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## EDITORIAL

The first volume of the journal *Tourism and Hospitality Management* for the year 2012 presents nine papers, one case study, four book reviews and four congress reviews. Papers from this issue were written by 19 authors and cover the following areas: nature-based tourism, rural tourism, tourism destination image, tourism market heterogeneity, customer value, service expectations, hotel financial statements and managerial approaches in travel agencies. Most of the contributions to this issue were made by authors from various parts of Europe: Finland, Greece, Montenegro, Romania, Spain, Slovenia and Croatia, but this volume also includes papers from Japanese and Taiwanese authors.

In the paper entitled *Demand forecasting within Montenegrin tourism* adequate seasonal ARIMA models are constructed with the use of Box-Jenkins methodology in order to be applied to forecasting short run flows of tourist arrivals and tourist overnight stays in Montenegro for the period of ten years.

The investigation conducted in the paper *Construct the destination image formation model of Macao* is based on the vigorous tourism industry and on the development of the gaming industry in the future in order to promote and construct the national competition strength in Taiwan. It claims that the tourism destination image is an important factor that affects tourist choice, plans and schedules. The primary tourism motives of the study are connected to the casino culture and the national image of sense and sensibility after combining Eastern and Western culture.

The paper *Creating customer value through service experiences* deals with service evaluation through attribute outcomes and values. It also differentiates and relates the perceptions of service value with service experience components. This paper tries to answer the question of finding the key to achieving excellent customer service experiences and to measuring them. It claims that elements such as service atmosphere, hotel facilities, etc., are significant contributors to the customer's ability to relax and escape from routine, which are the two major factors of the service experience.

The paper entitled *Tourism market heterogeneity in Romanian urban destinations* focuses on the context of tourism marketing and investigates the concept of segmentation as an important tool in the management of urban tourism destinations. Segmentation has received considerable support within tourism literature because it presumes the existence of heterogeneity among customers, and urban tourism has been the object of intensive research for several years. The study provides a deeper insight into the typology of tourists visiting Romanian urban tourism destinations, with particular focus on the city of Brasov. The results demonstrate that each of the identified tourist segments has a different profile and the paper also discusses the implications for destination management.

The paper *Segmentation of rural tourists: Combining push and pull motivations* deals with rural tourism as an important form of tourism in many countries, including Finland. It discovers rural segments in four groups of travelers, each of them differs in

motivations, preferred destination attributes, travel behaviour and socio-demographic factors and emphasizes the importance of understanding these differences.

Financial statements are dealt by the paper entitled *Analyzing Income Statements of three star hotels in Thessaloniki* where an attempt has been made to investigate the effectiveness of three star hotels in Thessaloniki compared to the whole country. It also reveals that the economic situation and their effectiveness is not significantly different to that of the national total, although in general the situation is better.

Trends from Japan and other post-industrial countries that are presented in the paper entitled *Changing demographics in Japan's national parks; towards a targeted marketing strategy for nature-based tourists* suggest visitor demand for nature-based tourism destinations. They include national parks that are in decline and have adverse implications for funding and natural resource management. The paper employs a 'market leader' case study approach in order to investigate visitors to Kamikochi, a gateway to the North Japan Alps whose long conservation pedigree, and proximity to urban areas, ensures it can fulfil both the 'protection' and 'promotion' criteria. The aim was to identify the composition of Kamikochi's day hiker visitor segment and to cross-analyse the results in order to provide practical information for national park managers. Although the need for targeted marketing is evident, significant barriers to marketing nature-based tourism resources exist.

The purpose of the paper entitled *Chinese tourists – are they an opportunity for the Slovene and Croatian tourist industry* is to determine the opportunities related to an increase in the number of Chinese tourists travelling abroad, particularly applied to Slovenia and Croatia. The paper presents the results of one of the first systematic scientific researches on this topic in Slovenia as a part of the Schengen zone (EU), and Croatia as a country that is to become a member state. The paper emphasizes that cooperation between these two countries is necessary when entering the Chinese market because it will increase the impact and reduce the marketing and transport costs for them.

The basic aim of the paper *Managerial perception of employees in travel agencies in Montenegro* is to research and find dominant types of manager approaches to human resources management, as well as manager motivation techniques in travel agencies in Montenegro. Research findings reveal that by combining motivation techniques of human resources motivation (material and non-material), managers could provide more significant business results than they are nowadays in travel agencies in Montenegro.

I would like to warmly thank all authors and reviewers for their contributions to this issue and, as always, I look forward to our future cooperation. I would especially like to thank our colleague and member of the advisory board Prof. dr. Sonja Sibila Lebe for selecting high quality papers that were then presented at the 4<sup>th</sup> *Advances in Tourism Marketing Conference (ATMC)* in Maribor, Slovenia. Three of them are included in this issue, and the remainder will be published in the December issue.

**Prof. Jože Perić, PhD**  
*Editor-in-Chief*