

Editorial

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1 INTRODUCTION

This is the second issue of JTHSM, entering its second year of publication (volume two). In the previous issue, our multidisciplinary journal aimed at justifying the rationale behind introducing yet another journal in tourism, heritage and services academic studies with emphasis in marketing and management. Capitalising on this effort, we now focus on furthering our scope and consolidating our position in both conceptual developments and practical applications in tourism, heritage and services.

2 PRESENTATION OF THE SECOND ISSUE

The second issue of JHTSM contains five research papers written by eight authors located in six different countries and affiliated with eight different universities and research institutions.

In the first paper, Revi Nair from the School of Business of Temasek Polytechnic in Singapore and Babu George from Robbins College of Business Entrepreneurship of Fort Hays State University in the USA explore issues and challenges in the adoption of e-learning in hospitality education, with special reference to Singapore. Hospitality being a 'high-touch' profession and many hospitality related skills being largely intangible, there has been significant industry resistance in technology adoption. There has been concerns from multiple stakeholder groups as to how effectively can technologies compensate for the loss of social context of traditional hands-on learning. However, in Singapore, some polytechnic based schools have practically demonstrated the ways by which technology could be meaningfully integrated into hospitality education.

The second paper is written by George Manuel de Almeida Ramos from the Geography and Territorial Planning Research Centre of the Escola Superior de Gestão of Instituto Politécnico de Castelo Branco and João Luís Jesus Fernandes from the Faculty of Humanities of the University of Coimbra, both in Portugal. This paper aims to supply some elements regarding tourism territories' building in low density areas, and to corroborate the creation of a specific tourism territory (the Naturtejo Geopark) by the role carried out by a new

territorial actor – Naturtejo, EIM (a Portuguese geopark's management firm) - allowing tourism activities within a territorial scope different from the traditional territorial units' partition. The methodology applied is based on literature review and a specific case study used to show the creation of a new tourism territory. The results achieved suggest that concerted action in this new tourism territory has been producing positive effects from the supply-side point of view. The third paper is authored by Ebru Günlü Kucukaltan from the Department of Tourism Management of the Faculty of Business Administration of Dokuz Eylul University in Turkey and Ige Pirnar from the Department of Business Administration at the Faculty of Economics and Administrative Sciences of Yasar University also in Turkey. This research investigates whether tourism development related destination competitiveness have any direct effect on the quality of life of the residents. To reflect the developments in a destination, one of the best known recent trends that stimulates destination competitiveness and directly relates to an increase in the quality of life of the residents, "Cittaslow", is preferred as a case study. Therefore, the developments in Seferihisar, the first Cittaslow of Turkey, are emphasized based on Enea and Tanasoiu's research which proposes the effects of tourism development and quality of life. Qualitative research is adapted where the techniques are preferred as case study and documentation. The originality of the paper results from the construction of the theory on a live sample that captures the practical evidences

The fourth paper comes from Marco Valeri from the Faculty of Economics of Niccolò Cusano University in Italy. The aim of the paper is to study the factors influencing the development of networked collaboration between small and medium-sized businesses in the Italian tourist industry. These businesses are obliged to choose networking when faced with difficulties of growth and the need to improve their offer for increasingly discerning customers. The paper aims to add to the recent studies on the management and governance of small and medium-sized tourism businesses, and to pinpoint new development processes to deal with the notable difficulties that the sector is subjected to. A survey was carried out by administering a questionnaire to a sample of Italian travel agencies and tour operators, specialising in

incoming and outgoing activities. The sample consisted of 2,200 enterprises (or 70% of the total operating in Italy) and was addressed only to small or medium-sized businesses (with less than 250 employees and a turnover less than 40 million euros a year). The narrowness of the sample analysed constitutes a limit to the work, and eventual future studies should try to analyse all tourism companies with a view to discovering new business opportunities, relieve critical situations and above all, call attention to appropriate issues of governance.

The last paper comes from two authors based in Greece: Athina Nella from the School of Social Sciences, of the Hellenic Open University and Evangelos Christou from the Department of Business Administration of the Alexander Technological Institute of Thessaloniki. This paper explores challenges and implications for targeting the seniors' tourism market segment. The continuous monitoring of market trends is one of the most important roles that marketing scientists and practitioners should fulfill. Tourism is significantly affected by major demographic, cultural and economic trends. In the last few years there is considerable debate on the radical demographic changes taking place around the globe and one of the main issues arousing in many developed and developing countries is this of ageing population.

Based on the above, I trust that you will enjoy reading the second issue of the *Journal of Tourism, Heritage & Services Marketing* and I look forward to presenting you the next issue in winter of 2016!

Anestis Fotiadis
Associate Editor, JTHSM