



IT'S A NEWSLETTER

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THE PRESIDENT'S NEW YEAR MESSAGE

The start of 2016 and the New Year marks the beginning of many significant events. We hope at ITSA that the London Greenwich conference in mid-August will be one of the defining events of the year for as many ITSA members and friends as possible. While the Rio Olympics may attract more attention (!), it is also anticipated that there will be a good representation of individuals from many countries at our UK event. As President I urge you to come, and if you have to do so, bypass other conferences in favour of the ITSA good times. The particular reason for coming to our Biennial event is to live the ITSA vision of connecting with scholars from different countries who have varied levels of experience in tourism scholarship and development. We intend to have a special best paper award for joint research by scholars who have cooperated across countries in producing their ITSA paper. I see this joint, cross national research as mutually beneficial for all involved in the international sharing of approaches and ideas and a core mark of the ITSA vision to connect scholars.

It is not too late to start an initiative which could bear fruit at the conference. The massive amounts of data about tourism which are now online could be a significant resource for a paper. Using such resources could tie together new scholarly partnerships. But even if the ability to study tourism cross nationally remains elusive for you for the 2016 conference, come along anyway and find a friend at the conference with whom you might work for possible mutual future benefit.

In the spirit of caring about the well-being of the international scholarly community I wish you the most precious of research gifts for 2016- time. That is, time to read, time to think, time to research, time to write and time to enjoy yourself amidst the sometimes challenging world we live in as tourism educators, scholars and researchers. I wish you all time and good health for a good time in 2016.

Best thoughts

Philip Pearce

ITSA President.





ITSA 2016, LONDON, UK

**CONFERENCE ANNOUNCEMENT
AND FIRST CALL FOR PAPERS AND
CONTRIBUTIONS**



We are delighted to announce that the 6th International Tourism Studies Association (ITSA) Biennial conference will be held at the University of Greenwich, London, UK from 17-19th August 2016. This is the first time that the conference has been held in Europe and it will provide a unique opportunity to meet, hear from and network with tourism scholars and professionals from Asia, Australasia, North and South America and Europe on a UNESCO World Heritage Site in Europe's most visited tourism city.

The conference organizers are calling for full papers, case studies and oral presentations that are aligned with the four conference themes of:

- **TOURISM CITIES AND URBAN TOURISM**
Urban tourism; tourism around major metropolitan regions; destination management; destination marketing; events in tourism cities; tourism planning; MICE sector
- **THE CHINESE MARKET FOR EUROPEAN TOURISM**
Tourist typologies; marketing; destination welcome; host-guest relations; product development; impacts studies; public policy; workforce development; innovation in tour operations.
- **RIVER, CRUISE AND MARITIME TOURISM**
Sustainability; impacts studies; coastal tourism; island tourism; cruise operations; destination management; destination marketing; product development; water sports tourism.
- **HERITAGE TOURISM IN CITIES**
Tourism in UNESCO World Heritage Convention sites; cultural heritage tourism; sustainability; conservation; visitor management; education; innovations in technology.

These themes have been chosen to reflect the unique location of the 6th ITSA conference on the UNESCO Maritime Greenwich World Heritage Site. The conference venue sits on the River Thames, and is connected by River, Road and Rail to some of the world's most famous tourist sites including Buckingham Palace, the houses of Parliament, the Tower of London and the newly famous Queen Elizabeth II Olympic Park.

Abstracts of proposals should be sent to Dr. Samantha Chaperon, Chair of the Scientific Committee at s.a.chaperon@greenwich.ac.uk. Any questions about the conference itself should be sent to the conference chair, James Kennell at j.s.kennell@greenwich.ac.uk

Abstract Submission Deadline: April 30, 2016

Decision Notification: May 31, 2016

Full Paper Submission Deadline: July 8, 2016

For oral presentations please submit abstracts of **500 words** or not more than three pages to Dr. Samantha Chaperon. Abstracts must have a title centered at the top and include an introduction, methods, findings, implications or conclusions, and a reference list (the reference list is not included in the word count).

ITSA also invites abstracts of **1,000 words** for full papers for possible inclusion in the referred conference proceedings and expanded papers of up to 8,000 words for publication in the *International Journal of Tourism Cities*, published by Emerald and ITSA. These should be sent to Dr. Samantha Chaperon. Full paper submissions will be considered for the **Best Paper Awards**, which are selected by the Scientific Committee. Full papers submitted after the above-listed submission deadline will not be considered for the Best Paper Awards.

Over the coming weeks, full details of the conference will be announced through the ITSA and conference webpages, as well as on social media and discussion groups.

ITSA looks forward to welcoming you to London in August 2016.

ITSA

PARTICIPATED IN

THE 2015

INTERNATIONAL

ISLANDS TOURISM

CONFERENCE

During Oct 12-14, ITSA attended the 2015 International Islands Tourism Conference held in Zhoushan, east of Zhejiang Province. The conference, taking "interconnecting maritimesilk roadand sharing island development in common" as its theme, was aimed at the implementation of the national strategy of 21st Century Maritime Silk Road, setting up the new platform for the exchange and cooperation between famous island tourist countries and regions in the world. The agenda of the conference was filled with a series of activities, including Zhoushan Forum of World Islands Tourism, Chinese & Foreign Tourism City Mayors' Round-table Conference, World Islands Tourism Products Introduction and Promotion Fair, China (Zhejiang) International Key Tourism Programs Fair and Bed & Breakfast Summit, the 2015 International Tourism Holiday Destination Forum of Innovation and Development.



Prof. Tiger Wu in speech

The Secretary-general of ITSA, Prof. Tiger Wu, gave a speech on the 2015 International Tourism Holiday Destination Forum of Innovation and Development, and announced the Report (2015) on World Island Tourism Development on behalf of CRTR(The Center for Recreation and Tourism Research, Peking University) and ITSA. Prof. Alastair Morrison was invited as a keynote speaker of the forum. His presentation was themed on Cultural Innovation. Prof. David Newsome and Prof. Hannah Shen attended the round-table discussion during the forum, shared their viewpoints on a list of topics, including sustainable tourism, ecotourism, and e-tourism.

This forum had the theme "Culture and Creation lead to the New Era of Tourism Development." The forum, which was the first of its kind, gathered 300 delegates from tourism authorities and industry representatives from home and abroad to share their experience and discuss potential cooperation.



