

## Do we Need them Clustered? Competition, Cooperation and Knowledge Transfer between Visitor Attractions

*Doctor of Philosophy*

**Adi WEIDENFELD**

Geography  
University of Exeter, UK  
E-mail: Aw233@ex.ac.uk

*Supervisor:*

**Richard BUTLER, Ph.D.**  
University of Strathlyde, UK

*Date of submission: February 2008*

### ABSTRACT

The spatial and tourist-thematic determinants of co-operation, competition and knowledge transfer between tourism attractions are examined in the context of two competing arguments. The first is that distance and proximity between tourist attractions affect cooperation and competition between them. As has been done in previous studies in other industrial sectors, the study explores whether proximity between attractions increases or decreases external economies of scale and agglomeration economies including knowledge transfer and adoption of innovations. The second argument is whether the sources of such competition and collaboration lie in any product-thematic similarity between tourist attractions irrespective of their locations. The study also examines the consumption side by looking at how low and high levels of clustering influence the extent of which the same tourists visit neighbouring attractions. The study in Cornwall, England is based on in-depth interviews with tourist attraction managers and key informants including tourism officers, local government

councillors and representative of tourism associations as well as a survey among 400 tourists in tourism areas of high and low concentration of tourist attractions conducted throughout 2006. The findings throw light on the interactions between tourist attraction enterprises, which include cooperative competition and a set of complementary relationships aimed at achieving positive external economies of scale and of agglomeration. The latter are interrelated with other factors such as spatial proximity, product similarity as well as other similarities such as size, product quality and market segments. These findings should help operators of individual attractions and policy makers in decision-making on locations for new tourist attractions. As well, the study aids in measuring the impacts on existing attractions of the constant need to remain competitive, productive and innovative while avoiding land-waste and minimising the use of greenspaces. The findings improve our understanding of the benefits and disadvantages for tourism destinations of high and low levels of spatial clustering.

*Key words:* Tourism clusters, tourism production, visitor attractions, tourism innovations.

## An Exploratory Study of the Conceptual Framework of the Low Cost Carrier - Airport Relationship Development in Southeast Asia

*Doctor of Philosophy*

**Cheuk Ki Eliver LIN**

School of Hotel and Tourism Management,  
The Hong Kong Polytechnic University, China  
E-mail: [hmeliver@inet.polyu.edu.hk](mailto:hmeliver@inet.polyu.edu.hk)

*Supervisor:*

**Barry MAK, Ph.D.**

The Hong Kong Polytechnic University, China

*Expected date of submission: November 2008*

### **ABSTRACT**

Introduction: Low cost carrier is growing rapidly with approximately 27% global increase in seat capacity in the year of 2005/2006. In Southeast Asia, the seat capacity increased by 57.6% in the same period. The development of LCC involves establishing relationship with airport. As LCCs in Southeast Asia continues this impressive growth rate in the future, there will be more and more relationships establishment between LCCs and airports which make it a valuable topic to be studied. However, the issue of LCC-airport relationship development is seldom addressed by previous researchers. The objectives of this study are to identify the factors that lead them to develop a relationship with each other; identify the factors that are influencing the development of their relationship; examine how these factors influence the development of their relationship; identify the role of government in the LCC-airport relation-

ship in Southeast Asia; and examine how their relationship in turn affect their business development. This study will borrow the idea of the Interaction Model, power imbalance and mutual dependence to explore and explain the LCC-airport relationship in Southeast Asia. The research will first study what resources and capabilities that the LCC and airport are holding and requesting from each other. By comparing their resources and capabilities, the research will then examine their power and dependence on each other and see how their relationship will be affected. This research is an exploratory study which aims at constructing a conceptual framework in order to understand the relationship between the LCC and airport. As an exploratory study, an inductive research model will be adopted. Multiple case study approach will be used in this research. The unit of analysis is defined as the development of a dyadic relationship between LCC and airport. Data will be collected from primary and secondary sources. A set of semi-structured questions will be designed for personal interview with executives from LCCs and airports to collect primary data. Within-case analysis will first be done to gain an in-depth understanding on each case before cross-case analysis. The contributions of this study are twofold which are from the aspects of industry and academic. This research attempts to fill the research gap of the issue about the LCC-airport relationship development. Airlines in the Southeast Asia are gradually undergoing privatization which will be more cost sensitive, the airline-airport relationship will then tend to be similar to the LCC-airport relationship. The understanding of LCC-airport relationship development can be a starting point to further study the privatized airlines-airport relationship in future. The knowledge about how the LCC-airport relationship is developed and what factors are affecting them from the beginning of their relationship is particular useful to newly established LCCs; route development of existing LCCs; and airports which need to develop new relationships with LCCs.

