

IT'S A NEWSLETTER

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The Co-President's Message

The year 2022 has so much to offer for all our ITSA members and friends, that it is becoming a reality in our 5 Ss (SSSSS) approach of the year to come.

Savoir Faire / Success / Spanish secrets / Sustainability / Spirit

The first S is for savoir faire

Apple has always been miles ahead with technology and their events are at the forefront by setting audience attendance records. Whenever Apple announces a launch of a new event, it tips all record books. Known as a champion among hosting hybrid events, they follow tradition, and no corners are cut for the event production. Apple literally 1: Know (savoir) how to do it (faire). 2: Display competence and experience. 3: Have the ready knowledge of the right course of action: knowing what to do and say and when and how to do so. 4: Operating knowledge of business sense and sensibility. Apple's events have always managed to blow the minds of their techno fans. Not even the pandemic could dampen event attendance. The International Tourism Studies Association (ITSA) can learn from their experience by starting to revert to the way things were before the pandemic. Remember the dancing lessons to the African heartbeat, the exchanging of gifts from the one conference host to the next, the Indonesian hospitality. In a way, I feel ITSA has been able to create some magic moments in the past, from Jakarta to London, Bali to Beijing and all the other dream destinations. So, we can continue on that trajectory.

The second S is for the success of the International Journal of Tourism Cities (IJTC)

Our non-profit organisation has a strong tradition of producing cutting-edge research publications. The International Journal of Tourism Cities reached new heights under the Co-Editors-in-Chief leadership, Prof. Alastair M. Morrison and Prof. J. Andres Coca-Stefaniak. ITSA EC is forever grateful for all the hard work in achieving these successes. We are so proud of their work.

The third S is for Spanish secrets and the 9th ITSA 2022 conference

On events, our 9th ITSA Biennial Conference is to be hosted by the University of Las Palmas de Gran Canaria, Spain. Prof. Teresa Aguiar Quintana and her team from the Institute of Tourism and Sustainable Economic Development (TiDES) have been hard at work to come up with another dream event in a hybrid format. If you have enjoyed our Singapore, London, Jakarta events just imagine how you will enjoy the Spanish

experience during the summer from 25 to 29 July 2022. Let us build relationships and narratives at the conference themed Corporate Entrepreneurship and Global Strategies in Tourism after Covid-19, so that when we are planning the next event, we have stories. “Do you remember the time we had in Gran Canaria Islands?” Let our ITSA dream continues with yet another success story to behold. From dreams come actions, registrations are now open. Please save the date, plan you next networking and industry liaison trip. The preliminary programme is available. Book now for early bird rates at www.itsaconference2022.ulpgc.es. Hope to see you all in España.

Fourth S is for Sustainability

As tourism researchers, we have been studying sustainability for years. When it comes to our organization, we need to look into common denominators of what is needed to ensure our future. The question to be asked is: Circumstances change – so how do we adapt to the different dimensions to remain relevant? Is it perhaps our tradition to create networking and scholarly togetherness? We need to create memories as the sustainability of ITSA is in our own hands. In this context, a warm thank you to all the RVPs and research domain leaders for their remarkable work and behind-the-scenes events.

Fifth S is for the Spirit award and Philip Pearce’s legacy

As Distinguished Professor Philip L. Pearce remains in our thoughts. Let us not forget his spirit in everything he did and what he envisaged for ITSA. The ITSA Philip Pearce Spirit Award embodies the role model for many scholars in academia. We are forever reminded of his supportive and thoroughly inspirational mantra. This is one of the accolades that will be awarded at the upcoming ITSA conference. We miss his guidance and leadership every day.

Savoir Faire / Success / Spanish secrets / Sustainability / Spirit for all ITSA members and friends in 2022. Best wishes to everyone for a memorable and collegial networking year.

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CALL FOR PAPERS



9th Biennial Conference

ITSA 2022 Gran Canaria

Corporate entrepreneurship and Global Tourism
strategies after Covid-19

25th July to 29th July 2022
GRAN CANARIA, SPAIN

We are delighted to announce that the **9th International Tourism Studies Association (ITSA) Biennial Conference will be hosted by the University of Las Palmas de Gran Canaria in Gran Canaria island (Spain), from 25th - 29th of July, 2022.** This conference will co-inside with the V Spring Symposium in Tourism Development (Gran Canaria SSTD 2022) an International Conference organised by Tides, The Institute of Tourism and Sustainable economic development.

This is the first time that an ITSA biennial conference will be held in Spain. The 9th ITSA Conference will be held in a world-class facility -The Expomeloneras International Conference Centre. Delegates can expect true Spanish hospitality! Our distinguished keynote speakers include Alastair Morrison from Greenwich University in the UK, Sangwon Park from Kyung Hee University in South Korea, Xinran Lehto from Purdue University in the US, and Dennis Garand from the University of Laval in Quebec, Canada.

