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Journal *TOURISM*: Content analysis in the period 2000 - 2011

Abstract

Since 2000, the journal TURIZAM has been published in the English language under the title TOURISM – An International Interdisciplinary Journal. This paper presents the content analysis of 308 scientific articles published in the twelve volumes of this journal (in the period from 2000 to 2011). The analysis includes data on the authors, key words, and categories of the CST assigned to each article during expert analysis. The objectives of the study were twofold: 1) to examine the connotations of the term "international" in the journal's title and 2) to examine the topical areas that attracted the authors of the scientific papers; the connotations of the term "interdisciplinary" in the journal's title. The results of this analysis will be used to extend the classification scheme CST. For the purpose of identifying trends, this analysis is divided into four periods: 2000 - 2002; 2003 - 2005; 2006 - 2008 and 2009 - 2011.

Key words: content analysis; classification scheme; The International Interdisciplinary Journal TOURISM; Croatia

Introduction

The *International Interdisciplinary Journal TOURISM*, established in 1956 and as such the second oldest scientific journal in the tourism field (Goeldner, 2011), is a scientific journal that publishes peer-reviewed scholarly articles covering an entire spectrum of topics associated with travel and tourism, equally relevant to the academic and professional communities. Respecting the multidisciplinary approach to the study of travel and tourism, the journal publishes articles from the field of economics, marketing, geography, sociology, anthropology, psychology, hotel and hospitality industry, transportation, education and history. The articles can be categorized variously; as academic articles, research results, case studies, conference reports, news about educational programs, book reviews, reviews of web sources, etc.

The journal started publication under the above title in 2000. Until then it was printed only in Croatian (the first issue was published in 1956). In the period 1996-1999, the journal *TURIZAM* printed its articles in Croatian and English (Hitrec, 2002). Although this period can be considered as the stage preceding the publication of a separate English edition, the articles of this period were not taken into account in this analysis.

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Significant events in the life of a scientific journal often represent motive for producing a cumulative index (of topics and authors) as well as a comprehensive analysis of its content. In this sense, the journal *Annals of Tourism Research* provides a good example because that is how it marked its 10th, 15th, 25th and 30th anniversaries of publication. Half a century of the journal *TURIZAM* was also marked by a chronological overview highlighting the most important moments in the journal's publication (Hitrec, 2002). An anniversary is an opportunity to examine the achievements of a journal, as well as the key aspects of editorial efforts and orientation, but also, more importantly, to discover the changes in tourism theory and practice, derived from analyzing the published works. For a multidisciplinary field such as tourism, this is all the more important because it is a relatively new research field.

"Although tourism has existed for centuries, and formidable growth of mass tourism in both the industry and its study arose in the 60's, scholarship embraced the field solidly only in the 80's." (Byrne Swain, Brent & Long, 1998, p. 993)

To celebrate the 60th anniversary of the journal *TURIZAM*, a content analysis was conducted of the scientific articles published in the twelve years of the independent English edition, from 2000 to 2011. The aim was to investigate the changes in the quantitative indicators (e.g. number of articles per volume or number of authors per article) in a given period, identify the types of institutional affiliations of the authors, the geographical distribution of these institutions, and finally the subject matter of the articles and the changes that have taken place.

Content analysis – literature review

In recent years, tourism studies have increasingly experienced the use of content analysis as a research method. This has been primarily influenced by the appearance of the multitude of textual data available online, such as the user-generated contents found on websites, blogs, and social networks, online surveys, e-mails, text messages, etc. (Stepchenkova, Kirilenko & Morrison, 2009; Xiang, Gretzel & Fesenmaier, 2009). Many of the texts that appear on the Internet can be designated as 'free' texts because usually, there is no point of control between the time they are created and the time they are published, which is why any subsequent analysis of the content should be preceded by the demanding process of data preparation often with the support of special computer software.

However, in the case of articles for scientific journals, their contents have to pass several expert analyses and filtering. First, there is the author who seeks to determine a title that would best reflect the content of his/her work. The same idea motivates the author when assigning the key words to his/her paper. Then, the reviewing procedure again considers the suitability of the title, key words, and content. The reviewers are experts with insight into the broader research area, which implies that the reviewers associate the contents of the work with broader theoretical knowledge. With regard to the journal *TOURISM*, an expert also assigns each article a subject heading in line with the Classification Scheme of Tourism (CST)¹. The subject heading is supposed to give a more precise indication of the article's contents than the key words. This can be illustrated with the following example: Usually, authors do not indicate the geographical area where the research was conducted as a key word, and therefore the work is manually assigned an appropriate CST geographic determinant.

