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EDITORIAL

The Faculty of Tourism and Hospitality Management organized the International scientific conference titled Tourism in Southern and Eastern Europe (ToSEE) for the fourth time in May 2017. Following the first call, 87 extended abstracts were submitted, out of which 74 were accepted by the editorial board. Upon receiving the full papers, the peer-review process yielded 53 papers accepted for conference presentation. The conference was attended by 112 participants from Croatia, Bosnia and Herzegovina, Italy, Macedonia, Montenegro, Poland, Qatar, Serbia, Slovenia, Sweden, Thailand, Turkey, and the UK.

The conference took place from May 4-6, 2017 in Opatija with the aim of bringing together academics, researchers, policy makers, students and professionals to exchange, discuss and share their scientific results and ideas related to the theme of the conference which was *Tourism and Creative industries: Trends and Challenges*. The creative industries can offer interesting opportunities for development and diversification of a tourism product and enhancement of tourism experience. Creative tourism emerged during 1990's as a consumers' response to mass tourism and their desire for more authentic and engaging experience in the destination. Tourism linked with creative industries can add value to a destination by improving its image and competitiveness, generating economic growth, export and employment. Tourism should much more closely cooperate with creative industries to produce the experience wanted and expected by tourists. In order to find out the best possible solution for the future collaboration between creative industries and tourism, a wide range of different topics was discussed by scientists and tourism professionals during the conference.

We are proud to present you the proceedings of the fourth ToSEE conference including 48 papers that had been prepared and modified in accordance with the reviewers' comments and then accepted for publishing. The published papers promote an interdisciplinary debate about strategies, methods, tools and good practices that can be implemented in the tourism industry of Southern and Eastern Europe.

Last but not least, we would like to take the opportunity to extend our sincere gratitude to the authors and reviewers for their contribution to the proceedings.

The Editors