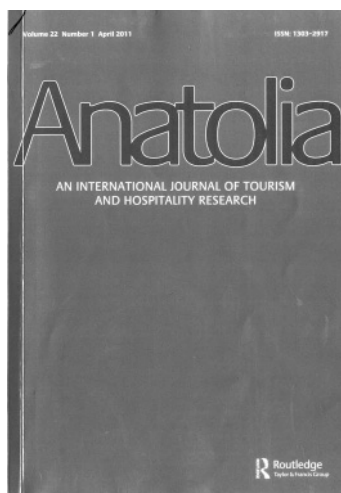


journal review

Anatolia



Turkish journal ANATOLIA is without a doubt one of the world most prestigious tourism scientific journals in recent decades. Published regularly for twenty-two years, a first issue in 2011 appeared in the new attractive graphic design, but in the same format 25x18. The recognizable edition title named upon the great plateau in Asia as well as interesting articles attract numerous readers from all over the world. Regional editorial boards of the Journal from North and Latin America, Europe, Australia, Africa and the Middle East and Asia contribute to its good international reception. The two main editors are from Turkish universities and the School of Tourism and Hospitality Management. All the other regional editors are from the academic community in particular countries as well. The journal has an editorial board of the ten most cited representatives of today's scientific thought in tourism, such as Cohen, Goeldner, Morrison, Mountinho, Uysal, Witt and others. Also, there are numerous committees for evaluating and reviewing the submitted manuscripts, with members from different countries. Accordingly, the journal is not perceived as a primarily Turkish, but as international journal in the field of tourism and *hospitality management*. ANATOLIA is published periodically, three times a year in the edition of the famous UK publisher Routledge Journals.

Each of sixty issues has very diverse content, as it will be illustrated by the recent and previously mentioned newly designed April number of this year. It contains eight items, two conference views and several book reviews as well.

The first article by the author from University in Saudi Arabia provides the results of studies of perception and satisfaction of guests-users floating restaurant on the River Nile in Egypt, pointing out the advantages of such original content in a country that introduces them and wants to improve them as part of tourism offer.

The following article by a group of authors from the United States and Turkey questioned the similarities and differences on moral orientation of employees in the tourism industry in Turkey with regard to the respondents' gender. The analysis of nearly 700 surveys has led to interesting conclusions, which are reduced to the basic preferences, manifesting identifiable differences.

New Zealand authors with the Arab origin write about Oman students' opinion of tourism and of the so-called *push and pull* factors that influence to the motivation for this kind of recreation, where gender differences also play a great role.

Danish author discusses the characteristics of tourist consumption in Denmark and those who travel outside the country based on 6500 interviewed tourists using regression analysis.

Consumer satisfaction, as very common subject of researchers' interest, is explained by the two Turkish authors using the example of guests of so-called thermal hotels that, among others, indicate to the growing presence of health tourism in the country.

The next paper is devoted to another very popular topic in the tourism literature in recent years: branding or the image of the destination, with the specific example of a metropolis situated at the crossroads of two continents - Istanbul.

A group of Spanish authors explores the accommodation in a rural area of the island of Gran Canaria in terms of space and environmental impact.

And finally, two Greek authors, using regression analysis, consider an investment decision regarding the location of the hotel facilities emphasizing their importance in regional development of the country and the country's tourism policy.

The second part of the journal includes two research notes on consumer behavior in tourism and population in the United States and on the issue of educational systems reform in tourism at the university colleges in Malaysia.

Each new issue of the journal usually makes the review on some conferences, so readers of this issue become familiar with the Fifth International Hospitality and Tourism Research Congress held in Switzerland and the annual conference of the Association of Tourism Students in the United States. There are also reviews of several books, and finally a useful calendar of events, mainly meetings during the current year.

In conclusion, it is a quality academic periodical that is supported by an added list of reviewers from around the world. As noted, the journal topic focuses on current problems of theoretical and empirical studies of tourism: destination, its management and branding, the behavior of tourists as consumers, their motivations, and perceptions, satisfaction with services provided, the preference of service users, etc., with analysis of types of tourism such as rural, health and youth. Journal ANATOLIA, with authors mainly from universities and scientific institutes, also finds its readers mostly in similar circles.

ANATOLIA
An International Journal of Tourism and
Hospitality Management
Editor-in-Chief Nazmi Kozak
School of Tourism and Hotel Management
Andalou University, Turkey
ISSN: 1303-2917

T. Hitrec