



(AJTINER)

Athens Journal of Tourism



(AJTINER)

Volume 6, Issue 4, December 2019

Articles

Front Pages

ANNA SÖRENSSON, MARIA BOGREN & ANNIKA CAWTHORN

**Tourism Entrepreneurs with Nature-Based Businesses in Sweden –
The Role of the Lifestyle and the Place**

*GAVINO BALATA, VERONICA CAMERADA, ENRICO PANAI,
GAVINO MARIOTTI & ALESSIO TOLA*

**Connecting Nautical Tourism and Agro-food Industry as a Way to
Boost Competitiveness and Sustainability of Mediterranean
Destinations. The Case of Cambusa Project**

MOHAMED BOUKHEROUK & RACHID ED-DALI

**Tourism, Local Communities and Environmental Governance:
Analysis of the Souss Massa Nature Park Governance in Morocco**

*FARZANEH GERAMI, SEYEDH ZOHREH HOSSEINI,
MASOUD NAKHAEI ASHTARI & HAMID FADAEI*

**Identifying the Potential of Health Tourism in Pasargadae Region,
Iran**



ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

A World Association of Academics and Researchers

8 Valaoritou Str., Kolonaki, 10671 Athens, Greece.

Tel.: 210-36.34.210 Fax: 210-36.34.209

Email: info@atiner.gr URL: www.atiner.gr

Established in 1995



(ATINER)

(ATINER)

Mission

ATINER is a *World Non-Profit Association* of Academics and Researchers based in Athens. ATINER is an independent **Association** with a **Mission** to become a forum where Academics and Researchers from all over the world can meet in Athens, exchange ideas on their research and discuss future developments in their disciplines, **as well as engage with professionals from other fields**. Athens was chosen because of its long history of academic gatherings, which go back thousands of years to *Plato's Academy* and *Aristotle's Lyceum*. Both these historic places are within walking distance from ATINER's downtown offices. Since antiquity, Athens was an open city. In the words of Pericles, *Athens "... is open to the world, we never expel a foreigner from learning or seeing"*. ("Pericles' Funeral Oration", in Thucydides, *The History of the Peloponnesian War*). It is ATINER's **mission** to revive the glory of Ancient Athens by inviting the World Academic Community to the city, to learn from each other in an environment of freedom and respect for other people's opinions and beliefs. After all, the free expression of one's opinion formed the basis for the development of democracy, and Athens was its cradle. As it turned out, the Golden Age of Athens was in fact, the Golden Age of the Western Civilization. *Education* and *(Re)searching* for the 'truth' are the pillars of any free (democratic) society. This is the reason why *Education* and *Research* are the two core words in ATINER's name.

The Athens Journal of Tourism

ISSN NUMBER: 2241-8148- DOI: 10.30958/ajt

Volume 6, Issue 4, December 2019

Download the entire issue ([PDF](#))

<u>Front Pages</u>	i-viii
<u>Tourism Entrepreneurs with Nature-Based Businesses in Sweden - The Role of the Lifestyle and the Place</u> <i>Anna Sörensson, Maria Bogren & Annika Cawthorn</i>	211
<u>Connecting Nautical Tourism and Agro-food Industry as a Way to Boost Competitiveness and Sustainability of Mediterranean Destinations. The Case of Cambusa Project</u> <i>Gavino Balata, Veronica Camerada, Enrico Panai, Gavino Mariotti & Alessio Tola</i>	225
<u>Tourism, Local Communities and Environmental Governance: Analysis of the Souss Massa Nature Park Governance in Morocco</u> <i>Mohamed Boukherouk & Rachid Ed-Dali</i>	245
<u>Identifying the Potential of Health Tourism in Pasargadae Region, Iran</u> <i>Farzaneh Gerami, Seyedh Zohreh Hosseini, Masoud Nakhaei Ashtari & Hamid Fadaei</i>	277

Athens Journal of Tourism

Editorial and Reviewers' Board

Editors

- **Dr. Peter Jones**, Professor of Management, University of Gloucestershire, U.K.
- **Dr. Valia Kasimati**, Head, [Tourism, Leisure & Recreation Unit](#), ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.