The above procedure thus includes three stages for articles to be published in *TOURISM*. This procedure, conducted by a team of experts, has the characteristics of a qualitative content analysis. Therefore, the analysis of its perennial issues can be used to 'discover' the knowledge implicitly embedded in the published papers. In doing so, there are two possible approaches:

- a) Analysis of only one journal.
- b) Analysis of several journals selected according to specific criteria (ranked by quality, etc.).

The content analysis listed under a) is normally conducted to mark an anniversary of publication; hence it will be used as a method for this research being specifically designed to mark 60th anniversary of journal *TOURISM*. The leader in this practice is the tourism journal *Annals of Tourism Research*, which has so far conducted it four times: in 1983 (10 years), 1988 (15 years), 1998 (25 years), and 2003 (30 years). A content analysis of the *Journal of Information Technology & Tourism* was done in 2010 marking 10 years of publication (Wang, Fesenmaier, Werthner & Wöber, 2010).

Content analysis such as that listed under b) is conducted sporadically and usually for the purpose of assessing the development of knowledge in the research fields of tourism. The choice of several journals is an attempt to objectify and neutralize the impact of the publishing policy of only one journal, which always complies with its *Statement of Purpose*.

The table 1 (below) summarizes an overview of both types of journal content analyses.

Table 1
Overview of published content analyses

Author	Journal	Analysis features	Key findings/conclusions
Graburn Nelson, Illum Steve (1983)	• Annals of Tourism Research.	• Subject index conducted to mark 10 years of journal's publication.	Established: • 455 first-level subject headings; • 647 second-level subject headings; • 197 crossreferences.*
Smith Valene, Cameron Carol (1988) special issue.	• Annals of Tourism Research.	• Subject index conducted to mark 15 years of journal's publication.	Established: • 705 first-level subject headings; • 729 second-level subject headings; • 399 crossreferences.
Byrne Swain Margaret, Brent Maryann, Long Veronica H. (1998); Clements Christine, Jung Inhoan (1998)	• Annals of Tourism Research.	• Subject index conducted to mark 25 years of journal's publication.	Established: • 811 first-level subject headings; • 1019 second-level subject headings; • 539 crossreferences. • Subject index is a guide to facilitate searching of Annals articles; also serves for web searches.
Byrne Swain, Xiao Honggen (2003)	• Annals of Tourism Research.	• Subject index analysis of first 30 volumes.	Established: • 857 first-level subject headings; • 1100 second-level subject headings; • 573 crossreferences.

Table 1 Continued

Author	Journal	Analysis features	Key findings/conclusions
Honggen Xiao; Stephen L. J. Smith (2006)	• Annals of Tourism Research.	<ul style="list-style-type: none"> • Content analysis of subject index of 30 volumes. • 30-year period divided into 6 five-year periods; • Analysis units are first-level subject headings. • Purpose: determine key subject headings in each period, changes in subject areas as well as conclusions regarding changes from <i>Annals</i> point of view. 	<ul style="list-style-type: none"> • Identified were 27 key subject areas and a series of patterns describing tourism research. • The works were analyzed in two meta-categories: "methodology and theory" and "development and impact". • The results are applicable only to this journal, not the entire tourism domain.
Dan Wang, Daniel R. Fesenmaier, Hannes Werthner, Karl Wöber (2010)	• <i>The Journal of Information Technology & Tourism</i> .	<ul style="list-style-type: none"> • Analysis includes 144 articles. • Subject researched geographic distribution, article subject matter, industry focus and applied methods. 	
Seyhmus Baloglu, Lisa Marie Assante (1999)	<p>5 journals:</p> <ul style="list-style-type: none"> • CHRAQ • <i>Hospitality Research Journal (HRJ)</i> • IJHM • FIU • IJCHM (new 1989) <p>Period 1990 – 1996</p>	<ul style="list-style-type: none"> • Analysis includes 1073 article (only main articles). • Articles examined and coded by content and research method; quality was not evaluated. 	<p>Category of articles:</p> <ul style="list-style-type: none"> • Nature of article (conceptual, empirical); • Industry (accommodation, food, education and tourism); • Functional areas (marketing, finance, administration, operations, research and development, human resources). • In the analyzed body of works established were: • 68% 'conceptual' and 32% 'empirical' works.
Sheldon Pauline J. (1991)	<p>Three journals analyzed:</p> <ul style="list-style-type: none"> • <i>Annals of Tourism Research</i> • <i>Journal of Travel Research</i> • <i>Tourism Management</i>; <p>Period 1980-1989</p>	<ul style="list-style-type: none"> • Analysis of coauthorship in tourism research; institutional activity in publication. 	<ul style="list-style-type: none"> • A majority of the works are by authors from the academic community (86%); The most active authors came from USA (65%) and Europe (25%); • Three leading universities in the observed period were Hawaii (USA), Waterloo (Canada) and Surrey (UK); • Reduced contribution of European universities in the second half of the observed period.

