

EDITORIAL

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This summer number of Almatourism can be considered, as the N.15 (2017), a scientific platform to present "new post-modern cultural tourism advance" on which, as always, we invite our readers to interact with our editorial team.

We think that new areas of research and scarce practiced trails are taken into consideration in the six essays; overall, the new sustainable issues devoted to territorial preparedness face the crisis and disaster risk or growing new negative impacts (overtourism, tourism-phobia), destination image and characteristics for urban image positioning, and tourism risk. Furthermore, some researches on tourist satisfaction, tourist loyalty, and foreign demand perception give the complete picture of this issue of Almatourism, with the constant presence of the case study, as tool of methodology. Everything goes in the direction of an inclusive culture, proposing reflections on the future sustainable tourism.

The question of a more effective disaster preparedness coincides with the role of consumers' engagement in order to manage these phenomena, developed also from a tourism-oriented perspective because the tourist is part of a broader dynamic process able to co-create value, and it is increasingly crucial for the growing of our risk society (Giuseppe Aliperti and Ana Maria Cruz). During the last decade, an extensive use of the term "engagement" has been realized in several and different academic disciplines as well as sociology, political science, psychology, and organizational behavior (Brodie et al., 2011). Especially after 2005 (Convention of Faro), this concept has been increasingly used in the academic marketing literature through introducing terms as well as "consumer engagement," "customer engagement," and/or "brand engagement" (Brodie et al., 2013). Several studies provided insights regarding the positive consequences generated by the consumers' engagement (Brodie et al., 2013) linking them to the concepts of trust (Casalo et al., 2007; Hollebeek, 2011), satisfaction (Bowden, 2009a), commitment, emotional connection/attachment (Chan and Li, 2010), empowerment, consumer value (Gruen et al., 2006; Schau et al., 2009), and loyalty (Bowden, 2009a, b). In this frame, the Japan case appears the best practice for the recent interest in increasing tourists' disaster preparedness for the upcoming Olympic Games in 2020 that will be held in Tokyo. The authors, who already have a great experience in the subject (G. Aliperti, *Consumers' Engagement as an Opportunity for Crisis and Disaster Risk Management: A tourism-oriented analysis*, thesis on Class of Social Sciences for the degree of Doctor of Philosophy in the subject of International PhD in Management "Innovation, Sustainability and Healthcare", Sant'Anna School of Advanced Studies, AY 2016-2017) present opportunities for future research able to facilitate a more

effective risk communication between communicators and tourists regarding disaster preparedness information. You can identify research gaps in four main research topics including tourists' risk information seeking process, cross cultural analysis, the role of tourism suppliers within the risk communication process, and comparison of mental models of communicators and tourists. This article was supported by the Japan Society for the Promotion of Science with a Postdoctoral Fellowship (short term) in 2018.

The new era for urban tourism is the very important and interesting assumption face the increasing social and environmental unsustainability: Domokos Benjamin Horváth addresses his research towards the social impacts of tourism on host communities, after the identification of the different impacts, and attempts to explore the reasons for their emergence through the case of Venice. There is a well-established line of research about the social impacts of tourism. Given that certain tourism impacts have been the focus of recent protests of Venetian residents, the article also tries to explore the connections between tourism-related issues and social movements that is the reasons behind these demonstrations. Today, serious tourism-related issues are present in Venice, but already at the beginning of the nineties, the negative impact of tourism on the old town of Venice was perceived. The following severe negative tourism impacts were identified: significant decrease in the local population, crowding out of residents and traditional economic activities, cultural homogenization, the disappearance of industries other than tourism, higher living costs, congestion and related traffic problems, issues related to cruise ships and to the behavior of tourists. Neologism has been created, as *overtourism*, which highlights an unsustainable number of tourists, and *tourism-phobia*, which indicates an opposition to the presence of tourists, both phrases that point out the negative aspects of the phenomenon, both without an applicable resolution. The author underlines the lack of tourism management, and the mandatory need to put in place a sustainable management, with organization of tourist flows¹, limitation of day-trippers (cruise ships and other), and the behavior of tourists and the community. Venice may be an extreme case, but similar social movements in other European urban destinations, such as Dubrovnik or Barcelona, insinuate that Venice is not the only city, where tourism-related issues are not well managed. However, it should be emphasized that all the cases should be treated differently, given that each destination and community is different. According to the prevailing indications of the scientific literature, the author chose the qualitative research to get a better

¹ The million 32 of tourists (2017; evaluation International Centre for Studies on Tourism Economics at Ca' Foscari University of Venice) are polarized about on 30% of the historical center space, that is about 20 square kilometers on a total of 61 (San Marco, Castello, Sant'Elena, Cannaregio, Dorsoduro, San Polo, Santa Croce, and Giudecca).

understanding of issues regarding tourism impacts. Departing from this reading, qualitative interviews were conducted to get to know the perceptions and thoughts of research participants concerning the effects of tourism in the case of Venice and in general. The interviews were conducted with six opinion leaders from the public, private, non-governmental and academic sectors. The respondents were selected from three different levels: local (Venice), regional (Veneto Region) and international level (European Union).