*Key words:* Low cost carrier, airport, relationship.

## Regional Tourism Development along Australia's Murray River: Building Competitive Advantage through Business Clustering

*Doctor of Philosophy*

**Clare LADE**

Sport, Tourism & Hospitality Management  
La Trobe University, Australia  
*E-mail: c.lade@latrobe.edu.au*

*Supervisor:*

**Julie JACKSON, Ph.D.**  
La Trobe University, Australia

*Date of acceptance: 13 April 2007*

### ABSTRACT

This research examines the applicability of business cluster theory to regional tourism development through a study of four regional centres based on the Murray River in Australia. Varying degrees of success exist in exploiting natural advantages associated with the Murray River. Some regional centres located along the river have successfully added value to this natural advantage, while others have been less successful in economic terms. The processes by which the more successful regional centres have gained and retained competitive advantage will be compared to those applied by less successful regional centres. Elements of Porter's diamond model of competitive advantage and the concept of business clustering are used as an analytical framework enabling a greater understanding of regional diversity, with respect to building competitive advantage, to be achieved. Business cluster theory has largely previously been applied in the manufacturing industry where geographic location is re-

garded by Porter (1998) as less critical. However there are many elements in the theory that are applicable to the service based tourism industry. The importance of geographic co-location of sectors of the tourism industry is also a departure from more traditional applications of cluster theory. A combination of quantitative and qualitative investigation was undertaken into the four case study regional centres. Conclusions drawn from the research indicated that the presence of natural advantages on its own is not sufficient in achieving a position of regional competitive advantage within a tourism context. The research indicated that both human and non-human elements are required to assist in achieving competitive advantage. A model was devised assessing the potential for business clusters to be applied in assisting the strengthening of competitive advantage of regional destinations, taking into consideration the underlying factors associated with successful cluster development. The results of this research may be used to facilitate less successful regional centres to undertake future initiatives to encourage regional tourism development through the building of relationships and structures within which related and supporting industries can work together.

*Key words:* Business clustering, competitive advantage, regional economic development, tourism development, natural advantage.

Dissertations

## The Transfer of Learned Skills to Changed Behavior in Malaysian Hotel Industry: Impact on Performance

*Doctor of Philosophy*

**Fadzilah Mohd SHARIFF**

Culinary Art Management  
University Technology Mara, Malaysia  
E-mail: dilah64@yahoo.com

*Supervisor:*

**Artinah ZAINAL, Ph.D.**

University Technology MarA, Malaysia

### ABSTRACT

Transfer of training is defined by Cheng and Ho (2001) as “the application of knowledge, skills, and attitudes learned from training on the job and subsequent maintenance of them over a certain period of time”. Transfer of training is a complex process that involves multiple variables. Baldwin and Ford’s (1988) model has been largely used to investigate how individual characteristics, job attitudes, work environment affect the transfer of the training process. Transfer of training—the degree to which trainees apply to their jobs the knowledge, skills and behaviors learned in training is now widely acknowledged to be the paramount concern of organizational training initiatives. Transfer of training is an important concern for training researchers and practitioners because it is estimated that only a small percentage of the training actually results in transfer to the job. Although organizations are spending more money on training each year to improve employees’ knowledge and skills and to gain a competitive edge, most employees fail to apply learned skills back at their job. More than 80% of the knowledge and skills gained in training by individuals do not changed job behavior. Training is useless if it cannot be translated into performance. There is a strong consensus that acquisition of knowledge,

skills, behaviors, and attitudes through training is of little value if the new characteristics are not generalized to the job setting and are not maintained over time. In Malaysia, there has been a growing concerned and increased awareness of the need for management training and development for managers. Many studies have been carried out focused on managerial characteristics, skills, and development. Although some refer to the issue of effectiveness of training in their analysis, but the importance of ‘transfer of training’ seems to be neglected. This study will examine on how individual characteristics such as motivation and ability and the work environment affect the positive transfer of learned skills to changed behavior for front line hotel employees in Selangor and Klang Valley in Malaysia. This study will have implications for stakeholders such as trainers, human resources practitioners, and organizations investing in training. By heightening their understanding of learning transfer, the stakeholders will be able to develop and implement transfer of learning strategies that ensure the needs change in behavior. By ensuring the needs change in behavior, the organization will likely receive a better return in their training investment and have a strategic advantage in today’s competitive environment. From the practical perspectives, since University Teknologi Mara (UiTM) have three (3) training hotels, it is hoped that the findings of this study will enable the management of the hotels to gauge training of students and front line employees training transfer will lead to increase in performance. This study will also expand the body of literature for learning transfer and support the existing theory of behavioral change and organization perspective.

