

journal review

Tourism in marine environments

The review of *Tourism in Marine Environments* belongs to a series of reviews of international and interdisciplinary scientific tourism journals, primarily those specialized in particular segments of the global market of products and services. Its establishment and publishing (usually twice a year, with double issues) for ten years is based on crucial importance of the sea for the tourist movements. Enormous and biotropical power of this natural factor as an inexhaustible source of health, beauty and emotion, is still an irreplaceable object of various academic and professional research. Thus, the sea and the coastal region are still dominant motives for vacation, fun and entertainment choices around the world, which is confirmed by numerous surveys (eg. TOMAS, starting from 1987).

This journal, linking geography, various marine sciences and the underwater world with the economy, marketing, management and destination of social sciences and humanities, with high-quality peer-reviewed contributions as well as organizing meetings, strives to present complex issues of the marine environment more closely. Within this framework it provides case studies on some already entrenched sports and entertainment activities, such as sailing, yachting, kayaking, windsurfing, different activities on the beach, fish, bird, and marine mammals watching, and so on. Each of these markets has its specificity regarding supply and demand, and the journal deals with precisely those topics, mainly on destinations outside Europe, which is logical given the diversity of authors. After all, the chief editor is based in New Zealand and the members of the editorial board are mostly from academic institutions in the Pacific region.

Tourism in Marine Environments occasionally publishes special issues, so the issue 3-4 of the current year is dedicated to sea cruising. It covers ten standardly structured papers, with summaries at the beginning and the list of references, which marked a decade of the journal's establishment. It is

the collection of studies on this specific market segment, which in recent years registered high growth rates not only in the number of participants but also in the number of vessels and their tonnage. This means that the sea cruising in closer, and even more in distant destinations, experienced a kind of boom, with many positive and negative consequences, for example, good revenues recorded in ports, but also unprecedented crowds and the social conflicts in receptive areas. Some of the papers in cited issue analyze various effects of the rapid expansion of the cruise business in the world. It is about behavior and motives of the participants and hosts of such trips, the importance of personnel education and equipment of reception ports and their adaptation to the growing capacity of the vessels.

The journal emphasizes the neglect of serious scientific analyses of tourist movements in this segment pleading for a closer connection between science and industry of sea cruising ie. further research of this lucrative market. Academic articles in the area were previously relatively rare or published in journals of general profile. It is therefore justifiable to put effort to strengthen specialized publications such as *Tourism in Marine Environments* to gradually enrich the relevant literature, which is exactly the aim of the journal.

While analyzing the previous issues we found that they dealt with a variety of subjects within the given wider topics of the journal, especially maritime tourism market segmentation, its quantification, diving, types of adventure tourism, carrying capacity (physical and social) receptive fields and similar. There are reports and papers of 7th International Coastal & Marine Tourism Congress held in June 2012 about which a special issue was published (3-4) in 2013. It deals with the planning, design and management of destinations.

Wide spatial range of the journal includes case studies from Alaska, Hawaii, Canada, South Africa, Australia, the Azores and others. This journal is well edited, contains graphs, and its pages are 18 x 25. It is printed and published by Cognizant Communication in the United States.

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