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## Journal of Environmental Management and Tourism

**Journal of Environmental Management and Tourism** is a young interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

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# GREEN TOURISM IN THE CONTEXT OF CLIMATE CHANGE TOWARDS SUSTAINABLE ECONOMIC DEVELOPMENT IN THE SOUTH ASIAN REGION

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## Abstract

*This paper attempts to examine the environmental consequences and challenges of tourism development in developing economies with particular focus on the South Asian region. South Asia is home to one-third of the world's population and is experiencing a rapid growth in tourism due to its unique cultural and natural resources. The industry is not only dependant on the natural environment, but also can significantly alter it, meaning many tourist destinations are highly vulnerable to the impacts of climate change. These problems mean that developing nations need to take measures to control tourism in order to ensure the sustainability of the environment, but are limited by their weak institutional framework,, political instability and inegalitarian social and economic structures. This paper suggests a more effective environmental governance mechanism through incorporating eco-thinking initiatives and climate change as a management challenge in order to foster the development of eco-tourism.*

**Keywords:** Green tourism, environmental impact, governance, local empowerment, South Asia

## 1. Introduction

The world is now in a stage of transition, triggered by environmental crises and vulnerabilities where maintaining sustainability in all development initiatives is crucial, not only for scientist and decision makers, but for long term survival of the earth system. The sustained period of economic growth experienced by developed countries over recent years caused many to think that the historically recurring economic cycles of boom and bust had perhaps ended (Bramwell, and Lane 2009). Despite the pressures of climate change, developing and emerging economies are mostly concentrated on economic development, although substantial debates (Liu, and Wall 2004), international pressure and country-based sustainability campaigns are influencing policy makers to rethink development initiatives within the framework of a green economy. Instead of more opportunities bringing crises, opportunities built on sustainability principles can create a better platform of problem solving initiatives in business enterprises, production and consumption. The aim of the study is to suggest an environmental governance mechanism dealing with tourism around the world that will add to the current trend of greening the economy, particularly for developing and emerging economies. Based on an extensive literature survey, the following research questions have been addressed, in order to achieve the following research aims:

- What are the environmental consequences of tourism and challenges of green tourism development?
- What are the significant impacts of greening tourism industry on environment, economic and social development?
- What could be the institutional strategy for the governance of green tourism?

The plan for the paper is as follows. In the next section a background of the study is provided, which is followed by a brief discussion on the role of green tourism in sustainable economic development. Then the challenges towards green tourism development are discussed. The next section presents a governance mechanism for green tourism. The final section offers some concluding remarks.

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## AN INVESTIGATION INTO MOTIVATIONAL FACTORS THAT INFLUENCING FOREIGN TOURISTS' TO VISIT JORDAN. PUSH AND PULL FACTORS

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### Abstract:

*Tourism sector in the Middle East which has undergone and rapid development has generated foreign exchange and diversities the regional economies. In fact, World Tourism Organization has recognized this area as one of the fastest growing in the world. Despite the growth, however, in terms of tourism research, the Middle East region receives limited attraction. In Jordan, in particular, there are different types of tourism such as archaeological, cultural, historical, religious, adventure, and eco-tourism. While motivations are critical to understanding travel behaviour, little information has been documented about travel motivations to Jerash city in Jordan. What little information there is, has most often been used to determine destination quality or overall tourist satisfaction rather than identifying specific motivation dimensions. Thus, this paper attempted to discuss the common travel motives of foreign tourists' to Jerash city in Jordan. In more broad sense, it is purposing to analyze what are the travel motivations that influence those tourists to visit such place. Data were collected from 58 tourists who had traveled to Jordan through questionnaires. Results have shown that there are many push and pull factors that motivated foreign tourist to visit Jordan. One of these push motivational factors were "Getting a change from a busy job" and "Indulging in luxury" while pull motivational factor was "personal safety".*

