by the tourism company, but also by other parties and stakeholders, more or less voluntarily.*

Key words: *relationship marketing, tourist behavior, tourist experience*

STRATEGIC MANAGEMENT OF ECOTOURISM: AN AUSTRALIAN PERSPECTIVE

John SAE

Abstract. *In 2002, the United Nations declared the International Year of Ecotourism, whose peak event was the World Ecotourism Summit, held in Quebec, Canada in May of that year. Ecotourism has since presented many formidable challenges including the following: many of the world's natural areas remain under threat; there has been a further loss of biodiversity and resources for conservation remain inadequate; world tourism arrivals have grown by 23% and are forecast to double by 2020; climate change has increasingly become a major threat affecting the very resources on which ecotourism depends – natural areas and local and Indigenous communities around the world; this has helped raise awareness of the contribution of current and future tourism operations and services to global climate change; the role of tourism in supporting sustainable development and the achievement of the Millennium; development Goals, notably the alleviation of poverty, has become recognized as a critical industry responsibility; ecotourism has articulated the core principles of sustainability in the travel and tourism industry and therefore plays a leading role within the industry as a whole (The International Ecotourism Society, 2007). With this mind, this research article deals with problems and emerging Trends associated with the Australian ecotourism marketing and how they are impacting Australia's tourism patterns and also future trends for Ecotourism.*

Key words: *climate change, sustainable development, Australian, ecotourism marketing*

A LONGITUDINAL STUDY OF LITHUANIA: PERCEPTIONS OF GERMAN TRAVEL CONSUMERS

Ron LENNON, Bay O'LEARY, Birute CLOTTEY

Abstract. *This paper compares potential German travel consumers' perceptions of Lithuania. The research was conducted at ITB-Berlin over a six year period. Some of the specific topics that were investigated included: (1) impression of Lithuania as a tourist destination; (2) perceived safety of Lithuania; (3) frequency of information received from various sources. In general, it was found that Lithuania was perceived as a safe place to visit, and the impression of Lithuania as a travel destination, improved steadily over the last six years.*

Key words: *travel consumers, Lithuanian tourism, German tourists*

INTERNATIONALISATION OF MENUS: THE CASE OF LEBANESE RESTAURANTS

Said M. LADKI, Georges TAMER

Abstract. *This study measures Lebanese consumer satisfaction and dining experiences at international restaurants or restaurants that offer international food items. Specifically, the study identifies which international food items are most popular in Lebanon. Results indicate that speed of service, portion size, food taste, and the inclusion of international food items on menus are important variables in predicting Lebanese consumer satisfaction. In fact, these variables account for ($R^2 = 77.1p < 0.001$) of variation in Lebanese consumer satisfaction.*

Key words: *Internationalization, menus, consumer satisfaction, Lebanon, restaurants.*

THE POSSIBILITIES OF GIS IN TOURISM EDUCATION

Zsolt *MAGYARI-SÁSKA*, Ștefan *DOMBAY*

Abstract. *Even if there are progresses in the integration of GIS in various natural and social sciences, this technology can be considered in isolated one, as the computer science was about 10 years ago. In this paper we would like to present those possibilities that are or will be accessible in tourism education. The education segment is our main target even if we don't want to make abstraction of the fact, that a practical education should include many real world applications to prepare the student for real situations. In tourism education GIS can play an important role especially in the following directions: modeling, simulation, analysis. We consider that by revealing some of these possibilities, we can help to develop a more efficient and competitive tourism market.*

Key words: *GIS, tourism, education, possibilities*