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Article — Published Version

## Editorial

Journal of Tourism, Heritage & Services Marketing



Suggested Citation: Christou, E. (2021). Editorial. Journal of Tourism, Heritage & Services Marketing, ISSN 2529-1947, Vol. 7, No. 2, pp. 1-2.

Persistent identifier (DOI):

<https://doi.org/10.5281/zenodo.5552592>

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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, Greece (echristou@ihu.gr).

## 1 INTRODUCTION

I am pleased to announce that JTHSM has been recently accepted for indexing by Scopus; this is a major milestone for this journal and I wish to thank the entire Editorial Board for the continued efforts, and especially Prof. Anestis Fotiadis. I am also pleased to present the fourteenth publication of JTHSM (volume 7, issue 2), the last issue in its seventh year of publication. This issue 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: six full papers that underwent rigorous double-blind reviewing, a research note and two book reviews.

## 2 PRESENTATION OF THE LAST ISSUE FOR 2021

The present issue of JTHSM contains six full papers written by twenty authors located in eight different countries and affiliated with fourteen different universities.

The first full paper is written by Hannes Thees, Elina Störmann and Natalie Olbrich from the Catholic University of Eichstätt-Ingolstadt in Germany and Franziska Thiele from Ostfalia University of Applied Sciences, also in Germany. This study addresses the digital transformation in tourism, accelerated due to the COVID-19 pandemic. By linking the front- and backstage activities, a model of the tourism value system is sketched with the aim to assist the shift toward digital value creation in the case of the German tourism sector by asking: what are the challenges for the digital transformation of tourism service providers, and how can it be promoted along with the tourism value system? Recognizing the processual challenges of digitalization, this contribution builds upon a mixed-methods approach. First, a quantitative online survey (n = 372) was conducted by the German Competence Center for Tourism at the beginning of the COVID-19 pandemic. The results were discussed in a workshop with 40 experts from the tourism industry in September 2020, where the COVID-19 pandemic was referred to. The focus of tourism service providers is predominantly the digitalization of guest communication, whereas corporate strategies on digitalization are widely not available. Key findings of the survey indicate that

competitiveness in digitalization will depend on the appropriate infrastructure, clear strategies, and organizational integration. The study affirms the increased speed of digital transformation against the backdrop of the COVID-19 pandemic and reveals the need for greater focus on internal processes. In addition, an orchestrated linking of the service providers in a digital ecosystem that is supported by national efforts is proposed.

Sentiment analysis is built from the information provided through text (reviews) to help understand the social sentiment toward their brand, product, or service. The main purpose of the second paper, written by Franciele Cristina Manosso and Thays Cristina Domareski Ruiz from the Federal University of Paraná in Brazil, is to draw an overview of the topics and the use of the sentiment analysis approach in tourism research. The study is a bibliometric analysis (VOSviewer), with a systematic and integrative review. The search occurred in March 2021 (Scopus) applying the search terms "sentiment analysis" and "tourism" in the title, abstract, or keywords, resulting in a final sample of 111 papers. This analysis pointed out that China (35) and the United States (24) are the leading countries studying sentiment analysis with tourism. The first paper using sentiment analysis was published in 2012; there is a growing interest in this topic, presenting qualitative and quantitative approaches. The main results present four clusters to understand this subject. Cluster 1 discusses sentiment analysis and its application in tourism research, searching how online reviews can impact decision-making. Cluster 2 examines the resources used to make sentiment analysis, such as social media. Cluster 3 argues about methodological approaches in sentiment analysis and tourism, such as deep learning and sentiment classification, to understand the user-generated content. Cluster 4 highlights questions relating to the internet and tourism. The use of sentiment analysis in tourism research shows that government and entrepreneurship can draw and enhance communication strategies, reduce cost, and time, and mainly contribute to the decision-making process and understand consumer behavior.

In the third full paper, Marco Scholtz and Kaat De Ridder from Thomas More University of Applied Sciences in Belgium, aim to determine the influence of COVID-19 and the first 2020 lockdown on Flemish people's initial travel behaviour perceptions, a hypothetical scenario was posed to



respondents where they were asked to keep in mind a situation where they might be able to travel again during the summer of 2020 (July/August). This research had two main aims: i) the pre-lockdown travel plans for summer 2020 were determined; ii) the extent to which respondents would adapt their travel behaviour if they were hypothetically allowed to travel again by summer 2020. This exploratory research was done by means of an online quantitative questionnaire of which 1803(n) complete responses were obtained through convenience and snowball sampling. The results revealed that respondents did have initial travel plans for the 2020 summer (July/August) period, but that they adjusted their planning to mostly travelling nationally/locally, potentially benefitting the local tourism industry. These findings (i) indicate the importance of directing marketing efforts towards the local travel market and (ii) contribute to literature regarding the resilience of the (local) tourism industry. Additionally, the research unveils how the industry should do long-term planning by taking the immediate travel behaviour changes of the Flemish travel consumers into account through regular intervals of consumer research so that it can pick up on possible behavioural trends and ready itself.

