
TOURISM AND HOSPITALITY MANAGEMENT

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EDITORIAL

The second issue of the journal *Tourism and Hospitality Management* in 2018 presents research results of ten scientific papers. Contributions to this issue were made by twenty –two authors from seven countries: Bulgaria, Croatia, Montenegro, Republic of Indonesia, South Africa, Turkey and United Kingdom. Due to the high variety of authors, papers from this issue cover wide range of topics like tourists' attitudes and satisfaction, relationship quality, competitiveness, energy efficiency, loyalty in tourism and new trends in tourism and technology.

The title of the first paper in this issue is *The relationship between the culinary preference and culinary satisfaction*. Its purpose lies in putting forth a model portraying the relationship between culinary preference and culinary satisfaction to be used to prepare South Africa as a culinary tourism destination. Research findings confirmed social influence, culture and religion, environmental sensitivity, exploration and the culinary experience as culinary preference themes.

The main purpose of the second paper entitled *Shifts in tourists' attitudes towards the destination offering* was to find out whether there are any differences in attitudes towards the destination tourism offering between tourists visiting two city destinations in 2014 and those visiting in 2016. The results confirm that the efforts and overall improvements made by destination management and stakeholders have contributed to higher tourist satisfaction.

Next paper entitled *Determinants of tourist competitiveness in the case of Montenegro: experts' assessment* explores the critical competitiveness points of Montenegro as a tourist destination based on experts' assessments. The results obtained state that the experts' assessments do not deviate from the Travel and Tourism Competitiveness results for Montenegro, and that the critical point of competitiveness for Montenegro is destination management, while destination planning, development and policy are closely connected to this factor.

The objective of the forth paper *Exploring relationship quality in the hospitality industry* is to explore partner relationships and their influence on perceived hotel performance. Research findings indicate that relationship quality elements contribute to the development of perceived hotel financial and non-financial performance. Commitment and satisfaction influence perceived hotel performance while trust is found to have no effect.

The purpose of the paper entitled *Energy efficiency as a business policy for eco-certified hotels* is to investigate whether the certified green hotels operate in an energy- efficient way, and discover what the managers' attitudes are towards hotel energy management. The results of this survey point to the fact that some hotels in Croatia see significant benefits in terms of attracting ecologically conscious guests, but also lower operating costs. Authors concluded that managers and hoteliers are insufficiently informed about energy efficiency or the measures necessary to achieve satisfactory energy savings in general.

Budgetary participation and its impact on individual performance is the paper that aims to examine the influence of budgeting participation on employee performance. The results show that budgeting participation has a positive influence on individual performance directly and also indirectly through pride in membership and job satisfaction.

Paper entitled *Motivations of event tourism participants and behavioural intentions* aims to determine the factors that motivated people to participate in the Alaçatı Herb Festival, their satisfaction levels, revisit and recommend their intentions. The findings indicate that those factors included regional, festival, travel and entertainment attractiveness. These results indicated that although these four factors increased: the satisfaction of participants, only regional attractiveness, festival attractiveness, and entertainment attractiveness increased revisit intentions and recommendation intentions.

Creating educational theme park visitor loyalty: the role of experience-based satisfaction, image and value is a paper that tests the inter-relationships between the educational theme park image, perceived educational value, educational experience satisfaction and visitor loyalty in educational theme parks. The conceptual model presented in this study not only captures the direct relationships among educational image, perceived educational value, educational experience satisfaction and visitor loyalty, but also explains the indirect relationships

Worth it? The usefulness of information technology to read ID cards and passports for hoteliers in Bulgaria is the title of the ninth paper in this issue. Its' aim is to investigate whether a particular IT is worthwhile, in view of its perceived, potential and actual usefulness. Findings revealed that the most important software characteristics desired by hotel managers are: quality, price, easy to use interface, speed, integration with the existing hotel software and completeness of the extracted data. However, results suggest that there is little necessity of an automated ID card reader due to limited time savings offered by the new technology and few mistakes during the manual entry of ID card/passport data in the information systems of hotels.

The aim of the paper entitled *Wine tour design – global trends and local expressions* is to identify global trends in wine tour design, and based on these findings, analyse the structure and spatial distribution of wine tours offered by tour operators in Bulgaria. The study has identified eleven different types of wine tours, catering to different segments of the wine tourism market.

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