

Journal of Hospitality and Tourism Management 2021 Annual Report

PAPER SUBMISSIONS – PUBLICATIONS

The impact and recognition/ appeal of JHTM has grown exponentially during the last years and specifically during 2020. As a result, submission numbers have more than doubled (125% since 2019) with about 99 submissions per week in 2020. The major sources of submissions and their importance remain more or less the same in 2020 as with previous years, i.e. Asia, Europe and North-America, but with an increasing representation of papers from India as well. The order of importance of countries is different as sources of paper submissions and accepted papers, i.e. the order of importance of countries as contributors of accepted papers ranks Europe and North America first and then Asia. This means that efforts to penetrate and target North America as priorities make sense, however, we also need to try to elevate the quality of submissions and/or target higher quality submissions from Asia countries as well, specifically India.

The desk rejection rate is somewhat similar to 2019, but slightly increased (i.e. 69% in 2020). The increased rejection rate has specifically appeared after March 2020 and continue during the international lockdown. Based on discussions with other journal editors and publishers, this is not a unique situation for JHTM, but a universal rule that almost all journals face during the last months. I have been made aware of general concerns about the quality and number of submissions that journals may also receive during the remaining of 2020 and for the next year, because of the research disadvantages created by COVID-19, i.e. no possibilities or difficulties in collecting primary data, increased workloads and stress by scholars, universities deficits, redundancies and reduced research budgets. I will be monitoring this issue during the next months, but I believe that JHTM should try to do something proactively to address such a potential issue and ensure the attraction of a sufficient number of good quality of submissions. JHTM has been flexible with deadlines with authors and reviewers during the lockdown, which has been valuable to maintain and attract good quality research. Although the initial submissions related to COVID-19 have been of very low quality, during the last months of 2020, the quality of paper submissions related to COVID-19 has significantly improved which is reflected in an increasing number of such papers being accepted. In addition, a special issue related to crisis-resilience has been allocated to the co-guest editors (representing Asia and Europe) to further attract topical submissions and papers.

As a result of the increasing number of submissions, the journal has seen a significant growth in the absolute number of accepted articles in 2020, 154 (12% of submitted) up from 80 (15% of submitted) in 2018.

The journal migrated to the EM platform on the 18 February 2020. The transition was smooth and well supported by the Elsevier staff (e.g. training, online support etc.). Some system bugs have been identified but corrected by Elsevier. The platform is more powerful and stable. There is still an issue of using the platform for finding and allocating reviewers, but Elsevier is made aware and hopefully this issue will be solved soon.

The JHTM re-investment plan featuring three activities (JHTM Research Symposium; JHTM Best PhD Award; and JHTM Paper Hackathons) and approved by CAUTHE in 2019, has been affected due to COVID-19. It is important to implement this plan in order to maintain continuity and do not disadvantage the growth of the journal during this critical situation. The following actions are being under consideration to rectify this situation and implement activities as initially planned.

- 2020 JHTM Research Symposium. This did not take place face to face in 2020. We are discussing with the JHTM editorial board an online event to take place in 2021, just after CAUTHE2021 whereby we would have tested an online CAUTHE platform and have more information on whether we can use this platform for this JHTM event. The online symposium will also aim to attract international audience and speakers, which was more difficult to achieve when organized face-to-face. This can give a greater visibility and international accessibility as well as promotion to the journal. It is hoped that Elsevier can sponsor and support this online event. Contributions and participation from all JHTM members is envisioned and very welcome.
- JHTM Best PhD Award. This award was implemented during 2020 with a marketing campaign and

activities running through the whole year in various social media and online platforms. Overall, 16 submissions have been attracted, from which 6 papers have been published already, 7 were rejected and 3 submissions are still under review. Two papers have been selected for the awards (winning paper and highly recommended paper) based on reviewers' feedback and editor in chief evaluations. The two winners will be presented during the CAUTHE2021 online conference; a discounted registration code was given to the winners, which has resulted in additional online conference registrations and promotion of the award and the JHTM.

- JHTM Paper Hackathon. As almost all international conferences are canceled this year, it is difficult to find a conference to host the JHTM Paper Hackathons. The 2020 EuroCHRIE conference hackathon which was planned to take place was also canceled. The suggested plan is to co-host the hackathon during a major online conference and/or in conjunction with the JHTM research symposium that may run online in 2021. JHTM Paper Hackathons were run in 2018 and 2019 with great success, there is a need to continue this momentum and promotion of the journal.

CITATION STRATEGY

JHTM's 2019 Impact Factor is 3.415, up from 2.496 in 2018 –a 37% increase. The journal is ranked 15th out of 56 titles in Clarivate Analytics Journal Citation Reports Hospitality, Leisure, Sport & Tourism category and 73rd out of 226 in Management.