*Source: Xiao & Smith, 2006.

Methodology

Scientific papers published in the journal *TOURISM* in the period from 2000 to 2011 are the subject of this analysis. Reviews of books, websites, conference reports, case studies, etc. were not taken into account. Each article is presented through the following features: year and issue of the volume in

which it was published, article title, author's name and surname, the institution of the author(s), the institution's geographic location (country, continent), key words, and subject headings according to the CST. For analytical purposes, some other information was added, such as the fact whether or not the issue was themed.

It is customary to divide the analyzed period into several shorter periods thus making it easier to detect incremental changes in the choice of research topics, but also changes in the entire area reflecting the views of the editors, or changes in the publisher's policy. There is no rule on how to implement this division. In practice, there are various approaches. Thus, Xiao and Smith analyzed the 30-year cumulative index of *Annals* by dividing it into 6 five-year periods (Xiao & Smith, 2006), while Wang and colleagues divided the eleven-year period (1998-2008) of *Journal of Information Technology & Tourism* into five sequences: the first encompassed three years, and the remaining 4 covered two-year periods (Wang et al., 2010). The twelve volumes of the journal *TOURISM* was divided into four three-year periods: 2000-2002, 2003-2005, 2006-2008 and 2009-2011.

Key characteristics of the journal *TOURISM* in the period 2000 - 2011

Online accessibility of *TOURISM*

Data on works published in the journal *TOURISM* are accessible in several databases.

Regarding the time period that a database encompasses, the most comprehensive is the bibliographic database of the Institute for Tourism BIT, available online at www.iztztg.hr. This regularly updated database contains records of the journal *TURIZAM* dating back to 1988 (volume 36) and those of *Tourism* since the year 2000. For each published article the database contains information about the author, title, key words and the subject headings assigned by an expert using the Classification scheme for tourism (CST) developed at the Institute for Tourism (Turkulin & Hitrec, 1998; Byrne Swain, Brent & Long, 1998, p. 996). In addition, articles are assigned a UDC category and identifiers of article types (scientific, professional or research note).

This database is used for creating a subject and authorship index, which is printed in the first issue of each of the journal's volumes. This has been the practice since 1999. The information contained in the database (over 31,000 records) is used to prepare various secondary publications (selected bibliography, bulletins on new entries, etc.).

The second online database is a database containing the full texts of scientific papers. It contains scientific papers published in *TOURISM* since the year 2007 (volume 55), and is available on the main portal of scientific publications of Croatia HRČAK (www.hrcaak.srce.hr).

The third is a database of abstracts accessible on the Institute for Tourism website (www.iztztg.hr). This database contains information on the contents of the English and Croatian issues, as well as the abstracts and key words of the scientific articles. It also contains information about the respective authors, the data dates back to the year 2000 (volume 48), and is regularly updated.

Special issues

During the observed period, 48 issues were published, of which slightly less than half (20) were themed (Table 2). Only 4 of the 20 volumes had one special issue (2003, 2004, 2010, and 2011), while volumes 48 (2000) and 54 (2006) had only one non-themed volume. Special issues, which are usually put together by guest editors - renowned experts in the subject area - dealt with a diversity of topics dedicated to various areas, such as: destination (development, revitalization, sustainable development, community-based tourism); islands, specific types of tourism (cultural, wine, pilgrimage, religious); tourism trends (global, postmodernism); geographic areas (Mediterranean); resources (public goods in tourism); hotel industry (change management), and ecology.

Special issues were not included in this content analysis based on subject headings in order to avoid any impact on the final results. However, they were included in the analysis of authors.

Table 2
Journal *TOURISM* – Special issues in the period 2000 - 2001

	Year	Topic
1	2000 (Vol. 48)	• Tourism and globalisation (Vol. 48/2)
2		• Tourism and transport (Vol. 48/ 3)
3		• Ecotourism (Vol. 48/4)
4	2001 (Vol. 49)	• Island tourism (Vol. 49/3)
5		• Island tourism (Vol. 49/4)
6	2002 (Vol. 50)	• Cultural tourism (Vol. 50/3)
7		• Reinventing a tourism destination (Vol. 50/4)
8	2003 (Vol. 51)	• Sustainable urban tourism (Vol. 51/2)
9	2004 (Vol. 52)	• Cultural differences in tourism (Vol. 52/1)
10	2005 (Vol. 53)	• Valuing public goods in tourism (Vol. 53/2)
11		• Tourism, performance and postmodernism (Vol. 53/4)
12	2006 (Vol. 54)	• Tourism, gender and sexuality (Vol. 54/1)
13		• Spirituality and meaningful experiences in tourism (Vol. 54/2)
14		• Managing change in tourism and hospitality (Vol. 54/4)
15	2007 (Vol. 55)	• Tourism development in Mediterranean (Vol. 55/3)
16		• Community development and entrepreneurial activity (Vol. 55/4)
17	2009 (Vol. 57)	• Destination rejuvenation strategies (Vol. 57/3)
18		• Wine tourism in Mediterranean (Vol. 57/4)
19	2010 (Vol. 58)	• Religious and cultural tourism development (Vol. 58/3)
20	2011 (Vol. 59)	• Pilgrimage: communitas and contestation, unity and difference (Vol. 59/3)

Volume size and authors

In the twelve-year period 2000-2011, 308 articles were published, an average of 6.4 articles per issue. Total number of authors reached 544, meaning that the average number of authors per article was 1.8 for the entire period.

