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# Editorial

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

**Biographical note:** Evangelos Christou is professor of tourism marketing and Dean of the School of Economics & Business at the International Hellenic University, in Greece (echristou@ihu.gr). Anestis Fotiadis is professor of tourism, at the College, of Communication & Media Sciences, at Zayed University, in the United Arab Emirates (anestis.fotiadis@zu.ac.ae).

## 1 INTRODUCTION

We are pleased to present the eleventh publication of JTHSM (volume 6, issue 2), in 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 2 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 seven quality manuscripts that underwent rigorous double-blind reviewing: six full papers, one research note, and one book review.

## 2 PRESENTATION OF THE SECOND ISSUE FOR 2020

The present issue of JTHSM contains eight manuscripts written by twenty-one authors located in eleven different countries and affiliated with fourteen different universities. The first full paper is written by Antonios Giannopoulos from the University of the Aegean, in Greece, Georgios Skourtis from Canterbury Christ Church University in the United Kingdom, Alexandra Kalliga and Dimitrios-Michail Dontas-Chrysis both for the Hellenic Open University in Greece, and Dimitrios Paschalidis from the Region of South Aegean. The authors investigate co-creating high-value hospitality services in the tourism ecosystem and explore a potential paradigm shift. Adopting the service-ecosystem perspective, this is the first empirical study conceptualising tourism as an ecosystem. Based on the institutional theory and focusing on high-value hospitality services, it aims to unveil the components of the multilayer tourism ecosystem that enable stakeholders' interactions at and between different levels. Applying a qualitative research design in Rhodes, the study focuses on value co-creation to explore the structure of the tourism ecosystem and its underlying mechanisms. The

results led to the identification of the three-level service ecosystem (micro, meso, macro) that incorporates myriads of actions and interactions shaping tourism activity in order to provide high-value hospitality services. Analysis revealed the institutional logic that permeates all levels (rules, norms, practices, meanings and symbols). The study goes beyond the destination-visitor and firm-guest interactions to incorporate multiple stakeholders co-creating value in the tourism ecosystem, including tourists, locals and employees, hotels and restaurants, DMOs and other organisations supporting the tourism value chain. It sheds light on new paradigm shifts from the notion of tourism industry to the concept of an inclusive tourism ecosystem, paving way for future research to address global challenges in the COVID-19 era.

Active sport tourism is one of the fastest rising leisure segments. Considering the extensive growth of both the millennial and baby boomers generation in this sector, there are large-scale economic potentials for tourism practitioners. The aim of the second full paper, written by Ruth IJspeert and Gilda Hernandez-Maskivker from Ramon Llull University in Spain, is to explore the characteristics of baby boomers and millennial active sport tourists and to differentiate them by relevant factors. Applying a qualitative research design, data were collected through online surveys on the characteristics, needs and motivations of baby boomer and millennial active sport tourists. Significant differences were found between the groups regarding social-economic characteristics (gender, education level, marital status and income) and motivations. This study may be significant due to an extensive growth seen for both the millennial and baby boomers generation in the active sport tourism market and considering the fact that limited understanding of the characteristics, needs and motives was contradicting this enormous growth in the market. Differences were found between the millennial and the baby boomer active sport tourists.

In the third full paper, Arne Schuhbert and Hannes Thees, both from the Catholic University Eichstätt-Ingolstadt, Germany, address the problem of the global-local link by



critically examining a case at the southern Caucasus, as tourism is considered as a key industry for economic diversification in all three countries examined. Under the title of Belt-and-Road-Initiative (BRI), China has launched a global development program, which spans many regions and sectors. Tourism initiatives can occupy an interlinking position between infrastructure and services, and between global and local projects. Based on a mixed qualitative and quantitative approach, the study is about critically investigating the current state of challenges and opportunities for tourism-induced, integrated regional development, with particular focus on potential obstacles for regional and national destination competitiveness. Results reveal that the BRI offers a basis for export-diversification in tourism and non-tourism economic sectors.

