



Editorial

 **Anestis Fotiadis**, Co-Editor
Zayed University, United Arab Emirates

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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

We are pleased to present the nineteenth publication of JTHSM (volume 10, issue 1), the first issue in its tenth 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 10, 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 nine quality manuscripts that underwent rigorous double-blind reviewing: eight full papers and one research note.

2 PRESENTATION OF THE FIRST ISSUE FOR 2024

A study prepared by The-Bao Luong (Ho Chi Minh City University of Technology and Education, Vietnam) investigates the relationships between uses and gratification (U&G) theory, destination image, and tourists' attitudes and how they influence tourist behavioral intention. The data was collected from 590 Vietnamese tourists through social media platforms like Facebook, Zalo, and Instagram. The Smart-PLS program (version 4.0) was used for data analysis and hypothesis testing. This study contributes significantly to literature as it is one of the pioneering works in integrating U&G theory. The correlations between variables bring new findings inside the tourism literature field. Furthermore, this study offers practical applications for managing and marketing heritage sites by exploring the crucial factors influencing tourists' intentions to visit these sites.

The second full paper is written by Yenal Yağmur (Siirt University, Turkey) and Altan Demirel (Antalya Belek University, Turkey). The present study aimed to investigate the behaviors and preferences of university student-generation Z members towards outdoor activities based on the theory of leisure constraints. In this study, qualitative research methods and phenomenological design were adopted to reveal the behaviors and preferences of Z generation members towards recreational activities in depth. Content analysis was performed on 95 data obtained by convenience sampling. The research outputs obtained

through content analyses provide concrete data for relevant literature and recreation industry stakeholders.

In the third full paper, Marta Marco-Gardoqui, María García-Feijoo and Almudena Eizaguirre all from University of Deusto (Spain), analyses, based on qualitative research, the changes in marketing strategies and activities at the main Spanish hotel chains in terms of turnover, following their commitment to sustainability. To that end, in-depth interviews were conducted with professionals in management positions at the hotel chains with the highest turnover. Data analysis was conducted using IRaMuTeQ software by performing a Descending Hierarchical Classification (DHC). The results enable us to conclude that product policy, price, distribution and communication are significant classes in text analysis and the price variable predominates over the rest. The analysis also shows positioning is highly important.

The fourth full paper is written by Pascal Friedmann (Darmstadt Technological University, Germany) and Lisa Brooks (Eastern Illinois University, USA). The purpose of this study is to develop a regression model which allows insight into the way restaurant attributes influence the willingness of prospective patrons to travel to dine at restaurants. Data was obtained from 194 U.S.-based consumers using an online questionnaire which measured the impact of 11 literature-based restaurant attributes on the time patrons are willing to travel to a restaurant. A linear-log ordinary least-squares regression model with travel time as the dependent variable and the restaurant attributes as independent variables was used to isolate significant predictors of acceptable travel time. Restaurant owners and managers who aim to increase their establishment's geographic market size should focus on instilling high levels of perceived authenticity and food quality. New restaurants with unique offerings in their geographic realm may face barriers to attracting patrons.

In the fifth full paper, Alain Decrop (University of Namur, Belgium) and Giacomo Del Chiappa (University of Sassari, Italy), explore choice overload by focusing on two services (i.e. hotels and telecommunication plans) and exploring the mediating role of decision strategy complexity on subjective states and behavioral outcomes. The contemporary retail landscape is marked by a vast array of products and information, presenting consumers with an increasing number of choices. This phenomenon, known as choice



overload, often overwhelms individuals and leads them to abandon their purchase, delay their decision, or opt for simpler choices. This study applies an experimental approach with a 2 (large vs small choice set) by 2 (hotels vs telecommunication programs) factorial design being developed and applied to a sample of 220 Belgians. Results show that the complexity of the strategy used by decision-makers may play a mediating role on the consequences that a choice set size may have in terms of psychological and behavioral responses.

The sixth full paper is written by Eray Polat (Gumushane University, Turkey) and Serkan Çalışkan (Kastamonu University, Turkey). This study aims to determine the mean value by conducting a reliability generalization meta-analysis for the reported reliability coefficients of individual studies in Turkey's tourism field, which employed Pliner and Hobden's scale to investigate food neophobia. Additionally, this study explores variations in the mean value among subgroups. A reliability generalization meta-analysis based on a random-effects model was conducted to examine the heterogeneity of reliability coefficients in the study, along with heterogeneity analyses and moderator analyses. The results offer valuable insight for researchers seeking to select appropriate scales for investigating food neophobia.