**Keywords:** motivational analysis, travel motivation, foreign tourists, Jordan, push and pull factors

### 1. Introduction

The concept of motivation was defined by many researchers and scientists in the world. Schiffman, and Kanuk (2004) defined motivation as a driving force within individual that implies them to action to satisfy their needs. Also, motivation is defined as a need or desires that energises behaviour and directs it towards a goal (Myers 2004). Furthermore, Beerli, and Martin (2004) proved that motivation is the need that desires an individual to act and a certain way to achieve the desired satisfaction. Although the decision to satisfy needs may rely on other psychological variables to satisfy it by motivation. In more broad sense, tourist motivation can be defined "as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behaviour and experience" (Pearce *et al.* 1998). The general motives underlined by research of why nature tourism is the fastest growing segment internationally in tourism are: widespread changing environmental attitude, development of environmental education, development of environmental mass media (Lindberg 1998). A research by Pearce *et al.* (1998) presented ten trends which represent important issues of content in describing tourists motives, it can mention four which are related to nature tourism motivation: motive to experience the environment, motive to rest and relax in pleasant settings, motive to pursue special interests and skills (scuba-diving, fishing), and motive to be healthy and fit. These motives are good starting points to discuss motivation of nature tourism, but some appear to be just social changes or reasons that have affected in some way the motives of the tourist. These motives do not give us clues in how to identify human motivation towards travel, for that reason it can not be applied to further studies. So it is necessary to undertake an analysis of travel motivation theories. The literature on consumer behaviour argues that motivations represent individual internal forces that lead to action (Schiffman, and Kanuk 1978). Investigating reasons or motivations for travel contribute to an understanding of tourism as a social and psychological phenomenon (Cohen 1974) and offer practical managerial insights (Wight 1996, Young 1999). In this respect, the motivation to travel refers to a set of needs that cause a person to participate in a tourism based activity. In this sense motivational factors are defined as the psychological needs that play a significant role in causing a person to feel psychological disequilibrium that may be corrected through a travel experience (Crompton 1979, Kim *et al.* 2000).

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## SOFT EMS, HARD EMS, AND ENVIRONMENTAL PERFORMANCE RELATIONSHIPS: A REVIEW OF THE LITERATURE

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### Abstract:

An environmental management system (EMS) provides the framework for continual environmental improvement through effective management of an organization's environmental impacts. The most well-known and accepted EMS is the ISO 14001 standard on environmental management established by the International Organization for Standardization (ISO). The literature suggest that the key components that impact on environmental management system (EMS) implementation are a synergistic blend of 'hard' and 'soft' elements. The elements of soft EMS are essentially dimensions of human resource management (HRM), while the 'hard' elements are more technical-oriented. To ensure successful environmental management, the 'hard' elements of an EMS must be accompanied by equal attention to the 'soft' elements. At the present time, the nature of the relationship between the soft EMS elements, hard EMS elements and environmental performance remains unclear. Specifically more effort should be placed in formulating theoretical models that can represent the complex EMS practices-environmental performance relationships. This paper aims to provide a motivation for investigating the mediating effects of hard EMS elements in the relationship between soft EMS elements and environmental performance.

**Keywords:** ISO 14001 EMS, soft elements, hard elements, environmental performance.

### JEL Classification:

### 1. Introduction

The literature suggests that successful ISO14001 EMS implementation and hence improved environmental performance can be accomplished through the use of 'appropriate human resource management (HRM) practices' (see for example Daily *et al.* 2003, 2007, Daily, and Huang 2001, Govindarajulu, and Daily 2004, Kaur 2010). Only Daily *et al.* (2003, 2007), and Kaur (2010) provided empirical support for the significant contribution of soft EMS elements towards environmental performance. Besides the soft EMS elements, one has to look at the hard EMS elements that are also very critical for the success of the EMS implementation. However there appears to be no empirical evidence describing the impact of hard EMS elements on environmental performance. Furthermore an empirical base for determining which of the EMS elements, i.e. soft or hard, is a better predictor of environmental performance also does not appear to exist in the literature. In regards to quality management, a similar endeavor to environmental management, Ho *et al.* (2001), and Rahman, and Bullock (2005) suggest that it is more appropriate to investigate the direct impact of soft TQM elements on the diffusion of hard TQM elements, and then assess the direct impact of hard TQM elements on performance. The authors emphasize that organizations must have appropriate soft TQM elements in place to create conditions that allow effective diffusion and utilization of hard TQM elements. This paper aims to provide a motivation for investigating the mediating effects of hard EMS elements in the relationship between soft EMS elements and environmental performance.

