

Emergence

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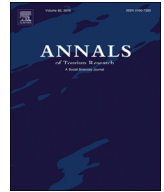
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Full Length Article

Emergence: Annals and the evolving research and publishing landscape in tourism

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ABSTRACT

Annals of Tourism Research is a social sciences journal, which is celebrating its 50th anniversary in 2024. It holds a unique position in the field of tourism research and this article presents a discussion between its founding editor, Professor Jafar Jafari and one of its current co-editors, Professor Scott McCabe about its origins and emergence. The discussion covers the context and motivations for setting out the journal with a social sciences orientation, the ways that tourism research has expanded and developed as well as looks forward to the future, outlining a series of issues and topics that could be addressed in the coming decades to keep tourism research relevant and having impact on the industry and policy.

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SM: Hello Professor Jafari, as part of this celebration of the 50th anniversary of Annals of Tourism Research, we thought it would be of interest to readers to hear about the conditions and contexts which shaped and defined the way that Annals emerged onto the tourism scientific landscape. This was very much a personal and singular endeavour for you and those contexts and thoughts that defined the way the journal positioned itself in many ways is still part of its DNA. Sara and I have co-edited the journal now for six years and prior to us, John Tribe was at the helm for ten years. Therefore, it is no surprise that your ideas for how you considered tourism research to be represented are still resonant to the aims and direction of the research we publish today. In this article, I wanted to explore with you these origins to help readers get a deeper understanding of the way in which we position ourselves in the tourism research landscape and by so doing, help authors appreciate how to think about their research in a way that will 'fit' with Annals ethos and direction. May I begin by asking you what were your thoughts on starting the journal? What was the driving motivation behind setting it up? I read the article 40:40 vision where you outline the context of the tourism industry that led you to starting Annals, but here we'd like to know more about your personal reflections and context that led to the journal's birth.

JJ: Before Annals, most publications were report-based, covering tourism development plans, country publicity campaigns designed to attract tourists, sporadic raw arrival/expenditure data of outbound or inbound tourism statistics, opinion pieces or "articles" based on a "sample of one" (the author). Social science treatments, except economics (at the time, limited to quantifying tourism expenditures, for instance), were absent from the scene. In addition to IUOTO publications (the predecessor of WTO, later UNWTO), which then looked like "underground" productions, there were two "journals" published by two separate travel and tourism associations, one based in Europe and the other in the United States. They both published mostly (personal) views, con-

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veying the voices or research findings of their members, rather than 'outsiders'. As such, the idea for an independent journal – which favours social science perspectives and research methods—emerged. In the “research” style of the time, this need assessment was based on a sample of one. Hence, “backed with data,” I started the journal, first as a monthly, then bimonthly, and finally quarterly journal. A longer answer to your question appears in the 40:40 article, published in *Annals* to mark its 40th anniversary (Xiao et al., 2013).

SMc: Ok, there was little available literature at the time, and the idea of an independent journal that wasn't linked to an organisational position or a type of perspective was important. Apart from the broad economic analyses of tourism, there was quite a limited range of scientific perspectives on tourism phenomena, but I am wondering whether you identified a specific need for research covering a broader range of perspectives that led you towards a social science orientation, rather than focus on a single discipline? Were you thinking of specific disciplines of social science or was it already important to consider the multi- and interdisciplinary nature of tourism? Or was this primarily an identification that a wider range of methods and data were required?

JJ: Well, I have always viewed tourism as a sociocultural phenomenon, a *mélange* of different perspectives and interpretations examined across various theoretical fields (tourism as an “industry” is another story). Such a view is not limited solely to “social” and “cultural” domains. Tourism's wholesomeness emerges when it crosses and marks social sciences grids. Like tourists who regularly cross geographical, political, cultural, and other real or perceived “borders”, the study of tourism also crosses the disciplinary boundaries to define and map its own landscape and its frontiers seen through multidisciplinary lenses. Actually, tourism's landscape of knowledge is made up of social sciences and more. As a research question in tourism mines one discipline for an answer, the same question asked in a different discipline arrives at a somewhat different insight, a profound new insight or a nugget of knowledge, providing diverse layers of interpretations. It is this broadened view or inclusive coverage of tourism which led *Annals*, two years after it first appearing in late 1973, to choose “A Social Sciences Journal” as its subtitle, this way shaping, marking, and conveying its *modus operandi* and *vivendi*.

