Editorial Preface

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EDITOR-IN-CHIEF NOTE ON THE DYNAMIC SUCCESS OF THE FIRST EDITION OF THE INTERNATIONAL JOURNAL OF TOURISM AND HOSPITALITY MANAGEMENT IN THE DIGITAL AGE (IJTHMDA), LAUNCHED IN SPRING 2017

Although the IJTHMDA editorial team wishes to publish on a multiplicity of related and interdisciplinary topics, we have experienced an overwhelming interest in tourism research during the first half of 2017. An academic journal can only publish what it receives and evaluates for potential interest to the readers and we at the IJTHMDA are very proud of our contributing authors for the high quality contributions to the second edition of Volume 1.

The tourism, hospitality, and leisure industries continues to witness a dynamic shift to digital platforms but also in innovation of existing products and introduction of new and improved services to cater to the ever demanding and well-informed customer.

We wish to re-emphasize that after almost a decade since the last hospitality related journal was introduced and published, *The International Journal of Tourism and Hospitality Management in the Digital Age (IJTHMDA)* was launched to explore managerial solutions, business models, digital tools, and service innovations for maintaining a competitive edge in the hospitality, travel and leisure industry. "The main scope was to narrow and close the gap between educators, students, researchers and practitioners in the field of hospitality and tourism." IJTHMDA aim is to become a competitive source of hospitality and tourism related reference for emerging research, concepts, and managerial solutions with an emphasis on the impact of technology on consumer behavior, service demand and delivery, and customer experience in the 21st century.

IGI realizes that the current state of hospitality studies is that the academic research and publishing is still relatively new compared to the research published in other journals in the area of business in general and management. As a result, the impact factors remain rather low, except for a few journals which enjoy a very high factor. However, IGI is proud to have numerous academic journals with significant impact factors and strives to achieve the same with *The International Journal of Tourism and Hospitality Management in the Digital Age*. Currently the journal is indexed in ACM Digital Library, Cabell's Directory, Google Scholar and Ulrich's Periodicals Directories.

Understandably, the IJTHMDA has just begun to serve this large industry and will ride its road ahead competitively and successfully. The hospitality, travel, and tourism industry is unique as it encompasses all major sectors of any economy: service, production, and trade. Accordingly, we encourage authors to contribute to all topics our journal covers to benefit both, academia and the industry which are moving at an extremely fast pace to meet the needs of students, faculty and practitioners in the field. We are interested in submissions about the following topics as research articles and case studies:

1. Airline industry
2. Analytics management
3. Bar/night club operations and management
4. Biometric applications/identification
5. Computer reservations system (CRS)
6. Cruise lines
7. Cyber security

8.   Destination marketing
9.   Electronic communication technologies
10. Electronic word-of-mouth
11. E-marketplaces, electronic distribution channels, intermediaries
12. Entrepreneurship
13. E-training
14. E-travel
15. E-money and inventive payment media and global financial transactions' security
16. Globalization
17. Hotel management
18. Luxury services
19. Media influence on tourism
20. Medical Tourism
21. Mobile tourism apps
22. Operations management
23. Platform-based events management
24. Restaurant management
25. Risk management
26. Social media's impact
27. Space tourism development and operation
28. Spatial behavior of tourists
29. Sustainable tourism development
30. Tourism management
31. Travel agencies
32. Travel blogs
33. Travel planning
34. Virtual tourism
35. Wine/ wine tourism
36. Yield management

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Introduction to Volume 1, Issue 2, The International Journal of Tourism and Hospitality Management in the Digital Age (IJTHMDA)

This second issue of Volume 1 of the *IJTHMDA*, opens with a research paper on entrepreneurship and a phenomenon in hospitality innovation in Italy": the concept of Albergo Diffuso (Diffused or Scattered Hotel). Authors Angelo Presenza, myself and Isabell Camillo, investigate the concept of "Albergo Diffuso" - a new form of sustainable development within the tourism and lodging industry. We analyze its main characteristics and discuss its future development and sustainability practices. The analysis includes an assessment of the Albergo Diffuso concept with that of a standard hotel to determine if and how this emergent concept differs from the conventional accommodation by looking at its distinctive features. A data collection through structured interviews with Albergo Diffuso owners in a focus group setting was conducted. Overall, we identified the main characteristics of the Albergo Diffuso: it offers similar and unique amenities of a typical hotel brand, it contributes to the creation of new sustainable enterprises, and it contributes to the development of new sustainability policy for marginal regions. We also evaluated the challenges and opportunities this new entrepreneurial concept faces.

In the next paper, Galen Collins discusses an important topic within the field of technology in hospitality. Specifically, he investigates Wi-Fi, hotels, ubiquitous, planning factors and wireless

network architecture. Collins argues that the Internet has changed the way in which people work and live. Many when traveling expect to be Internet-connected at all times without being tied down to physical wires, just as in their offices and homes. Wireless Fidelity (Wi-Fi) enables hotel guests with wireless-capable computers and devices to easily access high speed broadband networks within the coverage area. According to J.D. Power and Associates 2016 North America Hotel Guest Satisfaction Index Study, the most important amenity noted by guests was free Wi-Fi. Wi-Fi, initially deployed in public spaces, is now an expected room amenity. Providing reliable and robust Wi-Fi coverage throughout a hotel requires careful implementation planning for technical as well as business-related factors. This article identifies and discusses key Wi-Fi planning factors and their implications for wireless network architecture decisions in hotel environments.

