
EDITORIAL

This issue of *Research in Hospitality Management* presents a wide range of real-world research, acknowledging the journal's strategic perspective of providing contributions that stimulate debate in both academia and industry. It is encouraging to see that student research now has an established space in *RHM*. On the other hand, the guest paper on *Real-world lessons from the hospitality expert* exemplifies the "voice of practice".

The first paper, **Lashley and Nutsch's** "A tale of three cities: Insight into the impacts of holiday rentals in France", reports on the impact of vacation rentals on three destinations in France – Paris, Côte d'Azur and the Haute-Savoie. The vacation rental market in France involves a staggering 9.4 million guests with an annual value of €4 359 million. One of the findings indicates that, in contrast to most public commentary, the actual number of registered complaints from neighbours in Paris is low. Interestingly, hotel company executives do not generally see the vacation rentals sector as a major threat.

Lu and Kandampully's paper, "What drives customers to use access-based sharing options in the hospitality industry?", explains why access-based sharing businesses have gained popularity in the hospitality industry. The recent shift of customers' willingness to share accommodation with a host (such as in Airbnb) as opposed to using a private hotel room has many implications for the traditional lodging sector. This study provides numerous research directions and practical guidelines for scholars and practitioners in the hospitality industry. "Wasted millions: Revenue management in Dutch culinary restaurants", by **Rowson, Van Poppel and Gehrels**, looks at the financial aspects of a different segment in the service industry: culinary restaurants. Revenue management is still rarely applied to restaurant businesses. The study concludes that Dutch culinary restaurants do not consciously practice revenue management. If culinary restaurants were to take on the approach, they could achieve the 2–5% revenue improvement that is typically associated with the application of revenue management, and overall revenues could be increased by eight million Euros annually.

In one of the two contributions about hospitality in tourism and travel, **Cavagnaro, Staffieri and Huisman's** "Fun, animal welfare or community development? Understanding young tourists' preferences for a wildlife tourism package" explores the impact of young travellers' value orientations on their choice for a wildlife tourism package. Results suggest that altruistic and biospheric value orientations have a strong influence on the choice for a specific tour. Overall, the majority of respondents opt for one of the packages that include sustainability components. It can be concluded that young tourists are open to a sustainable tourism offer in general and wildlife tourism in particular. **Pendell and Andilolo's** paper, "Indigenous identity – Global grasp: The Road Not Taken Tours" takes a different perspective on travel and tourism by looking at the Association of Southeast Asian Nations (ASEAN) countries, which benefit from a growing tourism market but also suffer from detrimental effects, such as a large influx of tourists, the oversupply or duplication of tourism businesses, and the deterioration of local cultures. Sustaining local cultural identity led to The Road Not Taken Tours (RNNT) pilot project in Lombok, Indonesia, which offers new opportunities for tourism destinations. The paper explains the type of tour while elucidating the marketing issues connected to RNNT.

Another more technical exploration of revenue management can be found in "Hotel rate parity in the focus: Is there a need for change in the relationship between hotels in Berlin and their wholesale partners?" by **Rashek and Mihalescu**. The authors show that recent developments in revenue management at hotels in Berlin have brought a lot of challenges in upholding rate parity, particularly in the wholesale segment. The research revealed that systematic problems in communication between hotels and wholesalers, the excessive control of third parties, the new pricing models and the flexibility of both parties are of great influence. Also quite detailed in terms of analysis on the human resources marketing side is the paper "Comparing hotels' employer brand effectiveness through social media and websites" by **Gehrels and Wiene**. They explore hotel companies' employer branding (EB) presentation through social media and company websites. EB approaches can be used to attract potential employees in a more targeted manner. The impact of on-line tools for companies to present themselves as a good employer brand is now crucial. The study reports that all brands have the possibility to improve their employer brand online profiles, and all of them need to give specific attention to the consistent use of the channels.

In **Bosma's** guest paper, "Real-world lessons from the hospitality expert" the author shares insights from his consultancy in hospitality and service management. Bosma presents a vision about what hospitality is, how it works successfully and why people find it so important to be treated in a hospitable way. "Why do companies and

their employees need to be hospitable?” is one of the questions that are answered. The powerful combination of hospitality, service and quality visualised in the Model of Attention is illustrated with practical examples. From quite a different perspective, “Achieving preferred customer status in the Dutch plastics recycling industry” by **Groenveld and Eringa** offers insight into aspects and processes in a very different industry. They explain how a preferred customer status can be achieved and how benefits can be acquired once the status has been reached. Results show in this specific business (plastics recycling industry) that during the customer attractiveness phase, a customer needs to convince the supplier that they are dealing with a trustworthy partner. The whole study is summarised in a reverse marketing model, which it would be worthwhile to further explore in the context of the hospitality industry.

“Employees’ perspectives of service quality in hotels” by **Al-Ababneh** postulates that although the importance of service quality has been recognised, few studies have addressed service quality from the perspective of employees. Therefore, this study measures the service quality of four and five-star hotels in Jordan from the employees’ perspective based on the SERVQUAL model. The study’s findings indicate that service quality of five-star hotels in Jordan was higher than that of four-star hotels.

Moving to the journal’s section on hospitality education, **Li’s** contribution, “Are social media applications a facilitator or barrier to learning for tourism and hospitality management students?”, is an eye-opener. The author reports an investigation on the role of social media (SM) in Chinese university students’ learning. The conclusion is that contemporary education should support an adaptive approach to facilitate students’ learning by welcoming normative SM social interactions in formal and informal contexts. Educators should be open to technology-in-practice by students and introduce innovative teaching and learning practice to convert the struggles of students positively to enhance learning.

Further into the educational context, **Hegarty**, in “Engaging in hospitality and culinary research that makes a difference: The shape of things to come”, offers the perspective that hospitality research matters by taking a fresh approach as to how we can contribute to shaping the future of best practices in both hospitality education and management. Hegarty postulates that engaging with problems worth investigating, and publishing about the results can further develop the domain of hospitality. He suggests the need to study both the social and the physical contexts within which particular hospitality activities take place to answer the fundamental and philosophical question “who is my neighbour?” A rather different take on hospitality education is offered in “Problem-based learning in the first or second language: Does it make a difference?” by **Humalda and Zwaal**. They report on the effectiveness of students using their first language in collaborative learning, as opposed to using their second language. Students, who have Dutch as their first language were looked at while performing their PBL activities in English. The findings show that students while using their second language mainly communicate factual statements, hardly ask questions, and seldom confirm each other’s contributions.

In the category “student research”, **Nadkarni and Heyes’** paper “Luxury consumption in tourism: The case of Dubai” provides a provoking discussion that casts a critical narrative over Dubai’s developments and its negative effects on the city’s luxury hotel segment. The paper questions the long-term sustainability of the city’s advancements and the researchers call for research that evaluates the line of discussion in more detail. **Budhiastra’s** paper, “An essay on Karma Karana: A notion on restructuring the Bali hospitality and service industry by re-establishing the concepts of Tri Hita Karana and Karmaphala”, asserts that the growth in tourism over the past decades has not been entirely of benefit for Bali. Most of the locals are still living below the poverty line and the problem of waste is also haunting the island at the moment. The big question is addressed – does the money that is generated from tourism really help the people and the island itself to grow? The author, from Bali, suggests that social entrepreneurship connecting to the authentic Balinese values and religious foundations can counter the problems.

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