

journal review

Journal of Teaching in Travel & Tourism

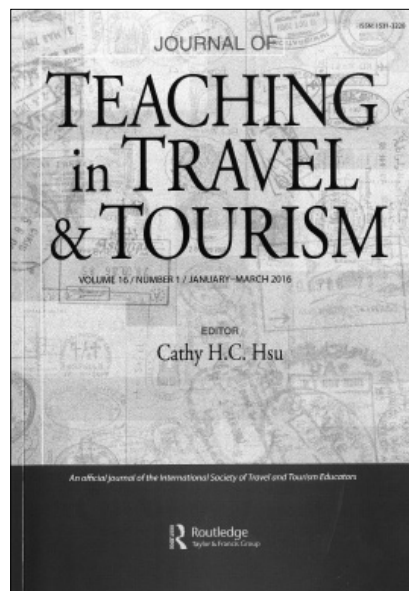
Concluding the series of twenty-five tourism journal reviews periodically published in *TOURISM*, in this issue we review the Journal of Teaching in Travel & Tourism. This prominent academic journal of international character in the English language is published in the United States. It is an official journal of the International Society of Travel and Tourism Educators-ISTTE. The journal serves as an international interdisciplinary forum and reference source for travel and tourism education at different levels: from professional courses, business and polytechnics to colleges and university studies.

ISTTE includes about 150 individuals engaged in educational institutions from different countries and holds annual conferences and assigns awards for excellence in travel and tourism education. This award also recognizes and honors education levels in areas such as business administration, marketing, economics, hospitality and tourism, conference tourism, geography and sociology of tourism and so on. Attention is also paid to lifelong professional development of teachers as a prerequisite for a successful education process (educate the educators), with numerous projects and programs of that type.

The journal entered its sixteenth year of publishing this year, and after examining the contents of the journal issues several key themes have been noted. The empirical and survey research, mostly case studies, analyze the curricula of various educational orientations, their performance and networking.

Students as the subject of analysis are examined from the standpoint of their expectations, as well as career development based on acquired knowledge and skills. These are analyzed by the descriptions of different classical and contemporary methods, based on the technical and technological progress (online teaching, new software and similar).

Some of the authors refer to specific education, such as ecotourism, management and models of



scholarships for studies and specialization abroad etc. Geographically, the most represented region is the Pacific, but there are also contributions from Europe and other regions.

The starting point of all articles in this renowned journal is the fundamental truth about the importance of quality staff in tourism as a result of the quality of their education.

Tourism as a labor-intensive economic segment, which relies on the providing of personal services has realized long time ago, the crucial importance of well-trained workforce, as a prerequisite for market success. This fact is advocated by the Journal devoted above all to the process of education. Editorial Board consists of twenty members, mainly from the academic community of the United States, Australia and Hong Kong. Editor in Chief and its first advisor comes from the Hong Kong Polytechnic University.

The journal is published by Routledge, with issues sized 17x25 (cm) comprising an average of four to five basic contributions, along with reports from major conferences. It is edited in quality similar to the most renowned scientific publications in the world.

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