Important dates and deadlines

- **1st December 2021** Abstracts (500 words) deadline
 - **1st February 2022** Extended Abstract (up to 1.500 words) deadline
for publishing in the conference proceedings book
 - **1st March 2022** Decision Notification
- Note: all the accepted abstract papers can be presented at the conference
- **1st May 2022** Full papers (4,000-6,000 words)
optional to be considered for Best Paper Award
 - **15th March 2022** Deadline for early registration

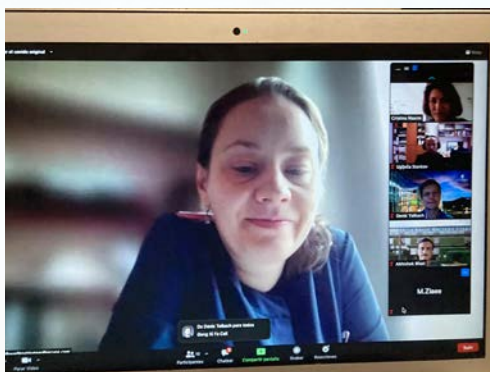
Topics

The conference organizers are calling for extended abstracts, case studies, session proposals, poster presentations and oral presentations that are aligned with the core conference theme: “**Corporate entrepreneurship and Global Tourism strategies after Covid-19**”. Topics to be covered at the conference include, but are not limited to, the following areas:

- Tourism and Sustainable Economic Development
- Consumer behaviour in Tourism
- Economic Perspectives on Tourism and Transport
- Corporate entrepreneurship in tourism business
- Tourism Policy, Planning and Governance
- Tourism Cities and Urban Tourism
- Teaching and Learning in Tourism and Hospitality
- The Future of Tourism and Hospitality in the Artificial Intelligence (AI) Era
- Tourism and Hospitality Trends and Related Themes
- Innovative Tourism Destination Cases

Preparation updates

The host team in University of Las Palmas de Gran Canaria have been meeting biweekly for ITSA 2022 in Gran Canaria for almost a year. Teresa Aguiar, Javier de León and Chaytana Suárez keep working hard to find the best location for daily activities after the keynotes and parallel sessions and to make this experience really worthy. Teresa Aguiar had found the best prices for hotels around the conference palace “Expomeloneras” for delegates and to have daily lunches included in a thematic hotel “Baobab” nearby the Expomeloneras center. The team are sure it is going to be a very productive international conference with lots of network opportunities.



Jonathon Day from Purdue University, Ksenia Kirillova from Institute Paul Bocuse, Cine Van Zyl and Nellie Swart from the University of South Africa have added lots of inputs through biweekly meeting online, and have been active parts in the scientific and organizing committee for the ITSA 2022 Conference.



Tides, The Institute of Tourism and Sustainable Economic Development, received an award for scientific productivity in the ULP-GC. In the Photo, the Rector of the University of Las Palmas de Gran Canaria and Carmelo León, Tides Director, in March 2022 in Gran Canaria.



Teresa Aguiar and Pedro Quevedo (Tourism Counsellor of Las Palmas City Hall) after a meeting with the commitment to participate and give some fundings for the ITSA Conference from the Tourism responsible in the City Hall, Pedro Quevedo.



Nicolás Villalobos, Director of Cordial Hotels will participate in the industry panel during ITSA Conference with other hotel and industry managers like Katleen Van den Bosch (RK hotels), Zoilo Alemán (Lopesan Hotels), Manuel Florido (Santa Mónica Hotels), Pablo Llinares (Gran Canaria Tourism Board) and Astrid Van Wijk (Seaside Collection hotels).

Caribbean Region Launched Research Network for the Region

May 2021, the Caribbean region of ITSA launched the Caribbean Tourism Researchers Network with the goal of improving the quality, quantity, and dissemination of relevant research on tourism in the Region.



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Caribbean Tourism Researchers Network of ITSA Hosted Its First Writing Bootcamp

In March 2022, the Research Output Committee of the Caribbean Tourism Researchers Network of ITSA hosted its first writing bootcamp, the Violet Cuffy Writing Boot Camp'22. The bootcamp was named in honor of the late Dominican scholar and member of the Caribbean group, Dr. Violet Cuffy, who passed away during the last week of December in 2021.

During the five-week event, presenters shared with members of the Caribbean group ideas on how to improve their scholarship. The presenters included Dr. Therez Walker of The University of West Indies at Mona, Drs. Amy Cicchino and Alecia Douglas of Auburn University, and Dr. Robertico Croes of the University of Central Florida. The writing event then culminated with participants sharing their research projects.

The event was chaired by Dr. Cláudia Ribeiro de Almeida of University of the Algarve in Portugal and Dr. Michelle McLeod of The University of West Indies Mona in Jamaica, both members of the group's Research Output Committee.