Prof. Alastair Morrison in speech



Prof. David Newsome in speech



ITSA experts on the Forum (from left to right), Michael Lueck (Auckland University of Technology, New Zealand); David Newsome (Murdoch University, Australia); Alastair M. Morrison (Purdue University, USA); Bob McKercher (The Hong Kong Polytechnic University, Hong Kong SAR); and Oliver Sedlinger (Sedlinger Associates, Beijing, China).





DR CLAIRE LIU UNDERTOOK VISITS TO UNIVERSITIES IN CHINA

In October 2015, Dr Claire Liu, Head of Department of Tourism & Events, School of Hospitality and Tourism, Auckland University of Technology, undertook her sabbatical to visit universities in China.

BEIJING

In Beijing, Dr Liu visited Beijing International Studies University to meet with Professor Zuo Tongqian and discussed research opportunities on "The Silk Road Economic Belt and 21st Century Maritime Silk Road initiatives".

SHANGHAI

In her visit to Fudan University, Dr Liu worked with Associate Professor Hannah Shen on the project of "Outbound Chinese self-drive tourists' motivations and behaviours". The research was conducted using focus groups in Shanghai and in-depth interviews in Beijing and Guangzhou cities.

GUANGDONG

Dr Liu also had the privilege to visit the School of Tourism Management at Sun Yat-Sen University where she spent a week on the beautiful Zhuhai campus and presented research seminars for Master of Tourism Management and PhD students. Dr Liu met with Professor Bao Jigang, Professor Zhang Chaozhi, and Professor Luo Qujui and discussed academic and research collaborations

between Sun Yat-Sen University and Auckland University of Technology.

Dr Liu wishes to thank Professor Zhang Chaozhi and Associate Professor Hannah Shen, who are ITSA's Executive Committee members, for their warm welcome and support for her research visit in China.



With Prof. Hannah Shen at Fudan University

PROFILE OF

Dr Claire Liu

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Dr. Claire Liu graduated from Dongbei University of Finance & Economics (DUFE) with Bachelor of Economics and Master of International Business Law from University of International Business and Economics (UIBE) in China. She lectured for the School of International Trade at DUFE for 11 years before coming to New Zealand in 1995. Dr. Liu obtained a Master of Business Studies and a PhD in Tourism Management from Massey University in New Zealand. Her doctorate focused on the development and implementation of a quality measurement and improvement strategy based on the combination of SERVQUAL and Quality Function Deployment (QFD)

in the New Zealand tourism industry.

Dr Liu's research areas include SMEs and tourism quality management systems, service quality management, tourism and hospitality entrepreneurship and customer expectations and satisfaction. Since 2008, Dr Liu has been engaged in research on the Chinese outbound tourism market. Her projects include the understanding of New Zealand tour operators about the Chinese market; ADS tour operators' strategies in the operation of the Chinese outbound market; Chinese outbound travel agents' knowledge of visitor expectations and marketing strategies. Dr Liu's

research activities are also associated with the Chinese market in Canada through collaboration with Thompson Rivers University and Hong Kong Polytechnic University. Dr Liu has extensive contact with the tourism industry operators both in New Zealand and China. Claire has established close connections with associates in China National Tourism Administration (CNTA) and tourism research institutes in China through her teaching and research activities.



Seminar with Prof. Zhang Chaozhi and the students from School of Tourism Management at Sun Yat-Sen University

THE LEGACY OF EXPO

to understand the indications provided by tourists in order to give continuity to the results of the event.

Expo Milan 2015 closed its doors on October 31st and now it is crucial to give continuity to the results of the event.

The future of Milan and Italy was outlined on 27th October at IULM University, where the attention was directed to the results of Expo and the priorities to support the growth of tourism in Milan.

The event saw the participation of the tourist enterprises most involved in the event, the Milan City Council and OECD, which put forward the point of view of the international community regarding Milan.

The starting point of the workshop was the **Destination Monitor**: an innovative tool for evaluating the demand, developed by MTM in partnership with some companies of the sector, which offers enterprises guidance on **where, how and why foreign visitors travel in Italy** that can guide the development of more targeted offers to specific international markets.

The social media monitoring company **Blogmeter** presented the contents that have emerged by word of mouth from Expo visitors regarding the main social aspects to understand the relationship perceived between Expo and the metropolitan area.

The Italian hotel association of Confindustria **AICA** presented very positive results for the hotel industry in the last months of the Expo, underlining an extraordinary August and average performance in the period from May to September definitely higher than the same period of 2014.

This situation has been confirmed by **Uvet American Express**, a company that has wagered on the potential of Expo as the official distributor of 600,000 tickets.

The online platform promoting events taking place in Milan during Expo, **Expoincittà**, pointed out that the city of Milan has managed to create a network of more than 46,500 extraordinary events which led tourists to extend

their stay in the city.

The City Council of Milan highlighted the volume of business and the important economic benefits which will increase over time through contacts and agreements signed during these six months.

According to the **President of the Tourism Committee OECD**, Milan has reached an important goal: it revealed its vocation as a tourist destination, becoming one of the top ten Italian destinations in the eyes of foreigners.

From this exchange of views has emerged a vision shared by all participants, both public and private, which can be summed up in the desire to create a DMO for effective governance of tourism in Milan and Lombardy, able to enhance the great venture started by companies and institutions in Milan for Expo.



IULM

Libera Università di Lingue e Comunicazione
International University of Languages and Media

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The master in Tourism Management (MTM) is an international postgraduate programme of the University IULM of Milan. It was set up during the first years of this millennium, it is run in English, with an annual class of restricted entrance, the programme anticipates the innovations of the sector, the faculty hosts participants from all over the world, working in close contact with the tourism industry and important events such as EXPO 2015, it forms managers with a multidisciplinary preparation. The MTM12 edition is about to begin.

URBAN MANAGEMENT, DESTINATION MANAGEMENT AND URBAN DESTINATION MANAGEMENT: A COMPARATIVE REVIEW WITH ISSUES AND EXAMPLES FROM NEW ZEALAND

Author(s): Douglas G. Pearce (School of Management, Victoria University of Wellington, Wellington, New Zealand)

Citation: Douglas G. Pearce , (2015) "Urban management, destination management and urban destination management: a comparative review with issues and examples from New Zealand", International Journal of Tourism Cities, Vol. 1 Iss: 1, pp.1- 17

Abstract: **Purpose**

– The purpose of this paper is to first outline the central thrust of two currently non-convergent but intrinsically related streams of research – urban management and destination management – and explore the links between them. Both require an approach which coordinates and integrates multiple actors and functions in dynamic settings.

