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## Exploring new frontiers in hospitality and tourism

Faizan Ali  
University of South Florida, faizanali@usf.edu

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### Corresponding Author

Faizan Ali, 4202 E. Fowler Avenue, BSN 1406, Tampa, FL 33620, USA

# Exploring New Frontiers in Hospitality and Tourism

Faizan Ali

Muma College of Business  
University of South Florida, United States  
faizanali@usf.edu

## Editorial

As we embark on the second issue of Volume 3 of the *Journal of Global Hospitality and Tourism*, we are presented with a rich and diverse collection of research that investigates contemporary challenges and innovations within our dynamic field. This issue features a diverse range of studies that illuminate emerging trends, address critical issues, and offer practical insights for both industry practitioners and academics.

## Research Papers: Unveiling Contemporary Challenges and Solutions

### 1. **Do Social Support, Supervisory Feedback, and Job Stress Matter to an Employee's Sense of Ownership? Context in the Lodging Sector**

Aladin M. Ibrahim, Zyra R. Cabrera, and Rodin S. Pescuela explore how social support, supervisory feedback, and job stress impact employees' sense of ownership within the lodging sector. Their research, focused on frontline employees in South Cotabato Province, Philippines, reveals a high level of psychological ownership among employees, with these factors significantly influencing their sense of organizational attachment and performance. This study provides actionable insights for enhancing workplace dynamics and employee engagement in the post-pandemic recovery phase.

### 2. **Understanding the Motivations Behind Engaging With Hospitality-Related Facebook Fan Pages**

Xu Li and Kunsoo Park offer an in-depth analysis of consumer engagement with hospitality brand Facebook pages. Through a multi-phased methodology, the study identifies key motivations driving engagement, including brand interaction and social integration. Their findings distinguish between passive observers and active participants, emphasizing the need for brand managers to engage meaningfully with their audience and provide valuable content that resonates with diverse consumer motivations.

### 3. **Reducing Mega-Event Syndrome: A Case Study of Expo 2020**

Zehra Abdulla and Christopher S. Dutt investigate how Expo 2020 in Dubai addressed mega-event syndrome (MES). Their qualitative study, based on interviews with senior officials, highlights how strategic planning and local government involvement mitigated common issues associated with mega-events. This research offers valuable lessons for

future mega-event organizers, particularly in regions with emerging event-hosting profiles.

**4. Managing Tourist Booking Intentions: A Study of Hotel Marketing Strategies During the COVID-19 Crisis in Cyprus**

Chrystalla Markou, Giannis Theofanous, and Doros Michael examine how various marketing strategies influenced tourist booking intentions during the COVID-19 crisis in Cyprus. Their study reveals that all-inclusive packages, room discounts, and special amenities were significant predictors of hotel selection during the pandemic. This research provides practical implications for hotel marketers adapting to shifts in consumer behavior and market conditions.

**5. Crisis to Success: Online Food Delivery for Restaurants' Sales Performance and Customer Purchase Intention**

Jaewook Kim and Wenfang Liu explore how online food delivery services impacted restaurant sales and customer purchase intentions during the pandemic. Using a mixed-method approach, their study identifies factors affecting delivery sales and provides a structural model explaining customers' intentions under online payment concerns. This research offers essential guidance for restaurants seeking to thrive amidst uncertainty and enhance their competitive advantage.

**Viewpoints: Insights Into Industry and Academia**

**1. Industry Viewpoint - Championing Retention in the Hospitality Industry: Leveraging the Strengths of a Multigenerational Workforce**

Laur-Ann Daley addresses the challenges and opportunities associated with managing a multigenerational workforce in the hospitality industry. This viewpoint highlights the strategic advantages of harnessing the diverse strengths of employees from different generations to improve retention rates and foster a harmonious work environment.

**2. Academic Viewpoint - Bridging the Digital Divide in Hospitality and Tourism: Digital Inclusion for Disadvantaged Groups**

Xi Y. Leung sheds light on the growing issue of digital inclusion within the hospitality and tourism sector. This paper emphasizes the importance of addressing the digital divide, advocating for research and strategies that promote equity and access for disadvantaged groups in an increasingly digital world.

As we navigate these insightful contributions, the *Journal of Global Hospitality and Tourism* continues to serve as an example of knowledge, guiding the discourse on pivotal issues and innovations within our field. We invite readers, scholars, and industry professionals to engage with these studies and viewpoints, contributing to the ongoing evolution and advancement of global hospitality and tourism.