

# Editorial

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

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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).

## 1 INTRODUCTION

We are pleased to present the thirteenth publication of JTHSM (volume 7, issue 1), the first issue in its seventh 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 7, 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: seven full papers that underwent rigorous double-blind reviewing, a commentary and a book review.

## 2 PRESENTATION OF THE FIRST ISSUE FOR 2021

The present issue of JTHSM contains seven full papers written by fifteen authors located in ten different countries and affiliated with fourteen different universities. The first full paper is written by Thereza Mugobi from Open University of Tanzania and Shogo Mlozi National from College of Tourism, Tanzania. This study aimed to assess the external factors influencing ICT usage at UNESCO World Heritage Sites (WHS), focusing on exploring practices Tanzania. Data for this study were collected from 238 UNESCO World Heritage Site decision-makers in Tanzania. These respondents were stratified into three strata, based on UNESCO's categorization of site type (nature, mixed, and culture). Testing of the hypotheses involved structural equation modeling (SEM) analysis. The findings indicated that perceived competitive pressure and perceived pressure from customers had a positive influence on ICT usage at WHS. This study confirms the T.O.E theory by Tornatzky and Fleischer, which postulate that decision to use a new ICT system within the organization is determined by environmental factors which include features in which the firms conduct business such as competitors and its customers. For the success of any tourism business, particularly UNESCO World Heritage Sites, ICT usage is inevitable for their site's performance. For destination management organisations, the current study is important for policy formulation, particularly in relation to ICT usage by the

tourism industry at the destination to create a conducive business environment that may assist tourism growth related to World Heritage Sites.

The impact of COVID-19 on Italian accommodation industry appears to be significant. The aim of the second full paper, written by Giacomo Del Chiappa from University of Sassari in Italy, Ilenia Bregoli from the University of Lincoln in the United Kingdom, and Anestis K. Fotiadis from Zayed University in the United Arab Emirates, is to understand which actions hospitality businesses think the private and public sectors should adopt in order to cope with the pandemic and its impact. To facilitate this, this research adopted chaos theory to investigate Italian small and medium enterprises (SMEs) in the hospitality sector. A mixed method approach, based on a convergent parallel design data validation variant, was adopted. A survey with open and closed questions was developed and sent to a sample of businesses. The results showed that Italian entrepreneurs and managers were over-relying on interventions from the public sector and that there was a lack of business actions being made, thus evidencing a deficit in terms of long-term strategic thinking and the innovation required during such turbulent times. Although these results cannot be generalised to the whole of the hospitality industry, they shed light on important elements that industry associations should take into account.

In the third full paper, Pauline A. Milwood from the Pennsylvania State University in the USA and Anne P. Crick from the University of the West Indies in Jamaica, examine culinary tourism and post-pandemic travel. The COVID-19 (SARS-CoV-2) global pandemic forced hospitality and tourism service providers to respond by pivoting business models in line with governmental restrictions to curb the spread of the virus. This paper explores the online responsiveness of tourism-affiliated culinary service providers to a major external disruption. This study uses ecosystem resilience and Internet marketing theories to analyze 139 web homepages of culinary tourism service providers promoted by the official tourism website of Jamaica, to measure of Jamaica to measure online responsiveness to the COVID-19 pandemic. Findings show that web page responses vary between the official tourism web page and the restaurants promoted on its site. Responses also vary across restaurant affiliation clusters and across

location clusters. Further, resilient web page responses are more commonly associated with hotel restaurants and eponymous restaurants. This study provides a novel analysis of online responsiveness to COVID-19 and contributes a summary framework for resilient response by culinary ecosystem providers preparing for post-pandemic travel.

The fourth full paper is written by Shaul Krakover from Ben-Gurion University of the Negev in Israel and Andrea Corsale from the University of Cagliari in Italy. This paper aims to introduce and define the concept of sieving tourism destinations as an umbrella term representing faster decision-making processes compared to destination choice models, and to demonstrate its usefulness for both sides of consumption and production of tourism attractions. Fast decision at the consumers' demand side is demonstrated via an exploratory graphic model. Producers' supply side sieving is measured by observing data elimination on two public serving internet platforms compared to a baseline taken from special interest group tour operators representing Jewish heritage attractions in Sicily and Thessaloniki. Quantitative analyses on the supply side provided measurable sieving ratios. They reveal careful partial sieving performed at local level editorship, while much harsher sieving occurs on social media platforms. This is interpreted as a market failure related to niche and special interest groups attractions. The demand side findings call for targeted marketing distinguishing customers not only by income but also by temperament, mood, and personality. The supply side findings call for careful examination of the conditions for inclusion and exclusion from the list of attractions as well as the need to remedy the concealment of minor attractions from social media platforms.