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## NONPROFIT, CRIMINAL HUBS AND RENT SEEKING. EVALUATION OF THE CALABRIAN EXPERIENCE

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### Abstract:

*The study concerns rent seeking in the allocation of structural funds for cultural development in the Italian region of Calabria. By statistical analysis the study shows that the variables relating to major cultural sites had no robust significance. Rent seeking variables relating to non profits, criminal hubs and construction interests were statistically significant. This may explain both the fragmentation of the projects and the difference between allocations and payments relating to the allocation of the funds. On the other hand, the presence of major cultural sites is not significant in the allocation of funds to the criminal hubs, likely because this type of projects would be closely controlled by the public authorities in charge of the preservation and valorization of the cultural heritage. The anomalous discrepancy between allocation of funds and payments also may be explained as a rent seeking phenomenon. Finally, discrete choice analysis show that municipal with an academic institution have a 39.5% higher probability of receiving cultural funds; municipal with an airport or a seaport have a 33.9% higher probability to catch some financings; whereas a marginal change in museums is associated with a 19.8% in participation.*

**Keywords:** rent seeking; cultural goods; tourism; Calabria; ANOVA; discrete choice models.

**JEL Classification:** H4; R1; Z1.

### 1. Introduction

The study examines the rent seeking phenomena arising in the execution of the European Program 2000-2006 for the less developed European regions (so called Objective 1) focusing on the Operational Regional Program of Calabria Region, as for the sector of cultural goods as touristic attractors. The focus on this Program is of particular interest because it was managed by a center-right regional government from 2000 until spring 2005 and by central-left regional government from spring 2005 to the end, so that one may also try to see if the change of Government from the centre right to the centre left has had an effect on the rent seeking. On the other hand, Calabria, a Region of 2 million inhabitants, in Sothern Italia, is rich of cultural sites, dating from the archeological epoch, that are not valorized and cultural tourism could be an important factor for its economic growth .On the other hand Calabria is the headquarter of the most powerful Italian criminal organization of mafia type, i.e. ndrangheta<sup>1</sup>. Independent variables were constructed to capture the main observable sources of rent seeking in the various municipalities: i.e. their voting weight, the presence of non profits and of criminal hubs, the presence of members of the Regional Junta ruling Calabria. To these variable, was added, the presence in the municipality of important cultural sites, which could actually justified the allocation of funds to it. The variable "cultural sites" was crossed with the variable criminal hubs to observe if the allocation of funds to municipalities hosting these hubs could be justified by their nature of cultural sites. At the regional level the variable "type of government" was tested so observe whether it made difference as for the type of projects approved, distinguishing them in projects in investments and in services: the first more popular with pro business Governments and the second more popular with Governments interested to sustain employment. It resulted that most the considered rent seeking variables (voting weight, non profits, criminal hubs, type of government) were relevant while the variable "cultural sites" was not relevant, both and as a per se variable and in association with the variable criminal hubs.

The paper is divided into six sections. Section 2 provides a brief survey of economic literature on the issues dealt with in the paper. Section 3 provides a brief survey of the European Regional Funds Policy, of Calabria's Regional Program 2000-2006 for objective 1, as component of the e European Program 2000-2006 and of the section of this program regarding culture. Section 4 gives an overview of the methodology employed in the empirical research and of the data used Section 5 presents the results. Section 6 presents our concluding remarks, policy implications and suggestions for future researches.

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<sup>1</sup> The name "ndrangheta" is a corruption of the ancient Greek expression Andros Agathos, which means men of honor. Actually the original stronghold of ndrangheta is in an area of Calabria where the ancient Greek dialect is still spoken.