SMc: I very much like the metaphor of the 'grid', almost like the lines of latitude and longitude that map out the globe, the social sciences can be thought of as silos of knowledge, theories, philosophical and methodological approaches. Tourism can sit comfortably at the centre of one or more disciplinary approaches, but perhaps is most potent when approached as a 'boundary spanner' type of context, creating bridges across them? In this way, the types of questions or problems that we encounter in tourism are multi-dimensional because they involve intersections of people and places, industry and policy, often at the international level. I am far too young (ha!) to remember but I believe that around the time you started the journal, there was an emergence of a changing discourse on tourism. George Young's book, *Tourism: Blessing or Blight* (1973) had been published, providing a popularized critique of tourism which was probably contrary to the more positive approach of many academics? Greenberg's review of the book in the *Journal of Travel Research* ended: “This book – other than the title – has few redeeming features and need not be read” (1974). The book actually presaged the main socio-cultural problems associated with unabated and unregulated growth in tourism, which still exist to this day, and while its attempts at providing solutions were of their time and unsophisticated, I wonder whether those kinds of debates informed your thinking, that there needed to be more critical and reflective discourse on tourism as an activity, set of practices and as a sphere of international capitalism?

JJ: What you are posing as a question contains the very answer that I would like to give. First, let us note that tourism is not anthropology, is not economics, is not sociology, is not management, but it is all of the above—and more. Said differently, anthropology of tourism is a single-lens view/treatment, and so is psychology of tourism, geography of tourism, and the like. As a “boundary spanner”, tourism becomes a *mélange* of them, the ground in which nuggets of tourism knowledge are cultivated and excavated. At its prime, tourism becomes a multidisciplinary “storyteller” of its searches and catches.

Regarding your “debate” question, my quick answer: “what debate”? In the “old days”, the “economics of tourism” was the only story told—that this industry creates jobs, generates income/foreign exchange, its “multiplier effect” benefits all economic layers, ... leading to development. In the early days, this megaphone was broadcasting its “findings” from the “Advocacy Platform”. To have a “debate”, the thesis needed an antithesis. The debate took shape in 1970s, when whispers of “opposing” views were heard from the “Cautionary Platform”.

George Young's book, *Tourism: Blessing or Blight*, belongs to the Cautionary Platform, but it was not published when I wrote my Master's thesis dealing with the role of tourism on socioeconomic transformation of developing countries. So, my thoughts had been formed independently from his book. Reaction to my work was similar to the negative reception that Goerge Young's contribution received, but in my case, this came with a silver lining. I mailed a copy of my thesis to Mr. Robert Lonati, the Secretary General of the now UNWTO (then IUOTO); soon after he wrote back, expressing his disappointment with my “blessing or blight” views on and of tourism. A week later, he sent another letter, saying that he had finally managed to read the thesis in its entirety. He congratulated me for the balanced view presented in the study and invited me to the headquarters of the organization in Geneva, Switzerland. Soon after I visited Mr. Lonati in his office, where he presented me with the “Medallion for Outstanding Contribution to Tourism Research”. This reinforced my belief that *Annals'* mission can be accomplished.

Yes, despite your young age, you are correct that 1970s saw “an emergence of a changing discourse on tourism”, but at this time, this was only happening in *Annals*.

Bob Dylan's hit song “Blowin' in the Wind” captured the painful times of 1960s. Its lyrics can be read as presaging the awakening state of tourism in the 1970s. With over 400 tourism journals that we have now, the lyrics still have resonance. How many more journals are needed to advance the debate? How many more “blessing or blight” questions to be asked? How many more theories to coin? How many research methods to apply? How many tourism models to architect? How many systematic reviews to publish? Have any debates been settled? “The answer, my friend, is blowin' in the wind”. A phrase popularized during the 1984 US presidential election also captures the state of tourism debates of today: “Where's the beef”. And, paraphrasing Atar (a Persian poet):

