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EDITORIAL

The second issue of the journal *Tourism and Hospitality Management* for the year 2016 gathered eight high quality scientific papers. Contributions to this issue were made by eighteen authors from eight countries Ecuador, India, Indonesia, Ireland, Malaysia, Slovenia, Spain and United States of America. The authors engaged in this issue cover areas of responsible tourist behaviour, corporate social responsibility, drivers of hotel performance, destination image, online reviews and electronic word-of-mouth as well as different tourism types like gastronomic and reality tourism.

Indian Reality Tourism – A Critical Perspective is the paper that discusses the concept of reality-tourism which is prevailing in India at a slow pace and provides a critical analysis about pros and cons of this type of tourism. In addition, author analyses the view of the stakeholders such as the tourists, the tour operators and the people from slum areas. The paper highlights the various means of reality-tourism, the modus operandi, the various factors affecting reality-tourism through a proposed model, ending up with satisfaction level measurement of the all the players involved.

The paper entitled *Responsible Environmental Behavior Intention of Travelers on Ecotourism Sites* examines the responsible environmental behaviour intention of travellers formed upon visiting ecotourism sites in Indonesia. The results of the study revealed many variables affecting this behavior, such as trip quality, perceived value, destination image and tourist satisfaction. In that way, the research provides valuable contribution to improvement of Ecotourism regions' management in inducing positive future environment behaviour among travellers.

The purpose of the paper entitled *Influence of Managers' Demographic Characteristics on CSR Practices in the Restaurant Industry: The Case of Slovenia* is to, for the first time, investigate how restaurant managers' demographic characteristics influence Corporate Social Responsibility (CSR) practices in the restaurant industry. The results of this study contribute to more successfully implementation of CSR policies in the restaurant industry.

The paper entitled *The Study of Gastronomic Tourism in Córdoba and the Association of the Cuisine. An Econometric Analysis* aims to appraise as to what extent the gastronomic product supply of Córdoba can be considered a high quality and differentiated one, which may serve as a basis for tourism product development. Authors employed a univariate and bivariate analysis in order to describe the socioeconomic variables to explain the variety of restaurants in Córdoba and the relationships among them while to forecast the demand of gastronomic tourism in Córdoba, ARIMA models are used. The paper makes an estimate of the demand for gastronomic tourism in Córdoba.

Competitive Analysis of Online Reviews Using Exploratory Text Mining is the paper that reports the usefulness of analysing text-based online reviews using text mining tools and visual analytics for SWOT analysis, as applied to the hotel industry. Prior analyses of online reviews relied solely upon numeric “star” ratings while this study utilized text mining to uncover information within the written comments and applied the information in a SWOT analysis of three competing hotels. This analysis revealed several promising competitive actions for the hotels in the study.

Electronic Word-of-Mouth: Successful Communication Strategies for Restaurants is the paper that aims to explore the types and styles of communication that work more effectively towards better understanding of what types and styles of communication serve better the purpose using effectively social media for generating positive e-WOM. A thematic analysis was conducted to investigate the central topics surrounding the stimulation of positive e-WOM and styles and types of communication. Further analysis of the themes pointed to a number of practical implications which in turn led to the formulation of practical recommendations for restaurant marketers.

The paper titled *Resources and Capabilities Driving Performance in the Hotel Industry* provides an overview of the resources and capabilities framing sustainable competitive advantages in the hotel industry by using content analysis to review the existing studies on the topic. Results show that most of the studies in the hospitality industry focus on investigating the impact of intangible resources and capabilities on hotel performance while tangible resources are rarely considered and included in the research. The paper brings a theoretical contribution summarising and reflecting on the current body of knowledge.

The purpose of the paper titled *Beyond the Motivation Theory of Destination Image* is to critically review the literature to build an appropriate research framework for understanding the formation of destination image by international tourists. Authors have reviewed the literature on the definition, measurements and antecedents of destination image and concluded that there is need to find standardised definition, measurements and a comprehensive explanation of destination image formation beyond the motivation theory.

Finally, we would like to express special thanks to both, authors for their quality contributions to this issue and 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