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Editorial

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JEL Classification: L83, M1, O1

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1 INTRODUCTION

I am pleased to present the fifteenth publication of JTHSM (volume 8, issue 1), the first issue in its eighth 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 six quality manuscripts: five full papers that underwent rigorous double-blind reviewing, and a research note.

2 PRESENTATION OF THE FIRST ISSUE FOR 2022

The present issue of JTHSM contains five full papers written by twelve authors located in seven different countries and affiliated with eight different universities. The first full paper is written by Charalampos Giousmpasoglou and Dzung Dinh from Bournemouth University in the United Kingdom. This study develops a critical understanding of Contactless Mobile Payment (CMP) in the context of consumer behaviour and explores its use in the Vietnamese restaurant industry. CMP is a technological innovation that shapes the future of service-related industries. An online survey was used to collect the data (n=153) from Vietnamese consumers. Data analysis was conducted with the use of SPSS and AMOS software. A Confirmatory Factor Analysis (CFA) in conjunction with Structural Equation Modelling (SEM) were employed to explore consumer perceptions regarding the use of CMP. The findings indicate that consumers find CMP a fast and convenient way to make transactions in Vietnamese restaurants. The findings also indicate the importance of ease of use and security. The study contributes to the understanding of consumer behaviour in regard to technology in the service industries context focused on the restaurant industry. The managerial implications of this study highlight a number of benefits for both consumers and businesses, such as efficiency, speed, and improved customer service; on the other hand, the potential of fraud poses a serious threat for both sides. Despite second homes having been extensively studied in the tourism area during the last two decades, there is a lack of updated review. The main purpose of the second paper,

written by Maria José Alonsopérez and Juan Gabriel Brida from the Universidad de la República in Uruguay and Mara Leticia Rojas from the Universidad Nacional del Sur in Argentina, is to present a systematic literature review and a revision of the main issues studied. The article begins with a discussion about different concepts and definitions. It highlights the lack of an internationally accepted definition of second home tourism and proposed one. Then, our literature review in second homes shows the growth of publications, country specification, the affiliation of lead authors and the leading serial source titles. The review is based on a comprehensive search in Scopus through keywords. Additionally, the main topics and issues related to second homes are summarised. Results show that the number of publications has grown almost steadily, with a maximum in 2018. American, Nordics and South African authors dominate second homes research. Publications have been shifted from Tourism Geographies journals to Tourism journals showing a greater specification in the area. Finally, based on our review on topics, we conclude that there is still more to study, most of all in the field of theoretical work, the analysis of economic, environmental, and social impacts and the role of unexpected events, such as Covid 19, that has changed the use of second homes.

In the third full paper, Yenel Yağmur from Siirt University in Turkey and Akin Aksu from Akdeniz University in Turkey, aim to establish a model for the risk assessments of tourists and to determine whether destination image has a mediating effect in the relationship between perceived risk, behavioural intentions, and satisfaction. The study has a quantitative research design in which data were collected through questionnaires. To ensure the construct validity of the proposed model, first, confirmatory and exploratory factor analyses were performed, and then the structural equation modelling technique was used. Amos 22 and SPSS 22.0 programs were used for the analysis of the data. As a result of research analysis, it has been found that cognitive image had a partial mediating role between the behavioural intentions and satisfaction the tourists (between perceived risk and satisfaction) whereas affective image had no mediating impact between the tourists' perceived risks, behavioural intentions, and satisfaction. This study has some theoretical and practical contributions. Considering that the halal tourism literature is a very new concept, it is thought



that a model proposal for the field will contribute to the deepening and development of the literature on the one hand and will provide important concrete data to hotel managers and destination policy makers on the other hand.

The fourth full paper is written by Noela Michael and Anestis Fotiadis from Zayed University in the United Arab Emirates. This study analyzes employee turnover in the under-researched context of the Gulf Cooperation Council. The study uses a qualitative approach to examine the reasons for turnover and strategies adopted within the hotel sector to reduce this turnover. The findings reveal that turnover reasons are organization- and employee-specific. Strategies to reduce turnover include promoting a good work environment, providing transfer opportunities, talent and development planning, and implementing exit strategies to find out employees' reasons for leaving. These findings will benefit the hotel industry's human resource planning, as most employees are expatriates, and will reduce costs in terms of new recruitment. From a context based perspective cultural differences between employees' nationalities are a reason for turnover linked to differences in salary and benefits. "Social" and "economic" value are key elements for human resource professionals to consider when developing employee benefits.

The fifth paper comes from two authors: Hugues Séraphin from the University of Winchester Business School in the United Kingdom and Nathalie Jarraud from University of Pau in France. Taking Lourdes as an example, this paper aims at understanding the relationship amongst the main tourism and events industry stakeholders. To achieve the objective of the study, data were collected through interviews of key players. The results were then filtered through the 'Alpha' framework to theorise the interactions amongst stakeholders. The study also provides a (1) typology of the ultimate alpha syndrome in the context of destination management; (2) typology of the delta syndrome. (3) Finally, the study argues that in destinations where there is an ultimate alpha hallmark event, or an ultimate alpha stakeholder, a situation quite similar to an anti-competitive market can arise. This situation is referred as 'ultimate alpha tourism monopoly'. Based on the findings of this study, Destination Marketing Organisations need to ensure that there is a suitable synergy amongst all stakeholders involved in the tourism industry (and related sector), to avoid anti-competitive market 'ultimate alpha tourism monopoly' to arise.

Vineet Chouhan from Sir Padampat Singhanian University in India, through a research note discuss the development of a sustainable tribal tourism model vis-a-vis the tribal region of Rajasthan. The tourism industry in India is rising and has excellent potential to create jobs and produce a large amount of foreign capital, thereby promoting the region's overall economic and social growth. The inviting customs of tribal India, the diverse community and native culture are always drawing the attention of tourists. Sustainable tourism is an enterprise that aims to get a minimal effect on the atmosphere and native customs while helping to generate revenue, employment, and conserve local environments. Tribal tourism will promote the development of locally generated goods, apart from direct and indirect jobs, and have essential multiplier effects as money is recycled into communities. Also, the sector offers substantial improvements in the tribal

region development with provincial taxes and encourages local and national infrastructure growth for India. This paper describes tribal tourism, sustainable tribal tourism, and its significance in the Indian scenario. Responses of 213 tribes were analysed with multiple regression to build a model for sustainable tribal tourism's success in Rajasthan. Social, economic, environmental sustainability, facility and problems dimensions are found to have a positive impact on the sustainability in tribal tourism. This study has been conducted to acquaint the growth prospects in the form of social, economic, environmental and facility aspects and challenges of sustainable tribal tourism in India.

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

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