

Journal of Hospitality and Tourism Management

Mid-year report 2021



Submitted by:
Prof Marianna Sigala
Editor-in-Chief JHTM

Table of Contents

1. Paper submissions – publications	2
2. Citation strategy	3
3. Review process performance	3
4. Special issues	3
5. Journal awards	4
6. Journal marketing activities	4
7. Social media	4
8. Editorial team	5

1. Paper submissions – publications

Paper submissions to JHTM continue to increase. JHTM received an average of 116 submissions per month in 2021 year-to-date, an increase of 17% from an average of 99 per month in 2020. The major sources of submissions and their importance remain more or less the same in the first half of 2021 as with previous years, i.e. Asia, Europe and North America, but with an increasing representation of papers from specific countries like, UK, Cyprus, Spain, Iran and Taiwan.

Rejection rates during the first half of 2021 remain more or less the same, but with a slight decrease of desk-reject and higher number of rejects after peer review. The rejection rate over 2020 was of 87%, of which 69% at the desk level (pre-review) and 18% normal rejected. In 2021 year-to-date, the total figure is 85%, of which 65% at the desk level.

The journal has been receiving better quality submissions, due to its increasing reputation and citation impact factors. It is argued that the more authors face difficulties to sufficiently address reviewers' comments due to the COVID-19 crisis and its implications. This trend will be monitored during the next months. The 2021 JHTM Research Symposium aims to provide help to author(s) on how to better address reviewers' comments and revise papers.

The growth of the journal is also reflected in the increasing number of accepted papers. The journal has seen significant growth in the absolute number of accepted articles in 2020, 154 (12% of submitted) up from 80 (15% of submitted) in 2019. This trend is likely to set forth with 100 articles already accepted in 2021.

The EM platform works sufficiently well. There are some issues still about reviewers' search and allocation functionality, but good support is provided by Ayisha, Elsevier, based in India.

The JHTM re-investment plan, featuring three activities (JHTM Research Symposium; JHTM Best PhD Award; and JHTM Paper Hackathons) will be implemented in full in 2021. The following actions are being undertaken:

- 2021 JHTM Research Symposium: This will take online in 19 – 20 October 2021. a rich two half days program has been finalised. Program and registration details are to be released soon
- 2021 JHTM Best PhD Award. The announcement of this award took place in March 2021 and is ongoing. We have received 3 submissions so far.
- 2021 JHTM Paper Hackathon. The program and registration are to be released soon. This will take online in conjunction with the 2021 JHTM Research Symposium.

Professor Marianna Sigala has identified and co-ordinates the following volunteer team of scholars and students to support with the organization of the 2021 JHTM Research Symposium and Paper Hackathon:

- Dr Samaneh Soleimani, AIB, Australia
- Fani Eythimiou, Cyprus University of Technology, Cyprus
- Jia Geng, Lincoln University, NZ
- Sabina Matin, University of Newcastle, Australia

Thank you for volunteering!

2. Citation strategy

JHTM's 2021 Impact Factor has almost doubled!

SSCI IF is 5.959, up from 3.415 in 2019 – a 74% increase.

JHTM is ranked 17/58 of journals in hospitality, leisure, sports & tourism and 61/226 of journals in management (SSCI Journal Impact Factor rankings). This performance brings JHTM close to the same index of competing journals. Based on citations, JHTM ranks: [9th in the top 20 tourism journals](#) and [first in the top 20 hospitality journals](#).

Paper downloads continue to increase for 2020, specifically from Asian countries but also UK and Australia. JHTM articles were downloaded a record 314,508 times in 2020 (ScienceDirect download data), in 2021 year-to-date, they have been downloaded 238,831 times.

Two more special issues on topical issues have been commissioned to expert teams to boost the attraction and publication of good papers that can also attract readership and citations.

A recent paper on a systematic literature review on papers published in JHTM during the last 25 years was co-authored and published in JHTM by Marianna Sigala. The paper provides an overview of the contribution of JHTM on tourism and hospitality research as well as discusses and sets a research agenda for the future. It is argued that the paper can attract good readership and be useful for many potential JHTM stakeholders and potential authors. The paper is published free online to increase its impact.

Papers attracted high citations during the last months continue to reflect the same topics as in past years, namely sustainability, responsible tourism, CSR, crisis, resilience, demand, forecasting, intentions.

The promotion of JHTM on social media is progressing well. The social media engagement officer is performing well on all channels: Facebook, LinkedIn, Twitter and Instagram. Authors of accepted papers are advised to send a short description of their paper for promotion on social media. See section 7 for more.

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. Social media channels will be used to promote the 2021 JHTM research Symposium and Hackathon, which is also envisioned to further boost the visibility and 'friendship' and likeability of JHTM social media channels online.

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.

3. 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 slightly increased.

The journal's editorial speed during 2021 has improved somewhat, with submission to first decision (desk) at 0.6 weeks (up from 0.5), but submission to first decision (normal) at 10.3 weeks (down from 11.5) and submission to final decision at 17.3 weeks (down from 18.3).

Authors and reviewers continue to request extensions due to the continuing COVID-19 situation, and we are always taking an empathetic and helpful approach to handle these issues.

I would like to thank all my (incoming and outgoing) 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 need to be managed.

