

EDITOR'S NOTE

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One of the main aims of the European Journal of Tourism, Hospitality and Recreation is to provide a scientific discussion opportunity in the field of Tourism. Besides the three issues published each year with papers being peer reviewed and selected by their relevant contribution to Tourism literature, the EJTHR has been promoting an International Tourism Congress which takes place in Portugal every year and it has also organized two important conferences about Tourism in two different European countries. The first one is in its 7th edition and will take place next December in the Sultanate of Oman, organized by its Tourism Department, College of Arts and Social Sciences, Sultan Qaboos University, together with the School of Tourism and Maritime Technology (Polytechnic Institute of Leiria, Portugal).

The EJTHR has also organized two other conferences in different European countries (Spain and Poland), creating the opportunity for authors, reviewers, EJTHR's editorial team and other researchers of Tourism to get together, discuss and create more knowledge on this topic. Both in 2012, in Santiago de Compostela, as now in Poznan, these conferences have brought together a wide number of researchers, mostly young people, encouraging them to continue researching about Tourism. The two conferences were designed and implemented by the EJTHR in partnership with other institutions (University of Santiago de Compostela in 2012; University School of Physical Education in Poznan and University of Economics in Bydgoszcz in 2014) that hosted them. It was for both Galicia and Poland the first international scientific conference about Tourism totally organized in English and directly

linked to a scientific journal. As a result of this last conference, a special issue of EJTHR was launched with peer-reviewed papers presented at the conference, awards to the best paper were given and a book with ISBN entitled "Tourism Research in a Changing World" was published.

From these conferences, a new challenge has arisen - to enlarge and spread hosting partners to the Asian continent. The creation of the Euro-Asia Tourism Studies Association (EATSA), whose Inaugural Conference will take place in 7th-11th June, 2015 in Taiwan (hosting institutions: Fu Jen Catholic University, in Taipei, and Taiwan Hospitality & Tourism University, in Hualien), is the new challenge that the EJTHR has embraced in the name of improving, enriching and enlarging Tourism research. The aim of the Association is to promote research and education in the field of Tourism, Hospitality and Recreation studies in Asia and Europe, with special emphasis on international comparisons and the exchange of research results, practical experiences and ideas. The Association is open to all persons and institutions from the world of academia, business and public administration who are interested in Tourism, Hospitality and Recreation in Asia and Europe.

Once more, the EJTHR tries to accomplish two of its main objectives: its contribution to the quality and excellence of Tourism research and the dissemination of research results through various channels.

Last, and regarding this 2nd Issue of Volume V, we want to thank all authors that have submitted their papers to the EJTHR and have successfully seen them published, as well as all reviewers for their efforts towards giving these articles a better shape for publication.

ON THIS CURRENT ISSUE

This Issue is dedicated to the following four important subjects of tourism:

- Tourism jobs, subjective well-being and employee behavior;
- Cooperation networks in tourism regional development;
- Events as a drive factor in tourism development;
- Consumer's behavior.

The first paper, named "*Tourism jobs and subjective well-being at work: A cross-national analysis*" and authored by Marlena Bednarska, from the Poznan University of Economics (Poland), was announced as *the Best Paper* at the 2nd International Conference of Tourism, Hospitality and Recreation (Poznan, 19th -21st May, 2014). Based on data from the fifth European Working Condition Survey on 2600 tourism employees in 34 countries, this study identified individual, organizational and national factors that influence job satisfaction and its drivers in the tourism industry. Tourism organizations can improve their performances, learning the aspects that should be modified or emphasized in their human resource practices, as well as recruitment strategies to attract and retain engaged and loyal employees who are ready to create and deliver value to customers.

The same theme is addressed by the second paper, "*Employee behaviors creating customer satisfaction: A comparative case study on service encounters at a hotel*", authored by Turk reserchers Oguz Turkey (Sakarya University) and Serkan Sengul (Abant Izzet Baysal University). The authors stress that successful customer–employee encounters are significant for the enhancement of customer satisfaction and try to determine which employee behaviors primarily influence customers' perceptions.