Editorial Board

- Dr. Francesco Favia, Academic Member, ATINER & President, Apulia Open University, Italy.
- Dr. Mary L. Tanke, Distinguished Professor, Chaplin School of Hospitality & Tourism Management Biscayne Bay Campus, Florida International University, USA.
- Dr. Cláudia Ribeiro de Almeida, Adjunct Professor, University of Algarve, Portugal.
- Dr. Cinthia Rolim de Albuquerque Meneguel, Teacher and Researcher, Federal Institute of Education, Science and Technology of Sao Paulo, Brazil.
- Dr. Kevin Mearns, Professor, Department of Environmental Sciences, UNISA, South Africa.
- Dr. Ige Pirnar, Professor and Member, University Executive Board, Department of Business Administration, Yasar University, Faculty of Economics and Administrative Studies, Turkey.
- Dr. Henry Thompson, Professor Emeritus, Department of Economics, Auburn University, USA.
- Dr. Andrew Yiannakis, Professor, University of New Mexico, USA.
- Dr. Mzobanzi Erasmus Mnguni, Head, Department of Hospitality and Tourism, Durban University of Technology, South Africa.
- Dr. Kathryn Velandar, Academic Member, ATINER & Reader, Edinburgh Napier University, UK.
- Dr. Moustafa Ahmed El-Sayed Ahmed Mekawy, Associate Professor, University of Sadat City, Egypt.
- Dr. Graham Busby, Associate Professor, Faculty of Business, School of Tourism and Hospitality, Plymouth University, UK.
- Dr. Phylis Floyd, Academic Member, ATINER & Associate Professor, Department of Art, Art History & Design, Michigan State University, USA.
- Dr. Michael Scantlebury, Academic Member, ATINER & Associate Professor, Grand Valley State University, USA.
- Dr. Rodanthe Tzanelli, Academic Member, ATINER & Associate Professor of Cultural Sociology, School of Sociology & Social Policy, University of Leeds, U.K.
- Dr. Essam Abdel Salam Gouda, Academic Member, ATINER & Assistant Professor, College of Engineering, Al-Azhar University, Egypt.
- Dr. Tarek Abdelsalam, Assistant Professor, Department of Architecture, University of Modern Sciences and Arts (MSA), Egypt.
- Dr. Aytug Arslan, Assistant Professor, İzmir Katip Çelebi University, Tourism Faculty, Department of Tourist Guidance, Turkey.
- Dr. Sonia Khan, Assistant Professor in Tourism, H.P. University, Shimla, India.
- Dr. Ozlem Karakul, Associate Professor, Faculty of Arts, Selçuk University, Turkey.
- Dr. Per Ake Nilsson, Assistant Professor in Tourism Science, Mid Sweden University, Sweden.
- Dr. Roselyne N. Okech, Assistant Professor, Memorial University of Newfoundland, Canada.
- Dr. Marianna Strzelecka, Assistant Professor, Department of Hospitality and Tourism Management, College of Merchandising, Hospitality and Tourism, University of North Texas, USA.
- Dr. Maria Belen Kraser, Teacher in Seminary Gestion of natural resources and environment, and Didactic of Geography, Universidad Nacional del Sur- UNS, Brazil.
- Dr. Azila Azmi, Senior Lecturer, Faculty of Hotel and Tourism Management, University of Technology MARA (Pulau Pinang), Malaysia.
- Dr. Lois Ann Burgess, Lecturer, School of Management and Marketing, University of Wollongong, Australia.
- Dr. Joseph Mensah-Ansah, Lecturer, GIMPA Business School, Ghana.
- Ms. Suchitra Wagle, Academic Member, ATINER & PhD and Researcher, Indian Institute of Technology, India.
- Ms. Hatice Ozgul Ozhisar, Academic Member, ATINER & Ph.D. Candidate, Middle East Technical University, & Expert, Ministry of Tourism, Turkey.

- **Vice President of Publications:** Dr Zoe Boutsoli
- **General Managing Editor of all ATINER's Publications:** Ms. Afrodete Papanikou
- **ICT Managing Editor of all ATINER's Publications:** Mr. Kostas Spyropoulos
- **Managing Editor of this Journal:** Ms. Eirini Lentzou ([bio](#))

Reviewers' Board

[Click Here](#)

President's Message

All ATINER's publications including the e-journals are open access without any costs (submission, processing, publishing, open access paid by authors, open access paid by readers etc.) and are independent of the presentations made at any of the many small events (conferences, symposiums, forums, colloquiums, courses, roundtable discussions) organized by ATINER throughout the year. The intellectual property rights of the submitted papers remain with the author.

