

FROM THE EDITORS' DESKS

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Co-Editors-In-Chief, Journal of Travel Research

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Keys to Writing a Quality Abstract

From the Editors' Desks: Installment 1

By James F. Petrick and Nancy G. McGehee
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An abstract provides an important first impression of your research. If well-written, it can increase the chances of your manuscript being read and cited. **The abstract should be the last component you work on prior to submitting a manuscript and should be as concise and informative as possible. Each should include the following elements:**

- Introductory statement of the problem (hook sentence) which often includes the rationale for the research.
- Brief and concise explanation of the methods used.
- Summary of most relevant results.
- The most substantive implications of the study.

JTR's abstracts are limited to 150 words, all of which should be carefully selected. Here are some quick tips to assist you in choosing each of those precious words:

- Don't cut and paste from the manuscript, particularly the introduction. Use different, more concise wording.
- Avoid unfamiliar terminology, laundry lists of variables, and acronyms.
- Use past tense for results, present tense for implications.
- Write -> read -> edit -> read -> edit, etc.

Also check submission guidelines for how many keywords you can include:

- Include keywords that are **not** already in your title.
- Test the keywords via search engines to make sure they find similar articles.
 - Test and use phrases, if relevant (e.g., "destination image").
- If your study employed unique methods, include as a keyword/phrase.

Examples of good abstracts can be found here:

<https://journals.sagepub.com/doi/full/10.1177/00472875221133042>

<https://journals.sagepub.com/doi/full/10.1177/00472875221140903>

Always make sure you follow the specific submission guidelines for the journal in which you are submitting. JTR's Submission Guidelines, as well as editorial review policies can be found [here](#).

On Being a Conscious Reviewer

From the Editors' Desks: Installment 2

By Nancy G. McGehee and James F. Petrick
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And

Alana Dillete and Stefanie Benjamin
Editorial Board Members

There are many aspects to a good review of a manuscript. Over the coming months we'll cover a variety of these elements from time to time, but for this installment we are focusing on an under-emphasized topic that we are naming **Conscious Reviewing**. Recently there have been discussions on TRINET regarding systems of knowledge production and the dominance of Anglo- Saxon journals and the thinking that dominates those journals. While JTR is undoubtedly an English-speaking journal, we can, along with other English-speaking journals, work to be more conscious of different approaches to knowledge, self-reflect on our own biases, and as a result adjust our approach to reviewing. In many cases, a simple adjustment of a request can make a big difference.

Here are a few suggestions for your next reviewing assignment:

- When faced with a manuscript that needs editing for grammar, rather than assuming the authors aren't native English speakers and recommending a native English speaker to review/edit, ask instead that they seek **a professional review**. It takes away the assumption that the authors are not English-speaking. Many of us, regardless of our first language, could benefit from a professional editor.
- Whenever reviewing a paper that is targeting an under-studied area of research, resist the questions of "why did you only study Black travelers?" or "only women travelers?" or "only disabled travelers?" or "only indigenous communities?" This implies that these segments are less important than others, **when in fact these and many other segments are incredibly under- studied and need the spotlight shined on them**. Conversely, don't agree that a study is generalizable if the focus is solely on a broadly studied group like White European or American respondents.
- We all suffer from "reviewer bias." The trick is to recognize your biases and work to reduce them. Take advantage of on-campus or online resources, including those below, that can help you expose your unconscious biases. **Being aware is half the battle!**
- **Don't be THAT reviewer**. We've all had a reviewer who just comes across as mean. They will often use demeaning or condescending language to convey their message. Focus on constructive criticism.

- As a reviewer, consider requesting that the **authors of any paper include their reflexivity statements**. Even quantitative work could benefit from understanding the viewpoint of the researcher. Of course, it's important to recognize that sometimes these cannot be added until after the paper has gone through review as their reflexivity might reveal their identity and compromise the double-blind process.
- Ask authors to also address how **diversity, equity, inclusion, and systems of knowledge** were considered as part of the research journey and how it could be considered in future papers in the conclusions.

Unfortunately, we cannot include examples of conscious reviews as that would compromise the double-blind process, but we welcome other examples of good practices from our peers!

For more information on being a conscious reviewer, check out these resources:

<https://www.sciencedirect.com/science/article/pii/>

For more information on JTR's Submission Guidelines, as well as editorial review policies, click [here](#).

Finding the Sweet-Spot in Multi-Study Research: How Many Studies are Enough?

From the Editors' Desks: Installment 3

By James F. Petrick and Nancy G. McGehee
Co-Editors, Journal of Travel Research

The primary goal of multi-study research should be to draw reliable, valid (quantitative) or transferable, confirmable (qualitative) conclusions while advancing the field's knowledge in a succinct and parsimonious manner. The correct number, order, and format of studies can depend on multiple factors including: the problem studied, resources available, and the nature of the experiments or other methods conducted. **Here are a few general recommendations when considering multi-study research:**

- Read the literature first. The process of determining the most parsimonious number of studies to conduct should not be considered until gaps in the current literature have been identified and the true purpose of the study has been clearly defined and conceptualized. The research question should drive the research design.
- Visualize the multi-study relationship, including a figure or table that shows how the studies are inter-related, is extremely helpful for reviewers and readers.
- Clearly justify your multi-study approach. Discuss other options you considered and why you feel the approach taken was the best option.
- For quantitative studies, time and resources spent on conducting small, incremental advances is likely better spent on participant randomization, controlling for extraneous variables (e.g., increasing internal validity) and better understanding the interaction effects of the independent variables examined.
- For qualitative research, include discussion of triangulation, specifically why the triangulation you chose was the best for the research question.

In addition to the problem being studied, resources available, and the nature of the experiments conducted, the correct number and type of studies can depend on multiple factors including:

- Is there a need to study different populations, perhaps in different ways?
- Conversely, does the research question and study population dictate a bricoleur approach, that is, a multi-faceted view of one group?
- Would the research benefit from being replicated in different geographic locations?

As always, we suggest young scholars consult with their advisors, peers, and other experienced researchers to help determine which manipulations have the best potential to maximize knowledge development.

Examples of recent, strong multi-study manuscripts can be found here:

<https://journals.sagepub.com/doi/abs/10.1177/00472875221138788>

<https://journals.sagepub.com/doi/full/10.1177/00472875231207860>

<https://journals.sagepub.com/doi/full/10.1177/00472875231206542>

<https://journals.sagepub.com/doi/abs/10.1177/00472875231164987>

<https://journals.sagepub.com/doi/full/10.1177/00472875231206989>

Please make sure you follow the specific submission guidelines for the journal in which you are submitting. JTR's Submission Guidelines, as well as editorial review policies can be found [here](#).

