

UVODNIK

Poštovani čitatelji,

S posebnim zadovoljstvom predstavljam vam specijalni broj *Acta Turistica* u kojem objavljujemo odabrane radove prezentirane na 4. međunarodnoj konferenciji pod nazivom "An Enterprise Odyssey: Tourism – Governance and Entrepreneurship" održanoj od 11. – 14. lipnja 2008. godine u Cavtatu. Kao što vam je poznato, konferencija je bila posvećena 20. obljetnici kontinuiranog izlaženja našeg znanstvenog časopisa. S obzirom da je na konferenciji prezentirano više od 150 radova, selekcija radova za objavljivanje u časopisu izvršena je na osnovu ocjene koju su autori za svoj prezentirani rad dobili na samoj konferenciji. Kako se na listi odlično ocijenjenih radova našao veći broj radova no što smo ih u mogućnosti objaviti, uredništvo časopisa napravilo je dodatnu selekciju vodeći računa da odabrani članci pokrivaju različita područja od interesa za struku.

S obzirom na izuzetnu aktualnost teme, vjerujem da će članak o problemima upravljanja i poduzetništva u wellness turizmu pobuditi kod vas jednako veliko zanimanje, kao što je to bio i slučaj na konferenciji u Cavtatu. Mnoge destinacije u svijetu okreću se razvoju upravo tog specifičnog obliku turizma. No, kao i svaki drugi oblik turizma, tako i turizam s dominantnom ponudom wellnessa, ima svojih prednosti i nedostataka. Posebna je vrijednost ovog rada u tome što je u njemu prezentiran održivi model razvoja turizma koji se temelji na wellness ponudi i što daje niz preporuka svim onim destinacijama koje namjeravaju razvijati ovaj oblik turizma.

Drugi odabrani rad bavi se problematikom vlasničke strukture hotela, što je posebno zanimljiva tema za sve one koji se žele upoznati s problemima privatizacije kroz koje su prošle ili prolaze zemlje u tranziciji.

EDITORIAL

Dear readers,

It is a special pleasure for me to introduce to you this special issue of *Acta Turistica* in which we publish the selected papers presented at the 4th International Conference "An Enterprise Odyssey: Tourism – Governance and Entrepreneurship" held 11-14 June in Cavtat, Croatia. As it is already known to you, the conference honoured the 20th anniversary of the continuous publication of our scientific journal. Since there were over 150 conference papers presented, a selection of articles to be published in *Acta Turistica* had to be done. The decision was made following the evaluation process for each article presented at the conference. Since the list of top class papers was quite long, it was not possible to publish them all. Therefore the editorial board had to make the final decision respecting the fact that the articles cover different areas of interest for our branch.

In view of the outstanding relevancy the topic lately, I am convinced that the article dealing with the issues of governance and entrepreneurship in wellness tourism will be as interesting to you as it was to the conference participants in Cavtat. Many destinations around the world aspire to offer this kind of special interest tourism. However, as in the case of any other type of tourism, wellness tourism may also be seen from its positive and negative sides. Special values of this article lie in the presented model of sustainable tourism development based on wellness offer as well as in the many recommendations to all those destinations that plan to develop this type of tourism.

The second selected article tackles the problem of ownership structure of hotels – a particularly interesting topic for all those readers who would like to find out more about privatisation processes through which countries in

Istraživanje je posebno zanimljivo jer istražuje odnose između vlasničke strukture i efikasnosti na primjeru hotelske industrije u Sloveniji.

U vrlo zanimljivom i metodološki dobro fundiranom članku analiziraju se financijski učinci oglašavanja u turizmu i hotelijerstvu. Rezultati primarnog istraživanja ukazuju na važnost oglašavanja za financijske rezultate firmi koje posluju u turizmu.

Rad koji analizira događanja vezana za održavanje Američkog kupa u Valenciji zasigurno će zaintrigirati mnoge koji žele saznati više o utjecaju velikog sportskog natjecanja na široki spektar turističkih dionika. Posebno je zanimljiv i iz razloga jer je u njemu prezentiran model metodologije korištene u ocjeni stavova svih zainteresiranih u ovom događanju.

Na kraju svakako je vrijedno pročitati što o ITHAS-u, sada već tradicionalnom, međunarodnom studijskom putovanju studenata smjera Turizam iz 5 sveučilišta u Europi i Kanadi u organizaciji Katedre za turizam Ekonomskog fakulteta Sveučilišta u Zagrebu, misle studenti Sveučilišta u Münchenu.

Kako smo na kraju još jedne godine, koristim priliku da svim vjernim čitateljima *Acta Turistica* poželim sretnu i uspješnu 2009. godinu. Ako neki aspekti globalne ekonomske krize zahvate i vas, neka se ona nikako ne odradi na vaš kreativni znanstveni rad. Stoga i u 2009. godini s radošću očekujem vaše brojne priloge za objavljivanje u našem časopisu.

Vaša,
 Prof. dr. sc. Nevenka Čavlek
 Glavna i odgovorna urednica

transition have passed. The research is especially interesting since it questions relationships between the ownership structure and efficiency using the case of the hotel industry in Slovenia.

In another very interesting and methodologically well balanced article the authors analyse the financial effects of advertising in the hospitality and tourism industry. The primary research results point to the importance of advertising for the financial performance of tourism and hospitality companies.

The article about one of the most prestigious sports events America's Cup held in Valencia in 2004 will undoubtedly intrigue all those readers who seek to find out more about the influence of such events on the wide spectrum of tourism stakeholders. Its special significance lies in the fact that the authors present a methodology model used in evaluation of views of all the interested parties in this event.

In conclusion it would be recommendable to read the reflections of the students from the University of Applied Sciences in Munich, Department of Tourism, about the already traditional international study tour with tourism students from other universities from Europe and Canada hosted by the Department of Tourism of the Faculty of Economics and Business, University of Zagreb.

At the end of yet another year I am taking this opportunity to wish a happy and prosperous 2009 to all faithful readers of *Acta Turistica*. Should some aspects of the global crisis affect you, let it by no means reflect on your creative scientific work. Therefore, I gladly await your plentiful contributions in 2009.

Yours,
 Professor Nevenka Čavlek
 Editor-in-Chief

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