

## **EDITOR'S NOTE**

**Francisco Dias**  
**Editor-in-Chief**

Welcome Readers!

Our editorial team is proud to present Volume 6 - Issue 2 of EJTHR - *European Journal of Tourism, Hospitality and Recreation*. Over the past five years, EJTHR has strived to contribute to the academic discourse surrounding Tourism as a multidisciplinary and worldwide domain by publishing articles by both established scholars and practitioners.

EJTHR's pathway has been successful: we have seen a steady increase in readership, article submissions, and citations to EJTHR articles. However, we have also grown in less quantifiable ways: our reputation and visibility in the academic community continues to broaden, and our editorial board constantly revises the editorial process to ensure the most efficient experience for both authors and readers.

In this new issue, we are pleased to present to the tourism research community seven contributions that incorporate useful insights to decision makers of the Tourism sector. The following is just a short illustration of the core ideas presented by the authors.

The first article (*"Tourists' preferences for the all-inclusive system and its impacts on the local economy"*), by Tavares and Kozak), discusses whether the all-inclusive system is a trend in the Tourism industry, and investigates the impacts of the tourists' preferences for the all-inclusive system on the local economy. This study shows that "the all-inclusive hotel did not establish business relations with the local people and businesses ex-ante the arrival of tourists, they certainly will not carry out new spending after arriving at the destination, which would reduce the impact on the local econ-

omy". Food, entertainment industry, tourist attractions and car rentals can be affected negatively. However, the compliance with the principles of sustainability – which implies bringing benefits to the local community – can be achieved by all-inclusive hotels if they adopt specific best practices in their sourcing policies, i.e. the more they are committed to local sources and suppliers, the more positive the impact will be for the local economy.

In the second article (*"A life as a work of art: Literary tourists' motivations and experiences at Il Vittoriale degli Italiani"*, by Gentile and Brown), the authors present an exhaustive analysis of literary tourism, aiming to establish a more complete definition of this specific expression of cultural tourism. Anchored on the auto-ethnographic account of the first author's visit to the residence of Gabriel D'Annunzio (an Italian writer of Decadentism), this article contributes for a solid reflection about how literature can be an important driver of cultural tourism, reinforcing its diversity.

The next study (*"War Horse or not? A study of the Dartmoor visitor"*, by Semley and Busby) aimed to determine if the type of visitor of a national park (Dartmoor) had distinctively changed after it was portrayed in a film (*War Horse*). Although the sample size of the field research was limited, the study highlights the relationship between the consumption of a film representation of the tourist place and the decision-making process. In spite of the diversity of motivations for visit, the imagination of tourists may have been shaped by the consumption of film, over literary sources, as first-time visitors had watched *War Horse*, the film, and not read the book. Such evidence is in line with many other studies about film-induced tourism: the motion picture reaches a wider audience.

The fourth article (*"The formation of brand loyalty in Indonesian restaurant industry"* by Hussein, Ismail and Hapsari) investigates the structure and formation of restaurant brand loyalty, and the relationships between brand experience, brand identity, customer satisfaction and brand loyalty in the area of restaurant management. The study carried out in Malang city, Java Province, Indo-

nesia, found evidence that allows the authors to corroborate the hypotheses proposed in the research model.

Under the suggestive title “*The reluctant tourist?*”, a study conducted by Dykes and Walmsley sought to lend a voice to second home owners. Indeed, there is a gap of empirical data related to owners’ perceptions of the impacts in second home tourism. In-depth interviews with owners of second homes in the tourist region of North Cornwall, United Kingdom, showed a general acknowledgment of the positive and negative impacts, with primacy of positive economic contribution, and the association of these perceptions with the following factors: degree of second home use, degree of place attachment, location, length of ownership and visitation behaviour. Moreover, authors propose and describe an emergent typology of second home owners, classifying them as Inheritors, Investors, or Enjoyers.

The sixth article, authored by Tasgit, Ergün and Yıldız (“*How business environment hotels compete in Turkey? An evaluation from managers’ perspectives?*”) aims to develop a reliable and valid instrument for measuring the business environment characteristics of hotels. Authors present and validate a conceptual model based on the four-dimensions: environmental diversity, complexity, dynamism, and pressure. *Environmental complexity* is related to the number and variety of activities and situations with which organizations must interconnect over time. To deal with complexity, organizations need to specialize in a limited range of activities and carry out more strategic activities. *Environmental diversity* corresponds to the number of environmental factors that affect the organization, the degree of the homogeneous or dispersed conditions faced by organizations, and customers, technology, service/product and market diversity. *Environmental dynamism* is the rate of unpredictable changes faced by businesses, the degree of novelty in the changes or their speed and the degree of instability, uncertainty and turbulence of the environment, and the rate of change in customer needs and information diffusion. Finally, *environmental pressure* covers all the key issues that businesses have to struggle with in

the industry, namely: the degree of competition, the scarcity or abundance of critical resources, rivalry between firms, sustainable organizational growth or sales growth, taxes, governmental incentives, a robust infrastructure, fast growth markets, general economic upturn, or a qualified workforce and stakeholder demands.

We conclude with the article “*Hiking trails evaluation in the natural park of Serras de Aire e Candeeiros, Portugal*”, by Carvalhinho, Rosa and Gomes. This study that used the measuring instrument “Hiking Trails Technical Evaluation” evaluated 136 km of marked hiking trails in a natural park, assessing four dimensions: the *trail dimension* (ease of identification, obstacles, visibility and crossings), the *marking dimension* (wear in the markings and signs; damage to the marks and signs; lack of signage, incorrect signage, covered marks and signs); the *conservation dimension* (garbage in the trails; damage to vegetation, drainage, waste dumps, side trails), and the *safety dimension* (falling stones, falling trees, exposure to fall, wildlife; protection works).

It is the EJTHR's mission to contribute to the development of academic cooperation networks, disseminating information that has obvious interest for the tourism research community. And starting from the current Issue, we will present a new journal section designated “Research Network”. The document hereby published “Taipei Statement on Research Integrity in Tourism and Hospitality” is intended to be a milestone for the tourism research community. This statement is the Founding Act of the Euro-Asia Tourism Studies Association (EATSA) and was unanimously approved as part of the EATSA Inaugural Conference, 7-11 June 2015, at the Fu-Jen University, Taipei, as the guide to the responsible conduct of individual members of EATSA, and as a normative framework of EATSA's Direction Board.

We hope that in the current Issue of the *European Journal of Tourism, Hospitality and Recreation* you will find inspiring and useful information for your ongoing scientific work.