

## EDITORIAL

We are thrilled to announce the fourth issue of our journal *Tourism and Hospitality Management*, a diverse and innovative collection of ten research papers, one research note and six dissertation summaries. The global representation of authors contributes to the diversity of perspectives and insights. The contributions in this issue come from 48 authors from 13 countries around the world: Brazil, Croatia, Indonesia, Italy, Pakistan, Portugal, Slovenia, South Africa, Spain, Thailand, Turkey, United Arab Emirates and United Kingdom. The diversity of authors has contributed to a rich collection of research papers covering various topics in tourism and hospitality management: gastro tourism, archaeotourism, digital marketing, human resources, certification in the hospitality industry, customer satisfaction, artificial intelligence technology, event management, gender equality and work-life balance.

In the first paper, the authors Poyoi et.al. analyse and interpret online reviews on the Google Maps platform by applying text mining and sentiment analysis in gastronomic tourism research. The results reveal travellers' hidden feelings about gastronomic experiences. Key attributes of experience sharing related to dining activities in online reviews were identified both before and after COVID -19.

Nemec Rudez aims in her paper to identify segments of Generation Z based on common digital information features used for travel purposes. Based on the importance of digital travel-related information features, two different segments are identified to be addressed by digital marketing. The larger Practical Information Seekers segment looks for accessible and secure information and the smaller Genuine Information Seekers segment focuses on the authenticity of the information.

Our next article examined the influence of mindfulness in its relationship to creativity and work engagement. Sunaryo et.al. found a positive impact of mindfulness on employee creativity, proactive service performance and customer satisfaction. Customer incivility was also found to influence work engagement as an antecedent of proactive service performance and as a mediating variable for customer incivility and proactive service performance.

The objective of our fourth paper is to analyse the application of cleanliness, health, safety and environmental sustainability (CHSE) certification in the hospitality industry during the COVID-19 pandemic from the managers' perspective. Seapudin et al. pointed out that health protocol standards are the top priority for current management, followed by cleanliness and procedures to maintain the safety of guests and hotel employees.

In their study, Cetiner et al. determine the extent of the crab barrel syndrome (CBS) among lower, middle and upper management employees in the tourism sector. The analysis of the data showed that the CBS level of the participants was low, with the CBSL of lower management being the highest. CBSL differed significantly by employee hierarchy level. In addition, CBSL was not found to differ significantly by gender, educational status, or institution, but CBSL decreased with increasing age of employees and with increasing hours worked in the industry.

Customer satisfaction is the topic of our next paper. Marinakou et.al. investigated the intention to reuse SOKs in the context of fast food. The results show that the dimensions of service quality, perceived value and customer experience influence customer satisfaction, which in turn influences reuse intention. The results suggest that the self-service ordering system in the fast food industry is a unique service environment that requires its own focus in scientific research and management.

Ethnic food is the research area of our seventh paper. Aziz et.al. investigate the role of cosmopolitan and ethnocentric behaviour of ethnic food consumers on intention to consume ethnic food in the country of origin (ICEC). The study aims to explain the consumption patterns of ethnic food consumers with the mediating role of utilitarian/hedonic values and perceived country image. The results show a positive effect of consumers' cosmopolitanism on ICEC and a negative effect of ethnocentric behaviour on ICEC.

In our next paper, Limna & Kraiwanit examine the impact of ChatGPT on customer service. They conclude that the integration of ChatGPT into customer service improves employee skills and knowledge, bridges language barriers, provides valuable recommendations, supports productivity and workflow management, and contributes to a better overall guest experience.

Archaeotourism is the topic of our ninth paper. Kement et al. analyse the effect of attractive motivational factors on the intention to participate in archaeotourism. Archaeological core attractions, historical-cultural knowledge, leisure activities and the archaeotourism development of the destination have a positive effect on the intention to participate in archaeotourism. Furthermore, desirable motivational factors for archaeotourism are mentioned that determine the intention to visit archaeotourism sites.

Last but not least, Van Zyl et al. analyse the motives of visitors to food and wine events in their research. The results indicate that visitors attach more importance to certain factors, suggesting that visitors have different leisure behaviours and needs in terms of event product requirements. The study provides valuable insights into the motivations for attending South African food and wine events.

In our final academic contribution, the research note, Costa et.al. examine the perceptions of key stakeholders in tourism organisations in relation to gender equality and work-life balance. The results show two main themes, including sub-themes: Gender inequality (partial gender equality, lack of gender pay equality, lack of women in senior positions and gender inequality in career advancement) and work-life balance (the difficulty of balancing work and personal/family life and the need for better conditions for women accompanying children). The research note provides critical implications and future directions based on the findings.

This issue encloses one teaching case study. Russo et.al. want to put the students in the role of the president of Hilton Hotels for the Middle East and Africa to propose an expansion strategy for the group in the country and the region. In this context, some strategic challenges related to institutional uncertainties and the potential increase of competitiveness in the market need to be addressed.

Our last contributions, six book reviews, are also a valuable part of this issue.

We would like to sincerely thank all the authors for their remarkable contributions. Their expertise and commitment have enriched this publication and made it a valuable resource for our scientific community. We would also like to express our sincere appreciation to the dedicated reviewers who provided valuable feedback and insightful recommendations. This issue is a testament to the collaborative spirit and collective efforts of all involved. We thank you for your contributions that have made this publication a success.

Warm regards,  
**Sandra Janković**  
**Marko Perić**  
*Editors*