

## CONTENTS

<i>Editorial</i>	III
<i>Research papers</i>	
ISLAND DESTINATIONS' TOURISM OFFER – TOURISTS' VS. RESIDENTS' ATTITUDES <i>Daniela Soldić Frleta</i>	1
ENTREPRENEURIAL MANAGEMENT OF PRIVATE ACCOMMODATION IN TIMES OF CRISIS: A COMPARATIVE APPROACH <i>Zdenko Cerović, Ines Milohnić, Sanda Grudić Kvasić</i>	15
SPATIAL RESOURCES IN THE DEVELOPMENT OF TOURISM DESTINATIONS (CASE STUDY KVARNER) <i>Marinela Krstinić Nižić</i>	29
HOTEL WEBSITE PERFORMANCE: EVIDENCE FROM A TRANSITION COUNTRY <i>Ljudevit Pranić, Daniela Garbin Praničević, Josip Arnerić</i>	45
INFORMATION TECHNOLOGIES IN THE ACTIVITIES OF DESTINATION MANAGEMENT ORGANIZATIONS <i>Jacek Borzyszkowski</i>	61
DETERMINATION OF THE THERMAL HOTEL LOCATION: APPLICATION OF ANALYTIC HIERARCHY PROCESS <i>Oktay Emir, Sinan Saraçlı</i>	71
GREENING HOTELS – BUILDING GREEN VALUES INTO HOTEL SERVICES <i>Darija Hays, Đurđana Ozretić-Došen</i>	85
ENVIRONMENTAL ACCOUNTING AS PERSPECTIVE FOR HOTEL SUSTAINABILITY: LITERATURE REVIEW <i>Sandra Janković, Dubravka Krivačić</i>	103
MODEL FOR MARKETING MANAGEMENT AT CULTURAL INSTITUTIONS IN THE CITY OF ZADAR <i>Aleksandra Krajnović, Marino Radović, Dražen Jašić</i>	121
TEQUILA TOURISM AS A FACTOR OF DEVELOPMENT: A STRATEGIC VISION IN MEXICO <i>Genoveva Millán Vázquez de la Torre, José Caridad y Ocerín, Juan Manuel Arjona Fuentes, Luis Amador Hidalgo</i>	137
<i>Book review</i>	151
<i>Reviewers</i>	153

