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Editor Dias

In the present issue the different issues related to hotel and tourism areas are covered. In "Examining the connection between tourism and terrorism: a new academic perspective" Korstanje Maximiliano E. from Argentina discussed terrorism and tourism through sociological theory. The paper discusses impact of terrorism on investment pattern on tourism. The author in this paper discuss about terrorism and consumerism and their impact on national economies. He has analysed the connection between terrorism and tourism and vice versa impact. In second paper Guang Chen, Yin Zhong, Mu Zhang from china in "Research on Ecological Protection and Restoration in Ecotourism Area-a Perspective of Ecological Infrastructure" consider Ecological Infrastructure (EI) as an emerging area for eco-environmental protection. They analyse researches in the area and implication of Ecological Infrastructure. They obtain Shenzhen East Overseas Chinese Town (OCT East), the first national eco-tourism demonstration plot, as an example, and probes into a further inductive study of designs of micro EI systems, including its distribution, types and connotation. The authors support over all management coving scenic spots, communities and tourists, and to offer similar experience of eco-environmental protection. Ning Yu and Rachel J.C. Chen in "The Perceived Impacts of 2008 Beijing Olympic Games on Tianjin Tourism Industry: A Qualitative Approach" analyse impact of the Olympic Games on the tourism industry of the hosting cities are far-reaching. They adopted qualitative approach to for analysis of the 2008 Olympic Games' effects on the tourism industry in Tianjin, the co-hosting city, employed by a personal interviewing process of 60 managerial personnel from Tianjin hospitality and tourism sector. They investigate through SWOT analysis as the complementary method to obtain the findings and reveal that the Olympic Games had the potential to renovate and improve the city's image and increase awareness of the city of Tianjin.

In third article, Ana María Munar in "Drawing Global Tourism-The Spatio-Temporal Dimensions" through the analysis of globalization theory, highlights the different understandings of the concept of globalization and their methodological implications. In this work a series of tools are used in the examination both of the impact and the evolution of globalization forces in tourism. The proposal of a spatio-temporal model based on the transformationalist approach (Held, McGrew, Goldblatt, and Perraton 1999) and on tourism theory is developed which allows a formalized examination of globalization processes in tourism. In "Revenue Management Indicators and Performance Related Measures in the Hotel Industry" Patrizia Modica, Marco Fazzini and Elisa Scanu consider revenue management an important tool for performance appraisal of hotel industry. In the study they consider the hotel activity in terms of operating costs and correlates revenue management indicators to the operating efficiency ratio, evaluating the impact of revenue management on hotel profitability. They have used case study method on hotels located in North and Central Italy, and Sardinia and advocate that there is a good correlation between the growth of operating efficiency ratio and revenue. Phil Cameron from USA in "Travel, Tourism, and Heritage Law" depicts the impact of heritage tourism law as a positive influence on particular economies and societies. Author advocates Sustainable tourism law have great potential to create and indirectly support job creation in several segments of the economy, while maintaining the environment, culture, and jobs for future generations. It argues that sustainable development can be achieved through tourism laws by increasing employment opportunities, developing infrastructure, and by creating host people's standards for individual, corporate and social activities related to tourism. He emphasizes that the significance of maintaining cultural heritage as important both for the common heritage of humanity but also for the daily lives of people that make a living from the income created by tourism.

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Examining the Connection between Tourism and Terrorism : A New Academic Perspective

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Abstract

This concept paper's goal is to provide the reader with a bridge connecting terrorism and tourism through sociological theory. This theoretical work focuses on two main aspects. The first area in which this paper focuses is deciphering what violence symbolizes by connecting consumerism to violence. The second aspect is to expand our understanding of how terrorism operates within modern societies. The paper questions if resentments caused by asymmetrical national economies has a part to play in terrorism. The cond question examined is if tourism's vast economic differences between the investor and administrative portions of the tourism equation and frontline personnel may not create the background for anger and hate that eventually morphs into terrorist cells. Other studies begin with the assumption that terrorism represents a real threat to the tourism industry; this paper's working hypothesis is that tourism may be terrorism by another name.

Key-Words: Tourism, Vulnerability, Terrorism, Consumption, War-fare, Dark-Tourism.

Introduction

Elite interests interpret the symbolism of events, just as in the case of the bombing of Pearl Harbor in the mid XX century, so too did the attacks against the World Trade Center mark a new era, both for the US and the world. The fact is that there were many works that focused on terrorism's negative impacts on tourism prior to this event. Those studies the damage that terrorism caused tourism (Somnez, 1998; Weber, 1998; Domínguez, Burguette and Bernard, 2003; Aziz, 1995; Castaño, 2005; Robson, 2008; McCartney, 2008; Schluter, 2008; Floyd and Pennington-Gray, 2004; Gibson, Pennington-Gray and Thapa, 2003). We may surmise that terrorist acts are not a new phenomenon. Throughout the centuries historians have noted that armies at war often traveled rapidly through enemy territory, but with the return to peace war turned into trade. To state this in a clear fashion: the growth of Empires was made possible due to two favorable factors: (1) a supply of natural resources allowing for increased agriculture and (2) a more advanced infrastructure allowing for greater mobility. These insurgents or those opposing the government were able to use travel as a way to make their political desires known. It is unfortunate how tourism may have lead to increased terrorism.

As the previous argument given, this conceptual paper explores the existent connection between terrorism, mobility and trade from an interdisciplinary point of view. The goals of this conceptual paper are threefold: a) to criticize the existent literature respecting to terrorism, b) to reconsider the role played by tourism in a global era, and c) to explain the connection between terrorism and tourism from a sociological point of view. The first section is aimed as debating from sociological and anthropological literature the roots and causes of terrorism and how fear is manipulated by State. Secondly, the message encrypted in the appalling acts of terrorism is in depth deciphered. To conclude, our main thesis is that terrorism does not affect tourism in a strict sense of the word; rather, the latter seems to be the prerequisite for the advent of the former. At a first glance, both tourism industry and terrorism endured more than thousand years up to date. This troubling and polemic thought is sustained by a robust theoretical framework that should be kept in mind for future empirical studies. Our main argument developed throughout this paper is that terrorism is tourism by other means.

Typically, a tourist destination gains more attractiveness after a disaster or tragedy. From the World Trade Center to the Tsunami in Sri Lanka, one might see how the human suffering works as a fertile source for the promotion of consumption. To some extent, it is important to think twice on the belief that tourism is a fragile industry and terrorism or other related disaster its primary threat. Basically, tourism plays as a key factor to generate terrorism but not only this, terrorism gives to tourism further strength after a couple of months. The "touristification of disasters" seems to be a relevant topic to be studied. Truthfully, the terms dark tourism and thana-tourism have been certainly coined to denote these types of slippery matters, but in one point, their focus should be changed since tourism and disasters (in these case terrorism) are two sides of the same coin.

Understanding modern Terrorism

The crippling events of September 11 many countries prompted to adopt harder policies to control and reinforce the security alongside their boundaries (Barro, 1991; Pollins, 1989; Abadie and Gardeazabal, 2003; Phillips, 2008). Initially, those countries that shared with US similar experiences such as Spain, England, and Australia gave their support in aligning to this power in an international coalition (Altheide, 2009; Bassi, 2010). Terrorism that way was identified as the main threat for West.

Following this, Robertson (2002) describes terrorism as the primary threat for Western State's security in 21st century. First and foremost, this point of view suggests that a current definition of terrorism is needed simply because the polysemous nature of the term. Pedahzur et al. find 22 different conceptual meanings linked to terrorism where predominates violence, force, political, fear, terror, threat, psychological effects, victims, extortion (Pedahzur et al., 2004). The dichotomy about terrorism is based on two different ideas. Whilst some scholars encourage in order for nation states to take faster and proactive counter-terrorism policies (Fukuyama, 1989; Huntington, 1993; 1997; Kristol and Kagan, 1996; Kepel, 2002; Vargas-Llosa, 2002; Rashid, 2002; Kepel, 2002; Fritting and Kang, 2006; Keohane and Zeckhauser, 2003; Susstein, 2005; Pojman, 2006), other group is aimed at arguing that World Trade Center´s episode was functional to the economic and politic interests of United State to generate what Baudrillard denominated "a spectacle of disaster" (Somnez, 1998; Altheide, 2006; 2009; Sontag, 2002; Said, 2001; Holloway and Pelaez, 2002; Zizek, 2009; Bernstein, 2006; Baudrillard, 1995a; 1995b; 2006; Kellner, 2005; Gray, 2007; Smaw, 2008; Fluri, 2009; Corey, 2009; Wolin, 2010) (Howie, 2009).

At a first glance, Goldblatt and Hu (2005) define terrorism as any illegal usage of force or acting of violence against persons or their properties in order to intimidate its own or other Governments. Nonetheless, this modest definition has some problems to be digested because presents a false dichotomy between democracies and dictatorships or religiosity and secularism. For example, in democracies elites exert similar or greater violence against some minorities than dictatorships. That way, the linkage between religiosity and terrorism should be revisited. Following this, Zizek (2009) recognizes that religious fundamentalism has nothing to do with current suicidal attacks to civil population. What certainly characterizes the modern terrorism seems to be that it is enrooted in a much deeper sentiment of resentment against West but at some extent it is true that the effects of terrorism feed back the hegemony of US in the world and vice-versa. Furthermore, Fluri (2009) reminds that the liberal democracy is not certainly intended to create an atmosphere of cooperation and freedom but an ongoing state of exclusion and exception among local residents and first-world workers. Moved by earning higher-salaries, specialized workers from USA and Europe come to Afghanistan looking for better opportunities. This encounter between unskilled and skilled workers opens the doors for the advent of resentment and unhappiness. Since the "First-World-like" style of consumption and commodities are erected in opposition to the rest Muslim population, a much broader process of spatial segregation takes place post-invasion. Last but not least, G. Skoll (2007) agrees with Zizek that the political violence works as a virus going from one to another guest expanding the infection. As the previous argument given, Schmid contends that *"the terrorist victimization is often perceived by the terrorist as a sacrifice. The sacrifice can consist of attaching innocent people from the adversary's camp or of a terrorist blowing himself or herself up in the midst of a group of guilty enemies. In that case, he sees himself as a martyr. The dimension of martyrdom links it to the activity that some scholars see as the most fundamental form of religiosity: the sacrifice"* (Schmid, 2004, p. 210).

The Martyrdom

Undoubtedly, one of the aspects that concerns scholars and experts in terrorist issues is the martyrdom. Ranging from theories based on psychology where terrorist are considered as disturbed towards anthropological studies which start their analysis from a biased interpretation of Coram, many books, papers and movies over-emphasized on mental pathologies of terrorists. Rather, B. Hoffman (2002) surmises that terrorism seems to be more than a psycho-pathology that shows a downright sentiment of anger against "America". Neither Bin Laden nor the members of Al-

Qaeda should be considered as hate-filled maniacs as the specialized literature says. Of course, terrorists are or would be insurgents whose interests are articulated by means of the extortion and fear. Hence, the existent discourse of martyrdom, which was coined 700 years back whenever "Assassins" fiercely fought against "Christian crusaders", is of paramount importance to expand the understanding of how terrorism works. Conceptualized in respect of a sacramental act, the martyrdom ensured a life of happiness in heaven for all warriors who would give their life in sacrifice. However, it is not surprising the modern terrorism had learned much from managerial literature at Western universities than the Coram. The event of 11/09 has been characterized by a perfect planned-orchestration with the accuracy enough to have success where former attempts failed. Management and business logic not only train potential terrorists but also act as conduits for the imposition of democracies in Middle East. Following this, J.Baudrillard (1995a; 1995b; 2006) demonstrated how the war on terror became in a precondition for the expansion of trade and democracy world-wide. The inception of new democratic regimes in Afghanistan and Iraq corresponds with a profound need of stimulating the liberal market beyond the boundaries of West what reminds readers that the war-fare and mass-consumption are inextricably intertwined. Although a scientific definition of terrorism is difficult to materialize simply because this depends on many socio-historical and political views, Modern terrorism sometimes has its origin in a supposed injustice or an act of victimization where two or more parts are involved. By utilizing mass-form of transport such as airplanes, trains or buses, terrorists seek to create a state of disorder (panic) with sufficient strength for their demands to be re-negotiated (Phillip, 2008). One of the most palpable effects of 11/09 has been the rise of insurance and coverage rates as well as the slump of several bookings in hotels of US and Caribe. Tourism and hospitality industry as well as agriculture were two of most sources immediately constrained because of terrorism. With the benefits of hand-sight, John Holloway and Eloisa Pelaez (2002) present a promising hypothesis that contrast with the majority of studies in these fields. The psychological fear corresponds with a much broader sentiment that allows the competitions among corporations. Whenever two or more companies enter in competitions, their members adjust their own behavior to theorganization interests. Similarly, the inter-state conflict achieves a new re-structuration of social relationships in order for States to gain further legitimacy. Concepts as Discipline and Surveillance are difficult to be applied in a world characterized by the ever-changing mobility of capital and people. Given this, the terrorism, and of course the fear this activity wake up, would correct the unexpected effects of mobility and globalization by enhancing the liaison between citizens and their states.

The message of Terrorism

Globalization plays a pervasive role because for one hand it homogenizes the domination of technology, economic linkages and logic of instrumentality while on another hand it entails a process of re-territorialization based on a bipolar logic of inclusion / exclusion. The state of mobility that warrants the modern tourism has showed serious problem to integrate the entrance of peripheral workers to central countries. Unfortunately, some important material asymmetries have not yet resolved by the promises of globalization. Even though the trade seems to be expanded throughout the world, the human mobility was strictly constrained engendering serious social pathologies as poverty and undervelopment (Del Bufalo, 2002; Connolly, 1993). However, it is important not to loose the sight that terrorism is not an exclusive reaction of poverty but exclusion.

The message of terrorism follows exclusively a political nature. A. Schmid (2004) sets forward a theoretical model to understand how terrorism works. Defining previously the state of war as a continuation of politics by other means, Schmid considers that terrorism should be seen under five lenses: a) terrorism/politics, b) terrorism/warfare, c) terrorism communication, d) terrorism/crime and e) terrorism/fundamentalism. The thread of this argument portrays that Roman legal tradition compounds two aspect related to crime, "Mala Prohibita" (wrong merely because prohibited), and "Mala Per Se" (evil itself). The former refers to an outlawed offense while the latter means to a premeditated act of crime irrespective of the societal legal system.

There would be a universal concept of evilness which traverses all cultures and times. An assumption of this caliber leads French philosopher P. Virilio (2007) to admit habits for discoveries proper of modern mobility brings a temporal myopia. The mediated comfort and the standardization of production push viewers to access only to partial information. The war and ethnic conflicts are framed in show-cases wherein the morbidity of viewers is commoditized in a show of disasters in a combination of of cynicism, indifference and fear. Glaeser and Shapiro (2001) have reassumed the Virilio's contributions noting that urban sprawl and megacities are fertile sources for international terrorism. The human concentration in these places entices violence and mobility with greater degree than rural zones. Paradoxically, inasmuch as the societies embrace for technology, their vulnerability rises. The victims of terrorism serve as a message to dissuade a stronger State that things come worse to worst (Schmid and Jongman, 1988). Terrorism seeks to call the attention of State in a particular manner.

Centered on geertzian theory of rituals and performances H. Johnston (2008) gives an insight background respecting to cultural values and concerns of Chechen National Movement. The process of identity of Chechens has been forged in sharp contrast to Russia. This can be exhibited in their lore, religion, beliefs, and customs. After the process of migration forced by Stalin where thousand of Chechens became in expatriates, terrorism was historically associated to the promise of a return to home. Underpinned in the proposition that heritage and lore were key factors to understand the Chechen isolationism respecting to Russia, this case explains further the multi-facet nature of terrorism as well as its consistency in the threshold of time. What for ones can be viewed as an act of terror for other seems to be the fight for independence.

The profundity exhibited in the work of Jean M. Dupuy merits at least to be discussed. Far away of seeing in the panic a factor of disaggregation, our French philosopher emphasizes on the contributions of E. Durkheim along with the crime. Societies, no matter the time, are united by means of an invisible hand. This bondage was undoubtedly the panic enrooted in the collective unconsciousness. The panic would work as a symbolic mediator between the mass and trade. By the articulation of narcissist sacrifice, the libidinal liaison is personified under the mask of a leader who works as an escape-goat for achieving the cohesion of community. Similarly to this explanation, the market (as the leader) functions as a self-regulated mechanism by drawing the line between the hate and love. Precisely, in a society where religion is setting the pace to instrumentality, the market and trade, which are anonymous, tend to inhibit the social fragmentation by indoctrinating the individual minds. In doing so, the free play and impersonality that characterize the market gives as a result a sublimated predominance of instrumentality over emotions. Following this, Dupuy argues that the panic, a product of socialization, seems to be encrypted by the market and sublimated in a new type of nuanced hazard, the risk. Nonetheless, the panic is not ripe to disappear, it remains occulted until the leadership (of market or other leader) is broken (Dupuy, 1999).

Echoing the contributions of M. Foucault who saw in politics the continuation of war by other means, we strongly believe tourism and terrorism follows a similar dynamic. The borders are certainly drawn by the exertion of power and coactions over citizens constituting a discourse based on the tergiversation of past-time. The sense of security is inextricably intertwined to the sense of sovereignty and territoriality. Both stems from the economic principle of shortage. For Foucaultian view, the conflict always remains in the core of society. Whenever the conflict is diverted towards the external boundaries (this means against an external foe), the lay-people strengthen their solidarities but when the state of war ends, this violence is encapsulated within the limits of society in forms of illness, crime, and other pathologies. What is important to not here in this dichotomy, is the fact that State's legitimacy rises by the struggle of its members. Under such a context, for Foucault the history works an as a fertile source to impose a biased narrative that maintains people under control (Foucault, 2001; 2006). An argument of this nature coincides with the N. Elias´s development about the relation between civilization and war. Following the Marxian theory of the struggle of classes, Elias considered that the Second War was the epicenter for a new era for humanity. The cyclic evolution of wars and peace corresponds with the evolution of civilization. The science and expertise have in some extent made from earth a safer place to be leaving behind the religion and superstition. The development and technological advance has been created a more evolved and civilized society but violence not only remains but also is exploited to open the door to a new state of war which should be understood as a form of communication among human beings. The competition for surviving in a certain lapse of time gives to community a specific meaning which is expressed in terms of myths, customs, tradition and of course the lore aimed at fagocitating their own ethnocentrism. With this background in mind, Elias deems that the history would be the concatenation of different conflicts between two or more parts. Based on a biased depiction of otherness, Empires (as Macedonia, Rome, Spain, United Kingdom and of course United States) construct a pretext to legitimize their territorial expansion. This excuse given in form of discourse is widely replicated in all spheres of society denoting certain ascription to some aspects that marks the superiority of ones over others (Elias, 2002). In our modern times, the mobility and travels are sings of status and social distinction.

The connection between Terrorism and Tourism

Several studies focused on the relationship of terrorism and tourism as well as the perceived risks of travelers regarding certain foreign destination (Somnez, 1998; Weber, 1998; Domínguez, Burguette and Bernard, 2003; Aziz, 1995; Castaño, 2005; Robson, 2008; McCartney, 2008; Schluter, 2008; Floyd and Pennington-Gray, 2004; Gibson, Pennington-Gray and Thapa, 2003; Paraskevas and Arendell, 2007; Sackett y Botterill, 2006; Kuto and Groves, 2004; Essner, 2003; Araña y León, 2008; Bhattarai, Conway and Shrestha, 2005; Goldblatt and Hu, 2005 ; Tarlow, 2003; Hall, 2002; Prideaux, 2005; Kozak, Crotts and Law, 2007; Paraskevas, 2008; Wong and Yeh, 2009; Yuan, 2005). It is clear that tourism and hospitality were ones of most affected industries after the World Trade Center's attacks. In perspective, Peattie, Clarke and Peattie calls into question respecting two different relevant points that determine the risk research: safety and security. Whereas the former characterizes to any physical harm that can be directed against tourists in accidents, the latter refers to the potential damages in which case a visitor can be involved as for example an assault or direct onslaught. To some extent, one can admit that tourists are potentially vulnerable to risk because they are strangers (Peattie, Clarke y Peattie, 2005). Mobilities open a new channel towards unknown that re-symbolize the epicenter of vulnerability placing people out of home.

The questions related to nationality and nationhood play a pivotal role in the inception of terrorism (Lepp and Gibson, 2008). In addition, B. West

(2008) considers the terrorist attacks in 2003 to Western tourists in Bali have been memorized by Australian Press emulating the archetype of heroism comparing this event with 11/9. This means that collective memory and crises are inextricably intertwined operating in the national discourse; the postmodern nationalisms legitimize the travel as a universal benefit of human kind which should be defended to any costs. Similarly to this logic, the same discourse emphasizes on the fact that enemies of democracy (terrorists) take advantage of tourist vulnerability as an act of cowardice (almost always related to feminity).

The supposed weakness of trade and tourism respecting to terrorism should be at least revisited when one reviews the annual flows of tourists in the world. For instance, J. M Castaño (2005) dwells on the numbers of arrivals from 2000 to 2003 questioning the previous belief that terrorism threatens tourism. Cities like Mombasa, New York, Madrid, London, Bali and Cairo have been experienced notable downfalls in the arrivals but recovered considerably after a lapse of time. For other hand, Aziz (1995) argues that capitalism and mass-consumption are enrooted in mass-tourism. The attacks suffered by hotel chains should be understood as a reactionary form of protest and political discontent. In foregoing, R. Bianchi (2007) insisted tourism plays a pervasive role functional to the hegemonic interests to center conditioning the risk perception (fear) as an efficient mechanism of social control over periphery. The ongoing state of insecurity created by the so-called "terrorism" corresponds with a politic logic of exclusion and discrimination of otherness. Based on the assumptions that risk-related theories generate a sentiment of paranoia which is self-defeating for destination images, Bianchi considers that the bridge between white (tourists) and non-white (migrants) travelers have been enlarged afterwards 11/09.

It is very interesting to denote how the previous imbalances that driven to the state of emergency are reified in order for the system to keep the order. The Dark-Tourism precisely vindicates tragedies (like WTC) that have taken room in past but blurring the real responsibilities of involved actors. The main reasons that generated the event (in this case the terrorist attack) are framed by Mass-media into a specific discourse which broadcasts on the aftermaths instead of the causes. That way, mass-media demonizes terrorists who often are presented as maniacs obsessed to destroy the

"American style of life"; a point of entrance well-debated and documented by Corey (2009), Bernstein (2006), Zizek (2009), Altheide (2006) and of course Baudrillard (1995). The mediated landscapes of terrorist attacks are daily broadcasted with the end of feeding an ethnocentric narrative that vindicates a supposed moral superiority of West over the rest of globe.

¿What are the similarities between terrorism and tourism?. Still, the first element that terrorism and tourism industry share is the convergence of psychological fears with a sentiment of brother-hood. The ordinary-people seems to be more proxy when perceive the danger. Following this, terrorism develops the psychological fear as an instrument to exert coactions against the nation-states which capitalize their strength based on inter-ethnic differences. In the passing of years, Empires historically have constructed their mythical archetype of civilization around their ability to be mobile. Following this, the mobility was and is a value associated to rationale, light, power and knowledge. The gap between tourist-delivering and tourist-receiving countries can be explained by means of Lash and Urry´s theory (1998) that showed convincingly how the material ways of production leads investors to create certain spots to develop hedonism and consumption. The symbolical border between a tourist-destination and non-tourist destination is marked by the juxtaposition of fear with security.