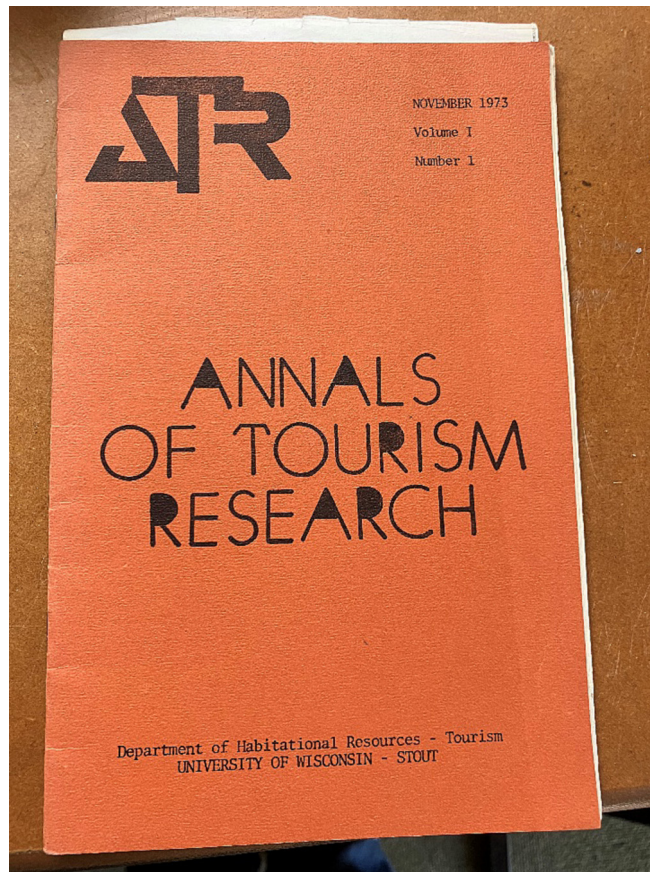


Plate 1. Cover of the first issue of Annals of Tourism Research (photo David Airey, used with permission)

Atar has journeyed through seven worlds of bewilderment

But tourism is still at the start of its journey!

The “seven worlds” of Atar (the first verse) can be regarded as the “worlds” of what social science disciplines have constructed, compared (the second verse) to the humble tourism journey of debate-making and self-discovery, with narrow pathways built to its lands of practice (the tourism industry).

SMc: Annals definitely opened up new avenues for researchers to explore some of the more complex and multi-disciplinary questions that can be addressed when we place a focal lens on tourism activities. Perhaps a good analogy is the way in which a birth of a new galaxy in the cosmos leads to an ever-expanding array of new worlds accelerating at pace. Different disciplinary worlds collide and continually regenerate new questions, which of course is consistent with the pace of change in the tourism industry and its contribution to socio-economic development, but within the context of an ever-shifting geo-political situation. While the world of tourism research seems to expand in an unstoppable and infinite way, we must question to what end? How useful is all this work, who reads it, who benefits? Given that recent global political tensions and the re-emergence of regional conflicts threaten the very foundations upon which the post WWII drive for mass tourism as a mechanism to promote peace and cultural understanding were based, I am concerned for the value of the majority of the research our community produces. I am keen to know what were the challenges you faced in the beginning years, how did you overcome them? At that time, there was the global oil crisis, but tourism was in its infancy as a mass consumer activity and a research subject. I assume the challenges were very different then compared to now.

JJ: We both use similar metaphoric/figurative languages in our writings, despite our separate mother-tongues. What you meaningfully state can take the discussion to broader fronts of tourism research and scholarship, which is not your intent as this time. But the answer to your question can be more direct and unilateral.

Your question recalls much pain and pleasure experienced during the formative years of *Annals*. The idea was to style it after other established academic journals, especially like those in social sciences. For example, *Annals* decided to have all submissions refereed anonymously. But this practice was unprecedented in the field of tourism and the initial reactions were negative. I vividly recall receiving a letter from a senior tourism author, shouting at me, “how dare you send my paper out for review...you even do not bother to name the three persons who have assessed my article”. However, this pain evolved to pleasure much later, when other tourism journals followed suit (there were very few tourism journals in 1980s, even fewer in 1970s).

