



EDITORIAL NOTE

Navigating Dynamics in Contemporary Hospitality and Tourism

Dear Readers,

Welcome to the latest issue of the PIJTH journal, presenting a captivating collection of papers that delve into diverse aspects of the vibrant fields of hospitality and tourism. This issue showcases a diverse range of topics, highlighting the multidimensional nature of these dynamic industries.

Within the pages of this journal, you will discover a rich mosaic of insights derived from the multifaceted realms of contemporary hospitality and tourism. These papers delve into the ever-changing landscapes shaped by technology, organizational dynamics, leadership, competition, and the digital era.

Each paper presented in this collection offers a unique perspective and valuable insights, contributing to our understanding of the opportunities and challenges that these industries present. Together, they add layers of knowledge to enrich our comprehension of the intricate dynamics at play in the world of hospitality and tourism.

Elsawy T. sets the tone by investigating how hyper-personalization through digital clienteling influences domestic tourists' online booking decisions. The research, combining an integrated model of the Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRA), sheds light on technology adoption intricacies and its impact on the ever-evolving domestic tourism landscape.

Magdy A. shifts the focus to the internal dynamics, investigating the link between workplace bullying and its impact on food and beverage employees. The study delves into emotional intelligence as a buffer against bullying's detrimental effects, offering valuable insights for fostering supportive work environments in hotels.

Fathy E. explores the leadership dimension, specifically analyzing how transformational leadership styles enhance the creativity of front-office employees. The findings highlight job satisfaction as a key mediator, providing a holistic view of leadership's influence on organizational performance within hotels.

Hefny L. broadens the perspective by analyzing tourism destination competitiveness through the lens of the Travel and Tourism Competitiveness Index (TTCI). This research sheds light on the index's significance in assessing a country's ability to develop its travel and tourism sectors sustainably.

Medhat S. grapples with the contemporary challenge of digital disinformation, exploring its potential impact on hotel booking intentions. This research urges scholars and



practitioners alike to critically examine and navigate the digital sphere to combat misinformation effectively.

Within these pages, you will encounter diverse perspectives that spark thought-provoking dialogues and fuel further research endeavors. May these pages guide us towards a future where hospitality and tourism thrive, offering enriching experiences for all.

Our deepest gratitude goes to the authors, reviewers, and readers whose invaluable contributions make this journal possible. Without your dedication and passion, the PIJTH wouldn't be the platform for groundbreaking research it is today.

Happy reading!

Sincerely,

Prof. Mohamed A. Nassar