

CONTENTS*Research papers*

MANAGEMENT RESPONSE STRATEGIES TO A NEGATIVE ONLINE REVIEW: INFLUENCE ON POTENTIAL GUESTS' TRUST <i>Jelena Kapeš, Karla Keča, Nikolina Fugošić, Ana Čuić Tanković</i>	1
MEMORABLE TOURISM EXPERIENCES (MTE): INTEGRATING ANTECEDENTS, CONSEQUENCES AND MODERATING FACTOR <i>Jyoti Sharma, Subhalaxmi Mohapatra, Subhadip Roy</i>	29
THE COVID-19 IMPACTS ON THE HOSPITALITY INDUSTRY HIGHLIGHTS FROM EXPERTS IN PORTUGAL <i>Sofia Almeida, Susana Mesquita, Inês Carvalho</i>	61
TRAVEL ITCH AS A NEW PHENOMENON: TRAVEL MOTIVES AND ATTRIBUTES OF ITCHERS <i>Gizem Capar, Tuğba Pala, Derya Toksöz</i>	83
REFINING THE SERVICE ORIENTATION SCALE (SOS-22) FROM INSIDE THE CANADIAN LODGING SECTOR <i>William C. Murray</i>	101
MATCHING PRIVATE ACCOMMODATIONS WITH UNFAMILIAR TOURISTS: THE PERSPECTIVE FROM ALTRUISM AND SOCIAL IDENTITY <i>Edward C. S. Ku, Tang-Chung Kan, Chia-Li Hsieh</i>	123
THE MODERATING EFFECT OF COVID-19 ON THE RELATIONSHIP BETWEEN WORK-LIFE BALANCE AND HOTEL EMPLOYEES' FEARS <i>Karam Zaki</i>	145
FEELING AT HOME WHILE TRAVELING: AN ANALYSIS OF THE EXPERIENCES OF AIRBNB USERS <i>Anna Isabelle Gomes Pereira Santos, André Riani Costa Perinotto, Jakson Renner Rodrigues Soares, Tiago Savi Mondo</i>	167
DOES COVID-19 DRIVE ROBOT ACCEPTANCE? AN EXPLORATORY STUDY OF SERVICE ROBOT IN HOSPITALITY <i>N Alia Fahada W Ab Rahman, Monizaihasra Mohamed, Farizah Sulong</i>	193
THE IMPACT OF LONG HAUL, LOW COST FLIGHTS: LINKING THAILAND TO JAPAN AND SOUTH KOREA <i>Colin C.H Law</i>	211
<i>Teaching Case study</i>	
CHALLENGES AND UNCERTAINTIES IN RIO'S HOSPITALITY INDUSTRY: THE CASE OF ASTOR HOTELS <i>Eduardo Russo, Ariane Figueira</i>	233
<i>Reviewers</i>	255

ADVISORY EDITORIAL BOARD

Faizan Ali
University of Central Florida, USA

Lidia Andrades Caldito
University of Extremadura, Economics
Sciences Faculty, Spain

Irena Ateljević
Institute for Tourism, Zagreb, Croatia

Larry Dwyer
University of Ljubljana, Faculty of
Economics, Slovenia

Fotis Kilipiris
International Hellenic University,
Thessaloniki,
Greece

Harald Pechlaner
Catholic University Eichstätt Ingolstadt,
Germany

Abraham Pizam
University of Central Florida,
USA

Sonja Sibila Lebe
University of Maribor, Faculty of
Economics & Business Maribor,
Slovenia

Lidija Petrić
University of Split, Faculty of Economics,
Business and Tourism, Croatia

Andreas Zins
Curtin University,
Malaysia

EDITORIAL BOARD

Lidija Bagarić
University of Rijeka, Faculty of Tourism
and Hospitality Management,
Croatia