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## ENVIRONMENTAL CHANGE AND THE CHALLENGES OF TOURISM PATRONAGE IN THE OBUDU RANCH RESORT NIGERIA

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### Abstract

*Spatial reorganization in the Obudu Ranch has been massive since the last decade and this meant accelerated changes to the biophysical milieu. This study sought to examine the reorganizational outcomes and changes in the biophysical attractions as they relate to visitation (patronage). Patronage pattern was examined; observed spatial changes highlighted; specific attractions and the observed changes identified; and relationship between environmental change and patronage established. Data on vegetation change, patronage and physical infrastructure development in temporal context were used. Also obtained was data on specific attractions and observed physical changes by respondents. Geographic analysis was based on thematic maps, while statistical analyses were descriptive (including percentages, column and line graphs) and inferential statistics (time series, using least square regression, and chi square) were employed. Findings indicated that tourism, particularly international visitation, to the ranch followed a declining trend during the ten years of data, and this trend or change was significant over time. Environmental changes appear to influence patronage as reported by the tourists and indigenous population, while no difference existed between the tourist providers, tourists and local population on the relationship between environmental change and tourism patronage. Deemphasizing further expansion and encouragement of public mass transport and the cable car were some of the recommendations. Also recommended were education on energy efficiency and less dependence on fuel wood, which triggers deforestation.*

**Keywords:** Challenges, Environmental change, Patronage, Resort, Spatial reorganization, tourism

### 1. Introduction

Environmental quality and sustainability are fundamental to man's overall well-being and development hence the degradation and transformation/reorganization of the physical environment either reduces or enhances its quality and sustainability. Tourism is an economic, industrial activity in which many individuals, firms and other organizations as well as government are engaged and which is directly concerned with and influences the biophysical and socioeconomic milieu.

Tourism development has the potential to sustain the environment, which constitutes the impetus for its development (WTO 1983). It also has the potential to destroy the once pristine environment. These interactions and possible impacts appear to be over-looked by the development strides as considerations of tourism development impacts have concentrated on the positive dimension such as job creation, increased foreign earnings and revenue generation, preservation of aesthetics and environmental conservation and protection (Aniah *et al.* 2006).

The first major source of environmental stress resulting from tourism development is permanent restructuring of the environment brought about by a variety of major construction activities such as urban development, construction of roads, etc (Pearce 1992, Matheison, and Wall 1993). Urban development on the Obudu Ranch has been growing alarmingly and the positive side of this, such as the immediate and medium term socioeconomic upliftment, has been the drive for all of these. This study focuses on the motivations for tourism on the ranch, the changes in these environmental drivers and the probable implication for tourism patronage.

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- Public Finance.

All the papers will be reviewed and published in the Conference e-Proceeding under an ISBN reference on CD. The Proceeding will be indexed and listed in various reference search engines. The best papers selected by the International Scientific Committee will be published in *Journal of Advanced Studies in Finance* <http://www.asers.eu/journals/jasf.html> after a double-blind peer-reviewing and the payment of 150€ as submission fee charged by the journal. *Journal of Advanced Studies in Finance*, currently indexed in CEEOL, RePEc, EBSCO, ProQuest and IndexCopernicus.

#### Important Dates:

- 25<sup>th</sup> September, 2011 – Abstract submission deadline;
- 5<sup>th</sup> October, 2011 – Notification of acceptance/rejection;
- 10<sup>th</sup> October, 2011 – Deadline for payments (100€ for attendance at the Conference);
- 15<sup>th</sup> October, 2011 – Full paper submission in MS Word and PowerPoint format;
- 25<sup>th</sup> October, 2011 – Online International Conference.

**General Chair:** PhD Rajmund Mirdala, Technical University of Košice, Faculty of Economics



**“Sustainable Tourism Development”**  
Online Conference, 25 November, 2011

**Association for Sustainable Education, Research and Science** has the honour to invite you to participate at the 2<sup>th</sup> Online International Conference on **“The challenges of sustainable tourism development in time of climate change”** in 25<sup>th</sup> November, 2011.

The conference provides a forum for disseminating new research findings, practices and techniques in sustainable tourism, tourism management, and tourism marketing. This on-line conference brings together people who can propose a vision of a greener tourism, a more sustainable tourism, to help more in keeping a clean and durable planet.

