

EDITORS' INTRODUCTION

The editors would like to welcome readers to the second issue of *Advances in Hospitality and Tourism Research (AHTR)* which is the official and international scholarly research journal of Akdeniz University Tourism Faculty.

We are very pleased to take a step further in sustaining our new Journal by publishing the second issue. We hope that in the near future the Journal will be one of the promising publications that deliver high quality scientific knowledge to the interested parties in the hospitality and tourism field. This objective can only be achievable with contributors. Thus, the editorial board gratefully thanks to our editorial office staff, all contributing researchers, scientific board members and ad hoc reviewers. With their ongoing support, we can improve our quality in all our endeavors step by step over time.

This second issue of AHTR presents four research articles. Hesham Ezzat SAAD, Badran Nabil ALI and Abdel- aleem Magdy ABDEL-ATI explore the concept of Sharia-Complaint Hotel (SCH) and discuss the defining attributes of and challenges to SCHs. Fatma Nur İPLİK, Yunus TOPSAKAL and Oğuz DOĞAN analyze the impacts of strategic innovation on hotel firms operating in a sun and sea destination. Their empirical findings reveal that there are some critical obstacles that hotel firms face when they attempt to strategically innovate as well as some motivating factors such as positive outcomes of strategic innovations. Qingqing TAN, Ade ORIADE and Paul FALLON specifically focus on fast food segment in China and develop an instrument to measure service quality of Chinese fast food restaurants. Finally, in a conceptual paper, Yang GUO, Hongbo LIU and Yi CHAI explain the recent developments in the smart cities and tourism internet of things and give examples from China. All those papers provide some answers to some particular questions by presenting their empirical and/or conceptual findings. We believe and expect that all those academic contributions from the first and second issues of the Journal also lead to further questions that trigger new research attempts.

We take this opportunity to invite all researchers to submit their papers dedicated to hospitality and tourism field. We would also be pleased if you could bring AHTR to the attention of your colleagues.

We wish you to enjoy reading the second issue of AHTR!