*Key words:* Learning transfer, changed behavior, performance, transfer of training, learned skills.

## Adaptive Strategies for Sustainable Regional Development: The Case Study of Tourism in Coastal Alentejo Region

*Doctor of Philosophy*

**Fernando TEIGAO DOS SANTOS**

Science and Technology  
Lisbon New University, Portugal  
E-mail: mail.fts@gmail.com

*Supervisor:*

**Maria do Rosario PARTIDARIO, Ph.D.**

Lisbon New University, Portugal

*Expected date of submission: December 2008*

### ABSTRACT

The PhD research aims to discuss the need for adaptive strategies for regional sustainable development, according to a sustainability science perspective, seeking to develop a deeper and more fundamental understanding of the rapidly growing inter-dependence of the nature-society system, bringing contributes to conceptions and frameworks that allow a more systemic view over the regional development processes. To meet the challenges of sustainable development, strategic planning practices need to become more effective, efficient, credible and lasting. Strategic planning frameworks are more likely to be successful when they have a long-term vision of sustainable development with transparent objectives, when they include clear priorities upon which stakeholders agree, when they promote social learning and capacity building as key goals. Adaptive strategies are needed to cope with the systemic nature of development processes, to build and manage resilience, and to operate in contexts

characterized by complexity, uncertainty and change. Normative strategies based on static goals, regulations, reactive management of nature resources or rigid institutional frameworks are less suitable to deal with the dynamic nature of sustainable development. The conceptual part of the work builds on inter-related dimensions like the resilience theory on socio-ecological systems, capacity building and social/organizational learning, strategic planning and regional development theory. Alentejo Region in the South of Portugal was selected for studying different processes and dynamics related to sustainable development, according to the defined conceptual dimensions. The relation between tourism and sustainability is a key issue on a Mediterranean-like Region like Alentejo, which is facing the transition “bread to bed”. During the first 50 years of the 20th century the region was considered the barn of Portugal, with large areas of wheat production for making bread; today, and after major transformations in demography, land use, socio-economic dynamics, the Region is going into a new development path based on tourism, with raising number in terms of beds and tourists. “Tourism, territory and trust: a learning partnership for sustainability in coastal Alentejo Region” is one the outputs of the case study analysis, reflecting the reality of a new tourism destination which is emerging with scale, bringing several challenges and questions regarding sustainability. That reality will help to clarify the need for early adaptive strategies that can engage efficiently the stakeholders in a sustainability-focused inter-organizational learning process, to be maintained on the long term. The relation between tourism, territory and trust, from the perspective of social capital as a key resource, is explored from a conceptual approach based on the conception of collaborative learning partnership for emergent tourism destinations, like coastal Alentejo, to address the challenges of sustainability.

*Key words:* Sustainability, planning, adaptive strategies.

## A Discourse on Space Quality Criteria in Guest Rooms for the Creation of Loyalty

*Doctor of Philosophy*

**Hande EGEL**

Architecture

Yıldız Technical University, Turkey

E-mail: [hande.egel@gmail.com](mailto:hande.egel@gmail.com)

*Supervisor:*

**Ayfer AYTUG, Ph.D.**

Yıldız Technical University, Turkey

*Date of acceptance: 29 September 2006*

### ABSTRACT

This interdisciplinary dissertation combines two separate but interrelated research areas: architecture and tourism. The theoretical, epistemological and analytical body of the dissertation is designed in linear explanatory model. Each chapter concludes with a critical approach that structures the hypothesis of the dissertation. Following the structural body, the dissertation is concluded with two different research. The first research used “the qualitative research technique” which is commonly referred in social sciences. By means of this research, it was aimed to provide descriptive findings and exploratory findings as a result. Correlational Research Strategy which explains the relationship patterns between two or more variables was chosen as the research strategy. The conclusion of the qualitative research presented a new contribution to architecture and tourism areas declaring the direct relationship between “guest room space quality” and “guest loyalty” phenomenon. Following an extensive (32 hotels, 760 of 1200 questionnaires) site survey, varying space requirements

