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EDITORIAL

The first issue of the journal *Tourism and Hospitality Management* for the year 2015 presents seven papers. Papers from this issue were written by seventeen authors and cover areas of e-tourism, nautical tourism, memorial and dark tourism, climate change and tourism adoption, CSR, innovations and tourism demand forecasting methods. Contributions to this issue were made by authors from Taiwan, Spain, Romania, Germany, Slovenia and Croatia.

The paper titled *Consumer behavior in e-tourism services: A case of Taiwan* describes the determinants which influence consumer behavior of potential customers to use e-tourism services and show their interrelationship in the perspective of Taiwan. It is explained that generation of stimulus, information search and service quality have a major impact over the loyalty of the consumer which influences his behavior towards the e-tourism services for travel planning purposes. It is the first kind of research conducted on the consumer behavior or youth, specifically in the e-tourism industry from a Taiwanese perspective.

The purpose of the paper *Modelling international tourism demand using seasonal ARIMA models* is to establish a seasonal autoregressive integrated moving average model able to capture and explain the patterns and the determinants of German tourism demand in Croatia. Using this model, more detailed and systematic studies should be considered as starting points of future macroeconomic development strategies, pricing strategies and tourism sector routing strategies.

The paper titled *European nautical tourists: exploring destination image perceptions* explores the European nautical tourists' perceptions of image, in relation to the type of nautical sport they carry out and the type of nautical destination they visit. The research presented provides useful insights into the demand for nautical tourism, the perceptions and evaluations of the ports, marinas and destinations, which can be used as a guide for the tourism industry managers and Government Authorities to develop more effective marketing and positioning strategies.

The paper entitled *Innovation in Slovenian Tourism Organisations* shows the need for Slovenian tourism organisations that must constantly focus on developing variety innovations for organisations. The research results reveal that tourism organisations included in the survey are aware of the importance of innovation, teaching organisations to communicate well and network with other organisations, are adaptable to change and engaged with their own ideas in support of the organisation's management.

The purpose of the paper entitled *Development of memorial tourism as a new concept - possibilities and restrictions* is to understand the meaning of dark and memorial tourism better, as well as to create basic preconditions for a relatively new concept of tourism in Croatia, since dark and memorial tourism is a well-defined subject internationally. Special focus is given to analyzing the factors that influence the implementation of memorial tourism in the area of regional economic development strategy.

Communicating CSR in the Online Environment: Evidence from the Romanian Tourism Distribution Sector is a paper that investigates the extent to which the largest Romanian travel agencies communicate their CSR practices and policies in the online environment, as reflected by the contents of their websites and social media pages, outlining the manner of this online disclosure within specific CSR domains. The research reveals significant deficiencies and superficiality in communicating CSR in the online environment by the investigated organizations.

The paper titled *Climate change and Tourism adaptation: Literature review* provides an overview of published literature in English on tourism adaptation to climate change. Findings indicate that tourism adaptation literature has advanced under five thematic areas prior to 2010. The paper notes an emergence of interest in the sustainable adaptation knowledge domain despite lack of clarity on what is sustainable adaptation within tourism research.

We would like to take this opportunity to express our special thanks to all authors for their contributions to this issue. We are especially grateful to our reviewers for their remarkable work; their invaluable comments and feedback significantly improved the quality of the papers.

Jože Perić
Editor-in-Chief