Design/methodology/approach

– The paper then analyses empirical examples from three New Zealand cities to illustrate relationships between destination management and urban management in practice.

Findings

– These cases show that without being labelled as such, quite a lot of activity takes place which reflects dimensions of both destination management and urban management, especially in terms of integration and coordination. This raises questions of just what constitutes destination management, a series of discrete ad hoc actions or some broader vision and framework.

Originality/value

– Empirical evidence from the three New Zealand cities shows that, with the exception of Dunedin, destination management is not a term or a concept that is explicitly used there. Nevertheless, without being labelled as such, in practice there is quite a lot of activity taking place which reflects dimensions of both destination management and urban management, especially in terms of integration and coordination.

PERTH (AUSTRALIA) AS ONE OF THE WORLD'S MOST LIVEABLE CITIES: A PERSPECTIVE ON SOCIETY, SUSTAINABILITY AND ENVIRONMENT

Author(s): Cheryl Jones (School of Arts, Murdoch University, Perth, Australia)
David Newsome (Environment and Conservation Group, School of Veterinary and Life Sciences, Murdoch University, Perth, Australia)

Citation: Cheryl Jones , David Newsome , (2015) "Perth (Australia) as one of the world's most liveable cities: a perspective on society, sustainability and environment", International Journal of Tourism Cities, Vol. 1 Iss: 1, pp.18- 35

Abstract: **Purpose**

– Rankings of the world's cities by a liveability factor have become increasingly significant in the media, among governments and city councils in the promotion of cities, as well as academics interested in understanding the impact of quantifying liveability on urban planning and the relationship of liveability indices and tourism. The paper aims to discuss this issue.

Design/methodology/approach

– While examining characteristics of liveable cities according to some of the widely reported liveability indices, such as those produced by Mercer, Monocle magazine and Economic Intelligence Unit (EIU), the authors provide a snapshot of Perth as a liveable city and consider liveability in relation to urban tourism, sustainability and environment. Perth's liveability ranking is discussed in terms of environmental sustainability, noting that for Perth to retain its position as one of the world's most liveable cities, consideration must be given to sustainable planning and environmental practices at policy, organisational and individual levels, placing the long-term liveability of the environment and Perth's flora and fauna at the forefront of urban, and tourism, planning.

Findings

– The accessibility of nature in Perth and its surrounds, its outdoor recreational opportunities and warm climate are factors that make it unique. Developing and promoting nature-based tourism would further enhance the accessibility of nature for visitors and residents. While Perth's EIU top ten ranking is justified, its major attributes remain unrecognised by the widely used EIU liveable city assessment framework.

Research limitations/implications

– Moreover, the notion of a liveable city is open to contention due to the subjective nature of various assessment criteria. Liveability indices should include quantifiable environmental factors such as green space, remnant vegetation, biodiversity, air quality and unpolluted water.

Originality/value

– This paper thus contributes to the discourse on what constitutes a liveable city, the authors emphasise that liveability is significantly related to the presence of green space and natural areas as well as the opportunity to see and interact with wildlife. Perth has such opportunities for its residents and visitors but as yet the aforementioned natural characteristics are not implicit in international measures of liveability.

URBAN DESTINATION MARKETING IN CONTEMPORARY EUROPE – WHAT DOES “GOOD” LOOK LIKE?

Author(s): John Heeley (Best Destination Marketing, Sheffield, UK and Sheffield Hallam University, Sheffield, UK)

Citation: John Heeley , (2015) "Urban destination marketing in contemporary Europe – what does “good” look like?", International Journal of Tourism Cities, Vol. 1 Iss: 1, pp.36- 49

Abstract: **Purpose**

– The purpose of this paper is to examine urban destination marketing from a mainly practitioner standpoint, though one of its principal observations is the gap between theory and practice; while the former is premised on related notions of difference and competitive advantage, in practice the greater part of urban destination marketing eschews competitive advantage, resulting in a pervasive marketing of “sameness”.

Design/methodology/approach

– The paper is in three parts. The first set out the urban tourism context in respect of historical, market, supply, impact and definitional/measurement dimensions. Part two profiles the bespoke delivery mechanisms established for urban destination marketing, examining nomenclature, core purpose/mission, status, size and finances, as well as overhead and operating parameters.

Findings

– The final section comprises a state-of-the-art review, setting out a five variable model of purposeful urban destination marketing, concluding that “good” in urban destination marketing is atypical and currently in Europe is confined to only a handful of European cities.

Originality/value

– This paper is intended to give the reader a better understanding of why, in such an important field of human endeavour, success is so problematic. It hopefully gives pointers to practitioners and academics as to how best in future there can be more winners and fewer losers, so that increasing numbers of towns and cities maximise the impact locally of the world's largest industry and at the same time become “known”.

IMPACTS OF CITY PERSONALITY AND IMAGE ON REVISIT INTENTION

Author(s): Hong-bumm Kim (College of Hospitality and Tourism, Sejong University, Seoul, South Korea)
Sanggun Lee (Department of Tourism Event Management, Paichai University, Daejeon, South Korea)

Citation: Hong-bumm Kim , Sanggun Lee , (2015) "Impacts of city personality and image on revisit intention", International Journal of Tourism Cities, Vol. 1 Iss: 1, pp.50- 69

Abstract: **Purpose**

– The purpose of this paper is to examine the causal relationships of city personality and city image, together with the possible effect of city image on the revisit intention of visitors, through empirical validation, so that some meaningful implications can reveal to city planners and marketers how the city tourists can be affected by the personality and image of the city.

Design/methodology/approach

– This study offers an integrated approach to understanding the relationship between city personality and city image. The research model investigates the relevant relationships among the underlying dimensions of city personality and city image by using a structural equation modeling (SEM) approach. Data obtained from a sample of 302 respondents drawn from a web-based survey in South Korea were analyzed with AMOS program.

Findings

– The results of this empirical study indicate that city personality positively or negatively affect city image depending on the nature of constructs. Positive relationships are found to exist between excitement as well as sophistication personality and dynamic image of city. On the contrary, the relationship between sincerity personality and dynamic image is negative. All the specific three images of city: dynamic, specific, and static image show positive impact on revisit intention of city tourists.