However, in some extent this sentiment of fear becomes in attraction for some segments. As it has been previously hypothesized in this text, wars wake up a much broader sentiment of nationalism (Young-Sook, 2006). The sacralization of certain sites after a terrorist attack or certain battle is certainly commoditized as a sacred-place. This aspect can be widely studied under the name of dark tourism or Thana-tourism strongly associated to sites of mass-death and suffering (Strange and Kempa, 2003; Miles, 2002; Stone and Sharpley, 2008; Smith, 2010). Starting from the premise that tourism tends to mitigate the effects of wars converting the employed artifacts in sacred-objects -ready to be exposed day by day in a showcase- scholars have recently turned their attention to the how sites related to horror, torture, tragedy, battles, concentration camps not only have emerged as prime tourist destinations but have enhanced human morbidity and sadism as primary forms of consumption. Dark tourism would be a result of the commoditization of two significant aspects, fear of death and need of intellectualizing the contingency (this means what remains uncertainty but can be modified by work). By this side, the penchant of enjoying for suffering of others is enrooted in humankind across history and cultures (Stone, 2005).

Reasons why visitors are often attracted to dark tourism destinations are manifold: a) it can be considered as a reminiscence of the old fear of phantom during childhood (Dann, 1998), b) or as a new way of intellectualizing the logic of death in West (Stone, 2005), c) as a convergence of four basic emotions related to insecurity, superiority, humility and gratitude (Tarlow, 2005), or even because of d) the advent of social fragmentation proper of late-capitalism (Rojeck, 1997). The demonization of terrorism does not allow expanding the understanding of the issue. Inequalities that give origin to conflict still remain in so far a new episode of political tension takes appearance. That way, the moral boundaries between culprit and innocence are substantially tarnished. The mediated spectacle of terrorism combines the performance of gaze and the subjects to be gazed. These events work towards the democratization of performance nourishing a national discourse wherein fantasy and reality are mingled (Wallace, 2007). Elaborated in a coherent good of consumption, the suffering of others wake up a broader sentiment of sadism in consumers.

Long time ago, Joseph Campbell wrote that cultures need from Wars and peaces in similar conditions. From the onset of homo-habilies, carnivorous specie from where the current humans descend, the question of death was a bit troublesome. At a first hand, the humans are a "beast of preys" paragraphasing to Spengler. This means that only in the war the humankind can create all things. When we examine the ancient mythologies, we realize that there is a conflictive relationship between the death and live. For some reason, there remains a need to assassinate to continue living. In fact, this is the principle of Darwinian competition. Almost all rites and myths worldwide are based on the belief that the blood of hunted-prey is useful to revitalize the fertility in earth (this is the principle of sacrifice). By the way, those animals that are used as resource of food are venerated to the extent of being considered sacred-entities. Quite aside from this, what is important to note here is that the principle of peace need to be preceded by war. This works as a form or instrument of cleanness that allows a restructuration of local economy cycles. Under this premise, the peace would be the symbolic wall to remind how destructive can be the humankind. Anthropologically speaking, the war is one of the more relevant industries of human beings. The killing is for the hunting tribes a way for expanding the life. Following this reasoning, we can understand the war similarly to the prerequisite (sacrifice) for the peace. For some reasons, the tribes evolved in tropical, plain and rural zones that marked the life in Europe and United States are enrooted in the belief that the civilization seems to be born from the decadence; and of course this is the myth in West (Campbell, 1997). In this vein, the war resolves many problems associated to over-crowd, the excess of demands and overpopulation as well as deficiencies of economy whenever there are not sufficient arms for the work. Personally, this is the primary point of discussion in this paper. From a Malthusian perspective, the fertility of a civilization is often regulated by viruses and other illnesses to the extent of experiencing needs of infrastructure for the new babies. Whenever the environment constraints the expansion of civilizations, it surfaces some unexpected pathologies as the poverty and famine. The arms for the work are proportional to the consumption of resources. In so doing, the involving civilization is bereft two alternatives, a) to make the war to appropriate other resources as well as sublimating to part of their population or b) to reduce the existent degree of fertility. If civilization takes the step B, the local economy decreases to the extent that the existent elite can seriously loose its legitimacy. For that reason, civilization in expansion historically has recurred to war as their main sources for extending their economies. The connection between tourism (industry) and terrorism (war) not only can be explained by means of this model but also the unquestionable contributions of wars in the technological advance of Science.

Conclusions

After further examination, the present conceptual paper explored the meaning and message of terrorism as well as the socio-cultural aspects that determine to what an extent mass-media creates, elaborates and disseminates an all-encompassed narrative of terrorism that sometimes nothing has to do with reality. Terrorism as a social construe is aimed at offsetting the imbalances generated by mobility. With this in mind, the lines of reciprocity that sustain the State are channeled towards the core of

Nation-State tightening the control in the peripheral boundaries. Most certainly, Nation-States deposit in certain minorities a set of negative stereotypes with the end of reducing the angst for otherness. Foreigner tourists are the main target of terrorists whereas migrants play a similar role in the so-called "civilized countries". The boundaries between civilization and barbarity are coined in the social conflict and the differences of status that the degree of mobility entails. The World Trade Center's attack coined a new narrative in West that posed terrorism as its primary threat. The process of production in late-capitalism accumulated intangible assets (money) which mediated among human relationships. Starting from the premise that globalization opens the door for the advent of mobility (tourism) world-wide, terrorist cells, far away of being religious fundamentalists, feel a great admiration for West. Many Muslims are annually received in Europe and United State for educational purposes. For many reasons which have been widely discussed in this conceptual paper, this admiration becomes in a much wider resentment. This raises an interesting question, why?.

When the process of accumulation is saturated or reaches a deadlock, a war marks the beginning of a new era. During a war-fare the involved nations not only transform their means of production but also innovate in a new system of transport. Historians of tourism have certainly agreed that, to some extent, cars and airplanes have been an historical product of the two Great World Wars during 1914s and 1945s. As the previous argument given, tourism industry and terrorism (as a new type of celebrating the war) seemed to be two sides of the same coin. An historical examination of this issue denotes that tourism and terrorism shared the following characteristics:

1) Indifference for the suffering of others (a couple of years back a new emphasized on the indifference of some Italian holiday-makers who sunbathe while a migrant's corpse lays at the beach next to them).

2) The state of fear represents one of their most powerful instruments for achieving their goals.

3) The advent of an ethnocentric and biased discourse aimed at highlighting the values of the own society. This means that tourism often appeals to ethnocentric discourse based on a false patriotism. After the 11/9 American officials called to their citizens to travel inside United States as

a form of patriotism.

4) A profound psychological need of conquest for intellectualizing the principle of contingency. The dark Tourism not only reminds that the state of disaster is possible, but also reminds that the involved community has not fully devastated after all giving hope to survivors but leaving a message. This engenders a sentiment of superiority that not always brings the vessel to a safest port. Historically, Empires have recurred to the creation of narratives post-disaster in order to enhance their own legitimacy. These discourses, based on the festival and event-management emphasize on heroism, love, bravery, injustice and strength as primary characteristics of survivors. World Trade Center or Pearl Harbour´s Memorials refer to a mediated discourse of historical facts (mutually construed and tergiversated) that sheds on some events but covers others. For that, reason, needs of symbolizing the presence of death (after a terrorist attacks) corresponds with the onset of ethnocentrism.

Sociologically speaking, globalization and free market increase the levels of mobility worldwide to the extent of creating inequalities and material asymmetries. Displacement, migration and tourism are part of a broader economic and macro social system. Under certain circumstances, mobility jeopardizes to dissociate the loyalty of citizens to their nation-state. When this happens, the system moves the necessary resources to reinforce its legitimacy by the articulation of fear-based policies. Terrorism in these terms selects and finds target that entails a high impact for public opinion. Last but not least, terrorist cells appeal to make as much danger as possible to gain more strength in their process of negotiation. In so doing, the message is elaborated around the following discourse: "everyone is the prey" simply because "the attack can take room every time and everywhere!".

Let explain this in another way, terrorism is not a simple consequence of resentment but an untangled issue that paves the preconditions for the advent of trade and tourism. This means that sites of terrorist-attacks like Bali and other else are often commoditized to be exposed and reminded. What other scholars denominated as dark-tourism seems to be a clear example of what we have mentioned. Possibly, tourism is more than a resilient industry as the specialized literature suggests; rather, tourism appears to be part of the broader process of resilience post-disaster contexts. From the Ancient Rome onwards, Empires have historically devoted considerable efforts and financial resources in building a net to encourage the mobility within their boundaries as a sign of their superiority, expressed in terms of trade, over the rest of barbarian world. The attacks against travelers not only represented an offense for the Empire's pride but also a political defiance to its hegemony.

The market engenders the principle of contingency and uncertainty where social institutions surface. The concept of risk (danger) is created by the elites and expertise which present their cure (solution to the problem) (Dupuy, 1999). The institutional design literature reminds us how the risk (a term used in Middle age to fix the rate of transport) evokes a much wider economical process based on shortage. For that reason, by understanding the process how risk and hazards are created, scholars can understand the socio-economic dynamics that previously determine the sense of security (as explained in a foucaultian sense). As the previous argument given, the Processes of peace and conflict are being alternated as efficient instruments of financial accumulation which finally are driven to the advance of new technologies applied on mass-transport and mobility. Needless to say, terrorism or war-state not only is functional to these economic cycles, but allows aligning the loyalties of citizenships to their States. In normal conditions globalization, mobility and tourism disperse the existent inter-ethnic relationships of travelers. The high degree of mobility that connects many cities in the world in a couple of hours runs the risk of accelerating the social-fragmentation because it dissociates the traveler's home or even its traditional sense of territoriality. To some extent, terrorism as social construe seems to be a sufficient pre-condition in order for Nation-States not to loose their legitimacy.

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Research on Ecological Protection and Restoration in Ecotourism Area-a Perspective of Ecological Infrastructure

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Abstract

Ecological Infrastructure (EI) is a sustainable idea and methodology and its application in China is a new field. It is a creative attempt in the practical work in eco-tourism area especially to eco-environmental protection and restoration under development. The authors first sorts out the researches of the eco-environmental protection home and abroad; then it analyzes the connotation of EI, its functions and practical application; and at last, under the guidance of the related theories of landscape ecology, it takes Shenzhen East Overseas Chinese Town (OCT East), the first national eco-tourism demonstration plot, as an example, and probes into a further inductive study of designs of micro EI systems, including its distribution, types and connotation. On this basis, the authors attempt to build up a network system of eco-environmental protection and restoration which could develop coordinately in accordance with the EI theory. Being aided with the garden management scheme system, it expects to reach an all-in-one managing and operating goal which covers scenic spots, communities and tourists, and to offer similar experience of eco-environmental protection and restoration all over China.

Keywords: ecological infrastructure; eco-environmental protection and restoration; eco-tourism area; Overseas Chinese Town East

Introduction

A good natural eco-environment is the base on which scenic spots develop and maintains its sustainability. It is also true of eco-tourism areas. The two have a close relationship and mutual influence to each other. Experts both home and abroad have put forward quite a few ways and methods to protect eco-environment in natural reservation areas, national parks, forest parks, etc., such as the view point of "aggregate-with-outlier pattern" and "indispensable pattern" (Richard Forman,1995) and the Chinese scholar opinion about the "ecological security patterns in landscape" (Yu Kongjian, 1995). But their research mostly focuses on the scenic spots of original natural environmental resource, such as natural reservation areas, national parks, wetlands, natural heritage areas etc. However, as the natural environments are easily to be affected due to the frequent mankind activities, fewer research was done before on the tourism areas under man-made influences, although the carrier of these areas is also natural environmental resource. Through the fieldwork of Shenzhen East Overseas Chinese Town, the first national eco-tourism demonstration plot, this essay probes into eco-environmental protection and restoration of the tourism areas with frequent mankind activities in consideration.

Ecological Infrastructure is a popular idea of ecological protection over the world, and it is an interdisciplinary study of a new perspective and strategy. Currently in Europe and North America, this idea still interacts with others and new related thoughts and ideas are coming into being (Liu Hailong et al, 2005). During the process of tourism areas planning, constructing and managing, OCT east has set up a parallel system of eco-environmental protection and restoration with the guidance of EI theory. And it is just because of this unique approach that makes Oct East stands out to be prominent as the first national eco-tourism demonstration plot.

Review on Eco-Protection and Restoration

Eco-protection is to prevent anything harmful to ecology and promote social harmonious development based on human-centered scientific development outlook.

Eco-restoration can trace back to the 1830s, however, The Recovery Process in Damaged Ecosystems edited by Cairns (1980) started to carry on the systemic research on eco restoration, taking it as a branch of ecology. Eco-restoration mainly depends on self-organization and self-control within eco-system itself and external artificial control. In the recent 30 years, experts from home and abroad have different understandings and have made many achievements in physical, chemical and biological restoration(Zhou Qixing & Song Yufang, 2001; Burger J, et al?2004). They have explored many ways of eco-environmental restoration, such as phytoremediation for soil environment, artificial wetland remediation for water body, technology of pollution-free energy and afforestation for atmosphere purification etc (Cui Xuang & Zhou Qixing, 2008). It is obvious that researches of ecological protection and restoration have gone deep in many aspects, fields and technical applications, which bear these characteristics: diversification of research objects, laying stress on theoretical and experimental research (Liu Qing & Liu Zhaoguang, 2001).

In 1980s, in some countries, well-developed tourism caused some ecological and environmental problems, so many researchers began to study the effects of scenic spots on eco-environments, then furthered to do more research on eco-environmental protection and restoration; they tried to consider the development of tourism in the view of ecology in order to solve the problems that tourism had caused. Researches on eco-environmental protection and restoration in abroad have reached to a high level. In 1916, the USA passed a bill about founding the National Park Service, beginning to protect the eco-environments through legislation. In 1970, Streeter, an ecologist, warned the world to pay attention to the protection of the atmosphere of tourist environments and wild animals. Some experts use the concept of carrying capacity of nature protection areas to put forward the management paradigm of maximizing the output of recreation and minimizing the influence on wild animals and local residents. Mercado and Lassoie stated that people should not only protect natural resources of scenic spots, but also emphasize on assessments of tourist behaviors, tourist program and process control (Leida Mercado & James P. Lassoie, 2002). The National Park Service of the US put forward a framework of a set of working processes, called VERP mode, i.e., Visitor Experience and Resource Protection, which offers exercisable working processes and technical approaches for planners and administrators. Roberto R et al (2010) analyzed the influences of tourist behaviors in road traffic of Lanzarote Island of Spain on ecological environment through ecological footprints analyzing.

In contrast to the above, research on this in China progressed slower. Before 1978, Mr. Chen Chuankang, Professor of Peking University, performed deep research on influences of atmospheric environment pollution on white marble stone carvings. Since 1980s, with the development of tourism, eco-environmental protection and restoration in tourist areas has been given more attention to, and more essays and articles have been published, such as Tourism and Environments, by China Environmental Science Press, 1986, Wang Guoxia and Tong Lianjun (2002) study the sustainable development of tourism in Xianghai Nature Reservation Area. Chen Baoping and Ying Pengfei (2003) research the Eco-tourism development problems in Jiuhua Mount. In 1990s, the research ways and methods are expanded further.

Wujiang (1998) discussed the relationship between tourist resource exploitation and coordination of landscape ecology. Huang Xiaoting (2009) put forward a so-called "tourist behaviors" method, which met the needs of the coordination of tourism, nature reserve and community development, and he called it the "coordination of time and space difference", which is a Chinese Visitor Experience and Resource Protection (VERP) model. Wang Yanglin and Yang Xinjun (1999) stated the problems of sustainable development principles in general plan of scenic spots. In the 21st century, works and textbooks related to eco-tourist environment have come out, such as Introduction of ?Tourist Environmental Protection? compiled by Lin Yueying's (2001), which did much research on tourist environments. ?Tourist Environmentology? compiled by Wang Xiang (2001) probed into tourism development and problems between resources and environments through ecological theory and the angle of sustainable development. ?Tourist Environmental Protection Science? by Zhang Jianping (2003) expounds systematically tourist environmental protection and sustainable development. Tourist Circular Economy by Li Qinglei and Ming Qingzhong (2007) first put forward the strategic idea of developing tourist circular economy to protect environments based on environmental economics and landscape ecology, etc., which lifted the ecological environment protection to an economical and practical level.

From all the above, there is much research on ecological environment protection in scenic spots in the academic world, however, there is less on environmental restoration after developing the scenic spots and the effective strategies of eco-protection. In order to meet the needs, the essay, taking OCT East as an example, explores ecological protection and restoration in scenic areas based on the EI theory.

3. Empirical Research

3.1 General situation of research areas

The national eco-tourism demonstration plot Shenzhen East Overseas Chinese Town locates in Three Chau Tin, Yantian District of Shenzhen. It is a demonstration plot with the permission of National Tourism Administration. It takes eco-tourism, holiday tour, sports and recreation as its theme, "letting urbanite return to nature" as its aim, and cultural tourism as its feature. It covers nearly 9 square kilometers and the total investment is 3,500 million RMB. During the planning and building, the EI theory was involved and applied.

The Three Chau Tin of Yantian District, eastern Shenzhen has the best eco-environment in Shenzhen. There is Yanba Expressway in the south with two entrances in its southeast and southwest corner with Yansan Road in the north. The elevation ranges from 11 meters to 136 meters; high in the north part and low in the south part; the south is the catchment area. Most of the slopes are steep, while those in valley areas of the middle part are less steep. Most areas under the grade of 25 are suitable for development. Roads are not affected much by slopes, and the directions of the slopes are mainly east and south. Dameisha and the bay may be seen vaguely. The vegetation here consists mostly of arbor and fruit trees. The arbor is in fact mixed-growth of arbor and shrub; and the fruits trees are mainly litchi forests; and there are plenty of man-made slope protections. The water source of the south is mainly the Shangping Reservoir in the upper stream, and the Three Chau Tin Reservoir provides drinking water for the residence. With the advantages of original natural resources and environment, and the detailed planning and designing, it was titled the First National Eco-tourism Demonstration Plot. It and the big and small Meisha Beach Parks, Sea World and some other scenic plots compose Dapeng Peninsula Tourist Area of East Shenzhen, which faces directly Taiwan, Hong Kong, Macao and the whole Pearl River Delta.

3.2 Suitable Theories and Methods for Eco-environmental Protection and Restoration

3.2.1 Ideas and Application of Eco-environmental Protection and Restoration based on EI

The term EI was early seen in a report, Man and Biosphere (MAB) of UNESCO, 1984. This report proposed 5 principles of ecological city planning: means strategy of eco-protection, ecological infrastructures, citizen living standards, protection of culture and history, bringing nature into city. Ecological infrastructures mainly refer to persistent substance of natural landscapes and hinderland to a city. In the following 10 years, Selm (1988), Jongman (1995), Sanderson and Harries (2000) have done multilevel and multi-scale researches on EI theory. EI theory in original natural environmental protection and restoration is different from the protection and restoration in the tourism areas under man-made influences. The application is different between macroscopic areas and microcosmic areas (Ding, S. & Li, Z, 2007). At present, researches on EI theory home and abroad mainly focus on the eco-system in macroscopic huge-sized areas, such as forests, grassland, bushes, water body etc., and also on systems and ecological process which deteriorate and restore naturally under the influences of mining, road construction, airport construction, grazing, felling, mountain disaster, industrial atmosphere and heavy metal pollution.

With 20 years of reform and opening-up, Shenzhen's economy has developed rapidly, but the gradual shortage of land resources and the saturation of environmental capacity urge to shift the economic growth pattern and strengthen eco-environmental protection in order to upgrade the optimization of economic structure(Ye Minting et al, 2008). Based on the favorable eco-environment and the government's support, Shenzhen East Overseas Chinese Town has been built into national eco-tourism demonstration plots, which are typical "natural + artificial landscape" and also a new landmark of Shenzhen's even Asian ecological landscape. There is an original ecological mountain- the Meisha Moutain Top; and the Three Chau Tin Reservoir, Yuejin Reservoir and Shangping Reservoir, so-called source of life of the community; and original ecological Sanzhou Tea Plantation. During the planning, building and management of the scenic zones, much attention has been paid to special mountain climate, water resource protection area, ecological control line, re-vegetation, water and soil conservation and some other sensitive problems, which accords with EI theory.

The essential function of EI is to offer sustainable eco-service to administrators, tourists and residence of OCT East through maintaining the completion and health of natural construction and functions. It includes making products in the eco-system, the cause and maintenance of biological diversity, adjustment of climate, mitigation of droughts and flood disasters, preservation of soil and renewing of fertility, purification of air and water, detoxifcation and decomposition of rejected materials, circulation of materials, fertilization and seed dispersal of crops and natural vegetation, pest management, origination and development of human cultures, benefits of human senses and spirits and so on. It builds up a bridge between abstract eco-system service and the actors of the scenic spots the tourists appreciate, so people can ensure and maintain the natural and ecological system which is of crucial importance to the whole park. Therefore, EI ensures safety and health of the ecological process of the park, protects regional characteristics and cultural status, and rebuilds the spiritual relationship between people and land (Yu Kongjian, 2005; Richard Forman, 1995). It is an effective landscape safety system.

During the building up of ecologicalization in OCT East, the functions of EI in ecological protection and restoration include the following three points.

- **To protect biological diversity and safety**

The system of EI ecological protection and restoration becomes an ecological network, which helps to lead the movements of living beings in different habitats. For example, in the Sanzhou Tea Plantation of the Tea Stream Resort Valley, beautifully designed channels of ecologization unite effectively the mosaic structures of the resorts, which ensures the spatial distribution of living beings' habitats, the continuity, the changing of internal structure, and differences of the habitats around in the original ecological tea plantation, and forms a whole ecological network of view lines and guard lines.

- **To provide continual eco-system service**

Borrowed from the services sorted out by Constanza (1995), the OCT East can offer these ecological services to the community around: production in eco-system and basic services, such as the designs of aerial cable-stayed bridge, hollow walking corridors and forest for conservation of ecology and so on to maintain biological diversity; subsurface drip irrigation and controlling system in the mountain golf course in the Wind Valley to carry on biological control; environmental benefit of eco-system, such as water purification, air purification and climate regulation in artificial wetland; spiritual enjoyment in eco-system, such as the Bamboo Valley which turned from a waste water channel to a pollution-free backyard garden by the means of "water distributing and field lifting-up", and the eco-channels in the Tea Stream Resort Valley which lead tourists into the forest of tea that contains lots of anions to relieve their pressures.

- **Support functions of ecological infrastructure.**

It has the functions to restore and sustain the steadiness of natural environment, such as the reasonable design of traffic road and choosing of ecological vehicles, the multiple uses of the new-typed clean energies- water, wind and light.

Because of the above functions of ecological protection and restoration, EI laid the foundation of building up a complete system of natural ecological protection and restoration.

3.2.2 Application and practice of landscape ecology

Any point in landscape belongs to patch, corridor or matrix, which compose the basic unit of landscape, and are the main decisive factors of how landscape functions, patterns and process change with the change of time. Patch refers to the nonlinear surface areas which are different from surrounding environments in the outward appearance and have certain inward uniformity. It is a spatial ensemble of influence factors of geography, climate, biology and humanity. It has particular structural forms and its manifestations are the input or output of substances, energy or information. Corridor refers to linear or banded structures which are different from the patches on both sides in landscape. Matrix is the background base that is the most widespread and has biggest continuity in landscape. It is the main component, the frame and the base. It's differentiation creates patch and corridor. Patch and corridor are distributed in matrix. Patch-corridor-matrix can mutually transform continually. Landscape ecology provides a kind of "spatial language" to describe eco-system, which is more specific and concrete in describing landscape structure, functions and movements, it meanwhile helps to explore the relationship between landscape structures and its functions.

