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EDITORIAL

The first issue of the journal *Tourism and Hospitality Management* for the year 2017 gathered the contributions of fifteen authors in eight papers. Papers from this issue cover areas of nature based tourism and bike tourism, consumer and employees' perceptions, tourist consumption and brand equity. Contributions to this issue were made by authors from China, Jammu and Kashmir, Punjab, South Africa, Taiwan, Turkey and Croatia.

How to Promote Bike Tourism Globally examines the ways on how to promote bike tourism globally using Taiwan as a model to explore this aspect. Through literature analysis, brainstorming and expert discussion, this study has constructed a theoretical framework to facilitate the global promotion of Taiwan's bike tourism, which includes 7 dimensions and 69 items. It used questionnaires and the CLPEM method to analyse the importance and performance of these items.

The paper entitled *The Effects of the Low Cost Carriers' presence on Airport Performance: Evidence from Croatia* is dealing with the Low Cost Carriers presence on Croatian airline market and discussing LCCs impacts on Croatian airport performance from the airports' managers' point of view. Based on the empirical research that included Croatian airport managers representatives, authors conclude that LCCs have overall positive effects on the business performances.

The purpose of the paper entitled *Experiential Dimensions and their Influence on Behavioral Intentions within the Context of Nature-Based Tourism* is to investigate the customers' experience in nature-based attractions and its influence on post consumption behaviour. The research extends existing theory by incorporating new elements and empirically investigating them within a new context. It develops an explanatory framework of customer experience that measures the four dimensions, their relationship with experience outcomes (satisfaction and perceived service quality) and their relative influence on behavioural intentions.

The paper entitled *Understanding Young Chinese Wine Consumers through Innovation Diffusion Theory* examines young Chinese wine consumers' perceptions of the diffused wine information in China, and explores the factors that may influence their perceptions. In this study an instrument to measure young CWCs' perceptions of the diffused wine information has been developed. Results indicate that relative advantage, observability, religion and ethics, and trialability wine information need stronger diffusion channels.

Designing an Effective Organizational Employee Motivation System Based on ABCD Model for Hotel Establishments is the paper that aims to create an organizational motivation system that could provide solutions for low employee motivation problem, which became an organizational pathology for hotel establishments. The study demonstrated that ABCD model was effective in explaining the employee motivation phenomenon in hotel establishments. It was determined that hotel establishments could not satisfy the employees drive to defend sufficiently in preventing discrimination among the employees and in fairness.

The purpose of the paper titled *Modelling Tourist Consumption to Achieve Economic Growth and External Balance: Case Of Croatia* is to develop a model able to explain international tourist expenditures (inflows) in Croatia, and domestic tourist expenditures (outflows) abroad. The study provides a model of tourism balance useful to analyse and forecast foreign exchange tourism inflows and outflows on the case of Croatia. The model is applicable and useful to govern tourism policy, international trade policy and economic policy as a whole.

The Impact of Hotel Employee Satisfaction on Hospitality Performance is the paper that presents the importance of satisfaction with management relations and coworker relations and their joint influence on overall job satisfaction and hospitality (positive behavior inside the organization). Research results indicate that there is a direct relationship between employee satisfaction with coworker relationships and job satisfaction, but also an indirect relationship with employee hospitality, mediated by employee satisfaction.

The paper entitled *Conceptualising Tourist Based Brand-equity Pyramid: An Application of Keller Brand Pyramid Model to Destinations* presents a modified framework for developing and measuring the customer based brand equity of tourist destinations using Keller Brand Pyramid Model. Presented framework not only give a deep understanding of how to build brand-equity of destinations but also on how to develop strong, emotional bonds with the tourists and hence sustaining the brand equity.

We would like to express special thanks to all authors for their contributions to this issue. Special compliments go to all reviewers for their remarkable work; their invaluable insights, suggestions and comments that significantly enhanced the quality of the papers.

Dora Smolčić Jurdana
Sandra Janković
Editors