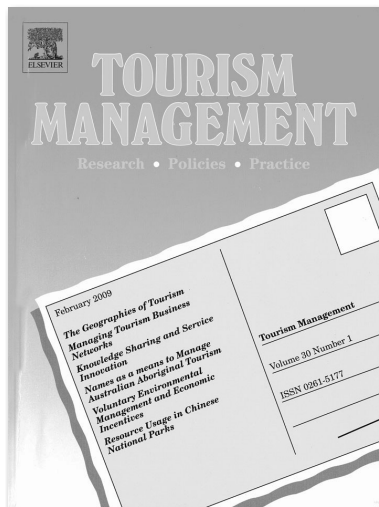


Tourism management



One of the most reputable international scientific tourism journals, TOURISM MANAGEMENT, at the beginning of 2009, entered its thirtieth year of publishing. The journal's first editor, A. Burkart from Surrey University, Great Britain, laid the groundwork for this comprehensive venture together with academic researchers and renowned postsecondary teachers B. Archer, V. Middleton, and others. For the sake of comparison, the first issue of the journal (in 1980) contained 69 pages, while the first issue in its thirtieth year of publishing contained as much as 148 pages, so that the number of authors in this period has also increased several-fold.

As Chris Ryan, long-time and current editor of the journal, has emphasized in his article marking this anniversary, not only have there occurred significant shifts in the perception of the universal, especially social research on tourism, and the role and status of relevant high-education institutions, but the phenomenon itself has transformed considerably. The academic community involved in researching tourism has expanded, as has the need for the results to be disseminated more widely and more suitably through the modern press, and as of lately in electronic form.

Yet, the journal, subtitled Research-Policies-Practice, has ultimately become an academic publication of a wide range of topics, with 95% of its subscribers being universities and similar institutions worldwide. Starting as a typical Anglo-American (and Canadian) publication, the journal gradually attracted more and more authors, primarily from Asia and the Far East (China, Hong-Kong, Korea, Taiwan, etc.), Latin America, and the Caribbean. English-speaking authors have remained predominant; however, the number of Asian and Hispanic topics (and authors) is constantly increasing. The editor, professor at Waikato University in Hamilton, New Zealand, substantiates this with the figures he has presented in his article. A large number of quality original and scientific articles and reviews (about 15 per issue) are published even six times per year following the strict reviewing procedure. However, C. Ryan emphasizes the fact that many of the articles produced today are not the result

of scientific curiosity or the motivation to share important information with the public, but mostly serve as an addition to the author's body of work due to job requirements, career promotions, etc.

It is doubtless that such an observation also applies to a good many modern, especially new tourism journals that have largely become even more specialized (in individual segments of tourism and leisure) by publishing articles of questionable quality. Even older, reputable publications are accepting articles that repeat themselves in researching unnecessary and useless topics, which represents a problem primarily to the readers because their choice in the multitude of sources is much more difficult.

As for the future of TOURISM MANAGEMENT, the editor believes that it will be published only in electronic form (already today used by 85% of its subscribers!), and owing to advanced analytical tools, the articles will gain in conceptual value, while econometric predicting models will be more reliable. Certain topics, e.g. space tourism, aspects of virtual reality or even eco-tourism types could increase in the forthcoming years. The editor also believes that it will remain one of the leading journals in the world.

In 2009, the journal, published by renowned publisher ELSEVIER, consisted of as many as 936 pages, in 28x21 format. The international editorial board comprises 25 university teachers from some 10 countries, with S. Page from Stirling University, Scotland as assistant to the editor-in-chief. The quality of TOURISM MANAGEMENT is reflected in the number and reputation of secondary publications that use it as reference. The form and presentation of accepted articles is strictly defined: a mandatory summary and key words at the beginning, and detailed bibliography at the end of each article.

Each issue, and we have mentioned that there are even six in each volume, also includes many reviews of recent literature from the broad topic of tourism.

TOURISM MANAGEMENT
Research-Policies-Practice
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