

EDITORIAL

Welcome to the first issue of our journal *Tourism and Hospitality Management* in 2023. This issue includes ten high-quality research papers, one research note, and one book review. The contributions come from thirty-three authors from nine countries around the world: Algeria, Croatia, Indonesia, Italy, Jordan, Thailand, Turkey, USA, and Vietnam.

Given the great diversity of authors, this issue covers a broad range of topics in tourism and hospitality management, from leadership skills and organisational learning, risk perception, booking management systems, tour bus crashes, waste sorting, innovative work behaviours, virtual communities, housekeeping staff, spiritual tourism, education using the theatre method, and service outcomes in the industry SPA. The topics included in this issue are likely to resonate with scholars, students, and tourism and hospitality management professionals.

The first paper, entitled *Leadership Competencies, Organizational Learning and Organizational Performance of Tourism Firms: Evidence from a Developing Country* aims to examine how leadership competencies and four dimensions of organizational learning contribute to the organizational performance of tourism firms. The results show that among the three proposed leadership competencies, only managerial outcome orientation exerts a significant influence on organizational performance.

Our next paper faces the topics adventure tourism risk, environmental image, and revisit intention, and aims to analyse risk perception based on adventure tourism risk. That is, equipment, physical, psychological, social and financial risks and their effects on environmental image and revisit intention. The results indicate that adventure risk affects environmental image and revisit intention either directly or indirectly. Environmental image affects revisit intention, and environmental image has a mediating effect between adventure risk and revisit intention.

The effectiveness of various machine learning techniques to predict whether a request will be converted into a booking by using different features is the purpose of the third paper. The research is based on the correspondence history of a large booking management system that examines the characteristics of quote requests from prospective guests to learn from and predict their actual booking behaviour. The results show a potential business advantage in prioritising quote requests. Examining the importance of characteristics also reveals a ranking of informative characteristics, such as length of stay, number of days prior to request, and source/country of request, to make accurate booking predictions.

The objective of our next paper *Tour Bus Crashes from the Perspective of Tour Guides* aims to understand the causes of tour bus crashes and related injuries considered in the context of occupational injuries. Tour bus crashes and resulting injuries are mainly due to i) negligence and unintentional faults of tour guides, ii) physical errors of drivers such as fatigue and insomnia, iii) physical conditions such as environment and roads, iv) cost orientation of travel agencies and intensive travel programs, and v) structural reasons such as night driving. A significant relationship was found between drivers' physical deficiencies and travel agencies' intensive travel programs.

The fifth paper entitled *Residents' Perception on Waste Sorting on the Kvarner Islands*, provides a rare insight into the theoretical and practical implications useful for destination development planners and destination management. The article confirms that residents' attitudes toward waste sorting positively influence residents' behaviour toward waste sorting on the Kvarner Islands. Perceived behavioural control also has a positive effect on behaviour related to waste sorting. Residents' behaviour related to waste sorting positively influences sustainable development in the Kvarner Islands.

The effects of epistemic curiosity on innovative work behaviour are the research area of the next paper. The results show that the innovative work behaviour and epistemic curiosity of hotel employees are high. In addition, the interest and deprivation type of curiosity affected their innovative work behaviour. In addition, differences in the level of epistemic curiosity were found in relation to personal characteristics.

The results of the seventh article confirm that perceived usefulness and adoption are two serial mediators between the relationship between eWOM characteristics and visit intention, while gender moderates the indirect effect between eWOM quality and visit intention. This research proposes to develop an integrative model by testing the serial mediation effects of perceived usefulness and information acceptance for the first time in terms of the influence of the three eWOM characteristics on behavioral intention.

Our next paper entitled *Motivating Housekeeping Staff in the Lodging Industry in Jordan* examines the complicated relationship between job motivation, job satisfaction, job dissatisfaction, and turnover intention of housekeeping staff in selected four and five star hotels in Jordan using Herzberg's two-factor theory. The results of this study showed that there was no relationship between housekeeping staff job dissatisfaction and job satisfaction, and between job dissatisfaction and job motivation. However, there was a positive relationship between job satisfaction and job motivation, and between job dissatisfaction and turnover intention. No relationship was found between job motivation and turnover intention, and between job satisfaction and turnover intention. The next paper examines the relationships between experience quality, destination image, subjective well-being, perceived

holiness, and their effects on the loyalty of Indonesian spiritual tourists. The research found that the most important indicators of tourist loyalty are destination image and perceived holiness. Based on the research results, the authors developed a conceptual model to predict tourists' loyalty in the context of spiritual tourism in Indonesia by combining the constructs of quality of experience, destination image, subjective well-being, and perceived sacredness.

Last but not least, the authors of our tenth research paper dealt with the topic of hotel management training and the method of creative theatre. They demonstrated that the creative theatre method is effective in terms of academic success, retention of knowledge, and development of a positive attitude toward the course, even when applied to a different group of students. The study indicates that the effectiveness of the creative theatre method in tourism education is not limited to the study group and is not random.

Our final contribution, the research note entitled *Understanding Service Outcomes in the SPA Industry*, aims to examine the characteristics of spa service outcomes using three sources of information: previous studies, online reviews, and customer surveys. This is a first-of-its-kind study that comprehensively examines the characteristics of spa service outcomes. The study conceptualised spa service outcomes for future research to strengthen knowledge development in this area.

Also, a book review is a valuable part of this issue.

In conclusion, this issue is a collection of innovative studies that address knowledge gaps in the tourism and hospitality management literature. Our special thanks to all authors for their excellent contributions and to all reviewers for their constructive feedback, recommendations, and observations on several versions of these manuscripts, which greatly improved the quality of the journal. We hope that readers will find this issue of *Tourism and Hospitality Management* journal useful for their own studies.

Sandra Janković

Marko Perić

Editors