EDITORIAL

For the second issue of our journal *Tourism and Hospitality Management*, we have selected ten high-quality research papers, two research notes, two book reviews, and a dissertation summary. The global representation of authors adds to the diversity of perspectives and insights. The contributions in this issue are written by 45 authors from 14 countries around the world: Australia, Brazil, Bulgaria, Croatia, Hungary, India, Malaysia, Portugal, Thailand, Turkey, Singapore, United Kingdom, United States, and Vietnam. The diverse authors from different countries have contributed to a rich collection of research articles dealing with various aspects of tourism and hospitality management: human resources, social media, food heritage, tourism business growth, employee experience, revenue management, revisit intention, souvenirs in tourism studies, guest experience, information technology, chain or independent hotels, and overtourism.

The first paper, entitled *Human Resource Practices and Employee Motivation in the Hospitality Industry: a Cross-Cultural Study*, highlights differences between Brazilian and British managers: Brazilian managers considered training to be the most important human resource practice, while information sharing scored highest in their hotels. English managers ranked job security as most important and rated performance highest. This research extends previous studies based on resource conservation theory and develops competitive strategies targeted to specific cultures.

Our next paper focuses on *Mapping research trends on social media in the hospitality industry from 2010 to 2020*, and aims to provide insight into existing studies on the hospitality industry in social media and an update on current trends and issues in academia. The review reveals a lack of engagement with theories, the use of a dominant theoretical approach (eWOM), and the use of quantitative research methods mainly to analyse content data. Changes in research trends are evident to keep pace with increasing social media data and respond to the needs of different industries.

Negotiating food heritage authenticity in consumer culture is the title of our third paper. The study offers insight into the authentication of gastronomic heritage from a consumer culture perspective. Food authenticity is socially negotiated by a variety of actors who mobilise resources and a web of interactions, creating identity and value according to their position as they respond to differences in market culture. The negotiation of authenticity mediates the assumption of legitimacy, quality, and identity that diversifies consumption patterns.

The objective of our next paper *The Influence of Key Success Factors on Business Growth in Tourism Industry* is to investigate the influence of key success factors on business growth in Andman Coast, Thailand. The results show a positive influence of some dimensions of key success factors on business growth during the pandemic crisis COVID -19. In addition, business location played a positive moderating role.

The fifth paper, titled *Employee experience journey mapping: a new approach to attracting talent in the tourism sector in the shadows of COVID -19*, provides insight into employee experience management, and the results demonstrate that creating an employee journey map can help determine the steps needed to reduce turnover intentions and improve the employee experience. New metrics for hotel revenue management such as NRevPAR and RevPAC are the research area of the next paper. The authors confirm that the application of the new metrics would be well accepted by RM. However, the weaknesses of the traditional RM metrics in terms of data quality and robustness, completeness of measurements, comparability with the industry, and organizational support should be considered when developing the new RM metrics.

The results of the seventh article confirm that five dimensions of brand personality (Excitement, Sincerity, Sophistication, Competence, and Ruggedness) have a positive effect on self-image congruence and revisit intention. While excitement seems to be most helpful for developing self-image congruence, sincerity has the greatest benefit for increasing revisit intention, sincerity has the greatest benefit for increasing revisit intention. In addition, revisit intention is most influenced by enthusiasm and least influenced by sophistication through self-image congruence.

The results of our next paper, entitled *Souvenirs in tourism studies: a bibliometric retrospective and a future research agenda*, confirm a clustering based on cross-citations that proposes six main research themes: authenticity; shopping; symbolic value; satisfaction with shopping/ destination Image; tourist experience. In addition, a 'future research agenda' is proposed, organized into five general research pillars on the topic: Food consumption trends, Impacts, Souvenir consumption and value in context, Destination experience; and Technology impact.

The next paper examines the impact of service automation (SA) on value creation (VC) and guest experience (GE) in the hotel industry. The paper approves that both SA and service VC have a positive influence on GE. SA has an indirect and significant influence on GE, with service VC playing a mediating role. The results show that both factors, SA and VC, have a positive influence on GE in the hotel industry, but SA has an indirect and significant influence on GE, and VC plays a mediating role.

Last but not least, the authors of our tenth research paper addressed the issue of post-pandemic employee intention toward the use of information technology. The results of SEM show that all variables of TPB (attitude, subjective norm, and perceived behavioural control together with trust) are positively associated with the behavioural intention of employees in T&H industry towards the use of information technology and the model has better predictive power.

Our final contributions, the research notes, deal with the topic of chain or independent hotels and overtourism. The first research report examines the relationships between hospitality work experience factors and employees' preference to work in a chain or independent hotel. Results show that chain hotels offer better operational standards and policies and more and better training than independent hotels.

The empirical results of our second research showed that overtourism affects the functional and emotional value of tourists and has a positive impact on destination branding. In contrast, overtourism negatively affects both the functional and emotional values of tourists. As predicted, tourists' functional and emotional values mediate the relationship between the effects of overtourism and destination branding.

A book review and thesis summary are also a valuable part of this issue.

In conclusion, the second issue of Tourism and Hospitality Management is a diverse and innovative collection of studies that help fill knowledge gaps in the field.

Our special thanks go to all the authors for their excellent contributions and to the reviewers for their valuable feedback and recommendations. The reviewers' insights and observations have helped to improve the quality of the manuscripts through several rounds of review.

We hope that the research papers, research notes, book reviews, and dissertation abstract included in this issue will stimulate further examination and enhance understanding of this dynamic field.

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