

# Editorial

**Marina Y. Sheresheva**, Guest Editor  
Lomonosov Moscow State University, Russia

**JEL Classification:** L83, M1, O1, Z3

**Biographical note:** Dr. Marina Y. Sheresheva is Professor at the Department of Applied Institutional Economics, Director of the Research Center for Network Economy, Head of the Laboratory for Institutional Analysis, Faculty of Economics, Lomonosov Moscow State University, Russia (m.sheresheva@gmail.com).

## 1 INTRODUCTION

This is the tenth publication of JTHSM (volume 6, issue 1), starting its sixth 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 an emphasis on marketing and management. Volume 6, issue 1 is a Special Issue (the first ever published by JTHSM) and we focus on furthering the journal's scope and consolidating its position in both conceptual developments and practical applications in tourism, heritage, and services through publication of five quality manuscripts that were initially included in 6<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM) that was held in Greece in 2018. These papers were further improved by their authors and subsequently underwent additional rigorous double-blind reviewing.

## 2 PRESENTATION OF THE FIRST ISSUE OF 2020

The present issue of JTHSM contains five manuscripts written by sixteen authors located in different countries and affiliated with eight different universities.

The first paper is written by V. Daskalaki, M.C. Voutsas, C. Boutsouki from the Aristotle University of Thessaloniki, Greece, and L. Hatzithomas from the University of Macedonia, also in Greece. The authors investigate the factors that affect museum visitors' satisfaction and their future behavior. A survey discussed in the paper was carried out on a sample of 632 visitors in two most popular and frequently visited museums in Thessaloniki (Greece), namely the Archaeological Museum and the Museum for Science and Technology, that are highly different in terms of atmosphere, exhibits and activities. The obtained empirical results confirmed that the five dimensions of SERVPERF successfully determine the degree of visitors' satisfaction and predict future behavior. The type of museum, as well as the visitors' place of residence, are significant factors affecting satisfaction and future behavior.

Online reservation systems in e-Business and decision making in e-tourism are the subject of the research discussed in the second paper in this issue written by C. Halkiopoulos, K. Giotopoulos, D. Papadopoulos, E. Gkintoni, H. Antonopoulou from the Technological Educational Institute of Western Greece. The paper shows how the development of the Internet has significantly changed the market conditions of tourist organizations providing new tools for tourism marketing and management. As up to date, e-Tourism is oriented towards consumers and technology that surrounds them, providing dynamic communication with tourist organizations. Through online booking systems, consumers have become very powerful and more able to determine the elements of tourism products especially students who are tourists of the lower budget. The study focuses on the exploration of knowledge of online booking systems and the views of local students-users concerning the booking rate based on these online systems. Another perspective of this project is to investigate the decision-making process (emotion-focused). Three scales were administered E-WOM and Accommodation Scale, Emotion-Based Decision-Making Scale and Trait Emotional Intelligence Scale. Survey data was collected and analyzed based on Data Mining techniques evaluating the results. Classification and association algorithms were utilized to manage to describe hidden patterns. The research results approve that innovations in technology can help in interaction, personalization, and networking. Therefore, it is necessary to design tourism organizations strategies that will take advantage of ICT opportunities.

In the third paper, A. Skapinaki and M. Salamoura from the University of the Aegean, Greece, examine the impact of teachers' job satisfaction and self-efficacy in improving service quality. They discuss findings of the study conducted in 2016 through structured questionnaires among teachers of primary education in Chios Island, Greece, in both urban and rural areas. Based on the obtained empirical data, the authors indicated three clusters of respondents according to their behavior, as teachers emphasized different aspects of marketing: external, interactive and internal marketing. Factor analysis revealed that their satisfaction was affected



by “Workplace Relationships with the Director and Colleagues”, “Educational Management”, “Social Recognition and Professional Development”, “Relationships with Parents and Students”, “Infrastructure” and “Working Conditions and Nature of Work”, while “Class and Students’ Relationships Management” and “Students’ Engagement and Educational Strategies” were influencing parameters of teachers’ self-efficacy.

The fourth paper is authored by Chryssoula Chatzigeorgiou and Evangelos Christou, both affiliated with the International Hellenic University, in Greece. The study reported in this paper explores consumers’ experiences with technology-assisted service encounters by investigating the applicability of Mick and Fournier’s paradoxes of technology adoption to the social media as distribution channel in tourism scenario. In-depth interviews were conducted to explore consumers’ experiences when using social media distribution services and the results were compared to those of Mick and Fournier. The findings are similar, suggesting that when consumers adopt online technology like social media, they can simultaneously develop positive and negative attitudes. The findings of this study also suggest that the nature of some of the paradoxes experienced by consumers may depend on the industry (tourism in this study) and the technology (social media in this study) being investigated.

The fifth paper provides a better understanding of marketing issues relevant to sustainable tourism development in Russia. The authors of the paper M. Y. Sheresheva, A. N. Polukhina and M.S. Oborin represent different Russian universities, namely Lomonosov Moscow State University, Volga State University of Technology, Plekhanov Russian University of Economics, and Perm State National Research University. The Mari El Republic, one of the 85 Russian regions, was in the focus of the research presented in the paper. The empirical study conducted in the form of in-depth interviews with key informants as well as by means of a survey that involved 225 residents of three rural settlements of the Mari El Republic. The sample covered three-quarters of the adult population permanently residing in these settlements. The main goal was to study the socio-cultural and behavioral characteristics of the local population, in relationship to the development of business activities in the field of rural tourism. The research has shown that the main obstacle for sustainable tourism development is the absence of the right positioning for target audiences. For Mari El Republic ethno-tourism concept, based on preserving paganism, the traditional religion of the Mari people, can become a solid basis for positioning, but there is a need to understand and take into account socio-cultural specifics of tourism destinations to ensure positive impact on the prosperity of local communities that are among the most important stakeholders in destination marketing.

Based on the above, I trust that you will enjoy reading this new – and Special Issue – of the Journal of Tourism, Heritage & Services Marketing!

Marina Y. Sheresheva  
Lomonosov Moscow State University  
Guest Editor, JTHSM