

Editorial

Journal articles are the one global currency of the academic world. I have learned over the past 25 years in academia that there are many differences in our respective countries and academic systems. Doctorates can be part coursework or pure research, can be one thesis or several journal papers, can be industry-focused or largely conceptual. The title "Professor" can be used for all lecturing staff, for heads of department, or for directors of research depending on the country and educational system. "Emeritus Professor" is a recognition granted to a select few for a lifetime's contribution in some countries, whereas in others it simply means retired.

Journal articles, in contrast, are like a universal academic currency, and tend to be produced similarly across the globe — people do research, submit it to their peers for review, respond to feedback (sometimes in multiple rounds) and eventually get published if the work is deemed good enough by their peers. There are obviously more highly regarded journals which are more difficult to get into, but I always think of my former colleague Emeritus Professor Dick Butler who would smile as he recounted that his most famous paper on the tourist area cycle was published in 1980 in the relatively obscure journal, *Canadian Geographer*, suggesting that *what* you write is more important than *where* you are published. Yet, obviously, if a journal is very popular and attracts many papers, then one might expect the competition to get fiercer, a bit like a rush for a safe currency in times of uncertainty pushes the value of that currency up. However, it is also necessary to have a range of currencies for the system to be in balance, with some going up when others go down. So too it is with academic journals. Some of the top-rated journals now did not exist when I started in academia 25 years ago, and others that were highly regarded then no longer exist.

Finally, I would like to say thanks for the past five years in which I have been Editor-in-Chief of this journal — your support and enthusiasm as authors and reviewers has made my job a lot easier. Dr Rodney Westerlaken steps into the role and I wish him all the best.

Erwin Losekoot, outgoing Editor-in-Chief

I am thrilled to assume the position of Editor-in-Chief for the journal, following in the footsteps of Erwin. I am eager to contribute to the journal's legacy and expand on its well-established foundation. I bring to this role a background in ethics, sustainability, and culture, with a specific emphasis on the hospitality and tourism industry. I hold a doctorate in cultural studies and master's degrees in humanities, environmental studies, and education. My research interests centre around volunteerism, the impact of hospitality and tourism on communities and the environment, as well as disruptors like COVID-19. I am enthusiastic about the opportunity to foster impactful contributions to the field through the journal. Looking forward, I anticipate actively engaging with authors and reviewers. With your support, I am confident that — together — we can continue to raise the bar of scholarly dialogue within hospitality research.

Rodney Westerlaken, incoming Editor-in-Chief

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