of the probable loyal guests of different market groups were defined. In the first section, linear analytic research methodology was used. The dynamics of tourism industry in Turkey and in western tourism; tourism architecture; tourist behavior; environmental psychology; marketing dynamics of tourism; real estate value of tourism establishments and renovation techniques of hotels analyzed extensively. At the end of the first section, with the qualitative field survey, the power of human and space interaction and its influence both on the reason and the solution of the crises that may arise in human daily life, has proven. Varying spatial criteria expected by the potential loyal guest’ are defined according to the varying guest typologies. The introduction of this new knowledge into the field will provide designers and tourism professionals a design guide which is scientifically proven and is inevitable for increasing repeat guests. In the second section, the hypothesis is structured on the possibility to use fMRI (Functional Magnetic Resonance Imaging) systems as an alternative quantitative survey technique, to overcome the disadvantages of qualitative survey techniques that was experienced in the first section. Research area is broadened with Medical Sciences. Knowledge from Neuro-Radiology, Psychology, Bio-Medical Techniques, Bio-Statistics, Neuro-Marketing were used in addition to the knowledge in Architecture and Tourism. According to the pilot experiments, the existence of a relative difference in amount of activation in human brain when confronted with different spaces, is proven with 99.9 accuracy ( $p < 0.01$ ). As the conclusion of the second section, it is declared that using fMRI systems can be used as a new technique to understand and measure the effect of space quality in human brain. First time in literature, introduced fMRI technique declared to carry the potential to be used instead of qualitative survey techniques in measuring the reaction of humans to spaces. This is a new research tool for social sciences dealing with space or interactions with space. The new technique reducing investment risks is time, cost, energy effective; provides tourism professionals accurate data in project phase of an investment by analyzing the reaction of target guest which can not be differentiated by the subjects verbally and by qualitative research techniques.

*Key words:* Architecture, guest loyalty, FMRI, perceptions.

## The Experience of Polish Migrants Working in the Hospitality Industry

*Doctor of Philosophy*

**Hanna JANTA**

School of Services Management  
Bournemouth University, UK  
E-mail: [hjanta@bournemouth.ac.uk](mailto:hjanta@bournemouth.ac.uk)

*Supervisor:*

**Adele LADKIN, Ph.D.**

Bournemouth University, UK

*Expected date of submission: September 2009*

### ABSTRACT

Among the new accession countries, Poland, the largest country in Central and Eastern Europe with a population of 38 million and a significant unemployment rate is dominating the Slavic exodus, and its migration into the UK has already become an important and controversial topic. Those who leave Poland for the UK are predominantly young and many of them have tertiary education but find jobs at the bottom of the pay scale. According to the data from the Home Office (2007), the hospitality sector is one of the most popular sectors of employment among the newcomers from Central and Eastern countries. It is striking that: 'Immigrants may be highly skilled and potentially in demand from a wide range of industries, but there is a tendency for them to enter the labour market via the hotel and construction sectors' (Devine et al. 2007). Regarded as open to migrants, the hospitality industry is classified as a low paid industry and many Poles find their first jobs in the UK in hotels and restaurants across the country. This pattern of migration raises some interesting questions. For example, are those jobs considered by them to be 'low-status jobs' or 'sec-

ondary sector jobs' as labelled by the British media? Why do they choose to work there, what are their perceptions of the jobs they have been doing? Are they prone to remain in 'secondary employment'? Do they consider working in this sector as a career path? Finally, what is the real capital they gain from jobs in the hospitality sector? By using in-depth interviews, Netnography (Kozinets 2002) and an online survey this multidisciplinary study aims to develop a picture of Polish migrant workers in hospitality in the UK. Considering the high usage of the internet among Poles both in their home country and abroad, these research methods will try to find out firstly, the motivations to work in hospitality and work histories, secondly, the adaptation experience and finally, their aspirations connected with the jobs in restaurants and hotels in the UK.

*Key words:* Migrant workers, hospitality employment, netnography.

## Future Planning and Design Possibilities for Tourism Development Areas and Tourism Facilities

*Doctor of Philosophy*

**Harun SEVINÇ**

Architecture and Engineering  
Lefke Avrupa University, North Cyprus  
E-mail: hsevinc@lefke.edu.tr