Writing Strong Hypotheses

From the Editors' Desks: Installment 4

By Nancy G. McGehee & James F. Petrick
Co-Editors, Journal of Travel Research

Hypotheses form the backbone of quantitative research. If well-conceived, they help establish a strong manuscript. Hypotheses should only be created after intense analysis of the current literature as well as review of the state of the subject currently in practice in the “real world”.

Hypotheses should:

- Be connected to an over-arching research question.
- Be testable and predictive; predict both the relationship and outcome.
- Include clearly measured independent and dependent variables.
- Be written clearly and simply.
- Consider the if-then format.

In addition to guidelines on individual hypotheses, it's also important to consider how the hypotheses interact with each other. Researchers should:

- Demonstrate how your hypotheses build upon previous research.
- Discuss other potential hypotheses you considered and why you ruled them out.
- Include a visual figure or diagram in your manuscript that shows how the hypotheses interact with each other.
- Clearly justify the variables used and demonstrate that they are both valid and reliable.
- Avoid “hypotheses overkill”. The number of hypotheses for each manuscript should be directly related to the theory or model examined, parsimonious, and contribute to the larger body of knowledge.
- Clearly justify any hypotheses included that are outside the theoretical framework; these should be used judiciously.
- Confirm that your moderating hypotheses identify relationships that are conditional (e.g., the relationship between X and Y depends on M), while mediating hypotheses suggest a sequential relationship chain (e.g., X is related to M and M is related to Y).

Hypothesis writing skills can be sharpened by observing and analyzing existing hypotheses.

Here are some hypothetical examples of poorly written hypotheses:

- H: *Visitors will be satisfied due to the quality of the service they receive.* For this hypothesis, it is difficult to know precisely what “satisfied” means and multiple factors other than quality are likely related to perceptions of quality.
- H: *Travelers who travel more frequently will have more experiences.* This is a tautological hypothesis as it states that if something happens, it will happen.
- H: *All residents who receive sustainable tourism training will have more respect for visitors.* This hypothesis is an overgeneralization and assumes a universal causal relationship.

Here are some published examples of good hypotheses:

- H: *Exciting (vs. calm) endorsement generates a more favorable impact on tourists’ impulsive buying* (Luo, Liu & Wan, 2023, p. 5). This is a clear, precise hypothesis that is based on emotional contagion theory. Luo, X., Liu, X., & Wan, L. C. (2023). Excited or Calm? Effects of Endorsers’ Emotions on Tourists’ Impulsive Buying. *Journal of Travel Research*. <https://journals.sagepub.com/doi/10.1177/00472875231213210>
- H: *Destination social responsibility (DSR) mediates tourists' internal LOC and their positive WOM* (Saleh, 2023, p. 1313). Based on attribution theory, this hypothesis suggests a clear mediating relationship of one variable, between two others. Saleh, M. I. (2023). Attribution Theory Revisited: Probing the Link Among Locus of Causality Theory, Destination Social Responsibility, Tourism Experience Types, and Tourist Behavior. *Journal of Travel Research*, 62(6), 1309-1327. <https://journals.sagepub.com/doi/full/10.1177/00472875221119968>
- H: *Impulsivity moderates the relationship between risk message framing and perceived safety; specifically, high impulsivity tourists’ perceived safety in response to COVID-19 messages is higher than that of low impulsivity tourists* (Xie, Zhang & Huang, 2023, p. 807). The authors of this experimental study added a clarifying statement after this proposed moderation hypothesis. Xie, C., Zhang, J., & Huang, S. (2023). Effect of risk message framing on tourists’ travel intention: Roles of resilience and impulsivity. *Journal of Travel Research*, 62(4), 802-819. <https://journals.sagepub.com/doi/full/10.1177/00472875221095212>

Always make sure you follow the specific submission guidelines for the journal in which you are submitting. JTR’s Submission Guidelines, as well as editorial review policies can be found [here](#).

Effective Academic Writing

From the Editors' Desks: Installment 5

By James F. Petrick and Nancy G. McGehee
Co-Editors, Journal of Travel Research

The quality of one's writing can be the difference between a manuscript being rejected or accepted. Good writing is clear, concise, and organized. Below are quick tips to aid in this process.

Academic writing should:

- Use precise language. Shorter sentences and paragraphs are typically more effective.
- Be logically organized. Use headings and subheadings with all paragraphs having a smooth flow of ideas.
- Use transitions between sentences and paragraphs.
- Have a clear statement of the problem at the beginning of the manuscript.
- Have consistent use of verb tense. Here's a great guide:
<https://apastyle.apa.org/style-grammar-guidelines/grammar/verb-tense>
- Correctly use articles (a, an, and the). Here's another guide:
https://owl.purdue.edu/owl/general_writing/grammar/using_articles.html
- Be edited. Multiple times prior to submission.

Academic writing should avoid:

- Unnecessary jargon and acronyms.
- The use of strong statements such as "always" and "never."
- Repetition. Be succinct and try not to repeat information already given.
- Tense shifts.
- Excessive conjunctions (However, Conversely, Nevertheless).
- Plagiarism. Use proper references and citations.
- Overuse of a thesaurus.
- Overuse of the word "the." "The" is definite and suggests there is only one of the noun being discussed. Hence, by stating, "the definition of x is...", you are inferring there is only one definition of x.

- Firstly, secondly, thirdly, etc. as ordinal verbs. First, second, third, etc. are typically preferred or better yet, choose from some of these:

<https://wordselector.com/other-ways-to-say-firstly-secondly-thirdly/>

Make sure you follow the specific submission guidelines for the journal in which you are submitting. A professional editing service is recommended; it can save time and rounds of revisions. *JTR*'s submission guidelines can be found [here](#).