The fourth full paper is authored by Nguyen Van Truong, affiliated with the University of Transport and Communication in Vietnam, Tetsuo Shimizu from Tokyo Metropolitan University in Japan, and Sunkyung Choi from Tokyo Institute of Technology, also in Japan. Their study was undertaken to investigate the characteristics and to seek for the most fitting models for population total estimation in relation to tourist accommodation data. Based on the data of 10,503 hotels, obtained from by a nationwide Japanese survey, the bootstrap resampling method was applied for re-randomisation of the data. Six count models were fitted to the training set and validated with the test set. Bootstrap distributions for parameters of significance were used for model evaluation. The outcome variable (number of guests), was found to be heterogenous, over dispersed and long-tailed, with excessive zero counts. The hurdle negative binomial and zero-inflated negative binomial models outperformed the other models. Results appear rather overestimated. Findings indicated that the integration of the bootstrap resampling method and count regression provide a statistical tool for generating reliable tourist accommodation statistics. The use of bootstrap would help to detect and correct the bias of the estimation.

The fifth full paper comes from four authors based in Greece; Dimitrios Amanatidis, University of Western Macedonia, and Ifigeneia Mylona, Spyridon Mamalis and Irene (Eirini) Kamenidou, all from the International Hellenic University. Social media are changing the way that museums communicate with their public. Most of the museums seem to understand the need for using social media to communicate their events to the public. Facebook and Instagram now dominate the social media use landscape. Instagram is one of the fastest growing social network globally among young people. What users can do with the use of Instagram is to communicate their experiences through both choice of photo subject and ways they choose to manipulate and present them (Weilenmann, Hillman and Jungselius, 2013). Greek museums, especially in big cities, use social media for communications and provision of all the necessary information to the visitors. The aim of the study is to examine the use of Instagram by museums in the Greek cultural scene. More specifically the study focuses in examining the use of Instagram by the museum communication professionals and carry out a twofold investigation; do they use and in what way Instagram to reach out for their audience and also how does the public perceives this effort. Instagram has already

been adopted by other groups.g. politicians in Greece, with its usage however not being to the same extent as with other popular social media such as Facebook.

The sixth full paper comes from two authors based in Belgium; Kaat De Ridder from Thomas More University of Applied Sciences and Dominique Vanneste from University of Leuven (KU Leuven). This study aims to present and explore the landscape approach as an innovative management model for heritage tourism, applied to the case of the Brussels Art Nouveau heritage. The main objective of this paper is to gain insight in discrepancies regarding visions on the tourism potential of the Brussels' Art Nouveau and the Art Nouveau patrimony's integration within a (themed) tourism landscape. The research resulted in an innovative perspective to increase common ground between a landscape centered perspective with a focus on heritage and a tourism landscape centered approach. The research deduced several hidden mismatches in perception and appreciation of the Art Nouveau and showed that there are major information and promotion problems, fostered by politically influenced fragmentation and lack of collaboration.

The research note is written by two authors based in Russia: Alexander Pakhalov and Natalia Rozhkova, both from Lomonosov Moscow State University. Over the last five years, real-life escape rooms have become popular tourist attractions in many European cities. Growing competition stimulates the escape room providers to search for new experience design strategies. One of the new strategies assumes active use of new technologies, including special effects and virtual reality technologies. This study aims to assess the impact of new technologies on escape room visitors' experience based on a netnographic survey of visitors' reviews. The results show that technologically sophisticated escape rooms create a more authentic tourist experience. At the same time, technical failures and bugs can reduce visitors' satisfaction.

Last, Maximiliano E. Korstanje from the University of Palermo in Argentina presents a critical review of the book titled "Tourism and Resilience" and edited by Richard Butler. Based on this review, this book should be seen a compilation of high-quality chapters, written by well-distinguished scholars who are worried on the future of tourism in the next years. It introduces a multicultural approach, based on the origin of authors, each one intellectually dotted with a different perspective or national-character, but what is more important, Butler presents an organized volume with practical study-cases which are pertinently accompanied by some critical lens of the problem.

Based on the above, we trust that you will enjoy reading this new issue of the Journal of Tourism, Heritage & Services Marketing!

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