

**Erratum: De-Linking from Western Epistemologies:
Using Guanxi -Type Relationships to Attract and
Retain Hotel Guests in the Middle East
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De-Linking From Western Epistemologies: Using Guanxi-Type Relationships to Attract and Retain Hotel Guests in the Middle East – ERRATUM

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In the original publication of Shaalan et al. (2021), errors were introduced during the production process in the author affiliation and biographical details section for Ahmed Shaalan and Marwa Tourky. Their correct affiliations are listed below; the original publication has also been corrected to reflect these changes.

The publisher apologizes for these errors.

Ahmed Shaalan: Associate Professor in Marketing, College of Business, Zayed University, Abu Dhabi, UAE and Visiting Fellow, School of Management, Cranfield University, UK.

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Reference

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