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EDITORIAL

Another issue of the journal *Tourism and Hospitality Management*, the first for the year 2013 presents nine papers and a book review. Papers from this issue were written by 19 authors and cover areas of local tourism development, destination image and branding, tourism promotion, market segments, marketing communication means, landscape architecture, demographic factors, employee motivation, loyalty programme, guest satisfaction, cruise tourism and Erasmus student mobility. Contributions to this issue were made by foreign authors from Slovenia, Italy, Spain the Netherlands and Taiwan as well as domestic authors.

The paper entitled *An application of AHP Approach to Investigate Tourism Promotional Effectiveness* deals with the necessity of measuring effectiveness of the promotional activities of tourist destinations and provides valuable information and knowledge of tourism promotional effectiveness resulting in a corporate cultural atmosphere that creates the innovative impetus of destination attributes and images.

The paper titled *Territory, tourism and local products: The extra virgin oil's enhancement and promotion: a benchmarking Italy-Spain* intends to highlight the orientation of local tourism development towards policy development based on the combination of typical product-territory, particularly extra virgin olive oil. The paper develops theoretical conceptualization and uses benchmarking in order to enhance and promote extra virgin olive oil in Italy and Spain, which are selected as main world producers of olive oil with certified quality.

The analysis presented in the paper *The role of emigrants in the construction of a destination brand: a new research line* proposes a conceptual model to understand the role of emigrant population in the construction of their places of origin's destination brand and suggests that social identity processes may affect the way emigrants communicate to locals a brand about their places of origin, contributing to the construction of the brand of their countries.

The paper *Communication with market segments – travel agencies' perspectives* tries to discover the travel agencies' communication with market segments which takes into account marketing communication and implementation of different business orientation. Research results indicate that additional efforts should be made in restructuring travel agencies' promotional budgets.

The aim of the paper titled *The regional local nexus: a landscape-based integral design strategy for sustainable tourism development* is to investigate what a landscape architecture approach could add to sustainable tourism development. The landscape architecture approach fills the gap between ideas about sustainable tourism and the practical applicability of it. It is a new and very interesting and promising addition to the current research and development.

The paper entitled *Can mentors of Erasmus Mobility influence the development of future tourism* examines the 25th anniversary of the Erasmus program by comparing two studies in order to propose improvements in the organization of student mobility for placement with the aim of fostering tourism development in the region. The results of the studies have shown that tourism companies evaluate the influence of student mobility positively and would be more willing to employ students that have mobility experience, but there are still many things to do for promoting Erasmus mobility among companies.

The special focus of the paper entitled *Influence of Demographic characteristics of employee motivation in catering companies* is given to the analysis of specific demographic factors and their influence on employee motivation. The findings reveal that motivational factors are strongly associated with different demographic factors and by understanding them it is possible to successfully motivate different groups of employees.

The research presented in the paper titled *Development of loyalty programmes in the hotel industry* investigates the basic tenets of loyalty programmes in the hotel industry, provides a review of previous research and gives novel insights into hotel loyalty programmes. It states that well organized hotel loyalty programmes can help create an improved approach to guests, from which will result a higher level of satisfaction with the service.

The last paper of this issue titled *Cruised tourism demand forecasting – the case of Dubrovnik* deals with Dubrovnik as a cruise destination that is facing problems regarding the concentration of large numbers of ships and passengers in a short period of time. The paper aims to forecast the number of passengers from cruise ships in order to highlight eventual consequences and the necessity for implementing a different management policy in accepting cruise ships and passengers at the destination to satisfy the requirements of passengers from cruisers, stationary tourists and local community.

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.

Prof. Jože Perić, PhD
Editor-in-Chief