

From the Editor's Desk

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This issue is made up of three papers: in the first paper, Lefadola uses 120 TripAdvisor reviews to analyse food quality attributes that four Michelin starred restaurants diners reflect on when evaluating their meal experience. Content analysis technique was used to identify emergent themes and the results of the study suggest that most diners of Michelin starred restaurants mention the food quality dimension when evaluating their dining experiences. Most diners respond positively towards the quality of food in Michelin starred restaurants. The study further showed that the taste of food, food presentation, innovativeness of menu items, drinks selection, and food and wine pairing, in that order, are the most salient attributes in diners' evaluation of the food quality of Michelin starred restaurants. Lefadola's study gives managers a better understanding of diners' perceptions which can be used as a basis for formulation of food quality management and recovery strategies. The second paper by Tauetsile compares and examines two competing Employee Engagement measures identified in the academic literature by specifically examining their proposed factor structure and predictive validity. Using responses from 157 employees' results revealed significant differences between the two measures. Her findings support the theoretical argument that, employee engagement measured by the ISA is a three dimensional construct. Nonetheless the UWES-9 predictive power was superior to that of the ISA. Overall, the study concludes that both measures are valuable in employee engagement research and would serve different purposes.

The third paper by Ledikwe and Klopper uses a total of 85 customers of a selected apparel manufacturer who reside in the South-East District of Botswana to investigate the perceived influence of relationship value management (RVM) in developing the brand reputation of a major apparel manufacturer in Botswana. The study results indicate that customer orientation is directly linked to employee engagement. In addition, customer orientation and employee engagement led to a significant and positive influence on RVM. Moreover, RVM was reported to have a significant positive impact on the level of brand reputation. The findings of their study can assist apparel manufacturers in understanding how the interrelationship between customer orientation, employee engagement and RVM can boost brand reputation in a developing economy such as Botswana. The last paper by Marumoagae and Pansiri uses a convenience sample of 75 respondents, to explore the effects of personal branding on perceived service quality. Their study found that different personal branding dimensions significantly influenced different dimensions of service quality. Communication was found to significantly influence all the service quality dimensions (responsiveness, reliability and tangibles). Behaviour and Self-esteem were found to positively influence responsiveness while Appearance was found to have a significant influence on reliability. The study confirms the importance of personal branding as one of the crucial elements in improving service quality by organisations.

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