

Editorial

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1 INTRODUCTION

Journal of Tourism, Heritage & Services Marketing (JTHSM) is an international, multi-disciplinary, double-blind refereed (peer-reviewed) journal aiming to promote and enhance research in all fields of marketing in tourism, heritage and services management. The journal is published by the Alexander Technological Institute of Thessaloniki (in Greece), one the largest higher education institutions in the country offering both undergraduate and postgraduate studies in tourism, management and marketing. JTHSM is intended for readers in the scholarly community who deal with different marketing sectors, both at macro and at micro level, as well as professionals in the industry; it also provides a platform for scholarly debate and dissemination of research findings, new research areas and techniques, conceptual developments, and articles with practical application to any tourism, heritage, and services marketing segment.

In an era that the management and marketing of tourism and heritage is becoming a crucial factor for the development and prosperity of most countries in the world, a scientific journal like JTHSM is focused on contributing new knowledge and to provide yet another platform among the many international scientific journals existing around the world. In addition, this journal aims at:

- Disseminating and promoting research, good practice and innovation in all aspects of marketing in tourism, heritage and services to its prime audience including educators, researchers, post-graduate students, policy makers, and industry practitioners.
- Encouraging international scientific cooperation and understanding, and enhancing multi-disciplinary research across various marketing sectors.

The Editorial Board of JTHSM includes prominent and dedicated scholars from all over the world, with significant editorial, research, academic and teaching experience in various fields of marketing and management in the tourism, heritage and services sectors. The Editorial Board, together with the numerous referees that are reviewing submitted manuscripts anonymously, are engaged in ensuring the high-quality standards adopted by the journal.

Manuscripts submitted to JTHSM are rigorously evaluated by anonymous reviewers to maintain established academic standards and practices. The general criteria for the acceptance of manuscripts are:

- Contribution to the promotion of scientific knowledge in the greater multi-disciplinary field of marketing, especially in the sectors of tourism, heritage and services management.
- Adequate and relevant literature review, presented from a critical approach.
- Scientifically valid, transparent and reliable research methodology.
- Clarity of writing and quality of English language.
- Relevance to the journal's aims and focus.

Journal of Tourism, Heritage & Services Marketing is published twice per year (in Winter and in Summer) and is a fully Open Access journal, conforming to the Budapest Open Access Initiative (BOAI) and the requirements of the Directory of Open Access Journals (DOAJ). All work published in JTHSM is licensed under a Creative Commons Attribution, Non-Commercial, No-Derivatives International Licence. According to this, every person is free to copy, distribute, display and perform the work published by JTHSM in any media or form, as long as he/she gives the original author(s) credit, do not use this work for commercial purposes, and do not alter, transform, or build upon this work.

This journal is committed to maintaining the highest standards of publication ethics and to supporting ethical research practices, hence it adheres to the COPE Code of Conduct for Journal Publishers and its editors follow the COPE Code of Conduct for Journal Editors. In addition, JTHSM has adopted a comprehensive publication ethics and publication malpractice statement (available at its website), composed using the publishing ethics resource kit and in compliance with Elsevier recommendations and COPE guidelines.

2 PRESENTATION OF THE FIRST ISSUE

The inaugural issue of JHTSM contains five research papers written by ten authors located in five different countries and

affiliated with six different universities and research institutions.

In the first paper, Natasa Slak Valek from the University of Maribor in Slovenia, reports a comparative longitudinal study focusing on tourism expenditure for different modes of transportation for visitors to Slovenia between 2009 and 2012.

The second paper is written by three young researchers from Taiwan: Hui-Chi (Rio) Liu, Pu-Han (Anderson) Jing and Yu-Yin (Joe) Chiu, affiliated with the Department of Entertainment Management of I-Shou University. Their work reported here aims at investigating wedding quality characteristics, focusing on practices in Kaoshiung at Taiwan.

The practices and approaches for professional use of social media by top museums in Europe are presented in the third paper of this issue. Kostas Zafiroopoulos and Konstantinos Antoniadis from the Department of International and European Studies of the University of Macedonia in Greece and Vasiliki Vrana from the Department of Business Administration of the Technological Educational Institute of Central Macedonia also in Greece, provide interesting insights about museums' strategies and use of Facebook and Twitter.

The fourth paper comes from Michalko Gabor, a scientific advisor to the Geographical Institute of the Hungarian Academy of Sciences and professor of tourism at the Institute of Tourism & Business Studies of Kodolanyi Janos University of Applied Sciences in Hungary. This paper conceptual presents an in-depth content analysis of rural tourism research, with special reference to marketing, published over the last twenty years.

The last paper comes from two authors based in Malaysia: Ala`a Nimer AbuKhalifeh who is senior lecturer and Ahmad Rasmi AlBattat who is lecturer and research coordinator, both faculty members of the School of Hospitality & Creative Arts at the Management and Science University. They report findings examining customer perceptions of service quality from luxury hotels in Jordan.

Based on the above, I trust that you will enjoy reading the inaugural issue of the *Journal of Tourism, Heritage & Services Marketing* and I look forward to presenting you the next issue in summer of 2016!

Evangelos Christou
Editor-in-Chief, *JTHSM*