In eco-tourist area of OCT East, the Knight Valley, Tea Stream Valley and Wind Valley, the three resorts are patches which are inlaid within an area of nearly 10 square kilometers. The design for them followed these principles: centralized model outside the area, distributed model inside the area and the combination with surroundings. The corridors which connect the patches are the pathways among the three parks and those between resorts and hotels. There are three levels of corridors: those outside the area, those inside and those within patches. The design uses mostly the existing natural pathways, avoids the ecologically sensitive zones, and ensures that the amount of passers-by accords to the environmental capacity. The matrix is the natural background of the whole eco-tourist area. The design gives some prominence to mountain massif and natural colors, thus, many new resorts have been constructed through the shift of matrix to patch.

3.3 Practice of eco-protection and restoration in OCT East

The three theme parks, Knight Valley, Tea Stream Valley and Wind Valley have been built in OCT East, which unites tourist functions such as ecological motion, holiday tours, outdoor sports and so on. Its designing idea is "recycling reasonably the eco-resources, living in harmony with nature" and carries on the idea, "taking protection as the most important" all through the process of planning and building.

3.3.1 Microcosmic EI individual designs

In the fierce market competition, OCT East carried on all kinds of artificial green ecological designs to the parks based on EI theory, which has pushed the development of ecology, environment protection, energy conservation and recycling, and opened a way to success of national eco-tourism demonstration plot. At present, IE theory has been applied in the three theme parks, Knight Valley, Tea Stream Valley and Wind Valley in order to protect and restore the ecological environment. The following chart shows the particular EI individual distributions, types, titles and connotations.

Table 1 : Microcosmic EI individuals in OCT East

Parks	Types of facilities	Microcosmic EI individuals	Connotation
Knight Valley (recreation area)	Electric facilities	Windmill in the cloud	Using pollution-free wind and water to generate electricity, protect atmospheric environment and give supply to 24-hour monitor lights and artificial waterfall
		Hydropower generation	
	Traffic facilities	Ecological road design	Avoiding weak ecological zones and using existing pathways as much as possible; choosing pollution-free materials such as Finnish raw wood, cobble, etc., in order to protect completion continuity and health of biological habitats
		Environmental protection vehicle	Electric cable cars, mini-trains, battery cars, jalopies, green buses, protecting atmospheric environment
		Slope protection & revirescence project	Laying stress on the restoration of vegetation on both cliffs to avoid water loss and soil erosion
	Construction facilities	Artificial waterfall of Knight Valley	Good example of "combination of outside landscape and inside green office building", which intensifies the use of land and buildings
Tea Stream Valley (original ecological tea plantation)	Sewage purification facilities	Artificial wetland	An integration of sewage purification, landscape and scientific education; water conservation, pollutant degradation, biological diversity protection, climate adjustment, flood regulation and drought resisting, ensuring water recycling in the park
	Electric facilities	HDVA	Supplying 24-hour continuous power to lighting and controlling system
	Traffic facilities	Ecological channel	Through aerial settings, paving raw wood and altering existing pathways to ensure biological species' migrating, spreading and communication
	Landscape facilities	Sundial on sloping field	Sundial combining timing warning and landscape to solidify sloping field, with main aim of avoiding water loss & soil erosion and slope sliding
	Service facilities	The Interlaken Ecological Hotel	Adopting technology of composts and marsh gas, recycling thermal energy of air conditioner, etc.
		Green commercial service facilities	Offering no EPS products or tableware; souvenirs made of or from environmental-friendly materials and through environmental-friendly process
		Low energy public facilities for daily uses	Using widely green and pollution-free materials and water-saving wares and recovery paper
Wind Valley (golf sports park)	Sewage disposal facilities	Underground sewerage system	Preventing pesticide, fertilizer and sewage to collect underground to affect reservoir water quality; guiding and controlling, preventing spreading
		Sewage pond in the course	
	Underground water and soil security & protection facilities	Subsurface drip irrigation and controlling system	Monitoring the requirement of pesticide, fertilizer and water and providing according to the needs to save energy and protect environment
	Vegetation & lawn afforestation facilities	Vegetation & lawn ecologization	Making the best of original vegetation; choosing suitable grass seeds and species according to land and usage; for example, species of tee ground, fairway, green and lawn bear tramples and mowing(frequently, short), have strong resistance and are not easy to squeeze leaf juice, etc.; species in roughs bear characteristics of extensive management resistance and weed infestation resistance ,etc.

From Table 1, we can see that EI individuals provide favorable physical carrier, avoiding and reducing the influences of resorts and tourists to the parks, and implements the eco-protection and restoration of eco-environment such as water, soil, living beings, air etc. These EI individuals were designed by the park, which shows it deserves the title of national eco-tourism demonstration plot.

3.3.2 Design and mode of EI eco-protection and restoration system

Combined with self-organization characteristics of eco-environment and EI core ideology, according to the microcosmic EI individuals in 3 theme parks, and under the guidance of synthesized performance target of economy, society and ecology, the essay tries to build up an ecological protection and restoration system including microcosmic EI individuals in the 3 theme parks to ensure the natural steadiness of the whole ecological tourist area.

Upon analysis of steadiness of EI individuals and prediction of tourism ecological capacity, with the 3 parks taken as 3 inlaid patches of landscapes, and with the interconnection of ecological traffic corridors (such as electric cable cars, forest mini trains, aerial ropeways, the existing Yansan Roda, etc.), the essay forms an ecological protection and restoration system of network where artificial work and natural systems are in harmony. It consists of EI stems (ecological traffic corridors), EI branches (ecological recreational channels in the parks), EI leaves (artificial wetland, Windmill in the cloud, sundial, reservoir type power pond, and sewage pond etc.). With the number of tourists increasing and the eco-environment capacity of the park enlarging, EI protection and restoration system gives play to its function of self-organization, within a range of threshold value, the system can resist the influence of micro-degree, low-degree or moderate degree and restore itself to a certain degree to ensure the natural ecological environment is under a healthy condition (Xiao Duning, 2004). However, when the external influence caused by tourist flow is over the range of threshold value of protection and restoration, the healthy and balanced condition of the natural environment will be broken, the functions of EI system will disappear or be replaced, so the result will be unpredictable. Therefore, it is necessary to be aided with related management scheme system of management department of OCT East, to eliminate the unpredictable or potential effects and realize the goal of protecting and restoring the natural ecological environment (See Figure 1).

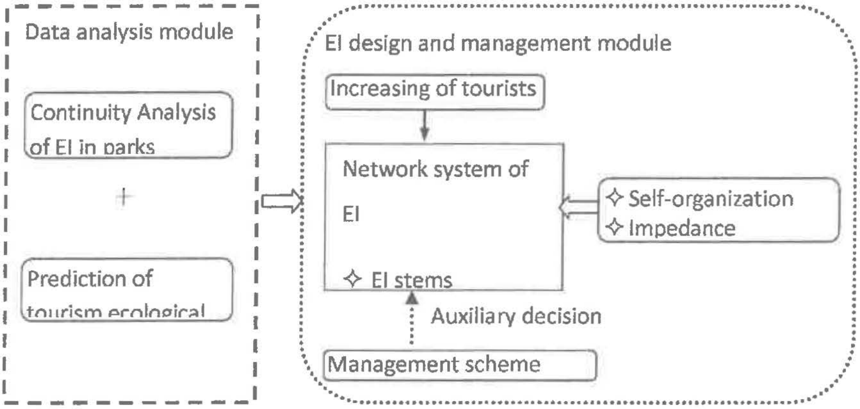

Figure 1 Protection and restoration system of Ecological Infrastructure

In management level, the goal of ecological design and emergency management can be achieved through EI protection and restoration system. The particular management plan system will be carried on from the following three aspects.

a) Scheme of easing tourists flow. Theoretically, the problem of easing tourists flow can be solved through cable cars, mini trains, wooden path, battery cars, aerial ropeways etc. But because of the special attraction of cable cars and mini trains, during real operation, tourists are most likely to choose the two. The maximum capability of cable cars is 800 people per hour; mini trains also have limited capability too. It will be a hidden danger if intensive tourists flow can not be eased as soon as possible. Therefore: (1) adding another route of mini trains can solve the problem. (2) adding another ecological mountain path to add one more choice for some tourists, so the flow can be eased to some extent, serving multiple purposes. (3) Extending Yansan Road, trying to choose zones where ecology can be restored easily to satisfy more self-riding tourists in their one-day tour, thus the rush hour of back tour can be eased. (4) Building up "Wind Line" like "Happy Line" , the traffic line traveling around the resort, which is a theoretical design of dispersion of tourists, and to be considered with terrain, geology, soil, etc., in OCT, East.

b) Processing scheme for environment stress caused by intensive tourists. Presently 5-star hotels have been built up in the park. Once divisions, damages and pushes happen to tourist resources, there will be less attraction. Thus, designing ecological hotels which bares recycling characteristics is the first choice for holiday accommodation infrastructures.

c) Design scheme of entrances setting and ticket system follow-up. Some types of ticket business can be set up. For example: independent ticket system in 3 parks, or twosome mixed ticket price system. Knight Valley is mainly for recreation, while Tea Stream Valley for holidays, so the two has many mutual complements. Wind Valley is a mountain sports park for which membership system is suitable. These designs are good for tourists to choose the traveling routes self-directedly. More entrances can be added at these places: Interlaken, Tea Stream Valley, the south of golf course in Wind Valley, the connection of cable car station and mini train station, and so on.

The setting up of the EI eco-protection and restoration systems in OCT East aided with management scheme system can deal with ecological and environmental problems in long term, improve natural service functions in resorts in an all-around way, and save investment of management and maintenance greatly. Ultimately, the safety and health of natural ecological system will be guaranteed, the community around and even Shenzhen residents will get sustainable natural and ecological service, then EI will lead to change of regional spatial and pattern, and is a base of setting up ecological function region.

4. Conclusion

Through abundant data collection, field survey and empirical analysis, based on EI theory, the probes into the practical problem of the application of EI theory in the process of natural and ecological protection and restoration in OCT East which carries much human impacts. Under the guidance of landscape ecology, the authors discuss the application of EI theory in OCT East from microcosmic level and macroscopic level: i. Discussing the functions and characteristics of microcosmic EI individual in different parks; ii. On this base, the authors set up an ecological protection and restoration network system which bears EI stem, branches and leaves. Finally, taking park management scheme as an auxiliary and emergent decision basis will help to protect the natural ecological environment of the scenic spots and community around, and help to offer ecological services continually and steadily. Although the scenic spot of OCT East has been developed in the region with favorable resources and under government's guidance, the application of EI theory in the design of ecologization will be a guidance in future eco-tourism development. The creative mode of environmental protection promotion, recycling, energy saving and so on in the OCT East will bring more obvious demonstration effects to the national eco-tourism demonstration plot.

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The Perceived Impacts of 2008 Beijing Olympic Games on Tianjin Tourism Industry : A Qualitative Approach

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Abstract

The impacts of the Olympic Games on the tourism industry of the hosting cities are far-reaching and they have often been stated in the literature. This study took a qualitative approach to the analysis of the 2008 Olympic Games' effects on the tourism industry in Tianjin, the co-hosting city. The qualitative method employed by a personal interviewing process of 60 managerial personnel from Tianjin hospitality and tourism sector. A "Strengths, Weaknesses, Opportunities, and Threats" (SWOT) analysis was adopted as the complementary method to obtain the findings. The results revealed that the Olympic Games had the potential to renovate and improve the city's image and increase awareness of the city of Tianjin.

Keywords : Olympics, destination image, economic growth, policy

Introduction

The contributions of international tourism have stimulated tremendous economic opportunities and increased tourist flows in China (Jang, Yu & Pearson, 2003). With the announcement in 2001 that China would be the site of the 2008 Olympic Games, with Beijing, the capital as host city, the tourism industry was poised to experience a historic impact generated by the Olympics. A large number of research studies have been conducted targeting the impacts on the tourism industry in the host Olympic cities in the past decades. This study involved empirical research on the impact of the Beijing Olympic Games on a co-hosting city - Tianjin. Tianjin is one of the largest coastal cities in northern China, and because of its relatively short distance from Beijing, it has a location of advantage for the Olympic Games. The city, whose name translates to "emperor's ford" - or the point where the Son of Heaven once forded the river - also had been selected as the center for China's exponential economic growth by the Central Government in this era. Thus, this study considered whether Tianjin tourism would benefit by co-hosting the Olympic Games. Three main research purposes of this study were to: (1) investigate if Tianjin tourism and hospitality industries would experience increased tourism or general developments due to the impacts of the 2008 Beijing Olympic Games; (2) determine the location of advantages and economic potentials that would make Tianjin stand out by co-hosting the Olympic Games; and (3) investigate if there was a perceived difference in the city of Tianjin's business growths among the managerial individuals and decision makers.

Literature Review

Image Components

Lee, Lee, & Lee (2005) stated the important roles of variety of activities on visitors' destination selections while Crompton (1979) reported that visitors were attracted to places by the image components of destinations including perceptions, impressions, and expectations. Arguments among researchers have been reported in the areas of the formations of individuals' perceptions of destination image (Gunn, 1972) and relationships between the attributes and impressions (Echtner & Ritchie, 1993; 2003). While destinations do own diverse attributes and present various characteristics, many researchers (Sonmez & Sirakaya, 2002; Ryan & Cave, 2005) studied what factors impacted a destination's image over the decades (Pike & Ryan, 2004).

City Re-image. Smith (2005a) pointed out that the enhancements in the economic, cultural, and political value of a city's image served as the core objective of a city's reimaging. Sport initiative strategies adopted in a city reimaging processes were cited as useful tools for many cities to gain favorable images to enhance their tourism development effectively (Smith, 2005b). Numerous sports events throughout a region or country provide precious opportunities for each individual city to market and brand its images from cultural perspectives (Smith, 2006). It is essential for the municipal government to recognize the specific aspects of the destination image needed to be influenced (Chalip & Green, 2001). History has shown that the benefits of Olympics' hosting cities had achieved were rooted not only in the global city's image enhancement but also in additional international tourist's visits and investments (Whitson, 2004).

Olympic Impacts

Impacts on Host Cities. Many hosting cities were able to obtain global position and reputation through the media exhibitions before and during the Olympic Games. The increased multi-dimensional global networking, improvement of city infrastructures (O'Brien, 2006), a greater city image (Hall, 1987), more positive tourism revenues (Chalkley & Essex, 1999; Essex & Chalkley, 1998), a recognized world tourism destination identity (Zeng & Luo, 2008), and business investment opportunities (Singh & Hu, 2008) have been categorized as significant impacts generated b the Olympic Games.

Previous Olympic Games Impacts. Because of the impacts of Olympic Games on various tourism opportunities in Seoul (Ahn & Ahmed ,1994), a series of hosting city's improvements (Essex & Chalkley, 1998) have stimulated the numbers of Korean inbound tourism and the country's outbound tourism flows. Barcelona has also been impacted positively by the Olympic Games in terms of its popularity as a favorite tourism destination regionally and globally. The event attracted three billion people globally and has provided the opportunities to transform the image of Barcelona and generate changing perceptions among its own residents (Essex & Chalkley, 1998; Zhao, 2005). In 2000, the Olympic Games has pushed Australia's tourism industry to achieve an increase in development through the dynamic city image, enormous economy enhancement, and increased visitations. (Hede, 2005; Madden, 2002; O'Brien, 2006; Waitt, 1999; Zhao, 2005; Zhang & Zhao, 2007).

Beyond the Cities' Stories

While previous studies focused on the impacts of the Olympic Games on the main hosting cities, the uniqueness of this study aimed to study the impacts of the Olympic Games on Tianjin, a supportive city during the 2008 Olympic Games. Readers are referred to Yu and Chen (2010), a study that has detailed the stories of Tianjin and Beijing and investigated the relationships and conflicts between the two cities from historical perspectives. In the following section, we would like to introduce the importance of the China's "Open-door Policy" that concentrated on foreign trade business development and foreign direct investment attractions. The coastal areas were the places that turned their goals into reality because of the preferential policy.

The preferential policies from the government and the stabilized Foreign Direct Investments (FDI) contributed to rapid economic developments in the Pearl River Delta and Yangtze River Delta in China (Zhao & Zhang, 2007). FDI served as the core mechanism for Chinese economy growth over many decades. The motivations driven by the foreign investors to invest in China were rooted in the conveniences of exporting and the manufacturing capacities. The coastal area, the Yangtze River Delta (YRD), was chosen as the first experimental zone to enjoy the beneficial policies and institutional systems from the central government which began in the late 1980's. The changes in the institutional environment drew significant foreign direct investments into this area as global investors targeted China for their business expansion. Through the last two decades of development, YRD accounted for one fifth of the national GDP of China (Tuan & Ng, 2007). The prosperous economy provided a stable platform for the sustained development of the tourism industry in that area. Another coastal area, the Bohai Rim Region, with the core city of Tianjin, was selected as the third development growth area of China's economic expansion and investment. The tourism industries of Tianjin were to be positively influenced because of the economic developing potentials. These economic developments priorities served as the governmental backdrop for urban tourism investment. Each area was prompted to fully understand the strengths, weaknesses, opportunities, and threats (SWOT) of tourism as the investment have progressed.

Research Mehod

Methodology

Based upon the exploratory nature of the study, there were very few articles in the literature investigating the Olympics impact on Tianjin tourism industry, the qualitative method of in-depth interviews was employed in this study. This approach works better than other methods since it is useful to discover the information under the tourism phenomenon. A semi-structure questionnaire was utilized for the interview. All the questions in the semi-structured questionnaire were designed based upon the theme of the research objectives. Comparing the structured in-depth interview and the free focus group interview, the method of semi-structured individual interview is more advantageous as it allows the investigator to obtain rich information from the interviewees during the limited time frame (Smith, 2006; May, 1997).

The questionnaire for this study was developed originally in English. Since the survey would be used in China and the participants would be Chinese, the English questionnaire was translated into Chinese by an English and Chinese language professional. In order to ensure the reliability of the survey, another expert in both languages translated the Chinese questionnaire back into English. Modifications on wording and ambiguous terms were carried out accordingly.

The survey questionnaire included five sections: (1) Tianjin city identity and tourism industries; (2) impacts of 2008 Beijing Olympic Games on Tianjin tourism industries; (3) the relationship of tourism industries in Tianjin and Beijing; (4) expectations about the future development of Tianjin tourism industries; and (5) demographic information. Face-to-face in-depth interviews were conducted during the months of May and June 2007 in Tianjin, China. As the natural setting plays a significant role in the qualitative method of interviewing, all the interviews were carried out in the offices of the participants, who comprised the managerial staff in the tourism industries. All of the interviews were audio-recorded and lasted from 30 to 90 minutes. The researcher of this study implemented all the sixty interviews, took the brief notes during the interview and wrote down the summarized details after the interview. All the raw data collected were in the Chinese language. Before conducting the data analysis, the researcher first transcribed the original audio data into paper notes, and the notes were translated into English. A certified Chinese-English language specialist was employed to translate the Chinese transcripts into English for equivalence proofing. When the data checking process was finished, the modified English data were ready for the further analysis.

The study population included managerial personnel engaged in the institutions of tourism authorities, hotel and lodging companies, restaurants, travel agencies, and visitor attractions in Tianjin. Managerial officers were invited to participate in this study because they had sufficient field experiences, insightful outlooks on the trends of the tourism business, and held decision-making roles in the tourism industry. Their perspectives were vital for the investigators to obtain a better overview of the interactions between the Olympics and the Tianjin tourism industry. Two officers from the Tianjin tourism management bureau were invited to participate in the study since the tourism industry in China was characterized as a government-oriented business. The final sample comprised 60 individuals, including policy decision makers, managers, and directors from hotels (21.7 percent), restaurants (10 percent), tour companies (23.3 percent), tourism authorities (3.3 percent) and attractions (41.7 percent).

Results and Findings

The mean age of the sample was 36.3 years old with the range from 21 to 60. Fifty-five percent of the participants were male. The respondents had working experiences in their particular fields for 11 years on average and the mean of the time they hold the current positions was 5.5 years.

Tianjin Images

The respondents had difficulty when they were asked to define the city image of Tianjin. Most held blurry holistic images varying from "seaport city" to "light industrial city" or "synthesized city". Some indicated that the city image of Tianjin was related to the characterized local folklores, famous local snacks, and the Haihe River. Interviewee 23 better explained Tianjin's image attributes compared with other two municipalities of China: Beijing and Shanghai.

"The city image of Beijing combined the elements of the Great Wall and the global city Shanghai delivered the image of the Bond and

the world economic center, and Tianjin's image was mainly based on the folklores (plebeian) and the light industrial city. However, the people's awareness of Tianjin was far behind the other two cities."

Nearly all the managerial interviewees concluded that an increase of city awareness would be grounded in the dynamic strategies of city positioning and marketing from the government. Most interviewees showed positive attitudes towards Tianjin's current image positioning plan mapped out by the China Central Government: Tianjin would be a city with the image of *"international seaport city, economic center of north China and ecological city."* The dynamic positioning appropriately combined the strengths and opportunities of Tianjin, which was strongly supported by the participants. The interviewees also indicated that Tianjin had not been recognized as a tourism destination in China (76 percent of respondents) indicated this response or in the world (97 percent of respondents). Tianjin's city image was typically based on the industrial or commercial constituents without the consideration of tourism. Sixty percent of the respondents from travel companies indicated that Tianjin should not be regarded as a destination for inbound tourism, but a destination for outbound tourism. The awareness of Tianjin was rather low on the minds of the national and world tourists. Nevertheless, half of the respondents expressed their confidence that Tianjin was a city at the cutting edge of experiencing robust economic changes and would transform into a tourism destination fostered by its evolving potential.

The Olympics Impact on Tianjin Tourism Industry

In this study, 95 percent of the respondents indicated that the 2008 Beijing Olympics would have favorable impacts on the Tianjin tourism industries. Listed below are perceptions expressed by managers from the fields of catering, lodging, travel agencies, and attractions.

Catering. The Olympics would significantly increase the Tianjin catering industry with improvement of the sanitation situation and an increase in selling prices of catering services. The Olympic Games had been perceived to bring positive influences to the tourism industry since the city's in-process constructions of tourism attractions would drive more visitors into Tianjin.

Hotel/lodging. Managers from the hotel/lodging industry unanimously showed positive attitudes toward the Olympics' impacts on the Tianjin's tourism industry. Their concerns were concentrated on the reception capacities and capabilities expansion when Tianjin held the mega-events related to the Olympic Games. The respondents indicated their belief that they also felt hotel/lodging business would experience a surge during the Olympics. The Olympics would train and equip Tianjin tourism stakeholders to be familiar with the experiences of hosting mega-events and give Tianjin the capability to successfully bid other mega-events. The Olympics would push tourism practitioners to improve their service quality because of the severe competition generated from the markets and increased governmental pressures from administrations. Eventually respondents believe that visitors and perceived repeat visitors would come back to Tianjin as a result of the Olympic effect. Although pleased by the perceived business boom, the managers were concerned about the direction of the hotel/lodging business after the Olympics. The great increase in new hotels spurred by the Games would make the market competition more intensified afterward.

Travel company/agent. The respondents from this group of professionals indicated the following. The Tianjin tourism industry would experience great favorable impacts from the Olympic Games. This mega-event would be a great impetus for Tianjin to enhance the city image, attract potential visitors, and improve the civic quality. When the respondents in tour companies were asked the perceptions of the Olympics' impacts on their businesses, 21 percent of these interviewees said there would be no significant benefits from the Olympics, especially during the Olympics period. Possible reasons for the response included their attention to the institutional management from the government. The central and local governments would stipulate a series of temporary supervising policies on the businesses of hotels, catering, and transportation during the Olympics, which would greatly influence and / or restrict the performance of tour companies in the normal business deployment. They emphasized that hotel and catering industries would experience a surge during the Games.