Here are a few examples of recent, well-written articles in *JTR*:

- Frochot, I., & Lenglet, F. (2023). Getting Away from It All: Development of a Scale to Measure Escapism. *Journal of Travel Research*, 00472875231218641.
<https://journals.sagepub.com/doi/abs/10.1177/00472875231218641>
- Sharma, A., Santa-María, M. J., & Nicolau, J. L. (2023). The Effect of Tangible Promotions on an Intangible Environment. *Journal of Travel Research*, 00472875231219240.
<https://journals.sagepub.com/doi/abs/10.1177/00472875231219240>
- Fan, D. X., Buhalis, D., Fragkaki, E., & Tsai, Y. R. (2023). Achieving Senior Tourists' Active Aging Through Value Co-creation: A Customer-Dominant Logic Perspective. *Journal of Travel Research*, 00472875231214733.
<https://journals.sagepub.com/doi/abs/10.1177/00472875231214733>
- Clark, C., & Nyaupane, G. P. (2023). Cross-Border Tourism and Community Solidarity at a Militarized Border: A Photo Elicitation Approach. *Journal of Travel Research*, 00472875231195734.
<https://journals.sagepub.com/doi/abs/10.1177/00472875231195734>

Qualitative Research: Laying a Strong Foundation

From the Editors' Desks: Installment 6

By Nancy G. McGehee and James F. Petrick
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We are frequently asked about our thoughts on the best methods to use for qualitative research. As with many research queries, the answer is often “it depends”: it depends on the foundational aspects of the research being conducted. This includes ontological and epistemological perspectives, axiology, the methodological approach, and the role of theory. In other words, a researcher must be careful not to put the cart before the horse by jumping to methods before thoughtfully laying the conceptual foundation. As a starting point - and this is just a starting point - we have developed a table to aid in this process. The table only includes four very basic views, from positivism to critical. There are numerous other perspectives, many of which are sub-categories of these four, so we encourage you to explore on your own.

Generally, we see quantitative work emerging from positivist and post-positivist perspectives and qualitative work emerging from interpretivist and critical perspectives. Once you have established your position with each of these foundational layers, moving forward to specific methods will be much easier. Enjoy the journey!

Some brief definitions (Arini et al, 2022):

- **Ontology:** The “what am I looking at, what do I see” question
Any way of understanding the world, or some part of it, must begin with a foundation of assumptions. We are able to interact with each other because we have implicitly agreed-upon assumptions about the world. What is the form and nature of reality? What can be known about reality? Look at the world through the eyes of your dog or a baby to help illuminate your own ontological perspective.
- **Epistemology:** The “how do we study it” question
This is how we generate knowledge and is related to rationalism and empiricism. Rationalism is based on logic and mathematics. Hence, rationalists believe in “innate knowledge.” Empiricists use impressions of “sense-experience as the basis for infallible knowledge; the human mind is a blank sheet until marked by experience.” This is the process of knowing; understanding the nature of the relationship between the researcher and knowledge.
- **Axiology:** The why do we study it” question
The philosophical study of value. We choose to study things because we value them. We learn to value some research subjects or approaches over others based on societal norms and exposure.

An overview of the various perspectives:

Aspect	Positivism	Post-Positivism	Interpretivism	Critical Approach
Ontology	Objective reality exists and can be observed/measured.	Reality exists but may not be directly observable; influenced by perspectives.	Multiple subjective realities; reality is socially constructed.	Reality is shaped by power relations and social structures.
Epistemology	Empirical observation and measurement; value-free, objective knowledge.	Empirical observation but acknowledges biases; attempts to minimize subjectivity.	Qualitative methods; understanding subjective experiences; emphasis on meanings.	Uncovering hidden power dynamics; questioning existing structures and norms.
Axiology	Values should not influence research; objectivity is crucial.	Acknowledges researcher's values but seeks objectivity through systematic methods.	Researcher's values are integral to understanding; subjective interpretations.	Values are acknowledged and often used to challenge and transform social structures.
Methodology	Quantitative methods; experiments, surveys, statistical analysis.	Mixed methods; combines quantitative and qualitative approaches.	Qualitative methods; interviews, participant observation, content analysis.	Emphasis on emancipatory methods; participatory action research, critical discourse analysis.
Role of Theory	Empirically derived; theory is used to predict and explain phenomena.	Acknowledges the role of theory, but open to revising it in light of new evidence.	Emphasizes theory-building from the data; multiple valid perspectives.	Critique and challenge existing theories; seek transformative theories.

Always remember to follow the specific submission guidelines for the journal in which you are submitting. Read examples of work that have been published in the journal you are targeting; it can save time and rounds of revisions. *JTR*'s submission guidelines can be found [here](#).

Here are a few examples of recent, well-written qualitative articles in *JTR*:

- Dillete, A., & Benjamin, S. (2022). The Black Travel Movement: A Catalyst for Social Change. *Journal of Travel Research*, 61(3), 463-476.
<https://doi-org.ezproxy.lib.vt.edu/10.1177/0047287521993549>
- Soulard, J., Park, J., & Zou, S. (Sharon). (2024). Pride in Transformation: A Rural Tourism Stakeholder View. *Journal of Travel Research*, 63(1), 80-99.
<https://doi-org.ezproxy.lib.vt.edu/10.1177/00472875221143487>
- Stanley, P., & Wight, A. C. (2023). Interrogating Racialized "Cultural Authenticity" Discourses Among Language-Learner Tourists in Australia. *Journal of Travel Research*, 0(0). <https://doi-org.ezproxy.lib.vt.edu/10.1177/00472875231194272>
- Usai, R., Cai, W., & Wassler, P. (2022). A Queer Perspective on Heteronormativity for LGBT Travelers. *Journal of Travel Research*, 61(1), 3-15.
<https://doi-org.ezproxy.lib.vt.edu/10.1177/0047287520967763>

Here are also some additional resources and references:

Books:

- Aurini, J., Heath, M., and Howells, S. (2022). Selecting the right tools for the job. The How to of Qualitative Research (2nd edition). Sage. *An excellent resource!*
- Carol Bailey (2007). A Guide to Qualitative Field Research (2nd edition). CABI Publishing. *The Queen of Field Research in my opinion.*
- Kakali Bhattacharya (2017). Fundamentals of Qualitative Research: A Practical Guide. Routledge/Taylor & Francis Group Publishers.
- John Creswell (2016). 30 Essential Skills for the Qualitative Researcher. Sage Publishing. *Creswell has numerous books and videos. As typical of Sage, very practical, concise advice.*
- Jenny Phillimore and Lisa Goodson (2004). Qualitative Research Methods in Tourism. Routledge/Taylor & Francis Group Publishers. *This is a classic; I go back to it time and time again.*
- Brent W. Ritchie, Peter Burns, and Catherine Palmer (eds.) (2005). Tourism Research Methods: Integrating Theory with Practice. CABI publishing.

