

Preface



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As a forum of interdisciplinary and cross-cultural studies, the Journal of Morisita Memorial Research (JMMR) acts as a linkage between academicians and practitioners in the fields of tourism, hospitality, leisure, and their related areas. JMMR is also an appropriate outlet for manuscripts designed to be of interest to its audience of professionals and scholars. We would like to thank our reviewers for having been so professional in evaluating submissions and proposing comments which help the authors to refine their valuable research outcomes.

By way of strict reviewing and screening process, we selected three excellent articles from submissions for this issue which meet the audience's need for inspiring topics. The first paper by Tomonori Oshima presents the results of study on how to employ the concept and logic of revenue management to ryokan business operation. This approach will support ryokan managers to craft their business strategies in a more integrated perspective that maximizes profitability. In the second paper by investigating behaviour of inbound tourists from China and Japan to South Korea, JungSoon Lee depicts the profile of these markets of lodging products. The author proposes policy makers managerial implications that guide them to improve the quality of strategic planning and implementation. The third paper by Marica Mazurek aims to extend the theory of brand equity models to settings of tourism destinations. Throughout conveyed in this article the author demonstrates that brand equity research in tourism destinations is still underdeveloped and there is a call for more endeavour to make on this research issue.

We thank you very much for your interest in JMMR. For submissions guidelines and requirements, please refer to the manuscript guidelines at the end of this publication. We are looking forward to receiving submissions from you.