Visitor attractions. Interviewees in this sector considered the city image and identity improvements as the most favorable impacts resulting from the Olympics. The Olympics would generate an opportunity for Tianjin to promote its city identity and rebuild the city image. Seventy-seven percent of the interviewees working in visitor attraction fields identified positive attitudes toward the outcomes of the Tianjin tourism industry after the Olympics. Other interviewees kept conservative perceptions in the evaluation of the Olympics' impacts on the Tianjin tourism industry. The policy support from the Tianjin Government and tourism authorities was the first priority they emphasized, while future developments of the Tianjin tourism industry were considered. As interviewee 38 mentioned: *"The flow-in population and the cash flow will reach to the climax during the Olympics with the powerful 'explosion.' However, the aftermath impacts on the tourism would depend on the government planning and support." Interviewee 58 said: "Till now, the effective marketing and promotion strategies from the government had not been perceived on the market yet and the conservative attitudes toward the perceived positive impacts from the Olympics on the Tianjin tourism should be taken as well."*

Relationship on Tourism Industry between Tianjin and Beijing

Daniels (2007) pointed out that the periphery cities or places of the mega sports events should establish a close "partner" relationship with the hosting city by strategically combining the resources, funds, and opportunities in achieving the goals of increment or benefits from the events. Sixty-eight percent of the respondents mentioned that the location affinity between Tianjin and Beijing was an advantage for Tianjin tourism developments and only 13.3 percent of the interviewees regarded it as a disadvantage. A complementary relationship based on the advantages was mentioned by 95 percent of the interviewees when they were asked to predict the relationship between Tianjin and Beijing after the Olympics in terms of tourism importance. Tianjin and Beijing were perceived to develop a closer relationship in the tourism industry. The information obtained from the officer (interviewee 41) of the Tianjin Tourism Bureau gave a clear scenario in summarizing the relationship of Tianjin and Beijing in terms of the Olympic effects. He said: "Tianjin was the largest and nearest city to Beijing. *The convenient and well-developed transportation system made Tianjin and Beijing depend on each other more than before by taking advantages of their strengths mutually during the Olympics. Beijing would rely on Tianjin's facilities of hotel, catering, and transportation for releasing the capacity pressure, and Tianjin would employ the Olympics as an opportunity in targeting Beijing tourists to market Tianjin tourism. The future relationship between the two cities would be strengthened with complementation on advantages. The future positioning of Beijing differentiated from that of Tianjin since Beijing would focus on the political and cultural characteristics and Tianjin would mainly concentrate on the economic developments. There would be few opportunities for the two cities to face the competition situation."*

Policy Importance on the Development of Tianjin Tourism Industry

China's central government confirmed that the country's third economic exponential growth, following the Peal River Delta (PRD) and the Yangtz River Delta (YRD), would be in the Bohai Rim Region (BRR) that is concentrated in the Tianjin Binhai New Area. All but one of the respondents held expectations about Tianjin's future economic development and tourism growth. The preferential policy would bring positive publicity and foreign direct investments to Tianjin, and more business tourists would be driven to Tianjin by the economic growth as well. When the interviewees answered the question about how they would anticipate the future development of Tianjin tourism, most indicated that future development of the Tianjin tourism industry would be based mainly on the policy supports from the government and tourism authorities. Without the policy supports and robust planning strategies, it would be difficult for Tianjin tourism to achieve sustainable development after the Olympics. The interview with the officer of Tianjin authority bureau (interviewee 41) gave an informative outlook regarding the concerns of the managerial personnel engaged in Tianjin tourism industries.

"The Tianjin Government and Tianjin Tourism Bureau had realized the importance of tourism industry and began to pay great attention to the tourism management and development. Tianjin would seize the opportunities of the Olympics to market and promote Tianjin in achieving the enhanced city awareness. Strategic plans on promoting Tianjin tourism industry in the Olympics period had been worked out. The slogan that Tianjin Tourism Bureau made out for branding Tianjin tourism was: 'Want to know more about the modern time history? Tianjin is the valuable destination for you to go!' The Tianjin Tourism Bureau motivated and supported Tianjin tourism stakeholders to collaborate with Beijing tourism practitioners. The cooperation scope covered Beijing, Hebei Province, and Shandong Province. Tianjin Government and tourism authorities were actively making good use of the Olympics for improving Tianjin tourism industry. The visitors to Tianjin before and during the Olympics periods may be less than the aftermath of the event due to the transportation restrictions during the game period. However, the Tianjin Government anticipated that after the Olympics, in 2010, the inbound tourists would reach 85 million; the tourism industry would cover 6 percent of the total GDP of Tianjin, and the direct income generated from the tourism industry would amount to 240 million US dollars."

SWOT Analysis

A SWOT analysis had been adopted as an effective tool for strategic planning in business management due to its characteristics of user familiarity, ease of use, and handy accessibility. The SWOT approach has aided organizations in distinguishing internal factors (strengths and weaknesses) and external factors (opportunities and threats) of their business operations and helped them delineate practical strategies (Beebo & Prentice, 1997). SWOT also was categorized into favorable factors (strengths and opportunities) as well as the unfavorable factors (weaknesses and threats) by Valentin (2001). Although SWOT analysis had been employed widely in business because of its qualitative characteristics, it had the practical applications and implementation in public administration and development in city and region strategic planning including the application in tourism setting (Bryson & Einsweiler, 1988; Kotler, 1988; Bryson & Roaring, 1987).

The SWOT method normally targets the holistic analysis of the products; it has been criticized because of its probable non-objectivity (Beebo & Prentice, 1997). Despite the criticism, SWOT analysis can still work as a dynamic instrument in strategic planning, and what it delivered was far beyond making a simple checklist. For example, SWOT analysis results have helped develop insightful perceptions when items are weighted and valuable factors included within the checklist format (Wheelen & Hunger, 1995; Weirich, 1982; Hill & Westbrook, 1997). The strategic planning obtained from the SWOT analysis led to actions for maintaining the strengths, clearing up the weaknesses, developing the opportunities, and alleviating the threats after utilizing the SWOT analysis approach in selected settings (Dealtry, 1992).

Tianjin shows great strength because of its closeness to the sea as well as the capital of China. Compatibility serves as the main theme for typifying Tianjin culture, such as Western and Chinese culture combined relics and North and South China merged customs. Tianjin possesses shaped tourism products; however, Tianjin's relevant stakeholders are weak in the marketing concepts and skills of turning the tourism products into tourism commodities. The blurry city image of Tianjin can be ascribed to a great paucity in dynamic city positioning strategies from relevant departments. The current operation mechanism of the Tianjin tourism industry makes it difficult for Tianjin to meet the fast changing market impacts of tourism. However, since the initial stage that Tianjin currently is in, there is potential for the promising development of Tianjin's tourism industries. Since the fundamental infrastructure of tourism in Tianjin has been well established, the tourism industry can make the city an attractive destination, and tourism marketers and investors can expand their business into the Northern China (Table 1).

Table 1.
Reported Top 5 Factors of SWOT Analysis

Strengths
The location
Affinity location with Beijing
Traditional & localized Tianjin food (snacks & sea food)
Ample traditional Tianjin folklores
Human landscapes (typical multi-country stylish architectures)
Weaknesses
Shortage in historical relics and natural resources
Great lacks in tourism resources integration and stakeholders' collaboration
Low city awareness
Shortage in tourism resource's development
Sluggish economic development in the past 2 decades and tourism industry was neglected by the previous city administration
Opportunities
The 2008 Beijing Olympic Games
The economy beneficial policy from China central government on Tianjin Binhai New Area (BHNA)
The overall service quality will be greatly improved due the effects of the Games
Quick developments of city construction and transportation facilities (airport & railway station)
The limited accommodating capacity of Beijing
Threats
Inconsistent supports from the government to tourism industry in terms of policy planning, implementing and marketing
Perceptions and attitudes of the authorities toward the long-term development of tourism industry
No-robust correlation between tourism practitioners and catering industry
No beneficial strategies from lodging or catering sectors targeting the tour companies which barriers the tourism industry
Severe competition between national and international tour operating companies (the perceived business acquisition)

Conclusions and Implications

The result of the study showed that stakeholders engaged in the tourism industry fall far short of collaboration amongst each other. No robust mechanism exists among catering, lodging, and tour companies, which severely limits the development of the Tianjin tourism industry. The government or authorities should develop strategic plans to supervise and motivate tourism practitioners to achieve a "double-win" result. Tourism stakeholders or practitioners should be directed by the city government or tourism authorities to develop new business fields, consolidating complimentary resources and obtaining the collective benefits (Sheehan, Ritchie, & Hudson, 2007). The over-dispersed visitor attractions present another barrier for Tianjin tourism industry development. Tourism authorities or tourism marketers should develop travel tours by considering complete resource integration. Effective master planning plays a critical role in tourism management and development since it would cover the segments of tourist attractions, infrastructure, service facilities, promotion and marketing, human resources management, and environment management (Lai, Li, & Feng, 2006). An effective communication system between the tourism authorities and the practitioners should be developed in tourism planning. A significant gap perceived from the study is that tourism practitioners have no clear idea what are the proactive strategies and goals made by the relevant tourism authorities. The government should create more types of channels (communication) to have their plans known by the tourism business practitioners as well as the local residents.

The relationship between Tianjin and Beijing is an interesting topic for further research. Beijing, as the capital of China, has enjoyed being recognized with city awareness nationally and internationally. The Olympic Games were another stimulant to the strengthening of Beijing's city image globally. Historically treated as the back garden of Beijing, Tianjin is the prior day-trip destination for Beijing residents to shop, dine, and travel. Beijing tourists account for the dominant share of tourists of Tianjin. The Beijing tourism market also tends to be at a mature stage, while Tianjin is just in the initial stage for tourism development and potential growth. It will take time for Tianjin to compete with Beijing in terms of tourism power. In the current situation, the positioning of Tianjin as a complementary and corporative partner with Beijing would be a wise choice. According to the Chinese central government's positioning of Beijing and Tianjin, Tianjin will be developed into an economic center in northern China and Beijing will continue to be the political and cultural center, based on the city's functionalities and strengths.

This study provides sound information for Tianjin tourism authorities and tourism strategist when they establish policies or plans for the future development of the Tianjin tourism industry. A potential market is available for business investors and tourism developers who plan to seek business expansions in China. The Olympic Games were perceived to greatly impact Tianjin tourism and the city's enhancement, foreign investment increase, and economic developments. The positioning of tourism in the economy as a growth engine and the government revenue attracted from this sector has brought more governmental attention to the importance of tourism. By observing the actions the Tianjin Government took and the tourism industry progress achieved during the past several years, the Tianjin tourism industry is perceived to have a sustainable and promising growth in the future.

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Drawing Global Tourism The Spatio-Temporal Dimensions

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Abstract

This study contributes to the existing literature on tourism and globalization. Through the analysis of globalization theory, it highlights the different understandings of the concept of globalization and their methodological implications. The paper presents an innovative methodology and a series of tools to be used in the examination both of the impact and the evolution of globalization forces in tourism. The proposal of a spatio-temporal model based on the transformationalist approach (Held, McGrew, Goldblatt, and Perraton 1999) and on tourism theory is developed. The model allows a formalized examination of globalization processes in tourism. The quantification of the tourism activities and their analysis through the tools proposed may permit tourism researchers and professionals to monitor the impact and evolution of globalization forces of a tourism related activity. The transformationalist understanding of globalization presented offers a new complex and multidimensional landscape for the research of globalization and tourism.

Keywords: Globalization theory, Tourism Theory, methodology, Transformationalism

Introduction

A German citizen, born in Turkey, who emigrated to Berlin during the 70s, books an airplane ticket to Majorca using the website of Easyjet (a regular carrier traded on the London Stock Exchange, founded and partially owned by a Cypriot businessman), and reserves a hotel room using his Visa credit card of the British Barclays Bank. The hotel is a beautiful rural hotel on the north coast of the island, owned by a couple of French restaurateurs, who now have their permanent residence there. By the actions of this German citizen, it is not only Germany and Spain that are in relation with each other. Not just two nations, but transnational realities related to identity, economy, technology, culture, etc, are all present in such an example. Globalizing is about taking a cup of coffee with a friend, discussing a favorite movie, buying Christmas presents in the nearest department store, switching on the television to hear the latest news, checking e-mails at work or preparing the next holiday. Daily decisions may affect people who live thousands of kilometers away and whom one has never seen nor will ever come to meet. Humanity is getting closer not only because there are more millions sharing the same planet than ever before, but also because there are more interactions with each other across national frontiers and continental barriers.

During the last decades globalization processes have changed the world and there is no realm of human action which has not become, in one way or another, transformed by such changes (Beck 2000; Bauman 1998; Held, McGrew, Goldblatt and Perraton 1999). Tourism is also increasingly globalized (Wang 2000). However, the study of what globalization is and what are the forces forming the global scene is still at a young theoretical stage (Urry 2003) and surprisingly undeveloped in tourism research (Hjalager 2007). The definitions, analyses and descriptions provided in this study are an attempt to structure and conceptualize globalization and the understanding of tourism in a global world. The purpose is to present a new and innovative method to examine the patterns of the evolving relationship between globalization processes and tourism. It does so by first examining the actual use of the term globalization in tourism research, secondly by introducing a conceptualization of globalization and tourism and finally by proposing a spatio-temporal model of analysis based on the "transformationalist" approach to globalization introduced in the work of Held et al. (1999), the tourism model developed by Jafari (1987) and the tourist gaze of Urry (2002).

A Transformation Model of Globalization and Tourism

In the 60s the term globalization had yet to be invented (in English) (Ghemawat 2001), and in just three decades it experienced an explosion of popularity. Globalization, could be heard in radio music programs, and read in sports journals and ladies' magazines. It became "in", and by the very expansion of its use seemed to prove its ability to describe the changes the people of the world society were experiencing. Debates of all kinds and at all levels were held to discuss if globalization was good or bad. The discussion regarding the meaning of the word transformed into an enormous transnational forum with two major groups, pro-globalization and anti-globalization (Bhagwati 2004). At the same time as the term was becoming popular, it became more and more institutionalized in academic circles. Many university courses changed their names to include the word globalization or used it in its adjective form "global". Scientific institutes were created and financed to devote their efforts to the study of such a phenomenon, postgraduate courses dedicated to the study of this issue grew like mushrooms across borders and became common in the universities of the whole planet.

The institutional recognition and the preference of the academic community for the topic of globalization can be seen in the academic production of books or articles on the topic. If in 1980 300 books on globalization appeared or articles were published, by the second half of the 90s, the annual publication rate exceeded 3,000 (Guillen 1999, cited in Ghemawat 2001: 2). According to Ghemawat (2001) if looked at these numbers "in stock rather than flow terms, interpolation and extrapolation suggest that about 1-2,000 such books or articles had been published by 1980, and 40,000 by 2000" (p. 2). The explosion in its use made it more and more difficult for the word globalization to be used as a proper analytic tool to analyze the changes of the world. At the same time, the scientific community devoted more effort than ever before in including this phenomenon as a part of the core knowledge of all social sciences and thus creating a paradoxical situation. So much had been said about its meaning and consequences at the beginning of the 21st century, that the contours of the term lost their shape and became extended and shadowed.

While globalization was becoming a world-hit, many tourism researchers had been focusing on the influence and relationship between globalization and tourism. Authors' different understandings of the phenomenon can be clarified by classifying them according to the three approaches method, namely; the hyperglobalist, the traditionalist and the transformationalist; a methodological analysis which appeared in the book of Held et al. (1999). The three approaches were identified by how they answer the five principal sets of arguments in the globalization debate, which are: conceptualization, causal dynamics, socio-economic consequences, implications for state power and governance, and historical trajectory. The idea behind this classification was not to give a thorough account of what every thinker has been saying about globalization, but to highlight not only the main trends but also the principal problems in the current literature on globalization (Held et al. 1999). Examples of how each one of the three approaches is to be found in tourism research are examined in the following paragraphs.

The hyperglobalist approach understands globalization as a particularity, or a singular condition. Their view of social change tends to be a linear one and, to this tendency, humanity is on a long journey and globalization is the next stop. Globalization is to be understood as a new époque in human history and the nation-states as the old structures of the last era (De la Dehesa 2000; Ohmae, cited in Held et al. 1999). In tourism research it is also possible to find this hyperglobalist position (Martorell 2002; Holjevac 2003; Brown 1998; Reid 2003; Sernau 2000; Sugiyarto, Blake and Sinclair 2003). For some hyperglobalizers the global market is a world of new opportunities and tourism will benefit greatly from such a development. The tourism industry is for them a force working in favor of a global market and a global society. It is the recipe for growth (Sugiyarto et al. 2003; Martorell 2002, Go and Ritchie 1990; Holjevac 2003). Globalization understood as a linear development appears also in Hjalager's proposal of stages development of the tourism industry (2007), a model that focuses mainly on the economic side of globalization and tourism. Other authors in tourism see the growth of the global tourism market and the birth of a global "harmonic" society, as a problem. They represent the negative hyperglobalizers. Tourists are as free as capital in the globalization era, not tied to the destination they visit (Schmidt cited in Wang 2000: 148). Besides, tourism is seen as a force of the homogenization of the world (Reid 2003) but also has a problematic relationship with tradition and place identity (Yeong and Santos 2005). The global civilization happens to be Western civilization becoming global as argued by Smeral (1998).

The traditionalist approach stands as a reaction to the hyperglobalist tendencies. They depart from the same conceptualization that the hyperglobalizers have of globalization. Globalization is conceived as a particularity and as the emergence of both a global market and a global civil society. Taking this conceptualization as good they accuse the hyperglobalizers of elaborating theories based on a series of myths (Hirst 1997; Krugman 1996). This approach in tourism research focuses on the key role of the nation state as the principal political agent and is to be seen in the conceptualizations of international tourism and globalization in the works of Vellas and Bécherel (1995), Morales and Mysyk (2004) and Aramberri (2001) and also in the common use, among tourism experts, of the word "international" instead of "global" when describing the expansion of world tourism. In much of tourism literature and research there is a preference for the use of the term "international tourism" and not "global tourism". For example in the comprehensive index of the Annals of Tourism Research (Xiao 2006) only 13 entries were placed under the item globalization, the first one dating from 1995. There were 123 entries under "international tourism". The word international appears again in another heading "international relations" and further more as a sub-heading in 10 other headings.

In the transformationalist account, globalization is responsible for the deep transformation of all the spheres of human activity at the beginning of the new century. In this respect the transformationalist thesis is not responding to a linear logic as it does not claim to know an ideal model of globalization nor the last stage of globalization. Compared to the hyperglobalizers, it does not understand globalization as a perfect global market or a global civilization, but on the other hand, this approach does not agree with the traditionalists in their statement that globalization is just a myth or global hysteria. The transformationalists share the conviction that the changes of contemporary economic, social, political aspects of the world are historically unprecedented (Held et al. 1999) and that such changes make global life today more complex than ever before. Globalization, according to the transformationalists approach, is understood as a process deep rooted in history and also as the face of late modernity which subsequently has a connection to tourism as a social phenomenon that is in itself an expression of modernity . This idea can be found in the works of Urry (2002) and Wang (2000). There are also other authors who present the understanding of non-linear methods as something fundamental in the study of complex systems (Farrel and Twining-Ward 2003; Milne and Ateljevic 2001). Reiser (2003) in his study of the Otago Peninsula makes a claim for the plural understanding of globalization as well as for a historical approach to the phenomenon. Besides, several authors have claimed the need of surpassing the everlasting dichotomy of local-global, particular-universal, we-others (Burns 2004; Brown 1998; Teo and Li 2003; Teo and Yeoh 1997; Chang, Milne, Fallon and Pohlmann 1996). Salazar (2005, 2006) makes use of the theoretical concept of "glocalization" (Robertson 1995), while Wood (2000) uses the feature of deterritorialization in his study on cruise tourism and Göymen (2000) analyses globalization challenges to the dynamics of nation-state policies in Turkey. These authors share with the transformationalists the use of new ways of understanding social change through glocalization (Robertson 1995), inclusive distinctions (Beck 2000), self-interpretation (Held 1997) and connexity (Mulgan 1998).

The literature review shows that, although during recent years many researchers have included the study of globalization in their analysis, there is not a complete systemic theoretical understanding of the term. Most contributions are a collection of views of different positions on globalization, a sum of theories and statements focusing on specific issues, and a common understanding of the phenomenon has not yet emerged from within the community of researchers in tourism. Hjalager argues that it is 'remarkable how little the literature has discussed the broader manifestations of globalization in tourism, and how limited interest has been in applying theory to the field' (2007: 439). The theoretical grounding proposed in this study is the transformationalist approach.

Globalization is to be understood as a process embedded in history, not a linear one but one that is uneven and that pulls societies in many directions. It is not a macro process coming from nowhere, but the evolving of modernity in the history of humanity. Globalization is in this respect not a particularity but a set of processes that forms the global scene. Any account of globalization relies on some kind of historical narrative (Held et al. 1999). Globalization refers to spatio-temporal processes of change that can be defined in the following way:

The concept of globalization implies first and foremost, a stretching of social, political and economic activities across frontiers such that events, decisions and activities in one region of the world can come to have significance for individuals and communities in distant regions of the world. In this sense, it embodies transregional interconnectedness, the widening reach of networks of social activity and power, and the possibility of action at distance (Held et al. 1999: 15).

Using a transformationalist understanding the tourist can be conceptualized as *the reflexive knowledgeable person moving out of its ordinary space for a relatively short period and reincorporating him/ herself again in the ordinary space.* The ordinary is what the tourist reflexively understands as her/his "home", the relatively short period is a reflexive variable that may change throughout history. The World Tourism Organization has established a time frame with a minimum of 24 hours and a maximum of 12 months, but this again is a historically rooted consensus and it is open to discussion and change. Furthermore tourism is defined as follows: *Tourism is the broad world of all the economical, social, cultural and political interactions created by, for and through the tourists.*

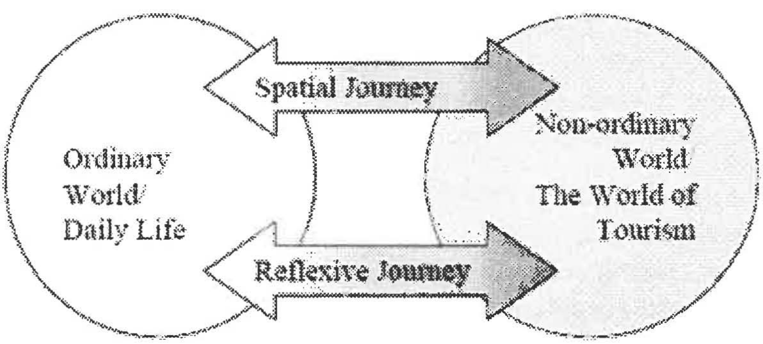
The following pages present a descriptive spatio-temporal model of globalization and tourism. The methodology of the study is supported by various theoretical and scientific sources in tourism and globalization. It combines the theoretical analysis of globalization processes as presented by the transformationalist tradition in social sciences (Held et al. 1999) and the conceptualization of tourism as presented in Jafari's tourism model (1987) and in Urry's tourism gaze (2002). This connection makes it possible to establish a clearer landscape of globalization as forces acting in society as well as placing tourism in this global scene. Here, tourism is conceptualized as a part of the spatio-temporal dimensions of the world society of multiple human interactions, in this way different patterns of thick, thin, wide or deep globalization in tourism are presented in the following pages. The formulation of the model is qualitative and descriptive and it is represented through geometrical figures and tables.

