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# Editorial

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

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## 1 INTRODUCTION

We are pleased to present the twelfth publication of JTHSM (volume 6, issue 3), the third and latest issue 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 3 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 eight quality manuscripts that underwent rigorous double-blind reviewing: five full papers, one case study, and two research notes.

## 2 PRESENTATION OF THE THIRD ISSUE FOR 2020

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

The first full paper is written by Hemantha Premakumara Diunugala and Claudel Mombeuil, both from Beijing Institute of Technology, China. This study compares three different methods to predict foreign tourist arrivals to Sri Lanka from top-ten countries and also attempts to find the best-fitted forecasting model for each country. The study employs two different univariate-time-series approaches and one Artificial Intelligence approach to develop models that best explain the tourist arrivals to Sri Lanka. The univariate-time series approach contains two main types of statistical models, namely Deterministic Models and Stochastic Models. Results show that Winter's exponential smoothing and ARIMA are the best methods to forecast tourist arrivals to Sri Lanka. Furthermore, results show that the accuracy of the best forecasting model based on MAPE criteria for the models of India, China, Germany, Russia, and Australia fall between 5 to 9 percent, whereas the accuracy levels of models

for the UK, France, USA, Japan, and the Maldives fall between 10 to 15 percent. The overall results of this study provide valuable insights into tourism management and policy development for Sri Lanka, as well as a practical planning tool to destination decision-makers.

Childhood experience and (de)diasporisation appears to have an impact on the tourism industry. The aim of the second full paper, written by Hugues Seraphin from University of Winchester, United Kingdom, is to address the dearth of research regarding children in the tourism industry and cognate sectors, alongside contributing to existing literature on diaspora, and diaspora tourism. In order to get the most reliable results, triangulation was used. Post-colonial, post-conflict, and post-disaster destinations are relying heavily on their diaspora not only for the survival of their tourism industry, but more generally for their economic and social sustainability. Hence, it is important for the country of origin to maintain a strong link with the members of the diaspora, whether they belong to the first or second generation of the diaspora. The main challenge is to keep the connection with the younger generation. Results reveal that childhood experience of the country of origin is a transformative tool which can lead to either dediasporisation (if negative), or transnational attachment (if positive).

In the third full paper, three authors from Ghana, namely Collins Kankam-Kwarteng from Kumasi Technical University, Barbara Osman from Takoradi Technical University and Stephen Acheampong from Ghana Baptist University College, examine the relationships between differentiation strategies, competitive intensity and restaurant performance. Their aim was to estimate the effect of interaction terms of differentiation strategies and competitive intensity on restaurant performance. Data were obtained from 160 restaurant operators in the Ashanti region of Ghana through a structured questionnaire. The paths of the relationships were estimated and tested using regression analysis. Findings suggest that differentiation strategies have a significant impact on restaurant performance and that



competitive intensity partially influence the performance of restaurants. Competitive intensity was, however, found not to moderate the relationship between differentiation strategies and performance. Such findings may help managers at the restaurant industry to appreciate the critical contribution of competitive intensity and differentiation strategies in estimating business performance.

The fourth full paper is written by two authors based in Korea, Donghee Shin and Hyeun-Dae Shin, both affiliated with Sungkyunkwan University. Several universities in different countries are using their college ranking as a marketing and branding tool. Main scope of this paper is to investigate the interrelation between college rankings in Korea and how they affect university service marketing and reputation. Forty-six universities are examined through a non-parametric technique, by comparing three different Data Envelopment Analysis (DEA) models regarding their adeptness to their Research and Development Business Foundations; parametric methods used to measure efficiencies in the public or private sectors were Ratio Analysis, Productivity Index Approach and Functional Approach. Findings delineate that the models have different results since CCR and BCC models have better efficiency scores compared to SBM. Furthermore, public universities with local character seem to have better decision-making units, leading to better branding. Decision makers can enhance policies by improving the effectiveness and antagonism of Research and Development Business Foundations, to improve university's reputation and attract more and better students. In spite of some valid considerations regarding the ranking of educational institutions in the world, ARWU (Academic Ranking of World Universities) still appears to be a useful indicator for universities who wish to grow further.

The fifth full paper comes from two authors based in the Netherlands; Peter Broeder and Anna Gkogka, both from Tilburg University. This paper investigates the effect of the navigation design (static or dynamic) in e-commerce. Specifically, a comparison is made of consumers from two cultures: the Dutch and the Greek. A total of 221 subjects participated in an experimental survey, where they judged an online search page of a hotel booking website. The study had a 2x2 between-subjects design with the factors navigation design (dynamic or static) and cultural background (Dutch or Greek). The primary dependent variable was the behavioural intention to use (the website). The hedonic and utilitarian attitudes were the mediators. Analysis of results showed that navigation design preferences are culturally affected and influence consumers' attitudes and behavioural intentions. Static navigation design was perceived as less useful, compared to dynamic. For the Dutch group the dynamic navigation was more persuasive than the static one, whereas for the Greek group no significant difference was found. As a recommendation, localising the websites' content is important in global e-commerce, especially when it comes to the hospitality industry, in order to avoid unintended effects that the navigation design may have on targeted audiences.

An interesting case study was written by three authors based at the USA: Craig Webster, Chih-Lun (Alan) Yen and Sotiris Hji-Avgoustis, all from Ball State University. The authors delve into the impact of the coronavirus pandemic on the

hotel industry in Indianapolis in comparison to its competition. The impact of the virus on the hotel industry was analyzed for Indianapolis and its major competitors (Chicago, Nashville, St. Louis, San Antonio and Kansas City) to learn about how severe the impact is and attain insight into how these destinations can rebound. The study used data from Smith Travel Research (STR), a service that produces daily hotel metrics often cited in mainstream media and academic journals. This secondary source gathers information from participating hotels to obtain a sample of data on occupancy, average daily rate (ADR), and revenue per available room (RevPAR). The trends in the data are compared over time and between cities. Findings illustrate that the hotel industry in Indianapolis was able to replace some transient visitors with contracts and group bookings, suggesting that proactive and assertive policies have assisted in the management of the pandemic crisis.

The first research note was written by three authors based at the USA: Mehmet Erdem, Saeed Vayghan and Billy Bai, all from University of Nevada Las Vegas. This study seeks to examine Las Vegas visitors' perception about security and the perceived risks associated with traveling to Las Vegas following the One October mass shooting. It also aims to explore potential visitors' attitudes towards proactive security measures implemented by Las Vegas resorts after the One October tragedy. Data were collected through a web-based survey that comprised a national sample of 414 adults from the USA. Results indicate that despite the tragic mass shooting in Las Vegas and the associated media coverage, security is not a major concern for visitors. The findings of this study also suggest that Las Vegas visitors approve of existing and emerging security procedures.

Greta Erschbamer from Eurac Research, in Italy, through a viewpoint introduces the concept of destination design and shows perspectives and approaches for the development of destinations. Destination design allows an integral view through design studies perspectives, where elements such as transdisciplinarity, participatory approaches, creative and disruptive ways of thinking related to design studies are introduced. An agenda shows how to further develop this concept and which elements need to be included for its implementation.

Last, Maximiliano E. Korstanje from the University of Palermo in Argentina presents a critical review of the book titled "Magical Realist Sociologies of Belonging and Becoming: The Explorer" and authored by Rodanthe Tzanelli. This book discusses in-depth a structural dualism that not only helps us to expand our understanding and dichotomies around the problem of ecology and climate change but gives a clear diagnosis on the Western magical imaginary in a digital and hyper-global world.

Based on the above, we trust that you will enjoy reading this new issue of JTHSM!

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