EDITORIAL

The research strategy of Stenden's School of Hotel Management includes the organisation of an annual research conference (AIHR) as well as publishing this journal. At least one issue of the journal includes some of the papers presented at the conference. This issue follows that pattern. Some papers are informed by presentations at the conference, while others follow general hospitality research projects. The journal's editorial policy also aims to encourage students to publish in academic journals. In this edition, three working papers briefly outline masters' student research.

The university's 2018 AIHR conference title was "Slavery and liberation in hotels, restaurants and bars". The programme was therefore planned around a cluster of keynote presentations on the title theme as well as papers covering more generic topics. A conference report is provided in this issue.

Conrad Lashley's paper, "Slavery, neo-slavery and business ethics", opened the conference on day one. It set the scene by defining modern slavery in its various forms. The paper also discussed neo-slavery brought about by low pay in secondary labour market roles, and suggested that ethical business practice should be both legal and good, and any engagement with slavery or neo-slavery, directly or indirectly is bad. Employing slaves is both illegal and bad. Firms like Accor Hotels and Shiva Hotels have taken a stand and actively work against slavery.

Erwin van der Graff of Accor Hotels presented a paper entitled, "Human trafficking in the hotel industry in the Netherlands: the fine line between service, responsibility and liability". It provides a fascinating insight into the company's business ethics and approach to slavery in the industry. It represents an example of best practice that might provide a blueprint to other organisations.

In a discussion paper, **Lashley** draws parallels between "Neo-liberalism and neo-slavery" linked to his presentation given on the afternoon of the first day of the conference. The paper makes a positive link between the emergence of neo-liberal economic and political ideologies in the 1980s and the subsequent rise in income and wealth inequality. It concludes that the low pay and poverty at the heart of neo-slavery is created by a neo-liberal ideology.

Steve French of the University of Keele in the UK submitted a paper based upon his presentation to the conference. "Between globalisation and Brexit: Migration, pay and the road to modern slavery in the UK hospitality industry" makes specific reference to the impact of neo-liberal economic policies in the UK hospitality sector, contending that Brexit will further intensify a "race to the bottom" in employment practices, which in turn will lead to lower levels of demand as employees have less to spend in the economy.

"Together we stand stronger" by **Marco Bevolo and Anique Gerrits** reports on research that was also presented at the conference. The paper reports on the treatment of Eritrean refugees who are located in a Dutch town. Apart from the immediate observations, it involves the concept of hospitality at a social and cultural level. Their Dutch hosts welcomed these refugees, but access to some facilities was limited because of cultural differences, fear and misunderstandings. The paper also highlights some the pragmatic constraints caused by too few translators, and fragilities in cultural assimilation programmes. Providing shelter and refuge to those in need reflects the highest of human ideals, but initiatives such as this must consider the practical development needs of both host and guest communities.

"Behaviours and attitudes towards sustainable food provision on the part of Dutch restaurateurs", by **Lieke Sauer and Roy Wood**, represents a more generic paper for the journal. The article discusses the rhetoric of sustainability in Dutch restaurant kitchens. It claims that the failure to construct sustainable menus was in part a failure of understanding the practicalities of how this may be done, and that in part it was also a by-product of low levels of demand for sustainability from restaurant customers.

Jacqueline Cheptepkeny Korir's paper, "Networking dimensions and performance of event management ventures in Kenya" is interesting in that it explores networking among events managers. Networking has a great deal of potential for an industry like the hospitality sector that is dominated by small firms. It has the potential to gain the benefits of size by coordinating the efforts of small firms. The paper is also further evidence of the journal and research team's growing international profile because the author and context explored are African.

"The impact of internal service quality on job satisfaction in the hotel industry", submitted by researchers in Jordan, explores the impact of internal service quality in fourteen five-star hotels. **Mukhles M. Al-Ababneh, Mousa A. Masadeh, Firas J. Al-Shakhsheerand, and Ma'moun A. Habiballah** explored the relationships found within hotel organisations reflecting that all departments and their workforce are both customers of and suppliers to other parts of the business. Higher levels of internal customer satisfaction translate into higher levels of external customer satisfaction.

Work in progress

This journal's editorial policy is also concerned with giving voice to student research. In this case, three students doing a master's in International Hospitality and Services Management at Stenden Hotel Management School (Leeuwarden, the Netherlands) presented work-in-progress papers that highlighted research on their dissertations. Their presentations to the AIHR conference outlined the topic to be explored and the research issues arising from prior research and publications. The following work-in-progress papers outline their first investigations of secondary sources, and give an indication of the issue to be explored in the primary research phase.

Hester Visser's paper, "Understanding how millennial hospitality employees deal with emotional labour", raises the issue that those born in the "millennial" generation have different expectations of life and work. The millennials are said to want to have a good work-life balance, a meaningful job and want to feel happy at work, otherwise they quickly switch to another employer. The emotional performance required of front-line hospitality workers may be seen as a negative experience that will add to employee turnover.

"Does the body modified appearance of front-line employees matter to hotel guests? – A study into body modification on guest perception in the hospitality industry" is the title of the research being undertaken by **Verena Hopf**. Aesthetic labour is an important aspect of many frontline roles in the hospitality industry. Looking good and sounding right create desirable reactions in customers. This research is focused on the impact of service employee's visible tattoos and body piercings on hotel customer perceptions in an environment where, among their peer group, this is an increasingly popular fashion statement.

Thea Noordeloos's project, "Sustainable tourism development in Amsterdam Oud-West", aims to explore an increasingly important topic in the study of tourism: the impact that visitor numbers has on local residents and communities. Amsterdam is one of Europe's most popular destinations, over recent years experiencing a rapid growth in visitor numbers, an improved contribution to the local economy, and increased employment opportunities, but also an increasingly negative perception of tourists by residents. This research involves interviews with key stakeholders to explore the different views about the potential continued growth of visitors to the city.

Elena Cavagnaro
Hospitality Studies, Academy of International Hospitality Research, Stenden University of Applied Science, Leeuwarden, The Netherlands
Email: Elena Cavagnaro@Stenden.com