The late Dr. Violet Cuffy of Dominica and the University of Bedfordshire in the United Kingdom

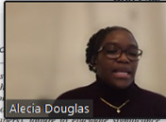
METHODS - PITFALLS

Table 1
Rank Order of Deficiencies Cited in Manuscripts (% of manuscripts reviewed)

Category	% of Manuscripts
Methodology	74.3
Significance / "so what"	60.3
Writing style	58.4
Literature review section of paper	50.9
Data analysis section of paper	42.1
Organization	34.6
Quality and rigor	30.0
Sampling	29.2
Conclusions section of paper	27.6
Discussions section of paper	25.2
Reference section of paper	23.6
Appropriateness of the paper for the journal	16.1
Failure to follow journal guidelines	14.2
Introduction section of paper	14.2
Manuscript is incomplete (sections missing)	7.0
Abstract section of the paper	3.2
Paper plagiarized or published elsewhere	.8

WHY REFEREES REJECT MANUSCRIPTS

Bob McKeercher
Bob Law



Alecia Douglas

This article presents the results of content analysis submitted to 35 hospitality and tourism journals with recommended. Failed manuscripts had multiple shortcomings on average of 6.2 deficiencies per article. The most common deficiencies were methodology (74% of papers), poor writing style (58%), poor writing style (58%), and a weak literature review (50%). The study concluded that communications' problems were more common than technical flaws.

KEYWORDS: referee; rejection

METHODOLOGICAL FLAWS

1. Initial conceptualization of the work
2. Flaws cannot be hidden during the write-up phase
3. Referees can detect flaws relatively easily
4. Flaws should be detected and corrected early
5. Training of researcher is questionable

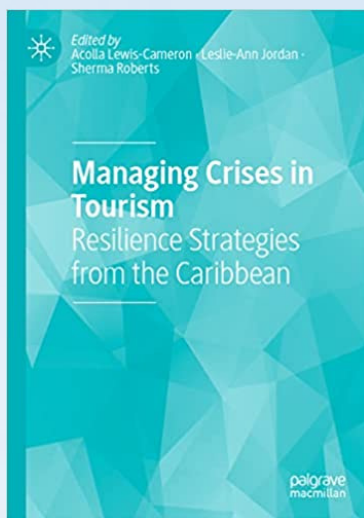
Authors' Note: We would like to acknowledge the assistance of Ms. Iris Lo, Journal of Hospitality & Tourism Research, Vol. 31, No. 4, November 2007, 455-470 DOI: 10.1177/1096340707302355 © 2007 International Council on Hotel, Restaurant and Institutional Education 455

WEEK 3: WRITING THE METHODS CTRN-ITSA VIOLET CUFFY WRITING BOOT CAMP

Dr. Alecia Douglas of Auburn University presenting at the 2022 Violet Cuffy Writing Bootcamp

Caribbean Scholars Compiled Tourism Book on Managing Crisis in the Region

Managing Crises in Tourism: Resilience Strategies from the Caribbean was edited by Acolla Lewis-Cameron, Leslie-Ann Jordan-Miller, and Sherma Roberts, three female Caribbean Tourism scholars at the University of the West Indies.



The book advances the vulnerability and resilience literature by critically examining the dilemma of tourism overdependence and the need for a sustainable resilient path to development in Caribbean countries and territories. Pertinently, the chapters in the book ask the question 'how is tourism resilience understood and practiced in Caribbean Small Island Developing States (SIDS) and what are the factors that inform, undermine, or indeed redefine the sustainable resilience agenda for these territories?' By spanning the geography of the Anglophone and Spanish Caribbean, this book offers a smorgasbord of conceptual and applied perspectives to researchers and educators in tourism resilience in SIDS.

It also presents strategic considerations to public and private sector practitioners in implementing measures to strengthen the competitive positioning of their destinations as they contend with the dynamism of the external and internal environments.

Acolla Lewis-Cameron, PhD
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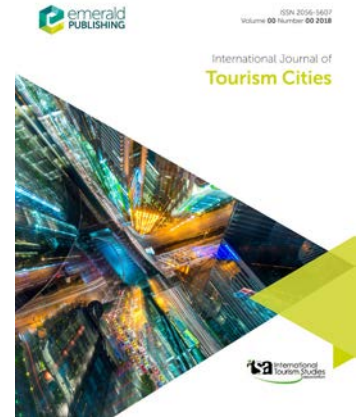
Caribbean Scholar Examines Tourism Sustainability & Resiliency in the Region

Islands are some of the most fragile environments across the globe. The features of smaller islands are particularly susceptible to environmental impacts. With small economies, islands have little room to maneuver an economic crisis or any crisis as a matter of fact. The three (3) co-editors, Michelle McLeod, Rachel Dodds, and Richard Butler came together, led by Michelle McLeod, Senior Lecturer at The University of the West Indies, to compile papers regarding island tourism as a special field in the tourism literature. The blurb of 'Island Tourism Sustainability and Resiliency' published by Routledge, states that the book 'provides comprehensive insight into the challenges faced by island tourism destinations and theoretical and practical paths for built in sustainability and resilience'. The book contains islands from across the globe including those with dominant and emerging tourism industries.

The in-depth research studies about islands that are 'natural' tourism destinations provide needed insights for policy makers, planners, managers, and academics. The quality of the book rests in the rigorous review process that the papers went through during publication in *Tourism Geographies*. The book provides an opportunity to disseminate research effectively to address the current challenges pre-pandemic and post-pandemic as islands recover tourism industries for economic growth.

