



Do We Need Yet Another Tourism and Hospitality Journal?

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I am honored to serve on the founding editorial board of the Journal of Tourism and Hospitality. The team at OMICS Publishing Group has worked tirelessly to lay the groundwork for the successful launch of the journal in the academic research community.

Many will ask is another tourism and hospitality journal needed. The question is a valid one. In the late 1980's, journals entirely devoted to our field were JTR, ATR, TM, JTTM, and the JHTR (formerly the Journal of Hospitality Research). Today our journals exceeded 100. Do researchers have enough time and journal subscription budgets to avail themselves of what is being published? Is there enough quality research being produced to make all these journals necessary?

The Journal of Tourism and Hospitality I believe has the potential to stand out for the crowd for several reasons. First, as an open access journal there will be no financial barriers for readers to access the journal articles. This alone has the potential to give authors a greater audience for their work improving its impact. Second, allowing scholars to publish in English French, Spanish and Russian allows a forum that will be much more inclusive of our global community of research scholars. For far too longer, research journals have been English centric limiting the unique insights and approaches scholars have developed around the world.

A third potential for the journal will be the scope and purview the editors deem appropriate. There are two basic options. On one hand, the articles acceptable could be wide ranging in the hospitality and tourism field. As a field of study, we can and should pull from all the academic disciplines in addressing our industry's key issues. On the other hand, the journal could take a more narrow or specialized purview. We have examples of journal that are successful because they are issue focused (e.g., tourism planning, ecotourism, hotel management, events management, information technology). It is worth considering narrowing the journal's focus to selected research streams. Under developed streams of research I believe are crisis management, buyer-supplier relationships, as well as more macro level socio-economic perspectives of that underlie and impact our industry. Obviously, the journal's unique strategic position will evolve and be refined over time.

In the meantime, the Journal of Tourism and Hospitality has a bright future ahead of it with its open access multi-language approach. Like I, I encourage you to review each issue and contribute your research articles to it.

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