

UVODNIK

Poštovani čitatelji,

Zadovoljstvo mi je predstaviti vam novi broj *Acta Turistica* u kojem ćete ponovno naići na zanimljive radove. Članak dr. Pikea u stvari je nastavak njegovog sustavnog prikupljanja i analiziranja članaka o imidžu destinacije. Njegov prvi rad na tu temu objavljen je 2002. godine u časopisu *Tourism Management*, a u ovom broju *Acta Turistica* naći ćete koristan izvor novih 120 kategoriziranih radova na tu temu objavljenih u razdoblju od 2001. do 2007. godine. Ovaj rad pokazuje koliko je u posljednjem razdoblju porastao interes za istraživanjima povezanim s imidžom destinacije, jer je samo u posljednjih 7 godina objavljen gotovo jednak broj radova koliko od prvih početaka bavljenja tom problematikom 1970-ih godina pa do 2000. godine. Međutim, i dalje se u tim radovima primjećuje nedostatak kvalitativnih metoda istraživanja.

Kako Kina postaje sve značajnije emittivno turističko tržište, vjerujem da će vašu pažnju privući i članak u kojem se istražuje kvaliteta usluge koju pružaju turistički vodiči kineskim turistima u Velikoj Britaniji i u kojem se daju određene preporuke za podizanje zadovoljstva kineskih turista pruženim uslugama.

Treći rad u ovom broju *Acta Turistica* analizira konkurentnost hotelske industrije Hrvatske. Mnoge će možda iznenaditi činjenica da je u Hrvatskoj, kao vodećoj turističkoj destinaciji u jugoistočnoj Europi, hotelijerstvo dovedeno ponovno u prvu fazu životnog ciklusa – fazu uvođenja na tržište. Stoga je u fokus ovog rada stavljena analiza razvojnog uzorka hotelijerstva u Hrvatskoj u tranzicijskom i posttranzicijskom razdoblju.

Vašu će pažnju vjerujem privući i dva rada vezana za razvoj turizma u Bosni i Hercegovini. U svijesti mnogih čitatelja iz inozemstva asocijacije na Bosnu i Hercego-

EDITORIAL

Dear readers,

It is my great pleasure to introduce to you the new issue of *Acta Turistica* in which you will find again interesting articles. The article written by Dr. Pike represents continuation of his systematic work on compiling and analyzing destination image literature. His first paper on this topic was published in *Tourism Management* in 2002. In this issue of *Acta Turistica* you will find a useful source of the most recent 120 categorized articles on destination image published between 2001 and 2007. This paper demonstrates the increase of interest in research in the field of destination image after 2001, since the number of articles published in the period of the last seven years is almost the same as the number of articles published from 1973 to 2000. However, a lack of qualitative research is still present.

Since China is increasingly becoming an important tourism generating market, I believe that your special attention will be attracted by the article which targets quality of service delivered by tourist guides to Chinese tourists in Great Britain and in which some suggestions to improve the satisfaction of Chinese tourists with these services are given.

The third article in this issue of *Acta Turistica* analyses the competitiveness of the hotel industry in Croatia. Many readers might be surprised by the fact that the hotel industry in Croatia, a leading tourism destination in the South-East Europe, has returned to the first stage of product life cycle – the introductory phase. Therefore, the paper focuses on the analysis of development pattern of hotel industry in Croatia in the transitional and post-transitional period.

Your attention might also be drawn to the two articles dealing with tourism development in Bosnia and Herzegovina. Although in the minds of many international

vinu teško da se mogu vezati uz turizam. Jedan od objavljenih radova pokazuje da je Bosna i Hercegovina ne samo vrlo poznata destinacija vjerskog turizma u svijetu, zahvaljujući prije svega marijanskom svetištu u Međugorju, već i da taj oblik turizma od 1981. godine značajno utječe na lokalni i na širi regionalni razvoj te destinacije. No, drugi oblici turizma još su u početnoj fazi razvoja. Napori koji se ulažu u razvoj seoskog turizma predmet su analize drugog članka koji istražuje ulogu mikro-kreditnih organizacija u kreiranju ponude na seoskim domaćinstvima u Bosni i Hercegovini.

Osim ovih zanimljivih radova, na kraju *Acta Turistica* možete pročitati izvještaj s trećeg, sada već tradicionalnog, međunarodnog studijskog putovanja studenata smjera turizam iz pet sveučilišnih gradova u Europi i Kanade u organizaciji Ekonomskog fakulteta Sveučilišta u Zagrebu. Ove godine ITHAS-ovci su krstarili Dunavom. Oduševljenje sudionika ovim programom edukacije i *networkinga* dodatno me motivira da i u organizaciji ITHAS-a 2008. nadmašim sva očekivanja.

S jednakim entuzijazmom pripremamo i našu konferenciju od 11. – 14. lipnja 2008. u Cavtatu na temu "An Enterprise Odyssey: Tourism – Governance and Entrepreneurship" posvećenu obilježavanju dvadesete obljetnice našeg časopisa *Acta Turistica*. Sve vas još jednom pozivam da nam se pridružite u radnom i slavljeničkom dijelu!

Svim čitateljima i suradnicima *Acta Turistica* želim puno zdravlja, sreće i uspjeha u 2008. godini,

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

readers in this day and age Bosnia and Herzegovina can hardly be associated with tourism, one article proves that Bosnia and Herzegovina is not only a well known destination for religious tourism, especially because of Mary's shrine in Međugorje, but that since 1981 this type of tourism has been making a great impact on the local and regional development of this destination. Other types of tourism are still in the very first stage of development, as presented in the second article on the development of rural tourism and more particularly on the role of micro-credit organizations in the creation of tourism offer in rural households in Bosnia and Herzegovina.

Besides these interesting papers, at the end of *Acta Turistica* you can read the report about the third International Tourism and Hospitality Academy at Sea (ITHAS), which has become an annual traditional study tour with tourism students from five universities in Europe and Canada hosted and organized by the Faculty of Economics and Business, University of Zagreb. This year's ITHAS cruise took place on the river Danube. The continuing high satisfaction of the participants with this educational programme and with the networking opportunities it offers presents a special incentive for me to organize ITHAS 2008 in the hope that it will surpass all expectations.

With the parallel enthusiasm we are preparing our conference dedicated to 20th anniversary of *Acta Turistica* under the title "An Enterprise Odyssey: Tourism – Governance and Entrepreneurship" to be held from 11 to 14 June 2008 in Cavtat. Therefore, I would like to invite you once again to join us in the working part as well as in the celebration part of the conference!

Wishing all the readers and associates of *Acta Turistica* good health, happiness and success in 2008,

Yours,
Professor Nevenka Čavlek
Editor-in-Chief

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