

Editor's Note



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This special edition of Communication Management Review contains papers presented at the third Communication Management Forum conference, organised by Edward Bernays University College. The conference was held under the title “Finding a Common Denominator: Communication, Tourism, National Culture and Brand”. Communication Management Forum 2019 gathered around 200 participants and experts, who tried to provide answers to the question of the extent to which communication is truly a key factor in establishing a nation brand, how to use one's own advantages to strengthen a country's image and to enhance its promotion throughout the world.

One of the biggest challenges in today's world for communications and tourism experts is how to create a nation brand that provides a key competitive advantage in relation to other countries. This conference brought together many participants with different background to foster exchange of opinions and to expose and discuss innovative theories, methodologies and ideas.

In this issue, you can find five papers presented at the conference that contributes significantly to the topic and that tried to provide answers to questions that were raised during the conference from a different perspective. The first paper, written by Božo Skoko, Dejan Gluvačević and Ante Bogdanić, tries to determine how strong Croatia is as a sport brand among young European students and whether Croatia is recognized at all through sport. The second paper, written by Tanja Grmuša and Hazuki Mori, analyses the role of stereotypes in the creation of a national image on the case of the image of Croatia held by Japanese people. In the third paper, Sara Melkić, Izidora Marković Vukadin, and Lucija Roknić try to provide an answer to whether sustainable tourism is a self-deception, idea or reality. Davor Trbušić and Stipan Rimac dedicate their paper to Cardinal Stepinac as an important element in the shaping of Croatia's nation brand. In the fifth paper, Marija Završki and Katarina Horvat explore the role and impact of e-marketing in improving rural tourism in Osijek-Baranja County.

On behalf of the editorial team, we hope that this special issue will inspire you with new ideas for further research on this topic.