

## UVODNIK

Poštovani čitatelji,

Iako ste možda očekivali da će ovaj broj *Acta Turistica* obilježiti članci na temu gospodarske krize i njenih refleksija na turizam, prilozi koje objavljujemo nisu izravno povezani s tom problematikom. Razlozi su posve razumljivi. Svu dubinu učinaka globalne gospodarske krize receptivne turističke zelje moći će temeljitije sagledati tek na kraju ovogodišnje sezone. Stoga je sasvim izvjesno da će izazovi i posljedice koje kriza stvara svoju znanstvenu interpretaciju dobiti tek nakon proteka određenog vremena. Uvjereni smo da će *Acta Turistica* i u ovom slučaju biti vaš forum za izražavanje nekonvencionalnog, ali znanstveno argumentiranog stava vezanog uz brojne aspekte ove krize i izazova koji stoje ne samo pred poduzetnicima u turizmu, već jednako tako i pred znanstvenicima.

Kriza je vrijeme u kojem se mane teško skrivaju i u kojem sposobni opstaju, a nesposobni nestaju. Zato je upravo u ovim teškim vremenima i te kako vrijedno upozoriti na važnost inovacija u razvoju atrakcija. Stoga svim čitateljima preporučujem da neizostavno pročitaju članak S. Wanhilla, profesora emeritusa iz područja istraživanja u turizmu, u kojem ćete pronaći elaborirane broje koncepte proizvoda vezanih uz najrazličitije atrakcije. Zanemarivanje tog poslovnog postulata u vrijeme krize može biti fatalno.

Kako hoteli predstavljaju važan dio sustava turističke ponude svake turističke destinacije, tako istraživanje o razini važnosti utjecaja pojedinih elemenata organizacijske kulture na prepoznatljivost i konkurentsku prednost određenog hotela na tržištu predstavlja vrijedan znanstveni iskorak u razumijevanju ove složene problematike.

Međutim, valja imati na umu i činjenicu da potrošači uvijek procjenjuju korisnost

## EDITORIAL

Dear readers,

You might have expected that this issue of *Acta Turistica* would feature the burning topic of the economic crisis and its backlash on tourism; however, the papers we bring you are not directly related to this issue. The reasons are self-explanatory: tourism receiving countries will be able to scrutinise the entire complexity of the effects of the global economic crisis only at the end of this season. Therefore, it is to be expected that the challenges and the consequences created by the crisis will be interpreted scientifically only after a time lapse. We trust that *Acta Turistica* will again be your forum for expressing unconventional, but scientifically supported positions on the multiple aspects of this crisis and test facing not only tourism entrepreneurs but tourism scholars as well.

Crisis is the time when defects are hard to conceal, when the competent survive and the incompetent perish. Therefore, it is in these difficult times that it is even more valuable to warn about the importance of developing tourist attractions. This idea along with the elaborations of the numerous examples of the different product concepts related to various attractions is presented in an interesting article by Stephen Wanhill, Emeritus Professor of Tourism Research. I recommend to all readers to unfailingly read this article since attraction innovation can be enhanced significantly by the performance-driven business environment. Choosing not to take into account this business operation postulate could in times of crises prove to be fatal.

Since hotels represent a crucial part of the tourism supply system of every tourism destination, the research on the impact of certain elements of the organizational culture on the recognition and the competitive

proizvoda na percepciji onoga što se prima i onoga što se daje. Upravo o tim aspektima kod evaluacije zadovoljstva hotelskih gostiju raspravlja se u članku „Važnost percipirane vrijednosti kod evaluacije zadovoljstva hotelskih gostiju“ na primjeru iz Slovenije.

U posljednjem članku ovog broja Acta Turistica kritički se razmatra upravljanje marketingom turističke destinacije te se predlažu glavne strateške smjernice razvoja kulturnog turizma u Splitu koji je jedan od razvojnih prioriteta toga grada. Kriza će možda dati najveći poticaj stvaranju kreativnih oblika kulturnog turizma i konačno potaknuti na nužnu i sinkroniziranu suradnju kulturnog i turističkog sektora.

Slijedom svega navedenog proizlazi kako će itekako biti potrebno sustavno analizirati sve direktne i indirektno aspekte ove globalne krize. Stoga mi je posebno zadovoljstvo najaviti 5. bienalnu konferenciju Ekonomskog fakulteta u Zagrebu „An Enterprise Odyssey - From Crisis to Prosperity: Challenges for Government and Business“ koja će se od 26. – 29. svibnja 2010. godine održati u Opatiji. Vjerujem da je ova najava konferencije došla do vas pravovremeno i da ćete svojim priložima moći dati vrijedan doprinos radu konferencije, jednako kao što su to mnogi od vas učinili povodom prošlogodišnje konferencije u Cavtatu kojom smo zajedno obilježili 20. obljetnicu kontinuiranog izlaženja našeg i vašeg časopisa Acta Turistica.

U očekivanju našeg ponovnog susreta na stranicama Acta Turistica,

Vaša,

*Prof. dr. sc. Nevenka Čavlek*

*Glavna i odgovorna urednica*

advantage of a hotel in the tourism market represents a valuable scientific step forward towards understanding this complex topic.

However, one has to bear in mind the fact that consumers always assess the utility of a product based on the perceptions of what is received and what is given. Precisely these aspects are the main focus of an evaluation of hotel guest satisfaction dealt with in the article entitled „The Importance of Perceived Value in Evaluating Guest Satisfaction: The Case of Slovenia“

The last article in this issue of Acta Turistica critically assesses destination marketing management and offers the main suggestions on the strategic guidelines for the development of cultural tourism in Split, which is one of the development priorities of this city. The crisis will probably initiate the main impulse towards generating creative forms of cultural tourism and finally induce the necessary and synchronized cooperation of both sectors: culture and tourism.

Following the aforementioned it seems that it is of utmost importance to analyze systematically all direct and indirect aspects of this global crisis. Therefore, it is my special pleasure to announce the 5<sup>th</sup> biannual conference of the Faculty of Economics & Business of the University of Zagreb entitled „An Enterprise Odyssey - From Crisis to Prosperity: Challenges for Government and Business“ which is going to take place in Croatia's most beautiful northern Adriatic resort, Opatija, from 26-29 May 2010. I believe that this conference announcement has reached you in time, and that you will be able to give your valuable contributions to the Conference equally engagingly as many of you did for the last year's conference in Cavtat where we celebrated together the 20th Anniversary of our and your scientific journal Acta Turistica.

Until our next encounter,

Yours,

*Professor Nevenka Čavlek*

*Editor-In- Chief*

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