

# Editorial Preface

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Under the current circumstances of global challenges hospitality people continue to drive in the hope that stability will be reached soon and business in hospitality and tourism can continue to prosper. Consequently, I am proud to share with our readers that the IJTHMDA is now releasing the Number 2 issue of Volume 4. The journal continues to gain popularity among tourism and hospitality researchers. Although the journals editors gladly accept all kinds of submissions related to tourism and hospitality, they also express a keen interest in research articles about food and beverage production and service, about wine and other alcoholic beverages, and particularly about business operations of wineries, golf, marina, airports, sports arenas and national parks.

This second issue of Volume IV of the IJTHMDA opens with a research paper from Zhiyong Li, Honglin Chen, and Xia Huang, from the School of Tourism at Sichuan University in China with the title “Airbnb or Hotel? A Comparative Study on the Sentiment of Airbnb Guests in Sydney – Text Analysis Based on Big Data.” The contribution is about advances in information technology. They posit that the evolution of technologies have greatly influenced the tourism industry, in the fact that many tourists can generate and share their travel tips through social media, people consult online reviews before making travel arrangements because they could access these sources of information easily, either positive or negative reviews could increase consumer awareness of Airbnb. Using the approach of text mining and sentiment analysis, examining whether guests’ emotion is positive or negative, this study investigates the attributes that influence Airbnb consumers’ experiences compared with their previous hotel experiences by analyzing big data of guests’ online reviews, findings reveal that the factors of guests’ positive sentiment are the atmosphere, flexibility, special amenities, and humanized service; the factors of guests’ negative sentiment are not value for money, have to clean the room before leaving, sharing amenities and space with strangers, disturbed by hosts’ noisy recreational activities and troubled by hosts requesting good reviews.

With the next paper, Anggraeni Permatasari, Faculty of Business, President University in Indonesia contributes to the body of knowledge of hospitality with the article titled “The Influence of Perceived Value Towards Customer Satisfaction in Hostel Business.” The research is about the perceived value that is considered one of the elements that can influence customer satisfaction in the hotel and hospitality industry. In order to re-create the effective strategies, the hostel business needs to understand more about factors that influence customer satisfaction. To identify which one that is preferable, this research measured the influence of perceived value, consist of four aspects which are an image, price, technical dimension, and functional dimension. This study uses quantitative method through multiple linear regression. Data was collected by spreading questionnaires, 300 respondents have participated in this research. This research focused on domestic young adults in Indonesia that already had experience in hostel service as respondents. This study found that perceived value in the form of the price is the most influential aspect that influences young adult’s tourist satisfaction towards the hostel.

In the third article with the title “Value Chain Mapping of Tourism in Birbhum,” the authors Debdip Khan from Burdwan Raj College and Sudatta Banerjee from the University Institute of Technology in India present a research on tourism as one of the most enhancing and continuous developing economic sector throughout the world. They postulate the main objective of the study is the development of a proper value chain mapping on Birbhum Tourism, along with generation of different strategies for the integration of other variable resources with local communities. The study also aims at developing different maps on Tourism value chain along with some distinct sub chains in entire Birbhum district. Local development of Birbhum tourism can be possible through proper value chain mapping. Through mapping of proper value chain Birbhum tourism will gradually develop as a major strength of West Bengal’s economic development. In this paper, authors addressed the relationship between the supply of products from firm level to tourist in the tourist spot and the impact of Value Chain Mapping (VCM). The current work emphasizes on the enhancement of the local tourism through uninterrupted activities of VCM, developing the socio-economic structure of the tourism through flow of proper VCM.

We complete this issue with a contribution from scholars Ricardo Valadas from the Instituto Superior Técnico de Lisboa, and Elizabeth Simão Carvalho, from CIAC/UAb-University Aberta, in Portugal. Their research, with the title “Recommendation System for Sightseeing Tours,” proposes a model of a recommendation system (RS) for tourist itineraries. The RS suggests tips of what to visit in a city, based on the available time, personal preferences, current geo-location, and the user’s context-awareness. These suggestions are calculated based on the treatment of collected data in real-time by external Application Programming Interfaces, through a list of Points of Interest located within a radius that can be reached by the user. Preliminary tests validated the model’s goals and its potential in the tourism sector. The RS for tourist itineraries proposed is based on four essential points, in order to make the experience different and well as possible: end-user’s personal tastes, the time available, end users’ current location and context awareness. The performance tests that were carried out brought very positive results and showed that the RS presented a number of requisitions proportional to the server response times and algorithm. The functionality tests were quite positive, with percentages of experience of using the RS between 62.5% and 100%.

Lastly, Associate Editor, Dr. Isabell C. Camillo from Brock University in Canada, contributed to this issue with the review of a book on wine marketing that was published recently. Dr. Camillo’s summarizes that “The wine industry is one of the most challenging industries because it comprises all businesses involved in growing grapes and producing wines, grape or grape juice distillates, and blending thereof. The wine market, as it is known today, can be segmented into grape varietals, wine type, wine style, table wine, bulk wine, and the luxury market. It is almost impossible to accurately estimate the value of the entire industry because of its fragmentation, especially the luxury segment. Within this context, researchers have begun to investigate, determine, and explain the phenomena that are the underlining conditions for all marketing efforts, especially wine marketing. Hence, the authors of this book have engaged in researching and determining the activities involved in the supply chain and value chain of luxury wines.”

I trust our latest publication will engage all researchers and readers inspiring them to continue to investigate, determine and promulgate the truth. Indeed, I continue to believe that research is about discovering the truth and continues to inspire all of us in its pursuit while contemplating that “explanation is the ultimate goal of scientific inquiry”.

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