The above performance brings JHTM close to the same index of competing journals. JHTM is also placed in the Q1 category of journals in tourism, hospitality and leisure journals (SciMago). The JHTM is performing well in the SciMago statistics, which they also show a continuing growth rate (<https://www.scimagojr.com/journalsearch.php?q=21100255484&tip=sid&clean=0>)

Based on citations, JHTM ranks 9th in the top 20 tourism journals and 4th in the top 20 hospitality journals (https://scholar.google.com/citations?hl=en&view_op=search_venues&vq=tourism&btnG=). Paper downloads continue to increase for 2020, specifically from Asian countries.

Special issues and invited papers by leading researchers represent papers with high citations. This reflects that special issues can significantly influence the usage, readership and so, citation of the journal. The JHTM continues to have a strategy for developing topical and contemporary special issues to continue attracting interest, readership, downloads and citations (see below comments in terms of special issues).

Papers that attracted high citations during 2020 relate to topics about: sustainability, responsible tourism, CSR, crisis, resilience, demand, forecasting, intentions. The COVID-19 context and research priorities that it has created fully explain the former; these topics also identify topics of SI or virtual SI that JHTM should be developing soon.

The COVID-19 situation (during lockdown but also the post COVID-19 period) is creating new challenges for researchers and journals alike. As JHTM cannot be currently promoted in the traditional channels (e.g. conferences, meetings, etc.), an increased online promotion and presence of the journal is conducted and should continue to be implemented (e.g. social media, virtual conferences and events, social networks of everyone).

A social media engagement officer has been secured for the journal since May 2020; this officer collaboratively works with the editor-in-chief for designing and implementing online promotion strategies and engagement of the academic community with the JHTM social media channels. JHTM is now available with a profile at: Facebook, LinkedIn, Twitter and Instagram. Authors of accepted papers are advised to send a short description of their paper for promotion on social media. The JHTM social media channels have attracted several 'friends' but support from everyone is required to expand the JHTM social media network and impact/reach.

COVID-19 related papers accepted for JHTM have been given priority for publication online and for free online access, so that JHTM attracts more citations for this topical issue.

REVIEW PROCESS PERFORMANCE

Metrics reflecting the management of the review process of papers are encouraging. Despite the increasing number of submissions and the disruptions of everyone's life (i.e. reviewers, editorial team, authors etc.) the JHTM editorial speed has remained almost the same during 2020, with a small decrease of desk reviews-rejects, quicker turn arounds for first decision but longer time for final accept since submission. The latter is probably and mainly attributed to the fact that most authors and reviewers have been asking for extension of deadlines.

The JHTM has also managed to maintain the editorial speed in similar rates despite the more than double number of submissions in 2020 also because of the recruitment of one more associate editor (see comments below), who started work in March 2020.

Proactive and supportive measures have been undertaken by the journal to address the disadvantaged situation that authors and reviewers find themselves during the COVID-19. Extended deadlines were given for revising and/or reviewing papers, while a promotional campaign (e-mails and journal website updates) was run to inform everyone that JHTM is up and running normally despite the unprecedented circumstances.

Paper submissions related to COVID-19 have been given priority for managing their review process in order to ensure fast publication of any potential good papers that could achieve publication acceptance by the peer review process. Paper submissions that did not qualify for a full research papers have been rejected, but their authors were encouraged to re-edit and re-submit their paper as a research note. Several authors have accepted this invitation and several research notes on the topic of COVID-19 and tourism have been accepted for publication so far.

A thank you e-mail campaign has been designed by Elsevier and the editor in chief which went out to authors and reviewers of JHTM in early 2021. I would like to thank all my Associate Editors for their continuous support and dedication to the journal, despite their own COVID-19 difficulties and workloads and the increased rate of submissions that we have to manage.

SPECIAL ISSUES

Two special issues were finalized in 2020: 1) the special issue from CAUTHE 2019; 2) a special issue on Entrepreneurial Ecosystems in Tourism, by Prof Harald Pechlaner, Monika Bachinger and Ingrid Kofle.

A special issue on crises and recovery has been developed and is still under progress by the chairs of CAUTHE SIG on Crisis, disaster and recovery. This special issue has been specifically sourced and developed to address the current situation and research topics generated by COVID-19. However, a more general theme and topic was selected (rather than a sole focus on COVID-19) in order to avoid the COVID-19 buzz and maintain the long-term readership and topically of the published papers.

A special issue from the online 2020 CAUTHE conference will take place. Guest editors to be recruited from the track chairs of the CAUTHE 2021 online conference. The JHTM is always open to discuss other good ideas for special issues. Please contact me for more information and/or discussion.

JOURNAL AWARDS

The three annual JHTM awards (best paper, highly commended papers, and best reviewers) have been selected by the JHTM editorial Board and implemented. Winners were identified based on suggestions and consultation with the Associate Editors and the Advisory Board of the JHTM. The winners are presented during the CAUTHE 2021 online conference and a subsequent online campaign and press releases will be conducted to create wider awareness and promotion. Award winners were offered a discounted code for registration to the online conference, which has generated 11 additional conference registrations.