The fifth full paper comes from an author based in Greece; Christina Bonarou, from the Hellenic Open University. This paper aims to contribute to ongoing research on tourist postcards and tourist imagery, exploring how contemporary photographic tourist postcards act as narratives of cultural representations and national identities, and how they constitute a 'poetics of travel' by communicating 'myths' about particular destinations. The methodology has followed the semiotic analysis along with a critical approach, focusing on a corpus of approximately 4,200 picture postcards issued between 2003 and 2019. In addition to adopting a discourse approach, the study can be considered as 'auto-ethnographic'. Findings indicate that visual representations as the mechanism of tourism discourses are essential to the constructed realities of tourism, constituting a 'poetics of travel'. The fact that Greece is presented as a 'museum-like' destination, requires, however, special attention because the exaggerated language of the tourist discourse limits Greece in an eternal "unchanged" present, partly cancelling the potential image of modern progress.

The sixth paper was written by three authors: Lamia Nechoud from École Supérieure de Commerce and Faouzi Ghidouche from École des Hautes Études Commerciales, both from Algeria, and Hugues Seraphin from the University of Winchester in the United Kingdom. This study examines the process by which eWOM susceptibility moderates the strength of indirect links between the perceived credibility of eWOM messages and the intention to visit a destination via the destination image and the perceived usefulness of these

messages. The research hypotheses were tested according to SEM and Hayes procedure, which made it possible to study simultaneously the mediating and moderating effects. The results indicate that the mediation links of the destination image on the relationship between perceived credibility and intention to visit a destination, are moderated by the susceptibility of the eWOM (the comments generated by Internet users or the sharing of tourists' experiences on Facebook). This study also indicates that the relationship between the perceived credibility of the eWOM and the intentions to visit a destination is mediated by the usefulness of the eWOM messages and the destination image. Given the powerful influence of the eWOM, it should not be ignored or misused, but managed to improve the effectiveness of marketing strategies in hospitality, tourism and travel.

The seventh paper was written by Gaunette Sinclair-Maragh from the University of Technology in Jamaica and Shaniel Bernard Simpson from Virginia Polytechnic Institute and State University in the USA. The purpose of this study is to explore heritage tourism within the framework of ethnic identity by examining tourism as a tool for promoting ethnic identity and traditions of the Maroons in Jamaica. Qualitative research using in-depth interviews was used to collect relevant data. The findings were analyzed using the deductive thematic analysis approach and discussed within the theoretical framework of ethnic identity. The study concludes that the Maroon's ethnic identity can be promoted through ethnic tourism which is a form of heritage tourism. The findings will be very resourceful to the Maroon communities in Jamaica and across the Caribbean, especially in terms of best practices in preserving their heritage and ethnic identity. It will also inform tourism stakeholders as to their role in providing the necessary resources to enable the preservation of the Maroon's ethnic identity and traditions.

Maximiliano E. Korstanje from the University of Palermo in Argentina, through a commentary discuss the decline of book reviews in tourism discipline. He concludes that book review not only is an important task for the evolution of the discipline but the touchstone of empirical research. For these reasons, students, professional researchers and consecrated scholars should never forsake the custom to review books to expand their constellations and horizons. All said leads me to believe that books and book review are always the touchstone of professional research.

Last, Maite Echarri Chávez from the University of La Habana in Cuba and Maximiliano E. Korstanje from the University of Palermo in Argentina presents a critical review critical review of the book titled "Tourism Development in post soviet Nations: From communism to capitalism" by Susan Slocum and Valeria Klitsounova (eds). They conclude that this is a recommendable book for those economists, sociologists, tourism experts moved to understand tourism beyond the borders of the dominant paradigm forged by westernized models.

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

Evangelos Christou  
International Hellenic University  
Editor-in-Chief