Videos:

- Ontology and Epistemology: <https://youtu.be/cdmkdFJAdnw?si=P6f11yBaLXETu8rB>

Traditions of Inquiry

From the Editors' Desks: Installment 7

By Nancy G. McGehee and James F. Petrick
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Building on last month's installment focusing on the importance of understanding your ontological, epistemological, and axiological perspective before pursuing a research methodological approach, this month we are outlining a few traditions of inquiry commonly used in qualitative research. While many of these terms and phrases may be familiar, you may have heard different [sometimes confusing] definitions or seen some used interchangeably. The following defines and briefly discusses how each of these differentiates from other traditions. This list is not exhaustive; for example, there are several sub-types of ethnography, phenomenology, and grounded theory. There is also exciting work with arts-based approaches. However, most forms of inquiry are either found within this group or are an offshoot of the core categories. We hope this will generate discussion and contributions of additional traditions of inquiry [particularly those *non-traditional* traditions] on Trinet.

Action Research

- **Definition:** Action research is a participatory approach where researchers collaborate with participants to identify and address practical problems, aiming for both knowledge generation and social change.
- **Differentiation:** Integrates research and action, with an emphasis on improving practices and addressing real-world issues within the research process.

Case Studies

- **Definition:** Case studies involve in-depth examination of a particular individual, group, or phenomenon within its real-life context, aiming for a comprehensive understanding.
- **Differentiation:** Provides detailed exploration of a specific case, often using multiple data sources and content analysis, to derive insights that may have broader implications.

Ethnography

- **Definition:** Ethnography involves in-depth study of a particular culture or social group, aiming to provide a holistic understanding of their behaviors, beliefs, and practice.
- **Differentiation:** Emphasizes participant observation and immersion in the cultural context, often resulting in rich, detailed descriptions.

Grounded Theory

- **Definition:** Grounded Theory aims to generate theories from the data itself, allowing patterns and themes to emerge through systematic coding and analysis. It uses a constant comparison approach to look for similarities, differences, and patterns.
- **Differentiation:** Starts with an open mind, without preconceived theories, and builds theories based on the grounded analysis of the collected data.

Historical Studies

- **Definition:** Historical studies involve the examination and interpretation of past events, actions, and contexts to gain insights into historical processes and their impact on the present. Often used to assist with current issues.
- **Differentiation:** Focuses on understanding historical events and their significance, often using archival materials and historical documents.

Indigenous Approaches

- **Definition:** Indigenous inquiry emphasizes Indigenous perspectives, values, and ways of knowing, often incorporating storytelling, relationality, and community involvement into the research process. Indigenous qualitative inquiry aims to center Indigenous voices and experiences, respecting cultural protocols and fostering decolonization and self-determination.
- **Differentiation:** Some may ask how this differs from ethnography and phenomenology. While ethnography may involve collaboration and engagement with participants, it does not necessarily prioritize Indigenous ways of knowing or center Indigenous perspectives unless explicitly focused on Indigenous communities. While phenomenology can be applied across cultures and contexts, it does not inherently prioritize Indigenous ways of knowing or challenge colonial frameworks. Indigenous qualitative inquiry situates research within Indigenous worldviews, acknowledging the interconnectedness of land, culture, spirituality, and identity.

Phenomenology

- **Definition:** Phenomenology explores and describes individuals' lived experiences and perceptions to understand the essence of a phenomenon.
- **Differentiation:** Focuses on the subjective experiences of individuals, aiming to uncover the underlying meanings and structures of those experiences.

For JTR submissions that include a qualitative component, it is important to include discussion of both the rationale and application of the tradition (or traditions) of inquiry. When using any of these traditions of inquiry, make sure you follow the specific submission guidelines for the journal in which you are submitting. Read examples of work that have been published in the journal you are targeting; it can save time and rounds of revisions. *JTR's* submission guidelines can be found [here](#).

Some excellent examples of the various traditions of inquiry can be found here:

Santos, C. A., & Yan, G. (2010). Genealogical Tourism: A Phenomenological Examination. *Journal of Travel Research*, 49(1), 56-67. <https://journals.sagepub.com/doi/10.1177/0047287509332308>

Zhang, J. (2023). Drifting Home: The Quests of Chinese Tourist-Migrants in Tibet. *Journal of Travel Research*, 0(0). <https://journals.sagepub.com/doi/abs/10.1177/00472875231192310>

Andéhn, M., & L'Espoir Decosta, J. N. P. (2021). Authenticity and Product Geography in the Making of the Agritourism Destination. *Journal of Travel Research*, 60(6), 1282-1300. <https://journals.sagepub.com/doi/full/10.1177/0047287520940796>

References:

Aurini, J., Heath, M., and Howells, S. (2022). *The How to of Qualitative Research* (2nd edition). Sage.

Bailey, C. (2007) *Methodology*. In *A Guide to Qualitative Field Research* (2nd ed). CABI Publishing.

Bhattacharya, Kakali (2017). *Fundamentals of Qualitative Research: A Practical Guide*. Routledge/Taylor & Francis Group Publishers.

Creswell, John (2016). *30 Essential Skills for the Qualitative Researcher*. Sage Publishing.

Phillimore, Jenny and Goodson, Lisa (2004). *Qualitative Research Methods in Tourism*. Routledge/Taylor & Francis Group Publishers.

Qualitative Methodological Integrity

From the Editors' Desks: Installment 8

By Nancy G. McGehee and James F. Petrick
Co-Editors-In-Chief, Journal of Travel Research

On the heels of our theory contribution last month, we are going to pivot to methodological integrity in qualitative research. To create rigorous and impactful research, we need to understand the practical aspects of feasibility and fit, build in aspects of trustworthiness, consider various forms of triangulation, and hold precious our relationships in the field. We hope this brief overview will generate discussion and additional contributions regarding research integrity on Trinet.

Feasibility and fit. It's always important to ask yourself [at least] four questions as you consider feasibility and fit (for more questions see Aurini et al 2022). These apply to any form of research:

- **Can you afford the methods required to be rigorous?** This is both in terms of money and time.
- **Can you access the data you need to answer the question?** Either through primary or secondary data collection?
- **Is it safe for you and your informants?** Will exposure of the subject potentially cause harm to your study participants, your colleagues, or you? Take the time you need to consider all possible outcomes and impacts.
- **Is it ethical?** Will it be approved through your university Institutional Review Board or equivalent governance entity?

Trustworthiness. There are at least four types of trustworthiness (DeCrop 2004; Lincoln and Guba, 1985). I've listed some approaches but please be sure to read more deeply about each.

