

# Editorial Preface

Angelo A. Camillo, Sonoma State University, USA

Under the current economic circumstances of global challenges, and in the midst of a pandemic due to the COVID-19, hospitality people continue to drive in the hope that stability will return soon, and business in hospitality and tourism will recover and prosper again. However, the industry will be subject to the “new normal,” at least in the short run. From social distancing to extraordinary safety and sanitation rules, the challenges will influence the way managers will have to operate in the future. Consequently, I am proud to share with our readers that the IJTHMDA is now releasing the Number 1 issue of Volume 5.

The journal continues to gain popularity among tourism and hospitality researchers globally. Although the journal’s 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. Nevertheless, the journal’s Editors are delighted to see powerful contributions by authors from all over the world. As the journal advances, publications will continue to generate an impact on academic research and on practitioners’ day-to-day operations.

This first issue of Volume V of the IJTHMDA opens with a research paper from Fahmi Ibrahim and Nurfadhlina Mohamad Zainin from the *Universiti Teknologi Brunei* titled “Exploring the Technological Impacts: The Case of Museums in Brunei Darussalam”. The authors state that aside from educating the public, museums nowadays are adapting to the changing world as they have become one of the popular sites for cultural heritage tourism. Thus, from tourists and educational activities, they generate an increase in the number of visitors every year. With the emergence of interactive technology, it enables museums to produce better visiting experiences, especially when technology able to facilitate visitor-exhibition interactivity in diverse ways. This paper investigates visitors’ satisfaction and findings demonstrate a detailed insight on how interactive technology in the museum approach shapes the visiting experience. Basically, this study will show the process of creating repeat visitation from the effects of technology use in museums. Interactive exhibitions with technology use are required in enhancing visitor satisfaction. A conceptual framework is developed to provide guidelines and knowledge in understanding the role of interactive technology to secure visitor satisfaction and repeat visitation, particularly in the context of Brunei Darussalam.

With the next paper, author Somjit Barat of Pennsylvania State University contributed a paper with the title “Looking at the future of medical tourism in Asia.” He makes a powerful argument and posits that despite the popularity of ‘medical tourism’ (which involves travel to a foreign destination for primarily medical reasons) as a thriving global industry in recent

times, a comprehensive model that emphasizes the decision-making process from the patient's perspective is lacking. In the current paper, the author develops a framework based on the Protection Motivation theory and designs a robust model that focuses on how prospective Western patients intend to seek medical treatment in Asian countries. Through an extensive review of extant literature, the author presents five propositions involving key elements of the theoretical framework and makes insightful projections about the future of this flourishing industry. The author believes that this research will immensely benefit the hospitality industry and healthcare practitioners and patients. In addition, it can potentially generate substantial discussion for practitioners and academics.

In the third article with the titles "Customer Satisfaction Model: Identify The Determinants of Budget Hotel," authors Sara Sarwari, Tanvir Ahmed Minar and Md Al Amin Hossain from Stamford University Bangladesh, and Nasrin Shah Naaz from the Royal Melbourne Institute of Technology (RMIT) argue that "customer satisfaction" in a specific segment of the hotel industry is still being ignored. They argue that in the service industry, one of the main challenges is to provide customer satisfaction. Though the number of budget hotels in Bangladesh is increasing nowadays, customer satisfaction with these hotels is still ignored. The aim of the study is to identify the determinants that satisfy the customers in these hotels. The research targeted a total of 350 selected respondents from different budget hotels in Bangladesh. The findings reveal that price is the ultimate preference for budget hotels, along with products and service quality for satisfying customers. Customers are unconcerned with the services provided by the hotel staff and the location of the hotel as well.

We complete this issue with a contribution by scholars Alžbeta Kiráľová from the College of Regional Development and Banking Institute – AMBIS, a. s., Czech Republic and Lukáš Malec from the University College of Business in Prague, Czech Republic. The research is titled "Local Food as a Tool of Tourism Development in Regions." The study aims to identify the importance of local food for both the demand and supply sides and to show how local food can be bounded with tourism development in the region. The data presented are based on secondary and primary research. Secondary research includes the literature review and content analysis of documents. The qualitative research included a questionnaire survey among guests of the gastronomic establishments and entrepreneurs. Partial least squares variant of linear discriminant analysis (PLS-LDA) and partial least squares (PLS) as an alternative to standard multivariate methods were used to show the gastronomic establishments guests' and entrepreneurs' opinions on local seasonal food and beverages. The opinions are moreover related to the economically driven interest of guests and entrepreneurs. Based on the typical random variable source, data were gathered from three Czech regions covering the scope of this study. The significant disputes between opinions on local food and beverages are directly applicable in practice, including individual items. This research, conducted in the Czech Republic, makes a significant contribution to the body of knowledge of tourism studies.

Lastly, I, the Founding Editor, have contributed to this issue with the review of a book on COVID-19 and Travel, *Impacts, responses and outcomes*, that was published recently by Simon Hudson, Endowed Chair in Tourism and Economic Development at the Center of Economic Excellence (CoEE), College of Hospitality, Retail and Sport Management, University of South Carolina. To the point:

*The year 2020 will be a defining moment in the history of the tourism and hospitality industry worldwide. The arrival of the novel coronavirus, COVID-19 dealt the industry a vicious blow. It is forecast that due to this pandemic, the number of international tourist arrivals will fall by at least 60-80% in 2020, putting millions of jobs at risk. The industry will recover, but travel will never be the same again.*

I trust our latest publication, Volume V, Issue I 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”.

*Angelo A. Camillo*  
*Editor-in-Chief*  
*IJTHMDA*