

# Povzetki *Abstracts*

## **Razvoj turizma v mestih z obzidjem**

*Tomí Brezovec in David Bruce*

Članek obravnava razvoj turizma v mestih z obzidjem in management obiskovalcev teh mest. Zgodovinska mesta in še posebno mesta z obzidjem so zanimiva za turiste, saj jim ponujajo ohranjeno srednjeveško okolje, arhitekturo in slikovite ulice. Turizem vsekakor vpliva na ekonomsko in družbeno življenje, prav tako pa tudi na mestno in naravno okolje. Mesta z obzidjem so dober zgled, kako se spopasti z izzivi in priložnostmi za razvoj turizma. Namen raziskave, ki je vključevala obsežen vprašalnik in dve delavnici, je bil odgovoriti na nekatera vprašanja, povezana z razvojem turizma in managementom obiskovalcev v mestih z obzidjem. V raziskavo je bilo vključenih osem evropskih zgodovinskih mest/mest z obzidjem: Chester (Združeno kraljestvo), Piran (Slovenija), 's-Hertogenbosch (Nizozemska), Valetta (Malta), Arabarri (Španija), Lucca (Italija), Lörrach (Nemčija) in Verona (Italija). Z vprašalnikom smo poskušali ugotoviti, kakšen je turistični profil omenjenih mest in kaj je značilno za razvoj turizma v teh mestih. Predstavniki mest, ki so bila vključena v raziskavo, so na dveh delavnicah o tem razpravljali ter izmenjali svoje poglede in primere dobre prakse. Obravnavane teme vključujejo zagotavljanje ustreznih turističnih informacij, vključenost prebivalcev v razvoj turizma, ukrepe za omejitev sezonskega turizma in zbiranje podatkov o turističnem povpraševanju. Članek je primer dobre prakse in predlaga, kako rešiti vprašanja v zvezi s turizmom v mestih z obzidjem.

*Gljučne besede:* razvoj turizma, management turističnih destinacij, kulturni turizem, mesta z obzidjem, zgodovinska mesta, dediščina

## **Global Challenges in the Domestic Appliances Industry**

*Dušan Gošnik*

The domestic appliances industry is a mature industry. Changes in the business environment such as political, law, cultural, social, ecological and technological influences have an effect on the future development of this industry. Challenges to producers in this industry are oriented towards the further globalisation of the business, managing processes, new product and innovations development, and towards establishing and empowerment of the product brands. Global trends in the use of some natural sources, technological break-through, fulfilment of the market and strong competition direct us towards new innovations which will in their development consider also the social and environmental aspect as well.

*Key words:* domestic appliances industry, globalisation, management, development

### **Tips: Taxable or Non-Taxable Part of Employee Income**

*Andrej Raspor*

The article analyses how tips are regulated in Slovenia and in the United States from a tax point of view. The key finding is that Slovenian regulations are inconsistent, because they cover only tips earned by table games employees. Other tips in the casino and service sector in general are not covered. Indirectly, however, we can understand that they are taxable. But paying tax on tips is the exception rather than the rule. In order to avoid vagueness, tips should be regulated by a special law. This law should define the applicable rate and contributions, as well as the manner of payment.

*Key words:* tips, gaming industry, hospitality industry, taxation

### **Influence of User Experience on Successfulness of E-Business**

*Roman Broz and Viktorija Sulčič*

E-business is becoming an ever more important part of modern economy in respect of its wide use as well as its extent. Technology by itself is not sufficient for success, its implementation and content are even more important. That is the subject of the user experience studies. This work discusses successfulness of e-business with regard to user experience in its use. As a research method an internet survey has been used. Data analysis results show that preceding experience importantly influences inclination towards the further use of e-business. As part of the research results the classification of factors important for shaping user experience is stated, as well as propositions for improvement of existing e-business implementations.

*Key words:* e-business, user experience, usability, survey, key factors, user interface

### **Interdisciplinarity of the Network of Interorganizational Relationships**

*Iva Konda*

The article is a survey of essential findings in different research areas, which have all influenced the network of relationships on the B2B market. For better understanding of the complexity of the network of interorganizational relationships, it is essential to know and understand the influence of different sciences as well as the actual contributions of respective theories within these sciences to the explanation and understanding of the theory of relationships networks. Only a complete overview of all the theories will give us a good explanation of what is going on in the network of inter-firm relationships and a sufficient understanding of these processes. At the same time it instructs us about

all the factors we have to take into account, if we intend to study a network of relationships on the B2B market. It also gives us the basic information on how and with what tools we should start carrying out the analysis of the relationships network.

*Key words:* B2B market, network of relationships, inter-firm relationships, buyer-seller relationships

#### **4th international conference Management Theory and Practice**

*Ana Arzenšek*

At the beginning of April 2009 the second largest city of Estonia was host to the 4th international conference Management Theory and Practice. The thematic emphasis of this year's conference was Synergy in Organisations. The conference is biannually organised by the Institute of Business Administration of the University of Tartu, Faculty of Economics and Business Administration. In a year of innovation, special attention was given to creativity and innovation in management. Altogether, 40 papers were presented and more than 50 participants participated in the conference. The next, 5th conference, will take place in 2011.

*Key words:* international scientific conference, management, synergy in organisations