Originality/value

– The empirical results of this study provide tenable evidence that the proposed SEM designed to consider city personality and city image, and revisit intention simultaneously is acceptable. Even though in the previous literature, researchers tried to explain the relationship between city personality and city image, the conceptual model and empirical studies pertaining to causal relationships among those constructs have not been thoroughly examined. It is believed that this study has a substantial capability for generating more precise applications related to city tourism, especially concerning city personality and city image.

SEGMENTATION FOR URBAN DESTINATION: GENDER, PLACE OF RESIDENCE, AND TRIP PURPOSE: A CASE OF NIZHNI NOVGOROD, RUSSIA

Author(s): Svetlana Stepchenkova (Department of Tourism, Recreation and Sport Management, University of Florida, Gainesville, Florida, USA)
Mikhail I. Rykhtik (Institute of International Relations and World History, Lobachevsky State University of Nizhni Novgorod, Nizhni Novgorod, Russia)
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Hany Kim (Department of Tourism, Recreation and Sport Management, University of Florida, Gainesville, Florida, USA)
Olga Petrova (Lobachevsky State University of Nizhni Novgorod, Nizhny Novgorod, Russia)

Citation: Svetlana Stepchenkova , Mikhail I. Rykhtik , Elena Shichkova , Hany Kim , Olga Petrova , (2015) "Segmentation for urban destination: gender, place of residence, and trip purpose: a case of Nizhni Novgorod, Russia", International Journal of Tourism Cities, Vol. 1 Iss: 1, pp.70- 86

Abstract: **Purpose**

– The purpose of this paper is to examine whether a priori segmentation of visitors to a large urban destination along the dimensions of gender, place of residence (domestic, former states, and international), and trip purpose (business, leisure, and VFR) is indeed commonsense for the city's DMO. Specifically, the study investigated whether gender, place of residence, and trip purpose are associated with tourists' destination risk perceptions, evaluations of destination performance, and post-visitation behavior; that is, intention to revisit and willingness to recommend.

Design/methodology/approach

– The analysis used data obtained in a 2013 survey of visitors to Nizhni Novgorod, a large urban center in Russia.

Findings

– The results indicate that place of residence and trip purpose discriminate tourists with respect to selected variables and can serve as segmentation bases for marketing communications about the city to potential target markets.

Practical implications

– In view of the mega-sport events to be conducted in Nizhni Novgorod in 2018, alleviating risk perceptions of international tourists and improving their experiences while at the destination are important goals for the city government, tourism planners, and destination marketing organizations.

Originality/value

– Segmentation bases of place of residence and trip purpose have rarely been examined in relation to a large multifunctional city, while gender has produced varying results. Thus, the study can add to the segmentation literature in the urban context.

A MODEL FOR DESTINATION STRATEGY ASSESSMENT: AN ANALYSIS OF ITALIAN URBAN DESTINATIONS

Author(s): Manuela De Carlo (IULM University, Milan, Italy)

Citation: Manuela De Carlo , (2015) "A model for destination strategy assessment: an analysis of Italian urban destinations", International Journal of Tourism Cities, Vol. 1 Iss: 2, pp.103- 118

Abstract: **Purpose**

– This study aims to develop and validate a scale for the assessment of the quality of the meta-management process that helps urban destinations to identify potential improvement in their strategy and possible paths to enhance destination competitiveness.

Design/methodology/approach

– In particular, through an empirical analysis of all the Italian cities with tourism certification (138 urban destinations), a model is proposed, linking specific portal functions to the achievement of six meta-management processes (product development, segment selection, customer relation management, promotion, destination image and brand management and management of distribution channels). Through a comparison with a competitive set of excellent international destinations, the study identifies priorities for competitiveness enhancement.

Findings

– The results of the study contribute to the ongoing debate on destination competitiveness and destination web site evaluation.

Originality/value

– From the managerial point of view, the model helps destination managers to control destination strategy and create consensus among all the stakeholders on the actions to achieve them.

DEVELOPING THE EVENTFUL CITY IN SIBIU, ROMANIA

Author(s): Greg Richards (Department of Leisure Studies, School of Social and Behavioral Sciences, Tilburg University, Tilburg, The Netherlands)
Ilie Rotariu (Lucian Blaga University, Sibiu, Romania)

Citation: Greg Richards , Ilie Rotariu , (2015) "Developing the eventful city in Sibiu, Romania", International Journal of Tourism Cities, Vol. 1 Iss: 2, pp.89- 102

Abstract: **Purpose**

– Cities are increasingly using events as an instrument for economic and social change and cultural and urban regeneration. Major events help cities to distinguish themselves, and attracting event-related tourism generates income and jobs and increases atmosphere and “liveliness”. Many cities have therefore positioned themselves as “eventful cities” or “festival cities” by adopting event-led strategies. The paper aims to discuss these issues.

Design/methodology/approach

– The effects of the 2007 European Capital of Culture (ECoC) in Sibiu, Romania were evaluated through a decade of longitudinal research including surveys and depth interviews with local residents, stakeholders and tourists to monitor the sustainability of event-related regeneration strategies.

Findings

– The impacts identified include increased cultural activity, tourism growth, image improvements and increased pride among residents. These impacts have been facilitated by a local growth coalition, and the increased linkage of the city to flows of investment, skills and talent through EU membership. The city has taken some important steps to becoming an “eventful city”, in which events are utilised to sustainably increase the quality of life. However, the momentum of eventfulness developed in 2007 has been difficult to maintain, and there are difficulties in separating the effect of event-related activities from wider cultural, social and economic development factors.

Originality/value

– The research indicates that the Sibiu ECoC in 2007 and the programme of cultural development leading up to it had substantial impacts on the city both in the short and longer term. The ECoC certainly met most of its short-term aims, as there was a significant economic boost from tourism and an improvement in the external image of the city.

THE NEW GOLD COAST CHINATOWN: STAKEHOLDERS' DEVELOPMENT PREFERENCES

Author(s): Karine Dupre (Urban Research Program, Griffith University, Gold Coast, Australia)
Bixia Xu (Urban Research Program, Griffith University, Gold Coast, Australia)

Citation: Karine Dupre , Bixia Xu , (2015) "The new Gold Coast Chinatown: stakeholders' development preferences", International Tourism Studies Association, Vol. 1 Iss: 2, pp.119- 138

Abstract: **Purpose**

– The purpose of this paper is to study the relationship between culture-based tourism development and cultural sustainability in the established tourism destination of Gold Coast, Australia. It seeks to contribute to the debate on local development and tourism through evaluating the development of the newly-born Gold Coast Chinatown.