Table 3 presents the analysis results per period, which enable tracking the changes in indicators over time. The data on the number of articles per period suggest a decreasing trend: from 81 articles in the first period to 70 articles in the last. The number of articles per volume oscillates the least in the fourth period, leading to the conclusion that 5-6 articles per issue was the optimum number. Also, the larger number of articles in the first period may be attributed to the above-average number of special issues (7/12 issues). It can therefore be assumed that certain topics, on the one hand, attract a larger number of authors from a given area, which, on the other hand, narrows the publication of works from other areas, thereby increasing the 'pressure' on non-themed issues.

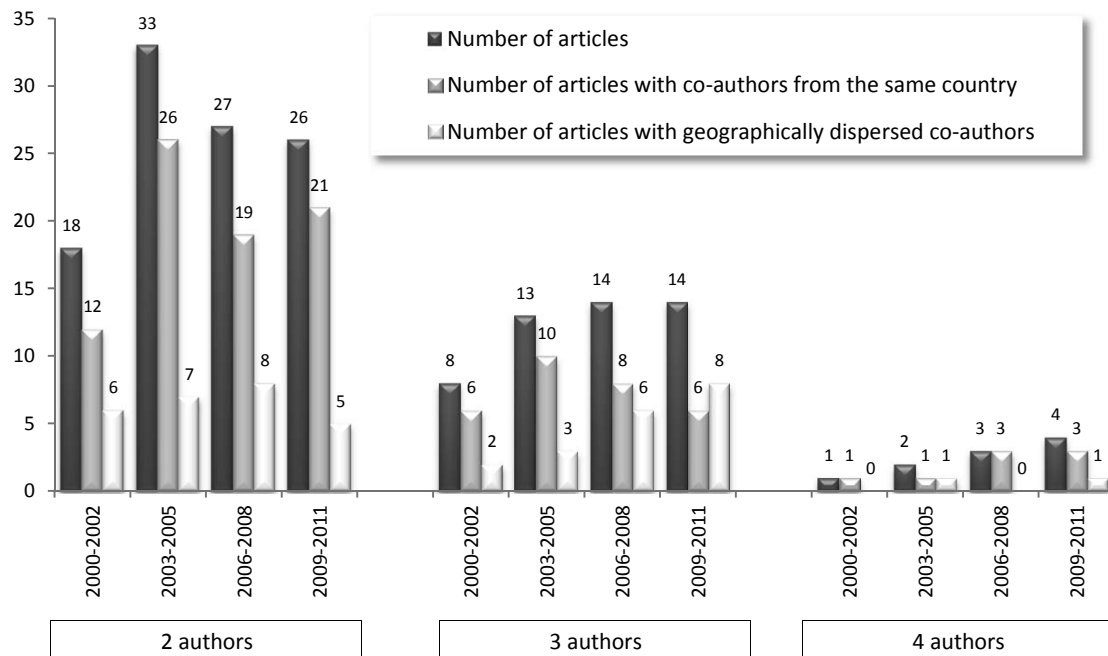
Table 3
Journal TOURISM - Number of published articles and number of authors in the period 2000 - 2011

Volume	Total number of articles	Number of single-authored articles	Number of multiple-authored articles	Total number of authors per volume / period	Average number of authors per article
2000	28	19	9	38	1.4
2001	27	15	12	44	1.6
2002	26	20	6	36	1.4
In total	81	54	27	118	1.5
<i>Share of articles by number of authors (%)</i>	100.0	66.7	33.3		
2003	29	10	19	51	1.8
2004	27	14	13	48	1.8
2005	24	7	17	50	2.1
In total	80	31	49	149	1.9
<i>Share of articles by number of authors (%)</i>	100.0	38.8	61.3		
2006	29	10	19	58	2.0
2007	26	12	14	46	1.8
2008	22	11	11	37	1.7
In total	77	33	44	141	1.8
<i>Share of articles by number of authors (%)</i>	100.0	42.9	57.1		
2009	24	7	17	47	2.0
2010	22	9	13	42	1.9
2011	24	10	14	47	2.0
In total	70	26	44	136	1.9
<i>Share of articles by number of authors (%)</i>	100.0	37.1	62.9		
Total; period 2000 - 2011	308	144	164	544	1.8
<i>Share of articles by the number of authors; period 2000 - 2011 (%)</i>	100.0	46.8	53.2		