Another awakening “pain” was the realization that no one in tourism knows all the new angles and pathways of tourism research. Therefore, *Annals* appointed disciplinary Associate Editors, who in turn were asked to invite three knowledgeable referees (preferably from different disciplines) to anonymously review the submissions. From the outset, *Annals* conducted double-blind reviews. With the passage of time, other journals started their own refereeing processes.

Yes, from early on *Annals* used “desk rejection”. This practice was painful when the paper was solid, some written by well-known authors, but their submissions were outside the scope of the journal. Sending “rejection” letters to these colleagues was not easy. But it was never difficult to desk reject opinion pieces, with such language as “in my opinion” tourism should..., or “observations I made during my last vacation, reinforced with my subsequent conversation with the Minister of Tourism, clearly suggest....” To discourage this sort of “research”, or taking ownership of “my data”, *Annals* asked all submissions to be written in the third person pronouns, a style which survived despite many unwanted complaints (perhaps there is no need today to insist on this style, as the field has matured).

Annals, from its start, favored research and scholarship. To be taken “seriously”, it presented itself differently from trade travel journals, which publish attractive full-color photos, written in journalistic language, with creative spacing. In this respect, *Annals* stayed away from their formats and such symbols (photos) as clicking cameras of tourists, planes taking off, bending palm trees touching the sand. In contrast, the *Annals'* cover (see Plate 1), and pages within, were “dry”. I recall telling colleagues at conferences, if you have problem falling asleep during the night, consider taking *Annals* with you to bed, and soon you would be snoring.

For many, “knowledge for the sake of knowledge” is the ultimate goal. My orientation was the same when I started *Annals*. But my position shifted some years later. Without the tourism practice, there would be no socioeconomic phenomenon or multi-sector industry to study and write about. Good research responds to the needs of society, improves its wellbeing. The vast body of tourism knowledge, warehoused in libraries worldwide, is collecting dust. Tourism knowledge, like in other fields, needs to be complimented by applications, to make tourism a sustainable industry, harmonious with and contributing to its natural and sociocultural settings. Alas, universities do not encourage, nor credit, applied works. In the 1970s and 1980s, “importing” knowledge from other disciplines was common in tourism, today recycling the known knowledge has become the norm. Are there other fields which suffer from such limitations? I hope tourism can free itself from its own recycling entanglement.

Many development pains eventually become pleasurable. One of the most satisfying and fulfilling pleasures was when *Annals* unknowingly landed in the *Social Science Citation Index*, the first journal in the field of tourism. This reminds me of the bottle label of a very spicy sauce which says, “Pain is Good”. And this says it all for *Annals* as well, especially when its mission and its style of operation continue to tango forward—to higher grounds and brighter horizons.

SMc: So, *Annals'* determination to diverge from the kinds of journal-based research at the time and follow a social sciences informed path became gradually more accepted within the social sciences academy. What effects did this have on the researchers working in tourism? Did you have to work hard in those early days to inform the academy about the type of research you wanted to publish or were scholars engaged and already seeking such an outlet? Were you keen to ensure that certain types of research questions were asked and addressed in the articles you published? I ask, since although we now receive 1500 submissions per year, Sara and I, in our roles as co-editors are still trying to shape the direction of research and inform the community of the kinds of research topics and questions we'd like to see addressed?

JJ: The “Statement of Purpose” of *Annals of Tourism Research* communicated its vision and mission in tourism research and publishing. When the journal started its work, some (well, a few) social science researchers had discovered tourism, with a growing number of them gradually immigrating almost fully to tourism. Since their “native” disciplines had already prepared them for research and scholarship in social sciences, the subtitle of the journal, “A Social Sciences Journal”, led them to *Annals*, giving them a sense of belonging, an academic “home”. The few periodicals of the time projected themselves as management and/or marketing periodicals, so the unique mission of *Annals* made it a “natural” choice for many. With the steady flow of submissions and smoothened refereeing process, when an issue of *Annals* was published, its next two issues were almost ready.

