

ISSN 1330-7533

TOURISM AND HOSPITALITY MANAGEMENT

Volume 20 Number 2 pp. 155 – 251 December 2014

CONTENTS

<i>Editorial</i>	III
<i>Research papers</i>	
SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE HEALTH CARE INDUSTRY - TOWARDS HEALTH TOURISM MARKET <i>Suzana Marković</i> <i>Dina Lončarić</i> <i>Damir Lončarić</i>	155
THE LOGISTIC PRODUCT OF BICYCLE DESTINATIONS <i>Edna Mrnjavac</i> <i>Nataša Kovačić</i> <i>Darja Topolšek</i>	171
INTERACTION BETWEEN FINANCE, TOURISM AND ADVERTISING: EVIDENCE FROM TURKEY <i>Feyyaz Zeren</i> <i>Mustafa Koç</i> <i>Filiz Konuk</i>	185
THE NEW STRATEGIC ORIENTATION IN INNOVATING HOSPITALITY LOGISTICS SYSTEM <i>Christian Stipanović</i> <i>Elena Rudan</i>	195
MOBILE TECHNOLOGIES AND SUPPLY CHAIN MANAGEMENT – LESSONS FOR THE HOSPITALITY INDUSTRY <i>Tomislav Car</i> <i>Ljubica Pilepić</i> <i>Mislav Šimunić</i>	207
LOGISTIC TRAFFIC – A SUPPLY CHAIN MANAGEMENT FACTOR IN HOSPITALITY <i>Robert Maršanić</i>	221
LOGISTICS IN PROVIDING PRIVATE ACCOMMODATION SERVICES IN PRIMORSKO – GORANSKA COUNTY <i>Edna Mrnjavac</i> <i>Nadia Pavia</i> <i>Marta Cerović</i>	235
<i>Reviewers</i>	251

ADVISORY EDITORIAL BOARD

Muris Čičić
University of Sarajevo, Faculty of
Economics, Bosnia and Hercegovina

Elizabeth M. Ineson
Manchester Metropolitan University, UK

Peter Jordan
University of Vienna, Austria

Fotis Kilipiris
Technological Educational Institute of
Thessaloniki, Greece

Sašo Korunovski
University of Bitola St. Kliment Ohridski
Macedonia

Hartmut Luft
Jade University of Applied Sciences
Germany

Hilary C. Murphy
Lausanne Hotel School
Switzerland

Harald Pechlaner
Catholic University Eichstätt Ingolstadt
Germany

Sonja Sibila Lebe
Faculty of Economics & Business Maribor
Slovenia

Dora Smolčić Jurdana
University of Rijeka, Faculty of Tourism
and Hospitality Management, Croatia

Nadia Theuma
University of Malta, Institute of Tourism,
Travel and Culture, Malta

Andreas Zins
Modul University of Vienna, Austria

EDITORIAL BOARD

Ahmet Aktaş
Akdeniz University School of Tourism and
Hotel Management, Turkey

Theoman Alemdar
Bilkent University, Turkey

Tea Baldigara
University of Rijeka, Faculty of Tourism
and Hospitality Management, Croatia

Mato Bartoluci
University of Zagreb, Faculty of Economics
Croatia

Dimitrios Buhalis
Bournemouth University, UK

Kaye Chon
Hong Kong Polytechnic University, China

Evangelos Christou
Technological Educational Institute of
Thessaloniki, Greece

Constantin A. Bob
Academy of Economics Studies, Romania

Chris Cooper
University of Queensland, Australia

Krzysztof Dobrowolski
University of Gdańsk, Institute of Maritime
Transport and Seaborne Trade, Poland

Vlado Galčić
University of Rijeka, Faculty of Tourism
and Hospitality Management, Croatia

Marian Gúcik
University of Banská Bystrica, Faculty of
Economics, Slovakia

Dogan Gursoy
Washington State University, USA

Antti Hahti
University of Lapland, Finland

Michael Hall
University of Otago, New Zealand

Ritva Hoykinpuro
Lahti Polytechnic, Fellmanni Institute for
Hospitality & Tourism, Finland

Slobodan Ivanović
University of Rijeka, Faculty of Tourism
and Hospitality Management, Croatia

Jay Kandampully
Ohio State University, USA

Ioannis Karamanidis
Technological Educational Institution of
Thessaloniki, Greece

Hanan Kattara
Alexandria University, Faculty of Tourism
and Hotels, Egypt

Slavka Kavčič
Faculty of Economics, Ljubljana, Slovenia

Metin Kozak
University of Mugla, Turkey

Silvio Rigatti Luchini
University of Padova, Italy

Suzana Marković
University of Rijeka, Faculty of Tourism
and Hospitality Management, Croatia

Helga Maškarin Ribarić
University of Rijeka, Faculty of Tourism
and Hospitality Management, Croatia

Josef Mazanec
Wirtschaftsuniversität Wien, Austria

Marcel Meler
J.J. Strossmayer University Osijek, Faculty
of Economics in Osijek, Croatia

Elvis Mujačević
University of Rijeka, Faculty of Tourism
and Hospitality Management, Croatia

