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EDITORIAL

The second volume of Journal Tourism and hospitality management for the year 2011 presents eight papers, one case study connected to tourism and hospitality in the final section of the journal and two book reviews. Papers from this issue written by 15 authors cover areas of: rural and nautical tourism, entrepreneurship in tourism destinations, travel and tourism demand, tourism ecology, management communication models, stress management and industrial networking. Four papers have been contributed by Croatian scientists and four papers are from Slovenia, Greece and Romania.

The first paper *Sustainable development model for nautical tourism ports* presents the results of the research based on an overall analysis and evaluation of nautical tourism ports' positions and development plans. On the basis of the results the paper presents a model of sustainable development of nautical tourism ports whereby the authors propose to redefine the approach to planning the development of nautical tourism and particularly to creating the offer and understanding the relationship between economic development and environmental protection.

Unexploited Potentials of Networking in the Hospitality Business - Slovenia's Case show the results of a study on the potentials for good practice in this regard and some reasons for the current state of poor networking in the Slovene hospitality sector. The research covers two parts: managers of hospitality companies and leaders of two formal networks. The results reveal interesting differences in operation focus between formal and informal networks in terms of goals sought by their members. This research fills the gap in dealing with industrial networking by confronting formal and informal strategic cooperation practices in hospitality business.

The paper entitled *Applying the modified SWOT-AHP method to the tourism of Gornje Međimurje* aims to contribute to the formulation of future tourist orientation of this region by evaluating strategic alternatives through the combined SWOT-AHP. The authors propose a modified version of the method, so that the absolute values of SWOT factors coefficients are used as criteria previously specified by AHP, but with a different procedure of evaluating (strategic) alternatives.

The involvement of the public and private sector- elements with influence on travel & tourism demand during the crisis period captures the impact of the public and private sectors involvement on the travel and tourism demand during the current economic crisis, for the period 2008-2010 and it reveals positive influence, as real growth, of this industry in GDP and capital investment.

General model of small entrepreneurship development in tourism destinations in Croatia shows how a tourism cluster of small entrepreneurs can become a possible model for small entrepreneurship development in tourist destinations in Croatia and how it can increase its competitiveness (case of Labin-Rabac tourist destination). It emphasizes the importance of clustering in the tourism sector, and highlights key advantages and benefits of establishing a tourist cluster for its cluster members and the tourist destination.

The role of text genres offer and authorisation/approval in management communication presents and analyses text genres *offer* and *authorisation/approval* as unilateral text types that are mostly used for communication purposes in tourism and hospitality management. This analysis shows a specific communication model of management.

Tourist Ecology Politics: The Case of Crete Greece and Saranda Albania, covers the area of environmental ecology, which is characterized by an attempt to solve many complicating environmental issues. Ecosystems and traditional villages, which are fragile and invaluable are affected by factors such as the overexploitation and the misuse of natural resources, the lack of organized area planning, insufficient urban waste management as well as the lack of respect for the marine ecology.

The interesting topic described in *Stress and Stress Management in a Higher Education Tourism Institution* analyses stress in order to gain a better understanding of its phenomenon among scholars in tertiary education and also emphasizes that the teachers' work has always been considered to be very stressful. The aim of this research has been to find out how they combat stress operatively and strategically in a tourism education institution.

Finally, I am proud to present this journal's first ever case study, which is published in this issue and which I hope will attract your attention in order to increase the number of published case studies in the future, particularly because it is my great wish to contribute to the quality of the tourism and hospitality education in this way.

Once again, it has been a very busy and successful year for us. Our paper review turnaround time lies at approximately six weeks and we normally complete the review process within four months – an achievement which certainly would have been impossible without the time and support of our distinguished authors and reviewers. Therefore, I would like to take this opportunity to extend my warmest thanks to our authors and reviewers for their contribution to this issue.

Prof. Jože Perić, PhD
Editor-in-Chief