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INTERNATIONAL JOURNAL OF TOURISM CITIES

ISSN: 2056-5607, published by Emerald, Bingley, Yorkshire, UK

AIMS & SCOPE

A peer- reviewed journal, the International Journal of Tourism Cities provides an international forum for the critical study of urban tourism and tourism cities. The journal aims to be inter-disciplinary in its appreciation of tourism cities and tourism in urban areas, and welcomes original, theoretically- informed articles from those involved in the planning, management or marketing of tourism in city destination or places adjoining urban areas.

Urban tourism and travel cover many disciplines and impinge on numerous aspects of daily life within cities. Moreover, they play a key role in domestic and international tourism in most countries, and cities often function as key travel gateways and tourism destinations.

The International Journal of Tourism Cities contents include primary research articles, expert discussions on current urban tourism issues, and tourism city case studies. Articles are selected that are relevant to both academics and practitioners. The journal particularly encourages contributions on contemporary topics and issues in urban tourism including smart cities and tourism, environmental impact and sustainable tourism development in cities, citizen and stakeholder involvement in tourism, city destination governance, and the development of policies and standards for city tourism development.

SUBMIT YOUR RESEARCH NOW!

Submissions to International Journal of Tourism Cities are made using ScholarOne Manuscripts, the online submission and peer review system. Registration and access is available at:

<https://mc.manuscriptcentral.com/ijtc>

For more information:

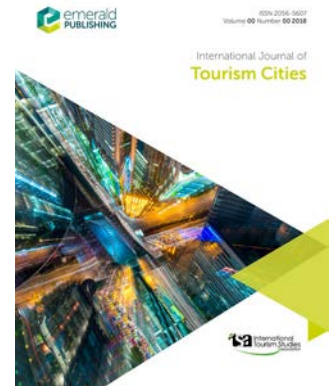
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IJTC UPDATES

Alastair and I are delighted to report that IJTC's performance for 2021 has reached new heights. Some of IJTC's most salient performance achievements for 2021 (see full performance report attached) include the following: **841 CrossRef citations in 2021** (versus 434 in 2020); **43,929 article downloads in 2021** (versus 34,211 in 2021); **Nearly 300 manuscript submissions in 2021**

The majority of IJTC's downloads in 2021 have come from the following countries in descending order: **China, United Kingdom, Malaysia, Indonesia, and Australia.**

In December 2021, IJTC published the following special issue, which we expect to generate a great deal of interest: **"Sustainable Tourism Cities"**, co-guest editors by Jonathon Day, Alastair M. Morrison and J. Andres Coca-Stefaniak.

Over the next 18 months, we have a number of special issues lined up for publication, chiefly by key members of our editorial board. Some of these include:

- **Contemporary Trends, Issues and Challenges in Southeast Asian Tourism Cities**
Co-guest editors: Hera Oktadiana and Alastair M. Morrison
- **Tourism Cities in Latin America – Issues, Trends and Innovations in Urban Tourism**
Co-guest editors: Blanca Camargo and J. Andres Coca-Stefaniak
- **Tourism Cities in China**
Co-guest editors: Jingru Zhang, Alastair M. Morrison, Ying Zhang, Sha Wang, and Mimi Li
- **Rethinking Tourism in Cities – Alternative Spaces and Sustainable Practices**
Co-guest editors: Jelena Farkic and J. Andres Coca-Stefaniak

IJTC's rising year-on-year performance, particularly in the last seven years, could not have been achieved without the unwavering support through manuscript reviews, promotion at conferences, articles authored by members of ITSA, special issues and themed issues lead by IJTC colleagues and, crucially, citations of IJTC articles in publications in other journals, which contribute to IJTC's key indicators for international rankings.

Articles in IJTC are attracting citations in journals such as Current Issues in Tourism, Sustainability, Annals of Tourism Research and the Journal of Sustainable Tourism have resulted in IJTC being ranked at SJR = 0.515 @ Q2 in the latest issue of Scimago Journal Rankings for 2020 and its highest ever CiteScore of 3.4.

The appointment by Emerald of two Associate Editors – Dr. Connie Loi and Dr. Cristina Maxim – is helping IJTC to increase its capacity and quality in handling an ever-increasing volume of manuscript submissions.

Prof. J. Andres Coca-Stefaniak
Co-Editor-in-Chief of IJTC

SPECIAL ISSUE : CONTEMPORARY TRENDS, ISSUES AND CHALLENGES IN SOUTHEAST ASIAN TOURISM CITIES

Guest editors Dr. Hera Oktadiana, Dr. Walanchalee Wattanacharoensil and Dr. Denis Tolkach draw your attention to the introduction of the special topic in the contemporary trends, issues and challenges in Southeast Asian tourism cities

The Co-Editors of IJTC are dedicating the Special Issue on “Contemporary trends, issues and challenges in Southeast Asian tourism cities” to the late Professor Philip L. Pearce of James Cook University (Australia). Before tragically passing away, Philip proposed this Special Issue together with Dr. Hera Oktadiana. Philip was a strong and consistent supporter of our journal from its outset. He was an influential leader of the International Tourism Studies Association (ITSA), one of the greatest tourism scholars in an era spanning 40 years and a wonderful mentor to many early researchers as well as more established academics. Thank you, Philip, for your vision and encouragement.