*Supervisor:*

**Türker ALTAN, Ph.D.**

Aachen University of Technology, Germany

*Date of acceptance: 15 May 2007*

### ABSTRACT

The PhD thesis highlights the consequences of a fast, mainly uncontrolled and often reckless tourism development exemplary for the Turkish coast in the surrounding area of Kemer. This tourism development has taken place to the detriment of the existing natural, cultural and social potential of this coastal area. After the "Tourism Promotion Law" was passed in 1982 these effects are especially due to the increasing pressure from foreign mass tourism. In the long term this kind of development endangers the very existence of tourism in the region itself, because tourism has become very important in the intervening years. Both as an economical factor and a feature of an attractive recreation area tourism particularly depends on an intact landscape and socio-cultural balance of the population. The appropriate alternative to the previous development should be a sustainable, environmentally and socially compatible tourism concept, which takes into account the specific features of the surrounding area of Kemer to a large extent and also protects its attraction as a recreation area. For

this the bases of the previous tourism planning (Part I) and their legal foundation (Part II) were summarised and analyzed, and the South-Antalya-Tourism Development Area and selected tourism facilities were also analyzed and assessed in situation (Part III). Based on these suggestions for effective, regional- and landscape compatible planning and design concepts were developed (Part IV). The inter-dependence of the individual levels of an analysis, i.e. legal-, macro- and object-level became obvious after the basic evaluation. It required, inter alia, an inter-disciplinary view, -of, for example the mechanism of relevant planning methods-, the importance of the landscape architecture in connection with tourism planning and their influence on the development of environmentally and socially compatible tourism concepts in sensitive coastal areas and so on. Adequate design concepts for future tourism facilities on the other hand required a more sophisticated view in comparison to the law- and macro-level of tourism planning. The often doubtful and thoughtless design solutions in the surrounding area of Kemer (often in conflict with the genius loci) could be countered only with regional- and landscape compatible design concepts, which have led to significant intensification on the object-level.

Also the competence of the architect and the efficiency of this design are more clearly recognizable here than on the other mentioned levels of tourism planning. In this context solution approaches are presented as examples for meeting, the requirements for regional- and landscape-compatibility and resident-friendliness of a design concept.

*Key words:* Tourism buildings, tourism planning, tourism development, sustainable tourism.

## Tourism and its Effects on the Economic Variables

*Doctor of Philosophy*

**Mehdi Shafaghati CHARVADEH**

Human Sciences (Natural Geography)

*E-mail: M\_shafagati@yahoo.com*

*Supervisor:*

**Soroush FATHJI, Ph.D.**

Human Sciences (Natural Geography)

*Date of acceptance: 31 December 2007*

### **ABSTRACT**

World tourism is an activity that attracted the attention of economists, geographers, environmentalists, sociologists, policy makers and managers simultaneously between human activities. World recreation as an activity has a vast effect on the internal economic in comparison with other economic activities. Most of the budget of world recreation belongs to residential and travel costs. Governments have developed their authority on the world recreation and resources application and anyway, they understood the importance of tourism and follow its arrangement. The aim of this paper is study of the role of tourism industry on the economic variables. Variables that would be effective on the tourism industry and role of these sort of variables is in the optimizing geographical structure and national economy and this is one of the alternatives in sustainable development of this industry.

*Key words:* Economic variables, tourism, sustainable development, national economy.

## Examining the Relationship of Leadership Style and Organizational Culture with Employee Satisfaction in Malaysia Hotel

*Doctor of Philosophy*

**Norwahidah Abd WAHID**

Faculty of Hotel and Tourism Management  
Universiti Teknologi MARA (UiTM)  
Shah Alam, Selangor, Malaysia  
*E-mail: naw\_nor@yahoo.com*

*Supervisor:*

**Artinah ZAINAL, Ph.D.**

Universiti Teknologi MARA (UiTM)  
Shah Alam, Selangor, Malaysia

*Date of acceptance: 14 September 2007*

### ABSTRACT

Leadership is one of the world's oldest preoccupations. It occurs in all groups of people regardless of geography, culture, or nationality. Changes in organizational structure, size and complexity of tasks make more leaders responsible for managing followers. A leaders' behaviour normally influences the subordinates. Globally leaders in local and international firms are faced with challenges of motivating and evaluating subordinates. The influence of leadership style on job performance, satisfaction, stress, and turnover intention has been well established. Hospitality organizations are under pressure to improve their performance, to anticipate change, and develop new structures. All industry representatives felt that the tourism sector will face a serious human resource shortage in the near future and that the shortage of high calibre employees will have a long-term impact. Further, retention strategies have not been developed

to tackle the problem. The aim of this paper is to conceptualize the relationship between leadership style, organizational culture and employees' satisfaction in the hotel industry. Leadership style is a critical component in the success of an organization while organizational culture is an important factor influencing the competitive strength of a firm. On the other hand, it is also important to understand how these two powerful determinants affect employee's satisfaction.

*Key words:* Leadership, organizational culture, employee satisfaction.

