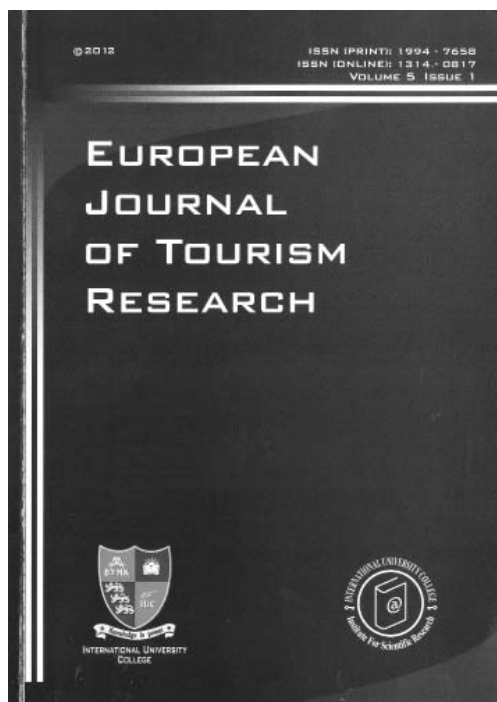


journal review

European Journal of Tourism Research

In the multitude of recently published journals that deal with the phenomenon of tourism, we will briefly review the European Journal of Tourism Research (EJTR) which is celebrating its fifth year of publishing in 2012. The journal is published twice a year by the International University College in Bulgaria, with editor in Chief Stanislav Ivanov. Like most of tourism research journals EJTR, is a multidisciplinary journal too and its themes include: management, marketing, anthropology, culture, IT etc. The journal is open for cooperation with interested authors, primarily from Central and Eastern Europe. The length of published articles is limited between ten and twenty thousand words, but after the peer reviews the editorial staff considers longer or shorter articles as well. The journal publishes research notes too. As is common elsewhere, the articles should contain a theoretical concept of the problem and its practical and empirical implication.

In addition to the above, the journal regularly features book reviews, notifications of held conferences and seminars, and reports on best practices.



The first issue of 2012 is mainly dedicated to mega events held in Europe, North and South America. In theory and practice, an increasing interest is being paid to events, given that the spectacles are becoming an important part of tourism attractions of the cities and region in which the events are being held. Thus, the tourism of mega events, fairs, exhibitions, religious festivities, art festivals, sporting events etc. is being discussed. Although the mega events are not a new phenomenon (London World Exhibition of 1851 etc.), they have expanded globally in recent decades becoming a development generator, particularly in urban agglomerations with new specialized infrastructures.

The first article of the reviewed issue analyzes the image of Vancouver, as a tourism destination. Two Canadian authors argue that hosting a sporting mega event (such as 2010 Winter Olympics) does not contribute to a positive image of the destination unless adequate marketing strategies are applied.

The second article deals with another sporting mega event – UEFA EURO 2008 held in Austria and Switzerland. Good general atmosphere is emphasized as being the primary prerequisite for the satisfaction of the fans, as well as the organization of fan zones.

The third article explores the image of Wales in relation with the Ryder Cup of 2010 linking it with the tourism policy in that part of the UK.

The last article is discussing the role of media in the context of the Argentina Bicentennial in 2010. Therefore, it is obvious that the editors of this issue chose to analyze those types of tourism, often called selective, that are as complex as manifested forms of those phenomena are complex. They, without a doubt, incite interest of scientific and professional papers being published in specialized academic journals, such as Event Management, and theoretical papers as well.

It must be added that the EJTR publishes also short overviews of selected doctoral dissertations concerning Australia, Korea, Bulgaria etc.

The journal consists of some ninety 26x16(cm) pages, and it is indexed in three notable databases; EBSCOHost, CABI Leisure, Recreation and Tourism and Proquest Research Library.

EUROPEAN JOURNAL OF TOURISM RESEARCH
<http://ejtr.vumk.eu>

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