## ADVISORY EDITORIAL BOARD

**Muris Čičić**  
University of Sarajevo, Faculty of  
Economics, Bosnia and Hercegovina

**Elizabeth M. Ineson**  
Manchester Metropolitan University, UK

**Peter Jordan**  
University of Vienna, Austria

**Fotis Kilipiris**  
Technological Educational Institute of  
Thessaloniki, Greece

**Sašo Korunovski**  
University of Bitola St. Kliment Ohridski  
Macedonia

**Hartmut Luft**  
Jade University of Applied Sciences  
Germany

**Hilary C. Murphy**  
Lausanne Hotel School  
Switzerland

**Harald Pechlaner**  
Catholic University Eichstätt Ingolstadt  
Germany

**Sonja Sibila Lebe**  
Faculty of Economics & Business Maribor  
Slovenia

**Dora Smolčić Jurdana**  
University of Rijeka, Faculty of Tourism  
and Hospitality Management, Croatia

**Nadia Theuma**  
University of Malta, Institute of Tourism,  
Travel and Culture, Malta

**Andreas Zins**  
Modul University of Vienna, Austria

## EDITORIAL BOARD

**Ahmet Aktaş**  
Akdeniz University School of Tourism and  
Hotel Management, Turkey

**Theoman Alemdar**  
Bilkent University, Turkey

**Tea Baldigara**  
University of Rijeka, Faculty of Tourism  
and Hospitality Management, Croatia

**Mato Bartoluci**  
University of Zagreb, Faculty of Economics  
Croatia

**Dimitrios Buhalis**  
Bournemouth University, UK

**Kaye Chon**  
Hong Kong Polytechnic University, China

**Evangelos Christou**  
Technological Educational Institute of  
Thessaloniki, Greece

**Constantin A. Bob**  
Academy of Economics Studies, Romania

**Chris Cooper**  
University of Queensland, Australia

**Krzysztof Dobrowolski**  
University of Gdańsk, Institute of Maritime  
Transport and Seaborne Trade, Poland

**Vlado Galčić**  
University of Rijeka, Faculty of Tourism  
and Hospitality Management, Croatia

**Marian Gúćik**  
University of Banská Bystrica, Faculty of  
Economics, Slovakia

**Dogan Gursoy**  
Washington State University, USA

**Antti Hahti**  
University of Lapland, Finland

**Michael Hall**  
University of Otago, New Zealand

**Ritva Hoykinpuro**  
Lahti Polytechnic, Fellmanni Institute for  
Hospitality & Tourism, Finland

**Slobodan Ivanović**  
University of Rijeka, Faculty of Tourism  
and Hospitality Management, Croatia

**Jay Kandampully**  
Ohio State University, USA

**Ioannis Karamanidis**  
Technological Educational Institution of  
Thessaloniki, Greece

**Hanan Kattara**  
Alexandria University, Faculty of Tourism  
and Hotels, Egypt

**Slavka Kavčič**  
Faculty of Economics, Ljubljana, Slovenia

**Metin Kozak**  
University of Mugla, Turkey

**Silvio Rigatti Luchini**  
University of Padova, Italy

**Suzana Marković**  
University of Rijeka, Faculty of Tourism  
and Hospitality Management, Croatia

**Helga Maškarin Ribarić**  
University of Rijeka, Faculty of Tourism  
and Hospitality Management, Croatia

**Josef Mazanec**  
Wirtschaftsuniversität Wien, Austria

**Marcel Meler**  
J.J. Strossmayer University Osijek, Faculty  
of Economics in Osijek, Croatia

**Elvis Mujačević**  
University of Rijeka, Faculty of Tourism  
and Hospitality Management, Croatia

**Dieter Müller**  
University of Umeå, Department of Culture  
Geography, Sweden

**Ludmila Novacká**  
University of Economics, Bratislava  
Slovakia

**Giovanni Panjek**  
University of Trieste, Faculty of Economics  
Italy

**Stevan Popović**  
Faculty of Tourism, Hospitality and Trade  
Bar, Montenegro

**Rayka Presbury**  
University of Western Sydney, Penrith  
South, Australia

**Mukesh Ranga**  
Bundelkhand University, India

**Chris Roberts**  
University of Massachusetts, USA

**Ana-Isabel Rodrigues**  
Polytechnic Institute of Beja, Portugal

**Josef Sala**  
Cracow University of Economics  
Poland

**Ian Senior**  
Emirates Academy, UAE

**Marianna Sigala**  
University of the Aegean, Greece

**Anders Steene**  
National Institute for Working Life,  
Stockholm, Sweden

**Christian Stipanović**  
University of Rijeka, Faculty of Tourism  
and Hospitality Management, Croatia

**Vladimir Stipetić**  
University of Zagreb, Croatia

**Snežana Štetić**  
University of Novi Sad, Serbia

**Ada Mirela Tomescu**  
University of Oradea, Economics Faculty  
Romania

**Veljko Trivun**  
University of Sarajevo, Faculty of  
Economics, Bosnia and Hercegovina

**Paris Tsarta**  
University of the Aegean, Chios, Greece

**Marco Valeri**  
University of Rome "Tor Vergata", Italy

**Francois Vellas**  
University of Toulouse, France

**Craig Webster**  
College of Tourism and Hotel Management  
Cyprus

**Igor V. Zorin**  
Russian International Academy for  
Tourism, Moscow, Russia

## EDITORIAL

The first issue of the journal *Tourism and Hospitality Management*, for the year 2014 presents ten papers. Papers from this issue were written by 22 authors and cover areas of tourist satisfaction, destination management organizations, cultural tourism, non-profit marketing, website evaluation, information technology balanced scorecard, private accommodation, environmental management and protection, environmental responsibility and reporting and green services. Contributions to this issue were made by authors from Turkey, Spain, Poland and Croatia.

