

I am delighted to introduce the third issue of the *IHR* (Vol. 33 No. 2).

We are greatly honored to include an interview with William D. Talbert, CEO of the Greater Miami Convention & Visitor's Bureau (GMCVB). In the interview, Mr Talbert addresses recent trends in the hospitality industry of Miami, one of the world top travel and tourism destinations, while exploring the competencies necessary for achieving success in the hospitality industry. He also presents his expectations for hospitality and tourism education and future goals in educating young talent. In this issue of *IHR*, Diann Newman, Vice Dean of FIU's Chaplin School of Hospitality & Tourism Management, introduces the innovative experiential learning courses developed by the faculty of the school. I hope this program will attract more discussion on innovative experiential learning in hospitality and tourism higher education.

In this new issue of the *IHR*, you will also find peer-reviewed articles that address the following research topics: contracting school meals services, tipping motivations in restaurants, QSR sustainable practice perceptions on willingness to pay, gender differences in motivations to attend festivals in Saudi Arabia and status and scope of project management in the hospitality industry.

An article by M. Traynor, C. Chen and M. Kitterlin examines how a decision is made to contract school meal services, and the associated nutritional and financial impacts in school districts. The study explores the use of privatization of this function in a case study of a school district with privatized foodservice in Florida. A study by J. Whaley, J. Lee and Y. Kim places emphasis on restaurant tipping and its impact on the effects of tipping motivations on building server loyalty. It investigates the extent to which server quality, adherence to the social norm, food quality and the demographic characteristics of age, gender and income predict a restaurant guest's loyalty to the same server. A research paper by M. Ottenbacher, G. Kuechle, R. Harrington and W. Kim examines how consumers' level of importance of economic, social and environmental sustainable practices impact QSR brand perceptions and willingness to pay. In another research paper, F. Alshammari, J. Whaley, S. Hur and Y. Kim conducted a within-gender analysis and between-gender differences in motivations to attend a non-traditional festival in Saudi Arabia. This study is the first to examine gender differences in festival motivations in Saudi Arabia. The remaining article by E. Rengel, J. Babb and T. Flohr focuses on understanding the scope of project management curriculum in universities' hospitality programs as well as the scope of project management skill requirements in hospitality firms. It reflects on how to narrow the disconnect between project management in academia and in hospitality firms.

We sincerely hope that you enjoy reading the articles on Vol. 33 No. 2 of the *IHR*.

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