

## **Editorial Preface**

# **The International Journal of Tourism and Hospitality Management in the Digital Age (IJTHMDA)**

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This second issue of Volume II of the IJTHMDA opens with a research paper from Pedro Fernandes da Anunciação and João David Rocha on Information and Communication Technologies Investments in Hotel Industry. The authors argue that many economic organizations are pressured by the need to invest in information systems (IS). In the particular case of the hospitality industry, these investments generally seek to innovate services, increase organizational efficiency, and increase of business profit, among other aspects. Although hotel managers tend to evaluate these investments from these objectives, the complexity associated with the introduction of ICT amplifies the complexity and difficulty of their evaluation. The apparent lack of objectivity often found in the analysis and evaluation of investments in IS/ICT justifies the opportunity of this study. In this sense, a more thorough and in-depth analysis could be done to clarify the way in which hotel managers evaluate these investments. This study began by identifying the most relevant new technologies and, understand the objectives associated with the investments. Through the methodology of the Focus Group we tried to carry out a current reading of reality, by identifying the relevance of technological innovations in the activities developed.

The second article is a case study contribution by Donatella Privitera. The study aims at providing a deep understanding of various aspects of inquiry related to slum tourism or poverty tourism. The visit of “favela or slum” into a destination is a complex and challenging practice. Touring the poor is increasingly and variously organized by tour operators, local slum communities, and non-governmental organizations. The slum has joined the real of attractions, a sight to see. The case study uses a qualitative approach to explore slum tourism in general. Web heavily affect today most of the online activities and their effect on tourism is obviously rather important. Moreover, taking “Reality Tours and Travel” - a operator slum websites - as a case, this study attempts to explore issues of the quality of strategic

choices on the web. Whilst academic discussion on the theme is evolving rapidly, slum tourism on the web is still a relatively young area of research. An interesting and compelling topic for the IJTHMDA.

In the third contribution Kijpokin Kasemsap presents a research that summarizes the insights from the literature review focusing on the advanced issues and implications of hospitality and tourism management. The literature review includes the overview of hospitality management; the overview of tourism management; the importance of hospitality management in the digital age; the importance of tourism management in the digital age; and the managerial applications of hospitality and tourism management. The findings suggest that tourism occurs as a result of the different types of business that provide a range of products and services to tourists. It is essential to acquire a driving enthusiasm for customer service and a strong sense of professionalism to develop and maintain customer satisfaction in the hospitality and tourism industry.

The 4<sup>th</sup> and final contribution is the review of a book presented by Maximiliano Emanuel Korstanje titled “Crisis Management in the Tourism Industry: beating the Odds?” by C. Pforr & P. Hosie. 2016. (2<sup>nd</sup> edition). Abingdon, Routledge. ISBN 978-0754673804. The reviewer emphasizes on the importance of Crisis and Disaster in the tourism industry. Specifically, he comments on “What is a crisis? what is a disaster?” in what way can be disasters prevented or at the best measured are some of the questions this book attempts to decipher? At a first glimpse, one of the most difficult aspects of disasters corresponds with their chaotic nature as well as the lack of preparedness and reactions in local communities. At a closer look, the term disaster denotes certain surprise that leads towards a lack of answers before the emergency. The disaster often exceeds the normal capacity of proactive reaction of a society.

Within the context, the editors present a collection of different chapters that tend to integrate practice and theory in a way that offers a clear illustration in forms of case-studies. Based on the needs of reversing the already existent fragmentation of publications in the fields of public relations and tourism management, authors –from different angles- devote their efforts in integrating applied-research with a much deeper conceptual framework. An interesting “must read” title, especially at a time when crisis – disaster and risk management are topic of extreme importance, especially in the hospitality and tourism industry.

I trust our latest publication will engage all of you researchers and readers and encourage you to continue to investigate to 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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