

A RAINBOW OF PROBLEMATICS AND CONTRIBUTIONS (EDITOR'S NOTE)

Francisco Dias
Editor-in-Chief

As the interaction of sunlight and the atmosphere can cover the huge diversity of colors existing in the chromatic palette, varying from dark sky to the rainbow, the scientific study of tourism has posed us a myriad of problematics of this complex study domain. This diversity is clearly presented in this Current Issue (Volume 6, Number 1) of the *European Journal of Tourism, Hospitality and Recreation* (EJTHR), that proposes the reader seven interesting studies, selected among many others that were submitted to the editor in the recent past, focusing on the following subjects:

- Performance of the tourism Twitter accounts of European countries;
- Dark tourism and its relationship with literary tourism;
- Mythical references in the tourist image of an isolated destination (Ibiza);
- The fragmentation of tourist images of capital cities;
- The use of GIS to improve the relationship between leisure resources information and regional well-being;
- The abusive supervision as a form of workplace harassment in Ecuador;
- The accountable management practices underlying the relationships with stakeholders.

The two first abovementioned studies achieved the status of Best Paper in the ITC'14 – International Tourism Congress, that took place at Sultan Qaboos University, Muscat, Oman, on 2nd - 4th December, 2014. The third one (about mythical references of tourist image) was originally presented at ITC'13, that took place at the School of Tourism and Maritime Technology, Pen-

iche, Portugal. All the articles were submitted directly to the editor, and followed the common flowchart from submission to acceptance of the final version.

The article "*Communities of followers in tourism Twitter accounts of European countries*", by Antoniadis, Zafropoulos, and Vrana, explores the potentiality of community formation among followers of tourism Twitter accounts of 37 European countries. Authors recorded indexes of Twitter performance and influence and indexes of followers' community involvement. Twitter performance was measured using five indicators: (1) the number of followers of an account (how many users have subscribed to read the tweets posted by the account); (2) the number of other accounts an account follows (following); and (3) the number of tweets (this gives an indication of how active an account is and an indirect indication of how old an account is); (4) Topsy score (provided by www.topsy.com, it measures the retweets and mentions that matter for a particular Twitter account, as an indicator of the users' community involvement for this account); and (5) Total Effective Reach (provided by <http://twtrland.com>, it measures the total amount of people exposed to a tweet or its retweets, for the 10 most popular tweets of an account).

Using Social Networking Analysis (SNA), this article studies the mentions/replies (m/r) networks of the followers for these 37 national tourism accounts and explores whether the properties of small-world and scale-free networks apply to them. According to the authors, small-world networks are locally dense but have sparse shortcut ties to link groups that would otherwise be remote or isolated. They hold two properties: small average path length (average node-to-node distance) and relatively large clustering coefficient (the degree to which nodes in a graph tend to cluster together). In turn, scale-free networks are characterized by a power-law distribution of a node's degree, defined as the number of its next neighbors (structure and dynamics of these networks are strongly affected by nodes with a great number of connections). Scale-free networks include highly connected nodes

- called hubs - that have hundreds, thousands, or even millions of connections, while most of the nodes have just a few links. Additionally, the article assesses and compares the homophily of all these accounts. Homophily is defined as the tendency of individuals to associate and bond with similar others, and it is measured on the basis of the following three specific indexes: clustering coefficient (the degree to which nodes in a graph tend to cluster together), assortativity (the tendency that nodes mostly connect with similar nodes), and degree skewness (the skewness is higher if only few users post the most, while the large proportion of followers post a little).

Antoniadis *et al.* (this Issue) conclude that mentioning/replying in tourism Twitter accounts hardly provides evidence that small-worlds networks of users are formed. These particular Twitter accounts serve as public notice boards for public announcements, but they originate no further discussion by their followers. M/r networks are not communities of followers, but rather groups of followers who occasionally respond to tweets.

The article “*Dark tourism in context: The diary of Anne Frank*”, by Busby and Devereux, raises awareness on the importance of literature and cultural narratives as a crucial tool in creating and promoting tourist places. Furthermore, the empirical evidence of this study showed that respondents who have read *Anne Frank – The Diary of a Young Girl* are more encouraged to visit the ‘Secret Annexe’ than those who have not. And this shows the direct influence that literature can have on a travel-related decision, thus resulting in literary tourism. This last assertion deserves to be highlighted, since it stresses an important issue that is usually ignored in tourism research literature: the inseparability of dark tourism from other specific forms of cultural tourism. Indeed, both dark tourism and literary tourism are specific forms (aside many others) of cultural tourism, and it is very difficult or even impossible to isolate one from the other. The basic element of cultural tourism is heritage, that is, the shared meanings assigned to a given place or human activity. The cultural heritage,

understood as shared meanings, is the content of the collective memory of a community. And this latter is produced by narratives mostly based on literature, films, and other art media. The readers of the *Diary of a Young Girl*, that undertake a pilgrimage to Anne Frank's House, are under the influence of a cultural narrative that presents her as the Holocaust's most famous victim, the most famous child of the twentieth century, one icon of the century, with her face showing a sad shy smile.

