




Editorial

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1 INTRODUCTION

The Journal of Tourism, Heritage & Services Marketing is going from strength to strength, achieving a CiteScore Tracker 2023 of 6.4 for 2023 and Q2 classification in Scopus. We are pleased to present the eighteenth publication of JTHSM (volume 9, issue 2), the last issue in its ninth 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 9, issue 2 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 seven quality manuscripts that underwent rigorous double-blind reviewing: five full papers, one research note and one case study.

2 PRESENTATION OF THE LAST ISSUE FOR 2023

The present issue of JTHSM contains seven manuscripts written by seventeen authors located in seven different countries and affiliated with nine different universities. Reexamining brand loyalty and brand awareness with social media marketing - a collectivist country perspective, appears to have an impact on the tourism industry. The aim of the first full paper, written by Joseph Lok-Man Lee, Chammy Yan-Lam Lau and Charlene Wai-Ga Wong, all from The Hong Kong Polytechnic University, is to advance the literature by examining the mediating role of brand loyalty and the moderating impact of brand awareness in the relationships between social media marketing and collectivist Chinese behavior in the hospitality service context. Empirical testing was conducted on survey data gathered from 150 collectivist Chinese customers in Hong Kong, utilizing partial least squares structural equation modeling. Brand loyalty plays a partial mediating role in the relationships between social media marketing and purchase intention as well as word-of-

mouth. Additionally, brand awareness exerts a negative moderating influence on social media marketing-brand loyalty link. Recommendations are provided for front-line staff tasked with addressing communication challenges by effectively managing the hotel's social media account. They are strongly advised to steer clear of creating face-threatening situations and to demonstrate respect for the loyalty of Chinese collectivist customers. Furthermore, a negative brand awareness effect emerges when collectivist Chinese customers compare hotel brands with online travel agents.

The second full paper is written by Elizabeth del Carmen Pérez-Ricardo and Josefa García-Mestanza, both from University of Malaga, Spain. The purpose of this study is to identify current trends in booking intention research and to recommend future research directions. Booking intention in the hotel context has motivated the interest of researchers in recent decades. However, research in this field is fragmented and its understanding presents gaps. To this end, a bibliometric study and content analysis were conducted on a total of 274 papers published between 2000 and 2022 in the Web of Science database. The results revealed the existence of three lines of research that have evolved during the total period studied: (1) the impact of technologies on booking intention, (2) the influence of internal consumer factors on booking intention and (3) the hotel attributes that are most sensitive to booking intention. Finally, the impact of the Covid-19 pandemic on tourist booking intention is reflected cross-sectionally in the studies, where variables such as consumer trust and perceived risk have become more important. Consequently, this paper contributes to the current body of literature on booking intention, providing a structured overview of research in this field and suggesting future avenues for research.

In the third full paper, Fatema Al Saba, Charilaos Mertzanis and Ilias Kampouris, all from Abu Dhabi University, examine the effect of staff empowerment on jobs that fall inside the travel and tourism industry across eighty-four nations from the years 2000 to 2021 using yearly cross-country information gathered by the World Tourism



Organization (WTO). The purpose of this study is to provide an approximation of the level of employee empowerment according to the limit to which companies that are active in the economic reality provide employees with training opportunities. The analysis accounts for the effect of economic situations, the development of infrastructure, and policy frameworks by controlling for the impact of several social, economic, and institutional variables. This allows the analysis to take into account the influence held by economic circumstances, growth in infrastructure, and policies and frameworks. This research shows that there is a substantial beneficial correlation involving employee training and employment in tourism-related industries across the board in every country. The robustness of these results is demonstrated by the fact that they are not affected by a variety of tests for sensitivity and endogeneity analyses. According to the findings of this research, modifications to employee training could not have a quick or solely linear effect on employment rates in the tourism sector. It has been observed that nonlinear effects can occur, in addition to the possibility of delays in the impact that training programs have on employment. In addition, a wide variety of social, economic, environmental, and geopolitical factors all have the potential to have an impact on the link between employee training and job placement in this sector.