During the formative years of *Annals*, there were very few editors on the scene. Benefitting from the guidance and input of its Associate Editors representing different fields, *Annals* openly borrowed theories, methods, styles, and more from social science disciplines. Gradually, the landscape of tourism knowledge started to take shape, with many research highways and byways, then connected by ‘snail mail’, sketching the way forward. The big picture of today is significantly different from that of the early years. Today the chief editors of over 400 tourism journals (with more being incubated) are populating the scene, (re)mapping the landscape of tourism knowledge in every which way, with their operation being facilitated by digital infrastructure which was totally absent in the early days. The few editors of the early times were “alone” on their missions, today's chief editors, in 100s, are “alone together”.

Scott, if you could turn the clock backward, would you prefer the early days of loneliness or the “alone together” journeys of today? Speaking for myself, I would again choose the early days of path-making and construction, not today's crowded landscape where many journals pack their quarterly issues mostly with derivative articles, featuring old wines in new bottles. One would wonder if the well-established disciplines have as many journals as tourism claims to its “credit”.

SMc: Yes, I believe I prefer the approach to journal editing that you outline as ‘path-making’. When Sara and I discussed how we should approach the role when we were asked to take on the Editor in Chief role, Sara clearly stated that an ability to shape the field of tourism research was a main reason for taking it on. There are many different reasons why people should choose to get involved in publishing, and as you say, the exponential growth in journal outlets in our field may not be represented in other disciplines, and many argue that there has not been a huge increase in the quality of research being produced. One wonders then about the usefulness

of all the research and information being produced and whether it has any impact. What do you think has been Annals' contribution to the field of tourism knowledge and to what extent the journal has played a role in feeding back into the social sciences disciplines?

JJ: I like your questions, as they are multidimensional and hence can be satisfied in different fashions. You ask about "the usefulness of all the research and information being produced and whether it has any impact". Yes, it makes the literature "thicker" (not necessarily deeper). And the language of the contributions is "thick" as well, in the use of technical terms and disciplinary jargon. Only "insiders" can understand the discourse. "Outsiders", those active in the hospitality and tourism industry, find all the old and new contributions too "technical" (boring?).

According to Bob McKercher's study, 10,752 tourism journal articles were published in 2021 (McKercher & Dolnicar, 2022). What percentage of these articles are read and used by those who think and act hospitality and tourism—the industry? Disappointedly, the answer to this question can be in the low end of a single digit. Another way to view the transferability of tourism knowledge is to ask what percentage of the articles have been "exported" to and used in other fields of study? I do not know the answer to this question either, but this too can be a single digit number. Still another question, what percentage of the 2021 articles are read by tourism researchers/authors themselves? Perhaps editors-in-chief of the 400+ journals know the answer, as they handle literature reviews days in and days out.

No matter what answers one gives to any of these questions, there is at least one "happy" player in this game: the publishers of these journals. They are delighted to learn from their editors about the avalanche of submissions mounting up, which are then ploughed into more issues, with the semi-annual journals becoming quarterly, quarterly appearing bi-monthly, or even more frequently. Before you know, the publishers suddenly dish out brand-new journals in and of tourism—and the massification game continues!

As to the task of transfer of knowledge to the industry, few authors are trained or know how to write up their studies/findings in a style and parlance that decisionmakers appreciate. Even if some authors are willing to craft their contributions into short articles for practitioners, the extent that their universities encourage (nor value?) this form of knowledge transfer is highly variable. What is known, is that the exponential growth of journals and articles is aided by "inbreeding", old and new knowledge being circulated and recirculated. This results in a high multiplier effect of the published articles, enjoying increased citation indexes, with almost all locked in the field of tourism itself.

The concept of multiplier effect and leakage is something that economists introduced to tourism in late 1960s to calculate and inform pecuniary values of the industry. While economic leakage, we are told, is not good, knowledge leakage in tourism is actually good (and necessary), as it would be tested and improved across disciplinary boundaries. Researchers who originally "migrated" to tourism from various social science fields can more readily export tourism knowledge to the very disciplines from which foundations were generously borrowed in 1970s and 1980s. One can say that tourism has finally landed on scientific grounds when its knowledge is put to use by other disciplines.

