

Journal of Hospitality and Tourism Management

2025 ANNUAL Year Report

Submitted by
Prof Marianna Sigala
Editor-in-Chief JHTM



Table of Contents

PAPER SUBMISSIONS – PUBLICATIONS	1
Submission Numbers.....	1
Acceptance – Rejection Rates	1
Open Access Publication Policy.....	3
Royalty Statement 2024	3
CITATION STRATEGY	3
REVIEW PROCESS PERFORMANCE	4
SPECIAL ISSUES	4
JOURNAL AWARDS	5
JOURNAL MARKETING ACTIVITIES.....	5
Social Media Marketing	5
Annual JHTM Awards	6
EDITORIAL TEAM	6
ELSEVIER JHTM Manager	6

PAPER SUBMISSIONS – PUBLICATIONS

A detailed report including statistics about JHTM submissions is provided by Elsevier.

Submission Numbers

Numbers reflect a continuous increase of submissions to JHTM (2114 submissions in 2024 in relation to 2036 total submissions in 2023), which in some way reflect its increased recognition and top ranked position in the field.

The break-down of submissions in relation to the country of correspondent author reflects the continuous international appeal of the journal. Statistics show that the major source markets for paper submissions for JHTM remain the same for 2024 as in previous years, namely Asia, India, USA and Europe. Submissions from India and Korea have increased the most during the 2024. JHTM has also managed to increase the number of submissions across all major source markets including Asia, USA, Europe and Oceania.

Acceptance – Rejection Rates

The desk-reject rate has increased from 70% in 2023 to 76% in 2024; however the reject rate of papers going through review has fallen from 20% in 2023 to 18% in 2024, which means that there is a good and better filtering process done during the desk – reject process and better papers go through the review process reducing the burden for “unnecessary” reviewers. When looking at desk-reject and acceptance metrics, it appears that India represents the country with the highest number of desk-rejects followed by China. This is not surprising when considering that these countries also represent the greatest majority of submissions.

The acceptance rates from Europe, Oceania and USA are similar to past years with some countries decreasing a bit and others increasing. This is expected and considered normal). In general, it seems that the JHTM is able to maintain and attract the quality research from these countries.

In 2024, JHTM has managed to 'control' the number of submissions and acceptance of book reviews. There has been an influx of book review submissions in the past years due to the fact that book reviews in some countries are counted in individual performance records. The latter resulted in too many book review submissions that did not meet publication standards. We have now managed to communicate a message about what we look for from book reviews to be able to be published and make a contribution to our field.

Submission numbers of research notes continue to increase. We (editorial team) have discussed the option to create a new category of submissions to address the former issue as well as the increasing number of competing journals (e.g. Tourism Management, JHTR, IJCHM, Annals of Tourism Research) that have started accepting and publishing a new type of submission (usually entitled view point or contemporary issues). We decided to investigate this option by using the anniversary SI celebrating the 30 years of JHTM as the test pilot to investigate the impact and contribution of such perspective papers in the impact factor and role of JHTM. The anniversary SI has attracted 5 perspective papers which will be available for free access for a while. We will monitor the usage and impact of these perspective papers so, that we can take a better decision on whether to continue this type of submission or not.

JHTM has accepted 133 papers during the first half of 2024 (in relation to 200 in total in 2023); part of the reduction is due to the significant less number of book reviews and research notes published in 2024 in relation to 2023. However, this is also a kind alert that we need to work harder to ensure that we can maintain the ability of the journal to attract and publish good quality research. The impact factor of the journal has been slightly reduced in 2024 in relation to 2023, which may also explain the attraction and publication of less 'good' papers.

The following activities of JHTM have been undertaken in 2024:

1. 2024 JHTM Online Research Symposium: due to the 30th anniversary of JHTM we have themed this event as the Anniversary JHTM Online Research Festival
2. 2024 JHTM Paper Hackathon: an event was organized during the 6th ICMarTech'24 5 – 7 December 2024 in Azores, Portugal. The event attracted about 30 participants and we have 2 paper submissions from this conference so far
3. 2024 JHTM Best PhD Award: the competition attracted a record number of 37 submissions from all over the globe including Europe, USA, China and Oceania. & papers are accepted already and the result of this initiative is very positive attracting good quality research to the journal and creating a good image and promotion of the journal in the community.