Coauthorship

Observing the articles over the entire period, we find that almost half of the articles were single-authored (47%). In the first three-year period, such articles account for as much as 67%, which corresponds to the results of the *Annals* articles' analysis for the period 1973-2003 (Xiao & Smith, 2006, p. 492). As regards *TOURISM*, the number of multiple-authored articles tends to increase. Moreover, at the end of the period, articles with four co-authors appear more frequently. In the second, third, and fourth period, the share of co-authored articles ranges between 57% and 63% (Table 3). This trend imposes the simple question of the co-authors' composition. The results of the corresponding analysis are presented in Figure 1. The country is determined by the location of the co-authors' affiliated institution. In the case of articles with two co-authors, a characteristic of the whole period is that 'both co-authors come from the same country (75%)'. With regard to articles with three co-authors, a major change occurred in the fourth period. For the first time, the share of articles with geographically dispersed co-authors (57%) exceeds the share of articles written by co-authors from the same country (43%).

Figure 1
Journal *TOURISM* - Coauthorship in the period 2000 - 2011



This can be attributed to the more intensive communication among researchers due to the expansion of social networks, participation in an increasing number of international conferences, and collaboration on joint projects (Ateļjević & Peeters, 2008; Goeldner, 2011). Certainly, such results are also influenced by the mobility of researchers as well as by the required academic appointment or promotion which is common practice in academic institutions (Sheldon, 1991).

Types of institutional affiliations of authors

The title of the journal *TOURISM* bears three key attributes: international, interdisciplinary and tourism. The meaning (content) of the term "international," or to what extent the English edition, in its twelve years of publication, has justified this term can be determined by analyzing either the locations of the published authors or the geographic areas in which the authors' research was conducted. Here we used the data on the location of the author's institutional affiliation.

Data on the institutions in which the authors work are grouped into seven categories: universities, colleges, institutes, development centers ('development' highlighted in the name of the institution), companies, government organizations and others (Table 4). A vast majority of authors of the journal *TOURISM* belongs to the academic community (80% 'university' and 'college'). These findings correspond to the findings of Sheldon's analysis of the authors of three journals (Table 1). Similar results were also obtained in the analysis of *Annals*. Namely, it was found that the ratio of academic and non-academic authors equals 9:1 (Xiao & Smith, 2006, p. 492).

Table 4
Journal *TOURISM* – Authors' institutional affiliations in the period 2000 - 2011

Volume	Total	Universities	Colleges	Institutes	Development centers	Companies	Government organizations	Others
2000	38	15	1	15	2	4	1	0
2001	44	37	0	4	1	2	0	0
2002	36	26	0	9	0	1	0	0
Total	118	78	1	28	3	7	1	0
<i>Structure of authors' institutional affiliations (%)</i>	<i>100.0</i>	<i>66.1</i>	<i>0.8</i>	<i>23.7</i>	<i>2.5</i>	<i>5.9</i>	<i>0.8</i>	<i>0.0</i>
2003	51	40	0	8	1	1	1	0
2004	48	27	13	7	0	0	1	0
2005	50	31	9	7	1	1	0	1
Total	149	98	22	22	2	2	2	1
<i>Structure of authors' institutional affiliations (%)</i>	<i>100.0</i>	<i>65.8</i>	<i>14.8</i>	<i>14.8</i>	<i>1.3</i>	<i>1.3</i>	<i>1.3</i>	<i>0.7</i>
2006	58	32	17	5	1	2	1	0
2007	46	31	10	2	0	1	2	0
2008	37	22	12	1	0	1	1	0
Total	141	85	39	8	1	4	4	0
<i>Structure of authors' institutional affiliations (%)</i>	<i>100.0</i>	<i>60.3</i>	<i>27.7</i>	<i>5.7</i>	<i>0.7</i>	<i>2.8</i>	<i>2.8</i>	<i>0.0</i>

Table 4 Continued

Volume	Total	Universi- ties	Colleges	Institutes	Develop- ment centers	Compa- nies	Government organiza- tions	Others
2009	47	26	13	7	0	0	1	0
2010	42	28	8	6	0	0	0	0
2011	47	29	7	9	1	1	0	0
Total	136	83	28	22	1	1	1	0
<i>Structure of authors' institutional affiliations (%)</i>	100.0	61.0	20.6	16.2	0.7	0.7	0.7	0.0
Number of authors by institutional affiliations; period 2000 - 2011	544	344	90	80	7	14	8	1
<i>Structure of authors' institutional affiliations; period 2000 - 2011 (%)</i>	100.0	63.2	16.5	14.7	1.3	2.6	1.5	0.2

Geographic distribution of authors' institutional affiliations – it is truly international!

