Global Challenges and Milestones

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CONTENTS

FOREWORD

Dear JTCT Readers:

JTCT celebrates the release of a special issue that presents a collection of global challenges and milestones in the industry. This special issue is organized around two sections:

The first section consists of four papers that not only introduce issues from the Bahamas, United States, and India, but also reports on the use of information technologies to advance travel and tourism, as well as the current state of research on digital technologies in both a tourist as well as destination/tourism agent context.

The first paper "Meeting and exceeding guest expectations: the influencing role of technology in Bahamian hotels" discusses the global digital divide between developed and developing countries. Caribbean destinations such as the Bahamas seek to serve and meet the expectations of guests who are largely from developed countries, which makes such a divide pronounced in attempts to achieve customer satisfaction. This study seeks to determine the impact of ICT on customer satisfaction in Bahamian hotels.

The second paper "The influence of social media marketing on customer satisfaction in hospitality industry" discusses the relationship between Ratings, Blogs, Banner Advertisement's, Brand Communication's source on Customer satisfaction in hospitality industry in India. The results of this study will help the managers in formulating new strategies when entering into new market.

The third paper "Perceived value of coaching in Yellowstone National Park (YNP)" examines geocaching, experiences by analyzing a real-life situation of at Yellowstone National Park (USA). Analysis involved 72 geocache sites within YNP and all the geocachers' written comments during 2016. The following three themes were identified: Locality, Geocache-Based Experience, and Geocachers' Self-Expression. Results shed lights on an emerging geocaching tourism phenomenon.

The fourth paper, "The digital tourist", provides a systematic literature review of the influence of digital technologies on both tourist as well as tourism agents/businesses based on a review of all existing studies included in the most influential tourism academic journals (i.e., JTR, Annals, and Tourism Management). The findings reveal that most of the research so far has focused on the tourist side, mainly topics related to reviews and recommendations, tourist experiences, and buying and consuming behavior, while the research focusing on the tourism agents/businesses side is still lacking and is mainly limited to accommodations. Finally, the topic of the sharing economy is not yet as fully researched as it should be.

The second section of this special issue consists of two papers that deliberate on challenges and opportunities with regard to selected global destinations with a specific focus on Bali, Indonesia, and Lebanon.

The fifth paper "Tourism positioning in Bali" examines the local residents' perception of Bali, Indonesia, and associated images of Bali as a tourism destination. This study utilized existing survey data that asked 221 Bali residents how they perceived tourism development. The findings reveal that access to and usage of mobile technology can help connect traditionally disadvantaged residents with tourism-related entrepreneurship activities as well as non-traditional competitive workforce development training programs, thus enhancing the host-guest relationship of Bali as a tourism destination and local residents' perception.

The sixth and final paper "Arrivals overflow and site carrying capacity: the case of Beirut International Airport" presents the challenges of an airport that is built to welcome 6 million passengers and it is currently receiving more than 8 million passengers. Issues related to space density, quality of service, security breaches, delayed flights departure and arrivals, and tourists' satisfaction with overall quality of life at the nation's gate of entry are presented.

JTCT family and the guest editors are certain that you will find presented articles to be of great value not only to the scientific community but also to tourism developers and planners throughout the world.

Guest Editors,
Drs. Said Ladki and Guy Assaker

MEETING AND EXCEEDING GUEST EXPECTATIONS: THE INFLUENCING ROLE OF TECHNOLOGY IN BAHAMIAN HOTELS

Andrew J. SPENCER[*], Delroy A. CHEVERS[**]

Abstract *The global digital divide between developed and developing countries is much more poignant in tourism and hospitality where destinations and tourism generating countries of different economic standing and varied levels of ICT penetration engage in direct interface. Caribbean destinations such as the Bahamas with developing country status, seek to serve and meet the expectations of guests who are largely from developed countries, which makes such a divide pronounced in attempts to achieve customer satisfaction. This study seeks to determine the impact of ICT on customer satisfaction in Bahamian hotels. The study found that there is a significant relationship between ICT adoption and hotel guest satisfaction. This study can guide industry managers about the ICT components with the greatest influence on customer satisfaction, which by extension can lead to improved performance and productivity.*

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THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CUSTOMER SATISFACTION IN HOSPITALITY INDUSTRY

Kishor Chandra SAHOO*, Kakuloor Rohith Sai GOUD**, Sandeep Kumar VADLAKONDA***, Kathi Sai VARDHAN *****