Design/methodology/approach

– Two types of analysis were developed for this study. The first one aims at assessing the general features of the case study site. It was done by the urban analysis of the precinct, the count of the shops associated with the identification of their function (e.g. retail, services, etc.), street visual survey, and the assessment of ethnic expression/representations. The second analysis aims at assessing place-attachment, development impacts and cultural attitude. It was done by questionnaire surveys.

Findings

– The analysis evidences mainly two findings. First, tradition, authenticity or ethnicity are not perceived as key drivers, and tangible pre-requisites do not appear as a priority for a culture-based tourism development. Second, correlation studies show the longer the length of residence the higher is the attitude towards positive perceived economic impacts and positive cultural attitudes. It is the opposite of what is usually found in literature review. As such, it challenges the concept of cultural sustainability, and helps us to reconsider the weight of the evaluative factors of community attachment, development impact and cultural attitude in tourism development.

Originality/value

– The recent creation of the Gold Coast Chinatown not only raises the question of the rationale of what is usually recognised as a community-based settlement, hence its cultural foundation and the legitimacy of transfer of cultural models, but also the processes at stake between cultural sustainability and tourism development. To the knowledge, no publication exists on this case study.

AN ATTEMPT OF A CRYSTAL BALL FOR HOTELS IN A GAMING DESTINATION, MACAO

Author(s): Cindia Ching-Chi Lam (Tourism College, Institute for Tourism Studies, Macao, China)
Clara Weng-Si Lei (Tourism College, Institute for Tourism Studies, Macao, China)

Citation: Cindia Ching-Chi Lam , Clara Weng-Si Lei , (2015) "An attempt of a crystal ball for hotels in a gaming destination, Macao", International Journal of Tourism Cities, Vol. 1 Iss: 2, pp.139- 151

Abstract: **Purpose**

– The purpose of this paper is to consider the issue of forecasting hotel room rate with data from 2004 onwards and the forecast horizons of 91 observations.

Design/methodology/approach

– This study employs a set of time series data (91 observations) on average monthly hotel room rates to generate an Autoregressive Integrated Moving Average Models (ARIMA) forecasting model.

Findings

– Through the employment of 74 percent observations, with 26 percent withhold for evaluation checking, six best models are identified from 50 models under study. The final model reports a high level of predictive accuracy and provides useful insights for hoteliers to form business strategies.

Originality/value

– This research provides a well-defined model to forecast the room rate of three-star hotels in the city. The research findings provide good ground for strategic management of the industry, in which there is an imbalance between demand and supply of hotel accommodations. In addition, being the first of its kind in one of the largest gaming revenue generation city in the world, this research provides valuable information for further research of its kind in the future.

APPLICATION OF THE CONCEPT OF DESTINATION BRAND EQUITY: THE EXAMPLE OF TWO POLISH CITIES

Author(s): Magdalena Florek (Poznań University of Economics, Poznań, Poland)

Citation: Magdalena Florek , (2015) "Application of the concept of destination brand equity: the example of two Polish cities", International Journal of Tourism Cities, Vol. 1 Iss: 2, pp.152- 161

Abstract: **Purpose**

– This paper has two purposes in mind: to present the model of destination brand equity as well as its managerial implications for city brand management.

Design/methodology/approach

– Based on a model developed by the author in 2011 which adopts a consumer-based approach to assessing place/destination brand equity, brand equities for two Polish cities were calculated. The research was conducted in two stages on a sample of 800 Poles. Its detailed results served as a basis for a comparison of the two cities' brand equities.

Findings

– The general results show the strength of the cities' brand equities while the detailed results show the strengths and weaknesses of the specific city brands broken down to the types of respondents and according to the brand equity dimensions.

Research limitations/implications

– The discussion and results are based on two cities only, in one country.

Practical implications

– The results of the city brand equity survey provide place marketers with information about the existing structure of brand equity and the elements of brand equity which may reinforce a city brand in the consumers' (potential and current tourists') eyes. Such an assessment also enables to track destination brand changes over time and in relation to other city destinations. The results offer therefore city managers the knowledge of brand areas which require attention and intervention.

Social implications

– The model presents provides place managers with information related to the necessary social support of the residents of destination.

Originality/value

– The paper presents comprehensive and original research results of a research into city destination brand equity conducted on a representative national sample. A strong theoretical concept is combined with practical results.

AN EXPLORATORY STUDY OF DECISION MAKERS FOR CHOOSING WEDDING BANQUET VENUES: PUSH AND PULL MOTIVATIONS

Author(s): Ling Guan (Department of Apparel, Education Studies and Hospitality Management, Iowa State University, Ames, Iowa, USA)
Yi Luo (Department of Apparel, Education Studies and Hospitality Management, Iowa State University, Ames, Iowa, USA)
Liang Rebecca Tang (Department of Apparel, Education Studies and Hospitality Management College of Human Science, Iowa State University, Ames, Iowa, USA)

Citation: Ling Guan , Yi Luo , Liang Rebecca Tang , (2015) "An exploratory study of decision makers for choosing wedding banquet venues: push and pull motivations", International Journal of Tourism Cities, Vol. 1 Iss: 2, pp.162- 174

Abstract: **Purpose**

– The purpose of this paper is to identify push and pull factors that motivate decision makers to choose wedding banquet venues, and to explore the relationships between the motivational factors and demographic information.

Design/methodology/approach

– The initial questionnaire was pre-tested involving a sample of six graduate students in a hospitality management program of a major university in the Midwestern USA. The wordings were changed based on their feedback. The final survey was consisted of three sections: push motivations, pull motivations, and demographic information. In the first section, 13 push motivation statements were employed to investigate decision makers' reasons for selecting a wedding banquet venue.

Findings

– The four push factors identified included "seeking relaxation and knowledge," "fulfilling prestige," "escaping from daily routine," and "social networking." The six pull factors were composed of "budget," "atmosphere," "facilities," "wedding services," "transportation," and "service and quality."

Originality/value

– The study helps event industry practitioners understand consumers' motivations of choosing wedding venues and predict consumers' behavior. It further suggests marketing strategies to effectively communicate with existing and potential consumers.

