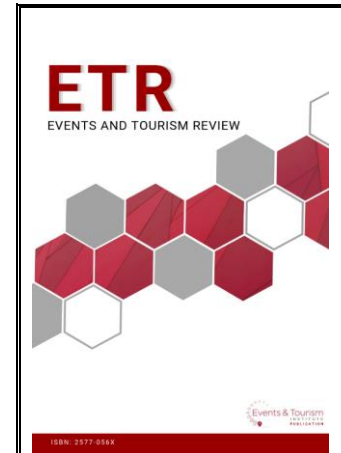


The Dawn of the Events and Tourism Review

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About Events and Tourism Review (ETR)

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It is our pleasure to announce the launch of the first edition of the *Events and Tourism Review* (ETR). One of the major goals of the ETR is to publish applicable articles that are highly useful and readable by both industry professionals and scholars. Hence, the ETR aims to publish short, plain and straightforward articles with practical implications in the hospitality and tourism industry. ETR welcomes contributions related to any subject in the hospitality, tourism, and event industry.

The ETR is very excited about this first edition. The first article, “challenges for sustainability in the MICE system,” addresses some of the challenges facing the meetings and events sector as it works towards enhancing its sustainability endeavors. It describes MICE as a complex, adaptive system (CAS), which would benefit from the systems thinking approach for sustainability. The article also addresses the implications of operationalizing sustainability that is based on an organization’s performance management.



The second article, “Important Secondary Information Sources to Form Destination Image,” utilizes comparative analyses to address the variations in sources of information that contributed towards the destination images of four different countries. It also shows the implications of these findings to mega events, as well as destination marketing organizations (DMOs). It addresses many variables that could affect a destination’s image.

The third article, “Cost benefit analysis of hotel recycling practices in India,” focuses on an examination of a cost benefit analysis concerning the use of recycling to reduce solid waste in India. In exploring this, eight highly rated hotels’ potential recycling benefits were evaluated. Findings indicated that hospitality organizations would actually benefit economically by reducing waste through recycling to protect the environment.



The fourth article, “Examining the Visitor Profile and Event Characteristics of a Festival,” addresses the elements of greatest importance at a festival. The findings from this study can be utilized by event organizers to appeal to future festival attendees through advertising and marketing endeavors.

The fifth article, “Student Perceptions of Engagement In a Mandatory Programmatic Service Learning,” addresses the importance of service learning for students pursuing careers in the hospitality industry. It also addresses the benefits of service learning to students, the program, and the organization sponsoring the service learning. An important aspect of this article is the design of the service learning course, which could serve as an example for educators and industry professionals interested in service learning endeavors.



The ETR highly recommends the submission of the following categories of papers that are usually given less attention. First, *conceptual papers*, which are not centered on research, but place emphasis on philosophical and stimulating discussions that would advance the hospitality and tourism industry. Second, *case study papers*, which illustrate real stories and issues within organizations. These papers may be based on projects, field research, and/or experiences that are based on real organizational issues with practical implications for other organizations and can be useful for educational purposes. Third, *general review papers*, which are instructional, informative, and deliver an historical analysis of a given concept, method, or occurrence. Such papers often create avenues for new ideas and innovations. Fourth, *technical papers*, which usually focus on the exploration and description of products, procedures, or services in the hospitality and tourism industry. The ETR also encourages the submission of *viewpoint papers*, which rely on the author’s justifiable opinions and rationalization in any subject to advance the development of the hospitality and tourism industry.

Worthy papers submitted to the ETR will be peer-reviewed and published within three to six months of submission. The ETR is able to publish as quickly as possible because of the short paper requirement. Each paper is limited to 1000-3000 words including all tables, exhibits, figures and references. In addition to the quick production process of the ETR, it intends to provide a global platform for innovative and applied studies that make a significant contribution to the practice and development of the hospitality and tourism industry. Submitting to the ETR means receiving global visibility and fast publication and circulation ensuring your article is viewed/read by key stakeholders worldwide while remaining online and free of charge for readers to access with ease.

We look forward to receiving your papers and thank you in advance for considering ETR as the disseminator of your research and creative endeavors.

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