

## Editorial Note

Title of Special Issue:

### **PROMOTING TOURISM IN MOBILE CONTEXTS OF COMPLEXITY AND RISK**

**Babu George**<sup>1</sup>

**Alex Nedelea**<sup>2</sup>

**Maximiliano E. Korstanje**<sup>3</sup>

Though the bibliographical production of service and tourism is huge, less attention was given to the problems faced by tourism in mobile contexts. Marketing and management are often used to revitalize the local economies or by improving the life of peoples, but how would economies evolve from Wall street crisis in 2008 onwards?. What would be the role played by marketing in a run-away world?. The urgency to orchestrate conceptual papers with study case oriented to respond these questions are higher than other times. This is the reason why we are pleased to announce a new special issue organized by us where well-accomplished scholars contribute with their respective career experience, field-work notes, or study-cases to expand the current understanding of tourist services.

In the first paper, V. Banabakova explores the significance of marketing model to make the pertinent decision in view of expectances and choices for quality perception.

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<sup>1</sup> College of Business and Entrepreneurship. Fort Hays University, USA. E-mail: bpgeorge@fhsu.edu

<sup>2</sup> Stefan cel Mare University of Suceava, Romania. E-mail: alnedelea@yahoo.com

<sup>3</sup> Centre for Ethnicity and Racism Studies, University of Leeds UK. E-mail: maxikorstanje@hotmail.com

Satisfaction and quality not only are inextricably intertwined, but also in lieu of searching for further profitable sources, companies should examine client's concepts and expectations. In times of ecological frustrations, fresh alternatives to the classic forms of tourism should be found. In this vein, the second chapter, which is authored by S K. Sarkar, Norman Au & Rob Law discuss to what an extent eco-tourism is an important facet in the development-led process. Starting from the premise that eco-tourism triggers essential motivations on what the ecology means, this experience should be shared in social media in order for knowledge exchange to improve the current state of communication in development issues. Undoubtedly, global warming poses as a main risk for the next generations and ask for rapid courses of actions. This was exactly what noted V. Waikar, P. H Desai, and N. Borde in their chapter entitled *Risk Disclosure and hotel types*. The main argument in this investigation lies in the fact that risk management practices play a crucial role by mitigating the negative effects of disasters and global risks, which today affect seriously tourism industry. The outcomes of this work reveal that cultural theory represents a fertile ground in the risk perception explorations. However, as Korstanje puts it in his manuscript *Pursuing the ethics of hospitality*, sometimes the profit-oriented policies in tourism industry leads policy makers and authorities to neglect the authentic hospitality. This happens because the "Others" are subordinated to the profits they can generate. Whether ethics is not introduced in the risk perception world, disaster takes hit the community. Last but not least, X. Cui, J. Agrusa, B George & J. Lema present a study case, Weihai city, located in the Northeastern China. Though it is widely recognized that place attachment and sense of pride in locals prevent the social pathologies already-studied by the specialized literature, no less true is that some evidence of stakeholders' conflict surfaces.

We would like to thank professor Jean Henrique Costa by the opportunity to manage this special issue for prestigious journal Turismo: Estudos e Práticas (Tourism, studies and practices) hosted by (UERN) Universidade do Estado do Rio Grande do Norte (State university of Rio Grande do Norte, Brazil). Hopefully, these chapters meet the readers' expectances and would serve as guidelines for their future research.