The World of Tourism

Today's global world embodies all types of human interactions and interconnections, while the tourism world embodies the part of all types of human interactions and interconnections of tourism. As the human interactions at the local level, those billions of interactions that form the global scene do not necessarily create any order, not any center of power or rule of law and in fact may as well be described as a paradoxical complexity (Urry 2003). The global level can be fulfilled by conflict, war, fragmentation, standardization, global regulations, associations, all at the same time. This social science analysis is related to the "comprehensive tourism system" advocated in the research of Farrell and Twinning-Ward (2003) and the global theories of Urry (2003). The relation of the interrelated parts of the system is not an example of rational casualty and equilibrium. In many cases the part, in this case tourism and its globalization processes, can display "unpredictable behavior, constantly evolving, and in general not amenable to analysis by orthodox, linear, deterministic science" (Farrell and Twinning-Ward 2003: 276). In this sense, the tourism world on one hand appears independent because it has its own identity, but on the other hand adaptative because it has the capacity to evolve and adjust according to the global realities surrounding it. Making use of the terminology of Urry (2003), the relation of the tourism world to the global can be characterized as co-constitutive. The thesis of complex adaptative systems is mainly inspired by the evolution in physical sciences, nonetheless, other theories related to complexity such as chaos theory, game theory and the relevance of risk have been developed in social sciences, as in the theory of the "risk society" of Beck (2000: 122).

The analytical frame makes it possible to divide this globality into specific worlds or sub-worlds; the economic global world, the political global world, the cultural global world, etc. The classifications are not meant to be locked or exclusive, they are co-constitutive and relational (Bremmen cited in Urry 2003: 44). Metaphorically the different worlds can be described as different liquids interacting with each other, where is it possible to find blurred boundaries and unclear classifications. This model can be developed into several multiple dimensional figures, in fact as many as the different classifications that may be made on the totality of the human interactions. In this sense, it is important to stress the embracing of complexity related to the analysis of globalization processes.

The model of Jafari (1987) and the theory of the tourism gaze (Urry 2002) have been adapted for the representation of the human interactions in tourism. Two dimensions (ordinary/non-ordinary) and five different components structure proposal of Jafari: corporation (conditions related to the motivation for traveling), emancipation (transformation process into becoming a tourist), animation (being a tourist), repatriation (transformation process out of life as tourist), incorporation (the touristic flow being incorporated into the inner zone). Each of these components can be developed as a myriad of different interactions; economic, social, political, cultural etc, that give life to each part of the process of going in and out of touristhood. This model provides insight on the tourism experience from the point view of the tourist as subject. Besides, according to Urry (2002) the tourism world consists of some social practices with nine specific characteristics which are described as tourism. These specifics are: tourism is a leisure activity which presupposes its opposite, organized work; it involves personal mobility through space and periods of stay in a new place, the intention of returning home after the stay and the existence of places gazed upon which are a contrast to work, it is a mass activity which needs mass provision; the election of place is determined by anticipation of pleasure and by being separated from everyday experience; tourism involves the construction and collection of signs and the existence of professionals developing ever new elements of the tourism gaze. The tourism gaze is presented as a contrast to the routines and practices of everyday life and the 'normal society' (Urry 2002: 2). In this sense, according to Urry, the ordinary it is not to be considered a dimension of tourism. The ordinary represents the antithesis; the world of no-tourism. Tourism implies a spatial journey (being in a non-ordinary place) and a reflexive and mental journey (not feeling at home/not being part of daily life). The world of tourism begins to unfold as these reflexive and spatial journeys evolve.



Tourism as a world of social practices and interactions and as an endogenous part of the all evolving globality can have a development characterized by a convergent situation of behavior or as a non-convergent behavior. Both tendencies may also co-exist while complexity and paradoxes may also be defining the tourism world in its interrelation with the global reality. The tourism model and the tourist gaze explain what tourism is and how tourism happens, but its components, dimensions and characteristics do not identify when and to which extent globalization processes shape tourism, neither the patterns of globalization can be recognized. To enlighten this relationship the proposal examined in this paper combines these theoretical foundations with a renewed version of the spatio-temporal dimensions of global interactions which appeared in the work of Held et al. (1999).

The Spatio-temporal Model

In the study two main dimensions are considered: extensity and intensity. Extensity relates to the geographical dimension of the interactions, as well as to the number of people living in the different regions of the world that may be part of such interactions. Intensity relates to the number of interactions that take place, to the relevance of such interactions for the subject or to the number of socio-cultural, economical or political areas that are involved. More extensity makes globalization wider, more intensity deeper. For example, the extensity dimension of the use of the mobile phones will focus on the number of people who make use of this technology, as well as the spatial level of the phone calls (national, regional, interregional). Besides, the intensity dimension could consider issues as how many times a day people use the mobile phone, how important this tool is for their life and what specifically they use it for. The extensity and intensity development represented in this example can then be applied to the tourism world. These dimensions will then be considered in relation to tourism social practices. The intensity and extensity of tourists' use of cell phones during the different stages of their travel experience (emancipation, animation, repatriation, incorporation and corporation, (Jafari, 1987)) could be mapped. For example, the extensity dimension of the use of the mobile phone could examine how many tourists use it and if their calls are national, regional or interregional.

Furthermore, the intensity dimension could look at how many times, for which purposes and how relevant tourists consider the use of their mobile phone during their tourism experience.

The model allows to examine spatio-temporal patterns of globalization of a the activities of a specific node in a network, for example: one tourist in a group of tourists, one tourism information office in a group of offices, or the activities of a whole network; for example the globalization patterns of all the information offices of a given tourism destination. If the aim of the analysis was to examine the global spatio-temporal patterns of the customers of a network of tourism information offices, the extensity dimension could for example take into consideration the nationality of the customers which made use of the services of the organization (the more transnational or interregional customers, the wider the pattern) while the intensity dimension could be quantified in a variable, which indicated how relevant the service provided was to the given customer (the more relevant the service for the transnational or interregional customer, the stronger the pattern). The combination of the dimensions of the tourism world and the spatio-temporal dimensions have been classified in table 1, which adapts elements of the analysis of Jafari (1987), Urry (2002) and Held et al. (1999).

Table 1: The Tourism World and Globalization's Spatio-Temporal Dimensions

World	**Patterns**	**Systemic behaviour**	**Velocity of change**	**Possibility of cross border component**	**Impact**
Ordinary	High-low extensity High-low intensity	Convergent Antisystemic	High-low	High-low	High-mediu m-low
Non-ordinary	High-low extensity High-low intensity	Convergent Antisystemic	High-low	High-low	High-mediu m-low

As explained previously, the interactions forming the structure of globalization have to be, of necessity, interconnections or interactions crossing the national boundaries. Therefore and in order to identify this issue, apart from the extensity and intensity dimensions, the model also uses the cross-border component. This component has two spatial dimensions: *i-x* the national cross-border component coordinates and ir-xr, the interregional cross-border component coordinates. This helps to determine when the interaction includes crossing the spatial national or interregional border. In the analysis the concept 'interregional' refers to world regions' interconnections. The previous example on the use of mobile phones' calls shows interactions of which some may be within the national border, others crossing the national border, while others may refer to communication to another world region.

The explanation of the model's coordinates of the ordinary world is the following (see Figure 1): *i-x*, the national cross border component, ir-xr, the interregional cross border component, vertical axis "E" the extensity (quantity of population involved in each spatial level of interaction - national, regional, interregional-), horizontal axis "I" the intensity (a measure of how relevant of the interactions are). The area above the national cross-border component shows the pattern of globalization of interactions which take place by crossing the national border; the area above the interregional cross-border component shows the highest globalization level and the pattern of interactions which take place crossing world regions' borders; the area below the national cross-border component shows the pattern of interactions outside the processes of globalization. *The diagonal* time axis shows the specific moment in time in which the spatial pattern appears.

Furthermore, turning to the tourism world, this is specified as an area inside each one of the levels, national, international and interregional. Inside each level the axes represent the same dimensions of extensity and intensity as previously in the ordinary world. The upper level shows the pattern of globalization interactions of the tourism system with the interregional cross border component; the lower level, above the national cross-border component shows the pattern of interactions of the tourism system outside the processes of globalization. The forces of globalization can be considered those social, economic and political practices that enhance the enlargement of the extensity and intensity dimensions of transnational activities (those which include crossing a national or regional border).

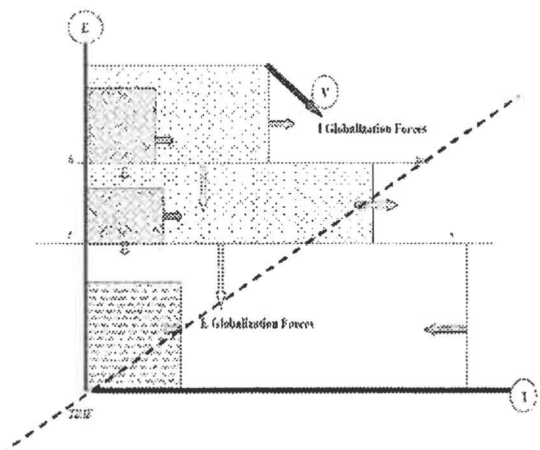
Finally, the other symbols which appear at the model are the following:

 Forces of globalization, extensity forces

 Forces of globalization, intensity forces

 Time

V: Globalization velocity

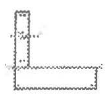
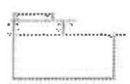
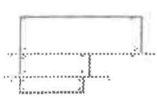


Medium intensity-Medium extensity

Figure 2. Spatio-Temporal Model: Equilibrium

Taking into account the spatio-temporal dimensions of globalization there are multiple relations and figures. For the sake of clarity the analytical approach of Held et al. (1999) has been adapted and developed into the following typology. Combining the different levels of high, medium, low extensity or intensity a total of five patterns is presented (see Table 2). The names of the typology are linked to the processes of change of the spatio-temporal patterns: *Equilibrium*; pattern of balanced globalization; medium extensity, medium intensity (see Figure 2); *Expansion*, pattern of wide globalization, high extensity, low intensity; *Contraction*; pattern of thin globalization, low intensity, low extensity; *Intensification*, pattern of deep globalization, high intensity, low extensity and the *Augmentation*, ordinary world with thick globalization; high intensity, high extensity. The tourism world spatio-temporal patterns of globalization can be classified through the same five distinct figures: balanced, wide, thin, wide and thick globalization.

Table 2: Typology of Globalization

Typology	Globalization	Spatio-temporal figure
Equilibrium	Balanced (medium extensity, medium intensity)	See Figure 2
Expansion	Wide (high extensity, low intensity)	
Contraction	Thin (low intensity, low extensity)	
Intensification	Deep (high intensity, low extensity)	
Augmentation	Thick (high intensity, high extensity)	

If in a social activity of ordinary world there is a pattern of thick globalization and in the social activity in tourism there is a pattern of balanced or thin globalization, a non-coherent behavior appears. In such a situation there a low impact propensity of extensity and intensity globalization forces in tourism appears. On the contrary, if in the ordinary world there is a pattern of thin globalization and in tourism there is a pattern of thick globalization, it appears a situation of non-convergent behavior with high impact propensity of globalization forces in tourism. For example it is possible to study the use of mobile phones in a specific node, the students of a given university. If the use of mobile phones in their ordinary activities shows high extensity at the national spatial level and very low extensity at the regional and interregional levels, while the use of mobile phones in their tourism activities shows high extensity at the regional and interregional levels, then there is a situation of non-convergence with high impact of globalization forces in tourism. The time axis will indicate the date in which the spatial pattern appeared. Several different spatial patterns, which refer to different dates, can be placed on the diagonal axis. For example, the global spatio-temporal pattern of the books read by a group of tourism students in 1995, 2000 and 2005. In the example introduced in Figure 3 the time axis shows three spatial patterns; two with deep globalization and one with thick globalization, presenting a spatio-temporal evolution of intensification of globalization processes.

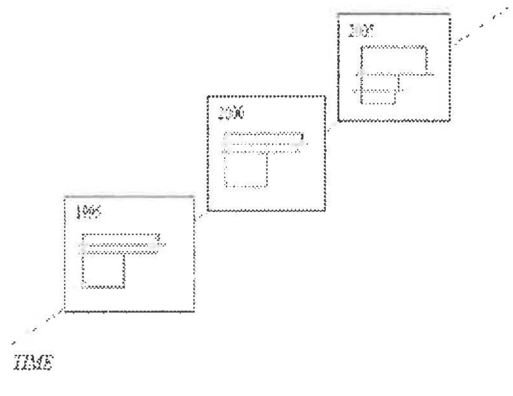


Figure 3: Temporal Evolution of Spatial Globalization Patterns

Combining the five patterns of globalization of the ordinary world and the five patterns of globalization of tourism, a total of 25 types of global spatio-temporal landscapes are obtained. 25 figures represent in a simplified way the possibilities of convergent/non-convergent behavior of tourism as well as its impact propensity. For example, it is possible with this model to analyze the social practice of reading of a tourist in comparison to those reading patterns that may appear in her daily life (ordinary world). If a citizen reads X books as part of her daily activities, and it is considered that the extensity dimension is related to the authorship of the book, the globalization pattern will appear by quantifying, how many books read by the citizen are written by nationals, how many are written by other nationalities of the same global region and how many are written by authors of other world regions. The more books read of authors from other nations and other world-regions, the higher global extensity. The more importance assigned to these books by the reader, the higher global intensity. The same enquiry can be made regarding his reading practices as tourist. The model by allowing the comparison between the globalization patterns of the ordinary world and those of the world of tourism can "reveal aspects of normal practices which might otherwise remain opaque" (Urry 2002: 2).

This model in a reduced version, only including the dimensions and parameters related to the tourism world can be used by the researcher which is not interested in making a comparative analysis between the tourism world and the ordinary world, but wants instead to focus only on the patterns of a specific tourism activity. This tourism focused version of the model can be seen in Figure 4.

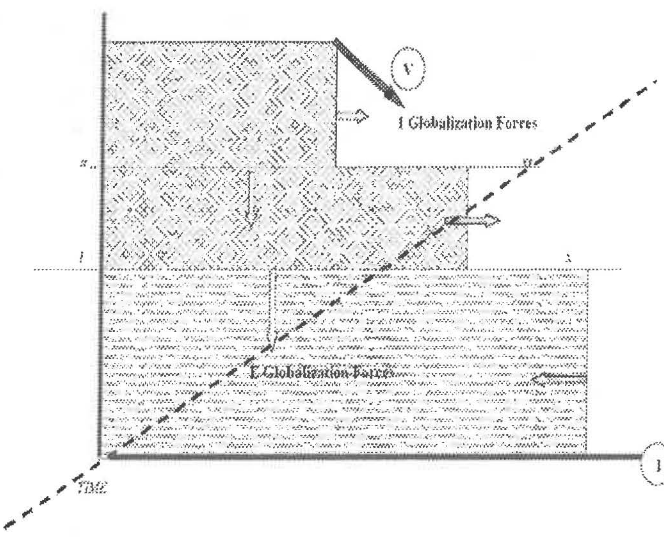


Figure 4 : A Tourism Node Spatio-Temporal Model: Equilibrium

The model allows a formalized examination of globalization processes in tourism. The quantification of the tourism activities and their analysis through the tools proposed may permit tourism researchers and professionals to monitor the impact and evolution of globalization forces of a tourism related activity in a specific node or a whole network. In this sense it aims to win insight and a more realistic and empirically based knowledge of tourism globalization.

Conclusion

Tourism and the conceptualization of the tourist are embodied in the history of ideas and of understandings, and this is reflected in the debate on globalization. The analysis presented in the previous pages understands tourism as part of this global scene. The purpose of this paper has been to contribute to the theoretical debate and to present a new and innovative method to examine the patterns of the evolving relationship between globalization and tourism through the development of a spatio-temporal model. This methodology does not claim to have the final answer to what globalization is nor to what globalization will become; it is an instrument to help to describe the reality of the world. Furthermore, by applying the transformationalist approach of globalization to the study of the tourism world, it provides a series of tools to be used in the qualitative as well as quantitative examination of the impact and the evolving of globalization forces. The typology presented shows that the possible interrelations between the two worlds obtained in the figures are multiple. If the spatio-temporal globalization pattern of tourism is the same or close to the spatio-temporal pattern of the ordinary world then tourism behavior is convergent. On the contrary, if the spatio-temporal globalization pattern of tourism is different to the one presented at the ordinary world then the relationship can be considered non-convergent. The degree of convergence also explains the degree impact propensity (high, medium, low) of the globalization forces in tourism.

In the spatio-temporal model of the global system the pattern of globalization; thick, thin, wide, etc. is always considered in relation to the pattern of the area of non-globalized interactions and interconnections. The relations in between are of a multidimensional and complex type. It may happen that it is the world of ordinary interactions as a whole that is getting thicker but not necessarily the globalization pattern. The same can be said in relation to the tourism spatio-temporal model. It may happen that the area of all the tourism interactions is getting thicker, while the globalization spatio-temporal pattern of tourism is a thin one. With the identification of the different globalization patterns of tourism through history, a proposal of multiple hypotheses regarding the historical forms of tourism globalization can be established and then tested.

The strength of the spatio-temporal model is that it allows hypothesis to be tested in a qualitative as well as in a quantitative way and provides a classification and analytical tool to map globalization processes in tourism. In addition it provides a holistic envisioning of tourism while avoiding narrower economist focus on globalization processes. The spatio-temporal dimensions mainly help to answer the question of what globalization patterns look like and other questions such as why does this pattern appear or which are the consequences of such a pattern need to be answered by the study of the organizational dimensions of globalization. This analysis will necessarily demand a further explanation of the internal processes of social inclusion and exclusion, power relations and technological as well as institutional features which help to enhance globalization forces. Although this task lies beyond the purpose of this paper, further research should focus on the examination of the organizational dimensions of globalization processes in tourism. The spatio-temporal and organizational dimensions of the transformationalist understanding of globalization presented here open up a new complex and multidimensional landscape for the research of globalization and tourism.

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Revenue Management Indicators and Performance Related Measures in the Hotel Industry

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Abstract

Revenue management indicators in the hotel industry, such as occupancy rate and revenue per available room, prove the effectiveness of this managerial method directly related to revenues and customers. The study also considers the hotel activity in terms of operating costs and correlates revenue management indicators to the operating efficiency ratio, evaluating the impact of revenue management on hotel profitability. For this purpose, a case study approach was used based on hotels located in North and Central Italy, and Sardinia. The research shows that there is a good correlation between the growth of operating efficiency ratio and revenue per available room during the period 2006-2009 and highlights that, on average, effective revenue management strategies on revenue per available room have a direct and positive influence on profitability.

Key words: Hotel industry, Revenue management indicators, Operating efficiency ratio, Hotel performance

Introduction

Revenue management (RM) has been widely researched in hospitality literature (Chiang, Chen and Xu 2007). Shoemaker and Gorin (2006) report RM as one of the issues most investigated in the field of hospitality. The method is considered a key tool for advantageously using the resources invested in capacity-constrained firms in the tourism sector (Donaghy, MacMahon and McDowell D. 1995; Godwin, Lieberman and Wilson 2000; Kimes 1989; Phillips 2005). Principally seen in airlines, hotels, cruise lines and car rental firms, the strategic approach bases its strength on consumer behaviour prediction, optimising unit of inventory availability and price, with the objective of maximising revenues and profitability. A number of case studies demonstrate the relationship between the managerial method and an increase in revenues in the tourism industry (Yeoman and McMahon-Beattie 2004).

The success of a revenue management system is expressed through a set of indicators (Kimes and Singh 2009; Whelan-Ryan 2000). Specifically, the hotel industry observes the effects of appropriate pricing policies applied to opportune market segments in terms of the occupancy rate - OR - and the measure of the revenue per available room - RevPAR.

These RM performance measures are strictly connected to the entity of revenues and customers. There is a need to combine this information with financial measures that consider the cost side of hotel operational activity, and thus the impact of RM on profitability.

The aim of the study is to ascertain the effectiveness of the revenue management system through the fundamental indicators of occupancy rate and revenue per available room, and the related effects on other performance measures adopted in management accounting systems, specifically the operating efficiency ratio - OER. For this purpose, a case study approach was used based on hotels located in Italian destinations well known in the tourism market. Interviews were conducted with hotel entrepreneurs and managers, and a questionnaire for key staff members to complete was delivered. In the case study, the revenue management practices of the hotels were analysed, considering also the effects on occupation and revenues, and on the operating efficiency ratio. As a result, the potential of revenue management in improving occupation, revenues and, consequently, profits in the hotel industry can be evaluated.

The article comprises the following sections. A literature review on RM indicators and hotel performance measures is presented in the next section. The third section provides the objective, the research questions and the methodology of the study. The fourth section is intended to give an overview of the hospitality business in an Italian context. The fifth section is focused on the case study and shows what emerged from the consideration of the impact of the revenue management system on hotel performance measures. Finally, the last section renders the conclusion.

Literature review

Hotel economic performance can be evaluated through different operational ratios. Some of these ratios can be utilized by the hotels which apply the revenue management system as revenue management indicators in order to estimate the impacts of the revenue management strategies on business results. The fundamental ratios for monitoring hotel performance in the revenue management system are the occupancy rate and the Revpar (Shoemaker 2003; Mainzer 2004).

The RevPAR, revenue per available room, is the measure of performance widely utilized in the hotel industry. The RevPAR can be calculated by dividing room revenue by the number of available rooms. It is a ratio that combines the average daily rate - ADR - and occupancy rate and, in fact, can be also calculated by multiplying the occupancy percentage by ADR (Cross et al. 2009).

In order to estimate the RevPAR different information has to be collected. Managers have to define the exact room supply volume. A satisfying indicator is the *number of room nights available*, calculated as the number of hotel bedrooms multiplied by the number of nights in a specific period. Frequently the hotel management, according to the Uniform System of Accounts for the Lodging Industry (American Hotel and Motel Association 2006), tends to exclude from the total stock of available rooms those which are allocated to employees, those which are not available for renting because they are under maintenance or seasonally closed rooms. With regard to seasonal hotels, the practice of excluding from the calculation the nights of the low season or the number of rooms closed in the low period is widespread. The obvious effect of this tendency is an alteration of the RevPAR calculated.

The indicator of the room demand volume is the *room nights sold*, calculated as the number of room nights rented during the period of observation.

The ratio of the number of room nights sold and room nights available, expressed as a percentage is the *room occupancy rate* (American Hotel and Motel Association 2006), which emphasizes the hotel capacity utilization and the room supply efficiency. It is clear that the misrepresentation of the two components of the ratio influences the validity of the index.

The *average daily* rate is the measure of room demand value and represents the average price of a hotel room, considering all type of rooms; single, double, suite, etc. (Schmigdall 1997). It is calculated as the ratio of the room revenues achieved, net of sales tax, in a specific period and the number of rooms sold in the same period. The greatest problem in defining this measure is the difficulty in separating room revenues from those generated by other services like breakfast and other meals, wellness services, etc. In fact, the room services and the linked revenues are frequently aggregated to the other services which form the hotel packages.

Slattery (2002) provides some principles in order to avoid these obstacles in defining a consistent measure of RevPAR. In order to limit the overestimation of the occupancy rate, it is opportune to consider the total room stock with no reduction of the number of rooms and nights available. In order to avoid a distortion of the average daily rate, it is recommended that the revenue generated by the room nights sold and the criteria for the disaggregation should be explicit. The other incomes should be reported separately.

The RevPAR is a combination of the average daily rate and the occupancy rate. Generally "a hotel may have a high paid occupancy percentage by sacrificing rate or a high ADR by sacrificing occupancy" (Schmidgall 1997: 14). The introduction of revenue management enables an increase in both indices. Revenue management can control the exchange between average rate and occupation (Orkin 1989). Through revenue management, a hotel can select the opportune mixture of the two variables, in order to maximize realized revenues. As Jones demonstrates through the analysis of some case studies, after the introduction of revenue management, hotel profits increase, with this improvement dependent prevalently on the opportune management of the average rate, rather than a significant growth in the occupancy rate (Jones 2000). In no case study does the improvement of one variable, the ADR for example, impact negatively on the other indicator, the occupancy rate.