According to UNWTO (2019), Asia and the Pacific were the fastest growing region in 2018. Tourism growth was particularly strong in most of Southeast Asia. The share of international tourist arrivals and tourism receipts in this subregion were the second largest in Asia and the Pacific (UNWTO, 2019). The development of Southeast Asia tourism undoubtedly brings benefits (e.g., economic growth, infrastructure improvements and employment opportunity), as well as challenges (e.g. socio-cultural impacts and environmental issues) to the region (ASEAN, 2015; Coca, 2019; Southeast Asia, 2021). Such conditions can be predominantly seen in the urban areas. The growing number of inbound travelers to Southeast Asian cities, particularly business travelers and students, helps in boosting income, employing larger workforces and generating higher demand for goods and services (Mastercard, 2021). Nevertheless, the cities are also facing problems derived from an imbalance in tourism activities. The increasing number of tourists visiting ASEAN cities can cause pollution, degrade local landscapes, damage tourism assets (i.e., culture and heritage), and as a consequence, these negative effects reduce place sustainability and the quality of life of local residents (The ASEAN Post, 2019).

The current biggest challenge facing Southeast Asian tourism is the unprecedented COVID-19 pandemic, which has been severely hitting the tourism sector globally.

SPECIAL ISSUE : CONTEMPORARY TRENDS, ISSUES AND CHALLENGES IN SOUTHEAST ASIAN TOURISM CITIES

Tourism contributed approximately 12% or \$380bn of the total GDP in Southeast Asia in the pre-pandemic era. In 2021, the GDP in this region dropped to 8.4% due to border closures and lockdowns (Zainuddin, 2021). Although there have been some signs of recovery in the tourism sector as vaccines are being rolled out worldwide, the evolution of the pandemic remains a challenge for the tourism industry (PWC, 2021; UNWTO, 2021). Some Southeast Asia's tourism destinations in Thailand, Indonesia, Malaysia, Singapore and Vietnam are reopening to the fully vaccinated international travelers (Goel and Pitrelli, 2021; Zainuddin, 2021). Despite the major concerns over the pandemic and its effects on tourism sector in the region, it is believed that Southeast Asia is now better prepared and equipped to deal with the crisis. Its economy, technology and services are more advanced, while governments have implemented initiatives to assist businesses (Le, 2020).

This Special Issue of the International Journal of Tourism Cities aims to provide insights into the advancement of Southeast Asia's tourism cities. It covers a range of topics related to contemporary tourism in ASEAN, represented by five out of ten ASEAN member countries that are renowned for their tourism resources. They are Indonesia, Malaysia, Singapore, Thailand, and Vietnam. The issue discusses four areas of tourism and hospitality research: destination identity, tourists and tourism markets, resident perspectives on tourism and hotel management. The articles presented in this issue cover studies undertaken before and during the COVID-19 pandemic.



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SPECIAL ISSUE : CONTEMPORARY TRENDS, ISSUES AND CHALLENGES IN SOUTHEAST ASIAN TOURISM CITIES

Destination identity

One of the features of identity as a concept is its vibrancy. An identity should be created and retained – it represents the personality of a place. Place identity is associated with regional development (Gibson and Connell, 2005; Peng et al., 2020), and is directly linked to the peculiarities of a destination (Gibson and Connell, 2005). Several elements contribute to the development of a place or destination identity. They include culture, environment, infrastructure, designscape, attractions, stakeholder interaction, local community and visitor experiences, destination structure and governance, place complexity, products, heritage, destination strategy and destination communication (Hanna et al., 2021; Saraniemi and Kompula, 2019).

Some aspects of destination identity in this Special Issue include tourists' experiences, infrastructure, culture and environment. This section begins with the study of destination image in the capital city of Malaysia, Kuala Lumpur. Urban destinations such as Kuala Lumpur often have diverse tourism activities. Therefore, constructing a destination image to help prospective tourists in selecting a destination and to meet their expectations remain a challenge. Syed Muhammad Rafy Syed Jaafar, Hairul Ismail and Nurul DiyanaMd Khairi, in their paper entitled "Tourist's real-time destination image of Kuala Lumpur", underline the issue of presenting an accurate destination image. The authors propose the use of the Volunteer Employed Photography approach to capture the real-time tourist images of the city. The study discovered that the real-time images of Kuala Lumpur, positive and negative, are based on visitor age, region and travel companions. Further research is suggested to investigate and compare the tourist perceptions of image before, during and post visit.

Another approach to build a destination image and identity is through an architectural design. In the paper titled "Modern architectural tourism in Singapore", Keith Kay Hin Tan and Camelia May Li Kusumo illustrate how the cutting-edge modern architecture can shape the image of Singapore. They argue that there are still limited studies on architectural design and city image and identity in Southeast Asia. Tan and Kusumo examined various models of Singapore's architecture and conducted interviews

with professionals in the field. A unique aspect of this study is its focus on contemporary architectural design, which has the potential to become another tourist attraction in the city. Such design supports the lifestyle of the locals and offers experiences for the visitors (i.e. culinary, social and cultural amenities). Moreover, this architourism will help to lessen the crowds and overtourism in already popular sites. This study makes a positive contribution towards the socio-cultural sustainability of advanced Asian cities.

