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EDITORIAL

The first issue of the journal *Tourism and Hospitality Management* in 2018 presents research results of thirty-two authors in twelve high quality papers. Contributions to this issue were made by authors from thirteen countries: Australia, Croatia, Czech Republic, India, Japan, Malaysia, Portugal, Republic of Indonesia, Russia, Spain, Taiwan, Ukraine and Vietnam. Due to the high variety of authors, papers from this issue cover wide range of topics like customer relationship management, loyalty in tourism, tourists' attitudes, satisfaction and motivations.

The title of the first paper in this issue is *Role of Cognitive Style of a Manager in the Development of Tourism Companies' Dynamic Capabilities*. Its purpose lies in investigating the relationship between cognitive styles of managers working in tourism companies and dynamic capabilities of these companies. Authors found a positive correlation between different dimensions of dynamic capabilities of tourism companies. This study proposes model of influence of a manager's cognitive style on dynamic capabilities, whereby organizational culture moderates this relationship.

As a pioneering piece of research in this area, the paper entitled *Modelling Chinese post-90s' Tourism Loyalty to the ex-rival State Using the Perceived Value Approach* attempts to understand Chinese tourists visiting Taiwan. This research incorporates the social dimension of perceived value in the ordinarily employed perceived-value model to better understand why Chinese post-90s would like to recommend Taiwan. The findings of this study provide important information for tourism businesses regarding place management and marketing strategies, enabling them to receive this new generation of Chinese customers.

Next paper entitled *Tourism Infrastructure, Recreational Facilities and Tourism Development* explores the interconnectedness between tourism infrastructure, recreational facilities and tourism development. It analyses their importance in, and compliance with the current phase of tourism development in the destination (TALC). This research provides supply-side perspective and new insights into the infrastructural development – TALC relation, and delivers tourist board managers attitudes toward the private sector involvement.

The objective of the next paper *Customer Relationship Management (CRM) in Small and Medium Tourism Enterprises: A Dynamic Capabilities Perspective* is to develop an integrated framework incorporating CRM and Dynamic Capabilities together for Tourism Small and Medium Enterprises. The results show that the interrelationships suggested by the framework are supported. Especially, the mechanisms of how CRM processes can influence the customer value and financial performance are explored. Moreover, the different effects of different Dynamic Capabilities approaches also suggested useful insights how to develop use them for tourism SMEs.

The purpose of the paper entitled *Looking for Evidence that Place of Residence Influenced Visitor Attitudes to Feeding Wild Dolphins* is to ascertain if place attachment or experiential norms influence visitor attitudes to the feeding of wild dolphins. This location specific, snapshot, case study suggests that contrary to published theory, place attachment and experiential norms do not influence tourist attitudes to wildlife feeding, especially for charismatic iconic wildlife such as dolphins.

Review of Optimism, Creativity, and Spirituality in Tourism Research is the paper that aims to explore optimism, creativity, and spirituality from a Positive Psychology perspective on tourism settings to deepen the understanding of the state of the art and develop ideas for improvement of tourism research experiences. Hence, this study considers three variables not usually applied to tourism contexts as is clear by the low number of references found. The application of these and consequently of Positive Psychology on tourism is per se new, allowing the emergence of novel and important discussions on tourism.

Paper entitled *Effects of Brand Experience on Brand Loyalty in Indonesian Casual Dining Restaurant: Roles of Customer Satisfaction and Brand of Origin* aims to examine direct and indirect effects of brand experience on brand loyalty and to investigate the moderating effect of brand of origin in the context of Indonesian casual dining restaurant. Author found that brand experience has positive direct effects on both customers' satisfaction and brand loyalty and confirmed the indirect effect of brand experience on brand loyalty through customer satisfaction.

Comment and Comment Response Strategies – an Analysis of Gay Hotel Guests' Comments and Managers' Responses is a paper that explores the strategies that hotel customers and managers/representatives use to complain/compliment and respond to complaints/compliments. Previous studies overlooked the topic of how business managers/representatives respond to customer complaints and compliments. Hence, the author underlines that no composite attempt has been made to simultaneously investigate these issues using the approaches of both business and linguistics researchers and therefore he addressed these theoretical gaps in the paper.

The Antecedents and Consequences of Customer Satisfaction in Tourism: A Systematic Literature Review is the title of the ninth paper in this issue. The aim of this paper is to provide empirical guidance on those antecedents and consequences of customer satisfaction (CS) that may be included in the tourism sector and based on a systematic literature review. By being the first attempt to provide a systematic literature review on the antecedents and consequences of CS in tourism, this study provides researchers in the field a complete and comprehensive model that considers the main antecedents and consequences of CS in tourism.

The aim of the paper entitled *The Factors that Influence the Boundary Between the Markets of Competing Tourist Destinations* is to understand the framework concerning the market area of competing tourist destinations and the relationship between the shape of the boundary line between markets and the factors that influence tourism to understand what is required to maintain a competitive tourist destination. The originality of this paper lies in applying the classical model of market used in economic theories to the tourism to understand the factors that influence competitiveness of a tourist destination.

Paper entitled *Tourists' Motivations to Travel: A Theoretical Perspective on the Existing Literature* aims to look into the various theoretical concepts/theories that help to understand what motivates individuals, especially young people, to travel and which are the practical implications of the analysed theories. In particular, authors chose Maslow's Theory of Needs to analyse youth travel motivations. The results, among other, indicate that, due to recent technological developments affecting societies and young tourists' behaviours – especially those of Millennials – new needs have emerged, which are discussed in detail in this paper.

Social Media Use Among Czech University Students During the Travel Process is the paper that aims to determine how students, ranking among one of the important tourism market segments, use social media during the overall travel process, as well as to explore the possible impact of cultural differences on the use of social media during the students' travel. The results of this study are useful for marketing professionals as the research yields highly valuable data on social media use by a particular group of Czech students.

In the end, we would like to express special thanks to all authors for their contributions to this issue and 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