RevPAR is an important operational indicator, but as it is evident, considers only revenue, totally disregarding issues concerning cost and profit. As Edgar (2000) points out, not all the combinations of occupancy rate and average daily rate produce the same positive effects on profitability. Different combinations of OR and ADR could produce the same RevPAR, but different levels of room servicing costs (Jones and Lockwood 1989). This means that a better utilization of the hotel capacity, highlighted by an improvement in the yearly occupancy rate, could imply additional costs and consequently could hide a remarkable reduction of profits. Managers should select the opportune mix of OR and ADR in order to obtain the maximization of profitability.

The study considers, together with the principal indicators of revenue management, the OR and the RevPAR, an index, and the operating efficiency ratio, which combines the revenues and costs.

The *operating efficiency ratio* - OER is a profitability ratio (Schmidgall and DeFranco 2004) largely used in financial analysis and performance measurement, quantifying the operating performance of a firm expressed as a percentage of sales. The index is developed according to rules introduced by the uniform system of accounts for the lodging industry (American Hotel and Motel Association 2006). Particularly, OER is calculated as the ratio between income before fixed charge and management fees, and revenues (Schmidgall, 1997). The income before fixed charges and management fees is calculated as revenues less operative costs excluding leases and other specific costs (McEvoy 1997; Schmidgall and DeFranco 2004).

McEvoy (1997: 60) describes the OER in this way: "The most widely recognized measure of overall operating performance is the operating efficiency ratio, which measures management's effectiveness in generating revenue and controlling operating expenses".

The combination of information on both RM indices and OER could also help to identify the authentic effectiveness of revenue management on the hotel economic results.

Methodology and research questions

The research aims to correlate some revenue management indices and hotel performance in terms of operating costs and revenues. The efficacy of the revenue management system is considered in a more general context embracing the cost side of hotel operations. An improvement in the hotel occupation modifies the cost structure of services offered and needs to be managed in order to benefit profits and performances.

A case study approach was used in the research process. This method permits the study of events in their real context (Yin 2009). In the research the hospitality industry sector in Italy is described and the effectiveness of revenue management practices is explored. These research questions were investigated: 1) Does RM improve prevalently revenues or more effectively profits too? 2) Is there any correlation between the growth of RevPAR and of OER (operating efficiency ratio)?

Different destinations were selected in Italy, considering their importance in the international tourism market. A number of hotels, representative for the investigation (Brymann and Bell 2007; Smith 2003), form the sample of the study. The hotels have been divided into classes related to the amount of annual revenues.

In the effort to answer the above mentioned research questions, a three step approach was followed, gathering both qualitative and quantitative data. In the first step stakeholders and managers of the selected hotels were met with to explain the research project and acquire general information about the hotel's characteristics. In the second step a questionnaire was delivered to hotel key informants to complete regarding general data about the hotel, and statements of income were collected. In the third step semi-structured interviews were conducted with the revenue managers regarding revenue management practices, hotel performance trend, demand data and market data.

4. An overview of the hospitality business in Italy

In 2010 about 44 million foreign people visited Italy for tourism and another 14 million for business or other reasons: a comparable result was reached only in 2007, before the economic crisis, but the characteristics of the demand have strongly changed. Some data can be useful to appreciate the new trend by a RM perspective (Istat 2010; RTBicocca 2010):

- the average daily expenses have reduced from 95.2 euros to 88.6 euros for person;

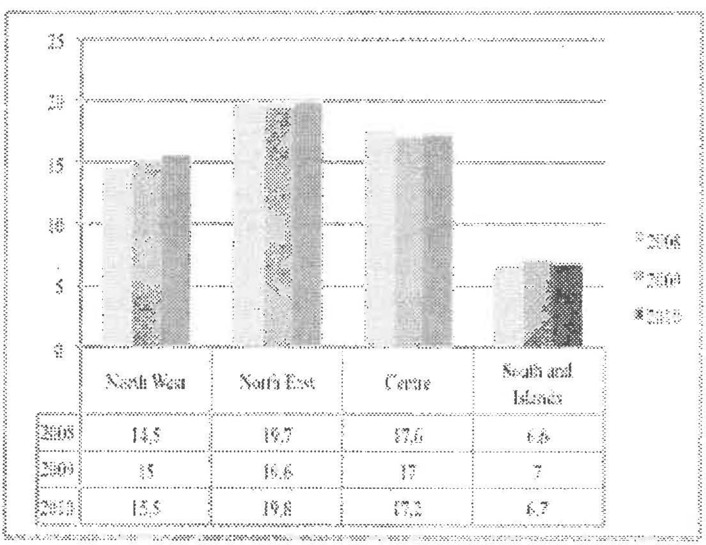
- European citizens, usually able to spend holidays in Italy, are looking for less expensive destinations, such as Spain and Croatia (in 2010: -6.1% from Germany, -5.7% from UK, -16.9% from The Netherlands, -1.8% from France);

- on the other hand, tourists from emerging countries are increasing (+37.7% Russia; +13.0% Eastern Europe), as well as from North America (+2.8% US; +9.8% Canada) and from Japan (+9.7%), despite the high exchange rates;

- in 2010 only 52% of tourists spent their holidays in a hotel (58% in 2006) with an increase in less expensive solutions, like hostels and camping.

Favorite destinations are Northern and Central areas of the country, as indicated in Exhibit 1.

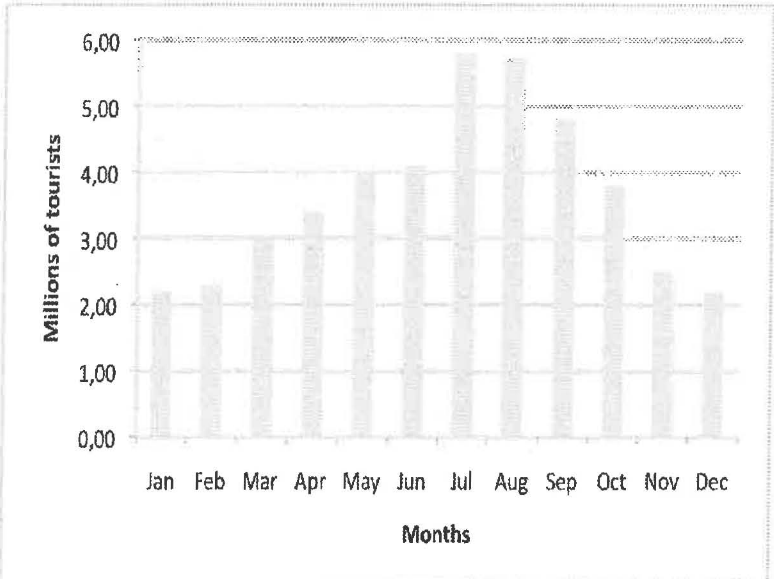
Exhibit 1 - Favorite destination (/millions of people)



Generally, the peak of tourists is between June and October, during spring and summer time (5.7 millions on August 2010), as shown in *Exhibit 2.*

Until 2002/2003 the flow of tourists was more homogeneous among the various months. In part, this is related to the significant reduction of people coming from the North of Europe, who were able to spend their holidays in Italy even during the low season, due to comfortable weather conditions. The opportunity to travel to more exotic destinations at a lower price modified their behavior.

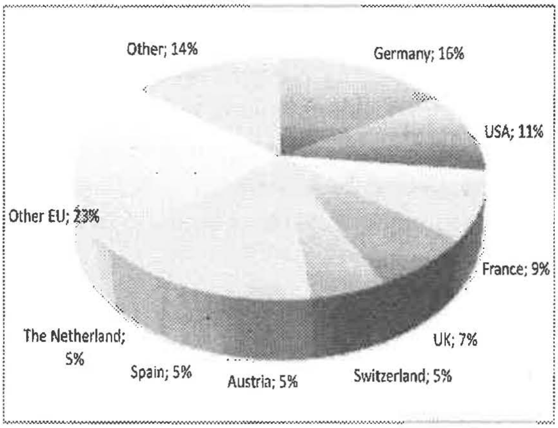
Exhibit 2 - The inflow of tourists during 2010 (/millions of people)



In any case, in Italy tourists spent about 27.4 billion euros: 75% of this was by EU citizens and only 25% by people coming from the US and other countries (Exhibit 3).

In 2010 the expenditure per person was 623.30 euros, an increase of 0.5% from 2009. This figure is the mean of very different values: highest values have been achieved by tourists coming from countries outside Europe (up to the maximum by Japan with more than 1.500 euros per person).

Exhibit 3 - Contribution to total expenses



The average expenditure per tourist highlights a certain degree of variability on the basis of the area, due both to the different average length of stay, and to the different average cost for overnight stays. Considering the length of vacations, the average expenditure per tourist is highest in the south and islands (with the largest value recorded in Sardinia), intermediate in the centre, and lowest in the two areas of the north. In terms of average expenditure per night, values tend to be lower in the south but with the notable exceptions of Sardinia and Campania.

5. Results

The scope of the analysis is to verify if there is some correlation between OER and RevPAR during the period 2006-2009.

The sample is based on hotels located in different Italian areas, especially in the northern and central parts of Italy and in Sardinia, and includes four and five star hotels that have been implementing RM before or, at least, since 2006. Data used for the analysis are based both on the statements of income, in order to calculate the operating efficiency ratio, and on the set of measures developed for the RM system.

In some cases the statements of income do not exclusively concern the hospitality business, but also other kind of activities (such as spa, golf course, restaurant and so on). In these cases, the analysis is based on segmental reports, in order to consider revenues and costs just related to the core business.

For each year and for each hotel, we also acquired information about the RM system, such as a) the average occupancy rate, and b) the average revenues per room.

Since the hotels of the sample present an amount of revenues (REV) between 500K euros and 9,000K euros, the analysis is developed on the basis of the following classes:

C1: REV(min) = 500K€; REV(max) = 1,000K€;

C2: REV(min) = 1,000K€; REV(max) = 2,000K€;

C3: REV(min) = 2,000K€; REV(max) = 3,000K€;

C4: REV(min) = 3,000K€; REV(max) = 6,000K€;

C5: REV(min) = 6,000K€; REV(max) = 9,000K€;

In Exhibit 4 the most relevant key figures related to the period 2006-2009 are shown.

Exhibit 4 - Key figures

Key Figures	Classes				
	C1	**C2**	**C3**	**C4**	**C5**
REV(min)	500K€	1,000K€	2,000K€	3,000K€	6,000K€
REV(max)	1,000K€	2,000K€	3,000K€	6,000K€	9,000K€
ANR	22	25	42	94	207
AOR	0.7955	0.8400	0.7857	0.8032	0.7888
σ^2 (AOR)	0.0587	0.0503	0.0357	0.0266	0.0367
RevPAR	138.19	159.09	173.20	189.15	111.30
σ^2 (RevPAR)	8.5797	10.4608	6.4613	17.9194	26.1312
OER	0.1363	0.1180	0.1288	0.1058	0.2197
σ^2 (OER)	0.0249	0.0256	0.0245	0.0107	0.0420

ANR (average number of rooms) indicates the median of the number of available rooms for each class. Referring to the hotels included in the sample, during the period 2006-2009, we did not record any change in terms of numbers of rooms. In fact, many managers declared that after the international economic crisis they are more interested in investing money in maintaining the structure rather than in increasing its size.

AOR (average occupancy rate) represents the median of rooms occupied during the period 2006-2009. The results indicate that the RM system allowed the hotels to maintain an occupancy rate higher then the Italian mean, especially considering that the tourism pattern has partially changed over recent years. Details for each class are indicated in Exhibit 5.

Exhibit 5 - Average occupancy rate for each class

Class	2006	Δ 06/07	2007	Δ 07/08	2008	Δ 08/09	2009
C1	0.7273	+ 0.0625	0.7727	+0.0588	0.8182	+0.0556	0.8636
C2	0.8000	+ 0.0566	0.8453	-0.0020	0.8346	+0.0964	0.9249
C3	0.7619	+ 0.0625	0.8095	-0.0588	0.7619	+0.0938	0.8333
C4	0.7766	+0.0411	0.8085	-0.0132	0.7979	+0.0533	0.8404
C5	0.7275	+0.0756	0.7825	+0.0383	0.8125	-0.0215	0.7950

In 2008 the international economic crisis produced some effects on hotels included in C2, C3 and C4 classes, particularly in the case of hotels with more than 40 rooms. However, in 2009, the loss of occupancy was offset by positive performances that, according to many managers, were due to the RM system. In fact, during 2009, in order to face the crisis, many hotels applied RM strategies that increased both AOR and RevPAR in a few months. They made it possible not only to develop new pricing policies compatible with the crisis, but also to cut redundancy costs not related with high-value services for customers. It explains why, although the RevPAR increased, the profitability (OER) increased at a higher rate (Exhibit 6):

Class	Measures	2006	Δ 06/07	2007	Δ 07/08	2008	Δ 08/09	2009
C1	OER	0.0980	+0.3469	0.1320	+0.0659	0.1407	+0.1158	0.1570
	RevPar	124.29	+0.0919	135.71	+0.0382	140.90	+0.0215	143.90
C2	OER	0.0702	+0.0598	0.1130	+0.0885	0.1230	+0.0138	0.1247
	RevPar	147.80	+0.0408	153.83	+0.0692	164.47	+0.0408	171.18
C3	OER	0.0912	+0.3147	0.1199	+0.1485	0.1377	+0.0530	0.1450
	RevPar	163.32	+0.0494	171.39	+0.0206	174.92	+0.0189	178.21
C4	OER	0.0927	+0.0684	0.0990	+0.1605	0.1149	-0.0198	0.1127
	RevPar	165.22	+0.0812	178.64	+0.1187	199.85	+0.0145	202.75
C5	OER	0.1386	+0.0584	0.2195	+0.0011	0.2198	+0.0337	0.2272
	RevPar	91.27	+0.1231	102.51	+0.1716	120.10	+0.2589	151.19

On one hand, many hotels, focusing on RM policies, could increase the occupation rate and partially the RevPAR without reducing prices. It is possible even because, as confirmed by RM managers, the hotels of the sample have a target of clients who are not particularly price-sensitive, but who are more interested in the quality of the service received. On the other hand, the yield is increased at a higher rate than revenues due to cost cutting policies that did not involve high-quality services.

Furthermore, as shown in Exhibit 7, there is a good correlation between the growth of OER and RevPar during the period 2006-2009. This means that, on average, effective RM strategies on RevPAR have a direct and positive influence on profitability.

Exhibit 7 - R index between RevPAR and OER (2006-2009)

Class	Measures	2006	2007	2008	2009	σ^2	R	Cov
C1	OER	0.0980	0.1320	0.1407	0.1570	0.0249	0.911	2.3128
	RevPar	124.29	135.71	140.90	143.90	8.6371		
C2	OER	0.0702	0.1130	0.1230	0.1247	0.0255	0.8502	2.0936
	RevPar	147.80	153.83	164.47	171.18	10.4886		
C3	OER	0.0912	0.1199	0.1377	0.1450	0.0239	0.9955	2.7274
	RevPar	163.32	171.39	174.92	178.21	6.3987		
C4	OER	0.0927	0.0990	0.1149	0.1127	0.0107	0.9861	2.6536
	RevPar	165.22	178.64	199.85	202.75	17.9194		
C5	OER	0.1386	0.2195	0.2198	0.2272	0.0420	0.6969	2.7559
	RevPar	91.27	102.51	120.10	151.19	26.1312		

Therefore, when management introduces strategies and policies on prices, occupancy rate and demand pattern, they must consider not only the impact on RevPAR (revenue management), but also on the cost structure and on profitability (yield management).

6. Conclusion

The results obtained allow a positive answer to both the research questions that were investigated. First of all the implementation of an RM system successfully improves not only revenues, but also profitability, because, according to an RM perspective, managers have to consider also the effects of strategies on cost structure. Moreover, an analysis of the statements of income and on RM performance measured on a sample of Italian hotels, demonstrates that there is a good correlation between the growth RevPAR and OER (operating efficiency ratio) during the period 2006-2009.

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The present paper, although the result of a common research, has been developed as follows: Patrizia Modica § 1 and 3; Marco Fazzini § 4, 5 and 6; Elisa Scanu § 2.

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Travel, Tourism, and Heritage Law

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Abstract

This article describes the impact of heritage tourism law as a positive influence on particular economies and societies. Sustainable tourism law examples illustrate the great potential to create and indirectly support job creation in several segments of the economy, while maintaining the environment, culture, and jobs for future generations. It argues that sustainable development can be achieved through tourism laws by increasing employment opportunities, developing infrastructure, and by creating host people's standards for individual, corporate and social activities related to tourism. This article emphasizes that the significance of maintaining cultural heritage as important both for the common heritage of humanity but also for the daily lives of people that make a living from the income created by tourism. While some helpful laws and treaties are described, the conclusion points to the need for new and stronger legal protections of cultural heritage to enable sustainable tourism development.

Keywords: Law, Heritage, Sustainability, Cultural Tourism, Space Tourism, Museum

Introduction

For travel professionals working in Sustainable Tourism, it is useful to understand the legal protection of heritage in the global context as well as issues affecting the individual civil and economic rights. A large part of traveling is being able to learn about different cultures, history, and people. In heritage tourism exchanges, it is often the case that the tourist learns from the host. The host is empowered to tell their story, the history of their people and their land, as organized in a tourism product that is educational and fun for the traveler. One of the main goals of cultural tourism is to tell the story, but also produce a product from which people can derive a living; here there are so many opportunities to share the host culture's food, artifacts, festivals, events, language, music, clothing, drink, hopes, dreams, fears, and a wealth of other cultural traits. Tourism therefore, is about travel and cultural exchanges, and but also about job creation and security for future generations.

Responsible tourism seeks to provide jobs and enable cultural exchanges in a way that will ensure protection of the tourist sites and products meanwhile ensuring sustainable growth for today's hosts and for future generations of both tourists[1] and hosts. To reach these ends, heritage tourism and sustainable development encompass a number of developing trends in international law. This connection between culture, tourism, and recent trends in international law is evidenced in conventions such as Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) and The Statement on the Prevention of Organized Sex Tourism (1995); and the development of international organizations such as: The United Nations World Tourism Organization (UNWTO), UNESCO and its Transport, Communications, Tourism and Infrastructure Development Division (TCTIDD).

The greater impact of tourism to be a positive influence on an economy and society has been emphasized numerous times in recent years, following the tragic deaths, economic and touristic devastation resulting from the earthquakes in Japan, Haiti and China tsunamis of Southeast Asia, hurricane Katrina, oil spill in the Gulf of Mexico. The rich cultural heritage of the people of the Chengdu China, the Caribbean, Haiti and New Orleans has again been strongly introduced to the world. Tragically through these disasters - both the natural events and the government based management inefficiencies - the world came to know the plight of the inhabitants of these locales and the importance of tourism to their livelihood and cultural sustainability. This is because, for example, every touristic venture to New Orleans consists of experiencing the legacy of jazz, Creole cuisine and language, the local accepting attitudes, and the history of a people, many of color, whose roots span all of Africa, France, Spain, as well as other parts of Europe and North America. New Orleans is a model of a society that has been greatly developed, marketed and preserved, its tourism cultural products for present and future generations.

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[1] *Although in the essay the terms traveler, tourist, and consumer are used interchangeably, it should be noted that they are in fact distinct: traveler is the person taking the trip and can be for business or pleasure; tourist is a leisure traveler for recreation and whose trip is not wholly paid for by her employer for business purposes; consumer is the purchaser of travel, and may not be the person taking the trip- that is, the purchaser can be a parent or employer; however a fam trip or familiarization tour is for the business of a seller of travel to become familiar with consumer tourist products and destinations normally paid for by their employer. Another distinction can be made that travel law considers consumer issues, while tourism law is based the suppliers of travel viewpoint. See also detailed glossaries at UNWTO TOURISTERM website and www.travellaw.com/glossary.php.*

The many ways that tourism impacts an economy has been described as follows:

It is now recognized that tourism has great potential to create and indirectly support job creation in several segments of the economy: airlines; hotels; restaurants; transportation; travel agencies; and telecommunications. Private sector led development of the tourist industry is an important source of foreign exchange revenues in many countries in the Middle East. The tourism industry has also played an important transformational role as a vocal constituency for improvements to airports, immigration and visa procedures, security, road, rail and telecommunication networks. [2]

Seeing numerous governments' responses to recent disasters in our world tourism destinations, makes it clear that having an appropriate administrative government with good laws in place will enable and facilitate touristic development of cultural heritage.

Heritage Tourism and Sustainable Development

The cultural heritage of the Caribbean region (including the Gulf of Mexico, New Orleans and Haiti) has been reaffirmed following the tragic events surrounding its earthquakes, hurricanes, floods, and oil spills. Meanwhile, similar awakenings have occurred in the Yucatan peninsula as its Costa Maya ports have opened to western tourists following destruction by hurricane Dean in 2007, and the cultural destinations of fully protected UNESCO world heritage sites such as Ancient Maya City of Calakmul, Campeche, the numerous Mayan structures and pyramids, underwater heritage destinations are again widely available to tourists. Mexico has a rich cornucopia of heritage developed into tourism products. Mexico's ranging hills, waterfalls, springs, lakes and mountains have developed for tourism along with its World Heritage Sites and receive protection and support from UNESCO, the UNWTO and other development projects to enable these natural beauties to be enjoyed by the peoples of the Caribbean, the USA and all of humankind - now and for future generations of tourists. The laws regarding Heritage Tourism and Sustainable Development are particularly important for locals as their tourism industry develops in order to protect thousands of years of heritage and make that history available to future generations of, the Caribbean peoples, Creole peoples, the Mayan

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[2] National Development Strategy 2005-2010, Republic of Iraq, Ministry of Planning and Development Cooperation www.export.gov/iraq/pdf/iraq_development_strategy_063005.pdf

descendants, Nigerians, Egyptians, USA tourists and all of humankind.

United Nations Educational, Scientific and Cultural Organization (UNESCO)

The United Nations Educational, Scientific and Cultural Organization (UNESCO) seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity.

UNESCO's World Heritage mission is to: encourage countries to sign the World Heritage Convention and to ensure the protection of their natural and cultural heritage; encourage States Parties to the Convention to nominate sites within their national territory for inclusion on the World Heritage List; encourage States Parties to establish management plans and set up reporting systems on the state of conservation of their World Heritage sites; help States Parties safeguard World Heritage properties by providing technical assistance and professional training; provide emergency assistance for World Heritage sites in immediate danger; support States Parties' public awareness-building activities for World Heritage conservation; encourage participation of the local population in the preservation of their cultural and natural heritage; and to encourage international cooperation in the conservation of our world's cultural and natural heritage.

UNESCO also conducts programs related to tourism and sustainable development through The Intergovernmental Committee for Promoting the Return of Cultural Property to its Countries of Origin or its Restitution in case of Illicit Appropriation and The Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage.

UNESCO World Heritage Sites

The Convention Concerning the Protection of the World Cultural and Natural Heritage, adopted by UNESCO in 1972, addresses the identification, designation, and protection of World Heritage Sites. "Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritages are both irreplaceable sources of life and inspiration." [3]

"The United Nations Educational, Scientific and Cultural Organization (UNESCO) seeks to encourage the identification, protection and *preservation of* ***cultural*** and natural heritage around the world considered to be of outstanding value to humanity." *(Emphasis added.)* [4]

Cultural sites are manmade. Historical and religious sites such as the Pyramids of Egypt and the Baroque cathedrals of Latin America are examples of this. Some World Heritage Sites are large enough to span several countries, such as The Main Andean Road - Qhapaq Ñan of South America which involves regional cooperation between The Republics of Argentina, Bolivia, Chile, Colombia, Ecuador and Peru to have on their territory a shared cultural heritage of a manmade site dating back long before western arrival of Francisco Pizarro in 1532.