## Positive and Negative Internal Branding Effects of Destination Branding on the Destination Development

*Doctor of Philosophy*

**Olivia WAGNER**

Department of Strategic Management, Marketing and Tourism  
University of Innsbruck, Austria  
*E-mail: Olivia.Wagner@uibk.ac.at*

*Supervisor:*

**Mike PETERS, Ph.D.**

University of Innsbruck, Austria

*Expected date of submission: May 2008*

### ABSTRACT

The travel and tourism industry is one of the fastest growing industries in the world and became a global industry. In the last decade, branding and brands have been key areas of academic interest, with a main focal point on defining a brand and creating a brand image in the minds of all stakeholders. At the beginning of the new millennium, branding possessed its “fifteen minutes of fame”. Just recently, a new tension of academic research termed as “internal branding” became apparent. Internal branding is about implementing the business strategy, the brand value so as to enhance the corporate brand identity to all stakeholders. Nevertheless, there is still a lack of clarity about internal branding within the tourism industry. Most of the internal branding literature reflect the external attitude and has been directed towards external customers. Thus, the author explores relevant insights from the internal branding literature for tourism destinations. The purpose of this dissertation is to investigate positive and negative internal effects of destination branding strategies. An internal branding model will be developed and can serve destination managers to understand effects of internal branding strategies. In this context the focus is

to look at internal branding as a process, its purpose, its ability and resource factors and thereby clarifying the effects of internal branding. Hence the dissertation starting point is the following key question: How do destination brands influence destination stakeholders’ attitudes towards their behaviour? When investigating the phenomenon of internal branding within the tourism industry, relevant literature needs to be collected to the subject field of marketing and tourism. More specifically several theories of the different sub-areas of internal marketing, destination brand management, human resource management, marketing communication, internal branding and brand management will be analysed. In order to show the theoretical and practical relevance of this research, attention will be drawn to some specific aspects discussed recently in the field of internal branding. Yet, when it comes to the conceptual theoretical framework, there is a specific require of comprehensible models that incorporate the internal branding effects on stakeholders. Classic models of brand management pay insufficient attention to employees as brand builders. However, there are only a few theoretical works discussing issues related to internal branding. For the empirical research a number of case studies with tourism destinations in the Austrian alps will be performed; the internal branding model serves as analytical framework. Secondary and primary data will be collected. Finally, the findings should contribute to the existing literature on internal branding in the case of destinations.

*Key words:* Destination management, destination marketing, branding.

## Extraordinary Experiences in Foodie Culture: A Virtual Ethnography

*Doctor of Philosophy*

**Pamela WATSON**

School of Services Management  
Bournemouth University, UK  
E-mail: [watsonp@bournemouth.ac.uk](mailto:watsonp@bournemouth.ac.uk)

*Supervisor:*

**Michael MORGAN**  
Bournemouth University, UK

*Expected date of submission: 2009*

they describe as the 'sensorily complex, imaginative and emotion laden' nature of consumer behaviour has prevented a consensus developing on how to research the non-cognitive aspects of the experience. This paper highlights the negatives inherent in existing research methods, and will explore how using a netnographic approach can provide insights into consumer or participant experiences in leisure and tourism that may not be available from more traditional approaches. The specific example used discusses how analysis of on-line discussions and web-log reviews can be used to overcome some of the limitations of conventional 'real-life' research methods.

*Key words:* Virtual ethnography, netnography, serious leisure, experience.

### ABSTRACT

In the tourism and leisure sectors, there is a growing realisation that the key to sustainable competitive advantage can lie in providing unique and memorable experiences. As a result it becomes important to develop research methods that lead to a more complete understanding of the elements of these experiences and the benefits and meaning they afford the consumer. As Morgan and Watson (2007) say, one thing that these sectors have in common is that they all exist to provide consumers with something extraordinary, something which will stand out from everyday life and from all the competition for people's spare time and disposable income. The need for new methods to research such experiences has been a theme of the literature since Hirschmann and Holbrook (1982) first drew attention to the emotional drives, subjective meanings and dynamic evolving processes involved in the leisure experience. However, what

## Community-based Tourism: Consumer Behavior in Homestay Malaysia

*Doctor of Philosophy*

**Salamiah A. JAMAL**

Faculty of Hotel and Tourism Management  
University Teknologi MARA Malaysia, UITM Malaysia  
*E-mail: salamiahajamal@yahoo.com*

