
Editorial

This double issue of *Research in Hospitality Management* embraces the full array of themes identified as an ambition for the journal (editorial Vol. 3.1). The study of hospitality, and the study for hospitality, suggests a wide agenda capable of attracting academic enquiry both for informing industrial practice and as a subject of interest in itself. Although the word hospitality was initially employed as something of a ruse designed to obscure the commercial imperatives implicit in bars, hotels, and restaurants, etc., it did also highlight the universal aspect of hosting in human society. The duty of the host to welcome and protect guests is a central feature of human morality throughout history and around the world. It is only in recent years, and in more affluent societies, that these obligations no longer have the central importance that they once did. Perhaps increased travel, together with the increased availability of commercial provision, has reduced dependency on private domestic hospitality and the moralistic obligations to be the welcoming host? That said, there is much that commercial hospitality providers can learn from these earlier social obligations and several articles in this issue of *Research in Hospitality Management* hint at lessons to be learnt.

The Hospitality Management Studies

My piece with Matthew Blain, *Hospitableness: the new service metaphor? Developing an instrument for measuring hosting*, reports on Matthew's work attempting to identify the qualities of hospitableness through a questionnaire. Fundamentally, the paper suggests that commercial organisations could benefit from employing individuals who possess and demonstrate the qualities of hospitableness, because it allows the possibility of providing service experiences to customers that build a competitive advantage compared with competitors. The issue being confronted by this paper is that there is no instrument for recognising the qualities of hospitableness in applicants for work in commercial contexts. The paper shares the experience of developing an instrument that aims to identify genuine or altruistic hospitality within respondents.

Roy Wood's contribution, *Snobbery and the triumph of bourgeois values: a speculative analysis of implications for hospitality* provides an interesting discussion of a topic rarely touched on in academic hospitality studies. Yet the activities of eating and drinking, and socializing in commercial hospitality spaces provide major fora in which the social performance of individuals and groups can be assessed, evaluated and approved or condemned. Wood's work shows that this snobbish assessment embraces more than performance and includes the language that is used to describe an array of human activities, as well as acts of consumption of industry commodities such as food and wine. Indeed the hotel and restaurant brands' language and imagery are suffused with appeals to snobbery and in-group insights that distinguish the snobbish knowledge of being 'in the know' when compared to social groups who are not.

Can brand personality differentiate fast food restaurants? Here a paper authored by Alisha Ali at Sheffield Hallam University and Vishal Sharma from PriceWaterHouse Coopers explores some interesting aspects of brand values associated with fast food chains. Clearly, one unifying feature of McDonalds, Kentucky Fried Chicken and Subway is that they are all uniformly dependent in that part of the attraction is that customers know what to expect in that the products and services on offer are highly standardised. The results demonstrated that even though the overall perceived brand personality was different for all three brands, no individual personality dimension characterised any of the brands.

Gaurav Chawla and Marcelina Wanjiru Ndung'u from the Swiss Management School, in *The ethics of all-inclusive plan: an investigation of social sustainability: the case of all-inclusive resorts, Jamaica*, argue that ethics and sustainability are commonly used catchphrases in the modern business world. As several hospitality entities go out of their way to provide the emergent pro-environmentalist guest with value added 'green' goods and services, others are forced to re-analyse their operational strategies to maintain competitive advantage. Specifically, the research recognises that sustainability is not limited to environmental practices, but also focuses on economic benefits and social development, yet this is rarely the focus of research. This research also considers the implication of these concerns within an all-inclusive business model that limits the rewards flowing from individual efforts and from the complexities arising from sustainability and flow of visitors to a destination, in this case Jamaica.

An investigation in purchasing practices of small food and beverage operators, authored by Michel Altan of NHTV, Breda, the Netherlands, and Christine Demen-Meier, EHL Ecole Hôtelière de Lausanne, Switzerland, explores the presence or absence of food and beverage purchasing skills amongst small hospitality firms. The research is informed by a detailed study of six small firms and in-depth interviews with the owner-managers. Findings suggest a reluctance to employ technology to support purchasing activities and a reliance on tradition indicators. Overall, the process organisation within small food service operators offers much room for improvement, as there are, currently, few or no

structured approaches to key processes such as negotiation, the evaluation of suppliers or matters of supplier development.

Joseph Hegarty's paper, *The cosmological aspects of food in material world*, raises some interesting philosophical issues. Whilst there are a number ways of using the word cosmology, and the degree of assertiveness associated with the narratives that these views project vary, cosmology does suggest that we need to conceive of the study of food within declared belief systems about the nature of matter and human existence. The way food and drink is produced, harvested, processed, stored and consumed is intimately interwoven with assumptions about human beings and their existence in the world. Indeed, it is not accidental that manners and norms about cooking and dining are often expressions of the religiosity and culture via which human groups differentiate themselves from others. This paper acts as an important stimulant for research into the cultural assumptions about food in different social contexts.

