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## Editorial

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# Editorial

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

**Biographical note:** 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

I am pleased to present the sixteenth publication of JTHSM (volume 8, issue 2), the last 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 book review.

## 2 PRESENTATION OF THE LAST ISSUE FOR 2022

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

The first full paper is written by Garyfallos Frigidis and Iordanis Kotzaivazoglou, both from International Hellenic University in Greece. The paper suggests goal modelling as a method for the strategic analysis in tourism destinations. Destination management is quite complex and challenging and requires deep understanding of the intentions, the roles and the strategies of the various stakeholders. This paper identifies the challenges and major issues of destination management, evaluates the capacity of goal modelling to address them and demonstrates the use of goal modelling for stakeholder and strategic analysis. The paper provides a holistic, multi-level modelling approach that begins with stakeholder analysis, continues with the analysis of strategic dependencies between stakeholders and ends with the analysis of the strategic alignment of the Destination Management Systems. Goal modelling is used for the analysis of the roles and functions of stakeholders, the analysis of the interdependencies between stakeholders in terms of goals, tasks and resources, the selection between alternative business configurations, and the business model and strategic analysis. Three important issues of destination management are addressed: stakeholder analysis, strategic dependency analysis, and strategic alignment of information systems. The formalism of goal modelling can provide rigor and visualization in the analysis of the complex relationships in destination management.

Pet-friendly tourism has stood out as a very recognized and valid tourism and marketing segment, growing worldwide, urging the complex needed advances on tourism practices performance. The aim of the second paper, written by Helena Margarida Alves and Bruno Sousa from Polytechnic Institute of Cávado and Ave in Portugal, Aida Carvalho from Instituto Politécnico de Bragança, Vasco Santos from ISLA Santarém, Álvaro Lopes Dias from Universidade Lusófona and Marco Valeri from Niccolò Cusano University in Italy is to study the factors that influence consumer behaviour through brand attachment, in the pet-friendly segment in Portugal. The application of a model to a group of 190 respondents carried out in order to analyse the relationships between brand attachment, trust, satisfaction, commitment, loyalty and quality of service. To test our measurement model, data was analysed using the SmartPLS 3.2. Results reveal that quality of the service, satisfaction, trust and commitment had a strong relationship with the loyalty of the respondents. As for the brand attachment, the variables that showed the most influence were satisfaction, trust and commitment. The research still needs to be empirically applied in pet-friendly tourism settings to enrich their robustness in a cross-cultural tourism experiences, covering a wider spread of abroad tourism destinations and products. This study thus contributes to a better clarity at the theoretical level of brand attachment and consumer behaviour, as well as making it possible to understand from the consumers' side, which characteristics are part of their decision-making process, granting relevant data that can cooperate in the definition of better marketing strategies.

In the third full paper, Subhankar Das, Subhra Mondal and Vikram Puri (all from Duy Tan University in Vietnam), and Vasiliki Vrana from International Hellenic University in Greece, aim to find trends of research in relic tourism-related topics. Specifically, this paper uncovers all published studies having latent issues with the keywords "relic tourism" from the Web of Science database. A total of 109 published articles (2002-2021) were collected related to "relic tourism." Machine learning tools were applied. Network analysis was used to highlight top researchers in this field, their citations, keyword clusters, and collaborative networks. Text analysis and Bidirectional Encoder Representation from Transformer (BERT) of artificial intelligence model were used to predict text or keyword-based topic reference in machine learning.



All the papers are published basically on three primary keywords such as “relics,” “culture,” and “heritage.” Secondary keywords like “protection” and “development” also attract researchers to research this topic. The co-author network is highly significant for diverse authors, and geographically researchers from five countries are collaborating more on this topic. Academically, future research can be predicated with dense keywords. Journals can bring more special issues related to the topic as relic tourism still has some unexplored areas.

The fourth full paper is written by Shekhar Asthana from University of Delhi in India. Small and Medium Enterprises (SMEs) have been grabbing the attention of tourism and hospitality academicians. However, the fragmented and scattered research makes it difficult for upcoming researchers to identify the major thematic areas. Thus, this study maps the evolution of SME research in tourism and hospitality. The study adopts a bibliometric protocol to carry out the desired analysis. The literature is retrieved from the Scopus database using the desired search string and analysis is conducted on 385 documents. The study uses VOSviewer, the Science of Science tool, Gephi, and Inkscape to carry out the bibliometric and network analysis. The results from network analysis helps in the identification of five major thematic areas such as strengthening SMEs' performance, transformational leadership, building SME resilience, entrepreneurship and sustainability, and building competitiveness in SMEs. The dynamic co-citation analysis helps in identifying the evolution of these themes. The content analysis of the literature provides future research direction and the need for methodological advancement in SMEs' performance and growth. The study offers implications for future researchers by summarising the literature, identifying the gaps and suggesting future directions of the research. The study limits itself to data retrieval from a single database.

The fifth paper comes from an author based at Ho Chi Minh City University of Technology in Vietnam, Trong Tien Bao Bui. This study aims to evaluate and validate travel intention through the extended theory of planned behaviour (TPB) and overall image of the destination, e-WOM, that travel intention linked to actual tourist behavior. A sample of 389 domestic tourists was empirically examined, and analysed by using the partial least squares structural equation modelling (PLS-SEM) technique in order to demonstrate that the new conceptual model has a power to an insight understanding of tourist behaviour. The major findings of the study identified that the influence of e-WOM on the original TPB and overall destination image constructs was statistically confirmed. In addition, destination image is as mediating variable linking between e-WOM and travel intention, which in turns lead to increasing actual tourist behavior. The major findings of this study are useful for local authority in enhancing positive image of the destination and particularly e-WOM to increase travel intention and lead to better predicting tourist behaviour. This study further provides some theoretical and managerial implications to comprehensive understand travel intention.

Hugues Séraphin from University of Winchester Business School, UK, through a book review, conclude that the content of the book, the writing style, the illustrations (pictures), the

activities, the resources provided in the appendix section, and the stories shared by the authors make this book highly appropriate for practitioners, couples, academics, and students alike. In short, *The Practical Guide to Wedding Planning* represents an important source for readers seeking to deepen their understanding of the role, importance, and relevance of wedding planners. Having said that, with an academic aspect (even if limited), this guide would have been even more appealing to academics/researchers and students.

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

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Associate Editor