

## EDITORIAL

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The 2016 winter number of Almatourism can be considered a manifold issue, as the n.12 (2015), proposing reflections on very different themes and case studies, like new tourist trends attracted by new and old cultural goods of heritage. The researches reconfirm the importance of UNESCO's policies that reflect some historic properties such as the cultural landscape or the more recent intangible heritage (Convention for the Safeguarding of the Intangible Cultural Heritage, 2003) or the permanent debate about the "out-standing universal value".

After the end of mass tourism, lasted from the 1960's to the 1980's, Ivett Sziva and Richard Akos Zoltay think over the "new tourism" and the era of the internet, and help to define the Generation Y, whose exact age range is still facing debates and dilemmas, as it is difficult for social scientists to agree on a single starting and ending year of the period after mass tourism. The broad access to new technology, changes in family structure, decline of traditional religion, increasing complexity of working life with global opportunities, and constant problem-solving attitude are the major influential factors on the value system of Generation Y. Tokaj Wine Region Historic Cultural Landscape in Eastern-North Hungary and Fertő/Neusiedlersee Cultural Landscape in Western-Hungary and Eastern-Austria are the case studies the authors analyze with a quantitative research, to check the awareness of Cultural Landscapes, the needs regarding the tourism services and the tourism experiences, and the attitude toward the communication channels, particularly the nowadays important mobile applications. The results of a quantitative survey (online questionnaire) show the cultural landscapes as destinations (mix destinations?) can be appealing for the members of Generation Y. The intangible heritage, increasingly associated with tourism in a territory, is today, an element that is attracting more and more tourists, a phenomenon probably related to Generation Y. The relationship between intangible heritage and tourism has been growing in recent years even because of the increase in the different destinations on the list of UNESCO World Heritage Sites.

The research of José Prada-Trigo analyze the relationship between the motivation and satisfaction obtained by tourists who have visited the places associated with the Panama hat (recognized as an Intangible Heritage by UNESCO in 2012) in the city of Cuenca (Ecuador). The author underlines tourist profile, motivation and perception of destiny, listing the "occasional" cultural visitors, who spend part of their vacation to visit cultural sites, in contrast to the "specific" cultural visitors expressly traveling to consume culture and the "educational distraction" people, being one of the motivations for a great

number. On the methodological level, an empirical work has been developed with structured personal interviews aimed at tourists who visit the city of Cuenca in different tourist spots related to the Panama hat; the questionnaire form has been the tool of choice for collecting this information. The studies on certain topics such as the motivation to visit these destinations associated with intangible heritage are few in certain regions, such as in Latin America, except on the Argentine tango (recognized as an Intangible Heritage by UNESCO in 2009).

The paper of Rita Cannas focuses on the management of an ex mine complex listed as a UNESCO geopark, located in Sardinia (Italy), in which cultural and hospitality services are provided for visitors. The author explores a local community's attempt to re-appropriate its former mining territory and seek a tailor-made sustainable development approach to manage its cultural and industrial heritage, a sustainable management model. The author uses a qualitative approach, and methods adopted included case-study research and interviews with stakeholders. This research will be of great interest to those interested in sustainable management studies since it has looked at an emblematic case of regeneration and conservation of a UNESCO heritage geopark governed by its own local community, using principles of sustainable development.

Interpretation and presentation of heritage are a very important skills, just like strategic capability for strengthening tourism and sustainable management and development, as important elements of human culture are misinterpreted and vanishing throughout the globe. This challenge is the goal of Gebrekiros Welegebriel Asfaw, and Dejen Gebreyohannes Gebreslassie' research to assess the practices of heritage interpretation and presentation in the Tigray region, focusing on the Wukro Tourism Cluster with five specific objectives. Descriptive type of research design inculcating both quantitative and qualitative research methods was employed for empirical investigation; questionnaire, interview and observation were the main instruments of primary data collections. The case study, Tigray, is the northernmost of Ethiopia's federal states, with a total population of 6.2 million which is about 8% of the total population of Ethiopia, 85% of which live in rural areas. This research shows that the Heritage interpretation and presentation as a whole and sustainable heritage interpretation in particular are full of pitfalls and problems in Wukro Tourism Cluster. Direction panels, interpretation panels, explanatory materials, organized and resourceful tourist information center are lacking: it is very difficult to have independent tour to the heritage sites of the cluster.

