

EDITORIAL

For the third issue of our journal *Tourism and Hospitality Management*, we have selected ten research papers and two book reviews. The global representation of authors adds to the variety of perspectives and insights. The contributions in this issue come from 30 authors from 11 countries around the world: Croatia, Egypt, India, Indonesia, Iran, Malaysia, Spain, Taiwan, Tunisia, United Kingdom, Ukraine, and Vietnam.

The diversity of authors from different countries has contributed to a rich collection of research articles covering various tourism and hospitality management topics: dark tourism, food tourism, virtual tourism, sun and beach tourism, destination image, destination brand equity, medical image, job crafting, and restaurant business.

In the first paper, authors Abbas, T.M. et.al. discuss job crafting and organizational commitment in the food and beverage sector. They emphasize that job crafting factors have an impact on the person-job fit of employees in the food and beverage industry. The results also show that job crafting and organizational commitment are mediated by person-job fit. Employee job crafting affects the hotel by improving employees' fit to their jobs, which leads to higher organizational commitment.

The objective of our paper *A Large-Sport Event and its Influence on Tourism Destination Image* is to explore the perception of local society towards the government's hosting of a large sport event such as MotoGP in Indonesia. Pahrudin, P. et.al. show that economic, social and cultural perceptions significantly support tourism development and destination image in Indonesia, while environmental perceptions were not significant and did not support the hypothesis.

Our next article is on the topic *Modelling the new Brand Equity of Destination Theory and Travel Intention* and aims to determine nine constructs of destination brand value and their association with travel intention. The author Bui, T.T.B. highlights the importance of the new model of destination brand equity from the perspective of domestic tourists.

The fourth paper, entitled *Applying the Principles of Separation in Development of the Restaurant Business* provides insight into the propositions that are a necessary condition for studying the possibility of applying separation principles to solve a problem. Stolyarchuk, V. presents the analysis of how some restaurateurs overcame the COVID -pandemic problems and shows the possibility of improving the created idea and its development. Two ways to implement this process were identified: alternate application of the principles of separation and unification of various parameters.

The medical image is the subject of our next work. Chaieb, A. and Chaieb, S. analyse the influence of destination image and information sources on medical image and intention to visit it for medical purposes. This study highlights the importance of conveying a positive image of the entire country (safety, attractiveness, hospitality of the people, etc.) and not only promoting the medical image. The second contribution of this study is to show the importance of eWom, Wom and commercial sources in the process of country selection.

Dark Tourism is the topic of our sixth paper. Fauzi, M.A. analyses the knowledge structure based on two bibliometric analyses to reveal the past, present and future trends in the field of dark tourism. The results show that the clusters that emerged from the analyses focus on the fundamentals of dark tourism, the motivations for visiting dark sites, and the specific interest in war/battlefield tourism. This research shows that dark tourism benefits each segment of society in different ways by allowing people to experience the pain and suffering of the dead, the dark and torturous events of past generations.

The seventh paper explores Antecedents of involvement in Traditional Food Products and analyses the factors that influence customers' involvement in traditional Chinese foods and whether this involvement in traditional Chinese foods has an impact on revisit intention and positive e-WOM. Sutanto, R. and Antonio, F. indicate that food quality, nostalgia, convenience orientation, health involvement, luxury involvement, and staff service are positively related to traditional Chinese food involvement and that traditional Chinese food involvement itself has a significant influence on revisit intention and positive e-WOM.

Virtual Tourism is the research area of the next paper. Hamid, S. et.al. present the latest findings and important details about consumers' behavioural intentions regarding virtual tourism to provide insightful details for the tourism and travel sector in general and for travel agencies offering virtual tourism packages in particular. The research findings suggest that subjective norm and perceived safety influence people's behavioural intentions regarding virtual tourism as an alternative to on-site tourism.

The results of the ninth study confirm that the large markets of the Mediterranean islands, specialised in sun and beach tourism, have been used to exclude any interference from professional travellers, people visiting friends or relatives, or tourists willing to bear the cost of travelling to less visited destinations. Cirer-Costa, J.C. in his paper uses the prices of holiday accommodations in large Mediterranean islands specialised in sun and beach tourism to determine their initial state in 2015, their competitiveness and their further evolution until 2019.

Last but not least, Shabankareh, M. et.al. study the correlation between information and communication technology improvement, destination brand image, destination satisfaction and destination personality. They find that ICT improvement had a significant, positive impact on tourists' revisit intentions and destination brand image during the COVID -19 pandemic. Destination brand image also had a significant influence on revisit intention, destination satisfaction, and destination personality. In addition, destination satisfaction and destination personality were significantly related to intention to revisit the destination during the pandemic.

Our final contributions, two book reviews, are also a valuable part of this issue.

Our new edition of *Tourism and Hospitality Management* journal is a diverse and innovative collection of research that helps fill knowledge gaps. We would like to thank all the authors for their remarkable contributions. We would also like to thank the dedicated reviewers who provided valuable feedback and insightful recommendations. Their expertise and observations have been instrumental in improving the quality of the manuscripts.

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Editors