

# Editorial

Serena Volo

## Consumer Behavior in Tourism and Hospitality

### *A new title. A fresh focus*

This editorial is both a farewell and a welcome.

After 15 years, the *International Journal of Culture, Tourism and Hospitality Research* changes its denomination into *Consumer Behavior in Tourism and Hospitality*.

The new title, *Consumer Behavior in Tourism and Hospitality* (CBTH), reflects more clearly the topics that are considered relevant for our journal, focusing on consumer behavior theory, research and practice within tourism and hospitality. The new title is accompanied by a refinement of the aims and scope of the journal, and by an enhancement of the theoretical and methodological rigor. Contributions will be more closely assessed for their relevance for tourism and hospitality scholars, practitioners, stakeholders and society at large.

In the past five years, we have worked hard to make the journal more relevant, to improve its metrics and the value it creates in our field. The change of title comes at a good time. The journal is now receiving about 300 submissions per year, with an increase in downloads and citations. This was possible thanks to the trust of our authors, the commitment of our reviewers and editorial board members, and the dedication of the associate editors. A special thanks goes to the Emerald staff and particularly to Hazel Goodes who has believed in the title change and made it happen!

This change positions the journal in an untapped area in tourism and hospitality, yet the journal will keep and nurture multidisciplinary and interdisciplinary works. The scope of CBTH will encompass offering conceptual and empirical support to advance, deepen and expand our understanding of consumer behavior in tourism and hospitality. The journal especially seeks to foster collaborative work among researchers from marketing and consumer behavior, psychology, management and organizational behavior, behavioral economics, sociology, semiotics, anthropology, geography and history to offer novel perspectives in describing, explaining, predicting and influencing tourism and hospitality behavior.

I am also pleased to announce that the Editorial Team of the journal is growing. With the collaboration of new Associate Editors and more members of the Editorial Advisory Board, CBTH will be able to bring forward novel ideas and improve the workflow. It is our aim to further streamline processes and fasten the timeline for authors. These changes will also help increase the diversity of the editorial board ensuring representation and inclusivity at all levels; and authors will find in the journal an international, reputable outlet for sound theoretical and empirical research contributions.

My intention is to continue building on our strengths to fulfill the trust of our constituencies and to make an impact in the field. More research is needed in consumer behavior in tourism and hospitality. We encourage contributions that use a variety of methodological approaches and/or different disciplinary perspectives. We solicit authors to challenge past research paving the way for a future of distinctive consumer research studies in tourism and hospitality.

Serena Volo is based at the Free University of Bozen, Brunico, Italy.

We now look forward to receiving more relevant and rigorous submissions that can contribute fostering a fresh and critical turn to the journal's direction!

**About the editor**

Serena Volo is the Editor-in-Chief of *Consumer Behavior in Tourism and Hospitality*, and she is based at Free University of Bozen, Brunico, Italy. Serena Volo can be contacted at: [serena.volo@unibz.it](mailto:serena.volo@unibz.it)

---

For instructions on how to order reprints of this article, please visit our website:  
[www.emeraldgrouppublishing.com/licensing/reprints.htm](http://www.emeraldgrouppublishing.com/licensing/reprints.htm)  
Or contact us for further details: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)