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EDITORIAL

The first issue of the journal *Tourism and Hospitality Management* for the year 2016 gathered the contributions of twenty authors in seven papers. Papers from this issue cover areas of specific types of tourism (dark tourism, olive tourism, business tourism), economic tourism impact, consumer behaviour and sustainable management. Contributions to this issue were made by authors from Dominican Republic, Italy, Malaysia, Portugal, Slovenia, South Africa, Spain, United States of America, and Croatia.

Developing Business Tourism Beyond Major Urban Centres: The Perspectives of Local Stakeholders discusses the concepts of Business Tourism and analyses development strategies for Business Tourism in territories where this segment is not always given due consideration, especially at the level of local and regional development policies. Therefore, this study reflects on the potential of Business Tourism in territories with lower urban density and lower supply of facilities and services, when compared to the major cities that usually take the leading positions in international rankings.

The paper entitled *Tourism: The Untapped Goldmine in the Gold Coast* examines the economic impact of international tourism and currency valuation in the West African country of Ghana. The importance of this topic stems from the fact that this is the first empirical study that demonstrates the existence of causality between currency valuation and tourism using data from Sub-Saharan Africa, a region with abundant natural resources but one that remains significantly underdeveloped. This study presents preliminary empirical support for the positive impact that international tourism can have on the Ghanaian economy and points to instances where the vibrancy of international tourism is the primary basis for the economic development of the countries affected.

The purpose of the paper entitled *The Sustainable Management of Museums: an Italian Perspective* is to provide a conceptual model applying the principles of sustainable development to the enhancement of cultural heritage. The paper provides a multidimensional model for measuring the level of museum sustainability, able to analyze cultural and behavioral components. In that way, this analysis identifies possible areas of intervention for regional policies aimed at improving sustainability orientation of museums.

The paper entitled *Dark Tourism: Is It a Growth Segment for the Malaysia Tourism Industry?* reports the empirical investigation on the causal relationship between perceived importance of dark tourism product and tour operators' action behavior. The tour operator's perceived importance of dark tourism attributes and how they translate their perception into action behavior is explored. This study provides useful insights into the attributes, the perceptions and evaluations of the dark tourism products by the tour operators. Consequently, the outcome of this study can be used as a guide for the tourism industry policy makers to develop more efficient marketing and positioning strategies.

An Exploratory Study of Olive Tourism Consumers is the paper that aims to analyse the characteristics of tourist for whom one of the reasons for travelling to a certain destination is to get to know the production of olive oil. Therefore, the principal application of this research is to contribute to defining the socio-demographic profile and the motivations of the tourists that visit the geographical areas related to olive oil. This information can be very useful for the public administrations and private companies with the objective of creating tourism and cultural products that better satisfy the needs of the tourists and that, at the same time, are compatible with the sustainable management of the geographic area.

The paper titled *ICT for External Use in Croatian Four- And Five-Star Hotels* examine the implementation of advanced technology and promotional supports in hotel companies and compare their performance in four- and five-star hotels. The study provides insights into the external role of ICT for upscale hotels from the standpoint of customer relationship management (CRM), communication with customers, promotional supports, and online order receptions as tools for enhancing hotel promotion. These can be used as a valuable source of information between academics and can be additionally useful to marketing managers in hotels that intend to find as more as innovative ways for hotel promotion.

Restaurant Quality: The Case of Central Slovenian Region presents and compares different expert systems for assessing quality in the restaurants alongside the Ljubljana Quality Selection assessment methodology - LQS. In addition, this study presents the results of a restaurant assessment in the Central Slovenian region using the LQS methodology. This is the first study to investigate differences between expert restaurant assessment systems. The key contribution of this research lies in the fact that an independent new methodology for assessing restaurant quality was developed and implemented for the purpose of regional restaurant quality assessment.

Finally, we 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.

Dora Smolčić Jurdana
Sandra Janković
Editors