



Editorial:  
Special Issue of the European Journal of Tourism Research  
“Advances In Hospitality And Tourism Marketing & Management”

Guest Editor:  
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This special issue concentrates on hospitality and tourism marketing and management. The goal of the special issue is to thoroughly examine contemporary hospitality and tourism issues, stimulate dialogue, and develop new perspectives in the field of hospitality and tourism within the globalized environment. As the tourism industry and tourism professionals have to deal with new issues like financial crises there is a need for conceptual, empirical and practical tools. New theoretical discussion is needed for effective action in hospitality and tourism marketing and management.

This special issue provides papers from the 3rd Advances in Hospitality and Tourism Marketing & Management Conference, held at the Grand Hotel in Taipei, Taiwan, between the 25th and the 30th June, 2013. It was jointly organized by National Chiayi University, National Taiwan Normal University, National Chin-Yi University of Technology, National Science Council, National Changhua University of Education, Washington State University and Alexander Technological Institute of Thessaloniki. The organizers and the editorial board of the Journal formed the idea of publishing a special issue with emphasis on “hospitality and tourism marketing & management”. Papers from the conference were selected, double blind reviewed and are included in this special issue together with papers submitted from authors who were not able to attend the Conference. Papers to be included could be from all fields,

connected with tourism such as management, marketing, sociology, psychology, geography, political sciences, mathematics, statistics, anthropology, culture, information technologies and others. All papers included in the special issue propose new insights and perspectives in the wide knowledge area of hospitality and tourism marketing and management.

We believe that this special issue enriches the tourism destination marketing literature by exploring existing and new research issues from the perspective of the rapidly changing global economy. Following find summary information on the papers included in the issue.

The first paper is authored by Li-Hui Chang, Nikolaos Stylos, Shih-Shuo Yeh and Yu-Yun Tung. The title is “How do Motivation, Pre-Visit Information Search and Destination Image affect Post-Visit Behavioral Intention? The case of an island destination.” The paper examines tourists’ pre and post visit behaviors in Kinmen and changes in their perception of destinations. The results indicate that pre-visit behavior (comprised of motives, information search, and destination image) can influence post-visit behavioral intention directly and through decision making. Decision making also imposes direct impact on post-visit behavioral intention, but has no mediating effect. The study also indicates that certain socio-demographic variables have significant influence on tourists’ pre-visit behaviors. Firstly, young and non-married respondents with less monthly

salary are more likely to visit Kinmen for learning motives. Secondly, education level is the strongest predictor for tourists' information search behaviors. Finally, socio-demographic variables have little impact on destination image.

The second paper is "E-CRM dilemmas in developing markets: The case of a tourism company in Serbia." It is authored by Alexandros Kapoulas and Dražen Ratković. In their paper they investigate, e-Customer Relationship Management in the tourism services industry in Serbia. This paper reflects the attitudes of top management in Serbia's biggest tourist agency regarding e-CRM implementation. Five top managers were interviewed from the general director down to regional directors. Findings indicate that managers of this particular company are divided into two groups, based mostly on their age, but also based on their educational background. Most managers agreed that online customization of the arrangements, as an investment, would create only a niche market. By a niche market they mean a small market segment that is not worth spending money on.

The third paper deals with "Golf tourism, its institutional setting, and environmental management: a longitudinal analysis." This paper is authored by Alfonso Vargas-Sánchez and Francisco Riquel-Ligero. The study describes a longitudinal study made of the influence that the institutional setting, with respect to protection of the natural environment, has on the development of environmental management practices for the golf courses of Andalusia (Spain). It is observed that the environmental performance of these organizations is strongly conditioned by the laws, and that as both normative and mimetic practices settle, organizations under study develop environmental management policies seeking to improve their bottom line.

The fourth paper is "Can stressful events affect our tourism consumption? Empirical results of preliminary focus group analysis to student groups in Greece with the use of a life stress inventory model." This paper is authored by Anestis Fotiadis, Chris Vassiliadis and Andreas

Adronikidis. The paper examines the result of a consumer stress measurement and includes the use of the Social Readjustment Rating Scale and the use of a "trend to buy" research component. The results of the study give useful suggestions for the construction of an alternative consumer measurement tool. The paper concludes that the "Death of a relative" is the most important and unique stress life event for the three student groups. When such an event occurs, all the student groups tend not to buy certain products and services.