*Supervisor:*

**Nor' Ain OTHMAN, Ph.D.**

University Teknologi MARA Malaysia, UITM, Malaysia

*Expected date of submission: June 2010*

### ABSTRACT

Homestay programme in Malaysia is a subdivision of rural tourism where the tourist will be residing, having meals and entertain by cultural performances and traditional activities by the host or participating villagers. The ultimate purpose of homestay programme is to create opportunities for tourists and visitors to get closer to the rural world, such as its culture and heritage, notion of the countryside, peacefulness and physical and spiritual rejuvenation. Thus, through this program enable the providers to give the tourists and visitors a chance to see what it is the rural folks do with the opportunity to taste the real food with the company of the real people. There is no doubt that the homestay operation recently has become popular in rural areas due to the development orthodoxy and the government serious concern and full support for the programme. Despite reading and hearing about the increasing numbers of visitors visiting the homestay programme in Malaysia, empirically, little is known about their psychographic features, motivation factors influencing their visits, satisfaction level and their behavioral intentions in revisiting and recommending the programme to others. There is a need to better understand the motiva-

tion, aspiration, profile and behavior of rural tourists in general, both in terms of those who stay in the accommodation and those who seek to experience the attractions. This study proposed to focus on the homestay programme in Malaysia as a tourism product that has privileged community-based approach to tourism. The main objective of the study is to investigate the role of destination components and psychographic feature towards the tourist future behavioral intentions. Behavioral intention in hospitality and tourism studies are usually related to intention to visit, revisit and recommend the destination to others. This study will use intention to revisit and recommend as the construct for behavioral intentions. Visitors' satisfaction, travel motivation and psychographic features will be used as the determinants of behavioral intentions in the study. Understanding the relationship among these constructs and their relative influence in determining behavioral intentions to revisit and recommend, will better equip homestay providers to adjust their services and marketing efforts to enhance positive behavioral intentions. The focal aim is to assist the marketers in presenting an appropriate tour packages and to impart a better planning for future promotion of this programme.

*Key words:* Community-based tourism, homestay, psychographic, satisfaction and behavioral intentions.

## Travel Law and Effet Utile: The Right to Transfer a Booking and the Claim for Participation in the Journey

*Doctor of Philosophy*

**Stephan KEILER**

Research Institute for European Affairs  
Vienna University of Economics and Business Administration, Austria  
*E-mail: stephan.keiler@wu-wien.ac.at*

*Supervisor:*

**Brigitta JUD, Ph.D.**

Institute of Civil Law  
University of Vienna, Austria

*Expected date of submission: April 2008*

### ABSTRACT

Article 4 para 3 of the EC Package Travel Directive (“PTD”) entitles the traveller to transfer his travel contract without consent of the other party to the contract (“the organizer”) in case the traveller is prevented from proceeding with the journey, the transferee satisfies all conditions applicable to the journey and the organizer has been given reasonable notice before departure. A detailed analysis of this provision raises numerous questions regarding this right of transfer. This concerns, in particular, the requirements and conditions to be fulfilled by the transferee, the transferee’s claim of participation in the journey against the organizer and its timely enforcement. In practice it seems that the right of transfer is hardly known among travellers and retailers. On the other hand, the right is also not often exercised for several reasons. Usually, after having paid a kind of “cancellation fee” – often covered by travel insurance – the contract is dissolved. This practice seems to be the reason why there are no pertinent decisions by higher courts in Germany, Austria, nor in any other Member State, as far as we can see. Furthermore, travellers facing resistance

from the organizer respectively the retailer try to avoid the risk of litigation in connection with the transfer and waive their rights. Misjudging the consumer-oriented approach of the PTD, some commentators generally deny the possibility to fulfil the conditions of participating in the package tour if a flight is a component of the package tour, under three conditions: (1) the ticket has already been issued in the name of the traveller, (2) it cannot be changed due to tariff provisions or general terms and conditions of the carrier (GTC) or it cannot be changed due to any conflicting contractual obligations of the tour operator vis-à-vis the carrier. Provisions in GTC are null and void if they violate statutory law mandatory only for the operator such as the legislation transposing Art 4 para 3 PTD. Chronologically the process starts with the (formless) agreement between the original traveller (transferor) and the transferee. This constitutes the transfer of the travel contract by means of a legal transaction, which can be purchase, gift or inheritance. Consequently, the organizer has to be informed about the recent transfer. This constitutes a suspensive condition for the transfer of the contract. The transferee only has to qualify in principle for the particular package tour and the participation of the transferee shall be – from an organizer’s point of view – practicable in due time. Article 249 para 3 EC provides the legal basis for European directives which are binding in terms of the result to be achieved. According to Article 10 EC the Member States have to provide the full effectiveness of Community law. Due to this effet utile a subjective right which is based on a European directive must also be enforceable in time and must not be degraded to an empty claim in view the lack of national legal instruments for the consumer.