URBANIZATION, TOURISM REVENUE GROWTH AND REGIONAL NON-EQUILIBRIUM

Author(s): Yang Guo (Associate Professor, Department of Tourism, Fudan University, Shanghai, China and Visiting Scholar, Duke University, Durham, North Carolina, USA)
Yi Chai (Assistant Professor, School of Economics, Yunnan University, Kunming, China and Visiting Scholar, Trinity College, Hartford, Connecticut, USA)
Shengyang Wang (Department of Accounting, Bentley University, Waltham, Massachusetts, USA)

Citation: Yang Guo , Yi Chai , Shengyang Wang , (2015) "Urbanization, tourism revenue growth and regional non-equilibrium", International Journal of Tourism Cities, Vol. 1 Iss: 3, pp.177- 183

Abstract: **Purpose**

– The purpose of this paper is to analyze regional correlation contributions of urbanization rate and tourism revenue, based on the dynamic panel data from 2000 to 2010 of 31 provinces in China.

Design/methodology/approach

– Based on the Modified Cobb-Douglas and fixed effect regression models, the study analyzes the dynamic panel data of 31 provinces in China from 2000 to 2010. The paper conducts tests on the correlation and the economic influence between urbanization rate and tourism revenue in different regions.

Findings

– The empirical results show that on the national scale, the urbanization rate has a positive contribution to the increase rate of tourism revenue with 3.1 percent. The influence of urbanization on tourism revenue in different regions has considerable non-equilibrium characteristics. In the central region, the correlation contributing potential is even stronger than in the eastern and western regions. Different regions have significant regional disparities in the tourism growth pattern.

Originality/value

– On the national scale, the urbanization rate has a positive correlation contribution to the development of tourism economics. Urbanization has made remarkable achievements, and has played an important role in propelling the development of tourism industry. In the process of deepening the urbanization trend, the urbanization rate has a positive contribution to the increase rate of tourism revenue with 3.1 percent.

CULTURAL TOURISM INVESTMENT AND RESIDENT QUALITY OF LIFE: A CASE STUDY OF INDIANAPOLIS, INDIANA

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Sotiris Hji-Avgoustis (Department of Family and Consumer Sciences, Ball State University, Indiana, USA)
Yao-Yi Fu (Indiana University)
Soonhwan Lee (Department of Tourism, Convention and Event Manag., Indiana University, Indiana, USA)

Citation: Chris Gullion , Sotiris Hji-Avgoustis , Yao-Yi Fu , Soonhwan Lee , (2015) "Cultural tourism investment and resident quality of life: a case study of Indianapolis, Indiana", International Journal of Tourism Cities, Vol. 1 Iss: 3, pp.184- 199

Abstract: **Purpose**
– The purpose of this paper is to explore cultural tourism investment and resident quality of life in the Midwestern city of Indianapolis, Indiana. It is important to understand from a cultural tourism perspective how further attempts to grow and invest in tourism will affect resident perception of quality of life and future cultural tourism investment.

Design/methodology/approach

– To achieve this goal, data from the 2012 Indianapolis Quality of Life survey was statistically analyzed to specifically examine how residents' perceived quality of life affects cultural tourism investment. This allows for the study of what city-service attributes (i.e. safety, attractions, transportation, etc.) identify as potential indicators of whether residents' perception of quality of life affects cultural tourism investment and if there were any correlations between demographic factors of age, gender, ethnicity, and household income with the perception that investing in cultural events and attractions for tourists is good for residents.

Findings

– Results indicated that several key city-service attributes identify as potential indicators of whether residents' perception of quality of life in Indianapolis affects residents' perceptions that investing in cultural tourism for tourists is good for residents. Furthermore, excluding perceptions of cultural tourism investment, several key city-service attributes identified as potential indicators of residents' perception of quality of life in Indianapolis. Finally, results indicated that demographic factors of gender, age, ethnicity, and income were not significant when it came to affecting the perception that investing in cultural events and attractions for tourists is good for residents.

Research limitations/implications

– The findings of this study have unique academic and applied implications in the continued study of tourism in Indianapolis, Indiana. This study provided research related to the study of quality of life in Indianapolis and reported statistics for the 2012 Indianapolis Quality of Life survey. The data and statistical analysis reported in this study will serve as valuable information for future endeavors concerning cultural tourism and quality of life in Indianapolis. The identification of city-service attributes that significantly impact resident perception of quality of life and city-service attributes that, in conjunction with resident perception of quality of life, affect how residents perceive cultural tourism investments is important information that can be utilized by future researchers, tourism planners, and policymakers in Indianapolis. The analysis revealed what city-service attributes are important to residents of Indianapolis and demographic factors that affect resident perception of quality of life. The continued examination of these city-service attributes may help to identify areas of public service that need to be improved.

Practical implications

– This study demonstrates that resident level of awareness pertaining to the benefits of cultural tourism investment are relatively low. Tourism planners, officials, and researchers can utilize this knowledge to better facilitate methods to gain resident support for cultural tourism investment and development. In addition, this research can be utilized to better understand the needs of residents and how tourism and various city-services impact their quality of life. If cultural tourism planners and other tourism officials better understand methods to gain resident support for cultural tourism investment then they can maximize economic and cultural tourism gains for the city.

Originality/value

– This case study specifically focussed on cultural tourism to better present data regarding this issue; however, the authors believe future studies that examine both cultural and sports tourism could be beneficial. Aspects such as city-services and resident perception of quality of life could be examined from both cultural and sports tourism perspectives. This approach could produce beneficial results regarding cultural and sports tourism investment and potentially highlight demographic characteristics unique to cultural tourism and sports tourism supporters in the city of Indianapolis.

THE NEGLECTED PART IN HISTORIC DISTRICTS: CASE STUDIES ON THE NON-HERITAGE BUILDINGS IN TWO HISTORIC BLOCKS IN WUXI CITY, CHINA

Author(s): Fang Wang (College of Architecture and Landscape Architecture, Peking University, Beijing, Peoples' Republic of China)
Xiaoning Xue (College of Urban and Environmental Sciences, Peking University, Beijing, Peoples' Republic of China)
Yingying Wang (Shanghai Urban Planning and Design Research Institute, Shanghai, Peoples' Republic of China)

Citation: Fang Wang , Xiaoning Xue , Yingying Wang , (2015) "The neglected part in historic districts: case studies on the non-heritage buildings in two historic blocks in Wuxi City, China", International Journal of Tourism Cities, Vol. 1 Iss: 3, pp.200- 215

Abstract: **Purpose**

– Maintaining a city's identity and locality is an urgent problem in urban construction. Historical districts are very important parts of a city. However, non-heritage buildings, which make a significant contribution to the character and appearance of historical areas, are facing arbitrary demolition. They are more often ignored compared with buildings on the protection list. The paper aims to discuss these issues.

