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## EDITORIAL

This first issue of the journal *Tourism and Hospitality Management* in 2020 encompasses twelve high quality scientific papers. Contributions were made by thirty-five authors from eleven countries: Australia, Bangladesh, Bolivia, Colombia, Croatia, Ecuador, Malaysia, Republic of Korea, Slovenia, Spain and Turkey. Given the great variety of authors, this issue, just like the past ones, covers wide range of topics starting from requirements for olive tourism, the effect of Dutch disease on tourism, wealth effect and tourism, up to issues related to online reputation, customer satisfaction, tourists' profiles and motive as well as loyalty trends and issues. Additionally, three doctoral dissertations summaries and one teaching case study also present valuable part of this issue.

The aim of the first paper *Requirements for development of olive tourism: the case of Croatia* is to identify necessary requirements for development of olive tourism and compare the findings with the situation in Croatia in order to provide guidelines for the future development of this particular form of tourism. Through the study a set of eight identified elements for developing olive tourism are given as well as future research recommendations that should address all parts of olive tourism market.

The second paper entitled *Theft crimes against tourists and visitors in Slovenia* aimed to identify the characteristics of theft victims in tourist areas and to analyse the differences in risk between various crime scenes and types of crime. Findings offer evidence that indicate that the victims' backgrounds (status and age group) and accommodation type, determine their vulnerability to certain crimes. The authors underlining that combining data from different public sources into one analysis allows a more reliable analysis of police crime records.

Results of the third paper, *Users' perceptions and satisfaction as indicators for sustainable beach management*, reveal that the beach users were most satisfied with the beach comfort, beautiful scenery and beach cleanliness in both analysed years. Authors discuss the usefulness of specific elements as future indicators for sustainable beach management.

Next paper, *Modelling determinants of tourism demand in Colombia*, estimates the determinants of international tourist arrivals to Colombia from 1995 to 2014. Apart from purchasing power and institutional factors as facilitators of travel, authors found that general aspects of the country (such as language and geographical proximity) directly affect the flow of visitors, whereas exchange differences and physical distance reduce tourist attraction.

The fifth paper, *The effect of customer satisfaction on the performance of the small and medium sized hotels*, offered an insight into the manner in which the SMSHs allocate resources for improving customer satisfaction as well as insights into the significance of hotel attributes used by the SMSHs for improving customer satisfaction and SMSHs' performance at the same time.

The outcomes of the paper entitled *The effect of Dutch disease in the tourism sector: the case of Mediterranean countries* demonstrate that a flourishing tourism sector can produce the same increase in income as that from natural resource exports and therefore, if well managed, has the potential to become a renewable industry. The panel data analysis results for the country group imply that the Dutch disease does not exist overall however, the country based results reveal existence of the Dutch disease in some of the Mediterranean countries (Albania, Bosnia and Herzegovina, Croatia, Egypt, Greece, Italy, Morocco, and Turkey).

*Segmentation and sociodemographic profile of heritage tourist* is the study that provides, apart from the sociodemographic profile, tourists' perceptions about the attributes of the city of Sucre, a declared the World Heritage Site. The main findings reveal a four different types of the tourists that visit this city: alternative, cultural, emotional, and patrimonial tourists.

The eight paper, *Loyalty trends and issues in tourism research*, provides a unique perspective on previous research of this topic, including loyalty taxonomy, loyalty constructs, and directly and indirectly connected variables to loyalty in research models. Upon content analysis and refinement, four clusters are determined and explained: destination loyalty, hotel (brand) loyalty, loyalty programme and event (festival) loyalty.

*Online reputation of 4- and 5-star hotels* is the study that analyses how hotels incorporate their online reputation on their official websites, the characteristics of that information, as well as the variables that may influence it. Analyses revealed that over half of the hotels opted to publicize their online reputation on their own websites, and a little over half of those used the external online reputation sources.

Authors of the *Examining the pulse of the tourism industry in the Asia-pacific region: a systematic review of social media* study found that the usage of social media for tourism marketing purposes is strongly correlated to the tourism industry in many countries of the APAC region. However, authors underlined that it has not yet been generalized as a popular tool in other nations in the region.

The purpose of the paper entitled *The wealth effect and tourism – ARDL modeling and granger causality in selected EU countries* was to examine the relationship between various forms of income/wealth and tourism departures in selected European Union countries. The findings showed the existence of cointegration and a direct effect on the relationship between various sources of wealth/income and tourism departures in both the long and short-run, and jointly, only in the case of Austria. House price, net financial asset and stock option causality results essentially showed unidirectional causality that runs from that form of wealth to tourism departures in the case of Belgium, Germany, Spain, France, Slovenia and the UK, thus providing extensive support for the wealth effect–tourism link in certain countries.

The results of multi-group analysis in the last paper in this issue, *Uncovering the Muslim leisure tourists' motivation to travel domestically - do gender and generation matters?*, indicate that a homogeneous nature of local Muslim Leisure Tourists whose tour motivation was deemed to be identical despite gender differences and the generation gaps.

Finally, we would like to express special thanks to all authors for their fine contributions to this issue and to all reviewers for their invaluable insights, suggestions and comments that significantly enhanced the quality of the papers.

**Dora Smolčić Jurdana**  
**Sandra Janković**  
*Editors*