- **Credibility:** How truthful your findings are particularly for the informants. Utilize prolonged engagement, persistent observation, referential adequacy, and member checks to support credibility.
- **Transferability:** How the approach might be of interest in another setting or group. Utilize thick descriptions, purposive sampling.
- **Dependability:** The correspondence between the data recorded and what actually occurred at the time. Utilize a detailed research plan, prolonged engagement, create an audit trail, and/or engage with an auditor.
- **Confirmability:** Dig deeply for a variety of possible explanations for the phenomenon. Utilize an audit trail and auditor for this as well. Also engage in reflexive journaling.

Triangulation. Once again, our friend DeCrop (2004) helps us with a thorough list of types of triangulation. As with feasibility and fit, these are also useful for both qualitative and quantitative research.

- **Methodological**
- **Investigator**
- **Theory**
- **Informant/Participant**
- **Time/Longitudinal**
- **Interdisciplinary**
- **Space**

Relationships. This is more than simply figuring out how you can gain entrée for self-serving purposes. Your informants are human beings who deserve the utmost respect (Bailey 2007).

- Take advantage of any **ethics training available to you** through your university or other entities.
- Make sure all work goes through **your institutional approval process**. This means a thorough understanding of informed consent, anonymity, and confidentiality.
- **Respect and Care for your informants** and the community of co-creators of your research.
- Recognize your own **power and positionality**. Your position as a university researcher can be intimidating. Consider the intersectionality of your race, ethnicity, national origin, sexual orientation, and social class as well as that of your target population as you design your research.
- **Cultivate Emotional Intelligence**. We often think of this as “just coming naturally” to certain genders or ages, but it is a learned behavior that anyone can access through education.
- **Do not misuse informants’ trust**. Keep the Hippocratic oath at the center of all that you do: First, do no harm.
- **Determine how you will compensate informants**. This can be with information, money, or other resources valuable to them.

For JTR submissions that include a qualitative component, it is important to include discussion of how you allowed for methodological integrity in your work. As always, make sure you follow the specific submission guidelines for the journal in which you are submitting. Read examples of work that have been published in the journal you are targeting; it can save time and rounds of revisions. *JTR*’s submission guidelines can be found [here](#).

References:

Aurini, J., Heath, M., and Howells, S. (2022). *The How to of Qualitative Research* (2nd edition). Sage Publishing.

Bailey, C. (2007) *Methodology*. In *A Guide to Qualitative Field Research* (2nd ed). CABI Publishing.

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Integrating Theory into Your Manuscript

From the Editors' Desks: Installment 9

By Nancy G. McGehee and James F. Petrick
Co-Editors-In-Chief, Journal of Travel Research

After another great TTRA International Conference, we've come away with many interesting and relevant ideas from our colleagues, JTR Editorial Board members, and PhD students. Based on their input, this month we want to touch on the importance of correctly using theory in manuscripts and research.

Theory: it begins in your lit review

Researchers typically learn very early about the importance of theory as a means of setting the foundation for research. However, there seems to be some variation as to how to appropriately write this component of a lit review.

- Arguing for a theoretical perspective is more than just a brief and superficial definition of your theoretical approach. Authors should demonstrate a deep knowledge of the theory in a concise manner.
- Manuscripts should include the who, what, when, where, and how of a theory. Who has used it? In what fields? When was it first used? Where has it been used (e.g. Western vs Eastern thought) How has it evolved and how is it being used now?
- While some research begs for a poly-theoretical approach, this is more the exception than the rule. Resist playing "theory bingo" by including many theories (e.g. one for each set of survey items) and instead read deeply enough that you are able to focus on 1 or 2 theories or theoretical perspectives.
- Be sure to include other theories considered and justify why the theory chosen is the best for the research problem. Sometimes researchers "fall in love" with one theoretical perspective without surveying the greater theoretical landscape. Other times they may feel rushed and don't take the time to explore the various options. The difference between good and great research is often in this detail. Take the time to read deeply across various theoretical areas and think deeply about which perspective is the most informative.
- What are the shortcomings of the theory chosen and how can they be overcome? This is a section that is quickly disappearing from manuscripts. There are no perfect theories; understanding the shortcomings of the theory selected and being transparent about them will make the work stronger.

Theory: it's not *just* for your lit review

- Far too many manuscripts include a description of the theoretical perspective in the literature review, only to have the theory disappear from the rest of the paper. This is a fatal flaw for a potential JTR manuscript.
- A successful manuscript needs to show how the theory informs the research questions, hypotheses if applicable, the methodological approach, and the findings. Be specific and clear, use citations and reference other similar work. If it's a ground-breaking approach, even better, but explain why and how.
- Don't forget to include how the research findings impact and contribute to the theory in the conclusions section of the manuscript. What aspects of the theory were supported? What aspects were not supported? How has it expanded or changed the theory?
- Include discussion of theory in the limitations and future research. What were the shortcomings of the theoretical perspective used? Could another theory have been useful? Should future work consider the theory used or are there other possibilities?

For JTR submissions it is vital to thread the theoretical perspective throughout the manuscript. As always, make sure you follow the specific submission guidelines for the journal in which you are submitting. Read examples of work that have been published in the journal you are targeting; it can save time and rounds of revisions. *JTR's* submission guidelines can be found [here](#).

Some excellent examples of using theory throughout the research can be found here:

Zhao, Y., & Agyeiwaah, E. (2024). How Do Tourism Stakeholders Co-Create Destination Images with Photos on Social Media? *Journal of Travel Research*, 0(0). <https://doi.org/10.1177/00472875241253006>

Guo, S., Deng, N., & He, Z. (2024). Influential and Worthy: A Video-centric Exploration of Travel Influencers' Value Chain Logic. *Journal of Travel Research*, 0(0). <https://doi.org/10.1177/00472875241249428>

Malodia, S., Otterbring, T., Taheri, B., & Dhir, A. (2024). How Negative Framing Affects VR Tourism Adoption: Exploring the Role of Travel Anxiety During Crisis Events. *Journal of Travel Research*, 0(0). <https://doi.org/10.1177/00472875241234387>

References:

Hammond, M. (2018). 'An interesting paper but not sufficiently theoretical': What does theorising in social research look like? *Methodological Innovations*, 11(2), 2059799118787756.

Huff, A. S. (2009). *Designing research for publication*. Sage.

Oswick, C., Fleming, P., & Hanlon, G. (2011). From borrowing to blending: Rethinking the processes of organizational theory building. *Academy of Management Review*, 36(2), 318–337.

Ravitch, S. M., & Riggan, M. (2016). *Reason & rigor: How conceptual frameworks guide research*. Sage Publications.

