



# Current Issues of Tourism Research





# Current Issues of Tourism Research

## Editorial Board

- ČUKA PETER – Silesian university in Opava, School of Business Administration, Karviná, Czech Republic  
EDITOR IN CHIEF
- ABRHÁM JOSEF – University of Economics, Prague, Czech Republic
- BILDAT LOTHAR – Baltic College Schwerin, University of Applied Sciences, Germany
- CLARKE ALAN – University of Panonia, Hungary
- DEUGOSZ ZBIGNIEW – Pedagogical University of Cracow, Poland
- HARTMANN RUDI – University of Colorado, Denver, USA
- FLOOD PATRICK – University of Limerick, Ireland
- GÁL ZOLTÁN – University of Pécs, Hungarian Academy of Sciences, Hungary
- CHAPČÁKOVÁ ALEXANDRA – University of Prešov, Slovakia
- CHOWDHARY NIMIT – Indian Institute of Tourism and Travel Management, Gwalior, India
- KACZMAREK JACEK – University of Lodz, Poland
- KAJZAR PATRIK – Silesian University in Opava, School of Business and Administration in Karvina, Czech Republic
- KIRÁLOVÁ ALŽBETA – University of Business, Prague, Czech Republic
- KOWALCZYK ANDRZEJ – University of Warsaw, Poland
- KOZŁOWSKA MAŁGORZATA – Pedagogical University of Cracow, Poland
- LORBER LUČKA – University of Maribor, Slovenia
- LONG ROBERT – Metropolitan Leeds University, United Kingdom
- LÜTFI ATAY – Canakkale Onsekiz Mart University, Turkey
- MIKA MIROSLAW – Jagiellonian University, Cracow, Poland
- PACHURA PIOTR – University of Czestochowa, Poland
- PANTELIS KIRMIZOGLU – University of Thessaloniki, Greece
- PINTO DIAS TEIXEIRA – Francisco University of Peniche, Portugal
- PLESNÍK PAVOL – University of Economics in Bratislava, Slovakia
- RACHWAŁ TOMASZ – Pedagogical University of Cracow, Poland
- SHELLE KAREL – Masaryk University, Brno, Czech Republic
- SEGUI PONS JOANA MARIA – University of the Balearic Islands, Spain
- STASIĄK ANDRZEJ – University of Lodz, Poland
- TULEJA PAVEL – Silesian University in Opava, School of Business and Administration in Karvina, Czech Republic
- TVRDOŇ MICHAL – Silesian University in Opava, School of Business and Administration in Karvina, Czech Republic
- ZÁTKO JOZEF – Eastern European Development Agency n.o., Podhájska, Slovakia
- ZIMMERMANN MARTIN FRIEDRICH – Karl Franzens University of Graz, Austria

## TABLE OF CONTENTS

Annotation Journal of Current Issues of Tourism Research	2
Editorial	3
<b>SCIENTIFIC STUDY:</b>	
<i>Halil Korkmaz, Okan Mercan, Lütfi Atay</i>	
“The Role of Cittaslow in Destination Branding: the Case of Seferihisar“	5
<i>James Toogood, Pete Allison, Paul McMillan, Mike Jess</i>	
“Analysing Constraints to Participation in Snowsports for Pre-service Teachers: A Qualitative Study of Tourism for Alpine (Downhill) Skiing“	11
<b>SCIENTIFIC PAPER:</b>	
<i>Marta Drozdowska, Magdalena Duda-Seifert</i>	
“Preferences of Erasmus Students Concerning Culinary Tourism“	25
<i>Anna Chrobak, Jarosław Cebulski</i>	
“Landslides in the Polish Carpathians as the Potential Educational Geosites“	38
<i>Sławomir Dorocki</i>	
“Tourist Regions as Places of Development of Innovativeness“	50
<b>REVIEW:</b>	
<i>Michał Apollo, Phil Varley, Marek Zoladek</i>	
“Searching for Geographical White Spots - First Ascent on Himalayan Summit“	58
<i>Szymon Krasicki</i>	
“Winter Olympics in Kraków - Opportunities and Dangers“	60
Guidelines for Authors	62

## CURRENT ISSUES OF TOURISM RESEARCH

© 2014 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.

Issued twice a year.

Printed in the EU.

ISSN 2048-7878

## Annotation Journal of Current Issues of Tourism Research

Every year approximately 4 thousand studies on the topics of tourism are published in the area of Central Europe. About 20 per cent of the studies could be regarded as scientific papers. Various periodicals such as *Tourism*, *New Problems of Tourism*, *Peregrinus Cracoviensis* in Poland, *Economic Review of Travel and Tourism* in Slovakia, *Czech Travel News* in the Czech Republic and likewise focus mainly on the issue of destination tourism, hotel industry and economics of tourism. Most of these magazines are devoted either to the one specific problem - *Peregrinus Cracoviensis* (pilgrimage tourism), or to a wide range of topics – *Tourism* (geography of tourism).

