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Article — Published Version

Editorial

Journal of Tourism, Heritage & Services Marketing

Editorial

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JEL Classification: L83, M1, O1

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1 INTRODUCTION

We are pleased to present the thirteenth publication of JTHSM (volume 7, issue 1), the first issue in its seventh 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 7, issue 1 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 nine quality manuscripts: seven full papers that underwent rigorous double-blind reviewing, a commentary and a book review.

2 PRESENTATION OF THE FIRST ISSUE FOR 2021

The present issue of JTHSM contains seven full papers written by fifteen authors located in ten different countries and affiliated with fourteen different universities. The first full paper is written by Thereza Mugobi from Open University of Tanzania and Shogo Mlozi National from College of Tourism, Tanzania. This study aimed to assess the external factors influencing ICT usage at UNESCO World Heritage Sites (WHS), focusing on exploring practices Tanzania. Data for this study were collected from 238 UNESCO World Heritage Site decision-makers in Tanzania. These respondents were stratified into three strata, based on UNESCO’s categorization of site type (nature, mixed, and culture). Testing of the hypotheses involved structural equation modeling (SEM) analysis. The findings indicated that perceived competitive pressure and perceived pressure from customers had a positive influence on ICT usage at WHS. This study confirms the T.O.E theory by Tornatzky and Fleischer, which postulate that decision to use a new ICT system within the organization is determined by environmental factors which include features in which the firms conduct business such as competitors and its customers. For the success of any tourism business, particularly UNESCO World Heritage Sites, ICT usage is inevitable for their site’s performance. For destination management organisations, the current study is important for policy formulation, particularly in relation to ICT usage by the tourism industry at the destination to create a conducive business environment that may assist tourism growth related to World Heritage Sites. The impact of COVID-19 on Italian accommodation industry appears to be significant. The aim of the second full paper, written by Giacomo Del Chiappa from University of Sassari in Italy, Ilenia Bregoli from the University of Lincoln in the United Kingdom, and Anestis K. Fotiadis from Zayed University in the United Arab Emirates, is to understand which actions hospitality businesses think the private and public sectors should adopt in order to cope with the pandemic and its impact. To facilitate this, this research adopted chaos theory to investigate Italian small and medium enterprises (SMEs) in the hospitality sector. A mixed method approach, based on a convergent parallel design data validation variant, was adopted. A survey with open and closed questions was developed and sent to a sample of businesses. The results showed that Italian entrepreneurs and managers were over-relying on interventions from the public sector and that there was a lack of business actions being made, thus evidencing a deficit in terms of long-term strategic thinking and the innovation required during such turbulent times. Although these results cannot be generalised to the whole of the hospitality industry, they shed light on important elements that industry associations should take into account.

In the third full paper, Pauline A. Milwood from the Pennsylvania State University in the USA and Anne P. Crick from the University of the West Indies in Jamaica, examine culinary tourism and post-pandemic travel. The COVID-19 (SARS-CoV-2) global pandemic forced hospitality and tourism service providers to respond by pivoting business models in line with governmental restrictions to curb the spread of the virus. This paper explores the online responsiveness of tourism-affiliated culinary service providers to a major external disruption. This study uses ecosystem resilience and Internet marketing theories to analyze 139 web homepages of culinary tourism service providers promoted by the official tourism website of Jamaica, to measure of Jamaica to measure online responsiveness to the COVID-19 pandemic. Findings show that web page responses vary between the official tourism web page and the restaurants promoted on its site. Responses also vary across restaurant affiliation clusters and across