Scott, Sara, what is happening, or not, in tourism? What role journal editors of today can play in shaping or restructuring the landscape of knowledge and mapping research and practical paths forward? How can this amassing/stockpiling of knowledge (in real or digital warehouses) be shaken up/mobilized? What role should universities engaged in educating the next generation of professionals play? The present streams of tourism theory and practice (both moving going forward but in parallel, with no bridges connecting them in a substantial and ongoing way), does not look good. This convoluted situation in tourism is not healthy. And, I am afraid, *plus ça change, plus c'est la même chose!* Time will tell.

SMc: *This question of what are our roles as editors in shaping and/or restructuring the landscape of knowledge going forward is a question that we grapple with often. To be honest, we see our roles as ambassadors for tourism researchers located in university departments. We constantly stress the importance of research ethics and integrity as well as the need to develop meaningful and useful research in the presentations we make. However, the system is often skewed towards prioritizing quantity rather than quality of research output. One the one hand, we see the constant rise in new submissions not leading to a commensurate increase in the quality of the research being produced. Sara and I committed to reading all the papers ourselves, but that places incredible strain as the number of submissions has doubled in the last six years. Yet, we are not publishing more papers, instead the desk rejection rate has increased to around 70 %. On the other hand, we have also witnessed a very large increase in the numbers of papers which are having a very real difference on the lives of communities dealing with tourists and tourism, or leading to changes in the practices of the tourism industry or are shaping national and international tourism policy. Additionally, the research we published is also shaping the field through the impact on the academic community. However, you raise an important question about the connectedness of the research we produce. We seem no closer to developing coherent theory of tourism (see my contribution to this volume) than we were 50 years ago, and yet we publish more and more conceptual articles that do not build on a solid and accepted set of ideas about tourism. Which leads me to the next question, what has been the most important developments in knowledge advancement you have witnessed? What do you think has been tourism research's impact in terms of scientific knowledge?*

JJ: To be true to the "Ambassador" title or concept, then we should be ambassadors of tourism in other "lands" and even in our own tourism industry, a point which connects to our earlier discussion. Representation or dissemination of tourism knowledge outside our field must traverse unbeaten roads. To aggrandize, we should act like "drifters", traveling off the beaten track roads, and the masses will follow.

"[P]rioritizing quantity rather than quality of research output" is of our own making, as authors are responding to the ordeals of "publish or perish" principles. In turn, publishers welcome the growing demand by increasing the periodicity of their journals and by giving birth to new periodicals. The mounting supply of "desk rejects" feeds into the expanding channels of the publishers, with some even charging the authors dearly. Per a Persian proverb, "whatever good or bad is the result of [our] own deeds".

Scott, as always, whatever precedes your question is informative and I find myself on your side. The study of tourism has gradually built its own closed-circle universe in which its own accomplishments, inflated by high multiplier effects due to citations within the field, are recognized and celebrated internally. As to your pointed questions, “what has been the most important developments in knowledge advancement ... [and what] ...has been tourism research's impact in terms of scientific knowledge?”, the output has been awesome if viewed within the tourism “universe.” But if viewed from or within other disciplines, including social sciences with centuries of explorations and deep finds to their credit, then tourism is only a blinking star, hardly noticed due to its low voltage (leakage).

SMc: Well, this brings me neatly to my final question, which is about any advice you can give to the research community out there who really want to see changes happen for the betterment of the global tourism industry and for the ways in which research can make a real difference. You have many years of leadership in your many roles and interactions with the UNWTO and other international bodies and in the scientific community. What do they need to do to shape the next generation of research in tourism and in Annals?

JJ: Your final question, “what do [we] need to do to shape the next generation of research in tourism and in Annals” is challenging. To answer it, one needs a crystal ball, which in my case is cloudy, partly due to the “climate change”.

Just before the spell of COVID-19 losing force, with the world on the verge of spreading wars, I gave a public talk, “Divided Tourism in a Broken World: Time for Fusion”, at the University of Algarve in Portugal. Its “wish” list of actions is partly itemized below as my response to your path-making question. Although advances in some of the named tracks has been made, the measures have been sporadic and not “universal” across the field.