The concept of the journal - *New Current Research of Tourism Research* is based on exclusive quality, clear determination of topics and content structure of the periodical.

The quality of the journal is guaranteed by the following criteria:

- the seat of the Journal is in Great Britain
- international editorial board
- the selection of reputable reviewers from Slovakia and other foreign countries
- sole print in the English language
- limited range of issues: one or two issues per year

Themes forming the contents of the journal and relating to the region of Central Europe are as follows:

- New problems in tourist regions in Central Europe
- Trends in the development of terminology, theory and methods of research in tourism
- Current questions concerning the product, management and marketing of tourism
- Religion tourism in Central Europe
- Issues of urban and cultural tourism in Central Europe
- Health Tourism, Spa Tourism, Wellness Tourism

### Structure of journal's content

Each issue will consist of:

- three scientific articles written in the range of maximum 20 pages per one article
- three scientific contributions not exceeding 10 pages per contribution,
- section providing information and profiles of scientific personalities developing tourism, the section devoted to reviews, areas allocated to advertising and editorial column.

One issue should have a range of approx. 120 pages.

The format of the magazine, the quality of printing and possibilities of colourful appendices depend on agreement and financial cost. Minimum one issue per year. The journal would provide the possibility of the new study programme promotion in the country of the publisher and in the target region of Central Europe.

---

---

## Editorial

### Dear Readers,

We have prepared for you next issue of the scientific journal "Current Issues of Tourism Research". In improving the presentation of research outcomes we are working on indexing journal. In the current issue features articles: Halil Korkmaz, Okan Mercan, Lütfi Atay "THE ROLE OF CITTASLOW IN DESTINATION BRANDING: THE CASE OF SEFERIHISAR", James Toogood, Pete Allison, Paul McMillan, Mike Jess: "Analysing constraints to participation in snowsports for pre-service teachers: A qualitative study of tourism for alpine (downhill) skiing", Marta Drozdowska Magdalena Duda-Seifert "Preferences of Young Europeans concerning culinary tourism", Anna Chrobak, Jarosław Cebulski "Landslides in the Polish Carpathians as the potential educational geosites", Sławomir Dorocki "Tourist regions as places of development of innovativeness" and Review from Miyar Valley 2012 - International Polish/British Expedition, authors Michal Apollo, Phil Varley, Marek Zoladek "SEARCHING FOR GEOGRAPHICAL WHITE SPOTS - FIRST ASCENT ON HIMALAYAN SUMMIT" As last Review we prepared article of Szymon Krasicki "Winter Olympics in Kraków - opportunities and dangers" Review is also interesting that we now know that Krakow together with partners of the Olympic candidature up.

We wish to introduce readers to an important personality Austrian geography of tourism and a member of the editorial board, Professor Friedrich M. Zimmermann, PhD. Since 1997 is full Professor of Geography and Chair of the Department of Geography and Regional Science at the KARL-FRANZENS-UNIVERSITY OF GRAZ. He is Director of the RCE Graz-Styria, the UN-certified Regional Center of Expertise: Education for Sustainable Development. Sustainability Commissioner at the University of Graz. In 2007 Founding Vice Dean of the Faculty for Environmental, Regional and Educational Sciences. Between 2000 – 2007: Former Vice Rector for Research and Knowledge Transfer at the University of Graz Vice President of the Austrian-Canadian Liason Group and Vice President of the "Center for Border Areas Studies", Tarvisio, Italy. One year appointment as professor of economic geography at the University of Munich, Germany, Fulbright fellowships in the US in 1991 (Elizabethtown College, PA) and 1994 (Portland State University), further teaching affiliations with Portland State University, Portland Oregon, Drexel University and Holy Family College, Philadelphia, USA. Between 2008-2012: Visiting Professor, University of Novi Sad, Serbia and Rijeka, Croatia. Prof. Zimmermann is the founding President of the COPERNICUS Alliance, the European Network on Higher Education for Sustainable Development.