In celebration of its 30th anniversary, the senior editorial team initiated two key activities:

- **JHTM Anniversary Online Research Festival:** This event featured seven webinars with prominent scholars and industry leaders about 30+ international speakers). All webinars were recorded and are freely accessible here: <https://www.youtube.com/playlist?list=PLkESWk9Jf5lvAomhGzTDHDNnm-Bho7Xp4>.
- **Anniversary Special Issue:** This issue has managed to produce five perspective papers from leading researchers, offering insights to inspire future research in their respective fields.

Both of the above events reflect critically on past research while setting forth a forward-looking research agenda across several key topics in tourism, hospitality, and events, including:

- Events & Festivals
- Experience Design and Management
- Destination Marketing & Management
- Service Management
- Information & Communication Technologies (ICT)
- Sociocultural Impacts of Tourism
- Climate Change & Environmental Concerns

Because of the success and participation of the Online Research Festival, we have decided as senior editorial board to organize and deliver JHTM webinars in 2025 as well. We are in the process of planning a schedule of 5-6 webinars scattered all around 2025. We are happy to consider and accept proposals of JHTM webinar from interested parties (please content the Editor in Chief). We appreciate the continuous support of CAUTHE to provide financial support for the above three JHTM activities for the next 3 years. All three activities (symposium, hackathon and Phd paper competition) have attracted a lot of attention and interest not only from the community but also from ‘competing’ journals which are also nowadays delivering something similar.

Open Access Publication Policy

It was proposed and accepted by CAUTHE Executive Committee to enable the JHTM to publish OA papers. This is important as it will enable the journal (as other competing journals do) to tap into submissions and authors that need to publish under an Open Access policy as a requirement of the funding bodies supporting their research. The latter is a somewhat standard policy of researcher funders in the EU and mainly authors in this area do select journals based on their OA possibility.

The fee for open access for JHTM accepted papers was set at a similar level as other ‘competing’ journals. We expect that OA may have a small impact on the royalty fees obtained from OA, but it is difficult to predict the direction and the size of this impact at the moment. We will be watching this space for any related needed action. Since the introduction of OA possibility in September 2024, JHTM had 3 papers published in hybrid format.

Elsevier is also looking into listing JHTM within the CAUL agreement with universities in AU/NZ

Royalty Statement 2024

The royalty statement of JHTM has been received in June 2024. Revenues from JHTM in 2024 had a record number which is the highest during the last 5 years.

CITATION STRATEGY

The 2023 SJR journal ranking list. JHTM has advanced from #15 (in 2022) to #11 in the rankings! <https://www.scimagojr.com/journalrank.php?category=1409>

The 2023 ISSCI impact factors were released in June 2024. The ISSCI IF of JHTM is 7.6 (from 8.3 in 2023).

In 2024, impact factors of all journals have dropped dramatically with impact factor reduction across journals varying from around 1 point to 3 points. Two major reasons for the drop of impact factors: merge of two databases of journals (as a result two journals from sports and medical sciences are now listed in top 10 journals in tourism, hospitality and leisure and listed above JHTM as well); 2) citations of COVID-19 papers in 2020 not counted anymore. The second reason will continue in the following years. The drop of impact factors for the latter reason signifies that ‘playing’ the game with topical paper topics and/or leading authors attracting citations to increase citations is only a temporary solution. Journals that are more focused on topic and publish much less papers per year (e.g.JDMM and JHMM) also benefit from being on top of the list.

Despite the general decrease of impact factors, JHTM is one of the few journals with the least reduction of impact factor in 2024. The JHTM has also managed to maintain its ranking and position in the top ten journals (and Q1) in the field.

Paper downloads continued to increase during 2024, specifically from Asian countries, while we now collect statistics from USA as well.

Papers in Special Issues have also attracted a lot of downloads and publications, which confirms the need to continue attracting and publishing good Special Issues in terms of topics and leading scholars. We expect the 30 year anniversary SI to further help readership and citations of JHTM.

The social media channels (Facebook, LinkedIn, Twitter and Instagram) and strategies of JHTM have also attracted visibility and downloads for published papers. This shows the importance of continuing and even strengthening the social media strategy of the JHTM.

