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Editorial

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1 INTRODUCTION

This is the third issue of JTHSM, finishing its second year of publication (volume two). In previous issues, this journal presented original refereed papers, both conceptual and research-based, focused on various topics of tourism, heritage and services with emphasis in marketing and management. In volume 2, issue 2, we focus on furthering our scope and consolidating our position in both conceptual developments and practical applications in tourism, heritage and services through publication of another five quality refereed papers.

2 PRESENTATION OF VOLUME 2, ISSUE 2

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

In the first paper, Mercedes Revilla Hernández, Agustín Santana Talavera and Eduardo Parra López, all from the University of La Laguna in Spain, explore the effects of co-creation of a tourist brand image projected in Twitter by using NVIVO 11. They present the case study of the Smart Fuerteventura brand, an ecotourism association made up of a group of local firms in Spain. The brand concept is linked to the enhancement of heritage of the island of Fuerteventura, that is included in the World Network of Biosphere Reserves. The results show that there is no brand awareness and co-creation is negative. This analysis can contribute to methodologies on marketing strategies within the framework of co-creation in similar destinations.

The second paper is written by Antonio Kido-Cruz from University Michoacana de San Nicolas de Hidalgo in

Mexico. This article presents an analysis of the multiplier impact generated by the tourism sector in Mexico for a specific period. The importance of studying this, lies in tourism's contribution to Mexico's national GDP of over 8% and in its promising development based on services' quality and the preferred destination of the developed countries. In addition, it is proposed to simulate the multiplier impact that generate two current events, namely, the construction of the new International Airport of Mexico and the increase of the investment in Fibers. Results present the case for a better distribution of the investment generated in the tourism sector, mainly in variables such as value added and remuneration of employees.

Primary factors that affect the perception of domestic tourists towards the service quality of budget hotels in Egypt are presented in the third paper of this issue. Hossam Samy from Helwan University in Egypt divides these factors into three main constructs: physical quality, service quality and value for money. The primary findings reveal that the budget hotel location, cleanliness, maintenance, comfort level, hotel staff service, value for money room rates and food and beverage values are among the most significant factors that influence domestic tourist satisfaction within predefined constructs. Primary elements associated with the budget hotel stay were also ranked according to guest satisfaction.

The fourth paper comes from Jing Fu from Chengdu University in China and Sultana Tania Kapiki from the Alexander Technological Institute of Thessaloniki, Greece. E-tourism and hospitality represents the development of tourism and hospitality to integrate ICT tools and has significantly changed the industry over the last decade. The authors suggest that to meet these new needs, knowledge service suppliers (i.e. universities in the case of this article) must meet the requirements and social developments of the tourism industry. The quality of e-tourism and hospitality



curriculum depends largely on the education quality and its subsequent implementation. The research presented in this paper reveals that higher education is not currently meeting the needs of the industry, especially in the Greater Mekong Sub-region countries that consisted the focus of this survey. This article focuses on two major issues: a disparity between the knowledge needs of the tourism and hospitality industry and the knowledge provided by curricula in higher education. The authors leverage a knowledge engineering perspective so as to bridge the gap between knowledge demand and supply as related to e-tourism and hospitality curriculum design.

The last paper comes from an author based in Portugal: Marco Martins from the School of Technology & Management of the Polytechnic Institute of Viana do Castelo. The objective of this article was to better understand the relationship between gastronomic tourism and the creative economy. In the last years, there has been a solidification of gastronomy as the main motive to carrying out a trip. Tourists are in the 21st century «hungry» of new and different experiences. This paper discusses how tourist experiences the creative economy plays today a crucial role since gastronomic tourists are looking after the origin of the gastronomic food, legends and stories about food.

Based on the above, we trust that you will enjoy reading this issue of the Journal of Tourism, Heritage & Services Marketing and we look forward to presenting you the next issue in 2017!

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