Design/methodology/approach

– This paper chooses two historic blocks in Wuxi, in which 256 non-heritage buildings were examined, the SPSS method and the AHP method are used to find renewal modes for the buildings that had not finished updates, and the two blocks are then used as practical cases to validate the matching results.

Findings

– In conclusion, on the one hand, according to different building categories, different renewal modes are found. On the other hand, this study finds differences in the renewal modes of different historic districts.

Originality/value

– The study shows a renewal method for non-heritage buildings, which require attention due to their dangerous situation, as these buildings in historical districts also contribute to a city's uniqueness and locality. These results should be helpful in the planning and practices for urban historical districts.

SUCCESS FACTORS OF HEALTH TOURISM: CASES OF ASIAN TOURISM CITIES

Author(s): Joohyun Lee (Graduate School of Hospitality and Tourism Management, Sejong University, Seoul, South Korea)
Hong-bumm Kim (College of Hospitality and Tourism Management, Sejong University, Seoul, South Korea)

Citation: Joohyun Lee , Hong-bumm Kim , (2015) "Success factors of health tourism: cases of Asian tourism cities", International Journal of Tourism Cities, Vol. 1 Iss: 3, pp.216- 233

Abstract: **Purpose**

– The purpose of this paper is to delineate a clear definition of health tourism, and to explain it in two sub-categories, namely, medical tourism, and wellness tourism.

Design/methodology/approach

– Grounded theory approach through an in-depth literature review and practical data from three different cities were researched to support the study.

Findings

– Determinants of travelers' decision making for the destination of health tourism, such as distance, cost, language, economy, competency of medical technology, and culture, in each classification of health tourism, were identified.

Originality/value

– This study suggests an inductive research model to synthesize and structure a logical relationship of determinants that affect health tourists' decision to visit specific health tourism destinations. The results of this study are quite revealing to governments, industrial practitioners, and potential customers of health tourism in terms of the context of health tourism and the behavior of health tourists.

EXPLORING VISITORS' EXPERIENCE USING STRATEGIC EXPERIENTIAL MODULES (SEMS): THE CASE OF ZOO NEGARA, KUALA LUMPUR

Author(s): Ghazali Musa (Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur, Malaysia)
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Azilah Kasim (School of Tourism and Hospitality Management, Universiti Utara Malaysia, Sintok, Malaysia)

Citation: Ghazali Musa , Izzah Mohammad , Thinaranjeney Thirumoorthi , Sedigheh Moghavvemi , Azilah Kasim , (2015) "Exploring visitors' experience using strategic experiential modules (SEMs): the case of Zoo Negara, Kuala Lumpur", International Journal of Tourism Cities, Vol. 1 Iss: 3, pp.234- 253

Abstract: **Purpose**

– The purpose of this paper is to explore the experiences of visitors using the strategic experiential modules (SEMs).

Design/methodology/approach

– In this study, the authors analysed a total of 37 essays written by University of Malaya students who visited the attraction on 23 November 2013. The aim is to explore what constitutes the elements within the SEMs, pertaining to the students' visit. The results are potentially useful for future Zoo Negara marketing communication initiatives, as well as for the management to remedy the shortfalls which have hindered Zoo Negara from operating as a self-sustaining attraction.

Findings

– The results confirmed the applicability of all five dimensions of the modules, which include both positive and negative elements. Of the five dimensions, THINK and SENSE were the most frequently expressed.

Originality/value

– Though this study offers no theoretical contribution, it does demonstrate the applicability of the Schmitt theory on SEMs and the usefulness of such an application from the managerial perspective.

ADS TOUR OPERATORS' PERSPECTIVE OF THE CHINESE TOURISM MARKET AND SUSTAINABLE STRATEGIES FOR DEVELOPING THE AUCKLAND CITY DESTINATION

Author(s): Claire Liu (Faculty of Culture and Society, School of Hospitality and Tourism, AUT University, Auckland, New Zealand)
John S. Hull (Faculty of Adventure, Culinary Arts and Tourism, Thompson Rivers University, Kamloops, Canada)

Citation: Claire Liu , John S. Hull , (2015) "ADS tour operators' perspective of the Chinese tourism market and sustainable strategies for developing the Auckland city destination", International Journal of Tourism Cities, Vol. 1 Iss: 3, pp.254- 268

Abstract: **Purpose**

– The purpose of this paper is to report the findings of an exploratory research paper undertaken in Auckland, New Zealand which focused on the Approved Destination Status (ADS) inbound tour operators' understanding of the Chinese market and their strategies for developing Auckland as a sustainable destination.

Design/methodology/approach

– Semi-structured interviews were conducted with ten managers out of the 25 registered ADS inbound tour operators. The qualitative responses were coded and analysed using pattern identification and categorisation of emergent themes.

Findings

– The findings profile New Zealand ADS inbound operators, summarise their knowledge of the Chinese market in terms of visitor expectations and characteristics, present the operator's perceptions of Qualmark quality accreditation scheme and ADS Code of Conduct, and demonstrate the quality management initiatives they have developed in addition to addressing the issues within the Chinese market operation.

Originality/value

– The study provides implications for destination marketers and tour operators in terms of the sustainable operation of the growing Chinese market.

DESTINATION DEVELOPMENT AND TRANSFORMATION: 50 YEARS OF TOURISM AFTER INDEPENDENCE IN SINGAPORE

Author(s): Joan C. Henderson (Nanyang Business School, Nanyang Technological University, Singapore)

Citation: Joan C. Henderson , (2015) "Destination development and transformation: 50 years of tourism after independence in Singapore", International Journal of Tourism Cities, Vol. 1 Iss: 4, pp.269- 281

Abstract: **Purpose**

– The purpose of this paper is to present a case study of the evolution of Singapore as a destination for international tourists, comparing contemporary circumstances with those existing 50 years ago when full independence was attained.

Design/methodology/approach

– A case study methodology is adopted and findings are derived from the analysis of materials in the public domain.

Findings

– Function as a tourist destination cannot be understood without an appreciation of a place's history and evolving general economic, political and socio-cultural conditions. These determine opportunities and constraints and thus the character and image of the destination from a tourism industry perspective. Singapore is shown to have undergone transformation as a country and consequently as a tourist centre under the leadership of a strong government which has brought prosperity to the now highly urbanised and industrialised city state. Achievements are considerable, although the future is one of some uncertainty as the wider context continues to change in ways which pose new challenges.