© 2021 Authors. Published by International Hellenic University
ISSN: 2529-1947. UDC: 658.8+338.48+339.1+640(05)
http://doi.org/10.5281/zenodo.4524704
Published online: 15 February 2021
www.jthsm.gr
location clusters. Further, resilient web page responses are more commonly associated with hotel restaurants and
eonymous restaurants. This study provides a novel analysis
of online responsiveness to COVID-19 and contributes a
summary framework for resilient response by culinary
ecosystem providers preparing for post-pandemic travel.
The fourth full paper is written by Shaul Krakover from Ben-
Gurion University of the Negev in Israel and Andrea Corsale
from the University of Cagliari in Italy. This paper aims to
introduce and define the concept of sieving tourism
destinations as an umbrella term representing faster decision-
making processes compared to destination choice models,
and to demonstrate its usefulness for both sides of
consumption and production of tourism attractions. Fast
decision at the consumers’ demand side is demonstrated via
an exploratory graphic model. Producers’ supply side sieving
is measured by observing data elimination on two public
serving internet platforms compared to a baseline taken from
special interest group tour operators representing Jewish
heritage attractions in Sicily and Thessaloniki. Quantitative
analyses on the supply side provided measurable sieving
ratios. They reveal careful partial sieving performed at local
level editorship, while much harsher sieving occurs on social
media platforms. This is interpreted as a market failure
related to niche and special interest groups attractions. The
demand side findings call for targeted marketing
distinguishing customers not only by income but also by
temperament, mood, and personality. The supply side
findings call for careful examination of the conditions for
inclusion and exclusion from the list of attractions as well as
the need to remedy the concealment of minor attractions from
social media platforms.
The fifth full paper comes from an author based in Greece;
Christina Bonarou, from the Hellenic Open University. This
paper aims to contribute to ongoing research on tourist
postcards and tourist imagery, exploring how contemporary
photographic tourist postcards act as narratives of cultural
representations and national identities, and how they
constitute a ‘poetics of travel’ by communicating ‘myths’
about particular destinations. The methodology has followed
the semiotic analysis along with a critical approach, focusing
on a corpus of approximately 4,200 picture postcards issued
between 2003 and 2019. In addition to adopting a discourse
approach, the study can be considered as ‘auto-
ethnographic’. Findings indicate that visual representations
as the mechanism of tourism discourses are essential to the
constructed realities of tourism, constituting a ‘poetics of
travel’. The fact that Greece is presented as a ‘museum-like’
destination, requires, however, special attention because the
exaggerated language of the tourist discourse limits Greece
in an eternal “unchanged” present, partly cancelling the
potential image of modern progress.
The sixth paper was written by three authors: Lamia Nechoud
from École Supérieure de Commerce and Faouzi Ghidouche
from École des Hautes Études Commerciales, both from
Algeria, and Hugues Seraphin from the University of
Winchester in the United Kingdom. This study examines the
process by which eWOM susceptibility moderates the
strength of indirect links between the perceived credibility of
eWOM messages and the intention to visit a destination via
the destination image and the perceived usefulness of these
messages. The research hypotheses were tested according to
SEM and Hayes procedure, which made it possible to study
simultaneously the mediating and moderating effects. The
results indicate that the mediation links of the destination
image on the relationship between perceived credibility and
intention to visit a destination, are moderated by the
susceptibility of the eWOM (the comments generated by
Internet users or the sharing of tourists’ experiences on
Facebook). This study also indicates that the relationship
between the perceived credibility of the eWOM and the
intentions to visit a destination is mediated by the usefulness
of the eWOM messages and the destination image. Given the
powerful influence of the eWOM, it should not be ignored or
misused, but managed to improve the effectiveness of
marketing strategies in hospitality, tourism and travel.
The seventh paper was written by Gaunette Sinclair-Maragh
from the University of Technology in Jamaica and Shaniel
Bernard Simpson from Virginia Polytechnic Institute and
State University in the USA. The purpose of this study is to
explore heritage tourism within the framework of ethnic
identity by examining tourism as a tool for promoting ethnic
identity and traditions of the Maroons in Jamaica. Qualitative
research using in-depth interviews was used to collect
relevant data. The findings were analyzed using the deductive
thematically analysis approach and discussed within the
theoretical framework of ethnic identity. The study concludes
that the Maroon’s ethnic identity can be promoted through
ethnic tourism which is a form of heritage tourism. The
findings will be very resourceful to the Maroon communities
in Jamaica and across the Caribbean, especially in terms of
best practices in preserving their heritage and ethnic identity.
It will also inform tourism stakeholders as to their role in
providing the necessary resources to enable the preservation
of the Maroon’s ethnic identity and traditions.
Maximiliano E. Korstanje from the University of Palermo in
Argentina, through a commentary discuss the decline of book
reviews in tourism discipline. He concludes that book review
not only is an important task for the evolution of the
discipline but the touchstone of empirical research. For these
reasons, students, professional researchers and consecrated
scholars should never forsake the custom to review books to
expand their constellations and horizons. All said leads me to
believe that books and book review are always the touchstone
of professional research.
Last, Maite Echarri Chávez from the University of La Habana
in Cuba and Maximiliano E. Korstanje from the University
of Palermo in Argentina presents a critical review critical
review of the book titled “Tourism Development in post
soviet Nations: From communnism to capitalism” by Susan
Slocum and Valeria Klitsounova (eds). They conclude that
this is a recommendable book for those economists,
sociologists, tourism experts moved to understand tourism
beyond the borders of the dominant paradigm forged by
westernized models.

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

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