4. Special issues

Two special issues (2 and 3 below) are close to finalisation:

1. VSI: Tourism Industry 4.0
2. VSI: Risk, Recovery and Resilience
3. VSI: New Perspectives, Diversity

4. Special Issue: CAUTHE 2021

A special issue based on CAUTHE 2021 conference was commissioned to two guest editors. In relation to CAUTHE conference special issues, difficulties experienced during the last 4-5 years persist:

- Difficulty in finding guest editors that can commit to do the job of guest editor.
- Very long delays in the review process.
- Very limited number of good quality papers from the conference that can make it to the special issue. The experience so far has shown that it was possible to publish only special sections and not full special issues.

Due to the persistence of the above issues, it is suggested that the allocation of a special issue to the annual CAUTHE conference will be reviewed and revised to address the above. A possible suggestion is to simply offer to authors of conference papers to submit to JHTM (normal issue) but with an expedite review process. In this way, we can 'save' the slot of the special issue to any other scholar/team that wishes to produce and develop a topical and high-quality special issue on any other topic.

The JHTM team is always keen to discuss other good ideas for special issues. Please contact me for more information and/or discussion.

5. Journal awards

The three annual JHTM awards (best paper, highly commended papers, and best reviewers) and the best JHTM PhD Paper awards have been implemented and promoted widely. The 2021 best JHTM PhD Paper Award has been published and is ongoing.

Please promote the JHTM Awards by liking and sharing our campaigns on social media.

6. Journal marketing activities

There are still no physical conferences to promote JHTM. During the first half of 2021, the editor-in-chief promoted JHTM in online conferences and webinars (e.g. Global Retail and Service Conference). JHTM will be promoted in CAUTHE events and channels, while other virtual conferences will be identified to promote the journal during 2021. The JHTM re-investment plan is fully resumed for implementation in 2021

Please promote JHTM at any online conferences and other events that you attend, as well as through your social media and networks.

7. Social media

What has been achieved in 2021?

More than 200 posts have been published on LinkedIn, Facebook, Twitter and Instagram. This activity has contributed to an increase in the rate of engagement of the pages since 1 January 2021 (see Tables 1 and 2).

Table 1: LinkedIn metrics – followers and engagement rate

Companies to track ⓘ Time range: Dec 31, 2020 - Jun 30, 2021 ▾ Excluded from report

Company	Total followers	New followers	Number of updates	Engagement rate
 Journal of Hospitality & Tourism Management (JHTM) Your company	457	210	65	6.42%

Table 2 and Figure 1 below shows the number of followers which have attracted social media users in the fields of hospitality and tourism to follow JHTM since November 2020.

Table 2: Followers on all social media channels Nov-20 to Jun-21

Channel	Nov-20	Feb-2021	Jun-21
Twitter	172	201	319
Facebook	39	51	134
Instagram	8	19	24
LinkedIn	169	241	457



Figure 1: Social media followers by channel

2021 Goals

JHTM will continue to publish all related content, aiming to reach at least 300 posts on all platforms.

To sustain and increase social media activity, the following engagement is required by members, especially on LinkedIn, Facebook and Twitter:

- Follow JHTM on LinkedIn, Facebook, Twitter and Instagram.
- Like all posts once they have been published.
- Share posts from your account.
- Save interested posts for a few days.
- Editorial members to add their experience with JHTM on their LinkedIn profile with date of engagement.

Please feel free to contact [Hassan Salehi](#) JHTM Social Engagement Officer if you have any enquiries or recommendations.

8. Editorial team

We are sad to see one of our long-standing Associate Editors Associate Professor Leonie Lockstone-Binney, to step down from her role in JHTM due to other professional commitments. Prof Lockstone-Binney has been instrumental and a great contributor to the JHTM, since 2016 when the journal was peaking up. I would like to personally thank Prof Lockstone-Binney for all her time and professional commitment and work for the journal. She will be missed but I am sure she will always be with JHTM as an excellent reviewer and member of the editorial board.

Subsequently, the editor-in-chief was commissioned to identify and allocate a new Associate Editor. It is my pleasure to introduce our new Associate Editor Dr Edmund Goh, Edith Cowan University. Edmund had been contributing to the JHTM as a valuable reviewer for a while and I am sure he will

do an excellent work to further boost the JHTM performance. Edmund Goh started his role from 1 July 2021.

The Editor-In-Chief has also identified and appointed a new Books Review Editor to replace Dr Roya Rahimi (books review editor) who has completed her two terms in this role. Thank you, Roya, for your contribution to JHTM. Dr Aaron Tham, University of Southern Cross has joined the JHTM editorial Team and he has already working on his role as Books Review Editor. Welcome to the team Aaron!

The current composition of the editorial team is:

- Professor Marianna Sigala Editor-in-Chief
- Dr Edmund Goh, Associate Editor (Tourism and Events)
- Dr Emily Ma, Associate Editor (Hospitality)
- Dr Seyyed Mostafa Rasoolimanesh, Associate Editor (Tourism – destination) (new associate editor March 2020)
- Dr Aaron Tham, Books Review Editor
- Hassan Salehi, Social media engagement officer

There has been 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 zoom meetings and online discussions for taking decisions, actions and developing a strategy for the journal.

The Editor-In-Chief has also completed the bi-annual review and update of the editorial review board of the journal. We have seen very few members leaving the board, but also several new joining the board. New members represent internationally well-known and/or emerging scholars from all over the globe, as the JHTM seeks to maintain and expand its international representation. The quality and commitment of the reviewers and editorial board are considered as one of the key success factors of the journal. The performance of all members of the editorial board and team are continually being monitored.

I would like to personally thank everyone that has and is contributing to the JHTM directly and / or indirectly, anonymous and/or eponymous. Thank you from the bottom of my heart. Generating Research Science and Excellence requires a community!

Prof Marianna Sigala
Editor-in-Chief JHTM