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Editorial

Omar Al Serhan [±]

It gives me great pleasure to present to you the newest issue of the *Transnational Marketing Journal*. This October 2019 release includes papers covering different and interesting topics that we think will appeal to a broad segment of readers. Tourism, beer marketing and destination marketing, entrepreneurial strategies, customer relationship management (CRM) and supply chain management are covered in this issue, which we hope you will find interesting to read.

The first article by Gamra and Behi and discusses sustainable tourism (ST) and explores the understanding of ST principles and its impact on Tunisians' pro-sustainable attitude. It is argued that Tunisian tourists have a restrictive view of sustainability in tourism activities, but as other tourists in the world, they still resistant to domestic tourism.

Warda's article on Emirati Millennials and innovation in tourism Industry also examining tourism industry but with a focus on the generational shifts in tourist behaviour in the United Arab Emirates. Travel patterns of Emirati millennials are explored to understand what is valued most.

Article by Stahl, Tjandra, Feri, and Marshall is on the role of word of mouth (WoM) with a case from beer brand marketing in Colombia. They explore the factors that influence consumers to engage in word-of-mouth (WOM) communication within the Colombian beer market to identify 12 motivational drivers for WOM.

The fourth article discusses the gaps in the literature on customer relationship management (CRM) research. Alokla, Alkhateeb, Abbad, and Jaber show the current state of the art.

Vpepfepfe's article investigates the notions of CSR in organisations within the UAE and hoping to help Business Organizations (profit and not-for-profit) to formulate CSR agenda for their supply chain managers.

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The penultimate article in this issue discusses destination marketing from a talent acquisition perspective by Andrej Přivara and Eva Rievajová. They discuss the policy and practices in Germany and Singapore as talent destinations.

Slivar, Stankov and Pavluković propose a new conceptual model for distribution. Using a case study method, they examine the hoteliers' relationship with online travel agencies (OTAs). They proposed a model called "delegated distribution", a form of partnership strategy. This study offered a conceptual exploration of delegated distributions leading to critical implications for both hospitality and tourism theory and practice drawing on the Croatian example. It broadens the ongoing discussion on distribution strategies in this market with practical implications for small, medium hotels and companies in the travel supply chain.

Finally, I would like to take the opportunity to thank our authors for their submissions, I also would like to offer my sincere thanks to all our reviewers who volunteered to offer their time and expertise to help us ensure the quality and robustness in getting out the most reliable, novel, and accessible scholarship in this field. I would also like to thank the team of our publishing house, Transnational Press London and the Chief Editor Professor Ibrahim Sirkeci for his dedication to academia and for fostering scholarship in the transnational marketing field in particular.

Hope our readers will find this selection of papers both interesting and useful for their own scholarly or business endeavours. I would also like to take this opportunity to invite all interested parties in the field of marketing to publish their research in *Transnational Marketing Journal*. We do prioritise papers with international focus and comparisons; however, both empirical and conceptual papers as well as case studies, reviews and debates are welcome.

Also if you think you have what it takes to be an area editor or associate editor, or editorial board member, please email us your CV and motivation to join our editorial team.

Transnational Marketing Journal is now included in Scopus and under review for Web of Science. The journal is already listed and abstracted in many other international ranking platforms. We appreciate our editors, authors and readers efforts and support to get libraries to subscribe to this growing and improving unique journal.

