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EDITORIAL

The second volume of the journal *Tourism and Hospitality Management* for the year 2012 presents nine papers and two book reviews. Papers from this issue were written by 16 authors and cover the following areas: rural, health, cruise and agritourism, destination branding, experiential tourism marketing, tourism value chain, liquidity measuring issue, and healthy nutrition. Most of the contributions to this issue were made by authors from various parts of Europe: Montenegro, Poland, Italy, Serbia, Bulgaria, Switzerland and Croatia, but this volume also includes papers from Japanese and Taiwanese authors.

The paper *Forecasting the demand for health tourism in Asian countries using a GM(1,1) – Alpha Model* presents a more suitable and accurate model for forecasting the demand for health tourism that should be more theoretically useful. It applies GM(1,1) with adaptive levels of α to provide a concise prediction model that will improve the ability to forecast the demand for health tourism in Asian countries. The results show that the optimal value of α in GM(1,1) can minimize the predicted error.

The paper entitled *Measuring liquidity on stock market: impact on liquidity ratio* focuses on the variables that make crucial role in decision-making process of investing in stocks. The paper explores the impact of various liquidity variables on liquidity ratio, and indicates that the size of firm measured by market capitalization, number of issued stocks and achieved volume affects it.

The aim of the paper titled *Creating value chain model and shaping authentic tourism product: the case of South Serbia* is twofold: the research focuses on the creation of value chain models identify relatively homogeneous market segments and the choice of those who are most profitable, and which will form an authentic tourism product. A hypothetical model of the value chain has been proposed based on the hypothesis formulated which can enable the value chain forming an authentic tourism product in practice and must also take into account the implication as holistic as possible.

The analysis presented in the paper *Attitudes of citizen of Dubrovnik towards the impact of cruise tourism on Dubrovnik* reveals attitudes of the local population from the surrounding area on cruise tourism and its further development in the Dubrovnik area. Findings indicates that majority of citizens are aware of positive effects from cruise tourism as well as the fact that the traffic jams are the main problem the local community is currently facing. It has been ascertained that there is a difference in attitudes between the citizens on the influence of cruise tourism on the quality of life according to where they live and employment in tourism.

The paper *Touristic destination ambassadors, case analysis and conceptualization. How to better understand and use brand ambassadors in cognitive, affective and experiential approaches* tries to capitalize on recent research on tourism marketing, destination choice but also mainly on conceptual reflexions and research on emotional and symbolical relationship to the brand. It also proposes a new definition of the concept of destination ambassador and related examples of applications, to recent

findings or conceptual approaches in tourism marketing, integrating the experiential approach.

The paper entitled *Study on some factors for healthy nutrition environment in restaurants in Southwestern Bulgaria* examines some key factors leading to the formation of a healthy nutrition environment in tourist companies in Southwestern Bulgaria. The survey results reveal that management staff shows good level of knowledge and awareness on healthy nutrition issues, but the implementation of healthy practices into restaurant business is insufficiently developed.

The role of marketing concept in the process of the sustainable rural tourism development is presented in paper entitled *The role of marketing philosophy in rural tourism development*. Emphasis is given to analysis of the factors that influence the implementation of marketing philosophy in tourism, its specifics in area of rural tourism. The findings indicate that marketing in rural tourism should be seen as a means of achieving development of strategic goals of rural tourism destinations. Marketing should be understood as platform for defining business objectives and strategies, and creation of tourist products, which deliver unique experience to consumers and generate profit for rural tourism destination.

The research presented in the paper titled *Assessing demand characteristics of agritourism in Italy* investigates the demand characteristics of agritourism in Italy, which has not been fully investigated despite relatively high number of the supply-side studies on the Italian agritourism. The findings reveal rapid growth of agritourism accompanied by lower operation rate than that of tourism in general.

Destination branding is described in the theoretical paper *The idea of destination brand licensing and the question of its effectiveness*. This paper's purpose is to enhance the destination branding through introducing some new elements taken from other popular concepts used in destination management into destination branding theory.

I would like to express my special thanks to all authors for their contributions to this issue. Compliments to all reviewers for their remarkable work, whose valuable critics and comments significantly influenced on rising the quality of the papers.

Special thanks to our colleague from University of Maribor, Slovenia and member of the advisory board Prof. Sonja SibilaLebe, PhD for selecting another three high quality papers presented at the 4th *Advances in Tourism Marketing Conference (ATMC)* in Maribor, Slovenia.

Prof. Jože Perić, PhD
Editor-in-Chief