Sites designated as World Heritage sites can be natural regions such as East Africa's Serengeti, The USA's Grand Canyon, and Australia's Great Barrier Reef. UNESCO has even designated **Biosphere Reserves** for Natural World Heritage Sites. These sites are under the protection of The World Heritage Centre in cooperation with World Conservation Union (IUCN), The UNESCO Division of Ecological Sciences, the Division of Earth Sciences and the Bureau for Coordination of Environmental Programmes.

Common Heritage of Humankind

The Common Heritage of Humankind (a.k.a., Mankind) unites the peoples of the world. All of the common interests of humankind, as found in the international law of outer space, bioethics, and world heritage sites are the Common Heritage of humankind. This concept is linked to interdependence and solidarity and ethical values for international relations. The basis of the concept is the belief that we should leave the world to future generations in no worse condition than it was received by our present generation. These beneficiaries are not just for the living, but also the unborn. As solidarity, Common Heritage serves as a union of interests, purposes, and sympathies among all members of humanity; and within this

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[3] *UNESCO website http://whc.unesco.org/en/about/*

[4] *UNESCO website http://whc.unesco.org/en/about/*

fellowship are responsibilities, duties, and privileges shared by all of humankind. This solidarity of humankind is manifested for all people, as an ongoing species, existing throughout space and time.

Some basic principles of the concept of Common Heritage of Humankind include :

1. The non-appropriation of the heritage by any particular state and the exclusion of state sovereignty over heritage

2. Common Heritage entails freedom of access and freedom of scientific investigation

3. The heritage may only be used for peaceful purposes

4. The rational legal use of the heritage and equitable sharing of the Common Heritage of Humankind.

The United Nations, along with other governments and non-governmental organizations, (NGOs) have sought ways in which regular and continuous economic development can lead to the betterment of humankind. Pursuant to these goals, **sustainable development** has been advocated and is defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts: the concept of 'needs', in particular the essential needs of the world's poor, to which overriding priority should be given; and the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs." The author goes further to state "Development involves a progressive transformation of economy and society." [5]

The Sustainable Development of Tourism (UNWTO - Tourism, 2004)

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

[5] Bruntland, G. (ed.), Our Common Future World Commission on Environment and Development, (1987) Oxford, Oxford University Press.

Thus, sustainable tourism should :

1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.[6]

A significant part of sustainable development involves the balancing of diverse social and economic needs of the present and respecting the needs of future generations. We quickly see that a great deal of jobs, affecting both individuals and whole economies, are tied in with the concept of tourism and sustainable development. The need to produce a product for which tourists are willing to take their time and money to visit, and to make purchases from that economy, is of the utmost concern for the financial needs of the host country and its individual citizens that will act as hosts and guides for the tourists.[7] The UN World Tourism Organization emphasizes this point:

The challenge for stakeholders involved in all industries is to find a balance between sustenance, prosperity and people's desire to improve their financial/material well-being, with the underlying need for identity, community, religion, home and family. Travel and

[6] World Tourism Organization www.world-tourism.org/sustainable/concepts.htm

[7] UN World Tourism Organization www.world-tourism.org/sustainable/concepts.htm

tourism can play a vital role in balancing these forces. It not only provides the livelihoods for both rural and urban communities, but has the capacity, when planned, developed and managed properly, to enhance community relations and build bridges of understanding and peace between nations.

The following definition of tourism was officially adopted by the United Nations Statistical Commission in 1993: 'Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes'. [8]

Both the inter-governmental UNWTO/OMT and the private sector WTTC considers the travel and tourism sector to be one of the largest - if not THE largest - in the world, particularly in terms of its contribution to the world economy. According to WTTC estimates, travel and tourism achieved the following economic impact directly and indirectly in 2001:

- USD3.3 trillion contribution to global GDP, almost 11% of total GDP;
- 207 million jobs worldwide, over 8% of all jobs;
- USD630 billion in capital investment,
- Almost 9% of all capital investment [9]

Travel and Tourism as a Force for Poverty Reduction

The UNWTO has also demonstrated the significant benefits tourism brings to host countries including: Export Earnings, Employment, Rural Opportunities, Infrastructure Investment, Tax Revenues, and Gross Domestic Product (GDP).

The tourism industry places many demands on the host country and greatly influences its society, economy, and environment. Both state policy and domestic promotion of tourism must reflect the concerns of sustainable growth and development for present and future generations, as responsible tourism is also arguably the key to economic growth in the least developed countries. Sustainable development can be achieved through tourism by increasing employment opportunities, developing infrastructure, and by creating standards for individual, corporate and social activities related to tourism.

[8] UNWTO, 1993: Recommendations on Tourism Statistics, World Tourism Organisation, Spain
[9] WTTC, May 2001: Tourism Satellite Accounting Research, World Travel & Tourism, Council, London & New York

The elimination of poverty through tourism requires the understanding and cooperation of state, corporate, and individual tourists. Tourism as the means to alleviate poverty was one of the major issues discussed at the 2003 International Institute for Peace through Tourism (IIPT) Summit. At the Summit, The Pacific Asian Travel Association's (PATA) President De Jong noted that the four aspects needed by governments for supporting tourism are: power of tourism government, transportation, tax reduction, and health insurance. [10]

With every tourist(s) destination and activity, a great deal of money is invested to maintain the destination and many jobs are created to cater to the traveler. I want to emphasize that the significance of maintaining cultural heritage is important both for the common heritage of humanity but also for the daily lives of people that make a living from the income created by tourism.

Heritage and the Right of the Host State to Provide Travel Services

Tourism serves many functions, but it also serves as a vehicle for the host culture to explain their history and tell their story. Cultural Heritage and The Common Heritage of Humankind are novel legal tools that have been developed and play a key role in the law of tourism and sustainable development. The drafters of both international law and diplomacy policies must consider all of the financial and moral implications of its positions and then seek to avoid depriving a given people of their right to tell their story, share their culture, and enjoy their heritage through historical, cultural, religious, natural sites and artifacts. There are many ways that one state can keep another state from benefiting from its cultural heritage, but international law is there to protect the rights of the host state so that the host can provide travel products and seek sustainable financial gains through tourism.

When considering tourism and sustainable development, treaty drafters and legislatures have looked carefully at the products that are produced for

[10] Travel and Tourism as Force for Poverty Reduction, IIPT Newsletter, Vol.1 No.5, October 2002, www.iipt.org/newsletter/October2002.html

touristic purposes; how they are utilized, consumed, reproduced and preserved. Both the needs of the host state and people of that state are reflected in Cultural Heritage law along with its rights, duties, and obligations. The greater needs of humanity are reflected in the Common Heritage of Humankind law with its rights, duties and obligations.

Cultural Heritage, Property and Diversity

Culture and Interculturality are aspects of the education, exchange of ideas, and experiences inherent in travel and tourism. Again, one of the main purposes of travel for many people is to experience new environments, activities, and cultures, as well as to witness, and perhaps partake in, new ways of living. It is this cultural exchange that can have a lasting effect on both the host state and the tourist. Cultures exist and interact with one another and it is these realities that interculturalism seeks to define. Interculturality refers to the existence and interaction of cultures through dialog and mutual respect. [11]

Intellectual Property Pyramids of Egypt

Interesting legal concepts of intellectual property and common heritage of humankind, are evolving as the Pyramids of Egypt, and other world renown Egyptian cultural properties. These artifacts have become the object of intellectual property protection against what has been deemed as appropriation by tremendous profit generating enterprises such as the vendors and manufacturers of tourists souvenirs, the Luxor casino of Las Vegas, and the British Museum and Museum exchanges and displays, and others in China and the USA.

Under the Egyptian proposed law, manufacturers and retailers worldwide would have to obtain a license with fees being paid to the government of Egypt, for the right to produce and sell products relating to such prized icons as the Giza Pyramids, the Sphinx, and the mask of Tutankhamen. "Some 120 antiquities would be protected under the new

[11] The term "Interculturality" is used only once in The Cultural Diversity Convention (August 2005 Draft) "to build bridges amongst peoples and intercultural respect to ensure wider and balanced cultural exchanges." See para. C, Art. 1 as described in The Contribution Of International Law To The Preservation Of Cultural Diversity Lecture of D. Trup, The Hague Academy of International Law, Class 2005

law, Zahi Hawass, secretary general of Egypt's Supreme Council of Antiquities, told National Geographic News." [12] The Luxor hotel pyramid is a familiar landmark casino of La Vegas within its bright spotlight illuminating the night skies and boasts 4,400 rooms and a cinema, restaurants, shopping hall and shows, and an interesting King Tut Museum. Las Vegas receives about 35 million visitors a year, many times more than the Egyptian city of Luxor, scene of some of the country's key archaeological sites. [13]

This protection runs counter to open source public domain sphere of objects more than, in most cases, 75 years old. "The Luxor pyramid is good for me. This is publicity for free," said Ashraf El Ashmawi, legal consultant to the antiquities council and author of the new legislation. "It tells the whole world to come to Egypt and see the original." [14]

Seemingly in pursuit of the protection of ancient artifacts of Egypt and the Common Heritage of Humanity, protection is also found in further restricting for vendor sales to be beyond one kilometer. "The tourists will have a pyramid view that is more peaceful," El Ashmawi said. "It will be a clean area and it will not be crowded as you see it now." [15] "Zahi Hawass, head of Egypt's Supreme Council of Antiquities, said his country wanted to own the copyright to its historic monuments and would use any money raised to pay for the upkeep of its most prestigious sites." [16]

Rooftop Gardens

The installation of rooftop gardens can help offset loss of land in urban areas that has been replaced by concrete. Trees, grass and nature are now carefully confined and struggle to survive in most every great cities of the world. Grass and yards for children to play, people to gather, or to picnic is limited and restricted to an ever decreasing size and then, usually found only in public parks. In its place we have the "concrete jungle." But it is

[12] Stanek, Steven, January 15, 2008, Can Egypt Copyright the Pyramids? in Cairo, Egypt National Geographic News.

[13] Rory McCarthy, Egypt to copyright the pyramids and antiquities December 27, 2007, The Guardian in Jerusalem and also it was reported that "the Luxor announced in July (2007) that it was to get a new, non-Egyptian look." "The pyramid always created a sense of wow and wonder, but the inside never delivered on that promise," Luxor president Felix Rappaport said.

[14] Stanek, Steven, January 15, 2008, Can Egypt Copyright the Pyramids? in Cairo, Egypt National Geographic News.

[15] Stanek, Steven, January 15, 2008, Can Egypt Copyright the Pyramids? in Cairo, Egypt National Geographic News.

[16] Rory McCarthy, Egypt to copyright the pyramids and antiquities December 27, 2007, The Guardian in Jerusalem

more like a concrete desert, devoid of life. Only asphalt, can flourish while life is confined to small patches of land and grass next to the city streets; and these patches of grass are most likely used as toilets for city folk's dogs or to throw their cigarette butts. As a result we have developed these vast urban deserts full of rock and with scarce life to be found. I first discovered them in Milan in 2001. It was the most remarkable thing I had seen in any city. So green, so cool, and refreshing. Then I connected this with another story I saw on the news that described the environmental effects of our modern cities.

This has impacted the weather, as studies have shown that during the day, the black asphalt and roofing materials, absorb all of the sun's heat, then release it into the atmosphere at night. This has resulted in unusual weather patterns. This has been felt and documented in areas surrounding Atlanta, Georgia, USA, and felt as far away as Charlotte, North Carolina, USA as severe and untimely thunderstorms. As all of this stored up hot air from the "desert like days" is mixed with the cooler air at night and then is released into 100 mile radius. Mega-cities of asphalt and concrete have this negative environmental weather pattern influence whose effect goes way beyond their urban sprawl.

But also we must consider the sheer beauty and comfort of grassy rooftops. These are the best views of the city, and are almost untouched for their commercial real estate value. Compare this to parking spots in Chelsea, New York that are now selling for $225,000. The London rooftop restaurant, the Milan Gardens, and others like it should be the model for the future - making our cities green and alive once again. The tourism industry could work to ensure that we use every piece of land for its maximum value. And of course this makes attractive tourists sites for Sustainable Development and Growth. Many people can go to work revamping our rooftops, and many restaurants, cafes, and social spots can make much more attractive tourists locals with wonderful views of our great cities. There are no real minuses here; governments only need the will to go forward. Perhaps cities could give tax benefits to those roof owners that make their roofs green.

Concerning micro matters that can have a tremendous macro impact, we can note that several places in the Nigerian NTDCA provide for a "roof garden." [17] Actually, there are so many things to say about these green rooftops.

Natural Heritage

Ecotourism and the environment also seek protection for the landscape and its historical and cultural property rights including:

- The right to maintain the heritage and landscape as identified in literature, art, song, history, and other forms of cultural communication.

- Increasing tourism by maintaining the traditions and traditional façade of buildings, places, and landscapes. For example, if every city has McDonald's, Starbucks, and a Sony store in their shopping malls then the whole purpose of traveling is defeated because every city then offers the same experience. So what need is there to go anywhere?

The Rio Earth Summit Conference of 1992 was a meeting of world leaders to discuss the environment and sustainable development. Rio addressed the needs of the world's poor and the limitations imposed by states with technology on those without technology. That is, *Rio* addressed the needs of the developing economies verses the needs of the developed economies. [18]

The specifics of the tourism and sustainable development concept have been left unclear by treaty drafters. The term "sustainable development" does not address the distinctions of this dichotomy between the rich and poor, nor can it address the problems involved in providing services that support the host now and in the future. Sustainable tourism instead has been written about more like a list of goals toward which states and corporations can aspire. *The Rio Conference of 1992* introduced this unclarity into international environmental regulations. *Rio* adopted the term "sustainable development," but no specific definition was given and there is no agreement of what is meant by sustainable development on the international level. Rio merely stated that sustainable development "meets

[17] Including N137 1992 No. 81, Schedule Sec 10 part Four Star Hotels 1 (h)

[18] www.un.org/geninfo/bp/enviro.html

the needs of the present without compromising the needs of future generations to meet their own needs."[19]

However, Rio also added other principles that are today considered fundamental considerations for international law making, including, common but differentiated responsibilities, that is, each country is responsible according to the means at its disposal. In practice, this means that one country does not have the same responsibilities as others. This is the basis of the Kyoto Protocol in that those countries that have contributed more to the world's pollution in the past are to take the lead in future reductions, e.g., Germany has higher responsibilities than the Ukraine, and the United States of America has higher responsibilities than Brazil.[20]

In fact, some scholars have even wholly separated the environment from sustainable development, making the claim that if these poor developing countries do not utilize the environment today, they will not live long enough to produce future generations. That is to say, as these scholars argue, there will be no future generations if the people of today do not utilize their environment and natural habitat to feed themselves instead of conserving it for the pleasure of western tourists excursions. According to this view, the environment must be used today, to ensure tourism and sustainable development.[21]

As a matter of fact, when viewed from a certain historical perspective, it is the "developed cultures" that have paved their road to development by raping the environment. It is also these developed peoples that are sending their factories out of their home states and into the so called "developing" economies so that they can avoid the harsh environmental and humanitarian laws that their home states violated for decades before becoming "developed." In the 20th century, these developed states have now implemented strict laws to protect themselves and their national environment, all the while ignoring the historical fact that their past abuses were akin to, or even more extreme than, that of modern "developing economies."

[19] www.un.org/geninfo/bp/enviro.html

[20] Kyoto Protocol to the United Nations Framework Convention on Climate Change, www.cnn.com/SPECIALS/1997/global.warming/stories/treaty/

[21] IFTTA President John Downs' essay The Tsunami Disaster: Lessons For or From Tourism Law, presented at The 17th IFTTA Conference Vienna 2005

Remember, the great state powers of the 20th and 21st centuries were developing states in the 18th and 19th centuries, and their economies were founded on child labor, disregard for intellectual property rights, exploitation of the environment, zero waste management controls, theft of cultural property and ancestral lands, and even slave labor. By the 20th century, these western developed states began to criticize the developing countries for disregarding the environment, but on the other hand, it is these same western states that set up factories abroad for the purpose of having cheap labor, all the while they are polluting and destroying the environment of the "developing world."

Sustainable development as it relates to environmental law concerns a matter of Group Rights. And unlike many other parts of the law, some of these rights are for future generations, and will not become vested rights until the present generation that is charged with protecting the rights dies out. So while the present generation of the developed modern countries benefited from the past excesses of its predecessors, it remains to be seen what will become of the future generations that cannot benefit because there are no excesses and development of the land and resources in the present.

Finally, it can be argued that there are more reasons to protect the environment than for the mere benefit of humankind. Another view holds that the environment is more than merely a product for human consumption. Perhaps man, being at the top of the food chain, should be considered more like a caretaker of nature, than as a species that must protect the environment merely for the benefit of other men. And finally, is it true that humans and humankind own everything we see and encounter, including what is found throughout the earth, at the microscopic level, and in outer space? Not only do other species arguably have a right to exist and enjoy their environment, but why is it that humans believe they have the right to automatically own and can control everything they encounter? Sustainable development is limited in its goal to protect the rights of the living and of future generations, but falls short of seeing the environment as an end in itself.

Heritage in Nigeria

Similar examples of tourism used to promote and protect cultural heritage, can be found in the tourism products of countries such as Nigeria, and its' Nigerian Tourism Development Corporation Act (NTDCA).

The Nigerian Tourism Development Corporation holds:

The potential role of the tourism sector as a major instrument for socio-economic development cannot be overemphasized. These potentials cannot be realised unless our numerous tourist attractions are well developed, packed and promoted, with diligent attention to security and welfare of visitors. Nigeria Tourism Official web site is set to serve as the mouth piece of stakeholders in the pushing for positive changes in this all-important sector. You are therefore, invited to be part of this exciting development. [22]

Nigerian Cultural Heritage sites can be found in Eyo in Lagos, Osun Oshogbo and Durbar. Nigerian culture is grounded in diversity as its population consists of over 250 ethnic groups. While the official unifying language of Nigeria is English, it is a land so rich in cultural diversity that it boasts 510 languages!! Evidence of human occupation dates back to 9000 BC. [23] As an indication of Nigeria's celebration of diversity, we see that according to "BBC: Nigeria tops happiness survey":

"In 2003, Nigerians were reported to be the happiest people in a scientific survey carried out in 65 nations in 1999-2000., Thursday, 2 October, 2003. The research was reported by one of the world's top science magazines, New Scientist, and was picked up by a number of news outlets. The report considered that the country's family life and culture were more important than its problems and material wealth in determining happiness." [24]

Protection of Nigeria's culture heritage is found in its hotel law as the NTDCA provides that Five Star hotels provide "furnishing and décor shall be of superior quality reflecting the local culture, history and traditions of Nigeria." [25] Also interesting to note is the requirement that in Restaurant and Dining facilities "there shall be provision of Nigerian food." [26]

Importantly, for the development of local economies the NTDC's

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[22] www.nigeriatourism.net/inter1e.html.

[23] McIntosh, Susan Keech, Current directions in west African prehistory. Palo Alto, Calif.: Annual Reviews Inc., 1981. 215-258 p.: ill.

[24] http://news.bbc.co.uk/2/hi/africa/3157570.stm.

[25] N137 1992 No. 81, Schedule Sec 10 Minimum Standard Five Star Hotel, part 4 (c)

[26] N137 1992 No. 81, Schedule Sec 10 part 8(c)

authority includes regulation of the souvenir industries [27] Yet again a standard beyond that found in the USA and most western hotels is the requirement that "on the premises for a small supermarket selling items such as pictures, postcards, postal stamps, books, newspapers, toiletries and cosmetics." [28] Handcrafts and souvenirs include "local products which may be woven, painted, carved decorated or designed to influence and imprint the cultural and aesthetic ethos of a particular people and origin." [29] And the NTDCA even covers governance of "leisure, recreation enterprises includes health clubs and fitness centres." [30]

For purposes of Sustainable Development, the *Nigerian Tourism Development Corporation Act* (NTDCA) empowered the Nigerian Tourism Board to "identify, preserve, protect and develop tourism assets and resources." Then the NTDCA authorized the local government committee to seek means of "preserving and maintaining monuments and museums in their areas of jurisdiction; and promoting and sustaining communal interest in tourism." [31] An example of the application of the NTDCA is found with:

"The desire of Cross River State to become the preferred tourist destination of West Africa and indeed Africa is fast becoming a reality as people from various parts of the world defied the torrential rains to visit the state just for the Leboku Yam Festival which lasted 21 days.

The Leboku Yam Festival is one of the ancient traditions among the central communities of Cross River State, which was adopted from Ugep in Yakurr local government area by the immediate past governor, Mr. Donald Duke as one of the state's tourism packages. The adoption of Leboku was because of its numerous traditional and cultural embellishments and the significance not only to the Ugep people but the entire Yakurr and by extension, the Central Senatorial District. * * *

[27] N137 1992 No. 81, 3(b)(vii))

[28] N137 1992 No. 81, Schedule Sec 10 part 15 Facilities

[29] N137 1992 No. 81, Sec 15 Interpretation

[30] N137 1992 No. 81, Sec 15 Interpretation

[31] N137 1992 No. 81, (10)(3)(c-d)

The Leboku Festival is getting bigger and bigger every year and is now playing a significant role in the tourism development initiative of government. It is in recognition of this cultural and tourism potentials of Leboku that the Cross River State government through the Department of Culture and Heritage and the Tourismo Bureau in collaboration with the Yakurr local government area, Ministry of Information and other stakeholders is making Leboku an international tourist event," the Special Assistant stated.

He also reiterated that the state government's disposition to cultural excellence and making the state the preferred tourist destination as denoted by the huge finances invested in the state's tourism sub-sector just as she said that the effort was aimed at making the Leboku festival to compliment the desired economic growth of the state." [32]

Japan's Singing Beaches

The Orikoshinaikaigan beach in Japan was famous for singing a song to tourists. Japan's singing beaches have sand particles with silica mixed into them that produce a pleasant sound when walked upon. The experience was a big draw for tourists making the Orikoshinaikaigan beach community (Aomori Prefecture), and others like it, famous for their singing beaches. Gradually, at least since the 1960's, some of these unique beaches became silent.

Many, such as The Japan National Trust for Cultural and Natural Heritage, blame the urban development and business ventures authorized by local authorities because of new construction projects that are digging on and around the beaches. Local authorities and businesses had the good intentions of expanding the beach area at Orikoshinaikaigan to create a campground. After the ground had been dug up and rocks brought to the surface, the natural balance of the area was disturbed, thereby stopping the beaches from singing.

Other Japanese beaches, although not many, still sing when their sands are walked upon. The governments of: Kotobikihama (Kyoto Prefecture), Kugunatihama (Miyagi Prefecture), Koijigahma (Aichi Prefecture), and

[32] Nigeria: Leboku Yam festival as tourism goldmine eTurboNews Travel Industry Review, www.travelindustryreview.com/print/6174

Anegonohama (Fukuoka Prefecture) have sought to protect the development of these beaches for sustainable tourism. [33]

Asian and Buddhist National Treasures

How would you feel if you saw the head of Jesus in a museum? Just the head; no body, no arms, no legs, and no cross. How about the head of the Virgin Mary, Saint Paul or Saint Peter? What if there were several heads of Jesus and the Saints lined up in a few rows side by side alongside an odd collection of swords blades, helmets, pottery bowls, and other artifacts from ancient and medieval kitchens? Would you feel comfortable praying or visiting in front of a Jesus statue that was missing a head?

