

journal review

Cornell Hospitality Quarterly Half-centenary jubilee



One of the most prestigious scientific and professional journals in the world, American Cornell Hospitality Quarterly (CQ and CHQ) that publishes papers in the field of hospitality, tourism and leisure, is marking its 50th anniversary of continuous appearance in its first issue in the current year.

The editorial emphasizes the basic concept of this issue, notably the presentation of the relevant trends observed in practice and theory in the last quarter or half century. It primarily points to the huge financial volume of hospitality and tourism industry in the United States of USD 2.13 billion (2008) with restaurants accounting for two thirds of that amount. The rest goes to hotel industry, resorts and cruising.

It is interesting to note that the authors of the papers published in the CQ in the last 23 years paid more attention to hotel industry than restaurants. During this period, the hospitality industry management experienced substantial changes, especially in terms of ownership and business models. Such models have been developed in management, franchising and general organization of this dynamic sector, depending on the situation on the market that is constantly changing. Hotels and related businesses and companies are undergoing the processes of integration, acquisitions, branding and internationalization. There were also processes of restoration, especially of restaurants and hotel chains. Consequently, very complex models of management are being introduced in the circumstances of the general recession that originated precisely from the U.S.A., resulting in the disappearance of a number of businesses in this important area of the national economy. However, the sector successfully proved its competitive ability, and the demand for skilled personnel is continually growing.

On the huge North American market of accommodation and catering facilities, millions in profits are generated. Thus, the CQ has been writing for decades about the trends determined by the companies such as Holiday Inn, Marriott, Crown Plaza, Intercontinental, McDonalds, Pizza Hut and others, presenting a series of quantitative and qualitative indicators of that development. A lot of papers are dedicated to in-depth studies of business practices in this segment of the U.S. economy as well as in other countries. For example, U.S. hotel chains extend their activities particularly to the

Asia-Pacific and the Middle East destinations, introducing their brands and management standards overseas. The same applies to the restoration business and the companies involved: Pizza Hut, KFC, McDonalds and other U.S. chains maximized their business success on the international markets as well. Some of them intend to open several hundred units in following years, in the UK for instance. The international expansion of fast food facilities networks, such as Burger King and others is also noted.

The Editor of the CQ, Linda Canina, concluded in a retrospective review that the common characteristic of the past fifty years of development in tourism industry is undoubtedly its resilience, which comes to the fore precisely in the time of crisis.

The journal publishes papers on strategic management, consumer behavior, marketing, financial management, accounting, real estate, technology, communications, travel and tourism and similar facilities. Its readers include scholars, managers, consultants, investors and students.

The anniversary issue of the journal includes several features on Industry Analysis, Marketing, Finance and Asset Management, plus several reviews on the hotel industry, branding, sales issues in the accommodation sector, the legal aspects of business, etc. There are also interesting contributions on health tourism and some aspects of employment in the hotel industry.

The journal provides abstracts with the published papers, with the specific mention of the best article published in the journal during the previous year.

The publisher of this exemplary quarterly is the famous Cornell University of New York that was established in the mid-19th century, or to be precise its School of Hotel Administration, one of the leading universities and research institutions of this kind, not only in the U.S.A. but also internationally. The Editorial Board consists of fifty distinguished public figures, mostly from U.S. and international universities.

Cornell Hospitality Quarterly (CQ)
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