

## Tourism and Regional Development

New Pathways

## Edited by

MARIA GIAOUTZI
National Technical University of Athens, Greece

and

PETER NIJKAMP
Free University, The Netherlands

**ASHGATE** 

## Contents

List of Contributors Preface		vii x
PA	ART 1 Tourism, Regional Development and Communications Technol	ogy
2	Information Technologies and Tourism Development in Developing Markets  Elvira Morella	15
3	'Reverse Network Engineering': A Top-down and Bottom-up Approach in the Tourist Market Dirk-Jan F. Kamann and Dirk Strijker	29
4	The Potential of Virtual Organizations in Local Tourist Development Anastasia Stratigea, Maria Giaoutzi and Peter Nijkamp	51
5	E-Travel Business: E-Marketplaces versus Tourism Product Suppliers Dimitris Papakonstantinou	71
6	ICTs and Local Tourist Development in Peripheral Regions Anastasia Stratigea and Maria Giaoutzi	83
7	European Informational Cultures and the Urbanization of the Mediterranean Coasts  Lila Leontidou	99
P.	ART II Methodological Advances in Tourism Research	
8	Economic Impacts of Tourism: A Meta-analytic Comparison of Regional Output Multipliers  Eveline S. van Leeuwen, Peter Nijkamp and Piet Rietveld	115

9	Competition among Tourist Destinations: An Application of			
	Data Envelopment Analysis to Italian Provinces	133		
	M. Francesca Cracolici and Peter Nijkamp			
10	Delineating Ecoregions for Tourism Development  Thomas Hatzichristos, Maria Giaoutzi and John C. Mourmouris	153		
	Thomas Traizien istos, marta Ottaouizi and John C. Mourmou is			
11	Tourism and the Political Agenda: Towards an Integrated			
	Web-based Multicriteria Framework for Conflict Resolution	177		
	Andrea De Montis and Peter Nijkamp			
12	A Methodology for Eliciting Public Preferences for Managing			
	Cultural Heritage Sites: An Application to the Temples of Paestum	201		
	Patrizia Riganti, Annamaria Nese and Ugo Colombino			
PA	PART III Policy Strategies on Tourism			
13	The Importance of Friends and Relations in Tourist Behaviour:			
	A Case Study on Heterogeneity in Surinam	219		
	Pauline Poel, Enno Masurel and Peter Nijkamp			
14	Technology Transfer to Small Businesses in the Tourist Sector:			
	Supporting Regional Economic Development	239		
	Peter M. Townroe			
15	Possibilities for Using ICT to Realize Heritage and Ecotourism			
	Potential: A Case Study on the Zululand Region of South Africa	253		
	Peter Robinson			
16	Tourism, Technological Change and Regional Development			
10	in Islands	27		
	Harry Coccossis			
17	Regional Development, Environment and the Tourist Product	28		
1/	Spyros J. Vliamos	20		
	Index	30		