Increasing Your Research's Impacts with Altmetrics

From the Editors' Desks: Installment 10

By James F. Petrick & Nancy G. McGehee
Co-Editors, *Journal of Travel Research*

Good research ideally helps us to understand and contribute to solving the world's problems. Academic researchers of all types often struggle with communicating their research in a way that can make an applied contribution while meeting traditional expectations (such as high citations from peer-review journal publications and generating strong h and i10 index numbers). Some Deans, Department Heads, and Directors are beginning to recognize that traditional metrics show how well our colleagues value and consume our research but they fail to measure the effect on larger society. Many are turning to Altmetrics as an added measure to gain a fuller picture of genuine global impact.

Alternative metrics (Altmetrics) capture the digital footprint of our research and enable us to better understand the broader societal impacts of our research (beyond traditional metrics). Altmetrics include, but are not limited to mentions, shares and downloads from news outlets, social media and policy documents. Hence, they reflect how our research is being consumed globally, via digital channels. This increased attention can help facilitate collaborations, reveal funding opportunities, and ideally help meet the goal of improving the human condition.

Here are some tips for employing Altmetrics to complement tourism research:

1. **Familiarize Yourself with Altmetrics:** Understand where and how to find mentions on social media, downloads, views, saves, and citations. Each metric provides a different perspective on the impact of your research. An easy way to track is to get an altmetric.com account or add the Altmetric Bookmarklet to your browser so you can see scores for any article.
2. **Choose Relevant Channels:** Identify the most relevant digital platforms for where your research would have value to participants. This might include ResearchGate, Twitter, LinkedIn, travel-specific blogs/vlogs and forums.
3. **Be Active on Social Media:** While it is often difficult to self-promote, sharing key results with key populations can greatly increase the impact of your research. Hence, share your findings, engage with followers, and follow relevant hashtags to increase visibility and

engagement metrics. Match your approach to the personality of each type of platform; some are more visual, others written, and many a little of both. Short videos, infographics, and action shots gain attention.

4. **Write Eye-Catching Titles and More Specific Abstracts:** Craft clear, concise, and engaging titles and abstracts for your research papers. This can improve discoverability and encourage readers to share your work on social media and other digital platforms. Abstracts which do not specifically reveal findings and implications will be less likely to be found or shared. This is why we ask that JTR abstracts include specific implications rather than simply stating that there are implications.
5. **Utilize Academic Social Networks:** Beyond TRINET, join academic social networks like ResearchGate, Academia.edu, or Mendeley. Also, create an ORCID account, and use it to uniquely identify yourself. These platforms can increase your visibility and help generate collaborations and synergy around your research.
6. **Collaborate With Other Disciplines:** Multi-disciplinary research has the potential to grow your networks and increase your visibility.
7. **Share Preprints and Open Access:** Consider sharing preprints of your research and publishing open access articles to make your work more accessible to a greater number of people.
8. **Promote Beyond Academia:** Tailor your communication strategies to reach broader audiences such as policymakers, industry professionals, and the general public. Highlight the practical implications of your research to these audiences using non-academic, concise language. These can include op-eds and press releases to news outlets. Often your college or university has staff dedicated to assisting with this; take advantage of them as they are likely looking for great stories like yours!

The above reflects just a few ways that strategically leveraging Altmetrics might enhance the visibility, influence, and societal impact of one's research in today's digital age. We do not intend to suggest Altmetrics replace typical metrics, but they can be complementary and used to better understand and increase your research's impacts. Moreover, it is important to note that Altmetrics (like most metrics) are subject to biases inherent in digital communication, such as geographic and disciplinary biases, which should be considered when interpreting data. We look forward to a broader discussion on the topic.

Here are the top Altmetric attention score articles in JTR in the past six months:

Magrizos, S., Kostopoulos, I., & Powers, L. (2021). Volunteer Tourism as a Transformative Experience: A Mixed Methods Empirical Study. *Journal of Travel Research*, 60(4), 878-895. <https://doi.org/10.1177/0047287520913630> (Altmetric score 282)

Chen, C.-C., & Petrick, J. F. (2013). Health and Wellness Benefits of Travel Experiences: A Literature Review. *Journal of Travel Research*, 52(6), 709-719. <https://doi.org/10.1177/0047287513496477> (Altmetric score 160)

Gössling, S., & Higham, J. (2021). The Low-Carbon Imperative: Destination Management under Urgent Climate Change. *Journal of Travel Research*, 60(6), 1167-1179. <https://doi.org/10.1177/0047287520933679> (Altmetric score 140)

The following recent JTR OnlineFirst publications are examples of recent research that warrant discussion beyond our TRINET community:

Qin, X., Muskat, B., Xia, H., Mair, J., & Li, G. (2024). Communicating Green Innovation to Online Communities: Evidence from Sports Mega Events. *Journal of Travel Research*. <https://doi.org/10.1177/00472875241260327>

Doan, T., & Darcy, S. (2024). Autoethnographic Disability-Related Research in Hospitality and Tourism Journals: Empowering Marginalized Identity Scholars' Voices. *Journal of Travel Research*. <https://doi.org/10.1177/00472875241257270>

Rossmannek, O., David, N., Sandoval, C., & Garay, L. (2024). Bridging the Green Gap in Homesharing: How Platforms Can Increase Hosts' Sustainability Intentions and Behavior. *Journal of Travel Research*. <https://doi.org/10.1177/00472875241249444>

As always, please make sure you follow the specific submission guidelines for the journal in which you are submitting. JTR's guidelines can be found [here](#).

References

Sage has a concise and informative resource for Altmetrics:

<https://journalssolutions.sagepub.com/support/solutions/articles/7000083405-what-are-the-different-ways-to-analyze-article-metrics-and-citations->

Background on the Altmetric donut, including how to interpret the sources of attention and how the total score is calculated:

<https://www.altmetric.com/about-us/our-data/donut-and-altmetric-attention-score/>

How to find an Altmetric score for your paper:

<https://help.altmetric.com/support/solutions/articles/6000241963-finding-the-altmetric-data-for-a-particular-paper>

How to set up the Altmetric Bookmarklet on your browser:

<https://www.altmetric.com/solutions/free-tools/bookmarklet/>

Everything You Need to Know about Altmetrics:

<https://blog.mdpi.com/2022/07/18/altmetrics-faqs/>

Altmetrics: Improve your Altmetrics Scores

https://libraryguides.mayo.edu/altmetrics/improve_altmetrics

Drop Everything and Read This! Writing Effective Titles

From the Editors' Desks: Installment 11

By James F. Petrick & Nancy G. McGehee
Co-Editors, *Journal of Travel Research*

Titles are the “face” of a manuscript. If they are not written well, reviewers or editors might have bad first impressions. Worse yet, a title might be the only part of the manuscript that is read. Hence, writing effective titles is an important academic skill to develop. According to Tullu (2019), titles should be “simple, direct, accurate, appropriate, specific, functional, interesting, attractive/appealing, concise/brief, precise/focused, unambiguous, memorable, captivating, informative (enough to encourage the reader to read further), unique, catchy, and...not be misleading.” She also explained that titles can be descriptive, declarative or interrogative. That’s a tall order!