Abstract *The purpose of the study is to examine the factors influence of Social Media Marketing on Customer satisfaction in Hospitality Industry an integrated research model has been developed by combining the principal factors from the existing literature. The factor influencing consumer Satisfaction Are Reviews & Ratings, Blogs, Banner Advertisement's, Brand Communication's The reliability and validity of the variables are tested by using exploratory factor analysis and the related hypotheses are tested by regression analysis for the data collected from 250 customers from luxury brands Hotels in Hyderabad, Telangana, India. The result indicates that there is significant and positive relationship between Ratings, Blogs, Banner Advertisement's, Brand Communication's source on Customer satisfaction in Hospitality Industry The results of the study will help the managers in formulating new strategies when entering into new market.*

Keywords *Social media and tourism; tourism blogs; reviews; recommendations; hotel.*

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PERCEIVED VALUE OF GEOCACHING EXPERIENCES IN YELLOWSTONE NATIONAL PARK

Hailie PELKA[*], William SCHUELKE*, Marisol GOMEZ*, Elizabeth SANTELISES*, Birendra KC**, Daniel SPEARS *

Abstract *The purpose of this study is to examine a secondary tourism attraction complex, geocaching, for its tourism experience by analyzing a real-life situation of geocaching within Yellowstone National Park (YNP) in the United States. A thematic analysis was used to analyze the comments accessed through Geocaching.com. The analysis involved 72 geocache sites within YNP and all the geocachers' written comments within the year of 2016. Three identified themes included Locality, Geocache-Based Experience, and Geocachers' Self-Expression. Implications and management recommendations are identified for National Parks and other locations participating in geocaching. The limitation of this study is that we only examined 72 sites within the YNP, considering approximately three million active caches throughout 180 different countries. There is limited research on geocaching, although geocaching is becoming increasingly popular activity throughout the world. This study fills part of this gap while authors posit that there needs to be more thorough and comprehensive understanding of geocaching tourism.*

Keywords *Geocaching, Yellowstone National Park; thematic analysis; secondary tourism attraction.*

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THE DIGITAL TOURIST

Alexandra ZBUCHEA[*]

Abstract *The digital transformation of business environment and the consumer behavior have also influenced tourism practice, both from tourism agents' perspective and of the tourists' one. The present paper presents a systematic literature review of the studies included in the most influential tourism academic journals on the tourist behavior influenced by the digital technologies. In the past few years, the interest in the topic increased, especially in the case of conference papers. Most of the research focusses on reviews and recommendation, on tourist experience, buying and consuming behavior, as well as on destination management. In terms of organizational focus, accommodation is a framework considered much more than in the case of other organizations. Although relevant for the practice of tourism, the sharing economy has not fully entered the research associated to the most influential tourism academic journals.*

Keywords *Literature review; e-tourist; digital tourist; review & recommendations; tourism and sharing economy.*

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TOURISM POSITIONING IN BALI

Zeenaz HUSSAIN[*], Jerome AGRUSA[**], Joseph LEMA[***], John TANNER[****]

Abstract *Resident perceptions can have an increasingly important impact on the sustainability of a tourism destination. This purpose of this study was to examine the local resident's perception of Bali, Indonesia and associated images of Bali as a tourism destination. With the rapid growth of tourism in Bali, it is important to benchmark resident's perceptions in order to understand the area of strengths and weaknesses. This study utilized existing survey data that examined 221 Bali residents on how they perceived tourism development. With increasing access and usage of mobile technology, opportunities exist to connect traditionally disadvantaged residents with tourism related entrepreneurship activities as well as non-traditional competitive workforce development training programs. As the complexity of relationships among stakeholders increases in rapidly developing areas of tourism development, an understanding of the host-guest relationship is at the heart of sustainability, and among one of the most important assets for the sustainability of Bali as a tourism destination. Informed understanding can help facilitate resident participation, competitiveness, guide policy makers, and build an inclusive approach among local residents to ensure a positive quality of life.*

Keywords *Bali resident's perceptions; tourism development; workforce development.*

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THE INFLUENCE OF AIRPORT SERVICES ON TOURISM DESTINATION:
THE CASE OF BEIRUT INTERNATIONAL AIRPORT

Said M. LADKI*, Nour A. BACHIR*

Abstract *This paper investigates the challenges of an airport that has to manage an overflow of passengers compared with the designing stage. This leads to a paradoxal situation: though the airport is newly built and looks modern, there are indicators that the airport is aging and no longer fulfilling its role at the highest level of service. Issues related to space density, quality of service, security breaches, delayed flights departure and arrivals, and tourists' satisfaction with overall quality of life at the nation's gate of entry are presented.*

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