Dimitrios Buhalis
Bournemouth University,
UK

Evangelos Christou
International Hellenic University,
Greece

Chris Cooper
Leeds Beckett University,
UK

Kristina Črnjar
University of Rijeka, Faculty of Tourism
and Hospitality Management,
Croatia

Carlos de las Heras Pedrosa
Universidad de Málaga,
Facultad de Ciencias de la Comunicación,
Spain

Giacomo Del Chiappa
University of Sassari,
Italy

Jasmina Dlačić
University of Rijeka,
Faculty of Economics and Business,
Croatia

Daniel Dragičević
University of Rijeka, Faculty of Tourism
and Hospitality Management,
Croatia

Magdalena Florek
University of Poznan,
Poland

Ulrike Gretzel
University of Southern California,
USA

Dogan Gursoy
Washington State University,
USA

Michael Hall
University of Otago,
New Zealand

Mohd Hafiz Mohd Hanafiah
Universiti Teknologi MARA,
Shah Alam, Selangor, Malaysia

Sabina Hodžić
University of Rijeka, Faculty of Tourism
and Hospitality Management,
Croatia

Goran Karanović
University of Rijeka, Faculty of Tourism
and Hospitality Management,
Croatia

Oliver Kesar
University of Zagreb,
Faculty of Economics & Business,
Croatia

Ljubica Knežević Cvelbar
University of Ljubljana, Faculty of
Economics, Slovenia

Metin Kozak
Dokuz Eylul University,
School of Tourism and Hospitality
Management, Izmir, Turkey

Jenny (Jiyeon) Lee
University of New South Wales,
Australia

Dina Lončarić
University of Rijeka, Faculty of Tourism
and Hospitality Management,
Croatia

Josef Mazanec
Modul University Vienna, Department of
Tourism & Service Management, Austria

Josip Mikulić
University of Zagreb,
Faculty of Economics & Business, Croatia

Dolores Miškulin
University of Rijeka, Faculty of Tourism
and Hospitality Management,
Croatia

Lena Mossberg
University of Gothenburg,
Sweden

Dieter Müller
University of Umeå,
Department of Culture Geography, Sweden

Helena Nemeč Rudež
University of Primorska,
Faculty of Tourism Studies – Turistica,
Slovenia

Maja Nikšić Radić
University of Rijeka, Faculty of Tourism
and Hospitality Management,
Croatia

Eudmila Novacká
University of Economics, Bratislava,
Slovakia

Rajka Presbury
Blue Mountains International Hotel
Management School,
Australia

Mukesh Ranga
Chhatrapati Shahu Ji Maharaj University,
Kanpur, India

Ana-Isabel Rodrigues
Polytechnic Institute of Beja,
Portugal

Elena Rudan
University of Rijeka, Faculty of Tourism
and Hospitality Management,
Croatia

Ruggero Sainaghi
IULM University Milano,
Italy

Marianna Sigala
University of South Australia,
School of Management,
Australia

Anders Steene
Strömstad Academy,
Sweden

Tina Šegota
University of Greenwich,
UK

Vlatka Škokić
University of Split, Faculty of Economics,
Business and Tourism,
Croatia

Snežana Štetić
World Tourism Network,
USA

Zvonimira Šverko Grdić
University of Rijeka, Faculty of Tourism
and Hospitality Management,
Croatia

Ada Mirela Tomescu
University of Oradea, Faculty of
Economics,
Romania

Marco Valeri
Niccolò Cusano University of Rome,
Italy

Dubravka Vlašić
University of Rijeka, Faculty of Tourism
and Hospitality Management,
Croatia

Ksenija Vodeb
University of Primorska, Faculty of Tourism
Studies – Turistica,
Slovenia

Ana-Marija Vrtođušić Hrgović
University of Rijeka, Faculty of Tourism
and Hospitality Management,
Croatia

Nicholas Wise
Arizona State University, Phoenix,
Arizona,
USA

Zrinka Zadel
University of Rijeka, Faculty of Tourism
and Hospitality Management,
Croatia