Throughout the world, museums are filled with the ancient heads of Buddha statutes. Most people don't realize that many of Thailand's temples and historic sites, and other country's temples and historic sites, are filled with headless Buddha statutes. These heads somehow made it into the most renowned western museums. These statues are the Common Heritage of Humankind and are important to all of humanity and to our future generations. Despite the illegality of defacing these religious icons in their natural historical locals, as well as their illegal sale and export, Bangkok is a notorious center in South East Asia for the purchase of these ancient artifacts. The tourists who make these purchases normally have little idea of what is they are buying, and that the artifact was probably illegally removed from a temple. Nor do they consider the impact these purchases will have on future generations. Greater protection of these national treasures will nurture the preservation of local cultures, such as the Thai culture, and continuous growth of the tourism industry.

There are regulations regarding the export of antiques from Thailand. Buddha images, Bodhisattva images, or fragments thereof are strictly forbidden to be taken out of Thailand. A license must be obtained from the Department of Fine Arts before export to protect objects of antiquity, or objects of art, irrespective of whether they are originals or reproductions before they may be taken out of the country. But all enforcement techniques are relatively recent, as the rampant theft of artifacts and acquisition by museums dates back to western colonial times.

[33] Skyward - Japan Airlines, page 5, Down to Earth, Steven L. Herman October 2005.

China's Lack of Historical Artifacts & the Museums of the World

A touristic or business trip to Beijing is likely to include at least a short visit to Tiananmen Square and the Forbidden City, formerly the Palace of the Emperor of China. One expects to find, organized away in those 500 year old historic buildings, belonging to one of the greatest and oldest civilizations in all of man's history, a virtual treasure trove of historical artifacts. One expects to see them in several museums throughout the capital of the country that boasts one fifth of the human population and originates one of man's oldest civilizations, if not the first civilization. After all, the great museums of every city in the world play host to numerous Chinese treasures and historical artifacts, so it only seems logical that the former Palace of the Emperor of the Middle Kingdom (China historically being the geographical and cultural center of Asia) will also hold similar collection.

However, that is not the case, as the Forbidden City museum is strikingly under stocked. There is simply not much to see in the museums of China. Why? Because most of the ancient treasures of the People's Republic of China have been removed, either during western colonization and Opium War trading, or during the Exodus of the Chiang Kai-shek regime to Taiwan, or destroyed by the communist Cultural Revolution, or through modern commercial trading and illegal trafficking of cultural property. The result is that there is not much to see and this leads to not much reason for tourists to visit these sites. Seasoned western tourists have probably visited the British Museum and the Louvre prior to visiting the Forbidden City, and are quick to note that the display in China is lacking.

In fact, the museums of the world are filled with artifacts of cultural heritage and significance to specific peoples and other items that should be considered the Common Heritage of Humankind. However, most of them came into the possession through individual and state sponsored acts of aggression and thievery rather than through mutual exchanges between sovereign autonomous state parties that are the rightful guardians of these national and world treasures.

Perhaps the solution for these past crimes is not to simply empty all of the world's museums by returning all of the artifacts back to their rightful owners. After all, a strong argument can be made that by putting the items in museums, the culture of the local peoples is shared throughout the world and can continue to grow, educate, and influence others in all of the major cities of the world. This is a kind of museum based on Interculturality. This is especially relevant as our great cities like London, Berlin, Paris, and New York become more and more international in their residential composition. For example, since London is a city that now has a minority of English residents, Chinese residents visiting these museums locally may find it to be a great way to remain connected to the home culture.

Alternatively, these items could be shared by the international community and rotated to the different museums around the world so that all can share in the history and teachings of the civilizations that are celebrated in these museums.

In 2009, the U.S. Department of State and the People's Republic of China State Administration of Cultural Heritage concluded a bilateral agreement to work closely together to prevent illicit trafficking of archaeological objects. The USA has been a party since 1983 to the 1970 UNESCO Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property. As a means of domestic codification of an international treaty, the United States enacted the Convention on Cultural Property Implementation Act, to restrict the importation of archaeological material originating in China and representing China's cultural heritage.

This agreement was enforced on March 11, 2011, when for the first time, the United States repatriated to China cultural property illegally trafficked in New York, Alaska and New Mexico. The returned artifacts included a Song Dynasty (960-1279) Bodhisattva head, a Ming Dynasty (1368-1644) stone frieze, a Qing Dynasty (1644-1911) ceramic vase, terracotta, pottery and stone sculptures from the Sui (AD581-618), Northern Qi (AD550-577) and Tang (AD618-907) dynasties. [34]

Registration &Ownership of UNESCO World Heritage Sites

The Convention Concerning the Protection of the World Cultural and Natural Heritage, adopted by UNESCO in 1972, addresses the identification,

[34] The United States Returns Artifacts to the People's Republic of China, 2011 Culture News and Events,http://unesco.usmission.gov/us-returns-chinese-artifacts.html and http://usa.chinadaily.com.cn/china/2011-03/14/content_12165210.htm.

designation, and protection of World Heritage Sites. "Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritages are both irreplaceable sources of life and inspiration." [35] Arguably, sites on the World Heritage List could gain further protection. The UNESCO website states that: "The site is the property of the country on whose territory it is located, but it is considered in the interest of the international community to protect the site for future generations. Its protection and preservation becomes a concern of the international World Heritage community as a whole." [36] It seems that in the 21st century the rights of humanity, individuals, and world bodies should include the right to protect the property common to all of mankind. [37]

Also of note is the development of potential underwater heritage sites. Here we can look to an example from the Dominican Republic as a model for development of underwater heritage products. In 2002, three groups [38] came together to create a perfect example of a product for tourism and sustainable development that involves recent trends in international law. An International Team of underwater Archeologists, beachfront Hotels, and the government of the Dominican Republic put together an underwater tourist site where guests can visit and explore the excavations of 16th -18th century Spanish, French and English Warships and Merchant Vessels along the North Coast of the Dominican Republic. The guests stay in a hotel and dives are arranged through North Caribbean Research, [39] a de facto tour operator. Guests can walk out onto the beach and into the water, then scuba dive to see the underwater park of real sunken treasure ships that were carrying gold from South America back to Europe. [40]

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[35] UNESCO website http://whc.unesco.org/en/about/

[36] UNESCO website http://whc.unesco.org/en/faq/

[37] Philosophical Foundations of World Citizenship, Phil Cameron www.spacetravelaw.com/ Dr.PhilC

[38] The Maritime Archaeology & Cultural Resource Management Project Monte Cristi - 2000 was sponsored by the Northern Caribbean Research S.A. in association with National Center for Shipwreck Research Ltd. (USA), Nova Southeastern University (USA), and Oxford University MARE (UK).

[39] www.datanet.co.uk/sqs

[40] Field School in the Dominican Republic, Dr. R. Duncan Mathewson III, www.imacdigest.com/field.html and From Interview with Pablo Torres Hernadez, The Hague, Netherlands 2005. And see Why....go wreck diving?, By Mike McCullough, http://jojaffa.com/ guides/scuba_wreck_diving.htm

Such a site developed in, Mexico's Yucatan, Nigeria or off the coast of New Orleans might fall under The Convention on the Protection of the Underwater Cultural Heritage which holds that if the object found on the ocean floor, that is on terra nullius is more than 100 years old, then that treasure is The Common Heritage of Humankind, to include :

all traces of human existence having a cultural, historical or archaeological character which have been partially or totally underwater, periodically or continuously, for at least 100 years such as: sites, structures, buildings, artifacts and human remains ...; vessels, aircraft ... [and] their cargo, together with their archaeological and natural context; and objects of prehistoric character. [41]

Ancient Maya city of Calakmul, Campeche is a UNESCO site, but a candidate for is "El Caracol" of Chichen Itza an astronomical observatory.

Skyscape Observatories

El Caracol (translated as conch shell) is astronomical structure. It is a giant observatory dome as well as religious center with as the site for numerous rituals and celebrations. The structure consists of a dome with many windows strategically placed in the building. Celestial bodies, planets, and stars can be seen through different windows mathematically corresponding to specific dates which signify religious significance. El Caracol was the Mayan architectural marvel as the difficulty in creating such a Skyscape observatory requires great levels of expertise and organizational skills related astronomy, mathematics, religion and engineering.

A project I am very excited to be developing, as through work for the Starlight Initiative, [42] UNESCO, and through a Skyscape Working Group, is to help designate and protect those sites around the world that have a historical relationship between the natural, manmade, and cultural sites and their requirement to utilize observation of the day or night skies. Many historical sites have this type of Skyscape built into their design, creation, and use. For example, Stonehenge of the United Kingdom, is a site that

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[41] The Convention on the

[42] www.starlight 2007.com

was initially created for use of observing the stars at night, and the sun in the daylight. Another example is the Sphinx and the Pyramids of Egypt, the Temple of Heaven in China, as well as El Caracol of Chichen Itza.

It is this heritage of Skyscapes that do not fit under the existing categories of the UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage, nor subsequent international instruments.

As a starting point for our discussion, I have purposed the following as the implementation of an amendment to the existing Heritage Convention, expanded from Operational Guidelines for the Implementation of the World Heritage Convention [43] :

a) Cultural Landscapes

b) Historic Towns and Town Centres

c) Heritage Canals

d) Heritage Routes

Since 2007, I had proposed adding the following:

e) Skyscape Observatories

Skyscape Observatories are cultural properties are cultural properties and represent the "combined works of nature and of man" designated in Article 1 of the Convention. They are illustrative of humankind's reverence of the natural sky by Sun Light, Star Light, Dusk Light and Dawn Light. The Skyscape Observatories were created to learn from, calculate, categorize, predict, and inspire those viewing the natural skies above the Observatories.

They should be selected on the basis of the purposeful construction of Cultural and Scientific and Religious locals that have outstanding universal value and of their representavity in terms of their significant influence on those past, present and future observers.

The term "Skyscape Observatory" embraces a diversity of manifestations of the interaction between humankind and the natural environment of the Sun, Moon, Stars, Light, and Other Celestial Bodies above.

Skyscape Observatories have inspired humankind from the origins of EVERY religion, as well as cultural, artistic endeavors, and scientific investigation. The monuments created to capture and study the skies and

[43] Operational Guidelines for the Implementation of the World Heritage Convention pages 83-89

the heavenly bodies are of the utmost importance to humankind's development of civilization as found in both religious and scientific development. These Observatories played a centural role in the community of the civilizations of the world, and their function to observe is helpful to learn from past generations and to inspire present and future generations.

In August 2010, this concept became the heritage designation of UNESCO, upon proposal from member state France.

"The UNESCO World Heritage Committee, at its 34th session in Brasilia, Brazil, has for the first time endorsed a study into a field of science heritage. The thematic study on the Heritage Sites of Astronomy and Archaeoastronomy, prepared within the framework of the International Year of Astronomy 2009, presents an overall vision of astronomical heritage and attempts to identify some of the most outstanding examples which are of significance to all humankind.

The study has several objectives. One is to gain a clearer picture of the character and composition of astronomical heritage around the world. Another is to identify just how to define this type of heritage in the context of the World Heritage Convention. The report details the main characteristics we should expect from an astronomical heritage site, and compares this to a representative sample of major heritage sites for astronomy around the world.

The study therefore has important practical implications for the effective implementation of the World Heritage Convention and for helping state parties create credible nomination dossiers, as well as its practical benefits for the management of world heritage.

Within Chapter 16: 'Windows to the Universe': Starlight, Dark Sky Areas, and Observatory Sites" makes special emphasis on issues of common interest and culminates our part of the work we have been carrying out since the international meetings of Fuerteventura and La Palma (2010)." [44]

The Thematic study was published by ICOMOS and IAU, and supported by Instituto de Astrofísica de Canarias (IAC) and Starlight Initiative. [45]

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[44] Astronomy & World Heritage Thematic Study released 3 August 2010, Paris www.iau.org/public_press/news/detail/iau1006/ To download publication www.astronomy2009.org/resources/documents/detail/astronomy_world_heritage_thematic_study/

[45] Thematic study ISBN 978-2-918086-01-7 (e-book)

Tour routes describing the United States of America's African Americans route as navigated by observing the stars. These are being developed with support from UNESCO, by such organizations as The African Diaspora Heritage Trail. [46] Escaped slaves developed stories built around the stars, weaving blankets describing safe passage, to guide them on the trek to escape the slave owning south for the freedom of the north. Songs were then sung describing these stars to help the freedom seekers travel. In this way, starlight is part of the heritage of the underground railroad.

Space is the Common Heritage of Humankind

Who owns outer space? No one, as agreed to in The Moon Treaty, Article 2 which holds that outer space cannot be owned or under the exclusive control of any state sovereign. States cannot profess any type of *ownership*, send soldiers, or be in occupation of outer space, nor of any celestial bodies. This concept differs from past notions used in the name of exploration, such terra nullius (territory that belongs to no one) used by the west to colonize the globe, and manifest destiny as used in the expansion of the United States of America. Both of these concepts hold the same principle that uninhabited and undeveloped areas could be occupied by the first entity to find them, however, as reflected under international law, these expansionist philosophies became obsolete as we entered the 20th century. [47]

As appropriately designated world heritage sites have been set aside for all of humankind to enjoy, outer space has also been set aside. Outer space, when thought of as a tourist destination, is a part of *humankind's common heritage*. Primarily, those involved in space endeavors are guided by the principle that all potential scientific discovery and investigation is for the betterment of all people, and as such, any action undertaken in space affects us all. What happens in space affects all of humanity, and as no one owns space, any state is permitted to use equipment or other facilities but only for the peaceful exploration and shared development of outer space. [48] This concept is further explored in Article 4 of the Moon Treaty, which states that:

[46] See Catching the Fire! 4th International African Diaspora Heritage Trail Conference July 2008, Bermuda.

[47] Moon Treaty, Article 11

[48] Moon Treaty, Article

The exploration and use of the moon shall be the province of all mankind and shall be carried out for the benefit and in the interests of all countries, irrespective of their degree of economic or scientific development. Due regard shall be paid to the interests of present and future generations as well as to the need to promote higher standards of living and conditions of economic and social progress and development in accordance with the Charter of the United Nations.

As with all international law, space exploration and tourism is based on the ***equality*** of states. The capacity for equality among states is at the forefront of international law, as states in their relations with one another are required to treat each other equally and fairly, and this includes equal access to space activities such as tourism. Therefore, according to the Outer Space Treaties - equality, cooperation, and accessibility must be combined as the basis of space exploration and tourism. Likewise, all travel and touristic endeavors must be in accordance with the principles of tourism and sustainable development of a site that belongs to the Common Heritage of Humankind. [49]

The space related treaties facilitate and encourage international ***cooperation*** in scientific investigations of outer space, with emphasis on the duty to ensure that exploration and use of space is beneficial to interests of all countries and peoples. All participants are encouraged to assist developing states that have little or no resources to pursue this endeavor on their own, and this includes the cooperation and opening of space tourism services to all of humanity. [50]

Space exploration follows the principles of accessibility and reciprocity for all other states. Related facilities, including space stations, must be managed as open to approved representatives of states' parties. In doing so, space exploration is truly open to all, not just elite private sectors, and not just to certain rich states. The owners of Space Station Alpha "the International Space Station" are fulfilling their treaty bound obligations by opening the facility to tourists, as tourists are representatives of another

[49] Moon Treaty, Article 1

[50] Outer Space Treaty, Preamble

state party in a treaty. [51]

When engaging in outer space activity, a state must conduct due ***consultation*** with other states. Consulting with one another allows states to actively pursue a form of sustainable development which is beneficial to all. Space tourist are not government trained members of the crew, and this is analogous to passengers onboard an aircraft or cruise ship. Therefore, a state wishing to send a tourist into outer space must consult with other states before doing so. Sending a person into space who is not a professional is, in itself, very risky. As this type of tourism is rare, space stations with tourists on board present uncertain variables to the crew and to other states, and so the originating state must "undertake appropriate international consultations before proceeding." [52]

Conclusion

The law generally reflects the society that generated it, and usually moves in response to the issues of the day, however, there is a great need today for the law to reflect the realities of our emerging global village. In our age of mass communication, transportation, travel, and immigration, our laws, both international and state-based, must adopt to enable humankind to enjoy the freedoms our technology has provided. The law should not act as a barrier to the free movement of people, products and production; it should enable all of humanity to flourish.

Even the ancient Chinese Great Wall, was built, not as a military barrier, but as a vast fire and smoke based communication network, as well as an immigration check point to halt the travel of "barbarians" from the north into the civilization of the Chinese south. But in the end, no government can stop all people from travelling across international borders, anymore than they can stop birds from flying, deer from running, or diseases from spreading. The numerous immigration, travel, and security restrictions has only resulted in creating an underground "servant class" to work and slave for the more developed countries' legal residents and citizens. These servants are trapped and forced to cater to the desires of sex tourists, sell black market products, and slave in unsafe factories because travel and trade restrictions prevent them from producing and disturbing products for themselves legally. Their

[51] Outer Space Treaty, Article 1
[52] Outer Space Treaty, Article 9

economics are stagnated and are only in the shadow of the developed countries they are forced to serve with services and labor because the laws of immigration, currency exchange, and intellectual property have put shackles on them. [53] Tourisms and sustainable development is about jobs and future jobs based on legitimate and ethical products, and as long as the law of the western states encourages illegal travel to support the underground immigrant economy and black market goods, true sustainable development will never occur.

Likewise, Cultural Heritage is the product and property of the cultures that produce it. To have national treasures dispersed, absorbed, and consumed by western tourists and museums, halts the future sustainable development of the same people that produced these treasures. When property becomes of such important significance as to have an impact on the lives of all of humankind, it is the common heritage of humanity - and belongs to us all - not just western museums and corporations that grew from the age of imperialism and colonialism. Natural heritage sites also belong to all of humankind, not just those that find nature's wonders within their nation states' borders.

While the economic impact that tourism plays on local, national, regional, and international economies may be apparent, it is also true that cultural heritage and property belonging to the common heritage of humankind play a very significant role in tourism and sustainable development. There protection and development creates jobs for everyone, and concerns group rights for the living and for future generations. The laws of Egypt, Nigeria, Mexico, Dominican Republic as well as the USA, provide examples that seek to balance the needs of the present to allow all economies to develop, while preserving jobs, culture, and tourism for the future of all humankind.

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[53] Philosophical Foundations of World Citizenship, Phil Cameron www.spacetravelaw.com/Dr.PhilC

About the Author

Dr. Phil Cameron of Alexander Anolik Law Corporation, San Francisco, USA (www.TravelLaw.com) and President and Founder of The Space Travel Law Association (STELA) (www.SpaceTravelLaw.com) earned his S.J.D. Doctorate in International Law (with honors); LL.M. Masters in International Law (with honors), and the requirements for an Intellectual Property Certificate (with distinction); and J.D. Law Degree and a Certificate of International Law (with distinction) from Golden Gate University, San Francisco, USA. Dr. Cameron completed study abroad programs hosted by Oxford University, England; Temple University, Japan; Mahidol University, Thailand; Paris X Nanterre, France; and other programs at The Hague Academy of International Law, The Netherlands; and Keio University, Japan. He has co-taught courses in Travel Law at universities in the USA and Asia and regularly presents papers for The International Forum of Travel and Tourism Advocates (IFTTA) (www.IFTTA.org). His pre-law work included Philosophy, World Religions, International Studies, and Linguistics. (www.drphilcameron.com)

BOOK REVIEW

Research themes for Tourism.

CAB International, Wallingford
ISBN: 978-1-84593-684-6. 300 pages
Robinson, P., S. Heitmann, P. Dieke (eds). (2011)

Tourism research has expanded rapidly in last 20 years - from being a small niche in Social Sciences it transformed into a significant research domain per se. Tourism research productivity increased significantly both as research output (number of published papers) and number of academic journals in tourism and hospitality (McKercher, Law and Lam, 2006). However, this growth in research productivity led to the fragmentation of tourism research. Recently several monographs and handbooks have been published which aim at providing a more comprehensive overview of tourism as a research field, the most prominent example of these being Jamal and Robinson's SAGE Handbook of Tourism Studies.

The new book by CABI Research Themes for Tourism edited by Peter Robinson, Sine Heitmann and Peter Dieke strives at filling the same necessity in tourism research literature.

The monograph consists of 20 chapters that deal with variety of topics. Although this is not explicitly done by the editors, this book can be divided logically into two distinct parts. The first one, consisting of 6 chapters, focuses on general theoretical issues in tourism research. In Chapter 1 Duncan Marson opposes the concepts of mass tourism and niche tourism and sheds light on their positive and negative impacts. Chapter 2 Peter Dieke dedicates to tourism development in less developed countries. More specifically the author analyzes the structural problems faces by these countries and how tourism can help in solving them. In Chapter 3 Sine Heitmann examines the anatomy of tourist's motivation by comparing many classical typologies (e.g. those developed by Cohen, Smith, Plog) and theories of tourist motivation (e.g. Iso-Aloha, Dann, Maslow, push/pull factors, travel career ladder). Chapter 4 by same author provides an in-depth analysis of authenticity in tourism while in Chapter 5 Richard Tresidder discusses the semiotic language of tourism. Chapter 6 by Ade Oriade and Mike Evans discuss alternative tourism in the context of the sustainable development of the destination and emphasize the types of alternative tourism, the carrying capacity of the destination, the limits of acceptable change, stakeholders and corporate social responsibility issues. This introductory part sets the stage for the other chapters in the book that deal with niche tourism.

The second part of the book, consisting of 14 chapters, provides a very comprehensive critical review of important types of special interest tourism. Besides the widely researched topics of rural tourism (Chapter 8 by Helen Farrell and Sheila

Russell), events tourism (Chapter 9 by Gemma Gelder and Peter Robinson), heritage tourism (Chapter 13 by Carol Southall and Peter Robinson) the second part of the book includes also chapters dedicated to less researched types of niche tourism - slow travel (Chapter 9 by Sine Heitmann, Peter Robinson and Ghislaine Povey), film-induced tourism (Chapter 14 by Glen Croy and Sine Heitmann), dark tourism (Chapter 15 by Crispin Dale and Neil Robinson), lesbian, gay, bisexual and transgendered tourism (Chapter 16 by Carol Southhall and Paul Fallon). Other niche types of tourism discussed are sports and adventure tourism (Chapter 11 by Christine Roberts), cultural tourism (Chapter 12 by Geoff Shirt), religious tourism (Chapter 18 by Peter Wiltshier), health and medical tourism (Chapter 19 by Richard Tresidder) and cruise tourism (Chapter 20 by Patsy Morgan and Lisa Power). A strong point is the introduction of a separate chapter on the role of gastronomy in destination marketing and tourist's experience (Chapter 17 by Ghislaine Povey) which is widely acknowledged in academic research but frequently neglected by destination marketers.

It is evident that the monograph discusses significant topics in tourism research. Nevertheless, some weaknesses have to be stressed. The title of the book is to some extend misleading. "Research themes for tourism" supposes that topics like tourism marketing, human resource management, revenue management, tour operations, information technologies in tourism, and destination marketing and management and other important topics in the field will find their place in the book, but this is not the case. Although the book is well structured "Niche tourism research" or "Special interest tourism" are more suitable titles. However, considering the wider scope of the current title it is advisable that the above mentioned topics are addressed in a potential second edition of the book.

Due to the in-depth analysis of a wide variety of nice tourism types the book is a valuable source for both students and educators and can be successfully used in modules related to Special interest/Alternative/Niche tourism. It can also serve as a reference guide for tourism and travel industry professionals who prepare and sell niche tourism products. Finally, tourism planners can use the book in the process of local tourism planning and development.

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