Culture as an element of destination identity establishment has been widely known. Thomas Bustomi and Bhakti Nur Avianto, who present the paper called "City branding of the 'musicdesign culinary' as urban tourism of Bandung, West Java", propose that music, design and culinary traditions can play important roles in building a good image of a city as a tourism destination. Bandung is one of the major cities in Indonesia and the capital city of West Java province. It is also known as Paris of Java. The authors explore how the identity of Bandung could be formed by combining the top cultural elements of the city: music–design–culinary. Zhaoyu Chen and Jinjing Yang's paper entitled "Different social representation of the same belief in urban tourism cities in Southeast Asia and China" follows the discussion of cultural aspects of destinations. Their study reveals that a destination identity can also be shaped by the beliefs or religious practices. Chen and Yang use Social Representative Theory to seek the roles of intangible cultural heritage realm (i.e. social practices, rituals and festive events) in the case of Mazu belief. Mazu belief and customs are listed in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. The authors compare different social representations of the same religious belief in four cities in China, Macao, Vietnam and Malaysia.

The above articles reflect Peng et al.'s (2020) suggestion that the meanings of place identity are on the external looks of the place (e.g., physical shape – building and design), people external looks (e.g. traditional practice) and the internal thoughts of the people and place about the place identity (e.g. attitude and feelings, and individual and collective perceptions).

SPECIAL ISSUE : CONTEMPORARY TRENDS, ISSUES AND CHALLENGES IN SOUTHEAST ASIAN TOURISM CITIES

Tourists and tourism markets

Various parties are interested in tourist behavior, including tour and travel operators, hospitality businesses, destination managers, destination residents, media observers, government, tourism organisations, academics and researchers, and the tourists themselves (Pearce, 2019). In the article titled “Knowledge of tourist spatial behavior to improve Melaka world heritage site management”, Nurul Diyana Md Khairi, Hairul Ismail and Syed Muhammad Rafy Syed Jaafar investigate tourist spatial behavior. The data were collected from tourist diaries and GPS tracking system on smartphones when visiting Melaka, Malaysia. Their study demonstrates that group conformity, culture, length of stay and repeat visitation impact tourist spatial behavior. The spatial and non-spatial data combined provide an opportunity for World Heritage sites to advance their visitor management plans.

The next paper describes tourist experiences. Memorable tourism experience can be associated with the positive or negative emotions and feelings (Tung and Ritchie, 2011). Tuan Phong Ly, Kim Quang Yi and Hilda Fok, in their paper called “Returning to a scamming destination: insights from Vung Tau, Vietnam”, explore the behavior of domestic tourists after being scammed in Vung Tau. Interestingly, their study shows that tourists are still keen to return to the destination despite their negative experiences of being deceived. Such behavior is due to the perceived uniqueness of the destination (i.e. attractions, geographical proximity and social interaction) and the ability to overcome scammers after having repeated visits, which enrich travel experience and familiarity with the place. Besides personal travel history, recommendations and information from family, friends and online reviews help in identifying scams.

The subsequent papers in this Special Issue address specific tourism markets. These papers reflect on the trend to promote Southeast Asia tourism to the markets other than the traditional Western tourists, namely the Chinese and the Muslim tourists. The number of Chinese tourists visiting Southeast Asia has been skyrocketing. The ASEAN member states have been experiencing a huge wave of arrivals from this market segment and they have economically benefitted from the Chinese tourists (Dorsi, 2021; Mordor Intelligence, 2021). Several countries in Southeast Asia are also known as the Muslim-friendly and Halal tourism destinations, particularly Malaysia, Singapore and Indonesia, which are on the top list (Fardah, 2019; Puvaneswary, 2021).

Two studies concerning tourism markets focus on Indonesia. One study is defined by nationality, and the other is built upon religious affiliation. In the paper titled “The influence of personal values on buying and purchasing intentions of Chinese tourists visiting Bali”, Permana Budi, Made Antara, Anak Agung Putu Wiranatha and I Nyoman Sudiarta examine Chinese tourists visiting Bali. Their study concludes that the personal value of a product affects buying intentions, while demographic variables influence this relationship. Monoarfa and colleagues in their article called “The influence of Islamic attributes on tourist satisfaction with pull motivation as an intervening variable” consider that Muslim tourists are an important market for Southeast Asia tourism. Their study suggests that Muslim tourists do not only consider general aspects of the pull motivation such as cleanliness but also specific Islamic attributes such as worship facilities and application of the Halal concept.

SPECIAL ISSUE : CONTEMPORARY TRENDS, ISSUES AND CHALLENGES IN SOUTHEAST ASIAN TOURISM CITIES

Resident perspectives on tourism

Increasing attention has been given to stakeholder perspectives, especially to the local residents of a destination (Peng et al., 2020). It is recognized that residents and communities in tourism destinations play imperative roles. Articles within this theme published in this Special Issue explore different aspects of residents, including their perceptions, well-being and involvement in tourism in four ASEAN destinations: Sapa – Vietnam; Bandung and Semarang – Indonesia; Chiang Mai – Thailand; and Penang – Malaysia.