The term "international" in the title of the *TOURISM* journal is fully justified. The number of Croatian authors over the entire period is 60, and this number is increasingly reduced from year to year. The list of authors by country of their institutional affiliations comprises 51 countries from all continents (See table in Appendix). Most authors came from Europe (303), followed by Asia (84), North America (81), and Australia (62) (Table 5). Ten or more authors from as many as 19 countries had published their articles in *TOURISM*. The growing number of authors from some Mediterranean countries (such as Turkey, Greece, Portugal) has imposed the question of whether *TOURISM* is also perceived as a journal well-accepted among experts from Mediterranean institutions. The cumulative index of authors from Europe and the Mediterranean countries suggests that the journal is increasingly attracting authors from the Mediterranean area. Authors from Croatia's neighboring countries also often publish their works in *TOURISM*. Of the total number of authors from European institutions throughout the period, 38% of authors come from the neighboring countries (Table 6).

Table 5

Journal *TOURISM* - Geographic distribution of authors' institutional affiliations in the period 2000 – 2011

	Total	2000 - 2002	2003 - 2005	2006 - 2008	2009 - 2011
Europe	303	81	81	64	77
North America	81	15	26	18	22
Australia	62	13	17	25	7
Asia	84	7	21	26	30
Africa	13	1	4	8	0
South America	1	1	0	0	0
Total	544	118	149	141	136

Table 6

Journal *TOURISM* - Authors from Europe, Mediterranean and neighboring countries of Croatia in the period 2000 - 2011*

	Total	2000 - 2002	2003 - 2005	2006 - 2008	2009 - 2011
Total number of authors	544	118	149	141	136
Europe					
Number of authors	303	81	81	64	77
<i>Share of European countries in total number of countries (%)</i>	55.7	68.6	54.4	45.4	56.6
Mediterranean					
Number of authors	181	50	38	32	61
<i>Share of Mediterranean countries in European countries** (%)</i>	59.7	61.7	46.9	50.0	79.2
<i>Share of Mediterranean countries in total number of countries (%)</i>	33.3	42.4	25.5	22.7	44.9
Neighboring countries					
Number of authors	115	47	25	12	31
<i>Share of neighboring countries in European countries (%)</i>	38.0	58.0	30.9	18.8	40.3

*A complete list of countries is given in the Appendix.

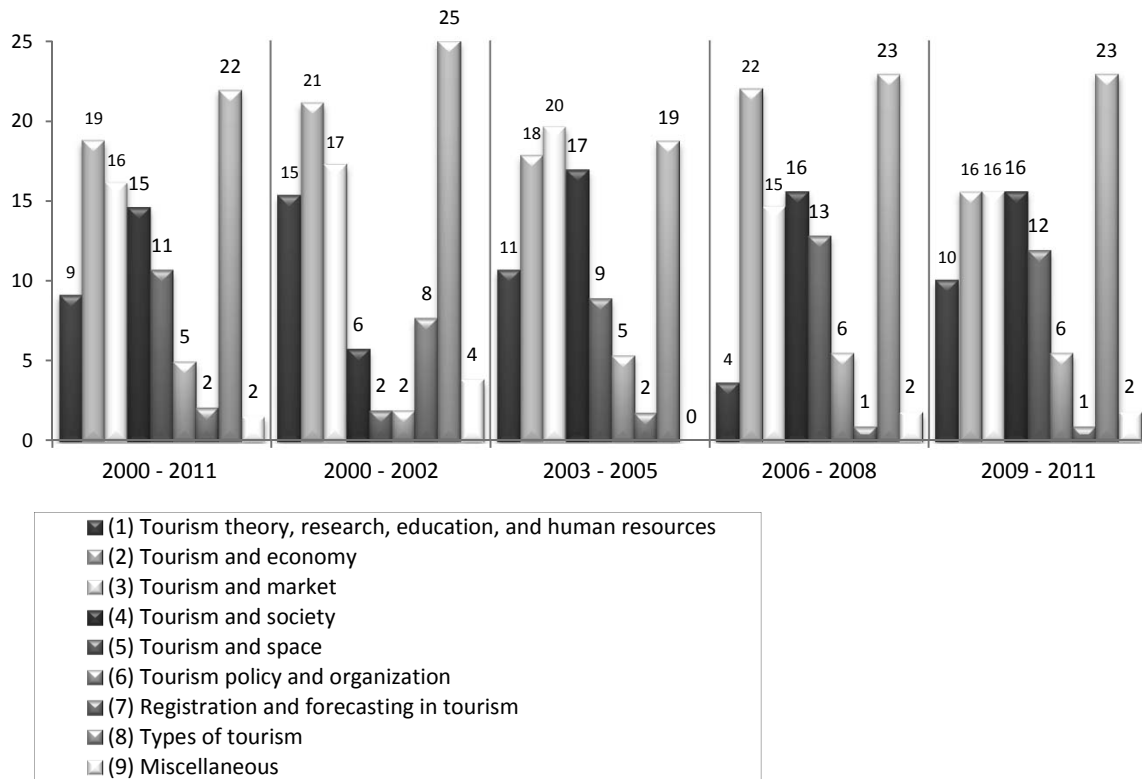
**Mediterranean countries also include non-European countries (Israel, Egypt).