The fourth full paper is written by Collins Kankam-Kwarteng from Kumasi Technical University, Appiah Sarpong from Takoradi Technical University, Ofosu Amofah from Ho Technical University, and Stephen Acheampong from Ghana Baptist University, all based in Ghana. This study examines the effect of market sensing and interaction orientation capabilities on the marketing performance of service based firms in Ghana. The study particularly explored the moderation effect of interaction orientation capability on the relationship between market sensing and firm performance of the service firms. The study adopted the survey approach focusing on a convenient sample of 200 employees of service firms. The hierarchical multiple regression analysis was used to establish the relationship between the variables of interest. The study revealed that market sensing capability and interaction orientation significantly account for variations in the marketing performance of the service businesses. Furthermore, the findings showed that the interaction of market sensing and interaction orientation capabilities is vital for extracting a higher marketing.

The fifth paper comes from three authors: Nikolaos Misirlis and Marjon Elshof from HAN University of Applied Sciences at The Netherlands, and Maro Vlachopoulou from University of Macedonia in Greece. In this article the authors aim to model social media users' behavior in relation with the use of specified Facebook pages and groups, related to eHealth, specifically to healthy diet and sport activities. The study represents to the best of our knowledge the first region-focused on a specific geographical area research. The users' personality is measured through the well-known Big Five model and the behavior is predicted with the Theory of Planned Behavior (TPB). Structural Equation Modeling is used in order to statistically control the associations among the diverse observed and latent variables. The results suggest an extended theory of planned behavior in combination with personality traits, on eHealth field. Openness and Extraversion do not seem to have positive effect on Attitude. Users' attitude can be affected positively from Agreeableness and Subjective Norms, guiding to finally positive affection of

users' actual behavior. Agreeableness cannot influence behavior, directly, nor through SN, since the hypothesis path A-SN is not verified, but it can through Attitude. Neuroticism was negatively correlated to PBC but this hypothesis was not, also, confirmed in the proposed model.

The sixth paper is written by five authors: Ana Margarida Anjo and Bruno Sousa from Polytechnic Institute of Cávado and Ave, Vasco Santos from Instituto Superior de Gestão e Administração de Santarém, Álvaro Lopes Dias from Universidade Lusófona (all previous from Portugal), and Marco Valeri from Niccolò Cusano University in Italy. The purpose of this paper is to analyse the potential of literary tourism in Portugal and explore the advantages of creating a digital literary map about the places associated with the widely renowned Portuguese author Fernando Pessoa (hereafter Pessoa), as well as the places that he suggests in one of his works, a tourist guide of Lisbon: *What the Tourist Should See* (1925). Firstly, a study of the state of art of the key concepts was made in order to apply them in the second part, the methodology, in the case of studying Lisbon from Pessoa's perspective. Then, allying personal taste for the writer/author with interest in cultural promotion gave rise to a digital literary map of Pessoa's Lisbon. Methodologically, a questionnaire was applied covering a sample of 173 valid literary tourists.

Teitler Regev Sharon and Shosh Shahrabani from the Max Stern Yezreel Valley College in Israel, through a research note discuss Health precautions while traveling after COVID-19. The tourism industry needs to identify potential tourists' planned behavior after COVID-19 and prepare accordingly. This study was conducted in Israel during the initial outbreak of COVID-19. This research focused on different types of precautionary measures used by the tourists and how perceived risk of getting sick with COVID-19 while traveling abroad as well as risk perceptions and attitudes about travel abroad might affect tourists' intentions to adopt precautionary measures when planning future travel abroad. This research is based on an online survey questionnaire distributed in March 2020 among 406 Israeli participants. The analytical model show that people's with higher levels of attitudes toward traveling abroad and those that prefer to avoid destinations with higher levels of attitudes toward traveling abroad and those that prefer to avoid travel to destinations with various risks had higher intentions to take precautionary measures while traveling abroad.

Last, two interesting book reviews are presented: Karen Cripps from University of Winchester Business School at the United Kingdom present a review of the book titled "Tourism, terrorism and security: Tourism security-safety and post conflict destinations" by M. Korstanje and H. Séraphin (eds.), and Maite Echarri Chávez from the University of La Habana in Cuba present a critical review of the book titled "Turismo de Eventos e Incentivos [Event and incentive Travel]" by Ramirez Millares (ed.).

Based on the above, I trust that you will enjoy reading this new issue of JTHSM, the first indexed in Scopus!

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