The paper entitled *Island destinations' tourism offer – tourists' vs. Residents' attitudes* provides empirical insights into the tourists' and residents' attitudes regarding islands tourism and its offer, using the Kvarner Bay islands (Lošinj and Rab) as a case study. It reveals if differences exist between tourists' and residents' level of satisfaction and tries to identify gaps between tourists' satisfaction levels and residents' ones, and, consequently, to identify critical element/s of the analysed destinations.

The paper titled *Entrepreneurial management of private accommodation in times of crisis: a comparative approach* tries to assess competitiveness of private accommodation and offer the necessary measures for improving its quality that would provide additional opportunities for the creation of a new market position as well as increasing quality of life and standard of local population. A study of attitudes and opinions of private accommodation providers, in conjunction with assessing the current state and possibilities of further development was conducted.

*Spatial Resources in the Development of Tourism Destinations (case study Kvarner)* studies the problems and specific issues related to tourism and coastal urbanism, through an analysis of the tourist's, the resident's and tourism management's evaluation of the elements of the tourist offer related to space, environment and sustainable development in the tourist region of Kvarner (Croatia). It states that strategic guidelines for tourism development should be based on the principles of sustainable development, that includes the preservation of urban and spatial alignment and overall development.

The aim of the paper titled *Hotel website performance: evidence from a transition country* is to determine whether hotels in Croatia as a transition country exploit the potentials of the Internet as a marketing tool. It states that although hoteliers recognize the importance of online presence, most are not effectively using websites from the user-friendliness, marketing effectiveness, and F&B perspectives. Hotel quality rating, location, and their two-way interaction are significant in explaining differences in site attractiveness and marketing effectiveness.

*Information technologies in the activities of destination management organizations* is the paper that tries to assess the significance of two spheres connected with the functioning of DMOs. It covers theoretical issues connected with the destination management organizations as the basic organizational structures in the tourism sector, and with the significance of the Internet and modern information technologies in the activities of these organizations together with analyzed empirical issues.

The analysis presented in the paper *Determination of the thermal hotel location: Application of analytic hierarchy process* tries to determine the importance of the factors on thermal hotel location via Analytic Hierarchy Process (AHP). According to the results of AHP, Environmental Factors are found to be the most important factor in determining the location of the thermal hotel among them the closeness to Thermal Water.

The aim of the paper titled *Greening hotels – building green values into hotel services* is to enhance knowledge about greening hotel services and the possibilities it provides for successful hotel management and for enrichment of hotel guest experiences. The paper is based on a summarized review of previous theoretical contributions and an analysis of three business cases that identify and describe different and numerous activities of green marketing management. The presented study is useful for understanding how environmentally conscious hotel management establishes a suitable setting for greening hotels services.

*Environmental accounting as perspective for hotel sustainability: literature review* is the paper that states that environmental objectives are included in hotel business policies and strategies and that the fulfilment of environmental objectives requires from hotel to develop and implement environmentally sustainable business practices and to implement reliable tools to assess environmental impact, of which environmental accounting and reporting are particularly emphasized. The paper provides an overview of current research in the field of hotel environmental accounting and reporting.

The paper titled *Model for marketing management at cultural institutions in the city of Zadar* especially focuses on analysis of the networking importance and advantage for all cultural institutions in Zadar, in creating unique product and more creative supply. It reveals that marketing today is indispensable for functioning of all business subjects and nonprofit institutions, whose primary goal is socially responsible behavior. Marketing strategies of cultural institutions are starting point for quality implementation of marketing in cultural institutions.

The main objective of the paper *Tequila tourism as a factor of development: a strategic vision in Mexico* is to establish that Tequila Tourism can be a tool in the economic development of the Jalisco region, linking the product, tequila, the agave landscape, and the fact that the tourist route can be a sign of identity for this tourist market. It emphasizes the importance of achieving sustainable rural development through respecting the environment, creating wealth and jobs and with involving public administrations and companies by promoting complimentary activities in rural region.

I would like to take this opportunity to express my special thanks to all authors for their contributions to this issue. Warmest thanks to our reviewers for their remarkable work, whose valuable critics and comments significantly influenced rising the quality of the papers. I am looking forward to our future cooperation.

**Jože Perić**  
*Editor-in-Chief*