In the seventh full paper, Spyridon Mamalis, Irene (Eirini) Kamenidou, Aikaterini Karampatea, Elisavet Bouloumpasi, Adriana Skendi (all from International Hellenic University, Greece), Spyridon Arseniou (Horizontal Support to Western Balkans DG NEAR, European Commission, Greece) and Glykeria Fourkioti (Regional Center of Plant Protection and Quality Control of Thessaloniki, Greece), explore winery visitors' attitudes towards terroir significance as well as perceptions of terroir for marketing communication and as a competitive advantage for wineries, and uses these as a basis to examine intergenerational cohort differences. An online questionnaire was distributed using criteria for inclusion and employing a non-probability sampling frame. Over a seven-month period, 1174 questionnaires from members of four different generational cohorts were obtained and statistically analyzed. Descriptive statistics, factor, reliability analysis and One-way ANOVA were used. Acknowledging actual and potential wine tourists' attitudes towards terroir significance and perception of terroir as a competitive advantage tool and for marketing communication, wineries may implement effective marketing strategies in order to survive and thrive in the current competitive wine tourism market.

The eighth full paper is written by Shang-Pao Yeh (National Kaohsiung University of Hospitality and Tourism, Taiwan), Tai-Ying Chiang (Chienkuo Technology University, Taiwan), Jia-Hao Zhong (National Chiayi University, Taiwan) and Shih-Shuo Yeh (National Cheng Kung University, Taiwan). This study aimed to explore the relationships between religious tourism motivation (RTM), tourist perceived value (TPV), social cohesion (SC), life satisfaction (LS), and fear induced by COVID-19 (FC). The focus was on understanding how these factors interacted during the Dongshan Welcomes the Buddha parade, particularly in the context of the ongoing pandemic. Dongshan is a small town in Tainan, Taiwan. Data collection with a snowball sample occurred from 23-12-2023, to 10-1-2024, yielding 304 responses. The survey assessed

participant experiences and adaptations during the modified event. The relationships among RTM, TPV, SC, LS, and FC were analyzed using quantitative methods, with particular attention to the direct and indirect effects of RTM on TPV and SC, and their subsequent impact on LS. This study makes several theoretical and practical contributions religious tourism. It confirms the significant role of RTM in enhancing perceived value and social cohesion, and it establishes the importance of perceived value in fostering social cohesion and life satisfaction. Moreover, it highlights the resilience of these relationships despite external disruptions such as the COVID-19 pandemic. The findings offer valuable insights for managers and organizers of religious tourism events, emphasizing the need to enhance participant motivation and perceived value to boost social cohesion and life satisfaction, even amidst external challenges.

A research note is written by Aaron Tham (University of the Sunshine, Australia) and Hayley Stainton (Tourism Teacher, Australia). Suicide tourism has existed for several decades in countries such as Switzerland, allowing inbound tourists to seek death with dignity. The growth of suicide tourism has not gone unnoticed, with an emerging body of work unpacking this phenomenon, its underpinning factors, and its controversies. At present, most work surrounding suicide tourism is located within a demand-driven perspective, with very little known about how end-of-life hospitality should be conceptualized. Using the case of global destinations where recent policy changes have allowed for euthanasia, this article presents different dimensions for end-of-life hospitality, to guide current and future research directions toward a more nuanced understanding of the supply-side perspectives associated with suicide tourism. A conceptual framework on end-of-life hospitality is proposed, where different stakeholders and decisions related to such an undertaking are identified and discussed.

Last, a book review of "Post-Disaster and Post-Conflict Tourism" (Maximiliano E. Korstanje, Hugues Seraphin & Vanessa Gowreesunkar (eds). Palm Bay, CRC & Apple Academic Press, 2024) is written by Peter Tarlow (Texas A&M University, USA). Dr. Peter E. Tarlow is a world-renowned speaker and expert specializing in the impact of crime and terrorism on the tourism industry, event and tourism risk management, and tourism and economic development. Since 1990, Tarlow has been aiding the tourism community with issues such as travel safety and security, economic development, creative marketing, and creative thought.

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

Anestis Fotiadis
Zayed University
Co-Editor