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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 2017 presents nine high quality papers. Contributions to this issue were made by twenty-one authors from nine countries: Ecuador, Germany, India, Indonesia, Kenya, New Zealand, Republic of Korea, Slovenia and United States of America. Papers from this issue cover wide range of topics like tourist satisfaction, smart travellers, brand equity, sports tourism, financial performance, accommodation classification and tourism impacts.

The paper entitled *Tourist Adoption of Mapping Apps: A UTAUT2 Perspective of Smart Travellers* aims to identify factors affecting tourist's intentions to use mapping apps while travelling. This study contributes in providing a better understanding of user's needs and requirements in context of location based services in tourism. It also provides useful insights for practitioners as understanding the important constructs of technology acceptance can be helpful in developing and refining new technologies which further can lead to high acceptance among tourist.

The purpose of the paper entitled *Effects of Leadership Styles on Hotel Financial Performance* is to examine the effects of leadership styles on financial performance in hospitality and tourism industry. The paper first defines motives, leadership styles, leaders' experiences, and Linguistic Inquiry and Word Count (LIWC) and then uses quasi-experimental design to predict the impacts of leadership styles and leaders' experiences on financial performance. Results indicate that the transformational leadership and longer-tenured CEOs with high power and affiliation motives are associated with return on equity (ROE) whereas transactional leadership and older CEOs with high achievement motive affect return on assets (ROA).

*The Effect of Motivational Factor for Using SNSs on Tourist Attitude* is the paper that examines the relationship between motivational factor in regards to writing comments and tourist attitude. Specifically, the study explains the relationships between motivational factors and tourist recommendation intentions on Social Networking Sites (SNSs), and evaluates the factors influencing recommendation intentions on SNSs. The results indicate that the motivation for writing posts on SNSs after visiting a tourist attraction proved to have a significant effect on recommendation intentions.

Paper entitled *Sports Tourism and Perceived Socio-Economic Impact in Kenya: The Case of Machakos County* evaluates the role of devolution in promoting sports tourism in Kenya and how sports tourism has contributed to social economic development in the region. The results reveal the positive and negative social and economic tourism impacts.

The purpose of the paper entitled *Structural Equation Model: Influence on Tourist Satisfaction with Destination Attributes* is to present a model that expresses the relationships observed between a set of independent variables that condition overall satisfaction with a tourist destination, allowing to discover the potential for improvement of this indicator. The structural equations model represents and explains the relationship between the variables considered in the quality management of a destination and the degree to which they relate to each other and influence the level of satisfaction experienced by tourists.

*Accommodation Classification System in Slovenia* investigates the opinions of key tourism stakeholders about the AC system in Slovenia and the changes needed. Since there is a lack of empirical evidence for how tourism stakeholders across the spectrum understand AC systems and the changes they should undergo, this study aims to fulfil that deficiency by investigating the opinions of key tourism stakeholders.

The focus of the paper entitled *Can Customer Based Brand Equity Help Destinations to Stay in Race? An Empirical Study of Kashmir Valley* is on measuring the customer based brand equity of a tourist destination (CBBETD) named Kashmir valley (India). Competition between global destinations is increasing and forcing policy makers and stakeholders to better understand the significance of destination's brand equity as an important predecessor of tourist's satisfaction, moreover, overseeing the factors linked with destination brand equity and addressing the destination brand equity in endorsement campaigns.

Based on extensive literature review, in the paper entitled *Factors Affecting Customer Satisfaction of Online Travel Agencies in India*, the authors propose a model to identify the factors affecting customer satisfaction. The proposed hypotheses of the model are tested using structural equation modeling. The results of this study help managers to channelize their investments in a scientific manner to variables which are impacting the customer satisfaction the most.

*Collaborative Schemes for Anticipating Negative Impacts of the Tourists' Visit* is the paper that aims to propose alternative schemes for anticipating possible negative impacts in nature-based tourism attractions. It is concluded that host people should be given knowledge to tackle negative impacts as well as skills for getting involved in tourism. This paper has developed two schemes for collaborative work among different stakeholders to achieve the goals of sustainable tourism.

In the end, we would like to express special thanks to all authors for their 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*