

journal review

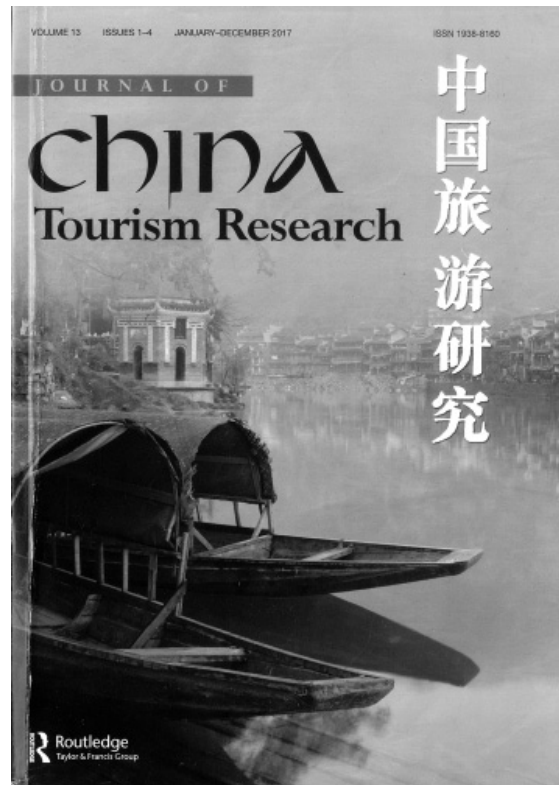
JOURNAL OF CHINA TOURISM RESEARCH

This journal raises the attention of scientific and research circles in tourism, especially those aimed at getting to know the vast tourist market of China. It is an academic publication that has been researching the social phenomenon of tourism from different perspectives: economic, sociological, cultural, ecological and other, on a solid methodological basis, discussing them in four annual issues for fourteen years. The on-line editions are merged and distributed as a single printed version. The Journal is printed in the US, but the main and auxiliary editors are from the well-known Hong Kong Polytechnic University. The importance of the Special Administrative Region (SAR) of this former British Crown Colony should be noted, which still maintains a certain autonomy within the PR China. The work of regional editors should be emphasized for six geographic units (Africa, China, Asia - Pacific, both Americas, Australia, New Zealand and Europe) from renowned universities that include tourism programs in their curricula. The editors from Europe are from Surrey (UK) and St. Gallen (Switzerland).

The editorial as well as advisory boards, include several dozen reputable individuals, among them, J. Jafari, M. Uysal, G. Wall, S. Witt, and others, most of whom are the authors of tourism textbooks and articles quoted the world over. In line with the broad-based concept of the Journal, its author list is also international, which is providing additional quality and readership.

Looking into the latest available volume, as of December 2017, it is possible to outline several topics to get a partial picture of the problems that the Journal deals with. Each issue (4 p. a.) contains four to six scientific articles with, sometimes, additional contributions in the form of study cases or examples of tourism policy. The articles are professionally and technically refined and reviewed, and the journal itself is indexed in several leading world secondary publications.

Regarding the topics, the Journal covers almost all of the issues that we find in other academic



journals in the world, especially leading journals in English which are intended mainly for university or institutional users. Their approach is therefore interdisciplinary, holistic and essentially theoretical, but with a number of examples of good practice. This is also the case with JCTR, with the difference being, as previously pointed out, the emphasis put on China as an expansive, not only receptive, but also an emissive tourist world power. The interactions between hosts and tourists, motivations of visitors and selected types of tourism (domestic, gastronomic, youth, etc.) are being investigated, while participants in these trends are interviewed according to numerous indicators, etc. Considering destinations that attract masses in increasing numbers, of not only foreign but also local guests, the importance of managing these destinations and their ecological protection is emphasized. This is particularly significant in relation to the intensive spatial inclusion of the attractive, mostly cultural and historical attractions in tourism. Some authors also write about possible influences on tourism participants in terms of the

values inherited from ancient Chinese civilization, such as Taoism and Buddhism.

A characteristic of the journal is its versatile research of various aspects of receptivity, especially hotel and restaurant services observed regionally. This is especially true for Hong Kong, which is commonplace in other international journals of this type. This is undoubtedly the result of the enormous affirmation of this megalopolis along the edge of continental China. Authors even call it a supranational destination (see No.2, 2017).

Scientific contributions of all Journal issues are the result of teamwork, so single author articles are rare.

Given the great importance of contemporary global tourism, as well as the growing economic power of the Chinese market and Chinese as passengers abroad, this journal is illustrative and useful for all those who count on the undreamed-of tourist potential of this multi-national country. Abstracts and keywords are in English and in Chinese, while the journal is printed in 18x25 format.

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Print ISSN: 1938-8160

Online ISSN: 1938-8179

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