

CONTENTS

<i>Editorial</i>	VII
<i>Research papers – Keynote speakers</i>	
A GREEN TOURISM BAROMETER IN THE TIME OF ECONOMIC CRISIS – THE CONCEPT AND CASE OF SLOVENIA <i>Tanja Mihalič</i>	1
HAS THE MYTH OF TOURIST DESTINATION SUSTAINABILITY FADED? BEHIND THE CURTAINS OF THE GLOBAL CRISES <i>Lidija Petrič</i>	19
CRIMES AGAINST THE CONSUMER: AVOIDING SERIAL REPRODUCTION – INNOVATION AND DESTINATION DEVELOPMENT <i>Terry Stevens</i>	33
<i>Research papers</i>	
COMMUNICATING CONCEPTS OF HOSPITALITY IN EDUCATION: FIGHTING CRISIS THROUGH QUALITY IMPROVEMENT <i>Tanja Angleitner Sagadin</i>	43
OPEN INNOVATION AS A CHANCE TO OVERCOME ECONOMIC CRISIS IN HOTEL INDUSTRY <i>Nataša Artič</i>	55
A CORRELATION ANALYSIS BETWEEN COMPETITIVE SPAS AND THEIR SETTLEMENTS IN HUNGARY <i>Márta Bakucz, Zsuzsanna Pótó, András Bozóti</i>	69
IMPACT OF BRAND RECOGNITION ON REINFORCING THE DESTINATION'S IMAGE <i>Lorena Bašan, Lidija Bagarič, Dina Lončarič</i>	87
SUSTAINABLE DEVELOPMENT AND THE KEYNES'S MODEL OF MACROECONOMIC CRISIS MANAGEMENT (OR THE UNSUSTAINABILITY OF SUSTAINABLE DEVELOPMENT) <i>Branko Blažević</i>	101
WESTERN SOCIETY'S HERITAGE IN FOCUS BY ASIAN VISITORS <i>Anton Gosar, Miha Koderman</i>	117
THE IMPLEMENTATION OF ECOLOGICAL STANDARDS IN SUSTAINABLE DEVELOPMENT OFFER OF CROATIAN CAMPS <i>Daniela Gračan, Ana Birin</i>	131
COASTAL TOURISM RESORT DEVELOPMENT AND CHALLENGES: A COMPARATIVE STUDY OF GALVESTON, TEXAS, USA AND OPATIJA, CROATIA <i>Renata Grbac Žiković, Velvet Nelson</i>	145
	V

Contents

ToSEE 2013

Volume 2	pp. 1 – 463	2013
MODEL FOR SUSTAINABLE TOURISM DEVELOPMENT IN CROATIA <i>Marinela Krstinić Nižić, Danijel Drpić</i>		159
IMPACT OF ECONOMIC CRISIS ON THE SPA BUSINESSES IN SLOVAKIA <i>Jana Kučerová</i>		175
SUSTAINABLE SPATIAL DEVELOPMENT OF TOURISM DESTINATIONS IN TIME OF CRISIS IN SERBIA <i>Marija Maksin, Saša Milijić</i>		185
MUSEUM SERVICE QUALITY MEASUREMENT USING THE HISTOQUAL MODEL <i>Suzana Marković, Sanja Raspor, Jelena Komšić</i>		201
VOLUNTEERING AND COMPETITIVENESS ON THE LABOUR MARKET IN TIMES OF CRISIS: STUDENTS' ATTITUDES <i>Helga Maškarin Ribarić, Korana Radović Nimac, Martina Nađ</i>		217
GOVERNMENT INTERVENTION IN DRIVING THE DEVELOPMENT OF SUSTAINABLE TOURISM <i>Helga Maškarin Ribarić, Ivana Ribarić</i>		231
TRANSPORT AS AN ELEMENT OF A TOURIST TRAVEL IN AN ECONOMIC CRISIS, BASED ON THE EXAMPLE OF POLAND <i>Dawid Milewski</i>		241
ARCHITECTURE CHARACTERISING THE TOTALITARIAN REGIMES OF THE 20 th CENTURY AND ITS ECONOMIC POTENTIALS: A CONCEPTUAL ASSESSMENT FRAMEWORK <i>Irena Ograjenšek</i>		253
EUROPEAN UNION FUNDS IN THE DEVELOPMENT OF REGIONAL SUSTAINABLE TOURISM ECONOMY IN 2007-2013 <i>Aleksander Panasiuk</i>		267
SUSTAINABLE DEVELOPMENT IN INCREASING THE COMPETITIVENESS OF HOTEL OFFER – CASE STUDY ISTRRA COUNTY <i>Nadija Pavia, Christian Stipanović, Tamara Floričić</i>		279
ECONOMIC RATIONALE FOR LICENSING TOUR GUIDES IN POLAND <i>Adam Pawlicz</i>		295
COOPERATIVE BASED ORGANISATIONAL STRUCTURES: IMPLICATIONS FOR CROATIAN TOURISM <i>Marko Perić, Jelena Đurkin</i>		305
SUSTAINABILITY REPORTING FOR HOTEL COMPANIES: A TOOL FOR OVERCOMING THE CRISIS <i>Milena Peršić, Sandra Janković, Katarina Bakija, Katarina Poldrugovac</i>		319
E-TOURISM: THE USE OF INTERNET AND INFORMATION AND COMMUNICATION TECHNOLOGIES IN TOURISM: THE CASE OF HOTEL UNITS IN PERIPHERAL AREAS <i>Electra Pitoska</i>		335