*Key words:* Travel law, transfer, package travel, enforcement, principle of effectiveness.

## Hospitality Management Perspectives on Casino Tourism in Thailand

*Doctor of Philosophy*

**Supatcharajit JITPRAPHAI**  
College of Innovative Education  
Thammasat University, Thailand  
E-mail: patjit@gmail.com

*Supervisor:*

**Neil CARR, Ph.D.**  
University of Otago, New Zealand

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### ABSTRACT

Apparently, gambling seems to be valued as a leisure activity and a form of entertainment in many parts of the world. Public attitudes toward gambling have shifted from viewing it as a vice to treating it as an opportunity to exploit. Relaxation of constraints on existing commercial gaming activities and legislative change in authorising gambling has occurred extensively. The proliferation of casinos makes people perceive gambling as a legitimate activity and as an economic hope. Casino gambling however is a controversial tourism development strategy. Legalised gambling causes economic and social changes in communities and changes their image. Thus, both the character and reputation of the community may be altered as a result of initiating casinos as a tourist attraction. The legalisation of gambling has been a subject of considerable debates in Thailand for a decade and it has been brought into the cabinet's meeting from time to time. Some politicians and academic scholars suggest that casinos should be introduced as a tourism development strategy to combat the country's economic and financial crisis. Many people are attached to strong

belief that gambling is a sinful activity. It is inherently immoral and contrary to accepted family and social values. It is a voluntary regressive tax in which its effects fall most heavily on lower-income groups. It is morally wrong, and can cause an addiction that is often linked to personal and family tragedies. It also attracts criminal activities and political corruption. As social acceptance of casino gambling has globally increased, this research aims to gauge hospitality management perspectives on gambling and casino tourism. The focus of the paper is to investigate hospitality executives' attitudes towards relationship between Thai tourism and casino gambling; to explore their views on casino legalisation and regulation; as well as to examine their opinions about casino impacts, operation and management if casinos are legalised in Thailand. Mail questionnaires were carried out during September 2003 – February 2004, resulting in 212 returns of respondents. Then, 18 semi-structured interviews with hotel and tour executives, politicians, policemen, government officials, directors of social service organisations and religious leaders were undertaken in May – July 2005 to acquire more insights into the issues. A combination of quantitative and qualitative data indicates that Thai people have mixed feelings about casino tourism. Although quantitative findings show hospitality group welcome the idea, but they do not want it in their own backyard. Qualitative results are more in opposition. Majority of interviewees hold the differing views. The study concludes that casinos gambling may function simply as a value added or an enhancement to a destination in Thailand, not a main tourism attraction. It is strongly suggested that casino gambling and Thai tourism industry should not be connected. Instead, 'Thai' hospitality and cultures should be promoted as a unique tourism product of Thailand.

*Key words:* Gambling legalization, casino tourism, management attitudes, casino debate.

## Creating Space for 'Cultural and Heritage' within 'Ecotourism': A Case Study of Chaiyaphum Province, Northeast of Thailand

*Doctor of Philosophy*

**Titiyawadee PUNMANEE**

University of Leicester, UK

*E-mail: tp54@le.ac.uk*

*Supervisor:*

**Jenny PICKERILL, Ph.D.**

University of Leicester, UK

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### ABSTRACT

Ecotourism as a form of tourism is developing into an important industry and has attracted much attention within Thailand and a diversity of stakeholders. Existing ecotourism research has tried to identify and clarify the definitional ambiguity surrounding the concept, as well as the benefits and impacts of ecotourism, and the involvement of local communities in its implementation. The living cultural heritages of the Thai people are also an important aspect of ecotourism in the country. In this thesis, attention is drawn to the governance of ecotourism by exploring the roles and practices of tourists as well as the understanding the term via the practices of the various stakeholders (governance agencies, non-governance agencies, tourists, tourist agencies and local communities). Moreover, it investigates the advantages and disadvantages of ecotourism as a form of development in terms of the economy, the management and preservation of cultural and heritage sites, the environment, and for local communities. This conference paper focuses on the roles and practices of the stakeholders by exploring how ecotourism is governed in Thailand, specifically unpacking the power dynamics of its governance. As many Asian government's organisations are relatively distinct from Western ones, it is important

to understand how these organisations influence the ecotourism market and its practices. For this study, interview and focus groups were conducted with a board range of stakeholders at various locations within Thailand, but primarily concentrating of ecotourism practices in the Chaiyaphum province.

*Key words:* Roles and practices of stakeholders, stakeholders, ecotourism.