

## **EDITOR'S NOTE**

**Francisco Dias, editor-in-chief**

It's a pleasure to share with the large tourism research community this current issue of the *European Journal of Tourism, Hospitality and Recreation (EJTHR)*. In fact, we are really proud to follow our mission. Indeed, the commentaries we are receiving from many members of the EJTHR Advisory Board confirm that the main goals of this journal are being achieved. Specifically, EJTHR is fostering the exchange of applied tourism and hospitality research data among professionals and scholars throughout the world; stimulating the production of new scientific knowledge on emerging tourism and hospitality research issues; and fostering networks within the tourism and hospitality research community.

Although only two years have passed since the journal was born, the acquired experience has given us significant scientific capital which we intend to reinvest in order make this project more and more useful for the public. Step by step, EJTHR became recognized as a credible partner for many research centers and institutions. As an example, the 1<sup>st</sup> EJTHR International Conference on Destination Branding, Heritage and Authenticity, which took place in Santiago de Compostela, in the last June 22<sup>nd</sup> - 23<sup>rd</sup>, was a great success. Ninety papers from fourteen countries were presented, and the best of these papers will be published as a Special Issue in February 2013. And without any surprise, we are receiving several proposals for future partnerships. However, to guarantee the sustainability of this editorial project, we must move forward slowly but consistently, choosing a few but solid projects on which we can invest our energy and enthusiasm. One of these projects will be a Special Issue on Sport Tourism, under

the direction of Douglas Turco (from Arcadia University, USA) as Guest Editor.

Concerning this current issue, it includes a selection of up-to-date articles that embraces a large scope of themes as following:

- Two articles are focused on the accommodation services. One is about the economic effect of taxing accommodation. The authors (Beatriz Aris and José Benítez-Rochel, from the University of Málaga, Spain) present the theoretical and empirical approaches that are commonly used to assess the effects of taxing in tourism. The other is a study of philanthropy in the hospitality industry, presented by Johnson and Ergul (San Francisco State University, USA) and Scaglione (Haute École Spécialisée, Switzerland). This article is focused on new forms of donating to charities and organizations known as “micro-donations” or “transactional philanthropy”.
- Analyzing the case of JFK brand in New Ross (County Wexford, Ireland), Noëlle O'Connor and Sinéad O'Leary (Limerick Institute of Technology) discuss the importance of celebrity association in tourism destination brand.
- Keeping in mind that food represents the identity and uniqueness of a destination, an empirical study authored by Presenza and Iocca (University of Chieti-Pescara) is focused on high cuisine restaurants. An online survey with a sample of 59 Italian restaurants showed that creativity emerges as an innovation tool for products and process development in this industry.
- Another interesting article presents the commercialisation of souvenirs and merchandising as an important aspect of tourist destinations. Santomil Mosquera and Camilo Lois (University of Santiago de Compostela, Spain). A confrontation between economic interests and destination quality is the starting point for a discussion of the appropriate use and commercialisation of souvenirs, which are in this article interpreted as elements of territorial representation.
- In order to explore business opportunities in marine affairs, Alex W. Adams (University of Washington, USA) analyzes the feasibility of operating a manned submersible for ocean exploration and research in addition to ecotourism using a SWOT analysis to assess a small ocean exploration company, the OceanGate.
- Another Italian study, by Roberto Fontana (Politecnico di Torino) and Giovanni Pistone (Collegio Carlo Alberto) presents a statistical

methodology to analyse daily tourism flows in Piemonte. According to the authors, this methodology can be transferred, without any modification, to any of the 20 Italian Regions.

Also following suggestions of members of the Editorial Board, we start from this issue to publish other scientific contributions, namely book reviews and research papers. Thus, the research paper of Ergul, Johnson and Kleinrichert (San Francisco State University) addresses the subject of social entrepreneurship in hospitality and tourism settings. This is an exploratory study that attempted to establish some further details of social entrepreneurship within the hospitality and tourism industries.

As a book review, we present a contribution of Vargas-Sánchez (University of Huelva, Spain) that consists of a deep analysis of the book *Tourist Experience: Contemporary Perspective*, edited by Richard Sharpley and Philip R. Stone. As Vargas-Sánchez notes: “(...) Any scientific contribution to a better and deeper understanding of the dynamic and complex construct of tourist experience, and the concept of tourist as a collector of experiences, is welcome, both in academia and among practitioners”.

As a final note, we consider it our responsibility to take a stand to fully support the Position Paper “*Maintaining a tourism objective within the COSME Programme*” proposed by ERRIN and NECS-TouR, in order to create a real integration of the tourism industry in funding system of the European Union. For this reason this document is included in this issue.

So, we hope that this issue really fits your expectations!