The third article deals with the Local Community Attitude and Support towards Tourism Development at Saint Martin Island, Bangladesh. Abdul Hai and Badsha Alamgir argue that Tourism development, a double-edged sword for local communities, is the influenced by attitude of the residents. The favorable attitude of local community escalates tourists' satisfaction levels. Their study focuses on local community attitude and support towards tourism development of Saint Martin Island in Bangladesh. Using judgmental sampling procedure, a sample of 175 local residents was surveyed through a self-administered questionnaire and data were analyzed with descriptive statistics and ANOVA. The findings of the study indicate that the Saint Martin Island-community supports future tourism development based on the personal benefit they receive. ANOVA analysis shows significant differences among the local community attitude and support to the tourism development based on profession, age, education, and family income. The study may ensure the commercial, socio-cultural, physiological, political and economic development of the community that enhance sustainability for the industry and it may also help the government to shape future tourism development for the island.

In the fourth contribution, Adilla Anggraeni and Meyliza Thorina discuss the topic of hotel room service at the Grand Mercure Hotel Gajah Mada Jakarta. Precisely, the contribution is titled "The Effect of Room Service, Comfort and Reservation Process on The Performance Dimension Evaluation: The Case of Grand Mercure Hotel Gajah Mada Jakarta." They argue that as the Indonesian hospitality market is growing, Indonesian customer preferences need to be understood more deeply by hotels to stay competitive. The research aims to examine the relationship between room service, room comfort, and reservation process factors to the performance of in-room dining, front office service, room amenities, hotel access and safety. Survey method was employed in this study, consisting of offline surveys distributed to the individuals who have stayed in one of the prominent hotels in Jakarta. The results indicated that room service does have a direct linear relationship on the performance of in-room dining, but room service does not have a direct linear relationship to the room amenities and hotel access and safety. Room comfort was shown to have a direct linear effect on the performance of in-room dining, room amenities, hotel access and safety. On the other hand, reservation process does have a direct linear effect on the performance of front office service as well as to the room amenities and hotel access and safety.

The following article, investigates the Impact of Egyptian Hotels' Websites Marketing on Customers' E-satisfaction. Authors Nancy Awad Awad and Sherif Saad Soliman present a compelling study on the impact of Egyptian hotels' websites marketing on customer e-satisfaction and how to achieve e-loyalty through focusing on e-satisfaction success factors (website information quality, system convenience, system safety, service quality, expectations and perceptions for hotel services and facilities, and intention to revisit). The data was collected using a questionnaire which included items pertaining to customers' demographic, evaluating level of their E-satisfaction regarding Egyptian hotels' websites marketing. The study focused on five star rated hotels. The results show that most of the customers were dissatisfied about websites marketing in the Egyptian hotels. They conclude that "Enhancing quality of the marketing websites in the hospitality business leads to sustaining hotel -customer relationship, customers E-satisfaction, E- loyalty, increasing the number of new customers and, improve the brand image of the Egyptian hotels, and consequently achieve profitability."

Quee-Ling Leong, Shahrim Ab Karim, Bee-Lia Chua and Kallayanee Tengpongsathon, are the authors of the sixth contribution which deals with the Middle Eastern Tourists' Behavior Towards Malaysian Gastronomy and Dining Experience in Malaysia. They determined that the global Muslim tourists' expenditure on gastronomy products is on the rise. However, to date few studies were conducted to empirically determine the behavior of the Muslim tourists' especially from the Middle East countries towards Malaysian gastronomy. Therefore, the key purpose of their study was to empirically determine the Middle East tourists' behavior towards their dining experience in Malaysia by employing the basis of means-end model approach. The proposed conceptual model was tested using structural equation modelling analysis technique. The findings revealed that gastronomy attributes, dining quality and overall satisfaction of dining experience were significant positive predictors of the Middle East tourists' behavioral intention. Theoretical and managerial implications are discussed and this paper ends with some suggestions for future research.

This second edition of Volume I presents a dynamic contribution by international authors. It covers the topics of entrepreneurship, innovation, technology and services. The contributions add to existing literature and provide the reader with powerful information that can be used in our continued effort to provide an answer to our scientific inquiry.

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IJTHMDA

Angelo A. Camillo, PhD, is Associate Professor of Strategic Management at Woodbury University in Burbank California, USA. He has over 35 years of international hospitality industry management experience and has worked and lived in ten countries and four continents. He holds a degree from Heidelberg Hotel Management School Germany, a MBA from San Francisco State University, and a PhD from Oklahoma State University. He teaches courses in Strategic Management, Global Enterprise Management, Business Ethics, Organizational Behavior, and special topics in Hospitality Entrepreneurship and Business Development. He is also hospitality business consultant to major international corporations.