

Advances in Culture, Tourism, and Hospitality Research, Volume 2
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Contents Summary

Volume 2 contributes to the general theme of this *Advances* series in offering original, eclectic theories and field studies focusing on culture, tourism and hospitality research. *Volume 2* includes papers without length restrictions to enable authors the ability to present nuances to theory, method, and findings that sharpen and deepen thinking to greater extents usually possible in journal-length articles. Unlike handbooks of original essays, this *Advances* series aims to include papers on topics and coverage heretofore missing in the literature that nevertheless build on prior scholarly contributions. Consequently, the primary objective for *Volume 2* is to provide must-read papers unavailable in other sources—a wellspring providing exceptional insights and tools for applied researchers and scholars focusing on culture, tourism, and hospitality.

The members of the Editorial Board and Editor of this *Advances* series encourage the reader to send review comments to respond by sending a paper for publication consideration in future volumes in this series. Please respond to this call for papers and for review comments to the Editor as well as to one or more members of the Editorial Review Board.

Papers in *Volume 2* appear in alphabetical order of the lead authors' names. The first paper by Antónia Correia, University of Algarve, presents a revolutionary contingent view of how perceived risk can have both a positive and negative power in affecting destination tourism behavior. The author presents curious results of tourists seeking high novelty yet returning to the same destination—a paper particularly worth reading for honing opposing mind views of culture, tourism, and hospitality research.

In the second paper Elspeth A. Frew, La Trobe University, defines and exemplifies industrial tourism research. Industrial tourism involves visits by tourists to operational industrial sites where the core activity of the site is non-tourism oriented. The paper serves to explain the paradox of firms in the same industry embracing versus rejecting industrial tourism. Frew offers a continuum perspective for understanding the occurrence and management of industrial tourism operations.

In the third paper Kenneth F Hyde, AUT University, offers a multiple view theoretical and empirical report on independent-traveler decision making. Hyde presents an intellectual feast in reviewing the literature—along the way the advances theory include useful explanations of simple and effective heuristics tourists apply to pre-trip and on-the-journey problems and opportunities.

Rhonda L.P. Koster, Lakehead University, provides an organizational and sociological study on mural tourism in the fourth paper. How mural tourism creation occurs and makes profound contributions to the well-being of rural Canadian communities makes inspiring reading. Koster provides a landmark contribution that relates well to Frew's and Hyde's papers.

In the fifth paper Chien-Wen Tsai, Ming-Hsin University of Science and Technology, provides a thorough explanation of the multiple relationships affecting leadership style and employee job satisfaction in international tourist hotels. Executives treating employees as team members is a particularly effective leadership style—at first blush a finding of no surprise. However, Tsai provides tools to achieve this valuable but illusive mode of executive thinking and action.

The final paper offers action and outcome metrics for measuring the management performance of destination marketing organizations. Arch Woodside, Boston College, and Marcia Sakai, University of Hawaii – Hilo, build on their prior work by reviewing a series of studies providing a longitudinal view of continuing poor performance assessment for both a DMO and a State Audit Office responsible for doing management audits for the legislative branch of government. What to do when little to no changes in executive behavior and poor performance outcomes occur following continuously from one DMO management audit to the next? Woodside and Sakai review such audits and offer template tools to improve both DMO performance and auditor field research.