Dieter Müller
University of Umeå, Department of Culture
Geography, Sweden

Ludmila Novacká
University of Economics, Bratislava
Slovakia

Giovanni Panjek
University of Trieste, Faculty of Economics
Italy

Stevan Popović
Faculty of Tourism, Hospitality and Trade
Bar, Montenegro

Rayka Presbury
University of Western Sydney, Penrith
South, Australia

Mukesh Ranga
Bundelkhand University, India

Chris Roberts
University of Massachusetts, USA

Ana-Isabel Rodrigues
Polytechnic Institute of Beja, Portugal

Josef Sala
Cracow University of Economics
Poland

Ian Senior
Emirates Academy, UAE

Marianna Sigala
University of the Aegean, Greece

Anders Steene
National Institute for Working Life,
Stockholm, Sweden

Christian Stipanović
University of Rijeka, Faculty of Tourism
and Hospitality Management, Croatia

Vladimir Stipetić
University of Zagreb, Croatia

Snežana Štetić
University of Novi Sad, Serbia

Ada Mirela Tomescu
University of Oradea, Economics Faculty
Romania

Veljko Trivun
University of Sarajevo, Faculty of
Economics, Bosnia and Hercegovina

Paris Tsarta
University of the Aegean, Chios, Greece

Marco Valeri
University of Rome "Tor Vergata", Italy

Francois Vellas
University of Toulouse, France

Craig Webster
College of Tourism and Hotel Management
Cyprus

Igor V. Zorin
Russian International Academy for
Tourism, Moscow, Russia

EDITORIAL

The second issue of the journal *Tourism and Hospitality Management*, for the year 2014 gathered the contributions of 18 authors in seven papers. Most of the authors, both foreign and domestic researchers, take part in the *Supply chain management in hospitality* scientific project, financed by the University of Rijeka. The research results presented in this issue represent a significant contribution to the field of supply chain management in hospitality or, more precisely, hospitality logistic systems, logistic products of tourism destination and service logistics, while simultaneously focusing on the macro-logistic level and some significant elements of the tourism supply chain.

Supply chain management in hospitality is a 3-year scientific project financed by the University of Rijeka. It started in 2013 and is a continuation of the scientific project *Logistics Flows Managing in the Tourism Destination*, financially supported by the Ministry of Science, Education and Sports of Republic of Croatia. The project aims at defining hospitality as a logistic system, at the same time identifying the internal and external processes of the system and addressing the synergy of logistic processes and resources. By equalizing the notion of business process and logistic process it supports modelling hospitality organizational system and focusing on the process optimization, regardless the perspective in dealing with the supply chain. The project should also determine common and partial supply chain goals, analyse the possibilities and prerequisites of optimally managing information, traffic and other logistic flows, strategic implications and the quality management of tourism logistics. By applying the appropriate scientific methodology and interdisciplinary and multidisciplinary scope, the final goal of the project is determining a universally appropriate model of hospitality supply chains. The five research papers published with this issue contribute to these objectives.

The findings of the paper *The logistic product of bicycle destinations* support the idea of cycling tourism as the path of much needed segmentation in the Croatian tourist supply. The research focused on information logistic flows and identified the specific elements of bicycle destinations in Europe. Cycle-specific destinations' attributes are put in the context of identified cycle tourism demand requests, enabling cross-referencing, in an attempt to create the list of attributes Croatian destinations should aim to fulfil.

In the paper *The new strategic orientation in innovating hospitality logistics system* the authors identify the existing and possible future modes of optimizing the logistic processes and strategies in hospitality aimed at sustainably providing the tourist with excellence. The research highlights the role of intangible resources, knowledge management and the new strategic orientation of innovating the logistic process and transforming the organization into a learning one.

Mobile technologies and supply chain management – lessons for the hospitality industry define preconditions and integration capabilities of the mobile business in the hospitality supply chain management via mobile devices and mobile applications. Drawing attention to the mobile applications potential the paper findings suggest developing specific mobile solutions for SCM in the hospitality industry.

The paper entitled *Logistic traffic – a supply chain management factor in hospitality* analyses the logistic traffic model as an influential factor of competitive hospitality supply chain management in tourist destinations, finding that although each modality of the traffic logistic system has its own specific mission, they all have a common basic mission in preparing, manipulating, transporting and distributing goods.

The study of the *Logistics in providing private accommodation services in Primorsko - goranska county* focuses on private accommodation as in the accommodation structure and accommodation services by providing the logistic concept which could solve the problem of poor organization that many private accommodation owners face and possibly have a practical effect on both private accommodation owners and managers.

Although not part of the Project, the Journal also included the paper *Service quality and customer satisfaction in the health care industry – towards health tourism market*. The authors assessed the impact of service quality on customer satisfaction by applying the SERVQUAL instrument to researching the non-profit specialty hospitals and health spas in Croatia that try to provide a part of their services to the health tourism market. While confirming the reliability and validity of the SERVQUAL model in healthcare research, this study identifies a gap between patients' expectations and the perceptions of service quality.

Another significant contribution non-related to the project is titled *Interaction between Finance, Tourism and Advertising: Evidence from Turkey* - interesting from both the logistics perspective of managing logistic financial flows, as well as the perspective of Turkey as opposed to Croatia, dealt with in most of other presented studies. The authors give a new perspective to the causal relationship between the tourism index, tourism advertising and tourism revenue, by upgrading the approach and enabling the tourism index to be a more reliable performance scale of tourism sector, having a vital effect on tourism advertisement.

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 insights and comments significantly influenced the high quality of the abovementioned papers.

Edna Mrnjavac
Guest Editor