Most titles fall into the descriptive category. They summarize the main contents of the manuscript and make it easier for an article to be found via search engines. Descriptive titles do not interpret findings; this allows the reader to start analyzing the manuscript without bias. Conversely, declarative titles include the main findings, which can make the reader less curious and can be potentially biased. Finally, interrogative titles pose a question, which gives them the potential to be more intriguing but may be less informative to the reader.

Here are some tips for writing effective titles:

1. **Check the Journal’s Submission Guidelines:** Determine if you have a character limit or if a journal does/does not allow subtitles to aid in starting the process.
2. **Start Long and Reduce:** Start by summarizing your paper in two to three sentences, including the primary concepts studied. Then reduce to a single sentence, using the traits discussed above to form a more succinct version. The final title should avoid: a) the place of study (unless it’s integral to the study), b) obvious, unneeded words (e.g., examination of, etc.) and ambiguity (e.g., acronyms or technical jargon).
3. **Accurately Reflect the Study:** Misleading titles can frustrate the reader and hurt your credibility. Do all you can to represent the scope and content of your study.

4. **Be Eye-Catching and Engaging:** Try to capture the reader's interest while ensuring accuracy and professionalism in your title. The catch-22 is that your title needs to give a synopsis of what you've studied, while still giving a mystery of what was found.
5. **Be Cognizant of the Order of Words in the Title:** Search engines use the words within your title to retrieve other articles in a search. Hence, place the most important words/variables at the beginning of a title as well as the beginning of your keywords.

The following recent JTR publications are examples of recent studies with excellent titles:

- Frochot, I., & Lenglet, F. (2023). Getting Away from It All: Development of a Scale to Measure Escapism. *Journal of Travel Research*, <https://journals.sagepub.com/doi/10.1177/00472875231218641>
- Ribeiro, M. A., Gursoy, D., & Chi, O. H. (2022). Customer Acceptance of Autonomous Vehicles in Travel and Tourism. *Journal of Travel Research*, <https://journals.sagepub.com/doi/full/10.1177/0047287521993578>
- Qiao, G., Hou, S., Chen, Q., Xiang, G., & Prideaux, B. (2024). Role of Body in Travel: Wheelchair Users' Experience from a Multi-Sensory Perspective. *Journal of Travel Research*, <https://journals.sagepub.com/doi/full/10.1177/00472875241249391>
- Tan, J., & Cheng, M. (2024). Tourism, War, and Media: The Russia-Ukraine War Narrative. *Journal of Travel Research*, <https://journals.sagepub.com/doi/full/10.1177/00472875241245047?af=R&ai=1gvoi&mi=3ricys>

References

Tullu, M. S. (2019). Writing the title and abstract for a research paper: Being concise, precise, and meticulous is the key. *Saudi Journal of Anesthesia*, 13(Suppl 1), S12-S17.

Annesley, T. M. (2010). The title says it all. *Clinical Chemistry*, 56(3), 357-360.

Effectively Writing the Implications and Conclusions of a Manuscript

From the Editors' Desks: Installment 12

By James F. Petrick & Nancy G. McGehee
Co-Editors, *Journal of Travel Research*

The implications of a study reveal the value of a study's findings to both theory and practice while conclusions give the author(s) a final opportunity to leave a strong impression on the readers' perceptions of their study's worth. The following are some pointers on how to write these final sections of your manuscript.

1. **Highlight the Main Contribution(s):** Concisely summarize the most important findings of your study.
2. **Discuss the Study's Novelty:** Clearly communicate what is new or unique about your study and include why it matters. This should be done to reinforce the primary takeaways that set your manuscript apart. Be sure that your justification goes beyond simply stating that "there's not been a study on this topic before."
3. **Connect your Findings to a Bigger Picture:** Explain connections that your study has to past findings, highlighting both similarities and differences. Include discussion of how these differences/similarities can be used to aid both practitioners and academics to advance knowledge, policy, and/or practice.
4. **Discuss Practical Implications:** Identify real-world applications or impacts of your findings. For example, how might your research influence decision-making, inform public policy, or lead to new technologies or interventions? Make sure that this discussion centers specifically on the direct findings of the current study. Avoid stating generic applications that might apply to any number of studies. Also avoid obvious findings that are commonly agreed-upon by industry.
5. **Discuss Theoretical Contributions:** Based directly on the findings of the study, explain how existing theory and/or frameworks have been challenged, broadened, or honed, as well as how these theories and/or frameworks should evolve for future study. One

element that often is neglected is how the research contributes back to the theory, especially if the theory comes from another field or discipline.

6. **Be Focused:** Be realistic about the scope of your findings and avoid making sweeping claims that aren't directly supported by the data.
7. **Avoid Repetition:** Avoid simply restating what was covered in previous sections. You should be providing a synthesis of the findings rather than a restatement.
8. **Use Limitations as a Call to Action:** Use limitations to illuminate how the methods used might have affected the stated implications. By doing so, your overall results should have more credibility.
9. **Provide Future Research Directions:** Give detailed information for future researchers on areas for future inquiry, based on the gaps left behind from your study. Reviewers and editors will be looking for propositions for future research avenues that could build on your work.
10. **Try to offer Final Thoughts:** End with a compelling, forward-looking statement that realistically discusses the study's relevance in the context of ongoing developments in the field. Many studies miss a golden opportunity by not including this.

