

Editorial

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

The paper of Andrea Bencsik, Silvia Tóbiás Kosár, Renáta Machová deals with corporate culture in service companies that support knowledge sharing. The authors are focusing primarily on the analysis of knowledge creation of businesses providing services in different cultures. They have analyzed the corporate culture of knowledge-based organizations, as well as the corporate practice of knowledge supporting organizations in the Slovak-Hungarian border applying univariate, two- and multivariate analyses. The results of primary research confirm that companies are creative and open to change, but there is a constant competition between the employees. Based on secondary data, the authors found that knowledge sharing is not always conscious and is realized through different channels.

Tourism intensity in the NUTS III regions of Slovakia is the topic of the paper of Róbert Štefko, Petra Vašaničová, Eva Litavcová, Sylvia Jenčová. The paper aimed to assess and visualize the tourism intensity in the NUTS III regions of Slovakia by applying different indicators such as Defert index, tourism intensity rate, Charvat index, index of the territorial density of tourism, tourist density rate, an index of land use. The results of the research show that there has been a positive change in the development of almost all tourism indicators during the period from 2001 to 2016; however, Slovakia still has the opportunity for further developing the tourism sector in the regions.

Oğuz Türkay, Abdulmenaf Korkutata, and Özer Yılmaz asking a question in their paper related to animation services and their importance for the perceived quality of a hotel resort and visitors' satisfaction. The authors measured the perceived quality of animation services by the behavior of workers, the sufficiency of service's content, knowledge and experiences of workers, and the factors of the program in resort hotels in Antalya, Turkey. The authors found that the perceived quality of animation services significantly affected the perception of the quality of the hotel even though it is lesser than the perceived quality of other departments. The perception of the quality puts forward a significant amount of overall customer satisfaction. The results were analyzed in customer satisfaction theory and experiential marketing fields.

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 sunny and relaxed summer holidays!

Alžbeta Kiráľová
Chair of the Editorial Board