Academicians and researchers are invited to share their unpublished research findings in all areas mentioned below, but are not limited to:

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- Natural Resources; Energy and Environment;
- Environment and Economic Growth;
- Environmental and Ecological Economics;
- Sustainable Development;
- Renewable Resources and Conservation;
- Nonrenewable Resources and Conservation;
- Valuation of Environmental Effects;
- Pollution Control Adoption Costs; Distributional Effects; Employment Effects;
- Air Pollution; Water Pollution; Noise; Hazardous Waste; Solid Waste; Recycling;
- Climate; Natural Disasters; Global Warming;
- Technological Innovation;
- Environmental Protection Technologies (water, air, and soil);
- Pollution Reduction at Source and Waste Minimization;
- Simulation and Optimization for Environmental Protection;
- Environment and Development;
- Environment and Trade;
- Sustainability;
- Environmental Accounts and Accounting;
- Environmental Equity; Population Growth;
- Ecological Economics: Ecosystem Services; Biodiversity Conservation; Bioeconomics; Industrial Ecology;
- Mathematics Models of Environmental Processes;
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**Important Dates:**

25 October, 2011 - Abstract submission deadline;  
5 November, 2011 - Notification of acceptance/rejection;  
10 November, 2011 - Deadline for payments (100€ for attendance at the Conference);  
15 November, 2011 - Full paper submission in MS Word and PowerPoint format;  
25 November, 2011 – Online International Conference.

**General Chair:**

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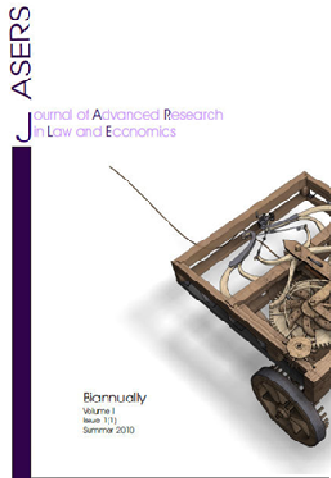
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**Journal of Advanced Research in Management** Biannually

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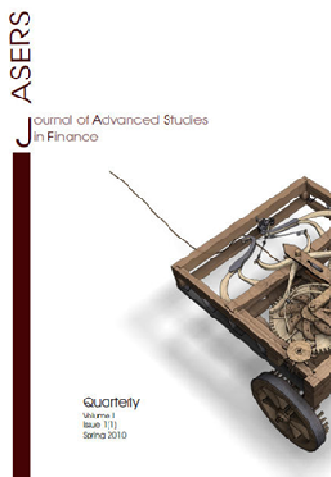
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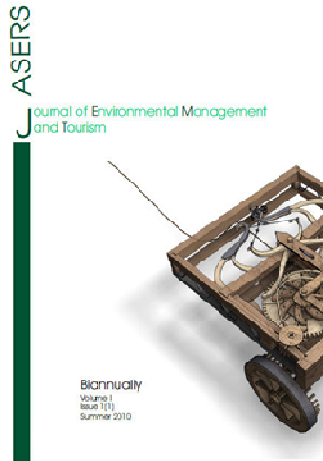
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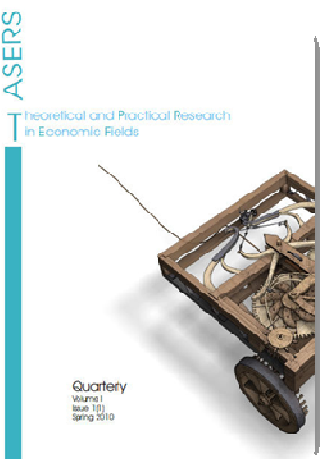
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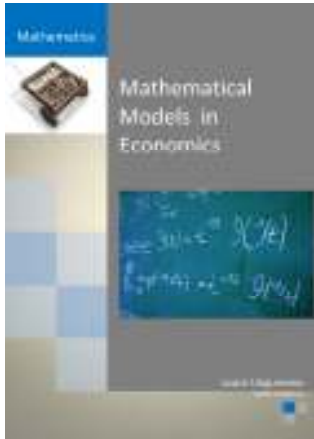
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