



Editorial

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1 INTRODUCTION

We are pleased to present the twenty-first publication of JTHSM (volume 11, issue 1), the first issue in its eleventh 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 11, 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 seven quality manuscripts that underwent rigorous double-blind reviewing.

2 PRESENTATION OF THE FIRST ISSUE FOR 2025

A study prepared by Noela Michael (University of Dubai, United Arab Emirates), Mohamed Aamir Chunawala (Heriot-Watt University, United Arab Emirates) and Francesc Fusté-Forné (University of Girona, Spain) analyses the use of photographs in the digital tourism marketing strategy of DMOs in the lesser studied context of the Middle East to explore what are the contents that define the identity of the destinations based on their social media visual storytelling. The method is based on a visual methodology which consisted of a content analysis of 279 posts published on the Instagram accounts of the United Arab Emirates destinations of Abu Dhabi, Dubai, and Sharjah. Results show that the categories that have a more relevant presence in the digital narrative engage visitors with experiences related to fun and adrenaline, architecture, and heritage. This paper is one of the first to analyse how destinations in the Middle East create a tourism attraction factor through their digital tourism marketing strategy on Instagram.

The second full paper is written by Vasileios Dimou, Christos Vassiliadis (both from University of Macedonia, Greece), Dimitris Folinas (International Hellenic University, Greece), Chrysa Agapitou and Nancy Sabazioti (both from University of Piraeus, Greece). This study explores the feasibility of religious tourism along Apostle Paul's pilgrimage routes in Greece. It aims to understand Greek inhabitants' attitudes toward implementing such tourism, examining factors such as religiosity, demographics, and perceived benefits. The

study addresses a gap in existing research by focusing on the potential for Apostle Paul's journey to serve as a sustainable pilgrimage route, distinct from other established Orthodox Christian sites. The research employs a cross-sectional, quantitative design using a structured questionnaire administered to 213 Greek participants, primarily Orthodox Christians and over 40 years old. Variables analyzed include religiosity (measured using the Centrality of Religiosity Scale), demographics, and awareness of Apostle Paul's pilgrimage steps. Statistical methods such as Mann-Whitney, Kruskal-Wallis, and multiple linear regression were applied to analyze relationships and predict attitudes. Higher religiosity, particularly in intellect and ideology, positively influenced attitudes toward implementing pilgrimage tourism. Recognition of economic, cultural, and spiritual benefits also emerged as significant predictors. While most participants were aware of Apostle Paul's routes, only half expressed strong support for their development as tourist attractions. Findings suggest that marketing, infrastructure improvements, and stakeholder collaboration are essential for establishing Apostle Paul's pilgrimage routes as viable religious tourism destinations.

In the third full paper, Manuel Machado, Álvaro Dias, Leandro Pereira (all from ISCTE-IUL, Portugal) and Mafalda Patuleia (Lusófona University, Portugal) investigates the direct and indirect effects of marketing capabilities on innovation in lifestyle tourism businesses. It also explores the mediating effects of entrepreneurial self-efficacy, intense positive emotions, and proactivity affect lifestyle entrepreneurship. To test the conceptual model survey data were used with a sample of 187 entrepreneurs operating in lifestyle tourism in Portugal. The model was examined using a Partial Least Squares Structural Equation modelling (PLS-SEM). It was found that marketing capabilities's impact on innovation is direct and indirect, showing that entrepreneurial self-efficacy, positive emotions, and proactivity play a key part in the link between marketing capabilities and innovation. By adding self-efficacy, emotions, and proactivity to the effects of marketing on innovation, the study advances the study on lifestyle entrepreneurship in tourism. In particular, the study highlights the key role of self-efficacy, emotions, and proactivity. This research describes important characteristics of lifestyle tourism entrepreneurs, providing important insights regarding



psychological and behavioural factors mediating the link between marketing capabilities and innovation.

