

Editorial

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Dear Readers

In this issue of *Research in Hospitality Management* we present some of the most pressing and transformative themes shaping the future of the hospitality industry. From the ethical challenges of pricing in the age of artificial intelligence to the factors influencing hotel staff retention post-COVID-19, this issue highlights the complex and interconnected forces redefining our field.

What struck me most while reading the articles and interviews is the emphasis on adaptation and innovation as keys to success in a rapidly changing world. As hospitality professionals, we must be proactive in embracing sustainability, authenticity, and digital transformation.

At the same time, in our race to be innovative, we must never lose sight of the human component. The study by Norenko et al. on hotel staff retention post-COVID-19 reminds us that autonomy, competence, and intrinsic motivation are crucial to attracting and retaining talented employees. In an industry so reliant on human interaction and service, we cannot afford to neglect the needs and well-being of our workforce.

Ultimately, the contributions in this issue underscore the vital role of research in informing and driving positive change in the hospitality industry. Whether it's tackling food safety, maximising occupancy rates, or navigating the ethical dilemmas of pricing strategies, we need rigorous and relevant insights to help us build upon challenges and opportunities.

As an Editor, I am proud of the diversity and depth of research presented in this issue. It reflects not only the versatility of our field but also the dedication and passion of the researchers advancing our collective knowledge. As we move forward, I hope this research will serve as a springboard for further exploration, discussion — and action.

Let us embrace the inspiration to continue pushing the boundaries of hospitality and work together towards a more resilient, sustainable, and innovative future for our industry.