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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 fifth time in May 2019. Following the first call, 88 extended abstracts were submitted, out of which 82 were accepted by the editorial board. Upon receiving 67 full papers, the peer-review process yielded 55 papers accepted for conference presentation. The conference was attended by 132 participants from Croatia, Bosnia and Herzegovina, Macedonia, Serbia, Slovenia, Romania, Portugal, Estonia, Germany and USA.

It took place from May 16-18, 2019 in Opatija aimed at 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 *Creating Innovative Tourism Experiences: The Way to Extend the Tourist Season*.

Extending the tourist season is possible by creating a competitive destination product that must meet increasingly demanding preferences of tourists. In this direction, apart from sun and sea, it is necessary to develop the products of specific forms of tourism that can be offered throughout the whole year. Specific forms of tourism create the added value of the destination product, which is also the main incentive for the arrival of tourists into the destination. Today, the tourist market offers an increasing number of tourist destinations, and only those destinations that in the best way respond to the dynamic tourist needs will survive such tough competition. That is why this year's theme of the ToSEE 2019 conference was chosen. By presenting the results of research activities and discussion among international and domestic scientists, the possible solutions for extending the tourist season were made public. Accordingly, creating an innovative tourist experience that contributes to the tourist satisfaction will become one of the main goals in tourism.

We are proud to present you the proceedings of the fourth ToSEE conference including 55 papers that have 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 express our sincere gratitude to the authors and reviewers for their contribution to the proceedings.

The Editors

