

**Journal of Tourism
Challenges and Trends**

**Volume VII, No.2
December 2014**

**TOURISM
IN THE MEDITERRANEAN COUNTRIES
AND IN THE MIDDLE EAST**

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FOREWORD

This volume includes tourism-related papers from Middle East Countries (Bahrain, Israel, and Lebanon), as well as from Mediterranean Countries (Spain and Tunisia).

Increasingly, it seems, we live in a tough world seemingly full of terrorism, crime and poverty. The papers in this volume do not deal with these matters, but one needs to be aware that they exist. This volume refers to the 'love' that the people of various countries have towards exploring their countries and making them warm and welcoming for individuals world-wide.

The Prophet Abraham could be considered the first 'tour guide' and therefore the first person to encourage Tourism. In the context of Judaism, the Prophet Abraham is identified with many good things including his 'hospitality', which is described in detail in the book of Genesis of the Old Testament. As far as Christianity is concerned, the Prophet Abraham is important in that it is possible to trace Jesus's roots back to him. When considering Islam, the Prophet Abraham, referred to by Muslims as Ibrahim, is a model for mankind. Ibrahim is also important in that it is possible to trace Muhammad's roots back to him.

The inhabitants of Mediterranean countries and those in the Middle East are Christians, Jews and Moslems. All their religions - Christianity, Judaism and Islam - are based upon a belief in one God. The citizens of all these countries benefit directly and indirectly from tourism. This topic is therefore of interest to them all and could serve as a uniting element between these (diverse) people.

Guest Editors

Jeffrey Kantor, Head, Department of Economics and Business Administration, Ariel University, Ariel, Israel

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ANALYSIS OF THE TOURIST PROFILE ON THE SHERRY WINE ROUTE, SPAIN

Áurea VIEIRA-RODRÍGUEZ*, Tomás LÓPEZ-GUZMÁN**, Juan RODRÍGUEZ-
GARCÍA***

Abstract: *Motivation and interests of tourists are determining the development of new products and destinations, which meet the new demands of travelers. In this paper, we present a study on wine tourism, in particular the denomination of origin of Jerez-Xérès-Sherry in the Jerez area, where the bodegas (wineries) on the wine route receive around 500,000 visitors annually. We also present the field study results of a survey conducted in the wineries about tourists' motivation and perception concerning their experiences at the winery. The visitors were segmented according to the countries with the longest tradition of visiting the area, that is tourists from Spain, Germany, the Netherlands, the United Kingdom, the United States, and from other countries. The main results of this research show the high grade of satisfaction of tourists regarding the winery visited, and also the interrelationship between wine, local cuisine, and the growing interest of travelers for everything related to wine culture.*

Keywords: *tourism motivation; wine tourism; gastronomy; tourist routes; Jerez; Spain.*

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DIMENSIONS OF CUSTOMER RELATIONSHIP MANAGEMENT IN THE TUNISIAN TOURISM CONTEXT

Wesleti RIADH*, **Nedra BAHRI-AMMARI****

Abstract: *Customer relationship management (CRM) has been the subject of several studies, but the development of measuring instruments is still partial. The present study aims at determining the dimensions of customer relationship management in the Tunisian tourism sector, using the scale of Sin et al. (2005). Various items in each dimension are compared to the dimensions generated in the present study. To meet the goal of our research, we opted for exploratory qualitative method using semi-structured individual interviews with the help of an interview guide with sixteen interviewees. We chose tourism industry, more exactly hospitality sector, as field of study. Respondents who are part of our target are business managers or sales agents of various Tunisian hotels. The research allows us to identify four dimensions of customer relationship management including: customer orientation, CRM organization, knowledge management and CRM-based technology. The results are consistent with the literature.*

Keywords: *Customer Relationship Management; CRM measurement scales; CRM dimensions; hospitality; Tunisia.*

