



Athens Journal of Tourism

Volume 3, Issue 2, June 2016

Table of Contents

President's Message	87
ARTICLES	
<u>Crisis Management in Tourism – A Literature Based Approach on the Proactive Prediction of a Crisis and the Implementation of Prevention Measures</u> <i>Hanno Michail Martens, Kim Feldesz and Patrick Merten</i>	89
<u>Value Creation of a Business Customer in Nature-based Tourism Service</u> <i>Leena Alakoski and Irma Tikkanen</i>	103
<u>Developed Foresight for Borders Model Predicts the Amount of Borders Traffic in Finland</u> <i>Laura Tarkkanen</i>	117
<u>The Relationship between Environmental Education and Tourist Activity in Accordance with the Brazilian Laws</u> <i>Luciana Correia Diettrich, Ademir Kleber Morbeck de Oliveira and Daniela Sottili Garcia</i>	139
Announcements	155

Published by



**The Tourism Research Unit of
The Athens Institute for Education and Research**

[Athens Journal of Tourism](#)

A journal of The Tourism Research Unit of
The Athens Institute for Education and Research

ISSN NUMBER: 2241-8148

DOI: 10.30958/ajt

Editor

Dr. Valia Kasimati, Head, [Tourism Research Unit](#), ATINER

[Editorial and Reviewers' Board](#)

Managing Editor

Ms. Afrodete Papanikou

Offices

Athens Institute for Education and Research

8 Valaoritou Street, 10671 Athens, Greece

Phone: + 30 210 3634210 Fax + 30 210 3634209

Email: tourism-journal@atiner.gr

URL: <http://www.atiner.gr/journals/tourism.htm>

Athens Journal of Tourism

Volume 3, Issue 2, June 2016

Table of Contents	
President's Message	87
ARTICLES	
<u>Crisis Management in Tourism – A Literature Based Approach on the Proactive Prediction of a Crisis and the Implementation of Prevention Measures</u> <i>Hanno Michail Martens, Kim Feldesz and Patrick Merten</i>	89
<u>Value Creation of a Business Customer in Nature-based Tourism Service</u> <i>Leena Alakoski and Irma Tikkanen</i>	103
<u>Developed Foresight for Borders Model Predicts the Amount of Borders Traffic in Finland</u> <i>Laura Tarkkanen</i>	117
<u>The Relationship between Environmental Education and Tourist Activity in Accordance with the Brazilian Laws</u> <i>Luciana Correia Diettrich, Ademir Kleber Morbeck de Oliveira and Daniela Sottili Garcia</i>	139
Announcements	155



President's Message

The Athens Institute for Education and Research (ATINER) is pleased to announce the publication of a number of peer reviewed, open access journals of original research work. Most of the articles will be selected from the numerous papers that have been presented at the various annual international academic conferences organized by the different research divisions and units of the Athens Institute for Education and Research. The plethora of papers presented every year will enable the editorial board of each journal to select the best, and in so doing produce a top quality academic journal. In addition to papers presented, ATINER will encourage the independent submission of papers to be evaluated for publication.

The current issue is the second from the third volume of the [*Athens Journal of Tourism*](#) published by the Tourism Research Unit of the Athens Institute for Education and Research (ATINER).

The members of the Tourism Research Unit are members of the Editorial Advisory Board and will assist the editor and the Editorial Advisory Board with the peer reviewing of all submitted papers.

Gregory T. Papanikos

President

Athens Institute for Education and Research





