
Editorial

This edition of *Research in Hospitality Management* follows all the themes identified as our editorial approach. Namely, there are papers that are concerned with both the study *of* and the study *for* hospitality businesses, as well as papers concerned with education for hospitality, together with papers based upon undergraduate students' research. It is particularly encouraging to note that several of the contributions are informed by an ethnographic approach. Ethnography is to be encouraged in these circumstances, because the student management project is completed whilst they are undertaking the work placement in the final year of the programme, and the ethnographic research approach allows the researcher to reflect upon personal experiences and feelings. This offers up insights that surveys or other research approaches are rarely able to explore. Unfortunately too few undergraduate students feel confident enough to include their experiences, and how they felt in the work situation, into their dissertation research.

My piece, *Researching snails on holiday: An agenda for caravanning and caravanners*, is not informed by primary research, but suggests that this form of outdoor hospitality needs to be given more attention. The snails metaphor implies that these holidaymakers travel taking a representation of their dwelling with them. The caravan represents that little piece of home, away from home. The research note suggest that we need to know more about this form of vacation and the profiles of caravanners together with a better understanding of campground provision and campground owners.

Hsu's paper, *Brand performance of Chinese domestic vs. international hotels: Perceptions of operators as well as domestic and foreign guests* presents the results of a survey of perceptions of hotel brands in China. Hotel brands represent a significant contribution to reducing anxiety and creating feelings of hospitableness. This has particular significance when travellers are journeying to new and unfamiliar settings. This paper explores the impact of brands for both national and international tourists in China through a survey of hotel operators and their guests.

Looking from a local lens: Inbound tour operators and sustainable tourism in Kenya, by Cavagnaro, Staffieri and Ngesa, compares the rhetoric with the reality of sustainable tourism within the East African country. Findings suggest the inbound tour operators are particularly sensitive to sustainability issues, sometimes even more so than governmental officials. The operators, it is suggested, are often concerned about strong market segments that place high value on sustainability, rather than operating to an ethical agenda driving them towards sustainability.

Christou conducts an ethnographic journey investigating the emotional experiences from visiting various festivals and events. In *An ethnographic study of tourist psychological states: Implications for festivities and events*, he suggests that event and festival organisers need to consider this dimension of the visitor's experiences, as it has the potential to either enhance or retard the visitor's intention to return to the host location. The researcher's ethnographic approach allowed him to report on the experiences and impact such events had upon him.

Riley and Szivas' paper, *Luxury and innovation: Towards an evaluative framework*, argues that luxury is a driver of innovation, which is perhaps something of a grand claim, when others would argue cost minimisation, revenue growth and profit maximisation are the real drivers. They do make an interesting distinction between creativity and innovation. Creativity describes processes through which new ways of doing things come about. Innovation on the other hand is concerned with the implementation of change.

Hotel quality in the European Capital of Culture: Leeuwarden 2018 by Gehrels and Landen shows that Leeuwarden hotels are ranked at about average in terms of guest comments about the quality of their visit. However, Leeuwarden hotels were in the top three Dutch cities in service provided and this gives a base upon which to build. The selection of Leeuwarden to be the 2018 European Capital of Culture does provide a valuable springboard for the development of future tourism for the city. This paper suggests there is room for improvement, however, if this opportunity is to be realised.

Hegarty's paper, *Culinary and hospitality teaching as a research-based profession*, adds to the journal's education theme. Culinary insights and gastronomy together with the study of hospitality have the potential to provide theoretical underpinnings that the more applied management content of programmes lack. Others have suggested that these programmes need to aim to produce "reflective practitioners", that is, personnel capable of undertaking the tasks associated with the management of hospitality, but also capable of looking critically at existing practice.

Eringa, Caudron, Rieck, Xie, and Gerhardt's paper, *How relevant are Hofstede's dimensions for inter-cultural studies? A replication of Hofstede's research among current international business students*, explores the original concept of cultural variations by re-employing the instrument with a student sample of over 1 000 respondents. Findings do not uniformly confirm the original observations, but there are some overlaps. The paper suggests that this might be a by-product of sample size, or the unreliability of the instrument. Fundamentally, the notion of one uniform culture within a culture is somewhat questionable, because in any one culture there will be a number of sub-cultures, as well as, perhaps, even counter-cultures.

All at sea: Insights into crew work experiences on a cruise liner by Bolt and Lashley reports on work experiences aboard a cruise liner. In many ways the liner represents for crew a total institution from which there is no escape. Long work hours, and cramped living conditions often shared with fellow crewmembers from diverse, cultural and linguistic background all intensify the sense of isolation and negative experiences of crew life for many hotel services crew.

Pining for home: Studying crew homesickness aboard a cruise liner by Bardelle and Lashley also reports on experiences of work on board a cruise ship. This time the focus is on the feelings of homesickness amongst crewmembers. Homesickness is an emotion that most crew will feel at some stage, though the degree of intensity and the duration of the feeling does vary between crewmembers, and although rarely addressed by management can adversely affect crew performance and service standards provided to guests.

The cheeseboard in Dutch fine dining restaurants, I: Practices and opinions of restaurant professionals by Schulp, Küpers, Nijboer, Rozendal and Westerhuis is the first of three papers exploring the service of cheese in Dutch restaurants with particular insights into the service of wines associated with cheeses ordered. The paper goes on to make recommendations about how restaurants can manage this stage of the meal so as to improve the quality of the customer experience.

Schulp, Gerritsen and de Leeuw's paper *The cheeseboard in Dutch fine dining restaurants, II: Integration of the cheese course into the menu*, recognises that cheese selections made available to guests are not always compatible with dishes served at the earlier stages in the meal. Vegetarian, fish and meat courses require different cheese selections that are in each case more tailored to the main course eaten. There need to be different selections offered depending on the main courses chosen.

The cheeseboard in Dutch fine dining restaurants, III: Using the FSC model in finding good cheese-wine combinations: A pilot study with red bacteria cheeses, by Schulp, Rive and Leeman, adopts an experimental design so as to match the flavours of red wines with appropriate red bacteria cheeses. The cheeses and wines have very similar flavour profiles and this creates the sensation of compatibility.

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