
 Evangelos Christou &  Anestis Fotiadis

Article — Published Version
Editorial

Journal of Tourism, Heritage & Services Marketing



Suggested Citation: Christou, E. & Fotiadis, A. (2019). Editorial. Journal of Tourism, Heritage & Services Marketing, ISSN 2529-1947, Vol. 5, Iss. 2, pp. 1-2.
<http://dx.doi.org/10.5281/zenodo.2652185>

Persistent identifier (URN):

<https://nbn-resolving.org/urn:nbn:de:0168-ssoar-65230-7>

Όροι χρήσης:

Το παρόν έγγραφο μπορεί να αποθηκευτεί και να αναπαραχθεί για προσωπική και ακαδημαϊκή χρήση.

Το έργο αυτό προστατεύεται από άδεια πνευματικών δικαιωμάτων Creative Commons Αναφορά Δημιουργού – Μη Εμπορική Χρήση – Όχι Παράγωγα Έργα 4.0 (CC BY-NC-ND).

Επιτρέπεται στο κοινό να έχει ελεύθερη πρόσβαση στο έργο και να το διανέμει εφόσον γίνει αναφορά στο πρωτότυπο έργο και τον δημιουργό του, ωστόσο, απαγορεύεται οποιαδήποτε τροποποίηση του ή τυχόν παράγωγα έργα, καθώς και η χρήση, αξιοποίηση ή αναδιανομή του για εμπορικούς σκοπούς.

Terms of use:

This document may be saved and copied for your personal and scholarly purposes.

This work is protected by intellectual rights license Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0).

Free public access to this work is allowed. Any interested party can freely copy and redistribute the material in any medium or format, provided appropriate credit is given to the original work and its creator. This material cannot be remixed, transformed, build upon, or used for commercial purposes.



<https://creativecommons.org/licenses/by-nc-nd/4.0/>



Editorial

Evangelos Christou, Editor-in-Chief

Alexander Technological Institute of Thessaloniki, Greece

Anestis Fotiadis, Associate Editor

Zayed University, United Arab Emirates

JEL Classification: L83, M1, O1

Biographical note: Evangelos Christou is professor of tourism marketing and Dean of the School of Business & Economics, Alexander Technological Institute of Thessaloniki, Greece (e.christou@tour.teithe.gr). Anestis Fotiadis is associate professor of tourism, at the College of Communication & Media Sciences, Zayed University, United Arab Emirates (anestis.fotiadis@zu.ac.ae)

1 INTRODUCTION

This is the eighth publication of JTHSM (volume 5, issue 1), starting its fifth 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 5, 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 SECOND ISSUE OF 2018

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

In the first paper, Dubravka Vlastic, Katarina Poldrugovac and Sandra Jankovic, all from the University of Rijeka in Croatia, explore competitive pricing strategies in marina business. Competitive pricing is considered to be a very important part of revenue management, a management instrument that enables selling right products and services to the customers at the prices that will produce highest revenues. Marina business is supposed to be a business whose products or services are perishable (similar to hotels, airlines, campsites, hostels etc.) and tracking prices of competitors is very important part of managing its business. The purpose of this paper is to address the problem of relative price position and relative price fluctuation performance in marina business and seeks to complement existing research in the domain of strategic price positioning. The research results reveal that marinas who set their prices higher than their competition achieve lower level of berth occupancy and at the same time succeed higher RevPAB. Marinas with lower prices than

their competitors achieve higher level of berth occupancy and lower RevPAB.

The second paper focuses on festivals and destination marketing. The paper is written by Ige Pirnar, Sinem Kurtural and Melih Tutuncuoglu from Yasar University in Turkey. Festivals are among the growing global city and destination attraction factors and they are very trendy. Studies indicate that there is a direct relationship between the successful organizations of festivals and the number of visitors and tourism income of a city destination. Thus, festival marketing efforts usually have a direct impact on city marketing efforts. Due to this fact, the study tries to figure out the festival marketing potential of Izmir city that seems to lag behind the general tourism development pattern of Turkey contrary to the great potential it has. The study comprises of two main sections, first one being a literature review on festival marketing, followed by the second section on a qualitative research on Izmir's festivals and their marketing potential. It tries to determine the positive impacts of Izmir's festivals on destination marketing and by grouping and categorizing them under similar characteristics figuring out the most promising ones. The research consists of four open-ended interview questions on festivals held in Izmir city. As practical implications, Destination Management Organizations, Destination Marketing Organizations, destination and city marketers, festival managers and destination tourism developers may benefit from the findings of this study.

Traveler segmentation through Social Media for intercultural marketing purposes is examined in the third paper of this issue. Eleni Mavragani, Paraskevi Nikolaidou and Efi Theodoraki, all from International Hellenic University in Greece conducted a study to present a methodology for the segmentation of travelers by studying social media profiles and extracting information on their preferences and demographic traits. Through the study of the sample's social media profiles (Instagram, Facebook, and Twitter), information about travelers' demographics and preferences are combined for the segmentation of the tourists visiting a



Greek region. From the analysis of the data, 10 preference-based segments occur, while the cultural-based division corresponds to the main national groups visiting the region.

The fourth paper comes from an author in Australia: Daniel Murphy, from Murphy College, and focus on online airline advertising. From five-star hotels and Michelin Star restaurants, few industries signal their quality and unique selling points through the use of third-party seals like tourism. However, despite using seals and certifications in advertising being widespread, little academic research has been conducted into their effectiveness. Through the running of campaigns on Facebook's Ad Manager for Indian airline Jet Airways, this study applies the Third-Party Seal Model to optimise campaign audiences to target the right prospects with the most effective message. Findings and a practical framework for optimal campaign delivery for the airline industry are presented.

The fifth paper is a case study and comes from two authors: Maximilian Chami from Brandenburg University of Technology in Germany, and Gabriel Kaminyoge from University of Dodoma in Tanzania. This paper examines the impact of the closed House of Wonders Museum in the tourism industry of Stone Town, Zanzibar. The paper aims to propose the best practices taken into account due to the impact raised by the closure of the Museum. There has been no clear information on the overall situation which faces the site since 2012 when the Museum closed. Data collected through mixed methods, including the sample size of 105 tourists who visited the House of Wonders Museum, 8 Government Official, 6 Tour Guides and 8 Tour Operators. The findings show that the closed museum has affected the level of tourists' satisfaction, tour operators, community and tour guides economically. The paper recommends quick rehabilitation and reconstruction of the Museum to save the integrity and authenticity of this World Heritage Site.

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 autumn-winter of 2019!

Evangelos Christou
Editor-in-Chief, JTHSM

Anestis Fotiadis
Associate Editor, JTHSM