Contents

ToSEE 2013

Volume 2	pp. 1 – 463	2013
QUALITY SYSTEMS IN AGROTOURISM: THE CASE OF WESTERN MACEDONIA <i>Electra Pitoska</i>		345
IMPACT OF ECONOMIC CRISIS ON SUSTAINABLE TOURISM (CASE: MONTENEGRO) <i>Rade Ratkovic, Iva Bulatović</i>		355
SUSTAINABLE DEVELOPMENT AND LEVEL OF SATISFACTION OF TOURISTS WITH ELEMENTS OF TOURIST OFFER OF DESTINATION <i>Mili Razović</i>		371
ENVIRONMENTALLY AND TOURISM-FRIENDLY URBAN PLANNING MODEL – THE CASE OF CROATIA <i>Lidija Runko Luttenberger</i>		387
TOURIST EXPENDITURE ON CULTURAL CONTENTS IN URBAN DESTINATIONS <i>Dora Smolčić Jurdana, Daniela Soldić Frleta, Andrijana Kolarić</i>		395
SLOVAK CATERING AND HOSPITALITY BUSINESSES' PERCEPTION OF CONDITIONS FOR DOING BUSINESS AND PERSPECTIVE DURING THE ECONOMIC DECREASE <i>Ludmila Šmardová</i>		407
SUSTAINABLE TOURISM IN EXTREME ENVIRONMENTS: LESSONS FROM DESERT REGIONS <i>Alan S. Weber</i>		421
EVALUATING THE BUILT ENVIRONMENT IN THE CONTEXT OF BARRIER FREE TOURISM, A CASE STUDY IN ISTANBUL <i>Selin Yıldız, Çiğdem Polatoğlu</i>		435
SUSTAINABLE TOURISM DEVELOPMENT IN MONTENEGRO-ACTUAL SITUATION AND PERSPECTIVE <i>Ivo Županović, Jelena Kovačević</i>		447
<i>Reviewers</i>		463

EDITORIAL

The Faculty of Tourism and Hospitality Management organized the International scientific conference entitled *Tourism in Southern and Eastern Europe (ToSEE)* for the second time in May 2013. Following the first call, 84 extended abstracts were submitted, of which 69 were accepted by the editorial board. Upon receiving the full papers, the peer-review process yielded 35 papers that were then accepted for conference presentation. The conference was attended by 65 participants from Croatia, Greece, Hungary, Montenegro, Poland, Slovenia, Slovakia, Serbia, Spain, Qatar, Turkey and UK.

The conference took place from May 15-18, 2013 in Opatija with the aim of bringing together experts from academia and international institutions to explore the theme of the conference, which was *Crisis as a Challenge of Sustainable Tourism Development*.

Sustainable development is a key concept and a global development priority for the whole human society. During the last few years we have been facing a huge economic crisis which has affected all economic sectors, all continents and countries. That is a great challenge for the implementation of sustainable development principles.

In a situation where economic development is a must, scientists and professionals from different fields of research try to find the best possible solution for the future, while keeping in mind environmental protection, socio-cultural aspects and economic aspects at the same time.

Sustainable development is one of the most accepted, but at the same time one of the most controversial approaches today. We can consider sustainability as an ultimate goal, which in practice will most probably never be achieved completely, but it is something that we have to aspire for.

Before you are the proceedings of the second ToSEE conference, which include 34 papers that have been modified according to the reviewers' requests. The papers promote an interdisciplinary debate about strategies, methods, tools and good practices in tourism in Southern and Eastern Europe.

Last but not least, we would like to take the opportunity to extend our warmest thanks to our authors and reviewers for their contributions to these proceedings.

The Editors