

# TOURISM AND HOSPITALITY MANAGEMENT JOURNAL – WHERE ARE WE AND WHERE DO WE WANT TO GO?

## *EDITORIAL*

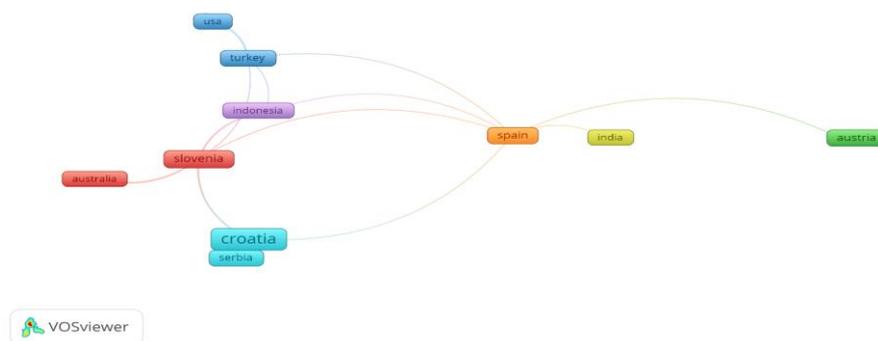
Dear colleagues and friends,

We are proud of 26 successful years behind us.

Since 1995, the Tourism and Hospitality Management (THM) journal has aimed to promote and enhance research in all areas of tourism and hospitality. Being an international, multidisciplinary and open access journal, it promotes exchange between researchers, educators and managers in tourism and hospitality. In the beginning, we published papers in Croatian, English and German, while today only articles in English are accepted. Today we can proudly say that Tourism and Hospitality Management is one of the leading scientific journals in the field of tourism and hospitality management in Southeastern Europe.

This path has not been easy. In the period 1995-2020, the statistics on the publication history are very significant. Tourism and Hospitality Management published 683 papers by 736 authors from 352 organizations and 63 countries from all continents. Most of the authors belong to Croatian institutions, but there are also many authors from neighboring and European countries such as Slovenia, Italy, Serbia, Austria, Greece, Spain, Slovakia, Montenegro and Turkey. However, we are very pleased that the interest for Tourism and Hospitality Management goes beyond the European borders and there are many authors from the United States, Australia, New Zealand, Indonesia, Malaysia, India, South Korea, Taiwan and Ecuador.

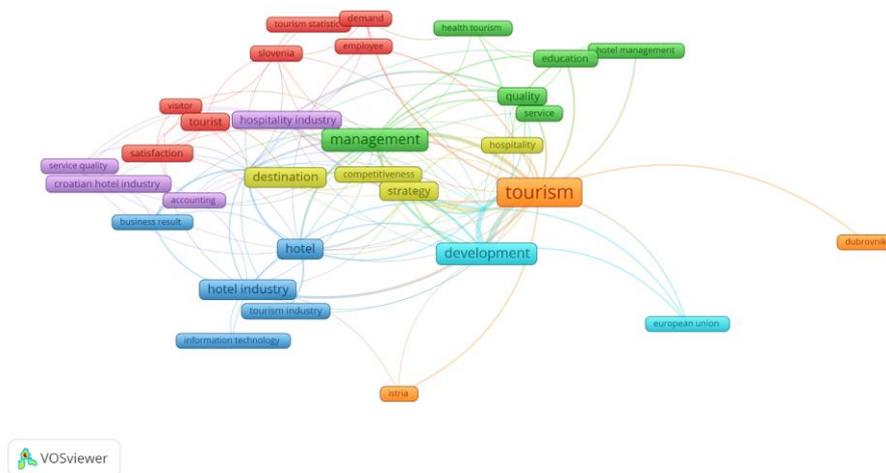
Figure 1: Countries with highest number of papers in the THM journal



Source: Editors' analysis in the VOSviewer software

Even a brief overview of the titles and abstracts of the papers suggests a wide reach of the Tourism and Hospitality Management journal. The in- depth analysis revealed that 1,556 different words were mentioned in the titles and 11,595 different words were mentioned in the abstracts of the papers. The term co-occurrence map based on the titles of the papers shows the most studied research topics. Since the journal "Tourism and Hospitality Management" has a wide coverage, the topics found are not surprising. Topics such as tourism, hospitality, management, tourists, motivation, satisfaction, destination, competitiveness, development, hotel industry, service, quality or strategy are the most common topics addressed by the authors during the period 1995-2020. Moreover, and this is not a surprise, Croatia in general and Istria and Dubrovnik are the most frequent places where the studies were conducted.

Figure 2: Term co-occurrence map based on papers' titles



VOSviewer

Source: Editor's analysis in the VOSviewer software

Moving forward, the Tourism and Hospitality Management journal will continue to accept original research papers (both empirically based and conceptual) as well as review papers, research notes/short communications, viewpoints, teaching and learning case studies, and book reviews. While we anticipate that the themes presented in the previous map will continue to dominate the topics of papers in the future, we would suggest that authors go beyond these topics to present new trends, challenges, and developments, as well as the application of new ideas that are likely to affect the tourism and hospitality industry. What we would expect from future authors are fresh and innovative ideas supported by scientifically reliable research methodology that will contribute to the scientific knowledge in the field of tourism and hospitality management.

At the end of this brief communication, we would like to thank all past Editors, past and current Advisory and Editorial Board members who have served and continue to serve the journal. We would also like to thank all the technical staff without whose help the publication would not have been possible. Special thanks go to all the reviewers who are a crucial link in this endeavor - your feedback is key to maintaining the journal's quality standards! Finally, we would like to thank all the authors as well as the readers, as you are the main reason why the journal exists. Your confidence in the journal gives us the strength to continue!

We hope you will enjoy this issue and looking forward to your submissions!

Your sincerely,

**Sandra Janković**  
**Marko Perić**  
*Editors*