First and foremost, the time has come to bridge the divided worlds of theory (the academia) and practice (the industry) in tourism for a two-way dialogue of intelligence and engaged collaboration. Time for the academia to transfer its knowledge by publishing short, digestible articles for the industry. Time for tourism to function like the medical and engineering fields by sharing its research findings with practitioners and the public and assisting or leading in their implementation. Time for universities to give credit to professors who write applied articles targeting various sectors of the industry. Time to recognize that “Intelligence consists not only of knowledge, but also of the ability to apply knowledge in practice” (Aristoteles, 384–322 BCE). Or “Tell me and I forget, teach me and I may remember, involve me and I learn” (Xun Kuang, 312–230 BCE). Time to internalize that tourism is a hands-on and a minds-on industry.

Time to add more practical experience to tourism and hospitality education. Time for academia to expand its curriculum package (social sciences, except economics, have lost grounds in tourism and hospitality education). Time for the industry and academia to nurture the development of workplace emotional intelligence (tri-partite empathy), all viewed under the same “roof” (with the host community “housing” the destination).

Time to place more emphasis on in-house training and retraining of professionals and invite academic community to assist. Time for the industry to acknowledge that manpower development is not an expense, but an investment, not cost but value. Time to recognize that women will soon dominate the tourism workforce, both in the industry and academia, from ‘top to top’. Time for governments to stop lionizing big tourism businesses by keeping them in the centre of their attention (small entrepreneurs/businesses, when combined, constitute the lion's share of tourism). Time to internalize that more than 90 % of tourism is domestic, with international tourism aggrandized for political or marketing purposes.

Time for universities to open their doors to Professional Professors. Time for professors to spend their sabbatical leaves in the industry. Time for professors to perform not as thesis advisors but function more as coaches. Time for the industry to increase its participation in the selection of applicants interested in studying hospitality and tourism. Time to give more credit to the applicants who have practical experience, and not just good grades.

Time to emphasize the necessity of multiculturalism and multilingualism, both in academia and in the workplace. Time to recognize that tourism is a home-grown product, and when developed accordingly (more glocalization, let globalization take the backseat), then no two destinations would be alike. Time for tourism to become sustainable, not just to achieve sustainability in the business sense but also in respect to climate change. Time for the industry to accept that it cannot limit itself to mainly serving tourists but should increasingly cater to the wellbeing of the host population, enhancing their quality of life and increasing their gross national happiness.

Time to monitor tourist experience while gauging satisfaction of the host community and at the same time balancing the workplace sentiment. Time to avoid overtourism by assessing and monitoring it in the sense of under- and over-capacity of destination (natural resources and cultural capital). Time to not “work for tourists” but to “work with tourists” and with residents (this way, the spirit of hospitality comes to surface). Time to recognize that hospitality means “passionality”, lodged in the core of tourism, as hospitality is the soul and tourism is the body.

Time to acknowledge that academia needs the industry, the industry needs academia, and the government needs both. Time to concede that tourism should not necessarily change communities; a well-established community-based destination can influence tourists and the industry serving them in a positive way. Time to accentuate that tourism has the capacity to benefit all: tourists, residents, tourism employees, and governments. After all, “A Nice Place to Live, is a Nice Place to Visit [and work]”.

Time for me to stop wishing and instead join forces across the field to bring about change. As to *Annals*, it is up to you and Sara as its chief editors (and other makers and shapers of tourism) to choose your tools, to pave the way forward. For everyone, this piece may function as a ‘through room’, for action or re-action, perhaps debated in the style of rejoinders and commentaries in *Annals*, to agree, to amend, and to critique the proposed action plans.

SMc: Well, that is a long list of ideas and ideals that can help shape the direction of future, forward looking research for our community and one driven by a humane and caring understanding of the real value in our academia and industry – the people. I believe it

gives us hope and challenge for the future in equal measure and plenty of food for debate on the role of the journal in meeting these agendas. Thank you so much for sharing these insights over the course of many month's emails.

CRedit authorship contribution statement

Jafar Jafari: Conceptualization, Project administration, Writing – original draft, Writing – review & editing. **Scott McCabe:** Conceptualization, Project administration, Writing – original draft, Writing – review & editing.

Declaration of competing interest

Jafar Jafari and Scott McCabe declare they have no competing interests.

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