The second theme (cooperation networks in tourism regional development) depicts the growing significance of cooperation with the stakeholders in the activities of the prevailing majority of tourism organizations, in general, and of Destination Management Organizations (DMO), in particular. Two papers, both from Polish authors, were selected, namely: "*Cooperation with the environment as one of the basic elements concerning the activity of the present-day DMO*" by Jacek Borzyszkowski (Koszalin University of Technology) and "*The role of social embeddedness in tourist region cooperation*" by Katarzyna Czernek (University of Economics in Katowice).

The latter was included in the list of the seven Best Papers at the EJTHR Conference in Poznan.

After analyzing a sample of 50 European DMOs from 19 states (those that represent national, regional and local levels), Borzyszkowski concludes that the cooperation with the widely understood external environment (authorities, tourist industry etc.) in the activities of DMOs is one of most important factors in the hierarchy of their functioning.

Being a very important dimension of tourism, cooperation can be analyzed from the point of view of the social embeddedness. The concept of social embeddedness of economic actions, proposed by Mark Granovetter, combines the disciplines of sociology and economics and has been an important element of the so-called "New Economic Sociology" since the 1980s. Czernek's paper highlights that social embeddedness plays an important role in tourism development, especially in the cooperation between actors creating the regional tourist product. The research showed that there are numerous sources of embeddedness, including personal contacts (e.g. school, work and even church acquaintances) and business contacts (cooperation in the past). Furthermore, the embeddedness in the network of social relationships influences business cooperation in tourism and this influence can be either positive or negative. Social embeddedness facilitates the beginning of the process of cooperation in tourism (the selection of partners is connected to the lower cost of searching for them, the lower risk of selecting a partner, the lower cost of entering into an agreement – due to the lack of need to sign written contracts), and it also made sure that the entrepreneurs making economic decisions were taking social interest into account, as one of the criterion for these decisions. The negative side of social embeddedness is mainly the marginalization of entities, which did not belong to strong groups inside the municipalities, but formed according to the origin and/or the time when they started residing in the municipality or the religion they professed. Moreover, social embeddedness may strengthen past conflicts, which are then transferred to the business activity.

The theme of events as a driving factor in tourism development is the umbrella for the next three papers. The first one, named "Event tourism analysis and state of the art" and authored by Hernández-Mogollón and Folgado-Fernández (University of Extremadura, Spain) and Duarte (University of Beira Interior, Portugal), presents an overview of the field: based on an extensive review of the literature, it contributes to expand the knowledge of event tourism, from theoretical and conceptual points of view. The findings help to strengthen and synthesize the basic knowledge on events, the influence on destination image and positioning strategies, and is valid for both researchers and destination managers.

Aiming at enhancing future destination marketing strategies of wine festivals, Chacko and Pearlman's paper (University of New Orleans, USA) presents a segmentation study of wine festival attendees by level of wine knowledge. Respondents of New Orleans Wine and Food Experience (NOWFE), were segmented into three groups (novices, intermediates and connoisseurs) based on their level of wine knowledge. Data analysis showed that there were significant differences between the groups in terms of demographics (gender, income, residency); trip characteristics (primary purpose of visit, length of stay); and spending behavior. The use of these differences in the segments can be used to create better market positioning of the festival and to develop more effective marketing communications.

The third paper on event tourism – authored by Coelho and Brazio (Polytechnic Institute of Viana do Castelo, Portugal) –, assesses the economic impacts of subculture events and the relation to local tourism development, based on the case study of SWR Barrocelas Metalfest in Northern Portugal. The author describes festivals as a model of cultural organization, also providing an approach to the policy of local authorities or to strategic patronage options of companies, enhancing opportunities to promote prestigious images of institutions, groups and professionals, as well as the places that host them.

Finally, this issue publishes a comparative study (named "*Examining the importance of culture, gender and individual differences in customers*") using samples of American and Polish students. This study was also part of the list of the seven Best Papers of the EJTHR Poznan Conference, and it was carried out by A. Scott Road (Grand Valley State University, USA) and Joanna Dziadkowiec (Cracow University of Economics, Poland). This study confirms that the authors' statement that consumers' behavior is culture-specific and varies between cultures; however, the most important distinction seems to be the differences among customers in preferences that are individualistic, rather than explained by culture or gender.