Content analysis

Only non-themed issues were selected for the content analysis. This collection of 165 articles is 'described' with 349 unique subject headings from all CST levels. Namely, CST has 9 major topics and a geographical index. Every single topic is further classified into three subordinate levels².

Figure 2

Journal TOURISM - Distribution of subject headings by main CST topics by periods



In the process of analysis i.e. indexing, there is no rule as to how many CST headings should be assigned to each article. An article can be classified by any number of heading, although in practice this is usually between two to five. It is also possible that some articles are assigned more than one CST heading for one particular topic, depending on its content. This should be kept in mind when analyzing the data in Table 7 and Figure 2.

Content analysis based on CST subject headings shows that the articles, both for the entire twelve years and for each three-year period, except the second (2003-2005), were CST-classified mostly by Types of tourism. This includes 23 sub-areas³ and such classification corresponds to the ever increased fragmentation of the tourism market which is influenced by increased competition among destinations on the one hand, and the demand for personalized tourism services on the other.

Specifically, Tourism articles deal with heritage tourism, hunting and fishing, island, lake, religious, rural, senior, sustainable, urban, winter sports, adventure, and youth tourism (Table 7).

The frequency of subject headings in four areas: Tourism and Economy, Tourism and Market, Tourism and Society, and Tourism and Landscape is about 50% or more compared to the frequency of tourism types. Least of the articles are from two topic areas: Tourism Policy and Organization, and Monitoring and Forecasting of Tourism, excluding Miscellaneous (as shown in Table 7).

At a lowest level, most of the assigned subject headings came from the area of tourist destinations and tourism demand (Tourism and Market, Table 7), followed by tourism resources, social environment and the impact of tourism (Tourism and Landscape); psychology of tourism (Tourism and Society); economics of tourism, private sector, travel agencies and tour operators (Tourism and Economy). Issues in the field of human resources and education was most represented in the first area of the primary CST level (Tourism Theory, Research, Education and Human Resources).

Table 7
Journal *TOURISM* - Distribution of CST subject headings of scientific articles
in the period 2000 - 2011

(1) TOURISM THEORY, RESEARCH, EDUCATION, AND HUMAN RESOURCES	35
Human resources	17
Education and human resources	13
Research in tourism	2
Research institutions	3
(2) TOURISM AND ECONOMY	72
Tourism and economy	12
Catering	12
Tourism and private sector	10
Travel agencies and touroperators	10
Tourism and enterprise	8
Research in tourism	5
Specific issues	5
Tourism and economic sectors	5
Tourism and regional and local development	4
Traffic	1
(3) TOURISM AND MARKET	62
Tourism destination	21
Tourist demand	16
Marketing in tourism	8
Market research	7
Tourism and prices	4
Competitiveness	4
Tourist expenditure	2
(4) TOURISM AND SOCIETY	56
Psychology of tourism	31
Tourism - culture - arts	10
Sociology of tourism	8
Social and humanistic sciences	2
Noneconomic aspects of tourism	2
Specific issues	2
Tourism and society	1

Table 7 Continued

(5) TOURISM AND SPACE	41
Tourist resources	30
Social environment and impacts	10
Cartography in general	1
(6) TOURISM POLICY AND ORGANIZATION	19
Tourism publicity and information	7
Tourist bodies and organisations	6
State and tourism	5
Other methods	1
(7) REGISTRATION AND FORECASTING IN TOURISM	8
Registration and forecasting in tourism	5
Tourism and informatics	3
(8) TYPES OF TOURISM	84
Sustainable tourism	10
Heritage tourism	9
Urban tourism	8
Rural tourism	7
Island tourism	6
Winter-sports tourism	6
Other types	38
(9) MISCELLANEOUS	6

Conclusion

In 60 years history the international edition of journal *TOURISM* has been published for twelve years and to mark this occasion, an analysis of the published articles was conducted with the aim of quantifying some of the characteristics of this period. This was done from the aspect of editorial policy, the team of authors, and content for the entire period, and for four three-year periods, which allowed the assessment of trends. The research indicates that the journal is truly international - authors come from 51 countries, including Croatia, and from all continents. The number of authors from the Mediterranean countries, especially Greece, Turkey and Portugal is growing. The vast majority of authors come from the academic community, which corresponds to the proclaimed goal: to be a platform for the work of young scientists. Of course, this is the consequence of the pressure typical of the academic community, in which promotion and reappointment is associated with the publication of scientific papers.