Before you submit, please make sure your paper meets some [basic academic standards](#), which include proper English. Some articles will be selected from the numerous papers that have been presented at the various annual international academic conferences organized by the different [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 ones, and in so doing, to produce a quality academic journal. In addition to papers presented, ATINER encourages the independent submission of papers to be evaluated for publication.

The current issue of the Athens Journal of Tourism (AJT) is the fourth issue of the sixth volume (2019). The reader will notice some changes compared with the previous issues, which I hope is an improvement. An effort has been made to include papers which extent to different fields connected to Tourism and Hospitality, and will further promote research in the specific area of studies.

Gregory T. Papanikos, President
Athens Institute for Education and Research



Athens Institute for Education and Research

A World Association of Academics and Researchers

13th Annual International Conference on Mediterranean Studies, 6-9 April 2020, Athens, Greece

The [Center for European & Mediterranean Affairs](http://www.atiner.gr) organizes the 13th Annual International Conference on Mediterranean Studies, 6-9 April 2020, Athens, Greece sponsored by the [Athens Journal of Mediterranean Studies](http://www.atiner.gr). The aim of the conference is to bring together academics and researchers from all areas of Mediterranean Studies, such as history, arts, archaeology, philosophy, culture, sociology, politics, international relations, economics, business, sports, environment and ecology, etc. You may participate as stream leader, presenter of one paper, chair a session or observer. Please submit a proposal using the form available (<https://www.atiner.gr/2020/FORM-MDT.doc>).

Academic Members Responsible for the Conference

- **Dr. Yannis Stivachtis**, Director, [Center for European & Mediterranean Affairs](http://www.atiner.gr) and Director & Professor, International Studies Program Virginia Tech - Virginia Polytechnic Institute & State University, USA.
- **Dr. Gregory T. Papanikos**, Honorary Professor, University of Stirling, UK.
- **Dr. David Philip Wick**, Professor of History, Gordon College, USA.

Important Dates

- Abstract Submission: **11 November 2019**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **9 March 2020**

Social and Educational Program

The Social Program Emphasizes the Educational Aspect of the Academic Meetings of Atiner.

- Greek Night Entertainment (This is the official dinner of the conference)
- Athens Sightseeing: Old and New-An Educational Urban Walk
- Social Dinner
- Mycenae Visit
- Exploration of the Aegean Islands
- Delphi Visit
- Ancient Corinth and Cape Sounion

Conference Fees

Conference fees vary from 400€ to 2000€
Details can be found at: <https://www.atiner.gr/2019fees>



Athens Institute for Education and Research

A World Association of Academics and Researchers

16th Annual International Conference on Tourism 8-11 June 2020, Athens, Greece

The [Tourism, Leisure & Recreation Unit](#) of ATINER organizes its 16th Annual International Conference on Tourism, 8-11 June 2020, Athens, Greece sponsored by the [Athens Journal of Tourism](#). The aim of the conference is to bring together academics and researchers from all areas of Tourism. You may participate as stream leader, presenter of one paper, chair a session or observer. Please submit a proposal using the form available (<https://www.atiner.gr/2020/FORM-TOU.doc>).

Important Dates

- Abstract Submission: **4 November 2019**
- Acceptance of Abstract: 4 Weeks after Submission
- Submission of Paper: **11 May 2020**

Academic Member Responsible for the Conference

- **Dr. Valia Kasimati**, Head, [Tourism, Leisure & Recreation Unit](#), ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
- **Dr. Peter Jones**, Co-Editor, [Athens Journal of Tourism](#) & Professor of Management, University of Gloucestershire, UK.

Social and Educational Program

The Social Program Emphasizes the Educational Aspect of the Academic Meetings of Atiner.

- Greek Night Entertainment (This is the official dinner of the conference)
- Athens Sightseeing: Old and New-An Educational Urban Walk
- Social Dinner
- Mycenae Visit
- Exploration of the Aegean Islands
- Delphi Visit
- Ancient Corinth and Cape Sounion

More information can be found here: <https://www.atiner.gr/social-program>

Conference Fees

Conference fees vary from 400€ to 2000€

Details can be found at: <https://www.atiner.gr/2019fees>