The fourth full paper is written by Lariza Corral-Gonzalez and Judith Cavazos-Arroyo authors based in Universidad Popular Autónoma del Estado de Puebla, Mexico, and Josefa García-Mestanza affiliated with University of Malaga, Spain. Despite regenerative tourism representing a beacon of hope to fight the problems faced by today's humankind, its multidisciplinary essence and fragmentation hinder the identification of major thematic areas for upcoming researchers. Therefore, the present study aims to systematically review the relevant literature on regenerative tourism. The literature was revised by adopting a bibliometric protocol. Web of Science and Scopus were employed to access pertinent publications, and Biblioshiny was used to track publication and source evolution and impact, main countries and affiliations' production, authors' relevance, productivity, collaborations, perform content, thematic, and co-citations analyses. Attention in the field is still limited to a few main players, requiring an expansion in geographic and academic discipline terms. Thematic areas and their level of development were identified, assessing some relevant topics as fairly unexplored, especially concerning mindset change. This study offers inferences for future researchers and practitioners, employing literature summarizing, main sources and author identification, as well as gap detection, limiting its results to dual database record retrieval, as well as limited scope or search.

In the fifth full paper, Nguyen Thi Cam Le from Vietnam Aviation Academy and Mai Ngoc Khuong from Vietnam National University, explore the relationships of price, safety, and in-flight service quality with airline customers' perceptions of the brand image and trust and clarifies their impact on customer satisfaction and loyalty. Branding is a predominant part of a marketing strategy. When the brand building is implemented effectively, it delivers customer satisfaction, nurtures customer loyalty to a higher level, and ensures greater airline success. A sample of 367 valid

responses adopting a convenience sampling method was collected from customers of Korean Air. Data analysis was conducted using Partial Least Squares SEM method. The findings connote that price, safety, and in-flight services are the core factors determining the creation of a strong impression in customers' minds about airline brands and have different impacts on customer satisfaction and loyalty. The mediating effects of brand trust and customer satisfaction on the relationship between brand image and customer loyalty were also highlighted. This study underlines that airlines should focus on controlling and maintaining the brand stance in consumer perception. Therefore, there is a need to provide a flight experience that meets consumer expectations in terms of providing a positive brand image and building brand trust in order to generate customer satisfaction and loyalty.

An interesting case study was written by two authors based in Albania, Emi Malaj from University of Vlora and Visar Malaj from University of Tirana. This paper investigates the main factors of international tourist arrivals to three Mediterranean destinations, namely Greece, Albania and Montenegro. A gravity model for panel data was used to analyze the number of tourists from twenty of the most important origin countries during the period 2012-2021. Findings show that international tourism is adversely affected by bilateral distance and large-scale crisis such as COVID-19 pandemic. The flow of international visitors is positively related to populations and incomes per capita in origin and destination countries, geographical contiguity and climate similarity. Other pull factors for tourism flows include total investments in infrastructure, and political stability and absence of violence or terrorism. The results of this research provide some important implications and recommendations for tourism industry policymakers and managers.

Last, a research note is written by Hugues Séraphin and Omar Abou Hamdan, both from Oxford Brookes Business School. This research note argues that investigating the intersections between hospitality and speed dating events can yield practical implications for both industries. Hospitality professionals can gain valuable insights into how to enhance customer experiences by understanding the unique needs and expectations of individuals participating in dating events. Conversely, dating event organizers can draw upon the principles of hospitality to create more engaging and enjoyable experiences for their attendees, ultimately contributing to the success and longevity of such events. This study suggests a blueprint for the new concept of speed dating event. It proposes a methodology to develop a research agenda to generate strategies for implementing the "dinner date" concept. Developing aligning goals between hospitality and dating industries creates a valuable experience for their target audience, where food is presented as a soft management tool facilitating this relationship.

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

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