

Editorial

First of all, I would like to inform all our readers and authors that the Journal of Tourism and Services is indexed now in Web of Science database - Emerging Sources Citation Index (ESCI). I appreciate the support and hard work of the Editorial Board and would like to thank authors for their contributions. I am looking forward to furthering collaboration!

The present issue of the Journal of Tourism and Services contains scientific papers and a short essay.

The contributions to this issue are authored by researchers and scholars from Austria, Bangladesh, Slovakia, and the United Arab Emirates.

The paper of Manoj Kumar and Amitabh Upadhyaya deals with night shopping in Dubai as a tourist attraction. Dubai attracts around nine million tourists per annum; the authors were focusing on the tourists' motivations and shopping behavior for night shopping in Dubai. The study also examines the scope of night shopping as a potential attraction for a destination that will positively impact repeat visitation. The data for the exploratory research has been collected through observation and interviews using convenience sampling. Based on the research findings the authors state that the major motivation for going to night markets are exploration, leisure activities and shopping experience in the comparatively relaxed environment. The authors identified the major facilitators for tourists' night shopping as transportation facilities, amenities, and safe environment. The study indicates that the trend of night shopping is rising with growing number of tourists and increasing shopping opportunities in the city.

The study of Kristína Pompurová and Radka Marčeková approaches volunteers' projects in package tourism, which is a predominant form of outbound leisure tourism in Europe. The study aims to examine the contemporary offer of tour operators and travel agents in Slovakia and the Czech Republic with emphasis on volunteer tourism. The authors obtained the data by mystery e-mailing based on measuring reaction to e-mail inquiry of client. The members of the Slovak Association of Tour Operators and Travel Agents and members of the Association of Tour Operators and Travel Agents of the Czech Republic were addressed as well. Based on the research results the authors state that the proportion of tour operators and travel agents offering package holiday tours with volunteer activities is negligible.

Sara Sarwari deals in her paper with relationship marketing model applied in five-star hotels in Bangladesh. The author collected the data from a survey of 284 loyal guests at five-star hotels in Bangladesh and examined their perspectives as end users using structural equation modeling. The emotion, which is considered to be a vital construct here, was used for the first time to investigate the loyalty of the customers in five star hotels in Bangladesh. The findings of the author imply the need of relational bonds to increase the positive emotions of customers which in turn improve the relationship quality between the hoteliers and the customers so that more loyal customers are introduced in the five-star hotels in Bangladesh and make the hotel's pursuit more competitive advantage, and long-term profit.

The short essay of Klaus Pfatschbacher explores the characteristics of Austrian tourism in a nutshell. A very modern way of deciphering the typical features refers to a structuralist approach in literature. Following Vladimir Propp's Morphology of the Folktale the author

frames several categories of tourism that allows him to define outstanding genres of tourism including all their drawbacks and potentials.

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 Királ'ová
Chair of the Editorial Board