
EDITORIAL

Welcome to Issue 9(2) of the *Research in Hospitality Management* journal published by Stenden Hotel Management School (SHMS), NHL Stenden University of Applied Sciences (UAS). As this is my first issue as (Co-)Editor-in-Chief, I would like to take this opportunity to welcome everyone — contributors, readers, reviewers and editorial board members. You all play an important part in the continued success of this journal, which started almost a decade ago in 2011 with papers by scholars such as Paul Lynch, Alexander Grit, Tjeerd Zandberg, Radu Mihailescu and Sjoerd Gehrels in the first issue. The goal of the founding editors was to have an academically rigorous (we are double-blind peer-reviewed) yet also industry-relevant journal which appealed to early career researchers/doctoral students and established academics as well as reflective practitioners in the global hospitality industry. Finding the balance between these different audiences is never easy but we hope everyone will find something in this issue that makes them stop and reflect, or inspires them to look at the world around them through a new lens. Our aim is to stimulate new thinking, not to pour new knowledge into empty vessels!

This Issue reflects our aims very well and contains papers from academics stretching from Iceland through Denmark to the Netherlands and then onwards to Egypt before ending in New Zealand — truly a global effort. SHMS's own Wichard Zwaal starts this issue with a reflection of the contribution that problem-based learning can make to the development of conceptual skills and teamwork in students. This is followed by an exploration by a team of academics from Dania Academy in Denmark of what we currently know about the motivation of people to become Airbnb hosts. This thematic analysis of the literature should provide a valuable body of knowledge for others to build on. The fact that this paper came out of a chance encounter at the Council for Hospitality Management Education conference in Greenwich shows the value of international conferences.

Karam Zaki and Omar Quora then take us to Egypt for a discussion of hotel profitability and the surprising finding that city-centre hotels are not necessarily more profitable than those in more rural areas. This is followed by two academics spanning the globe in Iceland and New Zealand considering the very topical and controversial issue of cruise tourism. SHMS's Jan Schulp presents us with some challenging thinking on animal and plant rights and unpicks some of the consequences of our decisions in food service practice.

An important aim of this journal is to showcase excellent Bachelors, Masters and Doctoral student work and the next three papers are the result of student work which, with the support of Dr Bill Rowson of SHMS, has given these students the invaluable experience of writing, revising and submitting their work for an academic journal. Covering chatbots, robotics and artificial intelligence, these papers provide a glimpse of the future seen through the eyes of those who will be working in that environment. We conclude this issue with a brief discussion paper by two NHL Stenden UAS academics on work being done into developing intercultural competencies and the contribution that a research tool such as the Global Mind Monitor can make to separate fact from fiction.

If this eclectic collection of academic contributions has stimulated you to think about topics you or your BA/Masters/PhD students could submit for consideration in a future issue, then the deadline for the next issue is the end of January 2020 for publication in March 2020.

Finally we would like to invite you all to THE-INC2020 conference on 9–11 June 2020 which is being hosted by us at Stenden Hotel Management School, NHL Stenden University of Applied Sciences here in Leeuwarden in The Netherlands. Organised jointly with the University of Derby and the University of Sunderland, our conference theme is "Revisiting value co-creation and co-destruction in tourism, hospitality and events". More information is available on our conference website — www.theinc2020.wordpress.com.

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