

# Hospitality & tourism management international journal: a new open-access platform for academics and practitioners

## Editorial

Tourism and hospitality have always been cited among the world's ever-expanding economic sectors. The growing demand for leisure and recreational facilities and the worldwide expansion of hospitality products have stimulated the development of both industries in both developing and developed world.<sup>1,2</sup> According to the World Travel & Tourism Council, tourism now accounts for 10.4 % of global GDP and contributes for the creation of 313 million jobs, or 9.9 % of total employment.<sup>3</sup> The expansion of the hospitality industry is intertwined with the worldwide development of the tourism industry.<sup>4</sup> Hospitality is the fourth largest employer in the United Kingdom, it has the highest level of labour productivity, and accounts for over 15% of the total UK employment growth for the period between 2008 – 2016.<sup>5</sup> In India, hospitality and hotel development has reached new heights in 2017 with \$149 million of hotels transactions volume,<sup>6</sup> whereas the meteoric growth of hospitality in China has resulted in a \$44 billion business with over 2.5 million hotel rooms.<sup>7</sup> Both tourism and hospitality have changed a lot over time incorporating new products and services. Traditionally regarded as customer-service based industries that are 'all about the people',<sup>4</sup> tourism and hospitality have been influenced by a number of trends and innovations such as the ever-growing presence of technologies, widespread popularity of service automation and the increasing demand customer experiences (see for example.<sup>8,9</sup> The global expansion of tourism and hospitality has also stimulated an increased academic interest. Applied business perspectives to hospitality and tourism have focused on the effective operations management and leadership,<sup>10,11</sup> strategic management,<sup>12</sup> marketing,<sup>13</sup> sustainability,<sup>14,15</sup> and consumer behaviour.<sup>16</sup> However, the diverse forms of tourist consumption and the various social, cultural and commercial contexts it emerges, have stimulated the proliferation of multidisciplinary studies rooted in social sciences such as sociology, anthropology and history.<sup>17,18</sup> Reflecting the notion that tourism and hospitality are essentially 'all about the people' such studies have been focused on the consumers and more specifically, their motivations, expectations, behaviour and host-guest relationships.<sup>19–21</sup>

Despite the recent emergence of multidisciplinary studies, the availability of open-access journals that publish tourism and hospitality studies is still limited. In this context, the MedCrave's *Hospitality & Tourism Management International Journal*, is a very welcoming addition to the portfolio of tourism and hospitality management journals and a good platform for early career and experienced researchers and practitioners to publish their research and showcase the findings of their work in a very accessible format.

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## Conflicts of interest

Author declares that there is no conflict of interest.

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