In the article titled “Segmenting local residents by perceptions of tourism impacts in Sapa, Vietnam: a cluster analysis”, Nguyen Van Huy evaluates local resident perspectives on tourism development with a focus on costs versus benefits. The author used cluster analysis to find three dominant groups of resident perceptions on tourism development in Sapa. The first group, named “supporters”, included residents who mainly benefit economically from tourism. The second group, named “pessimistic”, are those who perceive that tourism creates mainly problems and harm (e.g. environmental deterioration and increases cost of living). The third group, named “neutral”, represent respondents who were neither positive nor negative as regards their attitudes towards tourism. The study provides a good set of policy recommendations for tourism development, especially to the destinations that have residents of diverse cultures and different levels of tourism support and acceptance.

The pros and the cons of tourism activities are also voiced by Poeti Nazura Gulfira Akbar in her article “Can grassroots festivals serve as catalysts to connect and empower youth in urban informal settlements? A case study of art festivals in Indonesian kampungs”. Akbar explores community-based art festivals, one of the popular tourism events that are prevalent in the context of ASEAN destinations. The study showcases the benefits that a grassroots community-art festival can bring beyond a marketing or a branding tool. The study demonstrates that festivals can promote youth empowerment by increasing youths’ skills and capabilities, along with the networking ability. However, such events can also create social division and resistance from the local commu-

nity because of the inequality of powers and profit contributions amongst the community.

The next two papers discuss the residents’ well-being. Edward Koh, Pipatpong Fakfare and Arunotai Pongwat assess various impacts of tourism development on the residents’ sense of wellbeing in the popular tourist destination of Chiang Mai, Thailand. Their article titled “The limits of Thai hospitality – perceived impact of tourism development on residents’ wellbeing in Chiang Mai” reveals that the community wellbeing was prioritized by the residents over other types of wellbeing, with material wellbeing being the least important. Resident employment in or affiliation with the tourism industry did not affect their perceived impact of tourism development on an overall sense of wellbeing. The findings advocate the importance of community wellbeing as an outcome of tourism development.

The topic of resident wellbeing is also investigated on Penang Island, one of the famous tourist destinations in Malaysia, during the time of pandemic. Ahmad Salman, Urwashi Kamerkar, Mastura Jaafar and Diana Mohamad in their article “Empirical analysis of COVID-19 induced socio cognitive factors and its impact on residents of Penang Island” applied the cognitive appraisal theory to analyze the impact of COVID-19 on the psychological wellbeing of the Penang’s residents. Owing to the pandemic, the residents of Penang are likely to have a high level of pandemic-induced anxiety. However, they also tend to have a good level of awareness and proper observation of preventive measures. The study recommends local authorities to promote mental health-care initiatives and to enhance the sense of wellbeing of the residents who are affected by COVID-19.

The latter two studies on resident wellbeing are deemed imperative, especially for the policymakers and destination managers. While tourism development is an important mechanism to stimulate the economic growth and infrastructures development, such improvement should not jeopardize the wellbeing and quality of life of the local residents. Residents with a good sense of wellbeing will show more positive acceptance towards tourism development in their area.

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Hotel management

The current pandemic is changing the way people travel and the type of accommodations they book. Undoubtedly, the roles of leaders and staff, as well as strategic initiatives and management practices, are critical to sustain business. In this section, three topics are discussed: the notions of employee loyalty during the COVID-19 pandemic, the Halal hotel (an important hotel segment in the ASEAN market) and environmental sustainability.

Providing satisfactory service to customers is one of the main aims of a hotel operation. To achieve that goal, hotels need to attract and retain good quality staff. The study by I Nengah Aristana, I Wayan Edi Arsawan and Ni Wayan Rustiarini titled “Employee loyalty during slow-down of COVID-19: do satisfaction and trust matter?” addresses the importance of leader support on employee loyalty, particularly during the COVID-19 pandemic. Using Indonesia as a study context, the authors investigate the role of leader support in employee loyalty, by using trust and satisfaction as mediating variables. Employee trust and satisfaction are important mediators for employee loyalty. This research is timely and benefits the hotel industry during the pandemic recovery, when many hotels start to seek experienced staff as well as to retain them.

An article written by Attie Rachmiate Attie, Fitri Rahmafritia, Karim Suryadi and Ajeng Ramadhitya Larasati entitled “Classification of Halal hotels based on industrial perceived value: a study of Indonesia and Thailand” sheds light on another important aspect of the ASEAN hotel industry, namely Halal hotels. Based on the interviews with the general managers of Halal business hotels in Indonesia and Thailand concerning perceived Islamic values, the authors classify the hotels into three categories.

These three groups of hotels pose different degrees of presenting the Islamic values in the hotel setting. The first category are hotels that use the universal Halal concept into practice, but not for their branding. The second group are hotels that demonstrate and implement strong Halal values and Islamic principles in their operations and management. The third group are hotels that consider the Halal concept as a product branding tool to boost market expansion and profit. The study sheds light on the nature of Halal hotels in the two countries and the significant disparity amongst these businesses.