The JHTM best PhD awards have also been implemented in 2020 and the winners are presented at the CAUTHE 2021 online conference. A subsequent online campaign and press releases will be conducted to create wider awareness and promotion. The JHTM best PhD awards have generated a lot of publicity and quality submissions for the JHTM (see comments above). They will be implemented in 2021 and information will be communicated soon in all JHTM, Elsevier and CAUTHE channels. Please share the news with your PhD students and graduates and motivate – support them for a paper submission to JHTM.

JOURNAL MARKETING ACTIVITIES

Unfortunately, due to COVID-19, there has been no conference whereby JHTM could be promoted, while there are no conferences until end of 2020 to achieve this. This situation is predicted that will continue at least for the first half of 2021, and so, an more intense and aggressive online promotion of JHTM should and is being carried out. The editor-in-chief has also been promoted JHTM in online conferences and webinars (e.g. SERVSIG AMA online conference 2020)

JHTM will be promoted in the virtual CAUTHE events, while other virtual conferences will be identified to promote the journal during 2021. The JHTM re-investment plan continues but it is amended due to COVID-19 (see above comments).

The editor-in-chief has worked with CAUTHE and Elsevier to design and advertise a position for a social media engagement officer for JHTM. The advertisement of the job position has attracted 8 highly qualified applicants from all over the globe. The editor-in-chief screened and evaluated all applicants and selected one to work with, namely Mari Ilona Szutenberg. Mari is a professional specializing in social media marketing and her expertise and knowledge has heavily helped JHTM. She created and established the JHTM profiles in Facebook, LinkedIn, Twitter and Instagram as well as all the graphics related to them. Unfortunately, Mari had to step down from the role, as she managed to secure a full time paid job in the industry. The editor-in-chief liaised and discussed the role with the second person in the evaluation rank, Hassan Salehi, who has kindly agreed to take up this role since December 2020. Hassan is also currently working on a new logo and book cover for JHTM. Both officers have done a great promotion of JHTM on social media. Please like and engage with the JHTM social media profiles.

EDITORIAL TEAM

The editorial team for the Journal of Hospitality and Tourism Management (JHTM) has been expanded by one more associate editor. JHTM received 9 nominations for the advertised position of the associate editor, all coming from well established and reputed international scholars. This is encouraging as it demonstrates that international scholars appreciate JHTM and wish to engage and work with it. A panel consisting of three CAUTHE executive members and chaired by Prof Marianna Sigala convened to evaluate the nominations and select the third associate editor. Nominations were ranked and the decision was taken to recognize and appreciate people's willingness to support the journal. To that end, apart from the appointment of the third associate editor, good candidates were also offered the opportunity to join the editorial board of JHTM and/or to propose and develop special issues. Many of the candidate responded positive to the latter.

The current composition of the editorial team is:

- Professor Marianna Sigala Editor-in-Chief
- Associate Professor Leonie Lockstone-Binney, Associate Editor (Tourism and Events)
- Dr Emily Ma – Associate Editor Hospitality
- Prof Seyyed Mostafa Rasoolimanesh - – Associate Editor Tourism – destination (new associate editor March 2020)
- Dr Roya Rahimi – Books review editor
- Hassan Salehi, social media engagement officer

I would like to welcome Prof Seyyed Mostafa Rasoolimanesh in the JHTM editorial team, who, since he joined, has been supporting the journal with his great work and dedication.

There has been very good cooperation amongst all the members of the editorial team of the journal as well as the publisher's representative from Elsevier. The team has regular skype meetings and online discussions for taking decisions, actions and developing a strategy for the journal.

The international editorial review board of the journal was last updated in 2019 and the next revision is due this month, i.e. February 2021. In the meantime, we are monitoring and evaluating the performance of existing board members, as well as identifying other scholars to help with paper review, in preparation for editorial board restructuring, based on previous reviewers' performance, in early 2021. The quality and commitment of the reviewers and editorial board are considered as one of the key success factors of the journal.

ELSEVIER CONTRACT

The editor-in-chief had been working and consulting with the CAUTHE executive in terms of the contract with Elsevier that is due to expire in Dec 2021. After months of discussions and investigations with Elsevier, the editorial board of JHTM and the CAUTHE exec a decision was taken to renew the contract with Elsevier for another 5 years. This is great news, as we can continue our good cooperation with Elsevier, who has also significantly contributed to the growth of JHTM. This also secures a continuity and momentum of the last years' growth of the journal to ensure its continued increasing ranking.

I would like to personally thank everyone (named or not above, anonymous or anonymous) that has been supporting JHTM, specifically during this peculiar year causing stress, anxiety, insecurity and disruptions in everyone's life. Your time and effort committed to JHTM during this period requiring your attention to many other even more 'serious issues' has helped us maintain and further rise our position as a leading journal in tourism, hospitality and events.

I know that I now have an additional reason and duty to look after JHTM. I and all the editorial team of JHTM will continue to do our best to ensure JHTM grows and rise further and we are all looking forward to working with everyone

Thank you again

Prof Marianna Sigala
Editor-in-Chief JHTM
3-February 2021