

## EDITORIAL

This final, third issue of our journal *Tourism and Hospitality Management* in 2022 encompasses nine high quality research papers, one research note, five doctoral dissertation summaries and one book review. Contributions were made by thirty authors from eleven countries around the world: China, Croatia, Iran, Indonesia, New Zealand, Serbia, South Africa, South Korea, Turkey, United States of America and Vietnam. Given the great diversity of authors, this issue covers a wide range of topics starting from sustainability disclosure, country image, employee creativity, job satisfaction, online hotel reviews, visitor behaviour, service quality dimensions, tourism development, XR technology and authenticity. Additionally, five doctoral dissertations summaries and a book review are also a valuable part of this issue.

The aim of the first paper *Website disclosures of sustainability practices in the hospitality sector: an analysis of hotel chains in Zimbabwe* is to analyse website disclosures of sustainability practices by major hotel chains in Zimbabwe. The result shows that sustainability practices are not widely publicised. The available information on websites visited indicated more reporting of social sustainability issues and a fair amount of reporting on environmental sustainability. Economic sustainability is the least reported.

The second paper entitled *Country image and recreational tourism travel motivation: the mediating effect of South Africa's place brand dimensions* models country image and place brand dimensions as perceptual variables influencing leisure-oriented recreational tourism travel motives. The results show that South Africa's socio-cultural and competitive advantages as place brand dimensions have a partial intervening effect on the influence of South Africa's image on leisure-oriented recreational tourists' travel motives.

Results of the third paper *The effect of proactive personality on customer-oriented behaviors: the mediating role of employee creativity* show that although proactive personality increases hotel employees' creativity, proactive personality decreases their customer-oriented behavior. In addition, employee creativity has a partial mediating effect on the relationships between proactive personality and customer orientation.

The objective of our next paper *The effect of employee uniform on job satisfaction: a case of the housekeeping department in a luxury five-star hotel in Hong Kong* is to advance the understanding of Hong Kong's housekeeping culture by examining how employee uniforms and the image they project influence job satisfaction amongst the housekeeping department employees of a luxury five-star Hotel in Hong Kong. The findings confirm that staff uniforms play an important role in demonstrating the hotel's brand identity, improving job satisfaction, operational efficiency, and staff-management relationships.

The fifth paper entitled *All that glitters is not gold: beyond online hotel reviews* uncovers potential thematic mismatches between textual comments in online hotel reviews and rating categories in those reviews, consumer experience scales, and marketing tools. Thematic mismatches were found for all three comparisons. The findings provide input for researchers to rethink how best to measure consumers' hotel experience.

The outcomes of the paper entitled *Surviving the new-normal: a study on physical servicescape and visitor behavior in quick-service restaurants in malls in Surabaya* demonstrate that the new-normal regulation significantly influences physical servicescape (exterior design, interior design, and QSR location). Theory of Planned Behavior (TPB), which are attitude, subjective norm, and perceived behavioural control, significantly influence QSR visiting intention. In the indirect path, new-normal regulation significantly influences visitors' intention towards the mediating variable of interior design, while in contrast exterior design and QSR location do not significantly mediate.

Our next paper entitled *Revisiting revisit intention based on a rafting sporting event (EVENTQUAL)* aims to examine the impact of service quality dimensions (based on the EVENTQUAL scale) on the revisit intention of sporting event and contrast the perception between first-time and previous participants. The SEM findings revealed a significant positive effect of tangibles on revisit intention, while multi-group SEM results indicated the significant positive effect of tangibles on revisit intention solely for previous visitors.

The objective of the eighth paper entitled *The effect of financial and economic growth on tourism development in emerging economies: a study of Vietnam for the interval 1990-2020* is to determine the interaction between economic, financial, and tourism development in Vietnam for the 1990-2020 intervals. The economic and financial contribution to the positive change of tourism is up to 30.4% and 18.1%, respectively. It is a circle that demonstrates a consistently positive impact from tourism development to finance development, from finance development to economic growth, and finally, from economic growth to tourism development.

Our next article entitled *Understanding XR technology acceptance by physically disabled tourists in museums* aims to investigate the effects of XR technologies on the behavioral intentions of disabled tourists using a modified Technology Acceptance Model (TAM). This study significantly expands the academic knowledge on the fundamental factors affecting behavioural intentions of disabled tourists, as 15% of the world's population.

Our last contribution, entitled *Authenticity in ethnic restaurants: investigating the roles of ethnocentrism and xenocentrism* is categorized as a research note and examine how perceived authenticity of ethnic restaurants interacts with personality traits (ethnocentrism and xenocentrism) to predict behavioural intention. Such a study is particularly important because a better understanding of these traits could demonstrate, contrary to popular belief, that authenticity is not always a factor in the success of ethnic restaurants.

In the end, we would like to express special thanks to all authors for their fine contributions to this issue and to all reviewers for their invaluable insights, suggestions and comments that significantly enhanced the quality of the papers.

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*Editors*