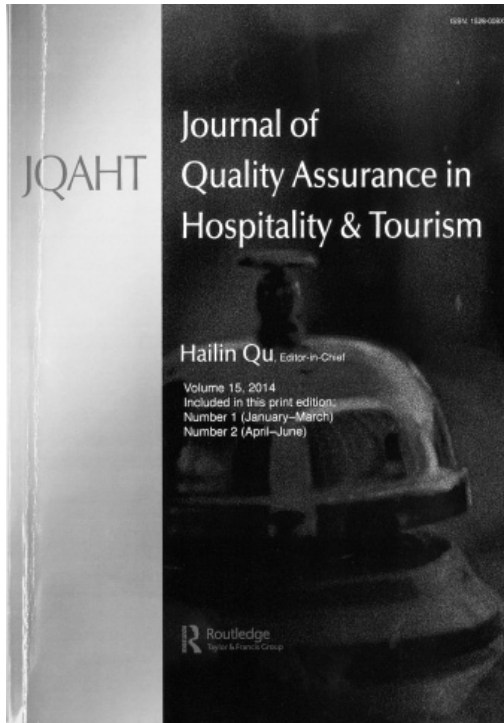


journal review

Journal of Quality Assurance in Hospitality & Tourism



In a series of reviews of international scientific journals on tourism published in the last ten years, it is appropriate to review the Journal of Quality Assurance in Hospitality & Tourism (JQAHT) as well. The Journal is published in Philadelphia (USA), and the two chief editors come from the University of Oklahoma and the prestigious Cornell. It is published twice a year, in May and November, as double issues, while the current volume marks fifteen years of continuity. From the very name of this prominent publication its basic theme is recognizable, namely the quality of the hospitality and tourism. The theme is not only broad, but it is also an extremely topical and universal issue as well as a continuous challenge for all participants in this important segment of the economy.

Quality, usually defined as the identification and search for the optimal level of excellence, is ultimately intended precisely for the consumer and his or her protection. The service quality concept therefore deserves special attention not only in practice but also as a subject of theoretical considerations of authors. It is therefore about the Economics, Organization, Quality Management, etc., considering that the quality brings satisfaction to a customer, as well as direct material gain to the provider. In achieving and maintaining the quality there exist empirical parameters in business and numerous legislative acts and regulations that regulate this matter in general, and at the level of various factors of goods and services supply. Despite the potential risk of excessive uniformity, quality needs standardization as well as continual monitoring and control.

This journal deals with these and many other topics, for example, the quality of hotel services, staff, food and some selected types of the goods and services offer such as water parks, medical tourism, cruises, etc. Such topics are closely related to the motivation of consumers, their loyalty, and above all, satisfaction in relation to the value for money. The theme of demand elasticity is analyzed, in relation to some special circumstances such as financial crisis, and behaviors in relation to gender, age and others.

In brief, the quality has long since become a way of thinking in tourism, and constantly targeted, but rarely fully achieved ideal of every tourist country and region, of which there is countless evidence on the pages of this journal too. The editorial board consists of forty eminent individuals, mostly from the academic community of the United States. It is indexed by a series of secondary publications, among others by the esteemed CAB Abstracts. The number of papers per issue generally does not exceed five, with a regular section of Research Note. Readers might be interested to meet up with commitments for constant improvement and harmonization of the quality of tourism in relation to the accepted standards of the European Union.

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