

ISSN 1330-7533

TOURISM AND HOSPITALITY MANAGEMENT

Volume 19 Number 2 pp. 149 – 235 December 2013

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EDITORIAL

The second issue of the journal *Tourism and Hospitality Management*, for the year 2013 presents five papers. Papers from this issue were written by 12 authors and cover areas of destination management, umbrella branding, tourist spending, service quality, customer satisfaction and tourism behaviour.

The analysis presented in the paper *Exploring the relationship between service quality and customer satisfaction in Croatian hotel industry* examines the relationship between service quality and customer satisfaction in order to discuss the impact of perceived service quality dimensions on customer satisfaction in the hotel industry in Croatia. The study focuses on determining relative importance of perceived hotel service quality dimensions in relation to customer satisfaction, and it contributes to the existing literature on this relationship in hotel industry.

The aim of the paper titled *Testing a model of destination Attachment – Insights from tourism in Tanzania* is to investigate the conditions that support place identity and place dependence development in Tanzania. The paper also proposes a testable destination choice model of international visitors to Tanzania, and the findings support that tourism policy makers and other stakeholders may consider tourists' behaviours, such as expectations, motivations, perceived constraints and satisfaction with place identity to be related to destination attached.

The paper entitled *Impact of weather changes on consumption of beverages in the hospitality industry* emphasizes the trends of beverage consumption as important segment of manager's predictions in creating and planning future tourist spending. It analyses interdependence and the impact of weather changes on the consumption of beverages, and gives useful and interesting information to managers in creating high-quality products and services.

Umbrella branding in tourism – model regions of Istria and Dalmatia is the paper that supports the thesis that a region creates a key functional and geographical entity which requires branding and development of marketing activities. A special focus is given to the boundaries of regions as tourism brands. The paper also presents the model of geographical and marketing clusterisation of Croatian regions Istria and Dalmatia.

The paper titled *Competitiveness of Kvarner region: challenges for destination management and branding* reveals the fact that the destination management is a weak point of destination competitiveness and provides valuable information showing the possibility of influence of a brand on destination competitiveness.

I would like to express my special thanks to all authors for their contributions to this issue. Compliments to all reviewers for their remarkable work, whose valuable critics and comments significantly influenced on rising the quality of the papers.

Jože Perić
Editor-in-Chief