REVIEW PROCESS PERFORMANCE

Metrics in 2024 reflect an efficient and effective management of the review process of paper submissions despite the continuous increase of submissions. In fact, despite the greater number of submissions in 2024, the JHTM editorial team has managed to maintain or have even shorter period for managing papers (i.e. time for desk-reject, first decision, time to final decision) are somewhat the same as past year (with a very small increase). The time from first submission to time to publication is the same and slightly better in 2024, which also demonstrates a good efficiency from the Elsevier publishing team. Detailed statistics about the review process are provided in the Elsevier report.

A call for additional associate editors was promoted in 2024 in order to be less vulnerable to special circumstances of associate editors (i.e. sickness, leave, workload, relocation etc.) as well as to address the continuous increase of submissions. The recruiting process has attracted 31 applications for the position of the associate editor in JHTM. Six applications were declined as late submissions. Applications were reviewed and short-listed candidates were interviewed in December 2024. The process has resulted in the addition of three new associate editors, so that we expand the senior editorial team but we also renew it given the high interest of people, the need to recognize the contribution of scholars that have been contributing to JHTM for long and the need to give more opportunities for professional development and growth to more members of the community. As a result, 2 current associate editors will be resigning in 2024.

The three new associate editors were inducted and briefed into the process by the Editor-in-Chief and two existing associate editors. Their term of office started on 1st January 2024 and it is for two years with the option to renew subject to performance and evolution of the needs of the journal.

An update and refresh of the Editorial Review Board of JHTM will also take place in March 2025.

I would like to sincerely thank my editorial team of associate editors for their hard work and commitment to JHTM. Specifically in 2024 they have gone an extra mile to co-organize the online research festival. I would also like to thank the full editorial board of JHTM as well as the reviewers that are not included in the JHTM. Their support is enormous and highly appreciated. The JHTM Annual Best Reviewer awards have been designed and given every year to really recognize this significant work of our full editorial team and team of reviewers.

SPECIAL ISSUES

JHTM continues its Special Issue (SI) Strategy. There has not been interest for a SI following the CAUTHE 2024, so this is not progressing. A SI based on CAUTHE 2025 has been organized and currently under progress. A SI on *Food and wine tourism* has been submitted and accepted. The CFP is currently open

The following SI are currently in progress:

1. SI on 'virtual influencers'
2. SI on Space Tourism

The JHTM continues to attract quite few proposals for SI. However, we are very prudent in selecting and prioritizing SI given that JHTM should publish only 2 SI per year; more than 2 SI would be a bad strategy and sign for the ranking and reputation of the journal.

The JHTM is always open to discuss good ideas for special issues. Please contact the editor-in-chief for more information and/or discussion.

JOURNAL AWARDS

The 2024 JHTM best PhD paper awards have received a record number of 37 submissions coming from all over the globe.

The evaluation process and winners of the 2024 JHTM best PhD paper awards has been concluded. The winners will be presented and announced at the CAUTHE 2025 conference. Press releases and social media posts will follow.

We have currently advertised the call for the 2025 JHTM best PhD paper awards.

JOURNAL MARKETING ACTIVITIES

JHTM has been quite active in 2024 being represented and promoted in international conferences. Some examples of conferences include the following:

1. ICHRIE Graduates Conference, Jan 2024
2. [Global Hospitality and Leisure Summit \(GHLS\)](https://www.globalhls.org/call-for-papers) organised by the Emirates Academy of Hospitality Management, University of Las Vegas and University of Macau, 5th March 2024 <https://www.globalhls.org/call-for-papers>
3. International Conference organized by Haci Bayran Veli University in Ankara Turkey (16 – 18 May 2024) <https://hacibayram.edu.tr/itttd24>
4. International conference organized by Cluj Napoca university, Romania (16 – 18 May 2024) <https://tbs.ubbcluj.ro/conference/>
5. 4th International Conference on Responsible Tourism and Hospitality (ICRTH) 2024, Kuching, Malaysia (<https://www.responsibleborneo.com/icrth2024>
6. SERVSIG 2024 (AMA conference). <https://13thservsig.eventsadmin.com/Home/Welcome>
7. INC conference, (Tourism, Hospitality & Events International Conference) “*Technology Enabled Competitiveness and Experiences in Tourism, Hospitality and Events*”. THE INC is the annual official conference of ATHENA, and in 2024 is hosted by the Hotelschool The Hague, 5- 7 June 2024, Amsterdam, The Netherlands <https://theinc2024.wordpress.com/>
8. 6th edition of the Alliance research for Wine and Hospitality Management, Reims, France 25 – 28 June, 2024.
9. 1st Annual Globalisation Conference, August 2024 <https://www.wittenborg.eu/globalisation-conference-intro.html>
10. 13th Edition of EMCB conference- 'Future of Marketing in Emerging Markets: Looking Ahead'. The conference will be held during December 18-21, 2024 at the IIM Lucknow Campus. Past editions of CMEE organised EMCB conference details can be assessed from the link: <https://www.iimcmee.in/archives/>
11. JHTM was promoted during the meet-the-editor’s session of the Spanish Association annual conference 2024 AEMARK conference 11 – 13 September 2024. <https://aemarkcongresos.com/congreso2024/en/>
12. JHTM was promoted during the meet-the-editor’s session and a research workshop at the 6th ICMaRkTech'24 - International Conference on Marketing and Technologies in Ponta Delgada, Portugal from December 5 to 7 <https://icmarktech.org/>

