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TOURISM AND HOSPITALITY MANAGEMENT

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## EDITORIAL

The second issue of the journal *Tourism and Hospitality Management* for the year 2015 gathered the contributions of eleven authors in seven papers. Papers from this issue cover areas of tourism policy, consumer behaviour, social media, and sustainable development. Contributions to this issue were made by authors from Australia, New Zealand, United States of America, Italy, Jordan, Slovenia, Turkey and Croatia.

*Computable General Equilibrium Modelling: an important tool for tourism policy analysis* begins with the observation that economic impact analysis in tourism has recently undergone a profound change in approach. In contrast to earlier emphasis on input-output models, computable general equilibrium (CGE) models, are being used worldwide to estimate the resulting net macroeconomic and industry effects and for policy analysis. Due to its technical nature, tourism researchers are generally unaware of the advantages of CGE modelling for economic impact analysis. The purpose of this paper is to provide an overview of the role that CGE modelling is playing and can play in estimating the economic impacts of tourism shocks and in tourism policy formulation and implementation by destination managers.

The purpose of the paper *Consumer Behaviour Analysis of Hospitality Students' Evaluation and Satisfaction with their Universities* is to establish the students' pre and post evaluation of their hospitality education institutions considering a set of measures, in a consumer-decision making model. The importance of this topic stems from the fact that understanding the process of choice and evaluation based on specific measures can help educational institutions in the hospitality field to promote their services based on a logical and feasible approach.

The paper entitled *Resident Attitudes, Place Attachment and Destination Branding: a research framework* argues that place identity, has been neglected within tourism studies in relation to local residents. It calls for rethinking the role of residents in destination branding and the necessity to explore various place attachment dimensions and their outcomes. Understanding how residents form place attachment, how they perceive their place of residence as a tourism destination and what they communicate may be useful in creation of positive destination image and strong destination brand.

The paper entitled *Profiling bicycle tourists: a case of Croatia* shows the need for gathering information about the behaviour of bicycle tourism demand. This research applies a somewhat different perspective than the existing ones – enabling more insight into the cycling-related behaviour in the home area and on vacation. As part of the international demand for bicycle tourism, knowledge about the behaviour of one particular national market contributes to the general state of the research.

The paper titled *Students' use of social media during the travel process* explores how students, as an important travel segment, are involved in social media during the travel process. The authors explore the underlying dimensions of social media used by students during the travel process. The quantitative research focuses on the students' use of social media in the three phrases of the travel process – before travel, during travel and after travel separately.

*Gender-choice behavior linkages: an investigation in the hospitality industry* investigates whether males and females differ on the emphases they place on core service and relational service in choosing a hotel. This study contributes to the body of knowledge by furthering the understanding of the role of gender in choice behavior. In addition, this study introduces the Del statistic, an untapped technique that overcomes certain problems associated with the use of inappropriate techniques in the analysis of categorical data.

The paper titled *Sustainability development and competitiveness of Rome as a tourist destination* provides an insight on the sustainability level of the city of Rome (Italy) as a tourist destination. The authors apply the Weaver model that focuses on the relationship between sustainability and competitiveness. The findings suggest some key strategic areas that can be addressed to improve the competitive position of destination Rome in the international tourism market.

I would like to express special thanks to all authors for their contributions to this issue. Special compliments to all reviewers for their remarkable work; their invaluable insights, suggestions and comments that significantly enhanced the quality of the papers. Finally, I wish to congratulate the editors and all past contributors given that, this year, Tourism Hospitality Management journal celebrates 20 years of continuous publication.

**Larry Dwyer**  
*Guest Editor*