Research limitations/implications

– The paper's core argument is that performance as a destination cannot be separated from broader circumstances demonstrated by comparisons of Singapore's tourism in 1965 and 2015 and the political, economic, socio-cultural and environmental contexts of the two periods.

Originality/value

– While possessing many unique attributes related to its defining characteristics, the republic's experiences afford valuable insights into the dynamics of destination development and especially in nations which are young, small and rapidly modernising.

DARK DESTINATIONS – VISITOR REFLECTIONS FROM A HOLOCAUST MEMORIAL SITE

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J. Andres Coca-Stefaniak (Business School, Department of Marketing, Events and Tourism Department, University of Greenwich, London, UK)

Raymond Powell (Department of Marketing, Events and Tourism, Business School, University of Greenwich, London, UK)

Citation: Sherry Liyanage , J. Andres Coca-Stefaniak , Raymond Powell , (2015) "Dark destinations – visitor reflections from a holocaust memorial site", International Journal of Tourism Cities, Vol. 1 Iss: 4, pp.282- 298

Abstract: **Purpose**

– Dark tourism and, more specifically, visitor experiences at Nazi concentration camp memorials are emerging fields of research in tourism studies and destination management. The purpose of this paper is to build on this growing body of knowledge and it aims to focus on the Second World War Nazi concentration camp at Dachau in Germany to explore the psychological impact of the site on its visitors as well as critical self-reflection processes triggered by this experience.

Design/methodology/approach

– This micro-nethnography resulted in 15 online semi-structured interviews carried out with people who visited Dachau between 2003 and 2015. The interviews involved participants from 11 different nationalities and a range of age groups.

Findings

– This study has shown that emotions that surface during a tourist's visit to a concentration camp destination can linger well after they have left the site. In fact, feelings of sadness, depression, anger and existential questions can haunt visitors for a considerable amount of time after their visit. Further reflections by visitors also included a more critical appreciation of world affairs. This is of particular significance when considering the behaviour of tourists in an urban setting.

Originality/value

– This research builds on previous dark tourism studies related to the on-site emotions experienced by visitors to concentration camp memorial sites and their travel motivation but takes this knowledge further by exploring the hitherto uncharted longer-term post-experience impacts of these sites on their visitors. Recommendations for dark tourism destination practitioners and academics are also provided based in a critical discussion of the research.

TOURISM DESTINATION IMAGE DEVELOPMENT: A LESSON FROM MACAU

Author(s): Weng Hang Kong (Institute for Tourism Studies, Macau)
Hilary du Cros (University of New Brunswick, Fredericton, Canada)
Chin-Ee Ong (Wageningen University, Wageningen, The Netherlands)

Citation: Weng Hang Kong , Hilary du Cros , Chin-Ee Ong , (2015) "Tourism destination image development: a lesson from Macau", International Journal of Tourism Cities, Vol. 1 Iss: 4, pp.299- 316

Abstract: **Purpose**

– The purpose of this paper is to present a case study of the evolution of Singapore as a destination for international tourists, comparing contemporary circumstances with those existing 50 years ago when full independence was attained.

Design/methodology/approach

– A case study methodology is adopted and findings are derived from the analysis of materials in the public domain.

Findings

– Function as a tourist destination cannot be understood without an appreciation of a place's history and evolving general economic, political and socio-cultural conditions. These determine opportunities and constraints and thus the character and image of the destination from a tourism industry perspective. Singapore is shown to have undergone transformation as a country and consequently as a tourist centre under the leadership of a strong government which has brought prosperity to the now highly urbanised and industrialised city state. Achievements are considerable, although the future is one of some uncertainty as the wider context continues to change in ways which pose new challenges.

Research limitations/implications

– The paper's core argument is that performance as a destination cannot be separated from broader circumstances demonstrated by comparisons of Singapore's tourism in 1965 and 2015 and the political, economic, socio-cultural and environmental contexts of the two periods.

Originality/value

– While possessing many unique attributes related to its defining characteristics, the republic's experiences afford valuable insights into the dynamics of destination development and especially in nations which are young, small and rapidly modernising.

THE INVESTIGATION OF CONSUMER MOTIVATIONS TO PATRONIZE BOUTIQUE HOTELS USING PUSH-PULL THEORY: A CASE STUDY IN XIAMEN, CHINA

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Liang Rebecca Tang (Department of Apparel, Education Studies, and Hospitality Management, College of Human Science, Iowa State University, Ames, Iowa, USA)

Citation: Tao Wang , Yi Luo , Liang Rebecca Tang , (2015) "The investigation of consumer motivations to patronize boutique hotels using push-pull theory: a case study in Xiamen, China", International Journal of Tourism Cities, Vol. 1 Iss: 4, pp.317- 328

Abstract: **Purpose**

– The purpose of this paper is to investigate consumer motivations to boutique hotels in Xiamen, China with the push-pull theory.

Design/methodology/approach

– The survey for this study was conducted in boutique hotels in Xiamen, China.

Findings

– The results indicated identified “uniqueness-seeking,” “interpersonal experience,” and “social networking” as the primary push motivations and “decoration & theme” and “site value” as the primary pull motivations.

Originality/value

– The study is anticipated to provide the industry practitioners in boutique hotels marketing strategies such as positioning, packaging, and advertising.

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A peer-reviewed journal, the 'International Journal of Tourism Cities' (IJTC) provides an international forum for the critical study of urban tourism and tourism cities. The journal aims to be inter-disciplinary in its appreciation of tourism cities and tourism in urban areas, and welcomes original, theoretically-informed articles from those involved in the planning, management or marketing of tourism in city destination or places adjoining urban areas.

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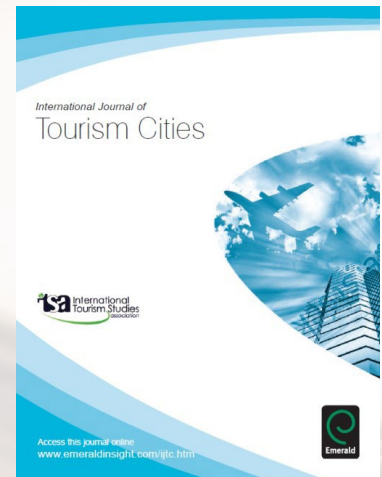
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