The third article ("*Mythical references in the tourist image: The case of Ibiza*", by Azpelicueta Criado, Ramón Cardona, and Serra Cantalops), invites us to reflect on the mythical foundation of the rhetorical production of tourism places. Elements evoking the mythology of "Lost Paradise" appear in the image of many holiday destinations, and according to many anthropologists, paradise remains as an archetype of imaginary of tourism destination. Due to this fact, the main elements of this myth coincide with the promotional elements of many holiday destinations (isolated region, good climate, land of plenty, white color, the 'good savage', etc.) and many destinations have been selling the temporary return to a Lost Paradise inhabited by the Noble Savage. Authors conclude that the image of Ibiza and the tourism product being offered are based on the Paradisiacal Island's mythical idea, with a major emphasis on individual freedom.

The next article ("*Capital cities tourism image: Is it fragmented?*", by Raquel Camprubí) highlights the intersubjective character of tourism image, and shows as various agents simultaneously project different images on the same place, raising the issue of image fragmentation of the important tourist cities. The author carried out a comparative case study of the websites of two capital cities: Paris and New York. Findings suggest that image fragmentation behaves differently in these two cases, although some similarities have been detected, especially depending on the role played by the local DMO. New York websites reveal the existence of image fragmentation, especially between the local DMO and the private sector. While the local DMO projects a tourism image of New

York as a place to do activities and enjoy tourist services and nature, the private sector focuses on New York as a heritage destination, leaving aside the dynamic view of the city often promoted by the local DMO. In the case of Paris, there is a general tacit agreement about the patterns of tourism destination image that should be projected. This image is basically configured by heritage (monuments, museums, etc.). This tacit agreement is shared by the majority of tourism agents, including the local DMO and a wide range of agents from the private sector.

Well-being and the quality of life are important matters for the tourism industry, and the review of the literature shows that the existing measurement approaches can be divided into person- *versus* place-centered and subjective *versus* objective dimensions. In the article “*The relationship between leisure resource information and regional well-being: A GIS approach*”, the authors (Christian and Ivo) try to fill the gap in the less investigated objective, that is place-centered dimension, using geographical information systems (GIS) to projecting in a map eating and drinking points of interest used for mobile devices. The data collection of this empirical study took place in ten different towns in Austria, ranging from large cities such as the capital, Vienna, to small villages, rural as well as urban areas, economically better and poorly performing regions. The resulting densities in the surroundings of these ten different regions were interlinked with subjective evaluations based on questionnaires completed by inhabitants of these regions. The study validated the usability of the objective service density metric and identified the geographical size of the inhabitants’ surroundings considered relevant for eating and drinking purposes. The authors conclude that, for the case of eating and drinking facilities, satisfying leisure service surroundings close to the hometown have the power to enhance the well-being of communities, independent of the financial situation of its inhabitants, at least in the near surroundings. As they state, a well developed service landscape capable of fulfilling leisure needs as one of the main QoL domains will have the power to enhance the overall

QoL of residents and tourists experiences as well, during their trips. Furthermore, they present a new metric and suggest that its application to other datasets offered by the Open Street Map community allow both public as well as private organizations to gain rapid insight into the service density of various topics without huge investments.

The dark side of work conditions in the tourism and hospitality industry is a relatively less explored issue in the scientific literature. The article "*Abusive supervision-a form of workplace harassment: An exploratory study in the Ecuadorian hospitality industry*" sheds light on a specific offensive conduct that creates a work environment that a reasonable person would consider intimidating, hostile, or abusive. Harassment in the workplace is more than sexual harassment: it transcends gender, it transcends individual industries, it can happen in the form of bullying or abusive supervision, and it is pervasive in the workplace. The study investigated employee opinions about their supervisors' behaviors and found that abusive supervision is a prominent issue in the Ecuadorian hospitality industry and that it is significantly related to employees' intentions to leave the organization. The study advocates the development of measures that reduce abusive supervision and workplace harassment. It can have devastating effects on employees and organizations and it needs to be included in the country's legal code.

Finally, the article "*Accountable management in Spanish hotels: An exploratory analysis of the stakeholders' relationships*", by Gessa-Perera and Jiménez-Jiménez, explores the implementation and formalization of the relationship with stakeholders in three big Spanish hotel chains, using a multiple case-study. The analytical scheme used in this study is adopted from Deegan & Unerman's (2006) model, and seeks to answer a logical sequence of interrelated issues: Why does the firm establish relationships with stakeholders? Who does the firm establish relationships with? What does the firm establish relationships for? How does it establish such relationships? The findings confirm the importance that stakeholders take on in the new management models under the cor-

porate social responsibility focus. The *basic relationship models* (i.e., a reactive or defensive attitude when faced with social or environmental situations) have been abandoned to make way for *advanced* or *improved models* (i.e., a proactive and anticipatory attitude that minimizes risks and exploits the strategic opportunities that underlie relationships with stakeholders) that enable stakeholders to participate and engage in company decisions.

On behalf of the editorial team, I would like to express the hope that this Volume 6 - Issue 1 of the *European Journal of Tourism, Hospitality and Recreation* will be received and read by the community of tourism researchers as the rainbow is perceived in a happy and auspicious morning.