Two articles face the ecotourism and spa-leisure/tourism, interesting experiences for the contrast between "ego-" or "eco-" compatible behaviours, linked to new or better sustainable life style and social – ecological change. The studies of Enrico Nicosia and Francesco Perini deal with ecotourism between theory and practice and a case study of the tourism industry of whale watching

in Húsavík (Iceland). Environmental quality, understood both in natural and artificial sense, undoubtedly is at the base of tourism. Nonetheless, tourism, and mass tourism in particular, has a complex and ambivalent relationship with the environment; with the emergence of the concept of sustainability, for example, new tourist offers have been developed, centred on the possibility of buying nature-based, environmentally educative and sustainably managed experiences, or, in other words, of doing ecotourism. Although the term “ecotourism” started to be used in literature only in the last few decades, the concept and practice of conservation, protection and preservation of natural areas has existed for over a century, like underline the authors. Ecotourism, in this perspective, is characterized by some distinctive features: it aims at promoting sustainable development of the tourism sector; it does not determine the degradation or the depletion of resources; it focuses attention on the intrinsic value of natural resources in response to a more biocentric philosophy; it requires the eco tourist to accept the environment in its reality without trying to change it or adapt it to its convenience; it is based on the direct meeting with the environment and it is inspired by a direct cognitive dimension (WIGHT, 1994; HONEY, 1999). In the touristic practices, whale watching is the practice of observing whales and cetaceans in general, in their natural environment, but is it always ecotourism? Húsavík whale watching industry can be considered ecotouristic, the authors state on the basis of the case study and recommend a binding Code of Conduct and the implementation of a whale watching educational component.

Spa and wellness tourism is one of the fastest-growing market segments in the hospitality and tourism industry, as shown by Nikolaos Trihas, and Anastasia Konstantarou. In fact, the global wellness economy – which encompasses many industries that enable consumers to incorporate wellness into their lives – is estimated at \$3.4 trillion in 2013 (Global Wellness Institute, 2014). As a result, spas and wellness centres are becoming important revenue sources for hotels, resorts and destinations. In fact, spa therapies have been around since ancient times, but these practices are now being rediscovered, integrated and branded to create a new global industry that draws from a range of aligned industries (Cohen, 2008). This study investigate spa-goers’ characteristics, motivations, preferences and perceptions, providing a better understanding of the main features of this type of tourists’ behavior and expectations from a spa and wellness centre with some limitations. For the research purposes, a self completed structured questionnaire consisting of four sections, based on literature review, was designed by the authors. The survey took place in a Resort Spa, the first luxury 5-star hotel of Crete (Greece), located within a resort providing professionally administered spa services, fitness and wellness components in Elounda, a small town on the northeast coast of the island.

In the Research notes section, the host perceptions and backpackers expectations are treated by two studies, the first of which shows the result of

very interesting research conducted by Mithat Zeki Dinçer, Füsün İstanbullu Dinçer, Zaid Alrawadieh in a UNESCO heritage site, Petra (recognized as an Tangible Heritage by UNESCO in 1985), famous destination of the international cultural tourism. Jordan is a young tourist destination in the Middle East where tourism plays a pivotal role in the national economy. Although located in a tumultuous region, Jordan appears to enjoy a satisfactory level of growth in its tourism competitiveness in the Middle East market. Host-tourist interaction in Jordan has received little attention in the scientific literature despite the tourism development led to major changes in the community's way of life, like the case of Petra. The authors examine the host perceptions of local community by using a self-completion questionnaire divided into two parts, the first one aimed at collecting demographic information about the respondents, while the second part aimed at measuring the impacts of tourism as perceived by the host community using a 35-item scale developed by Ap and Crompton (1998). The findings suggested that the host community in Petra had positive attitudes toward tourism development in their city.

The main objective of second study is to evaluate the facilities and services provided at budget hotels in Georgetown, one of the most visited sites at Penang and awarded the UNESCO listing (recognized as an Intangible Heritage by UNESCO in 2008) for its unique architecture and cultural townscape with a wide variety of cultures, such as Muslim, Chinese, Indian and European. The evaluation is based on backpacker's opinion on the importance and performance rating of the listed attributes. The Importance-Performance Analysis (IP Analysis) was used to evaluate the overall budget hotels' facility and service attributes, and the final result has been translated into Importance-Performance action grid; 30 questionnaires were distributed to the backpackers during weekdays and weekends. The socio-demographic data were evaluated using Frequency Analysis. The data showed the different socio-demographic, socio-economic, and trip characteristics of the backpackers. The Ratio Analysis indicated the ranking of priority which needed special attention from the management of the budget hotels. In conclusion Ahmad R. Albattat, Hanif Amer analyze a niche phenomenon that is evaluated more negatively than positive in the international debate , but in this case is intended as a budget trip.

The final report of Sergio Zilli is devoted to a conference entitled "Cesare Battisti, geographer and cartographer of frontier (Cesare Battisti geografo e cartografo di frontiera)", which was held in Trento on October 27-29, 2016, thanks to the initiative of the Department of Letters and Philosophy of the Trento University and the Italian Center for Geographic Studies in Rome. The conference provided an important platform for discussion, contributing to putting back together the many different and incomplete portraits which were made of Cesare Battisti throughout the years (Cali, 2011, <https://almatourism.unibo.it/article/view/2284/1669>), as part of the events connected to the centenary of WWI.

This winter issue supports again that tourism basically remains a social activity, which has been and is typically associated with numerous positive and negative impacts. The cultural motivations are more and more important and the cultural policies of Unesco and other international and national bodies profoundly support the culture advancing in a process of local development, inclusiveness and political recomposition in our turbulent world.

In this vision Almatourism is pleased to wish all authors (more than 400 persons) reviewers, editorial team and to all those who collaborate a new year of peace and success.