The role of employee wellness programme in the hospitality industry: a review of concepts, research, and practice by Tingting Zhang, Jay Kandampully and Hye Yoon Choi, all based in the Department of Human Sciences, Ohio State University, in the USA, highlights recent industry practice that recognises an oft asserted truth by academic researchers that employees are the cornerstone of the customer experience and thereby the means of gaining competitive advantage. Specifically employee wellness programmes and their related concepts, such as a corporate wellness culture, are key factors that can influence the success of hospitality businesses. Positive outcomes of employee wellness programmes, such as employee engagement, customer engagement, productivity, profitability, and so forth, emerge from this review of previous literature. In addition, this article presents several successful business practices associated with the employee wellness programmes implemented by leading hospitality firms, for managerial reference.

Hospitality Management Education

Sjoerd Gehrels' (Stenden University of Applied Sciences) paper, *Learning from the discourse of culinary entrepreneurship*, explores the chefs/entrepreneurs associated with the fine dining market in Holland. These operators can be seen as a variant of lifestyle entrepreneurs in that they are not driven primarily by the desire to maximise economic gain. Their commitment to this small but highly significant strand of the restaurant business is deeply linked to a desire to run a business venture that allows them to express their creativity via food preparation and service. The paper goes on to draw lessons from the interviewee profiles that can be used to inform students on hospitality management programmes who may be drawn towards this market segment.

Contrasting and comparing the expectations of Master's students and their temporary employers is the subject of *The conflict between industry host and masters students' expectations on students entering the hospitality industry* by Rajka Presbury, Janette Illingworth and Scott Richardson of the Blue Mountains International Hotel School in Sydney, Australia. The paper specifically explores their engagement during placement periods when students are working alongside employers so as to gain industrial experience and skills. The findings confirm findings from some of the projects in which I personally have been involved. Students, particularly those with a first degree not in hospitality, are often unaware of some of the dress, and behavioral, codes required of jobs within the sector. For their part, employers are not always aware of what a Master's degree programme entails and the skill sets being developed. In many cases, they themselves have limited post-school education.

Addressing sustainability in hotel management education: designing a curriculum based on input from key stakeholders by Frans Melissen and Maartje Damen, both of Academy of Hotel Management, NHTV Breda University of Applied Sciences, explores the needs of a sustainability programme as an element of the curriculum for future hospitality managers. Specifically, it suggests that the programme needs to provide students with an ethical framework that helps them develop a reflective attitude towards their own and others' actions and decisions. This framework should focus on generic values and norms, but also on envisioning practical social, ecological and economic consequences. The paper also suggests that students acquire the knowledge and develop the skills needed to envision and discuss consequences with involved stakeholders, as well as devise context-dependent solutions with them.

International joint degrees offer the possibility of internationalising the curriculum, enhancing intercultural skills for both staff and students and enhancing global job opportunities. *Joint degrees and engaging with a Europe of Knowledge: lessons from a UK perspective of a challenging collaborative endeavor?* by Jan Bamford, examines the challenges for staff and institutions engaging in developing a 'Europe of Knowledge' by offering a suite of international joint degree programmes in the business area. This case study of staff perspectives, and quality assurance assessment of joint degrees, offers insights into the challenges and the lessons that can be learned from this type of international curriculum development from the practitioner perspective. The research, therefore, is of general interest to academics and higher education institutions wishing to embark on collaborations to develop international programmes of study.

Student research papers

Work simulation is an important part of hospitality management courses. Whilst these programmes are not principally aimed at producing chefs and kitchen workers, an introduction to the kitchen-working environment is a core element of hospitality management programs. *Increasing students' safety-awareness in a teaching hotel*, by Jan Bossema investigates the development of safety awareness of students on food production modules. Specifically it shows how a planned instruction programme including simulations and films highlighting safety challenges can improve responses to safety incidents when they occur. It also suggests the need to extend this approach to other operational contexts within the curriculum.

Jan Schulp, Fabian Pettinga and Pepijn Meester's paper, *Game consumption and attitude toward hunting*, explores some interesting schisms, if not contradictions amongst restaurant customers' opinions and behaviours. Survey information collected by the Dutch Organization for Animal Protection claims that 97% of Dutch respondents to their survey are anti-hunting game. Yet a substantial number of respondents eat game, particularly around Christmas time. The survey reported upon here suggests that 52% of respondents eat game. The differences in these findings ensure that this paper is additionally interesting as an insight into how research methods can influence findings, particularly where respondents may not want to admit to behaviour for which they personally feel guilty, or might be unacceptable to others – in this case, eating wild animals that have been hunted and killed for their organoleptic enjoyment. Hence the low response rates to the postal questionnaire asking about game consumption!

Women entrepreneurship in developing countries: a European example, by Ina Beqo and Sjoerd Gehrels of Stenden University of Applied Sciences, reports on work exploring female entrepreneurship in Albania. Through a case study approach and in-depth interviews of eleven female entrepreneurs the paper aims to explore the experiences of these women and highlight potential pitfalls and difficulties, as well as share the successes so as to better inform would-be entrepreneurs in future. The paper clearly also offers up insights for government agencies and others who might be interesting in stimulating more entrepreneurial activity headed by women.

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