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Editorial: navigating hospitality's diverse horizons

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Editorial - Volume 2, Issue 2: Navigating Hospitality's Diverse Horizons

In the ever-evolving landscape of global hospitality and tourism, the second issue of Volume 2 of the Journal of Global Hospitality and Tourism embarks on an intellectual journey to explore pressing matters at the intersection of travel, management, culture, and inclusivity. This issue, encompassing a rich array of research papers and viewpoints, delves into multifaceted themes that resonate with the multifarious dimensions of our industry.

Research Papers: Delving into Critical Topics

- **Paper 1: Navigating Post-COVID Travel Intentions:** In the aftermath of a global pandemic, the psychological impact of COVID-19 and its influence on Dutch travellers' risk perceptions and future travel intentions take center stage. Rami K. Isaac presents intriguing insights into the profound psychological ramifications of the pandemic and how they intersect with travel choices. The study employs a quantitative approach, utilizing questionnaire research to glean insights from 343 respondents. Notably, the research finds that the psychological impact of COVID-19 was exceptionally high on Dutch individuals, with a majority feeling that the pandemic significantly changed their everyday lives and hygiene standards. Moreover, the study highlights the gender-based variation in the psychological impact, observing that it was more significant in women than in men.
- **Paper 2: Revisiting Race and Ethnicity in Hospitality:** Shaniel Bernard, Alana K. Dillette, and Stefanie Benjamin delve into a critical aspect of our industry, shedding light on the study of race and ethnicity in major hospitality journals. Informed by critical theory, their study systematically reviews the evolution of research on race and ethnicity in top hospitality journals. The paper uncovers three prominent themes: issues of race and discrimination, managing diversity, and perceiving authenticity. By analyzing these themes, the research emphasizes the need for theory development and studies that delve into the deep-rooted systematic issues in hospitality academia and industry.
- **Paper 3: Shaping the Future of Nomadic Tourism:** Vali Nemati, Sarasadat Makian, Farid Hanifezadeh, and Amir Hossein Qezelbash unravel the fascinating world of nomadic tourism within Iran's Shahsavan tribes. Their research explores the determinants that shape the development of this unique form of tourism, revealing insights into both motivating and hindering factors. Employing thematic analysis of interviews, the study identifies 42 influencing factors classified into seven motivating factors and five hindering factors. The paper ranks the importance of these influencing factors by employing Friedman's test. The research presents a comprehensive model for nomadic tourism development that could be transformative for both the tourism industry and the local economy.
- **Paper 4: Understanding Food Waste Dynamics:** Muhammad Mansha Tahir navigates the intricate issue of food waste within the hospitality context. The study aims to comprehend the determinants of food waste, taking into account demographics and emotional factors. Employing the Theory of Planned Behavior, the research examines participants' intentions and their relationship with attitudes, subjective norms, perceived behavioral control, and guilt. The study's findings showcase a positive relationship between intention and its predictors, as well as the moderating impact of demographic factors on

these relationships. Furthermore, the research establishes a positive relationship between intention, food waste behavior, and the impact of guilt.

- **Paper 5: Unraveling Airbnb Intentions Among Millennials:** Jaewook Kim ventures into the realm of the sharing economy, specifically Airbnb usage among millennials. The study addresses the limitations of the Theory of Planned Behavior (TPB) model in explaining guests' decision-making processes related to Airbnb accommodations. The research extends the TPB model by incorporating social media influences and familiarity as mediators in purchasing intentions. The study's findings reveal that both social media influences and familiarity have a mediating effect on the TPB model. Interestingly, familiarity also plays a partial mediating role in the relationship between social media influence and behavioral intention.

Viewpoints: Glimpses into Industry and Academia

- **Industry Viewpoint: Fostering Cultural Transformation in Hospitality:** Peter Bheda, Chairman & CEO of Frontera Hotel Group, eloquently discusses the evolving role of organizational behavior in the context of cultural transformation. The pandemic has redefined priorities, urging hospitality leaders to reexamine their roles as "chief culture officers" to drive alignment and positive change. Bheda emphasizes the tangible and intangible costs of toxic cultures, highlighting the urgency of cultural alignment for future success in the industry.
- **Academic Viewpoint: Elevating Accessible Tourism:** Faizan Ali's academic viewpoint underscores the crucial need for accessible tourism. With a specific focus on disabled tourists, this piece accentuates their challenges and highlights the imperative of prioritizing research in this often-neglected segment. The viewpoint serves as a reminder of the immense value of accessible tourism, emphasizing inclusivity and the potential for economic growth.

As we traverse these research papers and viewpoints, we uncover a tapestry of ideas shaping how we understand and navigate the global hospitality and tourism industries. The Journal of Global Hospitality and Tourism continues to be a beacon of knowledge, illuminating the complexities and opportunities that lie ahead. We invite readers, scholars, practitioners, and enthusiasts alike to explore these intellectual gems and partake in the ever-evolving conversation that fuels the progress of our dynamic field.

Warm regards,

Faizan Ali, Ph.D.

Editor-in-Chief, Journal of Global Hospitality and Tourism