

Editorial Preface

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This first issue of Volume II of the IJTHMDA opens with a research paper from Ruwan Ranasinghe et al. on tourism titled “Inertia Stages And Tourists’ Behavior” with subtitle “Moderator Effects Of Zone Of Tolerance, Switching Barriers And External Opportunities”. The study integrates the concept of inertia into tourism context to understand how repeat visitors act and make revisit decisions. Moderating effect of zone of tolerance (ZOT), switching barriers (SWI) and external opportunity (OPP) on the sequential development of inertial behavior was analyzed through 518 tourists. Findings confirm that cognitive inertia (COGI) and affective inertia (AFFI) are significantly and positively related to conative inertia (CONI), while conative inertia also has a direct effect on determining action inertia (ACTI). The tests of moderating effects of zone of tolerance, switching barriers and external opportunity on the sequential development of inertial behavior show these variables have a significant moderating effect on the sequential development of inertia, except for the relation between switching barriers and affective inertia acting together, and conative inertia. Findings provide valuable insights that enable one to understand tourists’ revisit behaviors. Theoretical and empirical implications are discussed, advancing tourism marketing discourse.

In the next paper, Nichola A Ramchurjee and Charles V Ramchurjee present and discuss “An Evaluation of the Attitudes and Perception of the Local Communities in Mysore Towards the Impacts of Tourism Development”. They argue that the attitudes and perception of residents can directly affect ecotourism development by changing the ability to generate income, employment and improving the quality of life. Their study identified and assessed the impacts of ecotourism in the communities in Mysore, India. Ecotourism impacts were measured by a 26-impact item scale measuring local residents’ perceptions and attitudes. Data were collected using the questionnaire method with 221 usable randomly distributed questionnaires collected. The study revealed there were significant support to further tourism development since the residents perceived that there were increased in investment in infrastructures and higher quality of life, employment opportunities – especially for a population with deep roots in agricultural, where the residents can now explore other jobs in the tourism industry and improved pride in their cultures and traditions in the community. Furthermore, to ensure the success of tourism development, involvement and participation of local residents is pertinent.

The third article is a case study contribution by Pasquale Sasso and Ludovico Solima about wine being considered as creative product within the creative aesthetic economy, such as gastronomy. In this context, artistic creations play a fundamental role and creativity and savoir-faire become symbols of a new way to produce. Hence, wine could be considered an aesthetic product. Overall it is considered by experts a symbol of quality, civilization and authenticity. Wine is defined as “the liquid art” also, because its production process is a combination of emotions and creativity, but also branding and design. The case study, aims to understand if wine can really be considered a creative product and if the wine industry can be considered a creative industry. In addition, the study attempts to understand how wine producers do develop a creative wine business. Finally, the study presents a synthesis of a qualitative analysis based on secondary data, contributions coming from literature and empirical cases. An interesting and compelling topic for the IJTHMDA.

In the fourth contribution Mahir Nakip and Aytaç Gökmen discuss the “The Importance of the Destination Choices of Tourists - the Case of Kazakh Tourists Visiting Turkey”. They argue that the tourism industry is one of the corner stones of an economy which can contribute to the development of a country considerably when utilized effectively. Moreover, since the tourism destinations in a country cannot be moved to the visitors, tourists shall be promoted to visit these places. Thus, the aim of this empirical study was to, first, review the literature comprehensively on the economic reflections of the tourism industry, significance of the marketing and promotion of destinations,

determination the factors affecting the destination choices of tourists and eventually review the destination preferences of Kazakh tourists with respect to the destinations in the Turkish Republic by taking destination attractiveness, attributes and management issues into consideration along with statistical applications. Overall the research focuses primarily on the importance of destination choices for tourists in general and it touches on the topics of the Tourism Industry, International Marketing, Destination Preference, Destination Attractiveness, Destination Attribute, Destination Management, and the travel and mobility of the Kazakh Tourists.

The 5th and final contribution is the review of the Book “Social Memory and Heritage Tourism Methodologies” by Stephen Hanna, Amy Potter, Arnold Modlin, Perry Carter & David Butler. 2015, published by, Routledge. ISBN 978-131579791-5. I, the editor, always posit that a book should never be judged by its cover and, Maximiliano E Korstanje, the book reviewer makes the case in this book review:

...this represents one of the best studies in methodology I have ever read. Among the weaknesses one might ask for the homogenization of viewpoints, which articulates into a one-sided argument. Originally thought as a result of the 2013 Annual Meeting of the Association of American Geographers, this book incorporated a whole portion of proceedings from such an event. Particularly, since the diverse chapters are written by geographers, its main argumentation pays too much attention to the production and negotiations of landscapes. The argument would be enriched if authors would come from other disciplines than geography. It exhibits only a part of the problem, while social memory contemplates much broader aspects than the consumption of landscapes... “a must read”

I trust out latest publication will engage all of you researchers and readers and encourage you to continue to investigate to determine and promulgate the truth. Indeed, for me research continues to inspire me that “explanation is the ultimate goal of scientific inquiry” (quote author unknown).

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