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## Editorial

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# Editorial

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

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## 1 INTRODUCTION

Time for celebration! The Journal of Tourism, Heritage & Services Marketing achieved a CiteScore of 5.5 for 2022 and Q2 classification in Scopus.

We are pleased to present the seventeenth publication of JTHSM (volume 9, issue 1), the first issue in its ninth 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 9, 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 six quality manuscripts that underwent rigorous double-blind reviewing: five full papers and one case study.

## 2 PRESENTATION OF THE FIRST ISSUE FOR 2023

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

E-loyalty formation of Generation Z in relation to personal characteristics and social influences appears to have an impact on the tourism industry. The aim of the first full paper, written by Ranjit Singh and P.S. Sibi, both from Pondicherry University in India, is to address the dearth of research regarding children in the tourism industry and cognate sectors, alongside contributing to examines the personal characteristics and social influence of Generation Z on their e-loyalty towards tourism websites. In contrast to previous models, this study explores the effect of perceived compatibility and innovativeness (personal characteristics) and subjective norm (social influence) on perceived usefulness and trust on tourism websites, which in turn influence e-loyalty in a generational context. These factors

are crucial in e-commerce, but they have not been studied together in the context of tourism, especially for Generation Z. Using a sample size of 389 respondents falling within Generation Z in India, the proposed model was validated using PLS-SEM. A quantitative approach was followed in this study and the data was collected by using a survey questionnaire. Within the wider context of technology adoption, the findings show the decisive role of both personal characteristics and social influence in determining the e-loyalty of Generation Z towards tourism websites. The implications of understanding the e-loyalty of Generation Z may assist tourism firms in retaining them by developing and implementing effective marketing strategies. Moreover, the study's most significant contribution is that it considers Generation Z, a generation that will shape the world's future economy and a digital sector with significant purchasing power and influence.

The second full paper is written by Juan Gabriel Brida and María Nela Seijas Giménez, both from Universidad de la República, Uruguay, and Erika Lourdes González Rosas from University of Guanajuato, Mexico. The purpose of this study is to explain the determinants of the degree of visit satisfaction to the Guanajuato Mummies Museum. The study contributes to the literature related to perceptions and attitudes of museum visitors, by identifying what factors explain the satisfaction with the visit; as to the best of our knowledge, no similar investigation has been carried out yet. A survey was used to collect the data (n=392) from national and foreign visitors of the said museum, containing sociodemographic variables, opinions and feelings of the visitors and information about the visit. Data analysis was conducted with an ordered Logit model. Findings indicate that opinions about the activity of the museum, the guided tour and the rest area are the most significant determinants of visitors' satisfaction, while the library and facilities for the disabled are moderately important. Feelings of enjoyment, tiredness or boredom marginally affect visitors' satisfaction. Knowledge of the satisfaction factors can guide marketing



strategies and direct the training of personnel as recommended by ICOM (International Council of Museums) to continue contributing to the improvement of services offered, increasing the levels of satisfaction, and leading to repeat visits.

In the third full paper, Iva Bulatovic from HCT University in the United Arab Emirates and Andreas Papatheodorou affiliated with the University of the Aegean in Greece, and the University of New South Wales in Australia, investigate the role of civil aviation in the case of Montenegro, one of the smallest countries in Europe and one whose economy heavily relies on tourism. For this research, a dynamic panel data approach is used, where five models are proposed for modelling tourism demand. Available seats per kilometer, the Herfindahl–Hirschman index, jet fuel prices, exchange rates, and seasonality are used as the models' explanatory variables, in line with the available literature. The econometric results show that all suggested models are valid, the explanatory variables are statistically significant, and their coefficients have the expected sign, suggesting a strong relationship between tourism demand and civil aviation. Apart from being one of the first attempts to highlight the civil aviation and tourism nexus in the context of Montenegro, this paper contributes to the literature by suggesting a way forward for destination managers and policymakers in small countries with great tourism potential. The fourth full paper is written by three authors based in India, Shahzar Ali Khan, Verda Khan and Mohd Asif Khan, all affiliated with Aligarh Muslim University. Although volunteer tourism has been studied via several theoretical lenses, little is known about the behavioural intention of potential volunteer tourists from developing nations. This study aimed to identify the behavioural intention of potential volunteer tourists and the factors motivating them. This study extends the theory of planned behaviour (TPB) to identify the potential volunteer tourists' behavioural intentions by adding four motivations: altruism, personal development, escape, and travel. A total of 272 valid responses were collected through an online survey. SmartPLS 3.0 was used to test the hypotheses. The findings indicate that attitude, perceived behavioural control, subjective norms, escape, and personal development positively influences potential volunteer tourists' intention to take part in volunteer tourism programs. However, altruism and travel do not influence the potential volunteer tourists' intention to take part in volunteer tourism programs. Volunteer tourism organisers will get help from the present study's findings to design or improve volunteer tourism programs and activities accordingly, resulting in improved volunteer tourism experiences and, ultimately, impacting the tourists' intention to take part in volunteer tourism programs.

The fifth full paper comes also from two authors based in India; Manjula Chaudhary from Kurukshetra University and Naser Ul Islam from Tata Institute of Social Sciences. This research aims to present a Tourism Risk Index (TRI) for risk analysis at tourism destinations that can act as a usable tool to accurately capture the perception of risk by tourists. The TRI for this study is developed in Kashmir valley (India). The development of index began with the assumption that general perceptions echoed through mass media and word of mouth about the lack of security in the Kashmir valley are correct.

It was followed by a survey of 370 tourists visiting the valley about common types of risks identified through the literature on tourism. The results are not along expected lines rather suggest that visiting tourists perceive Kashmir valley as safe. The findings show that Kashmir valley is perceived overall as less risky on all components, and in descending order, these ranks as personal safety, natural risk, cultural risk, and human-induced risk. Destination managers would have promoted Kashmir valley with a different level of confidence if this insight would have been available to them, and the possibility of its positive effect on the perception of tourists not visiting the valley cannot be ruled out. The index can be used to consistently track the tourism risks of Kashmir or any other destination by inclusions of new risks as they crop up from time to time.

An interesting case study was written by five authors, two of them based in United Arab Emirates and three based in Australia, respectively: based at the USA: John Rice and Muhammad Mustafa Raziq from University of Sharjah, Bridget Rice from Zayed University, Nigel Martin from Australian National University, and Peter Fieger from University of New England. This case study examines Marriott Corporation's large and successful spinoff between 1993 and 1995 and the concomitant adoption of a corporate ALFO strategy enabled by the transfer of assets and debt between the two entities. As an example of corporate restructuring, it involves changing ownership, operational structure, or business activities within a corporation in order to improve shareholder performance. Key directional changes in Marriott's history that have changed the structure of the business is used to examine the spinoff and ALFO strategy adaptation. Marriott have been characterised by a small number of significant and foresightful innovations. There was a great deal of importance attached to the company's move away from food service and towards accommodation in the future. There is no doubt that these investments have been probing in nature in the recent past, but they are significant in terms of scale and commitment in the future. Marriott's success can be attributed to the fact that the company has a flexible corporate strategy that focuses on high growth and high yield business opportunities, as well as the willingness to dispose of assets that don't provide this outcome. As a result of this focus, the company was able to grow globally from the 1990s onwards. Ultimately, it can be said that the company's success can be attributed to the fact that it has adapted appropriately and successfully to changing operational and industry realities over the course of many decades, especially as exigencies in the asset and debt markets rendered the portfolio structure it had developed over so many decades unsustainable.

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

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