

Editorial

The present issue of the Journal of Tourism and Services contains scientific papers written by authors from Italy, Poland, Portugal, Slovakia, and Turkey.

The paper of Bruno Bertaccini and Giulia Biagi deals with the Florence railway node and its strategic role in the panorama of the Italian transport system because of its central geographical position. A large opinion poll was designed to understand the current level of information of the citizens to measure their perception of the environmental risks associated with the new planned station for the high-speed railway. Given the number of people interviewed, the opinion poll conducted in Florence surely ranks among the most important surveys conducted in Italy on this topic and contributes new insights on the complex links between populations and the environment.

Exposure of Travel Destinations on the Front Covers of the Magazines National Geographic Traveler and Podróże is the topic of the paper of Anna Jupowicz-Ginalska. The paper presents the results of the analysis of destinations presented on the front covers of Polish travel magazines National Geographic Traveler and Podróże. The author examined the scale of the popularisation of travel destinations in two contexts: the geographical and the chronological one and indicated the differences or similarities in the selection of the destinations at the macro- and the micro-level (between the main and supporting cover stories).

Maria do Rosário Campos Mira, Andreia Filipa Antunes Moura and Lisete dos Santos Mónico present a new measure of the quality of tourism product. The authors developed a tourism quality scale, adapted to the Portuguese reality, which is supported by five subscales. This paper focuses on the validation of the tourism product subscale, which was tested among local public stakeholders, specifically Portuguese municipalities. Exploratory and confirmatory factor analyses were performed, and three factors supported quality measurement regarding the tourism product: (1) services; (2) resources and attractions; and (3) accessibilities and infrastructures.

Erika Onuferová and Veronika Čabinová provided an enterprise performance analysis by applying modern methods with an emphasis on the creation and application of the modified creditworthy model. The paper presents the application of the Modified 3D Creditworthy Model of performance reflecting sectorial characteristics and financial specificities of the selected sample of Slovak tour operators. This research study intended to implement the key financial indicators and appropriate prediction models into both dimensions of the traditional 2D Creditworthy Model of performance and to supplement its third dimension applying the selected modern assessment methods – the Economic Value Added and the Return On Net Assets.

The main objectives of this study presented by Doğuş Kılıçarslan and Meltem were to reveal perceived crowding, atmospherics, and visitor satisfaction relationships at a cultural heritage site, and to compare the cross-national differences in the sample of Turkish and British visitors. The authors surveyed one of the most popular heritage sites of Turkey; Topkapi Palace in Istanbul. By factor analysis, atmospherics is found to have two dimensions, namely; service and spatial. Analyses result in the exhibit that both atmospherics dimensions positively affect visitor satisfaction, although perceived crowding has a negative impact on both nationalities. Findings of this study indicate that cultural heritage sites are the areas where domestic and foreign visitors may have similar kinds of perceptions and evaluations.

Last but not least I would like to wish to all members of the Editorial Board, present and future authors, supporters, colleagues, and readers a Merry Christmas and a Successful New Year!

Alžbeta Kiráľová
Chair of the Editorial Board