

Editorial

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1 INTRODUCTION

This is the fourth publication of JTHSM (volume 3, issue 1), starting its third 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 3, issue 1, 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 seven quality manuscripts; these include five refereed full papers, one refereed research note and one book review.

2 PRESENTATION OF THE FIRST ISSUE OF 2017

The present issue of JHTSM contains seven manuscripts written by nineteen authors located in nine different countries and affiliated with fourteen different universities and research institutions.

In the first paper, Emily (Jintao) Ma from the University of Massachusetts Amherst at USA, Bob Duan from Griffith University in Australia, Lavender (Mengya) Shu from University of Queensland in Australia and Charles Arcodia from Griffith University also in Australia, report on preferences and motivations of Chinese visitors in Australian wineries. China has become Australia's most important source market and there are growing number of visitors participated in wine tourism. Using in-depth interviews, the study looked into Chinese tourists' preferences, motivations and barriers to participate in wineries tours in Australia. The study enriched to literature on wine tourism. It offered practical implications for wineries and destinations to better understand and accommodate Chinese wine tourists' needs and preferences.

The second paper focuses on examining the evolution of destination branding and is written by two authors: Marta Almeyda-Ibáñez from the University del Sagrado Corazón at Puerto Rico and Babu P. George from Fort Hays State University at USA. Tourism is a promise and destinations communicate the credibility of that promise by means of destination brands. Branding has become a key tool for

tourism destinations to make explicit the complexity of experiences to be expected by tourists visiting a destination. This paper provides a comprehensive literature review of various issues associated with tourism destination branding. It brings together a wide range of debates in the generic marketing literature, places them alongside the nuances of tourism, and thereby identifies unique challenges of branding in tourism destination contexts. Finally, a case study of USP based national tourism branding campaigns in the Caribbean is presented.

The practice of destination governance is presented in the third paper of this issue. Michael Volgger from Curtin University in Australia, Harald Pechlaner from University of Eichstätt-Ingolstadt in Germany and Sabine Pichler from Eurac Research in Italy provide a comparative analysis of key dimensions and underlying concepts of destination governance. Most of research on destination governance focuses on reporting the results of single case studies, whose findings are often related to the particularities of the specific destinations considered. As a result, there is little (empirical) consistency in underlying principles and dimensions of destination governance. To overcome this gap, this paper presents a combined (re-)analysis of multiple qualitative case studies and empirically develops destination governance dimensions from a practitioner point of view. Findings show that theoretical conceptualisation of destination governance and practical foci differ in some respects: In contrast to governance theory, practitioners refer more to context, process and change.

The fourth paper comes from three authors in Portugal: Margarida Vaz and Anabela Dinis both from University of Beira Interior and Olga Silva from the Academy of Music and Dance of Fundão. This conceptual paper presents an in-depth analysis of new rurality in the framework of traditional music and tourists' experiences. Fernando Lopes-Graça, a prolific Portuguese composer, joined the French musicologist Michel Giacometti (1929-1990) in the effort of collecting and cataloguing popular songs, culminating in a collection of recordings, unique in Europe, which covered all Portugal. In the context of this paper the authors intend to show how the work of Lopes-Graça, challenging the traditional music, can allow a touring through traditions, while allowing design a cultural environment for the most demanding tourists. The

purpose of this research is to develop a tourism product in the near future based on Lopes-Graça and Giacometti's (musical and spatial) journey through Portuguese traditional music, which portray a rural Portugal in all its dimensions including beliefs, uses and activities.

The fifth paper comes from two authors based in Greece: Chryssoula Chatzigeorgiou from the Hellenic Open University and Ioanna Simeli from the University of Macedonia. They report findings examining guest perceptions of service quality at agrotourism accommodations. This study presents the development of a conceptual model that demonstrates the dynamic nature of the relationship between service quality and guest satisfaction in the agrotourism accommodation sector, based on theories derived from social psychology and previous research in the marketing, management, and services literature. The model was tested using sample data from guests of four different agrotourism firms, and was modified because of empirical results. The final model improves understanding of the relationship between service quality and guest satisfaction because these constructs were examined from the process perspective of an agrotourism accommodation experience; it portrays service quality and satisfaction in the context of a complete system.

A novelty of the present issue of *JTHSM* is the inclusion of a research note from four young researchers from Taiwan: Tzu-Wei (Arwen) Huang, Wan-Yu (Quentina) Tseng, Jing-Yao (Jerry) Lin and Ching-Xiong (Dennis) Tay, all affiliated with the Department of Entertainment Management of I-Shou University. Their work reported here aims at investigating casino event management integration. The aim of this study was to investigate the gap of event management in East and South Asia's casinos throughout the information provided by casinos on their websites. Main objective is to identify the differences and similarities of event holding in East and South Asia's casinos and suggest future directions for casino managers and event organizers. The data of the content analysis provides a comparison of events in south Asia casinos, such as the event's size, type, and frequency of holding an event.

A second novelty of this issue is the inclusion of a book review. Maximiliano E. Korstanje from the University of Palermo in Argentina provides a very in-depth critical review of an interesting new book titled "Tourism in the city, towards and integrative agenda on urban tourism" and edited by N. Bellini and C. Pasquinelli. He concludes that this book is a must-read one, which offers a fertile ground for scholars who are interested in urban tourism as well as policy makers historically-dedicated to buttress a more sustainable tourism for crowd-populated cities.

Based on the above, I trust that you will enjoy reading this new issue of the *Journal of Tourism, Heritage & Services Marketing* and I look forward to presenting you the next issue in autumn of 2017!

Evangelos Christou
Editor-in-Chief, *JTHSM*