

Editorial

Evangelos Christou, Editor-in-Chief
International Hellenic University, Greece

Anestis Fotiadis, Associate Editor
Zayed University, United Arab Emirates

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Biographical note: Evangelos Christou is professor of tourism marketing and Dean of the School of Economics & Business at the International Hellenic University, in Greece (echristou@ihu.gr). 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

This is the ninth publication of JTHSM (volume 5, issue 2), finishing its fifth 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 emphasis in marketing and management. In volume 5, issue 2, we focus on furthering our scope and consolidating our position in both conceptual developments and practical applications in tourism, heritage and services through publication of another six quality manuscripts.

2 PRESENTATION OF THE SECOND ISSUE OF 2019

The present issue of JTHSM contains five manuscripts written by eight authors located in six different countries and affiliated with eight different universities and research institutions.

In the first paper, Spyros Avdimiotis from International Hellenic University in Greece, explore emotional intelligence and tacit knowledge management in hospitality. Several researchers stressed out the importance of tacit knowledge underlying the fact that it is a type of knowledge, almost impossible to articulate, codify and thus to transfer. Based on the argument that tacit knowledge could be acknowledged, acquired and transferred through employees' behavioral patterns, the present paper seeks to associate emotions – as determinant factor of behavior – with tacit knowledge management in hospitality establishments. To prove the association a quantitative research was held on a stratified sample of 128 hotel employees in Northern Greece. The research model was based on Nonaka and Takeuchi SECI knowledge transfer model and Salovey and Mayer Emotional Intelligence model. Findings indicate that both Emotional Intelligence and Tacit knowledge are strongly associated,

leading to the inference that E.I. is a structural element of tacit knowledge.

The second paper authored by Marwa Salah from Fayoum University, Egypt and Mohamed A. Abou-Shouk from University of Sharjah, United Arab Emirates, focus on customer satisfaction and loyalty, which are important concerns for travel providers and have a significant role in maximizing their sales. Therefore, adopting the activities of customer relationship management could help them building strong relationships with customers. This study explores the opinions of EgyptAir passengers on customer relationship management activities adopted by the company and how this affects their satisfaction and loyalty. A questionnaire was used for data collection and structural equation modelling was employed for rigorous findings. Findings revealed a positive significant effect of shared values, bonding, commitment, trust, tangibility, and handling customer conflicts on passenger satisfaction and loyalty.

Henning Otte Hansen from the University of Copenhagen in Denmark, provides an extended literature review on the agricultural treadmill as a way out through differentiation. The agricultural treadmill describes how technological advances create productivity gains for the benefit of progressive farmers, but where the result is also increased supply, falling prices, economic problems for laggard farmers and thus the need for new achievements in technology. In order to escape from this treadmill, farmers are trying to differentiate and diversify into new more attractive segments. Agro-tourism and organic agriculture are examples of differentiation. The elements and processes in the treadmill are described and supported by empirical time series. Possibilities of delaying or stopping the treadmill are discussed. The question is raised whether organic farming is able to escape the treadmill. The question is answered from both a theoretical and an empirical point of view. The empirical analysis is based on examples from Danish

agriculture, which has a significant organic agricultural production.

Key success factors for restaurant operations in Saudi Arabia are investigated in the fourth paper of this issue. Reda Gadelrab from King Abdulaziz University, Kingdom of Saudi Arabia and Erdogan Ekiz from Mohammed VI Polytechnic University, Morocco, conducted an exploratory, qualitative and descriptive study that aimed to find out critical success factors in restaurant operations and identify measures of success. Ten restaurants in Jeddah were approached to collect data through face to face semi-structured interviews. The purpose of interviews was to explore their experiences and insights into core factors contributing to the practice of their success. Responses from the restaurants' operators were used to analyze critical factors responsible for their success. Strategy, marketing, menu, and staffing issues were considered in assessing the critical factors contributing to success in restaurant operations.

The fifth paper – a research case study – comes from two authors in Greece: Georgia Zouni from the University of Piraeus and Dimitrios Digkas from the Alexander Technological Institute of Thessaloniki and focus on religious tourism. Today, the desire of honoring God has been transformed into one of the most interesting tourism sectors, the religious one. Religious tourism, undeniably, is a special form of tourism, which presents great potential for the future tourism in general and especially in Thessaloniki, Greece. This study examines the potential development of a multi-religious tourism product, by focusing on monuments from these three monotheistic religions in Thessaloniki. Finally, through the analysis and listing of monuments, which are associated with Muslims, Jewish and Christians, some recommendations are given about a sustainable strategic marketing plan development and religious tourism product renewal.

The sixth paper is a research note with an industry viewpoint focus and comes from an author in Turkey who is a management consultant: Oya Altinsoy Gür, a Special Projects Manager at Old Town Tanneries and Pine Bay Holiday Resort located in Kuşadası. This paper examines the notions of targeted and perceived service quality. Businesses that want to keep pace with the change and time are establishing new departments. Through those departments the business can take decisions and actions rapidly and so that they can keep themselves updated. However, this situation can cause inconsistencies between managers and departments working with multi-departments such as hotel businesses in service industry. This paper provides an extensive literature review aiming to present and discuss models and methods of how the perceived service quality has been and should be studied and handled. By doing so this paper supports both academia, by providing a review of the service quality literature, and industry, by summarizing landmark studies that can be used as benchmark for daily operations and/or company strategies.

Based on the above, we trust that you will enjoy reading this new issue of the Journal of Tourism, Heritage & Services Marketing. The next issue of JTHSM (volume 6, issue 1), starting its sixth year of publication, will feature – for first time – a Guest Editor, profesor Marina Sheresheva from Lomonosov Moscow State University in the Russian

Federation; we look forward to presenting you this issue next year, by late January 2020!

Evangelos Christou
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