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**TOURISM IN
THE MEDITERRANEAN AND THE BLACK SEAS**

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FOREWORD

Tourism in the Mediterranean and the Black Seas

When I was kindly invited to be guest editor of this special volume of *Journal of Tourism Challenges and Trends* (JTCT), with such a wide-ranging topic as “Tourism in the Mediterranean and the Black Seas”, I faced it as a challenge in my academic career, so first of all, I would like to thank the editor-in-chief, Dr. Mihaela Dinu, for the invitation.

Regarding the covered topic of this volume, I was expecting a predominance of the articles about the “Sea & Sun Tourism” subject, but it was very interesting to find that the academics that are researching in the Mediterranean and the Black Sea areas are interested in many more subjects, reflecting the wide range of tourist products that these countries offer nowadays. This volume of JTCT clearly shows that the countries around the Mediterranean Sea and the Black Sea, could offer in addition to the popular “Sea & Sun Tourism” an extensive range of tourist products such as rural tourism, nature tourism, heritage tourism, just to mention some.

In the five articles that compose this volume of JTCT, the reader will find very current and interesting contents that will be, surely, helpful to any academic and also to any tourism professional. The five articles cover important and contemporary subjects like: sustainable tourism; eco-friendly hotels; tourist segmentation; tourism regulation; regional integration; rural tourism; local development; destination branding; anthropology of tourism; strategy; among many others. I am sure that the reader of this volume will appreciate and learn a lot from these articles.

This volume of JTCT was only possible with the dedication and effort of several people. A special thank you to all the authors, the blind reviewers, and to the editing team of JTCT, in particular, to Dr. Alexandra Zbucea.

Finally, it was a real pleasure to be the guest-editor of this special volume. I sincerely hope you enjoy the final result.

Simão Oliveira
Guest-Editor
May 2014

**TOURISTS' PERCEPTION OF GREEN PRACTICES IN
ECO-FRIENDLY HOTELS:
A CASE STUDY FROM THE ANTALYA REGION OF TURKEY**

Ali Selcuk CAN*, Nuray TURKER,
Sevgi OZTURK***, Faruk ALAEDDINOGLU******

Abstract: *The aim of this article is to explore tourists' perceptions about green initiatives in eco-friendly hotels. The research sample was randomly chosen among domestic and international tourists staying in green certified hotels in Turkey. A single page questionnaire was conducted with tourists in the period of June-December 2012. In addition to questions related to demographic profile of tourists, perception of tourists about green practices of hotels that are determined in the certification category of Turkey was searched. The findings indicate that tourists are more concerned with tangible things when assessing green practices in hotels. The results reveal that while pleasant landscape design, the compatibility of the hotel's architectural design with the natural environment, and energy-saving room keys are the three most highly ranked items; encouraging guests to use public transportation, preferring non-packaged goods, and informing guests about biological diversity around the hotel are given the lowest ranking as green initiatives. On the other hand, three factors (energy- and water-saving measures and informational efforts, visual and external environmental practices, and guestroom-related initiatives and recycling programmes) were extracted from the factor analysis.*

Keywords: *sustainable tourism; green practices; tourist perception; eco-friendly hotels; Turkey.*

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SEGMENTING THE TRAVEL MARKET BASED ON THE TOURISTS' NEED FOR NOVELTY: INSIGHTS AND IMPLICATIONS FOR MEDITERRANEAN DESTINATIONS

Guy ASSAKER*, Rob HALLAK**

Abstract: *This study examines segmentation of the Mediterranean travel market based on 450 European subjects who visited Mediterranean destinations during 2009. Using cluster, chi-square, and ANOVA analyses, the results indicated that travelers can be grouped into three segments based on novelty-seeking behavior (high, medium, and low). Significant differences were found between the three segments regarding age and travel companions, as well as previous visit status (first or repeat trip). The results also demonstrate significant differences across the three segments in terms of revisit intentions, with the low-novelty seeking group exhibiting the highest likelihood of returning, followed by medium-novelty seekers. High novelty seekers displayed the lowest propensity to return to a destination.. The findings present new insights on tourist segments, in general, and in Mediterranean destinations in particular, providing an effective tool to segment the travel market based on novelty-seeking behavior. The findings also emphasize the need for both tourism scholars and practitioners to consider novelty when segmenting and profiling market segments, as novelty was found to influence revisit intention. Implications are presented for managers of Mediterranean based organisations to help them understand their market segment groups and develop marketing mix strategies to attract tourists in the future.*