In research Prof. Zimmermann is experienced in the fields of sustainable urban and regional transformation processes, sustainable tourism planning and prognosis as well as sustainability processes and knowledge transfer; consultant for private and public institutions. Prof. Zimmermann works with several international and interdisciplinary research teams in projects of the UNESCO and United Nations University-IAS, the European Council, the European Science Foundation, the European Partners for the Environment, the Austrian Development Co-operation, the Austrian Academy of Science, and in EU projects, like EU - ENRICH Program, EU - INTERREG IIIC, EU - INTERREG IVb, EU- ESPON, EU - TEMPUS - Programme, EU - e-Learning Programmes etc. Its current projects are ConSus - Connecting Science-Society Collaborations for Sustainability Innovations, (12/2013 - 11/2016), UE4SD: University Educators for Sustainable Development (10/2013 - 10/2016), OPEUCA: Developing OPEN EDUCAtional regions for future-oriented learning and teaching Anytime, Anyplace, with Anybody, through Any device (10/2013 - 05/2016), Facebook: Monitoring Sustainability Communication with Social Media, (02/2014 - 01/2015), Scaling Sustainability: Scaling Sustainability in Regional and Global Contexts - the Role of Universities and Centers of Excellence (10/2013 - 04/2014)

Prof. Zimmermann is co-editor of books and journal editor and also author or co-author numerous published articles in books and reviewed journals, both national and international, in works as: Zimmermann F.M., P. Godde und M. Price (Hrsg.) (2000): *Tourism and Development in Mountain Regions*. CABI Publishing, Wallingford, New York, 357 S. Zimmermann, F.M. und S. Janschitz (Hrsg.) (2000): *Regional Policies in Europe. New Challenges, New Opportunities*. Leykam, Graz, 155 S. Zimmermann, F.M. und S. Janschitz (Hrsg.) (2001): *Regional Policies in Europe. Key Opportunities for Regions in the 21st Century*. Leykam, Graz, 254 S. Zimmermann, F.M. (2001): *European Union Cross-Border Cooperation: A New Tourism Dimension*, in: V. L. Smith and M. Brent (Hrsg.) "Hosts and Guests Revisited: Tourism Issues of the 21st Century", Cognizant Communication, New York, Sydney, Tokyo, 323-330. Zimmermann, F.M. und S. Janschitz (Hrsg.) (2002): *Regional Policies in Europe - The Knowledge Age: Managing Global, Regional and Local Interdependencies*. Leykam, Graz, 129S. Zimmermann, F.M. und S. Janschitz (Hrsg.) (2004): *Regional Policies in Europe -Soft Features for Innovative Cross-Border Cooperation*. Leykam, Graz, 150 S. Zimmermann, F. M. (2006): *Cross-Border Cooperation in Tourism Planning in the Alps: Problems and Progress*, in: Clark, Th., Gill, A., and Hartmann R.: *Mountain Resort Planning and Development in an Era of Globalization*. New York, Sydney, Tokyo: Cognizant Communication, 13-25. Zimmermann, F. M. (2007): *The Chain of Sustainability*. Public Service Review, European Union, 14. PSCA International, Newcastle, 232-233. Zimmermann, F. M., und S. Janschitz and J. Pizzera (2007): *The Role of Actors in Regional Development*. Grazer Schriften der Geographie und Raumforschung, Bd. 42, Graz, 63-74. Zimmermann, F. M. und C. Mader, F. Risopoulos, G. Steiner (2008): *Regional Centre of Expertise (RCE) Graz - Styria - A Process of*

---

*Mobilization facing regional challenges. International Journal of Sustainability in Higher Education, Vol. 9, No. 4, Emerald Group Publishing, 402-415.*

Zimmermann, F. M. und E. Görsdorf, C. Mader, J. Pizzera (2009): *Creating regional (e-)learning networks*, in: VCSE (Hrsg.): *Virtual Campus for a Sustainable Europe - Best Practice Guidebook*. Thessaloniki, 67-90.

Janschitz S. und F.M. Zimmermann (2010): *Regional modeling and the logics of sustainability - a social theory approach for regional development and change*, in: *Environmental Economics, Vol. 1, Issue 1, Business Perspectives Publishing, Sumy, 129-137.*

Mader, Clemens; Steiner, Gerald; Zimmermann, Friedrich; Spitzeck, Heiko (2010): *Sekem – Humanistic Management in the Egyptian Dessert*, in: Spitzeck, H./ Pirson, M./ Amann, W./Khan, S./von Kimakowitz, E. (Hrsg.): *Humanistic Management in Practice*. New-York: Palgrave Macmillan (Humanism in Business Series, 1), 204 - 214.

Trummler, Marlene; Mader, Clemens; Zimmermann, Friedrich; Görsdorf-Lechevin, Elisabeth; Diethart, Mario (2011): *Networking and Interaction between Regions and Higher Education Institutions*, in: Barton A., Dlouha J., (Hrsg.): *Multi-Actor Learning for Sustainable Regional Development in Europe: A Handbook of Best Practice*. Surrey: Grosvenor House Publishing, 106 - 123.

