Editorial

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Biographical notes: Anestis K. Fotiadis is a Full Professor at Zayed University, College of Business, Department of Management, Abu Dhabi, UAE. He studied Business Administration at Moscow University of Commerce (BSc, 1998), holds one MSc on IT in Business Administration (MSc 2002). He holds a PhD in 2009 in International Business Administration from the University of Pecs in Hungary. His main area of research is associated with tourism management, event management, hospitality management and sustainable development. Lately, he is working on smart tourism, neuroscience and halal tourism research. He has published more than 40 research papers in international academic journals such as *Annals of Tourism Research*, *Tourism Management*, *Journal of Business Research*, *International Journal of Hospitality Management*, along with several books and book chapters. He is the Associate Editor of *Journal of Tourism, Heritage and Service Marketing* and the co-organiser of TOURMAN Series Conferences.

Tzung-Cheng (TC) Huan is the President of Tainan University of Technology. He is also a Professor at the Department of Marketing and Tourism Management, National Chiayi University, Taiwan. His research interests are tourism marketing, hospitality management, and research methodology. He has served as the Editor-in-Chief of *Tourism Recreation Research* (Taylor & Francis, UK) since 2020 and on the United Nations World Tourism Organization (UNWTO) Panel of Tourism Experts since 2009. He has been honored by the 2011-2012 Outstanding Reviewer Award from Cornell Hospitality Quarterly (SSCI), 2013 Highly Commended Award, 2017 Citations of Excellence Award, 2018 Outstanding Author Contribution Award at the Emerald Literati Network Awards for Excellence, and 2018 Publons Peer Review Award. He was also the Fellow Award Winner from the Global Innovation and Knowledge Academy in 2014 and the Fellow Award Winner from the International Engineering and Technology Institute in 2020.

Globally, the COVID-19 pandemic affected every aspect of life. Tourism and hospitality are two of the industries that were greatly impacted. As the tourism and hospitality industries reshape to adjust to the upcoming challenges caused by the pandemic, many experts are talking about a new era. The key to that transformation lies in technology marketing. Developing temporary or permanent solutions is possible through technology marketing in tourism and hospitality. In the new era of transformation, marketing technologies are one of the leading fields. By bridging academia and industry through discussions about tourism marketing, this special issue aims to help reshape tourism, travel, and hospitality. The focus of this special issue is on contemporary issues affecting the tourism and hospitality industries. It is aimed to stimulate dialog and introduce new perspectives in the field of tourism and hospitality in today's global market in a manner that is geared to encourage discussion and debate.

Contributors to this special issue where invited after their participation to TOURMAN 2021 to submit their paper to *IJTMKT* after they modify and enhance their papers based on *IJTMKT* requirements. Contributions to this special issue are separated in three main categories. First category is dealing with paper that examining what might be the impact of technology and marketing on the future of destination during and after the pandemic.

The first paper of this section is entitled 'Piloting a digital maturity model for smart destinations' and it is dealing with how a digital maturity model can be used to support peripheral tourism destinations in their transformation into smart destinations. Through the analysis of three Swiss tourism destinations, the relevance and usability of the maturity model was determined. There was a profound awareness of the potential of new technologies in tourism development among the destinations. Nevertheless, they all shared the same limitations regarding resources and the ability to foster an innovative working environment among all their stakeholders. The second paper is named 'Tourism destinations' online representation: a performance assessment'. Using an assessment model to assess a global sample of tourism destination websites, this study seeks to create a ranking system to measure the attractiveness and effectiveness of tourism destination websites. According to the findings of this study, there is a disconnect between the number of visitors and the amount spent on tourism. Taking these findings into account, tourism destinations can use them to develop future digital marketing strategies that are targeted to consumer demands and keep up with technology trends. The final paper in this section is named 'Same same but different: the destination image of Dubai and Abu Dhabi on YouTube'. The purpose of this paper is to examine the projected destination images of Abu Dhabi and Dubai found on YouTube using a discursive axis as a basis for explaining the latent focus of destination images created by official sources. Six of the nine attributes are similar between the two destinations as shown in the manifest, or explicit level. Dubai is portrayed as a place with lots of action, sun, sea and sand. Abu Dhabi provides more opportunities for social interactions with friends and family.

Second section of this special issue is related to digital tools that can help on future development. The first paper from this section is titled 'Is destination image instagrammable? Visit intentions and value co-creation through social media content'. This study investigates the direct and indirect effects of social media content on visitor intentions, as well as the mediating role of willingness to co-create value and destination image. According to the results, destination-generated content and user-generated content significantly influence both direct and indirect intentions to visit the destination by co-creating value online and by influencing perceptions of the destination. The second

paper is entitled 'SECI model questionnaire validation for hospitality establishments'. This research was primarily focused on developing and validating the SECI Model Knowledge Management questionnaire for quantitative research in the tourism sector (SMQ-T). In the paper, the inclusion traits of SECI's four stages were confirmed as coherent. During the first stage of Socialisation, the focus is on the formal and informal interaction between peers, teamwork and cohesion, and the desire to share knowledge. Trust among coworkers was also found to be important during the process, according to the research. Lastly in this section it can be found the paper 'Role of TripAdvisor in influencing international tourists visiting Puducherry'. Using TripAdvisor reviews, the study attempts to understand the perceptions of international tourists about places to visit at Puducherry. The study identifies five important attributes of this destination. The most popular activities were temples, beaches, and walking. International tourists consistently rated Puducherry positively (joy, trust, anticipation, and surprise). Tourism platforms provide tourists with the possibility of writing reviews that influence other tourists who intend to visit the destination. By adding value to these reviews, DMOs and service providers can address negative eWOM and improve their services.

The third and final section is consisted by two papers and it is related at the impact of technology on cultural tourism and marketing of cultural areas. The first paper is entitled 'COVID-19 resilience via digital cultural heritage; digital life in museums and festivals during the anthropause'. After reviewing 76 articles and analysing several case studies, this paper presents three main streams into social media and digital transformation as the mode of operation during the lockdown, and how museums and festivals are reacting to it, including the Thessaloniki International Film Festival and MOMus. In a post-pandemic world amid digital transformation and genuine museum/ festival experiences, this study provides a valuable classification and theoretical starting point for researchers, while providing a roadmap of challenges and possible future research agenda directions of the post-pandemic digital museum/ festival. The final paper for this special issue is entitled 'The dialogue between tradition and modernity: exploring creative cultural tourism design in the 'internet plus' era'. To examine the framework of the experiencescape for displaying creative cultural tourism design, the researchers conducted a qualitative study using volunteer-led photo methods and photo-elicitation interviews in Hankou historic blocks. As a result of the study, four categories of experiencescapes have been identified (cultural, functional, technological, and servicescape). These escapades evoked six distinct tourist emotions that can be categorised according to the elements they include and the tourist emotions they invoke. In addition to providing a variety of marketing implications for (re)designing tourism-relevant projects, these findings contribute to exploring creative cultural products at the level of historic blocks.

The two editors of this special issue would like to thank all the authors for their contributions. More of that it should be recognised the huge impact the reviewers of this special issue had on advising the authors regarding their work and helping them to enhance their contributions. Finally, it should be noticed and appraised the valuable help the two editors received wherever it was necessary from the editor in chief and the journal manager.