The final study in this Special Issue titled “Less is more: the role of frugality in the Malaysian hotel industry” by Nur Zulaikha Mohamed Sedom, Farzana Quoquab, Jihad Mohammad and Nazimah Hussin addresses the environmental impact in the hotel businesses. The authors examine the effect of greenmarketing strategies on frugality, by using customer’s green attitude as a mediator. Underpinned by Stimulus-Organism-Response Theory, the study demonstrates the positive effect amongst all three constructs. It also provides implications on the environmental, as well as financial, benefits to hoteliers who are targeting frugal and environmentally conscious customers. The green marketing strategies can be well applied to these target groups and can provide a social benefit in creating a “less consumptive” community.

The articles in this Special Issue present an interesting mix of themes, methods, challenges and solutions for tourism destinations, tourism development and current issues that concern the tourism and hotel industries in the ASEAN countries. The studies described here can be an eye-opener to various stakeholders concerning the state of tourism in Southeast Asia.

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“ ITSA Executive Committee member, Alastair has produced three new books in 2021 and 2022. Alastair says, “I really did not like being unable to travel the globe as usual due to the pandemic. However, being at home for such a long time was an ideal time to continue my authoring.” Here are the details of Alastair’s three recent books, all published by Routledge in London.

HOSPITALITY AND TRAVEL MARKETING

5th edition

Alastair M. Morrison



Fully revised and updated for its 5th edition, *Hospitality and Travel Marketing* provides students with an international and systematic approach to hospitality and travel marketing structured around planning, research, implementation, control, and evaluation.

Written in a user-friendly style and structured in a logical and organized manner to aid learning, students benefit from the ease of communication, practical nature, and excellent use of relevant and up-to-date cases. The authors’ global experience in the industry is emphasized through content on hospitality and travel marketing and other parts of tourism, along with a plethora of timely and relevant ‘real-life’ case examples from around the world.

This new 5th edition is positioned as a post-COVID-19 text reflecting the new realities of marketing after the pandemic and has been updated to reflect these current trends in the field, including e-marketing, mobile marketing, societal marketing, and destination branding. It specifically has been updated by:

- Including three new technology chapters on e-marketing, marketing on social media platforms, electronic customer relationship management (eCRM), and customer co-creation in marketing
- New chapter on social responsibility, societal and social marketing
- New content on the new realities of the post-COVID era and the increasing competitiveness in hospitality and travel, greater emphasis on branding, disruptive technologies, consumer control, marketing and generations, uses of user-generated content, and globalisation
- New global case studies throughout with reflective questions to use in class or for self-study
- New marketing and e-marketing mini cases throughout the book
- New and updated additional resources to aid understanding and teaching including PowerPoint slides, Instructor manual and test bank

This international, accessible and comprehensive whole industry textbook written by a world-renowned author and industry expert, is an invaluable study companion for students of hospitality and travel marketing.

World Tourism Cities: A Systematic Approach to Urban Tourism is a unique and contemporary textbook that addresses the particular situation of urban tourism destinations in the 2020s by reviewing key issues, trends, challenges and future opportunities for urban tourism destinations worldwide, as well as city destination management.

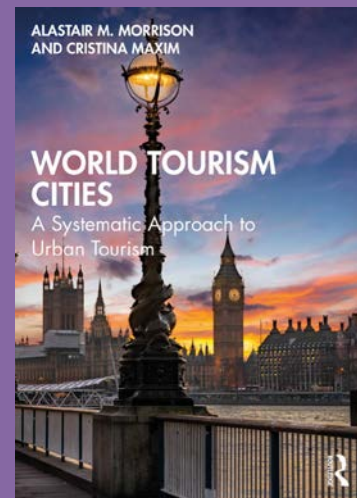
The book is divided into four parts, with Part I providing background chapters on world tourism cities. It begins by clearly defining world tourism cities and explaining the impacts of globalisation and urbanisation on these cities. The subsequent chapter explains the urban tourism phenomenon and traces its growth. Part II presents city destination management, planning and development and the marketing and branding of cities, offering practical solutions and approaches. Part III discusses major issues and trends in world tourism cities including resident well-being and quality of life, sustainability, smart tourism, crises and the rise of tourism in Asian cities, and the final part identifies the future opportunities for city tourism.

Written in a student-friendly tone, the book is richly illustrated and contains several engaging features, including Sweet tweets (snippets of information on cities) and Short breaks (detailed case studies on cities). This will be essential reading for all tourism students.

Tourism Marketing in the Age of the Consumer offers a fresh and contemporary approach as an introductory textbook on tourism marketing. Written in an engaging and accessible style, Tourism Marketing: In the Age of the Consumer is richly illustrated and full of actual case studies and examples looking at a wide variety of topics such as slum tourism, the sharing economy, staycations, event bidding, coping with COVID-19, air travel emissions, and many more. Four features add interest and bring greater pedagogical value – Quick Bytes, Case Studies, Industry Voices, and Vignettes. This will be essential reading for all tourism marketing students.

WORLD TOURISM CITIES: A SYSTEMATIC APPROACH TO URBAN TOURISM

Alastair M. Morrison and
Cristina Maxim



TOURISM MARKETING IN THE AGE OF THE CONSUMER

Alastair M. Morrison





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