Strasser, Ulrich; Gobiet, Andreas; Stötter, Johann; Kleindienst, Hannes; Zimmermann, Friedrich; Steininger, Karl; Prettenhaler, Franz (2011): *CC-Snow - an interdisciplinary project to investigate climate change effects on future snow conditions and winter tourism in Tyrol and Styria (Austria)*, in: *Geophysical Research Abstracts, Abstracts of the European Geosciences Union General Assembly 2011, Vienna*.

Zimmermann, Friedrich; Mader, Clemens; Michelsen, Gerd; Adomssent, Maik (2012): *The European higher education for sustainable development network - COPERNICUS Alliance - back on stage with Charta 2.0*, in: *Global University Network for Innovation (Hrsg.): Higher Education's Commitment to Sustainability: from Understanding to Action*. Palgrave Macmillan 2012 (GUNI Series on the social commitment of universities, 4), 134 - 136.

Zimmermann, F. M. (2012): *(Winter) Tourism in the Alps: Restructuring Opportunities in a Fragile Environment*. In: Zimmermann, F. M. and J. Holzner (Hrsg.): *Winter Tourism Textbook - IP 2012. (Comparison of Tourism Development Determinants in the European Union and Candidate Countries in the Process of Globalization on the Example of a Concrete Form of Tourism)*, 47 - 66.

Zimmermann, Friedrich; Gruber, Marco: *Global Tourism Demand*, in: Zimmermann, F. M. and J. Holzner (Hrsg.): *Winter Tourism Textbook - IP 2012. Eigenverlag, Institut für Geographie und Raumforschung 2012 (Comparison of Tourism Development Determinants in the European Union and Candidate Countries in the Process of Globalization on the Example of a Concrete Form of Tourism)*, 11 - 31.

Diethart, M.; Mader, C.; Mader, M.; Meyer, J.; Zimmermann, F. M. (2012): *RCE Graz-Styria: Influencing Sustainable Consumption and Production in Styria*. In: Fadeeva Z., Payyappallimana U., Petry R. (United Nations University - Institute for Advanced Studies) (Hrsg.): *Towards more Sustainable Consumption and Production Systems and Sustainable Livelihoods*. Mader, M.; Mader, C.; Zimmermann, F. M.; Görsdorf-Lechevin, E.; Diethart, M. (2012): *Monitoring networking between higher education institutions and regional actors*. In: *Journal of Cleaner Production 49, 105 - 113*.

Holzner, Julia; Zimmermann, Friedrich (Hrsg.): *IP Brochure 2012: Students' Papers on Winter Tourism*. Graz, Institut für Geographie und Raumforschung 2012 (Comparison of Tourism Development Determinants in the European Union and Candidate Countries in the Process of Globalization on the Example of a Concrete Form of Tourism).

Zimmermann, Friedrich; Holzner, Julia (Hrsg.): *IP Brochure 2012: Winter Tourism*. Graz: Eigenverlag Institut für Geographie und Raumforschung 2012 (Comparison of Tourism Development Determinants in the European Union and Candidate Countries in the Process of Globalization on the Example of a Concrete Form of Tourism), 189 S.

Zimmermann, Friedrich; Risopoulos-Pichler, Filippina (Hrsg.): *Nachhaltigkeitsbericht - Universität Graz 2011/12*. Graz: Universitätsverlag 2012.

Diethart, Mario; Risopoulos-Pichler, Filippina; Zimmermann, Friedrich: *Entwicklung der Nachhaltigkeit in der österreichischen Hochschullandschaft - Versuch eines Überblicks*, in: *Umweltdachverband GmbH (FORUM Umweltbildung) (Hrsg.): Bildung für nachhaltige Entwicklung - Jahrbuch 2013*. 2013.

Zimmermann, Friedrich; Hammer, Erwin: *Standortbewertungen in der Hotellerie - Ein Scoring-Modell-Ansatz zur Analyse des Marktpotenzials österreichischer Destinationen*, in: Axel Borsdorf (Hrsg.): *Forschen im Gebirge*. Innsbruck: Verlag der Österreichischen Akademie der Wissenschaften 2013 (IGF-Forschungsberichte, 5), 133 - 156.

Prof. Zimmermann works as Resource editor: ‚*Tourism Geographies - An International Journal of Tourism Space, Place and Environment*‘ (Routledge), is member of the Editorial board: ‚*Tourism, Culture and Communication. Studies of Culture and Communication in Tourism and Hospitality*‘ (Cognizant Communications). and member of the Editorial board: ‚*Current Issues of Tourism Research*‘, STS Science Centre Ltd., London.

**Peter Čuka**  
Editor in Chief



Academic Professor Friedrich M. Zimmermann, PhD.  
KARL-FRANZENS-UNIVERSITY OF GRAZ