

CONTENTS

Editorial.....	III
Why Do Startups Fail?.....	1
ANDRÁS BETHLENDI, SZILÁRD HEGEDŰS, ÁRPÁD SZÓCS	
Application of Circular Economy Principles in Business: The Case of Primorsko – Goranska County.....	11
MARTIN GOLOB, MARINO GOLOB, NIKOLINA TOKMADŽIĆ	
Unravelling the Antecedents of Restaurant Gratuity in Kisumu County, Kenya: A Structural Equation Modeling Approach.....	19
WERE SIMON OKWACHI	
Comparative Analysis of Tourism Destination Competitiveness: Croatia vs. Serbia.....	31
VANJA PAVLUKOVIĆ, IVA SLIVAR, SANJA KOVAČIĆ	
Quality Management Principles in Hotel Companies – A Manager`s Perspective.....	39
ANA PERIŠA, ANA-MARIJA VRTODUŠIĆ HRGOVIĆ	
Sustainability Through Community-Based Tourism in Northern Thailand.....	47
MATEJ BALEN, ATHITAYA PATHAN, PIYANART JUNKRACHANG	
Gastronomy as Destination Attraction Factor: A Destination Management Perspective.....	57
GORAN ĆORLUKA, IVAN GRBEŠA, KATARINA BLAŽEVIĆ MIŠE	
Promoting Sustainable Tourism Development Through Participatory Strategic Planning: Cayo Las Brujas, Cuba.....	65
MANUEL RAMON GONZALEZ HERRERA, JULIAN ALBERTO ALVAREZ HERNANDEZ,	
Will The Goals of Sustainable Development Be Achieved in the European Union?.....	75
MARINELA KRSTINIĆ NIŽIĆ, ZVONIMIRA ŠVERKO GRDIĆ, RENATA ENDRES	
Conceptualization of Online Reputation of Tour Operators: Sources, Components, and Specifics.....	85
ZUZANA KVÍTKOVÁ, ZDENKA PETRŮ	
Ageing of the Labour Force – Insights from the Croatian Hospitality Industry.....	91
HELGA MAŠKARIN RIBARIĆ, LORENA DADIĆ FRUK, KRISTINA ČRNJAR	
Perception of Islands Sustainable Development Concept Application – The Views of Relevant Croatian Island Stakeholders.....	99
DOMINIK PAPARIĆ, MARIJA HAM, MARINA STANIĆ	
Luxury Hospitality in Croatia: Thematic Analysis and Tourism Implications.....	111
DENIS PREVOLŠEK, TEA GOLJA	
The Influence of Online Reviews on Hotel Attractiveness Perceptions: A Gender-Based Comparative Study.....	121
MARKO ŠOSTAR, BERISLAV ANDRLIĆ, HAREESH N. RAMANATHAN	
Management of Electronic Medical Waste Disposal and Its Impact on the Sustainability of the Tourism Destination.....	131
DINO BARIČEVIĆ, IRIJANA RAJKOVIĆ, MISLAV ŠIMUNIĆ	
A Bibliometric Examination of Domestic Tourism Literature: Unveiling Research Patterns and Trends.....	139
DANIEL DRAGIČEVIĆ	
Exploring Trends in Sustainable Tourism Leadership and Management: A Bibliometric Analysis.....	151
ANDREEA BIANCA, ENE (CONSTANTIN)	
Talent Management in the Age of Digital Transformation and Changes in the Workforce Characteristics.....	159
ANA MARIJA GRIČNIK, SIMONA ŠAROTAR ŽIŽEK, BRANKA ZOLAK POLJAŠEVIĆ, KRISTINA ČRNJAR	
Overview of Different It Solutions for Reducing No-Shows and Unexplained Patient Cancellations in Health Tourism... 167	
IRIJANA RAJKOVIĆ, DINO BARIČEVIĆ, MISLAV ŠIMUNIĆ,	
Rural Tourism in the Countries of Former Yugoslavia: Literature Review.....	177
ELENA RUDAN, JASMINA MLAĐENOVIĆ	
Sustainable Future: The Role of Modern Analytics in Financial Planning.....	185
SWETA LEENA HOTA, SONALI PATTAI, MANISHA YAGYASANI CHAMPATIRAY, SWAPNA SWARUPA MALLICK, ANUJ KUMAR,	
Developing a Cobotic Model for Employee and Customer Engagement.....	195
JOHN HABIB, CATHERINE PRENTICE, PARK THAICHON, RAJ GURURAJAN	
Rewievers.....	205