

Editorial

Evangelos Christou, Editor-in-Chief

Alexander Technological Institute of Thessaloniki, Greece

JEL Classification: L83, M1, O1

Biographical note: Evangelos Christou is professor of tourism marketing, at the Department of Business Administration, Alexander Technological Institute of Thessaloniki, Greece (e.christou@tour.teithe.gr).

1 INTRODUCTION

This is the sixth publication of JTHSM (volume 4, issue 1), starting its fourth 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 4, issue 1, 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 manuscripts.

2 PRESENTATION OF THE FIRST ISSUE OF 2018

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

In the first paper, Marco Martins from Polytechnic Institute of Viana do Castelo at Portugal, report on tourism marketing and tourismphobia by presenting the case of Barcelona in Spain. The exponential growth of tourism has brought new challenges to destinations; how to plan themselves to avoid overtourism and this new form of intolerance, the so-called tourismphobia. In order to address the negative impacts of tourism and enhance the positive ones Barcelona has developed and implemented a strategic tourism plan. This paper seeks to understand how Barcelona addressed the tourismphobia problematic through planning: how it was done, and which results were achieved in the end. This research reveals a clear gap between the planner's intention and the plan's implementation.

The second paper focuses on examining the interaction from tourism development in Port-au-Prince, Haiti and is written by Claudel Mombeuil from Université Quisqueya at Haiti. Intensive or inadequate management of tourism and related development may affect the nature, integrity and the dominant features of an area. Local communities hosting tourism often are the weaker link which interacts with guests and service providers within the tourism value chain.

Therefore, tourism development should embrace the paradigm of sustainability by improving the living conditions of host communities, ensuring efficient use of the resources available, and valorizing and preserving local heritage and traditions from any damages or loss. This paper examines the extent to which tourism development may affect social, economic, and environmental conditions of communities of the Sud Department of Haiti particularly Les Cayes. To meet the objective of this paper, the author surveyed of 453 residents and examined their views on the influence of tourism development in the region. Through this survey, insights were gathered on what is considered significant for the respondents, and also the influence of number of residents, place of residence, and coastal vs. Inland on residents' perceptions was assessed.

The heritage and tourist industry in Cornwall is presented in the third paper of this issue. Bart Zwegers from Maastricht University in the Netherlands discusses the rise of the heritage and tourist industry in Cornwall. It aims to historically contextualize this process by analyzing it in relation to the neo-liberal political landscape of the 1980s. The paper highlights several consequences of industrial heritage tourism in the region, including the growing gap between rich and poor that resulted from the arrival of newcomers from the richer Eastern counties and the perceived downplaying of Cornish heritage. It will explain how these developments paved the way for regionalist activists who strived for more Cornish autonomy in the field of heritage preservation and exploitation.

The fourth paper comes from an author in the United Arab Emirates: Anestis Fotiadis, from Zayed University. Aim of the study is to develop a model delineating customer perceptions on wedding marketing strategies in Kaohsiung, Taiwan. Main objective of this paper is to analyse a category of special events: the wedding market sector in Kaohsiung, Taiwan by examining how they attract consumers regarding their marketing strategies using the method of fuzzy-set Qualitative Comparative Analysis (fsQCA). Based on a survey to married, in relationship and singles local citizens of Taiwan the relationships between impressions, importance, push factors with decision making was explored. To test the hypotheses of the proposed model a primary research study

was conducted employing a mall intercept technique via distribution of a self-administered questionnaire within a cross sectional on-site field research context. A fsQCA modelling approach technique was employed in order to measure, estimate and confirm the different casual paths constructs, as well as to test the significance of the paths between different segments of the wedding industry. Our findings reveal that the presence of importance, push factors and decision making determines the level of consumer perception performance. However, impressions do not show significant impact on consumer perceptions.

The fifth paper comes from two authors based in Ghana: Ishmael Mensah and Rebecca Dei Mensah, both from Cape Coast University. This study sought to examine the effects of service quality and customer satisfaction on the repurchase intentions of customers of restaurants on University of Cape Coast Campus. The survey method was employed involving a convenient sample of 200 customers of 10 restaurants on the University of Cape Coast Campus. A modified DINESERV scale was used to measure customers' perceived service quality. The results of the study indicate that four factors accounted for 50% of the variance in perceived service quality, namely; responsiveness-assurance, empathy-equity, reliability and tangibles. Service quality was found to have a significant effect on customer satisfaction. Also, both service quality and customer satisfaction had significant effects on repurchase intention. However, customer satisfaction could not moderate the effect of service quality on repurchase intention. This paper adds to the debate on the dimensions of service quality and provides evidence on the effects of service quality and customer satisfaction on repurchase intention in a campus food service context.

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

Evangelos Christou
Editor-in-Chief, JTHSM