The fourth full paper is written by János Csapó and Sita Dewi Kusumaningrum (both from University of Pécs, Hungary). This study aims to explore the trends and topics in destination branding research, with a specific focus on destination brand equity (DBE). Using topic modelling analysis, the study identifies key research themes and evaluates their evolution over time, assessing whether DBE is among the trending topics. The research analyses 1,143 article abstracts retrieved from the WoS Core Collection, covering publications from 2001 to 2022. A text-mining approach using MALLET Latent Dirichlet Allocation (LDA) was employed to identify 50 distinct topics within the corpus. Data were visualized using Pivot Tables, Excel, and VOSviewer to analyse topic trends and distributions. The analysis revealed that DBE is a steady and prominent topic in destination branding research, along with city branding and social media marketing, while topics like website content and marketing concepts are declining. The study categorizes topics into popular, under-researched, and emerging areas based on their proportions and trends. The findings highlight the importance of integrating DBE with emerging digital trends to enhance destination branding strategies. Future research should explore cross-cultural comparisons and apply DBE models to diverse geographic contexts. This study offers insights for academics and practitioners to guide future studies and destination branding initiatives.

In the fifth full paper, Dafnis N. Coudounaris, Peter Björk (both from Hanken School of Economics, Finland) Svetla Trifonova Marinova (Aalborg University Business School, Denmark), Faig Jafarguliyev, Urmas Varblane (both from University of Tartu, Estonia), Olga Kvasova (University of Central Lancashire, Cyprus), Erosee Sthapit (Manchester Metropolitan University, United Kingdom) and Michael A. Talias (Open University of Cyprus, Cyprus) aims to investigate the influence of the 'Big Five' personality traits on memorable tourism experiences (MTE) and revisit intentions. It explores the interrelationships among these three constructs. A sample of 239 outbound tourists at Larnaca and Paphos international airports in Cyprus was utilized. The research employed a combination of exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and mediation analysis to assess the mediating role of MTE dimensions between personality traits and revisit intentions. The results indicate that most associations between the Big Five personality traits and the seven MTE dimensions were not statistically significant, with the exception of two relationships: neuroticism with novelty, and openness with refreshment. All seven MTE dimensions were found to have a positive and significant impact on revisit intentions. However, the direct effects of personality traits on revisit intentions were not significant. Mediation analysis showed partial mediation for all seven MTE dimensions in the relationship between agreeableness and revisit intentions. Given the limited predictive power of the Big Five personality traits and the seven-dimensional MTE scale in this context, future research should consider employing alternative or expanded measures for both personality and MTE. Researchers are encouraged to refine and broaden

these constructs to better capture their potential influence on tourist behavior.

The sixth full paper is written by Olugbenga Michael Adewumi, Chukwuemeka Echebiri and Atle Hauge (all from University of Inland, Norway). This study investigates whether purchase intention is impacted by music sampling in piracy-prone emerging African markets and identifies the role of premium streaming perceived value as a driver in this relationship. The research employs Structural Equation Modeling (SEM) and the Hayes Process approach to analyze a conceptual model based on survey data of 1000 Nigerian music consumers. The findings indicate that music sampling and consumer attitude positively impact purchase intention, with consumer attitude partially mediating the relationship between music sampling and purchase intention. Notably, higher levels of premium streaming perceived value optimize this mediation effect, enhancing the impact on purchase intention. The research theoretically extends the Value-Based Adoption Model (VAM) to digital music streaming in emerging economies, demonstrating how premium perceived value mediates sampling-purchase intention relationships. For managers, the research suggests that a value management strategy for music streaming can stimulate purchase intention even in piracy-prone African markets. Hence, value-based pricing in line with local purchasing power and value-focusing marketing can successfully counteract "free mentality" behaviors, offering sustainable growth opportunities for music-streaming firms in emerging African economies.

In the seventh full paper, Anna Kyriakaki (University of Aegean, Greece), Eirini Arvanitaki (Hellenic Open University, Greece), Antonios Adamopoulos (University of Western Macedonia, Greece), Georgios Bertsatos (Center of Planning and Economic Research, Greece) and George M. Agiomirgianakis (Hellenic Mediterranean University, Greece) empirically assess the relationship between overtourism and gender equality. The main hypothesis of the article is that, unlike tourism, which creates work opportunities for women, overtourism appears to have a negative effect on gender equality and, therefore, on women's empowerment through the workplace. The article utilises several panel data estimators (GLS, robust LS, and OLS combined with a forward-selection approach) within the EU27 states to shed light on a possible link between overtourism and the Gender Equality Index. This index, developed by EIGE, is defined as an average of 5 indicators measuring the disparities between men and women in six key domains: work, money, knowledge, time, power, and health. The empirical evidence documents a negative relationship between overtourism and gender equality, while also performing a battery of robustness checks. Overtourism is likely to result in diminished gender equality between women and men. As a result, overtourism raises significant concerns regarding gender equality, particularly during periods of intensified tourism.

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

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