Co-authorship is a growing phenomenon. After an initial period when only about a third of the articles had multiple authors, there followed a period, in which the number of such articles was greater than 50%. The results confirm that it is easier to work if the co-authors are from the same institution or the institutions are located in the same country. However, about 29% of the articles were co-written by authors from different countries. The conclusion that such cooperation is easier to achieve with a team of three co-authors was drawn owing to the continuous growth in the number of such articles

throughout the period. The observed phenomena are influenced by the rise in international cooperation of researchers encouraged not only by professional conferences, joint projects, but also facilitated by the mobility of scientists and countless opportunities of 'instant' communication via the Internet.

Content analysis of scientific articles was conducted by using the subject headings assigned to them during expert analysis. The subject headings belong to the Classification Scheme for Tourism (CST) developed by the Institute for Tourism. Keeping to main topic areas, of which CST has 9, most of the headings belong to the area of Type of Tourism, followed by Tourism and Economy, Tourism and Market, Tourism and Society, and Tourism and Landscape. At a lowest level, most of the assigned subject headings belong to the area of tourist destinations and tourism demand (Tourism and Market), followed by tourism resources, social environment and the impact of tourism (Tourism and Landscape); psychology of tourism (Tourism and Society); economics of tourism, private sector, travel agencies and tour operators (Tourism and Economy), and education (Tourism Theory, Research, Education and Human Resources).

Appendix:

Journal *TOURISM* – Overview of authors by country of their institutional affiliation in the period 2000-2011

	Total	2000 - 2002	2003 - 2005	2006 - 2008	2009 - 2011
Total number of articles	308	81	80	77	70
Number of authors by periods (author index)	544	118	149	141	136
Croatia	60	29	18	4	9
USA	59	11	20	13	15
Australia	42	9	12	16	5
UK	41	7	16	17	1
Canada	22	4	6	5	7
Greece	20	3	4	11	2
Spain	20	5	5	2	8
New Zealand	19	3	5	9	2
Turkey	19	1	1	5	12
Italia	18	7	0	0	11
Austria	17	9	1	3	4
Poland	15	1	3	6	5
Sweden	13	1	4	1	7
Hong Kong	12	4	4	4	0
India	12	1	3	4	4
Switzerland	12	0	6	3	3
Slovenia	11	1	4	1	5
Israel	10	1	2	4	3

Table Continued

	Total	2000 - 2002	2003 - 2005	2006 - 2008	2009 - 2011
Germany	10	6	1	2	1
Portugal	10	1	2	0	7
The Netherlands	9	4	2	3	0
Czech Republic	7	2	0	1	4
Denmark	7	1	5	0	1
France	7	1	1	1	4
Singapore	7	0	7	0	0
Ireland	6	0	4	0	2
Taiwan	6	0	0	5	1
Hungary	5	0	2	3	0
Finland	4	0	0	4	0
Macao	4	0	0	0	4
Malesia	4	0	2	1	1
Mauritius	4	0	0	4	0
Bulgaria	3	0	0	1	2
Egypt	3	0	0	3	0
China	3	0	0	2	1
Pakistan	3	0	0	0	3
South Africa	3	1	2	0	0
Cyprus	2	0	1	1	0
Japan	2	0	1	0	1
Norway	2	0	2	0	0
Belgium	1	1	0	0	0
Estonia	1	0	0	0	1
Ghana	1	0	1	0	0
Kenya	1	0	0	1	0
Kirinati	1	1	0	0	0
Columbia	1	1	0	0	0
Macedonia	1	1	0	0	0
Malta	1	1	0	0	0
Nepal	1	0	1	0	0
Nigeria	1	0	1	0	0
Thailand	1	0	0	1	0

Notes

¹ CST is a classification scheme that is used to classify documents from the area of tourism and related topics. This system was created and developed in the BIT by Tomislav Hitrec, PhD., a long-term scientist at the Institute, with the help of Branka Kesegić, M.Sc., a senior librarian.

² The CST is available on at <http://biblioteka.iztg.hr/start7.htm> under „BIT - online library”.

³ Types of tourism includes: summer and recreational, winter, winter sports and mountain tourism, social, health, urban, convention and business, rural, hunting and fishing, nautical, transit, third age tourism, religious tourism, tourism in developing countries; organized, national and ethnic, international, continental and intercontinental; alternative, events / manifestations, island tourism, lacustrine tourism, heritage tourism, and outdoor tourism, excursions, and local border traffic.

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