Face the new urban tourism, the essay of Göran Andersson and Saeid Abbasian about the city destination character and image positioning refers the growing new policies. An exploratory qualitative study approach has been chosen with an image case study of destination Stockholm. In order to determine a desired position, six analysis dimensions have been found useful: desired positioning, demand and supply, visitor segmentation, destination generalization, visit process and expression type. The effects of the used dimensions are called “positioning leverage effects”, and their main aim is to obtain a competitive advantage and to differentiate to other destinations. In this essay also, qualitative interviews were conducted with the visitor segment “international students” and destination specialists. Almatourism shares that there are many different city destinations around the world, such as major capitals, large tourist destinations and smaller destinations with particularly attractive features where to apply this study, and therefore every particular destination has to analyze its own character and image position. In order for city destinations to be more competitive and to differentiate themselves from other destinations, it is crucial that their destination organizations combine destination development and marketing activities, making the best use of limited resources and positive coordinating opportunities, called image and character leverage effects. They also need to identify attractive image trends based on strong destination characteristics, such as the smart concept.

An integrated knowledge between tourism risk, destination image, tourist satisfaction and loyalty can be a challenge, as Bagher Asgarnezhad Nouri, Habib Ebrahimpour, Mohammad Hassan Zadeh, Monireh Banghinie, and Milad Soltani present in their research devoted to impact of tourism risk dimensions on the consequences of the behavior of tourists, namely their satisfaction and loyalty, and analyze the mediating role of destination image in this relationship. The case study is Ardabil City (Iran), a place of pilgrimage and famous for the trade in silk and carpets: statistical population of the research consists of foreign tourists of Ardabil and, owing to the limited number of foreign tourists, 186 subjects have been selected as the sample based on the Morgan table. The results show that tourism risk indicators including financial, economic, social and cultural, psychological, environmental, health, political and technological risks influence foreign tourists' mental image of tourism destination in Iran. The requirement of appropriate strategies has to plan in order to reduce tourism risk and improve destination image, satisfaction and loyalty of foreign tourists.

The contribute of Ana-Irina Lequeux-Dinca, Mihaela Preda and Ana-Maria Talos still depicts the incoming tourists' perception upon Bucharest, the elements leading to it and the degree into which they are satisfied and would come back. Methodology literature research, official statistics and a survey addressed to in-bound tourists were the main sources for collecting data, further on quantitatively and qualitatively analyzed using appropriate software solutions in order to detach a before and an after-visit opinion on Bucharest. These results may be used by both academics and practitioners as a valid argument for further in-depth marketing studies and better oriented branding and promotional strategies aiming urban tourism development.

The last essay is an historical research (Fabiana Susini) of the Hospitality Industry in the Grand Duchy of Tuscany between the 17th and the 19th century, born at the service of Gran Tour travelers. This work proposes an analysis of the architectural properties of those accommodation facilities, alongside their environmental and historical context and the transformations they have undergone in time, in a region like Tuscany that is still the destination of an important international flow of cultural tourism: with over 44.3 million visitors, it is the second most touristic region in Italy, after Veneto with 63.2 million². The author's point of view is that of an architectural historian, so the research is limited in reference to its urban-architectural context and deserves a broader view from the social and cultural point of view. The study was limited to the analysis of some cases of the Tuscan territory, but needs more detailed comparisons with other Italian areas, as already proposed by the studies of De Seta and Brilli. This research has encountered many difficulties in finding archival documents related to urban hotels because their stories are intertwined with the private events of the families who lived in these buildings: this phenomenon occurs only in Italy, while in other European countries are built appropriate buildings used as a Grand Hotel.

The framework is completed by three additional research dealing with different and interesting topics, like the terrorism impact on International Investments in Tourism (Maja Nikšić Radić, Matea Barišić), and two case studies: Batu Caves, the more important religious destination of the Malaysian Federation (Ahmad R. Albattat, Tamil Arasi Paniandi, Alfieyounna Alexander, Vinod Balekrisnan) and the evaluation of Indonesian Banoi Village for a project of ecotourism village (Benny I. Towoliu, Dimas E. Permana, Maxi D. Gahung, Agustinus Lumettu).

This summer number supports again that tourism basically remains first of all a social activity linked to growing negative impacts, were cultural approach and civil and sustainable management and policies have to be strengthen and renewed.

² To confirm this data is the 2017 Tourism Report, edited by UniCredit in collaboration with Touring Club Italiano (UniCredit, Touring Club Italiano, 2018).

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