Editorial

Challenges for tourism research in the 21st Century

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1 Moving forward

The study of tourism as an academic field has witnessed extraordinary interest over the past few decades, not only in terms of its economic significance but also in terms of its impact in areas such as culture, recreation, sustainability, technology development and acceptance, tourists' and residents' perceptions, to name just a few areas of human endeavour. The growing awareness in this area of studies has also become visible in the more recent research dedicated, for instance, to topics such as smart tourism or tourism design, which demand serious methodological sophistication and multi- and interdisciplinary approaches. The *European Journal of Tourism, Hospitality and Recreation* (EJTHR), launched in November 2010, has dedicated these past nine years to tracking these changes and providing insights into the advances of research in this field, in national and international contexts, fostering international partnerships in tourism research and outputs from international cooperation networks (Dias, Alcobia & Eurico, 2011).

As the recently appointed new editorial team, we are delighted and fully committed to pursuing the initial aims of EJTHR, by focusing in particular on the following areas: tourism economics and management, hospitality and catering, e-tourism, tourism destinations, planning and management of tourism products and entertainment, and culture, society and language as related to tourism, in close association with the aims and scope of CiTUR – Centre for Tourism Research, Development and Innovation (Portugal) – the associate institution of EJTHR. In its early years, EJTHR's aims were clearly outlined: to address 'the complexity of tourism [which] comes not only from the fact that it is a multidisciplinary field, but also from the fact that [it] is an activity in constant evolution and continuously interacting with all other spheres of society: leisure and work, technology and transport, consumption

patterns and lifestyles, history and heritage, culture and environment, etc.' (Dias & Eurico, 2012). Consequently, an understanding of tourism as a global phenomenon could be equated to a better understanding of society.

Therefore, at a time of great change in terms of tourism growth, including hospitality and recreation activities, we are set on fostering innovative scholarship and the publication of up-to-date, high-quality and original research papers, with a clear contribution to the overall substantive debate of how tourism can be sustainable in the near future. This of course poses extraordinarily complex questions, including how it will be possible to reconcile the 'right to travel' with the right of local populations to their economic and social well-being, in light of the mounting threats of global warming, increased carbon footprint, over tourism and tourism phobia, to name a few problematic areas.

Therefore, we sincerely look forward to contributing to this, and other, exciting scholarly discussions.

2 Thank you

We would like to take the opportunity to express our gratitude for all the work of the former editorial team, whose commitment and time were paramount for making the EJTHR what it is today.

3 Contributions

In this issue, we have brought together a number of contributions with different approaches to tourism and recreation research.

In the first contribution, **Doug Ramsey** presents a unique example of a border region with two-way traffic for cross-border shopping tourism: the border between Germany and Switzerland, and proposes the development of a model of cross-border shopping tourism that recognizes the multiple layers in space and destination.

Also within the topic of tourism and shopping, **Inês Bulhosa** and **Beatriz Casais** explore the profile and motivations of tourists when shopping in department stores whose main products refer to global luxury brands. Their results show that purchasing is not the main motivation for travelling, even though it is an important activity. They make the case for the idea that shopping should be seen as an important activity for tourists, and retailers should enhance the provision of differentiated services and experiences.

Mourad Mansour and **Alhassan G Mumuni** provide an interesting study on the motivations for and attitudes towards domestic tourism in Saudi Arabia, focusing on the push and pull factors that determine Saudis' choice for spending their holidays abroad or within the kingdom.

Next, **Niko Cajander** and **Arto Reiman** focus on the study of well-being and high performance work practices in small restaurants. Using interviews from 2010 and 2018, they explore how the restaurant industry is constantly facing new types of challenges related to new working modes and make the case for a comprehensive approach to Human Resources Management.

Finally, **Perna**, **Custódio** and **Oliveira** explore the practice of sports by resident communities as a tool for

healthy lifestyles, inclusive growth and the promotion of sustainable cities. They focus on the economic pillar of sustainability by quantifying the costs incurred by families in formal and informal sport practices, and exploring how these activities and associated events contribute to the image of the city as a tourist destination.

References

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