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Forward to Second Volume

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Welcome to the second volume of the **Journal of Tourism Insights** (JTI). The purpose of the journal is to provide free access to applied and scholarly research in the commercial recreation, event, travel and tourism industries. **JTI** is the official refereed publication of the *Resort and Commercial Recreation Association* (RCRA), a non-profit organization whose mission is to serve as a vehicle to communicate, educate and promote standards of professionalism within the tourism industry and to provide opportunities for continuing education, networking and awareness of industry trends.

The Journal of Tourism Insights publishes applied and scholarly research in the commercial recreation, event, travel and tourism industries that will inform practitioners, educators, and students on relevant issues and trends that enable organizations to be more effective and efficient, and to advance knowledge about the industry. The journal is multidisciplinary, and covers issues relevant to operations, marketing, finance and human resources. Research articles submitted to the journal undergo a double blind review process. Some of the key criteria for evaluation include innovativeness of research ideas, rigor, quality of research, clarity, and relevance.

The Resort and Commercial Recreation Association would like to thank the 2010 - 2011 Editorial Review Board:

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