Keywords: *tourism, novelty-seeking, Mediterranean, segmentation*

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EURO-MED AS A MARKET-DRIVEN REGIONALISATION: MEASURING THE ROLE OF TOURISM TRANSNATIONAL COMPANIES IN INTEGRATING EUROPEAN AND NORTH AFRICAN MARKETS

Maxime WEIGERT*

Abstract. *The governance of North-South integration is one of the issues raised by the “regionalisation of globalization” phenomenon. Whereas “regulatory regionalism” studies have been focusing on the institutional governance of regionalisation, viewing regulation as a result of international public cooperation between equally developed economies, this paper offers an insight into alternative forms of regional integration governance, in particular at the North-South scale. Based on the premise that North-South regionalisation proceeds above all from a market-driven integration led by transnational companies (TNCs), this study intends to introduce an original methodology for analyzing and measuring the role European tourism TNCs plays in the Euro-Med tourism market integration, in the specific case of Tunisia and Morocco. With an emphasis on inter-firm linkages between home companies and indigenous firms, the analyses specify by which means TNCs contribute to deepen the economic integration of the European and North African tourism markets. Field studies focused on four lead TNCs involved in a regional process of production (Accor, Club Méditerranée, TUI Travel, and Thomas Cook) allow identifying four main dynamics of integration which foster regional regulation: standards convergence, formalization, skills transfers, and innovation diffusion. In a second phase, the spatial outcomes of TNCs’ expansion strategies in Tunisia and Morocco are also outlined, before being correlated to the regulatory transfers occurring throughout the production network supervised by northern companies.*

Keywords: *regional integration; tourism companies; Euro-Mediterranean; tourism regulation.*

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CAN RURAL TOURISM FOSTER LOCAL DEVELOPMENT? PERSPECTIVES ON THE FUTURE OF RURAL TOURISM IN ROMANIA

Liliana POPESCU*, Amalia BĂDITĂ*, Mirela MAZILU*

Abstract: *Rural space cannot be considered any longer as being destined only for agriculture, since it has been increasingly used for the construction of second homes or for the entertainment of people living in the crowded urban areas, picturesque villages having a special appeal to tourists. Consequently, there has been extensive research on the various issues involved by rural tourism. The present paper has two main goals; firstly, it aims at examining the role of tourism for the development of rural areas in Romania, taking into consideration six tourism development factors, as indicated by international literature, namely attractions, promotion, tourism infrastructure, services, hospitality and entrepreneurship. Secondly, it identifies the most important factors needed for successful tourism development, amongst which particular attention in the Romanian context must be paid to strategic planning, proper marketing, a complete tourism package and technical assistance for tourism development and promotion in order to capitalize the local, traditional heritage, while still preserving the local natural resources. It is concluded that although there are a lot of opportunities for the development of small-scale tourism, with mostly family run businesses, in many cases Romanian rural communities have limited economic development options and possibilities.*

Keywords: *rural tourism; local development; diversification; Romania.*

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DESTINATION BRANDING THROUGH EXPERIENCE AND AUTHENTICITY

Rares MOCANU.*

Abstract: *Tourism never occurs in a vacuum. Places and environments that have prior uses and standards of consumption, and communities host it. Visits to specific destinations are related with the search for both “traditional” authenticity and lifestyle. The study of tourism needs to gain more insight into the details of human lives, values and emotions as they pertain to the use of leisure time, the motivations for travel, and the interpersonal conflicts that impact social interaction, the local traditions that will direct tourism to specific markets, and host reactions to outsiders. The paper analyses the ways of how tourists perceive a touristic destination and lifestyle, how their perceptions vary and how they influence their behavior. It is assumed that a sentiment for traditional, pre-modern world is present in tourists. This sentiment is used for tourism promotion. Therefore the “harmonic cultural landscape” does not only have ecological and cultural value, but its image becomes a commodity in the tourism industry.*

Keywords *Anthropology of tourism; authenticity; destination branding; seaside tourism; Romania.*

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