

EDITORIAL

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In this 2016 summer number, Almatourism is pleased to present five essays and five articles and report that show essential issues of the cultural tourism debate, its cultural heritage and the contemporary actions to develop this social cultural space linked increasingly to future communities and their opportunities and expectations. In fact the tourism can be accepted as key to development, prosperity and well-being: it has boasted virtually uninterrupted growth over time, despite occasional shocks, demonstrating the sector's strength and resilience. International tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, and 1186 million in 2015. The 2015, sixth consecutive year of robust growth, check in over half visit for leisure purpose: travel for holidays, recreation and other forms of leisure accounted for just 632 million (53%); some 14% of all international tourist reported travelling for business and professional purposes, and another 27% travelled for other reasons such as visiting friends and relatives (VFR), religious reasons and pilgrimages, health treatment, etc. According to *Tourism Towards 2030* (UNWTO, Tourism Highlights. 2016 edition), the number of international tourist arrivals worldwide is expected to increase by an average of 3,3% a year over the period 2010-2030. Over time, the rate of growth will gradually slow, from 3,8% at the beginning of the period to 2,9% in 2030, but this is on top of growing base numbers. In absolute numbers, international tourist arrivals will increase of 43 million a year, compared with an average increase of 28 million a year during the period 1995 to 2010. At the projected rate of growth, international tourist arrivals worldwide are expected to reach 1,4 billion by 2020 and 1,8 billion by the year 2030.

In this vision the tourism will be a very important practice of new life style and an inclusive cultural experience, were the traditional cultural attractions must be redesigned , as the museum heritage at regional, national and global level to attracting the new life style tourists.

In the first essay Ismail Kervankiran, Kadir Temurcin, and Mustafa Yakar show the Turkish Museum's system, an "historical attraction" that inspired all tourist flows in the time and space, the oldest cultural attraction of the tourism history. As being one of the most important components of cultural tourism, the museums in recent years have experienced a change in their functions, increased the number of tourists and provided economic benefits in their regions by creating alternative destinations for tourism. For this reason the museums, integral and strategic part of tourism, receive increasing investments

and new museums are constructed with different functions and the presentation of different products to attract more visitors. The number of museums in Turkey, obtained from the Ministry of Culture and Tourism, the number of artifacts, of visitors and the subsequent revenues according to the spatial distribution in the provinces have been mapped with the Geographical Information Systems (GIS) and the spatial analysis (Standard Deviation Ellipse, Moran's I, LISA) of the museum indicators has been carried out and the results evaluated. In terms of their qualifications and the number of visitors, the Turkish museums are not being used sufficiently and few studies have been devoted to develop this extraordinary heritage in the context of a state such as Turkey that remains yet 6th in international arrivals and 12th in receipts (2015). This research suggest a special issue of Almatourism devoted the spatial analysis in advanced and not advanced regions in tourism.

The other essays analyze different values, and strategies, as the competitiveness, the collaboration/cooperation, impact of foreign direct investment (FDI) in tourism, and sense of place.

The competitive advantages were assessed (Lucia Aquilino, Nicholas Wise) along with identifying strengths/weaknesses through the application of the model of the Crouch and Ritchie (1999), to investigate/measure the competitiveness of northern and southern Italian macro-regions. The northern regions (mature destinations) tend to be more competitive than southern regions, experiencing the effects unleashed by a number of trends such as the development of new forms of tourism, the increasing number of tourist arrivals, the growth of the global economy and the sophistication of tourists' tastes.

About the geographical tourist cooperation, as you can look in the Italian touristic districts (Riviera Romagnola and Versilia), the case study of Mashhad Metropolis (Iran) shows (Farhad Azizpour, Farah Fathizadeh) the barriers to collaboration among tourism industry stakeholders. This study applies qualitative case study methodology approach. Data are collected using semi-structured interview with top 15 managers and experts in four tourism- related organizations in the city of Mashhad in 2015. The results showed that the main factors affecting the non-collaboration between related-tourism organizations in Mashhad city include: lack of a systematic approach, weak legal structure, poor planning, lack of integrated tourism management, and the weakness of the policy-making system.

Maja Nikšić Radić faces up to the development impact of foreign direct investment (FDI) in tourism in the case of foreign-owned hotel on the micro-location of Croatia. The research methodology is based on questionnaires, unstructured interviews and processing of secondary data sources. The research results show that Terme Tuhelj became the engine of growth of Tuhelj municipality and Krapina-Zagorje County. The Terme Tuhelj example showed how a foreign-owned hotel, in less developed country, has a significant development impact on the local economy.

The concept of sense of place has central in understanding various modern phenomena in leisure, as stress Romain Roullet, Jean-Marc Adjizian and Denis Auger; the study based on a quantitative approach using a questionnaire survey administered to touring skiers in Quebec (829 questionnaires), presents the links between various practice settings and the perceived meaning and identification that skiers attach to their practice sites.

Among the articles and reports, very interesting questions are highlighted linked to studies case, as tourists' willingness to pay for relaxation and factors that influence the visitors' willingness to pay for ecotourism at Oyan Lake (Nigeria) through awareness creation (Ramat Moyib). The study of Heba Magdy about the quality service of the tour guide in Egypt is the first to be done in Egypt; through interviews certain challenges are detected: the poor payment, the role conflict between the tour leader and the tour-guide, the foreign labor, feeling not appreciated from the government, renewing the licence, creation of other tour-guiding jobs. Ahmad R. Albattat, Irna Darini Amir, and Nur Shuhada Nik Muhammad investigate the level of awareness among the Management and Science University (MSU) students regarding their level of awareness and knowledge about traditional dances of Sarawak (Malaysa), with the data analyzed using SPSS system version 18.0; future studies could focus on factors that influence the level of awareness towards Sarawak traditional dances, and the contribution of Sarawak's traditional dances to Malaysia's cultural and heritage tourism. Finally Ana Craciunescu presents the research paradox that tourism imbeds within its economic and historical realities, with a language of its own in order to promote cultural patterns of authenticity; thus she touch upon gender issues on the larger colonialist background that the relation Self-Other, Orient-Occident, Colonizer-Colonized raises even at a methodological level in recent literature.

The report of 1st international forum on management of air transport & tourism held in Toulouse (February 12-23, 2016) at Paul Sabatier University closes this summer number. The 1st Forum pointed out the importance of air transport & tourism in relation with the Master "Management International du transport Aérien et du Tourism (MITAT)", a unique training opportunity in France set up by dr. Jocelyn Napoli. With the support of UNESCO/UNITWIN "Culture, Tourism, Development" the first "business-research" Forum has been launched to capitalize on the combination of international professional and academic and politicians experts, and to confirm its role as a major player in two inseparable areas: research and study development within Air transport and Tourism. During the conference the participants visited the Toulouse- Blagnac Airport and the local company – a division of Airbus Group – a very memorable experience for imagine the future of air transportation with the aims of the sustainable growth around the world among the ever-changing market needs!

Finally the editor want to emphasize that the twenty-one authors of the ten essays, articles and report work in eleven countries and four continents: Süleyman Demirel University Turkey; Glasgow, Caledonian University United Kingdom; Asia University Taiwan, Province of China; Kharazmi University of Tehran, Islamic Republic of Iran; University of Rijeka Croatia; University of Quebec, Canada; University of Ottawa Canada; University of Ibadan and Tai Solarin University of Education, Nigeria; Alexandria University, Egypt; Management and Science University Malaysia; "Ştefan cel Mare" University of Suceava Romania; "Paul Sabatier" University of Toulouse, France.