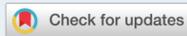




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Editorial

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# Editorial

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I-Shou University, Taiwan

**JEL Classification:** L83, M1, O1

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## 1 INTRODUCTION

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This is the sixth publication of JTHSM (volume 3, issue 2), finishing its third year of publication. 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 3, 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 seven quality manuscripts; these include five refereed full papers.

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## 2 PRESENTATION OF THE FINAL ISSUE OF 2017

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The present issue of JHTSM contains five manuscripts written by seven authors located in five different countries and affiliated with six different universities and research institutions.

In the first paper, Charlie Mansfield from Plymouth University at the United Kingdom, report on travel writing in place branding by presenting the case of Nantes in France. One of the main channels to communicate city branding, designed to attract British tourists for short breaks, is the travel section of the UK national press. With many newspapers now online for readers to browse, city branders have an accessible source of data to evaluate how their offer is presented. In this research, a collection of travel articles is analysed into themes for comparison with the elements used in place branding. The analysis discovers that 3 key elements used by commercial and academic place branders are not covered by contributors to the travel sections of the UK national press. The study is extended to explore how practices from academic research can be used in place-making to address these gaps.

The second paper focuses on examining the contribution of partnership and branding to destination management in a globalized context and is written by two authors: Marios Sotiriadis from the University of South Africa and Shiwei Shen from Ningbo University at China. The aim of this paper is twofold: (i) to present the challenges of destination management and governance within the globalized and digital environment; and (ii) to analyse the potential contribution of partnership and branding to advancing tourism development and promoting tourism experience opportunities. A case of Public-Private Partnership (PPP) – The UNWTO Silk Road Programme - is used to investigate how related issues and aspects are put into implementation. The paper's focus is on the valuable role of PPPs in marketing, infrastructure development and heritage management; and on the critical importance of involvement of stakeholders in engaging into this trans-border scale project.

The religious tourism practices in Greece is presented in the third paper of this issue. Aggeliki Chantziantoniou from the Hellenic Open University in Greece and Panagiota Dionysopoulou also from the Hellenic Open University in Greece provide an analysis of Saint John the Russian, a major religious tourism destination in Northern Evia. The prevailing political and economic conditions both in Greece and around the world determine the general development of all forms of tourism. The development of specific forms of tourism, such as that of religious tourism, gains tremendous interest in the present economic circumstances, as it is a factor in strengthening the national economy and at the same time a legacy for the future with enormous social, cultural and environmental significance. The development of a strategic approach to religious tourism can build on the comparative advantage of our country in this field by creating new tourist sites to attract tourists with intellectual pursuits and special interests. The Prefecture of Evia has a rich range of natural and cultural resources, with particular



characteristics of beauty, uniqueness, and authenticity, elements that are required for the design and development of specific forms of tourism. In the case study on religious tourism in Saint John Russian in the Prefecture of Evia, an attempt is being made to explore the contribution of religious tourism to local development and the preconditions for the promotion of the pilgrimage of Saint John Russian to a major destination of religious and cultural interest of international scope. Additionally, an effort is made to highlight the importance of religious tourism as a special form of tourism that contributes to the development of areas hosting religious monuments. Identifying the opportunities and opportunities that exist, exploring its growth prospects and identifying emerging markets, dictates the formulation of policy proposals where combined with the existing specific forms of tourism it will show it as an essential factor in the systematic organization, exploitation and promotion of the Area.

The fourth paper comes from another author in Greece: Chryssoula Chatzigeorgiou from the Alexander Technological Institute of Thessaloniki. This paper examines the ways rural businesses can become attractive to millennials using the Internet and the social media. It has become evident that the prominent way to reach out to millennials is via social media accounts. Rural businesses need to use the personal relationships they develop with their customers and expand these relationships on social media. It is also apparent that traditional marketing fails to apply to small rural businesses, whereas influencer marketing becomes a valuable asset for tourism. The proposed model connects fame, image and activities with the Social Media influencer and the way the decision making of the millennials is influenced when choosing to visit a rural tourism destination.

The fifth paper comes from an author based in Poland: Anastasia Spyridou from the Hellenic Open University and Purpose of this paper is to report on an investigation of the expected and perceived service quality at “all you can eat” restaurants in southern Taiwan. The findings of this study indicated that the service quality factors had a positive impact on overall customer satisfaction and revisiting intention. The results also showed that the “all you can eat” restaurant in Chiayi had a higher level for service related factors for “all you can eat” restaurants than Kaohsiung thus reflecting some regional differences in overall service quality. The analysis revealed a number of central and important properties attached to the consumption values associated with context of an “all you can eat” restaurant meal. Such insights can be of use to the management of restaurants in their efforts to improve the experience/quality for their customers and to increase customer loyalty. The consumer values identified here could also be used as suggestions concerning what to look for within more comprehensive empirical studies done in the future. This is the first study to provide knowledge that examines "all you can eat" hospitality sector in Taiwan, based on primary research.

Based on the above, we trust that you will enjoy reading this new issue of the Journal of Tourism, Heritage & Services Marketing and we look forward to presenting you the next issue in the summer of 2018!

Evangelos Christou  
Editor-in-Chief, JTHSM

Anestis Fotiadis  
Associate Editor, JTHSM