

## EDITOR'S NOTE

**Francisco Dias, editor-in-chief**

**Sofia Eurico, co-editor-in-chief**

With this issue, the *European Journal of Tourism, Hospitality and Recreation* (EJTHR) celebrates its 4th year of existence. The launch of EJTHR occurred in November 2010 in Peniche, Portugal, during the IV International Tourism Congress (ITC). Both EJTHR and the International Tourism Congress are promoted by the Tourism Research Unit (GITUR) of the Polytechnic Institute of Leiria, based in the School of Tourism and Maritime Technology. Side by side and in a synergetic way, EJTHR and ITC are GITUR's strategic options, aligned with its mission to support research and science activities, as well as the internationalization of knowledge and the promotion of international cooperation networks. The success of this strategy can be measured by quantitative indicators, namely the evolution of the number of abstracts and papers submitted to ITC. EJTHR has definitely contributed to the substantial increase in the number of submissions. The 52 communications from 15 countries presented in ITC'10, have developed to a total of 122 communications from 35 countries in ITC'11. The best communications were gathered in a special issue of free access at [www.ejthr.com](http://www.ejthr.com). This evolution has been consistent and maintained since the current edition of ITC - ITC'13 received a total of 138 communications.

Additionally, EJTHR promotes scientific conferences at universities in other European countries. In June 2012, the 1st International Conference promoted by EJTHR took place at the University of Santiago de Compostela, dedicated to the theme "Destination Branding, Heritage and Authenticity" and received contributions from almost 100 European researchers.

The next international conference promoted by EJT<sup>H</sup>R will take place in Poznan (Poland), on 19th-21st May. It is co-organized by GITUR and two Polish universities: the University School of Physical Education in Poznan and the University of Economy in Bydgoszcz.

As for the thematic scope of articles published in this current issue (Volume 4, Issue 3) it is very representative of the diversity of the Tourism research agenda itself. This heterogeneity of subjects can be seen if we look at some words/expressions used in the titles of the articles included in this issue, namely: literary tourism; experience-oriented tourism in rural areas; backpackers' motivations; effect of destination image on authenticity and loyalty; service quality, customer satisfaction and loyalty, data triangulation in nature-based sport management and multivariate processing of rank-deficient tourism data.

Moreover, the multidisciplinary and heterogeneity that characterizes the area of Tourism Studies is also expressed in the name of the Journal itself - Tourism, Hospitality and Recreation, and it is the editors' aim and responsibility to ensure the diversity of papers received, regarding the range of topics. As for the "European" adjective, which is also present in the journal's name, it has not restricted non-European authors from submitting their works to EJT<sup>H</sup>R, which is very grateful and challenging for the editors.

Furthermore, the large team of reviewers in the Editorial Board also spreads far beyond the European continent. Therefore, the main reason that justifies this European concept of the Journal has to do with the option of providing support for European research institutions in the area of Tourism, encouraging and promoting cooperation networks. From this point of view, the organization of international conferences in partnership with universities in different European countries is an effective option that has brought very interesting results and insights for the development of EJT<sup>H</sup>R.