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Editorial

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Editorial

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I am pleased to present the third issue of Journal of Global Hospitality and Tourism (JGHT), Volume 2, Issue 1. This issue focuses on ensuring the journal's scope and strengthening its position in both conceptual developments and practical applications in global hospitality and tourism through publication of five quality manuscripts and 2 academic viewpoints: five full papers that underwent rigorous double-blind reviewing, an academic viewpoint, and an industry viewpoint. The present issue of JGHT contains five full papers, written by fourteen authors located in four different countries and affiliated with eight different universities.

The first paper in this issue is written by Millicent Njeri, Jeff Allen, and Garrett Jennings and focuses on examination of the use of β -weights and structure coefficients while reporting univariate multiple regression results by hospitality and tourism researchers. Multiple regression is one of the most powerful analysis techniques available to hospitality and tourism researchers for complex problems that may include prediction, mediation, and moderation. The interpretation of the results requires a two-step hierarchical approach i.e., (1) to determine whether the researcher has findings worth interpreting and reporting; and (2) to determine the effect(s) origins. This study suggests that while researchers reported β -weights, structure coefficients are not consulted. Additionally, although β -weights are reported, they are misinterpreted in some cases. This study is helpful to hospitality management researchers as they interpret their findings as well as conduct peer reviews.

The second full paper is written by Ayse Selin Dulger, Ayse Collins, Aysegul Gunduz Songur, and Cihan Cobanoglu. The aim of this study is to provide an understanding of the crisis communication strategy tackled by the hotels in Turkey during this unprecedented period, via both conventional and internet based public relations and communication platforms within the framework of crisis communication management. For this purpose, in-depth interviews are conducted with 25 hotel managers in Turkey who are members of SKÅL International. After the transcription of interview recordings, data is coded and analyzed by MAXQDA. Findings highlight some striking answers from the participants, shown in nine themes and forty-three codes. Social media usage and informing are the most emphasized topics for crisis management by the participants.

The third paper is written by Lan Lu, Jinlin Zhao, and Miranda Kitterlin-Lynch and it extends the theory of reasoned action (TRA) by including cruise involvement, safety protocols, and trust (stimulus-organism-response paradigm), and risk perception (the prospect theory), to develop a theoretical framework and explore and compare Chinese repeat and potential guests' travel intentions. The results from this study show that guests' intentions are positively influenced by their perceptions of safety protocols, trust, attitude, subjective norms, and cruise involvement, respectively. In contrast with previous studies, this study shows that perceived risk has a significant positive effect on the intention of both repeat guests and potential guests. Significant differences are detected between repeat and potential guests regarding safety protocols and subjective norms. The influence of cruise involvement is more positive for potential guests than for repeat guests.

The findings provide an advanced guide helping academics and operators to understand underlying factors influencing guests' decision intentions.

The fourth paper is written by Ashna John, Mohammed Firoz C, and T Radha Ramanan. Their study aims to identify variables to measure the overall TDC of destination brand Kerala (India) by adopting a quantitative research design via self-administered survey. A comprehensive study of various indices and published literature on TDC is conducted to arrive at a detailed list of variables for measuring competitiveness. Through content analysis and screening based on expert opinion surveys and interviews, variables are tailored to the natural and cultural destination region, Kerala. The perceptions of expert supply stakeholder groups regarding the relevance of variables are recorded. An exploratory factor analysis (EFA) is conducted to find underlying factors. The results are used to build a multiple linear regression model. Though the destination is celebrated for its 'Inherited and created resources', the study identifies that 'Destination safety and quality' has the highest impact on the TDC of Kerala. 'Absence of general strike', 'Methods of work/technique', and 'Navigation within the destination' are new significant variables that distinctly pertain to Kerala. The research is expected to help the destination management team evaluate the strengths and weaknesses of the destination, assess TDC, and develop policies and guidelines to improve competitiveness.

Andreas Braun conducts the last study for this issue, aiming to provide an insight into a unique form of volunteering based on 32 interviews with hostel wardens conducted between 2017 and 2021. Hospitaleros who volunteer in the hostels along the Camino de Santiago, from the perspectives of voluntourism and pilgrimage research, is an underexplored area. The results indicate that – while Hospitaleros primarily indicate interpersonal motives for their service – the voluntary work serves as a kind of “substitute drug” to satisfy the longing for and dependence on the Camino. With increasing iterations, (1) the strength of the personal motives seems to increase and (2) the relevance of interpersonal motives to shift away from the pilgrims, and towards neighbors around the hostel. After returning home, the hospitaleros suffer – like pilgrims – from the so-called “Camino Blues”, which complicates the acclimatization in their daily routine.

In addition to these five research papers, this second issue of JGHT also has two viewpoints. The first is an academic viewpoint, written by Faizan Ali and Open-AI's ChatGPT. Since the inception of Open AI's ChatGPT, its usage has been a polarizing topic. This is particularly true for the higher education sector, specially disciplines such as hospitality and tourism. As such, this opinion paper provides a balanced stance and outlines the benefits and limitations of using ChatGPT by students and faculty members in hospitality and tourism schools. This paper also outlines some ethical aspects revolving arounds usage of ChatGPT in hospitality and tourism schools.

The second viewpoint is industry-focused and is authored by Ms. Natalia Levey. She is the founder of “Hi Hospitality Group”, and an award-winning entrepreneur, TEDx speaker, author of “Cravings Boss,” and a wellness advocate. The wellness tourism market is showing exponential growth and potential, the need for human resources is also growing. This causes a human resources challenge and opportunity to address and leaves the question: Can everyone ultimately benefit from a thoughtfully created environment that not only takes care of guests, but where does this leave the employees providing the services? As such, this opinion paper tackles the question and provides some insights, leading to further research questions.

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