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CRUSADERS IN THE HOLY LAND. TOURISM IN JUDEA AND SAMARIA

*Jeffrey KANTOR**, *Samuele ROCCA***, *Ze'ev SHTUDINER****

Abstract. *Numerous books and articles deal with the Crusader Era in Israel. Although the majority of the work deals with Jerusalem and Acre-the major cities of this period-very little research to date has attempted to focus outside these cities in the area currently referred to as Judea and Samaria. According to our research, Judea and Samaria was of great importance with a significant influence on economic life during the time that the Holy Land was ruled by the Crusaders. In addition to Crusader sites in well-known places such as Jerusalem and Acre there are numerous ruins from the Crusader era in Judea and Samaria. We propose developing 'In the Footsteps of Crusaders' tourism in Judea and Samaria.*

Keywords: *Crusaders; Holy Land; Judea and Samaria; Heritage Tourism.*

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TOURIST DESTINATION: DEMAND-MOTIVATING FACTORS IN ISRAEL'S DOMESTIC TOURISM

Moshe SHEMMA*

Abstract. *This study identifies, evaluates and analyzes the factors that affect the demand for urban destinations in Israel's domestic tourism. More specifically, this paper aims to find the motivation behind tourists' choice of destination. This study argues that the demand's intensity is determined by eleven factors characterizing a destination, the most important of which are: image, attractions, vacation experience, awareness, and the quality of the hotels.*

The methodology is based on quantitative measurements of the factor's perception among potential and actual customers (N = 361). The findings show that each destination possesses a unique mixture of factors. This study's contribution to the existing scholarship on the subject is the evaluation system that would test, predict and plan the demand for a given destination, and could serve as an instrument facilitating decision-making processes among managers.

Keywords: *Demand factors; tourism destination; choice of destination; domestic tourism; Israel.*

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THE EFFECT OF LEBANESE PUBLIC TRANSPORT ON VISITOR'S SATISFACTION

Said LADKI*, Fatima SHATILA**, Samar ISMAIL***

Abstract. *This study measures the effect of public transport on overall visitors' satisfaction with Lebanon. The target sample represented n=250 tourists and residents of Lebanon. The instrument was composed of two parts. Excluding demographics all items were answered on a seven points likert type scale. Factor analysis was conducted where the Varimax method of rotation was used as a principal components method of extraction. Six performance dimensions of public transport were identified: safety and efficiency ease of use, cleanliness, price value, and difficulty to reach. Factors with eigenvalues greater than or equal to 1.0 were considered significant. Overall satisfaction with Lebanon as a tourist destination is negatively affected by safety and efficiency of transport mode, ease of use of transportation in Lebanon, and ease of access to attractions. Cleanliness and difficulty to reach the attraction positively affected overall satisfaction with Lebanon as a tourist destination. The study also revealed that the price value of transportation has no effect on the overall satisfaction with Lebanon as a tourist destination; therefore, it was eliminated from the results. This study concludes that the performance of public transport has an effect on the overall satisfaction with Lebanon as a destination.*

Keywords: *Lebanon; public transport; safety; visitor satisfaction.*

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TOURISM IN BAHRAIN: CHALLENGES AND OPPORTUNITIES OF ECONOMIC DIVERSIFICATION

Magdalena KAROLAK*

Abstract. *Tourism was recognized as factor of economic diversification in the Arabian Gulf, a very needed sector for sustainable economic growth in the future. While putting Bahrain in the wider context of the Gulf Cooperation Council countries, this paper provides the very first overview of prospects and challenges for tourism growth in the kingdom. Bahrain started to develop its tourism industry early along UAE. In recent years, it strived to transform itself from a low-cost weekend destination for Gulf Arabs into an upscale family destination appealing also to international tourists from beyond the Gulf. Yet, due to the competition of GCC countries, future growth may depend on further development of niche tourism and on a successful branding strategy, which are yet to be seen.*

Keywords: *Tourism; economic development; tourism competitiveness, Bahrain.*

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