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applied research in the commercial
recreation, event and travel industries

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From the Editor...

Solving Industry Challenges

Welcome to the first edition of The Journal of Tourism Insights (JTI). The purpose of the journal is to provide free access to applied research in the commercial recreation, event, and travel industries. Our aim is to help educate practitioners, educators, and students on relevant industry issues.

Our intent with JTI is to share articles that 1) embody well done and relevant research, 2) are easy to read and understand, and 3) leave the reader with new information, further thought, and/or new practices and insight.

My hope is you enjoy learning, as I did, about a myriad of industry issues. I was struck by the depth, professionalism, and value of each research study shared in our first volume. Personally, the information can help me work more effectively with various recreation/tourism organizations as I assist those in marketing more effectively, removing barriers to participating in recreation, designing better events, and educating guests on more than just the "experience". Every article was beneficial, I just needed to take the time to read and it was worth the investment.

Our goal is to simplify the amazing research being conducted in our profession while supporting the academic rigor of the research effort. Great research is conducted that never reaches those in our industry who work every day to serve guests, improve profitability, solve challenges, and make better decisions. Even if you only have five minutes, read the "Insights" page for each article, a summary of what I found were highlights of each piece. If you have more time, dive into thirteen articles ...you'll be glad you did.

This publication is sponsored by the Resort and Commercial Recreation Association and the Department of Recreation, Parks and Leisure Services Administration at Central Michigan University. Many people were involved in launching this first volume and deserve a great deal of thanks for their efforts. Scott Rood and Mary Wisnom tirelessly spearheaded the coordination of RCRA's research symposium which led to this publication. Greg Haverlock, Graduate Assistant, was instrumental in assisting with the publication's layout/design. Vinay Nunna coordinated the website design. Finally, the 35 authors of these well written, and applied manuscripts made it happen.

Please share THEJTI.COM with others who enjoy learning more about the recreation, event, and travel industries. It's FREE, it's QUALITY, and it's RELEVANT. Thanks for taking the time and let me know what you think.... patty.janes@cmich.edu.

Patty

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