Social Media Marketing

Unfortunately, the two Social Media engagement officer (Raymond Rastegar and Hassan Salehi) have resigned in September 2024. Following that a recruitment process has been undertaken attracting a lot of interest from all over the globe.

Two new Social Media Engagement Officers have been identified and appointed in December 2024. The Editor-In-Chief has met and worked with the two new officers to develop a stronger

and updated social media strategy. Several changes and upgrades have been implemented and so far both officers have been doing an excellent work for JHTM. Given the very short period of appointment of the new officers, a report was not asked from them at this stage.

I would like to welcome the new social media officers but also heartfully thank the outgoing ones for the great support and work they have been doing for JHTM; Hassan Salahi has been a great contributor for several years since 2018, Raymond Rastegar has joined the team only briefly for few months but initiated several good changes. The *WeChat* profile of JHTM has been active and working as usual during the first half of 2024.

Annual JHTM Awards

The nomination/evaluation process of the 2024 Annual JHTM Awards has been implemented. The award winners (Best Paper Award, Highly Commended Awards, and Best Reviewer Awards) will be announced at CAUTHE 2025.

EDITORIAL TEAM

As a result of the changes undertaken in the JHTM editorial team, the new composition of the editorial team is:

- Professor Marianna Sigala, Editor-in-Chief, University of Piraeus
- Dr Edmund Goh, Associate Editor, Bond University (to step down in 2025)
- Dr Seyyed Mostafa Rasoolimanesh, Edith Cowan University (to step down in 2025)
- Dr Xi Y. Leung, University of North Texas
- Dr Ching-Hui (Joan) Su, Iowa State University
- Dr Aaron Tham, University of the Sunshine Coast
- Dr. Myung Ja Kim, Kyung Hee University College of Hotel & Tourism Management, Dongdaemun-gu, Korea, Republic of Korea (Appointed 2025)
- Dr. Lianping Ren, Macao University of Tourism, Macao, Macau (Appointed 2025)
- Dr. Jun Wen, Zhejiang University Department of Tourism and Hotel Management, Hangzhou, China (Appointed 2025)

I would like to heartfully welcome all the three new associate editors who have shown strong enthusiasm, commitment and work so far. I believe this is an excellent addition to the Editorial Team of JHTM adding extra internationalization to the team and the journal.

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 virtual meetings and online discussions for taking decisions, actions and developing a strategy for the journal.

The Editorial Review Board will be reviewed in March 2025 based on members' performance and interest as well as in light of the the need to expand, refresh and update the board.

ELSEVIER JHTM Manager

There has been a continuous and constructive good cooperation and communication between the editor-in-chief and the Elsevier representative of the journal, i.e. Laura Birrell during the first half of the year. Since October 2024, we have a new Elsevier representative. Carrie Hu has taken over the role of Laura Birrell.

There have been several online meetings between Carrie Hu and the Editor in Chief in order to brief and induct her into JHTM as well as establish a common framework of co-operation. Carrie Hu has given instrumental and valuable help and support to the JHTM during the last months.

Unfortunately, the number of research integrity issues that the JHTM is dealing with are increasing. Elsevier provides good support and consultation. An initiative titled "A Research CAUTHE Pledge" is being discussed with other journal editors and updates about this will be shared soon.

I would like to personally thank EVERYONE that has been contributing and continuously supports the JHTM directly and / or indirectly, anonymously and/or eponymously.

Lets continue the good work. Thank you from the bottom of my heart.

Prof Marianna Sigala
Editor-in-Chief JHTM