

editorial

60 years of the journal *TOURISM*

In your hands you hold the 60th volume of our journal *TOURISM*. Being the second oldest scientific journal in the field (Goeldner, 2011) - we are extremely proud of such long history in tourism publishing. The journal commenced in early 1950s as a form of professional commentary and observations of emerging tourism development in the country at the time. The journal was originally initiated by the Croatian Hospitality and Tourism Association in Zagreb. In the course of years, characterised by intensification of tourism phenomenon that was turning Croatia into a major tourist destination, the journal correspondingly began to achieve international reputation, with increasing international contributions. In early 1990s the Institute for Tourism in Zagreb joined the original publisher, who is currently in the form of a central government body as the Croatian National Tourism Board and since then they have worked together very hard not only on increasing journal's scientific quality but also assuring the continuous financial support for its publishing. Thus, the true international recognition of the journal commenced in 1996 when it began its concurrent publishing in both languages – Croatian and English and with an international editorial board that has included many world experts in the field. This position has been further enhanced since 2000 when it began to be published in two separate language issues – *TURIZAM* in Croatian and *TOURISM* in English

In the context of proliferating new tourism journals in the last two decades, within which some even emerged with the same name, such as *TURIZAM* - international scientific journal, published by Department of Geography and Tourism, Faculty of Sciences, Novi Sad, Serbia (since 1997) and *Tourismos*, an international multidisciplinary journal of tourism, published by the Interdepartmental Program of Postgraduate Studies in Tourism Planning, Policy & Management of the University of the Aegean, Greece (since 2006), we believe that we have managed to maintain our reputed visibility of international recognition. This has become particularly evident with recent increasing writings on development of tourism field (e.g. Hall, Williams and Lew, 2004) and ranking of tourism journals (e.g. Hall, 2011) in which our journal is prominently cited and taken into the consideration as a stepping stone in early developments of tourism field (Goeldner, 2011). This recognition does not come only from international sources but also from the Croatian Ministry of Science, Education and Sport which has placed the journal *TOURISM* amongst the top 10% of social science academic journals.

In order to present journal's qualitative development over the last ten years, we are presenting in this issue two research based articles, conducted and written by two members of the Institute. In one, Tokić (2012) gives citation analysis of the journal based on data from today's three most relevant databases - Scopus, Web of Science, and Google Scholar for the period 2000 – 2011. The results of the analysis suggest that *TOURISM* has significant international reception, which places this Croatian journal side by side with renowned international tourism journals (Hall, 2011). In the second, Vrdoljak-Šalamon and Čorak (2012) analyze themes and origins of authors behind published works, which has confirmed that the journal has truly become international, covering the whole range of authorship from across the globe. Furthermore, the analysis shows that the contributions are predominantly scientific; also

there is a growing number of co-authorship between academics affiliated with a variety of international institutions and the whole range of different disciplines, which further contributes to the interdisciplinary character of the journal.

In our role as editors, we continuously invest our scientific efforts in order to make our published issues interesting and relevant and always in the response of reviewers' critical feedback. This of course would not be possible without a great team of the Institute who participate in the overall production of the journal (editorially and technically); increasing number of our great reviewers; members of our Editorial Board and of course the authors who send us their academic work. Thus, we use this opportunity of our celebrative moment to thank them all with the hope and trust for our future successful collaboration.

We will continue to strive in building our reputation and the future of the journal on the basis of the scientific work encouraged equally from established academics, newly emerging scholars and non native-English authors. We find this is very important endeavor if to democratize our scientific efforts from across the whole range of academic population and across the whole globe. The inclusion of the journal into new index bases as well as our commitment to speed up reviewers' feedback (which proves not to be always easy with increasingly busy academic lives), will further raise the quality of the journal and ensure its continued existence at the competitive marketplace of global publishing today.

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