The fifth paper addresses "People's motivation, constraints and willingness to pay for green hotels." Authors are Li-Hui Chang, Ming-Che Chien, Guych Nuryyev and Mei-Ling Huang. The purpose of the study is to examine the relationships among visitors' demographics, motivations, constraints and willingness to stay in green hotels in Taiwan. Four hypotheses were developed regarding the effects demographics on motivation and constraints, as well as the effect of the latter two of these on willingness to pay. The results indicate that demographics are correlated with the visitors' motivation and constraints, which in turn affect their willingness to pay for green hotels.

Paper six, "Motivation factors for visiting religious sites: the case of Lesvos island", is by Irene Kamenidou and Rafaela Vourou. It investigates tourist's motivations for visiting religious sites in Lesvos, a religious destination island in Greece. The findings, based on descriptive statistics (Mean Scores), suggest that the main reasons for visitation to monasteries and churches on Lesvos Island are pilgrimage motives (i.e. "To worship", "I have made a vow" and "In order to get well" - health reasons). On the other hand, the reasons with the lowest Mean Scores were secular reasons. For example, "It is in fashion", "To do shopping" and for "Research /educational reasons".

The seventh paper, "Mode of entry, real options and strategic flexibility in the internationalization process of hotel chains" is by Elena García de Soto Camacho and Alfonso Vargas-Sánchez. The paper presents an explanatory model for the choice of entry mode to an international market and its implications for the

performance of the international strategy in hotel chains. Considerations involve the dynamic approach of real options theory. The proposed model includes the analysis of some alternative variables to those already investigated in the literature, such as the perception of business uncertainty, international strategic flexibility, and the effect on performance of the international strategy based on the possession and implementation of real options. Results show that high levels of perceived uncertainty (exogenous and endogenous) and the interaction between the size and international experience of a company are negatively related to levels of international property investment, which allows the company to possess and implement real options conferring sufficient strategic flexibility to adapt its strategy in response to changes, in order to improve organizational performance. Possession of real options can negatively influence image and the degree of access to a foreign market if a company exercises the option to leave that market.

The eighth paper is "Developing a new typology for a behavioural classification of stakeholders using the case of tourism public policy planning in the snow sports industry." The paper is by Paula Tomsett and Michael Shaw. The authors examine types and classification of stakeholders as they become increasingly important to the efficient management of the public policy planning process, particularly in the tourism industry. Using the process of constructing a strategic plan for the government controlled ski resorts in the State of Victoria (Australia) which involved substantial involvement from the public, businesses, property lessees and skiing enthusiasts, this paper reviews the utility of currently used stakeholder classification schema from both a theoretical and practical viewpoint. It posits that a better approach to understanding differences would consider the behavioural variations between the stakeholder groups. This would be considered as they participate in the consultative phases of the process. It concludes that public policy managers can improve their understanding of potential stakeholder responses and proactively engage these people and groups in the public policy planning process by

understanding the impact of the outcomes and nurturing their different levels of involvement and on-going support. This can be expected to improve acceptance and support of final policy decisions that are made, especially when difficult compromises between alternatives are required.

The final paper of this special issue is titled "Attitudes toward disintermediation in hotel reservations: Spanish travellers' profile." Authors are Giacomo Del Chiappa, Carlota Lorenzo-Romero and Martina G. Gallarza. The paper investigates the attitudes of different groups of travellers for and against the disintermediation of travel agencies. The findings reveal that significant differences exist between online buyers based on their socio-demographic characteristics and their online purchase experience, whereas they do not differ based on their likelihood of being influenced by UGC in their final choices. Another interesting finding is that the Internet is most frequently used for hotel reservations in short-term leisure and short-haul travel. Implications for travel agency managers are discussed and suggestions for further research are made.

Closing this editorial, I want to mention that without the interesting papers and the hospitality of the European Journal of Tourism Research Editorial Board it would have been difficult or even impossible to prepare and create this special issue. Therefore I want to thank all the authors for their good job and want to especially thank the EJTR for its important contribution. My thanks also go to all the reviewers for their valuable recommendations and work.