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EDITORIAL

I am proud to introduce the second issue of the journal *Tourism and Hospitality Management* for the year 2010. This issue presents research by 23 authors in 9 interesting papers and 3 book reviews that deal with the area of: tourism destination management, destination image, service quality, marketing, economic crises, sports tourism, and licensed retail. Five papers are from Croatian scientists, while four papers are from foreign countries: Slovenia, Turkey and the UK.

The first article *The effects of perceived organizational support on employees' affective outcomes: evidence from hotel industry* presents empirical findings and analyses the effect of organisational support on job satisfaction, on the dimensions of organisational commitment and the mediating effect of job satisfaction on the relationship between perceived organisational support and dimensions of organisational commitment.

The research presented in the paper titled *Personal attributes associated with successful management in the hospitality industry* seeks to identify key qualities associated with successful licensed retail managers, defined as effective, efficient and profitable operators.

Choice of destination, accommodation and transportation in times of economic crisis examines the influence of the global economic crisis on the choice of destination, accommodation and transport during 2009. The results can be useful to tourist and transport organizations and management as a helpful data source for considering all potential implications of the economic crisis, the consequences of which will have a negative impact even on the following tourist season.

The research conducted in the paper titled *Does restaurant performance meet customers' expectations* shows that expectations scores are higher than perceptions scores. It identifies factors that best explain customers' expectations and customers' perceptions regarding restaurant service. The results of the study are useful to management for identifying strengths and weaknesses of service quality and implementing effective strategy to meet the customers' expectations.

Sports tourism and system of experiences emphasizes the connection between sport and tourism and analyzes the motives and profiles of participants in sports events. The main sports tourism types are mapped into the system of experiences schema, a specific management tool that allows destination managers better management of experiences.

Analysis of hotel names in Croatia as a tool of marketing strategy is a paper that presents the choice of the hotel's name of all categorised hotels and apartment hotels in Croatia as an important marketing tool in gaining a better position on the tourist market.

Cross border regions as potential tourist destinations along the Slovene Croatian frontier focuses on tourism supply providers in the border regions of Slovenia and Croatia. Results indicate the possibility of enhancing competitiveness through a strategic approach to planning and managing cross-border tourism destinations.

The paper *Destination images of visitors attending to travel expo in key markets of Turkey* presents how the origin, education levels, gender, ages and income of expo visitors affected their perceptions of Turkey and what could be done to improve it.

Private accommodation in tourist destination offer – the case of Dubrovnik analyses the consumers of private tourist accommodation, points out the importance of private accommodation in the overall tourist offer of a destination, proves that the private accommodation tourist offer attracts an increasing number of tourists, and proposes to local tourist administration directives on how to create a more efficient procedure in order to ensure a more efficient and better quality administration of private tourist accommodation offer, aiming to improve the overall tourist offer at a destination.

This journal issue also presents 3 book reviews: the first book is on *Entrepreneurship and management in services*, the second on *Knowledge management and human development in tourism* and the third on *Logistics management in tourism*.

I would like to invite numerous authors and readers with interest in tourism and hospitality management to participate in future issues of this journal as well as the forthcoming 1st International Scientific Conference “Tourism in Southern and Eastern Europe” which will take place in Opatija 4-7, May, 2011.

I would also like to express my thanks to the Editorial board and reviewers for their contribution to this publication, and to our partner institutions for their generous support.

Prof. Jože Perić, PhD
Editor-in-Chief