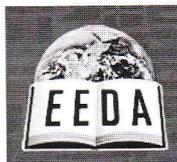


Current Issues of Tourism Research





Vol. 1 / 2011 No. 1

Current Issues of Tourism Research

Editorial Board

- Čuka Peter – University of Presov in Presov
Editor in Chief
- Bildat Lothar – Baltic College Schwerin
University of Applied Sciences
- Clarke Alan – University of Panonia Hungary
- Dias Francisco – University of Peniche, Portugal
- Hartmann Rudi – University of Colorado
Denver
- Hyde Kenneth – AUT University,
New Zealand Tourism research Institute
- Flood Patrick – University of Limerick
- Gál Zoltán – University of Pécs,
Hungarian Academy of Science
- Kaczmarek Jacek – University of Lodz
- Kiráľová Alžbeta – University
of Bussines Prague
- Kowalczyk Andrzej – University of Warsaw
- Lorber Lučka – University of Maribor
- Long Robert – Metropolitan Leeds University
- Matlovič René – University of Presov
in Presov
- Matušíková Daniela – University of Presov
in Presov
- Mika Mirosław – Jagiellonian University Cracau
- Obodyński Kazimierz – University of Rzeszow
- Pachura Piotr – University of Czestochowa
- Pantelis Kirmizoglou – University
of Thessaloniki
- Schelle Karel – University of Masaryk Brno
- Silva José Manuel – University of Peniche,
Portugal
- Štefko Robert – University of Presov in Presov
- Talarovičová Valéria – University of Presov
in Presov
- Tufan Ekrem – Canakkale Onsekiz Mart
University
- Zatko Jozef – EDA
- Zimmermann Martin Friedrich – Karl Franzens
University of Graz

TABLE OF CONTENTS

- Lothar Bildat*: “Personality and Resources: Basic Ingredients for Adapting
and Coping in the Hospitality Industries” 3
- Piotr Zmysłony*: “The Measurement of City Image:
Urban Tourism Market Segmentation” 10
- Zygmunt Kruczek*: “Tourism in the Antarctic Region. The Dilemma of Development
and Environment Protection” 19
- Tomasz Wites*: “Natural Environment vs. Creating Tourist Product in Brunei” 26
- Ekrem Tufan, Emre Dilek*: “Green Hotels Implications: a Research
on 3, 4 and 5 Stars Hotels in Canakkale City Center” 31

CURRENT ISSUES OF TOURISM RESEARCH

© 2011 STS Science Centre Ltd.

All rights reserved. Neither this publication nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of STS Science Centre Ltd.

Printed in the EU.

ISSN 2048-7878

Editorial

Tourism is not a simple but a complex phenomenon. This phenomenon takes many forms and contexts. The fascination by tourism has global status as far as its research. It is the subject of economical, sociological, environmental, cultural, geographic, political, technical, legal, medical and sports researches and is also the subject of research in other scientific disciplines.

When you enter a simple search on the most famous web browser in the world, there are about 505 million entries assigned to the headword tourism, to the headword the science of tourism there were 392 million passwords allocated and to the headword tourism – journal 170 million passwords.

With such a glimpse the first question could be, if the research of tourism can be considered as science? However, practice shows that the application of appropriate models of tourism can have a very positive impact on local communities, local economies and for cultural tourism and pilgrimage tourism can also have a profound spiritual dimension. Therefore scholars, researchers and academics have to look for such models. The mere classification of tourism in various school and educational systems of the world is different. The study of tourism is considered as an economic branch of study in terms of Tourism and Hospitality in Britain and in many other countries (also taught in traditional Business Schools). In other countries, e.g. Poland and Germany, the study of tourism is concerned in geography tourism.

Highly respected reader, you have been listing a new magazine Current Issues of Tourism Research. It is the product of a deep international cooperation. The editorial board includes academics from the USA, Germany, Austria, Poland, Hungary, Slovakia, Portugal, Ireland, Czech Republic, Greece and Slovenia. We designed the Journal on three fundamental pillars. Exactly they are: firstly professionalism, secondly openness and thirdly attractiveness.

Expertise is guaranteed by a very precise selection of contributions, assessment of their authors and by expert reviews. The structure of the journal has three separate sections - reviews, scientific studies and papers.

The openness is guaranteed through the checkout of information streams across the Editorial Board, by accessibility of the journal for authors and researchers from all parts of the world (see Technical Information for Authors). Openness declares the readiness of the Editorial Board to publish contributions from various disciplines, which are a priori focused on tourism issues, including theoretical – methodological essays.

The attractiveness is given by its structure as well as by the opportunity to publish only those research results, which are original and haven't been published anywhere. A myriad of elements have been the object of research of tourism, such as tourist region, the impact of tourism on the economy, the impact of tourism on the environment, tourism management and marketing, the functions and dysfunctions of tourism, forms and types of tourism, tourism development and other. Our journal will publish research results of all these partial views.

Special thanks to EEDA – the cofounder company of the magazine (East European Development Agency n.o.), without its support the magazine should not been established.

Now my dearest duty is to invite all researchers in the field of tourism for cooperation and for filling up the content of the new journal with professional, openness and interesting articles.

Čuka Peter
Editor in Chief