The following recent JTR publications are examples of studies with strong implications and conclusions:

- Nørfelt, A., & Kock, F. (2024). Leveraging Evolutionary Psychology for Tourism Research: Identifying and Addressing Key Challenges. *Journal of Travel Research*, <https://journals.sagepub.com/doi/10.1177/00472875241277530>
- Hu, F., Wen, J., Zheng, D., Ying, T., Hou, H., & Wang, W. (2024). The principle of entropy increase: A novel view of how tourism influences human health. *Journal of Travel Research*, <https://journals.sagepub.com/doi/10.1177/00472875241269892>
- Kim, J. H., Badu-Baiden, F., Kim, S., Koseoglu, M. A., & Baah, N. G. (2024). Evolution of the memorable tourism experience and future research prospects. *Journal of Travel Research*, 63(6), 1315-1334. <https://journals.sagepub.com/doi/full/10.1177/00472875231206545>

Identifying and Developing a Research Topic

From the Editors' Desks: Installment 13

By James F. Petrick & Nancy G. McGehee
Co-Editors, *Journal of Travel Research*

It has often been said that the first step of any journey is the most difficult. This is often true for the research process, especially for graduate students trying to determine their thesis/dissertation topic. The following are suggestions to assist in this sometimes-daunting process.

1. **Start with a REAL Problem:** Identify a real-world problem that you would like to understand and help solve. The bigger the problem, the more likely research is needed. Start with a broad problem and try to narrow its focus to something you can manageably study. Avoid doing something trivial just to do it.
2. **Choose a Sexy Problem:** If you aren't enamored by your topic, it's going to be difficult to focus on it. Good topics are exciting for you to study and important to the field. They are timely, relevant, and innovative.
3. **Align the Problem with your Long-Term Goals:** Leading scholars often work on a research agenda that involves multiple studies. Try to determine a series of studies that relate to a bigger purpose than a one-off study.
4. **Examine Feasibility:** Realistically examine whether the topic you are contemplating can be researched with the time, resources and methods available to you. Consider taking on a collaborator if they can make the project more feasible.
5. **Determine Originality:** Review the literature to help ensure the problem you want to address is unexplored and that you are filling an important gap in knowledge.
6. **Bounce the Idea off Others:** Seek input from mentors, advisors and colleagues whose opinions you value. Include people who have diverse backgrounds and are trustworthy. They can provide valuable feedback and identify potential problems.
7. **Don't fall in Love with a Topic too Soon:** Be critical of your ideas and listen to others who may have critiques of your idea. Take in as much information as you can, and do not be afraid to alter your idea or move on to a different topic.

The following recent JTR publications are examples of studies with strong research questions:

- Crabolu, G., Font, X., & Miller, G. (2024). The Hidden Power of Sustainable Tourism Indicator Schemes: Have We Been Measuring Their Effectiveness All Wrong? *Journal of Travel Research*, 63(7), 1741-1760. <https://doi.org/10.1177/00472875231195736>
- Fernández-Morales, A., McCabe, S., & Cisneros-Martínez, J. D. (2024). Is Social Tourism a Vector for Destination Resilience to External Shocks? Evidence From Spain. *Journal of Travel Research*, 63(7), 1606-1625. <https://doi.org/10.1177/00472875231200493>
- Lyu, J., Huang, Y., & Wang, L. (2024). When Essence is Lost: The Consequences of Commercialization in Historical Towns. *Journal of Travel Research*, 63(7), 1671-1687. <https://doi.org/10.1177/00472875231200494>
- Oriade, A., Osinaike, A., & Adebayo, A. D. (2024). Can I do My Job in Peace? Hotel Employees' Wellbeing in the Face of Sexual Harassment Awareness and Organizational Commitment. *Journal of Travel Research*, 63(8), 2005-2022. <https://doi.org/10.1177/00472875231202178>

The Big Picture: Essential Elements Every JTR Paper [*and arguably any manuscript*] Should Contain

From the Editors' Desks: Installment 14

By Nancy G. McGehee & James F. Petrick
Co-Editors, *Journal of Travel Research*

Like many of you, we were happy to see the announcement that JoST has introduced a format-free submission process for authors. At JTR we largely follow this for the early stages of a manuscript, with a requirement of APA formatting (which we changed from Chicago style when we took the Co-Editor helm), upon acceptance.

Xavier's announcement did get us thinking, however, about the difference between format and those somewhat technical "essential elements" that were also included in the JOST announcement: abstract, author affiliation, figures, tables, funder information, and references. While these are the most common in academic publishing, there are also other essential elements for JTR submissions, and arguably any manuscript, that are sometimes overlooked. These oversights sometimes lead to multiple un-submissions before an article can be reviewed, which is no fun for anyone. To perhaps streamline the process and save both authors and editors some time and sanity, we thought it might be useful to review and highlight these other essential elements.

1. **Include actual implications in the abstract:** We know that word count limits can be challenging for abstracts but including a major theoretical or practical implication is an enticing nugget that may just inspire colleagues to consume the whole paper! Authors don't have to include all the implications, or even an example of both theoretical and practical implications; just include the one that feels the most delectable.
2. **Run iThenticate or other reputable software:** Make sure you haven't inadvertently self-plagiarized or not properly cited a source.
3. **Use only common acronyms, and even those sparingly:** No one wants to read a paper that needs an acronym dictionary. Common abbreviations like USA or AI are fine, but even AI needs to have the full term included the first time it is mentioned, e.g., Artificial Intelligence (AI). We believe most tourism journals currently enforce this requirement. When in doubt, write it out!
4. **Include DOIs in all appropriate references:** This protects the author from unintentionally including a false citation generated from AI.

5. **Include a Limitations section:** We've mentioned this one before in installments about conclusions but it's worth mentioning again. Not including limitations raises a red flag to reviewers and editors.
6. **Remove all evidence of authors names in the manuscript/response to reviewers:** We work hard to preserve the double-blind process and expedite papers through the system as smoothly as possible. It makes us sad when a paper is in a final revision and the authors have included their names in the response to reviewers' table/letter, or an IRB certification, and the reviewers see it. We try to catch these (and usually do), but we aren't always perfect in our efforts. Depending on where the paper is in the process, this can mean many lost weeks as we need to get a new submission from the authors and find fresh reviewers.
7. **Include the response to reviewers' table/letter and highlight your changes in the manuscript:** We are fine with either a table format or letter format for response to reviewers. The more thorough, the better, and include page number references to the revised paper. Be sure to highlight changes made in the body of the paper. We love our reviewers and want to make it as easy as possible for them to see the wonderful changes the authors have made to the paper in response to their wisdom.
8. **Respect the word limit:** ours is 10,000 words. We know some folks feel that there should no longer be word limits, but we believe that practicing the art of being concise benefits the final product.
9. **Know your paper category:** JTR offers three categories of papers: empirical, tourism foundations, and letters to the editor. Please thoroughly review the requirements for each before making a submission.

We hope that these tips will help assure that your next submission contains all the “Essential Elements” of a great article. To learn more about submission guidelines for JTR, explore the Sage website: <https://journals.sagepub.com/author-instructions/JTR>