75 Years of Tourism Review: Survival by Transformation

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Tourism Review celebrates its 75-year birthday due to the vision of two Swiss pioneer tourism researchers, Walter Hunziker and Kurt Krapf, from the Universities of St. Gallen and Bern respectively who established tourism Review as "Revue de Tourism – The Tourist Review – Zeitschrift für Fremdenverkehr" in 1946.

The launch of this journal was one of the many elements of their endeavour to establish and formalize scientific research in tourism. Another element followed 5 years later in 1951, when the "Association Internationale d'Experts Scientifiques du Tourisme" (AIEST) was established, subsequent to the inaugural congress in 1950 in Rome. AIEST over time has become a genuine worldwide network of tourism experts and will celebrate its 70th anniversary in 2021. The Tourist Review, and later Tourism Review has been, until 2016, always closely linked with the AIEST as the "official journal" of the Association, and executives of AIEST also served as co-editors-in-chief (see Table 1).

Table 1 Tourism Review Co-Editors-in Chief

Period	Co-Editors-in-Chief (role within AIEST)
1946 – 1963	Walter Hunziker, University of St. Gallen Switzerland (President) Kurt Krapf, University of Berne Switzerland (Secretary General)
1963 – 1974	Walter Hunziker, University of St. Gallen Switzerland (President) Claude Kaspar, University of St. Gallen Switzerland (Secretary General)
1974 – 1994	Claude Kaspar, University of St. Gallen Switzerland (President) Hanspeter Schmidhauser, University of St. Gallen (Secretary General)
1994 - 1996	Peter Keller, University of Lausanne Switzerland (President) Hanspeter Schmidhauser, University of St. Gallen Switzerland (Secretary General)
1996 – 2004	Peter Keller, University of Lausanne Switzerland (President) Thomas Bieger, University of St. Gallen Switzerland (Secretary General)
2004 – 2014	Peter Keller, University of Lausanne Switzerland (President) Christian Laesser, University of St. Gallen Switzerland (Secretary General 2010)
2014 – 2016	Harald Pechlaner, Catholic University of Eichstätt Germany (President) Christian Laesser, University of St. Gallen Switzerland (Secretary General)
2017 -	Dimitrios Buhalis, Bournemouth University, UK

The history of Tourism Review has been a history of successful transformation. It started as a multilingual (French, German, and English) non-peer-reviewed publication outlet (Revue de Tourisme). It was rooted in the regional geography of its authors (Switzerland, Germany, Austria, and France) and publishers (multilingual Switzerland). The history currently "ends" with Tourism Review being a globalised unilingual (lingua franca English) peer-reviewed

scientific journal, attracting papers from all over the world and edited as well as published by actors from the core country of this lingua franca: the United Kingdom. There were some rather recent intermediate steps in this process.

In 1989, the implicit connection between AIEST and the Tourist review was formalized and became explicit, by the journal becoming the official publication outlet of the AIEST. That move secured authorship as well as readership in an increasingly competitive globalised publishing world.

In 2000, the Committee (executive) of the AIEST decided to relaunch the journal. This relaunch consisted of a number of elements: (1) Renaming the journal "Tourism Review"; (2) a subdivision of each issue into two sections, namely: a peer-reviewed research section as well as a non-peer-reviewed discussion section, and (3) professionalization in terms of layout and appearance with the help of a publisher. Measure #2 was a typical transitional measure, to allow for submission of both peer-reviewed as well as non-peer-reviewed work. This approach secured the attractiveness of the journal for a rather diverse constituency and the engagement of non-academic members of AIEST.

In 2008 (effective with volume 63), AIEST sold Tourism Review to the current publisher, Emerald. This was in order to further professionalize the journal, especially in terms of distribution and improving visibility and readership. Editorship remained with the AIEST until the end of 2016. The combination of a professional publisher and digital distribution led to a quick rise in readership and citations. Just 6 years after (by 2014), Tourism Review started to appear in journal qualification lists, such as Australian Business Deans Council list (which classified Tourism Review as "B", with A* and A being the top ones). In Google Scholar, and in the same year, Tourism Review appeared on rank 16 of all tourism journals (of which there are more than 200 globally). Figure 1 demonstrates the Scimago Journal & Country Rank statistics and growth.

Figure 1 Tourism Review Scimago Journal & Country Rank statistics

https://www.scimagojr.com/journalsearch.php?q=21100248909&tip=sid&clean=0

At the end of 2016 Dimitrios Buhalis was appointed by Emerald as first Editor in Chief, not directly associated with AIEST. The AIEST Committee decided that the journal would no longer be the official outlet of the AIEST. The Journal took advantage of its heritage and solid

foundations and embarked to address a wide spectrum of tourism issues with a global focus. An international and very diverse Editorial Board was appointed with Associate Editors from around the world. As an inclusive research output platform, Tourism Review aims to incorporate multidisciplinary research and theory as well as best practice to advance the understanding of tourism and to support innovation. Tourism Review provides original, creative, multi- and interdisciplinary contributions on a very wide range of issues. Addressing consumers, industry, policy and destinations Tourism Review is exploring the tourism phenomenon and industry holistically as an ecosystem. The growth is clearly evident in Table 2, with the Journal attracting more submissions and more than doubling the papers published between 2016 and 2019. The journal is experiencing a dramatic growth of the journal in submissions, quality and impact as evidenced on the Table of contents https://www.emeraldinsight.com/loi/tr. Tourism Review is estimated to receive 500 papers in 2019 and to publish 55 papers approaching an acceptance rate of about 10% making sure that only the best quality tourism research is published. The journal is also very responsive and turns around submission very efficiently with an average decision time of 32 days.

Table 2 Articles published in Tourism Review

Year	Articles published
2019	55
2018	36
2017	29
2016	21
2015	22
2014	22
2013	19
2012	22
2011	23
2010	25
2009	21
2008	23
2007	17
2006	20
2005	18
2004	22
2003	28
2002	23
2001	22

Tourism Review was accepted into Clarivate Analytics SSCI in December 2018 and will receive its first impact factor and Citation Report in June 2019. The SSCI coverage begins with the 2016 volume and demonstrates the contribution and impact of the Journal. The

journal has a global perspective and encourages exchange of views across geographical regions, cultures and disciplines. Its inclusive strategy encourages publications from all aspects of tourism globally and encourages innovation and diversity. It also aims to stimulate intellectual discussion on how to increase value for all stakeholders in the ecosystem. The journal ultimately aims to enhance the impact and relevance of tourism research to global society at large.