Editorial Introduction	1
I Behavioural Issues	
Loyalty Measurement in Tourism: A Theoretical Reflection Ana María Campón, Helena Alves, and José Manuel Hernández	13
Tourists Return Intentions: A Mixed Logit Approach Antónia Correia and Pedro Pimpão	41
Evaluation of the Interrailers' Satisfaction Regarding the Tourism Services and Activities in Italy, Greece and Croatia Carolina Fernandes, Manuela Sarmento, and Alvaro Matias	59
Forecasting Tourism Demand for South Africa Using a Single Equation Causal Approach	79
The Importance of ICT for Tourism Demand: A Dynamic Panel Data Analysis	97
Migration and Tourism Flows to New Zealand	113
t II Supply of Tourist Amenities	
How to Create a New Holiday Destination? An Evaluation of Local Public Investment for Supporting Tourism Industry Martin T.W. Rosenfeld and Albrecht Kauffmann	129
The Economic Impact of Health Tourism Programmes Celeste Eusébio, Maria João Carneiro, Elisabeth Kastenholz, and Helena Alvelos	153
	Alvaro Matias, Peter Nijkamp, and Manuela Sarmento I Behavioural Issues Loyalty Measurement in Tourism: A Theoretical Reflection Ana María Campón, Helena Alves, and José Manuel Hernández Tourists Return Intentions: A Mixed Logit Approach Antónia Correia and Pedro Pimpão Evaluation of the Interrailers' Satisfaction Regarding the Tourism Services and Activities in Italy, Greece and Croatia Carolina Fernandes, Manuela Sarmento, and Alvaro Matias Forecasting Tourism Demand for South Africa Using a Single Equation Causal Approach Riëtte Louw and Andrea Saayman The Importance of ICT for Tourism Demand: A Dynamic Panel Data Analysis Célia M.Q. Ramos and Paulo M.M. Rodrigues Migration and Tourism Flows to New Zealand Murat Genç II Supply of Tourist Amenities How to Create a New Holiday Destination? An Evaluation of Local Public Investment for Supporting Tourism Industry Martin T.W. Rosenfeld and Albrecht Kauffmann The Economic Impact of Health Tourism Programmes Celeste Eusébio, Maria João Carneiro, Elisabeth Kastenholz,



10	Cultural Festivals and Regional Economic Development: Perceptions of Key Interest Groups Stella Kostopoulou, Nikolaos Vagionis, and Dimitris Kourkouridis	175
11	Assessing the Spatial and Environmental Characteristics of Rural Tourism Lodging Units Using a Geographical Weighted Regression Model	195
12	Yield Revenue Management in the Hotel Sector: An Empirical Analysis of Its Application and Results in Madrid, Spain Pilar Talón-Ballestero and Lydia González-Serrano	213
Par	t III Macro and Sustainability Issues	
13	Tourism Growth Versus Economic Development: An Analysis by Multivariate Techniques	235
14	Gender, Wages, and Productivity: An Analysis of the Tourism Industry in Northern Portugal	253
15	Territorial Differentiation, Competitiveness and Sustainability of Tourism	271
16	Did the Financial Crisis and Policy Deregulation for Chinese Tourists Affect the Efficiency and Output Slacks of Taiwanese Hotels?	287
17	Institutional Analysis of Environmental Management Practices: Application to Golf Courses	307
18	Market Segmentation in Tourism: An Operational Assessment Framework	329