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EDITORIAL

The first issue of the journal *Tourism and Hospitality Management*, for the year 2014 presents ten papers. Papers from this issue were written by 22 authors and cover areas of tourist satisfaction, destination management organizations, cultural tourism, non-profit marketing, website evaluation, information technology balanced scorecard, private accommodation, environmental management and protection, environmental responsibility and reporting and green services. Contributions to this issue were made by authors from Turkey, Spain, Poland and Croatia.

The paper entitled *Island destinations' tourism offer – tourists' vs. Residents' attitudes* provides empirical insights into the tourists' and residents' attitudes regarding islands tourism and its offer, using the Kvarner Bay islands (Lošinj and Rab) as a case study. It reveals if differences exist between tourists' and residents' level of satisfaction and tries to identify gaps between tourists' satisfaction levels and residents' ones, and, consequently, to identify critical element/s of the analysed destinations.

The paper titled *Entrepreneurial management of private accommodation in times of crisis: a comparative approach* tries to assess competitiveness of private accommodation and offer the necessary measures for improving its quality that would provide additional opportunities for the creation of a new market position as well as increasing quality of life and standard of local population. A study of attitudes and opinions of private accommodation providers, in conjunction with assessing the current state and possibilities of further development was conducted.

Spatial Resources in the Development of Tourism Destinations (case study Kvarner) studies the problems and specific issues related to tourism and coastal urbanism, through an analysis of the tourist's, the resident's and tourism management's evaluation of the elements of the tourist offer related to space, environment and sustainable development in the tourist region of Kvarner (Croatia). It states that strategic guidelines for tourism development should be based on the principles of sustainable development, that includes the preservation of urban and spatial alignment and overall development.

The aim of the paper titled *Hotel website performance: evidence from a transition country* is to determine whether hotels in Croatia as a transition country exploit the potentials of the Internet as a marketing tool. It states that although hoteliers recognize the importance of online presence, most are not effectively using websites from the user-friendliness, marketing effectiveness, and F&B perspectives. Hotel quality rating, location, and their two-way interaction are significant in explaining differences in site attractiveness and marketing effectiveness.

Information technologies in the activities of destination management organizations is the paper that tries to assess the significance of two spheres connected with the functioning of DMOs. It covers theoretical issues connected with the destination management organizations as the basic organizational structures in the tourism sector, and with the significance of the Internet and modern information technologies in the activities of these organizations together with analyzed empirical issues.

The analysis presented in the paper *Determination of the thermal hotel location: Application of analytic hierarchy process* tries to determine the importance of the factors on thermal hotel location via Analytic Hierarchy Process (AHP). According to the results of AHP, Environmental Factors are found to be the most important factor in determining the location of the thermal hotel among them the closeness to Thermal Water.

The aim of the paper titled *Greening hotels – building green values into hotel services* is to enhance knowledge about greening hotel services and the possibilities it provides for successful hotel management and for enrichment of hotel guest experiences. The paper is based on a summarized review of previous theoretical contributions and an analysis of three business cases that identify and describe different and numerous activities of green marketing management. The presented study is useful for understanding how environmentally conscious hotel management establishes a suitable setting for greening hotels services.

Environmental accounting as perspective for hotel sustainability: literature review is the paper that states that environmental objectives are included in hotel business policies and strategies and that the fulfilment of environmental objectives requires from hotel to develop and implement environmentally sustainable business practices and to implement reliable tools to assess environmental impact, of which environmental accounting and reporting are particularly emphasized. The paper provides an overview of current research in the field of hotel environmental accounting and reporting.

The paper titled *Model for marketing management at cultural institutions in the city of Zadar* especially focuses on analysis of the networking importance and advantage for all cultural institutions in Zadar, in creating unique product and more creative supply. It reveals that marketing today is indispensable for functioning of all business subjects and nonprofit institutions, whose primary goal is socially responsible behavior. Marketing strategies of cultural institutions are starting point for quality implementation of marketing in cultural institutions.

The main objective of the paper *Tequila tourism as a factor of development: a strategic vision in Mexico* is to establish that Tequila Tourism can be a tool in the economic development of the Jalisco region, linking the product, tequila, the agave landscape, and the fact that the tourist route can be a sign of identity for this tourist market. It emphasizes the importance of achieving sustainable rural development through respecting the environment, creating wealth and jobs and with involving public administrations and companies by promoting complimentary activities in rural region.

I would like to take this opportunity to express my special thanks to all authors for their contributions to this issue. Warmest thanks to our reviewers for their remarkable work, whose valuable critics and comments significantly influenced rising the quality of the papers. I am looking forward to our future cooperation.

Jože Perić
Editor-in-Chief