

EDITORS' INTRODUCTION

The editors would like to welcome readers to this inaugural issue of AHTR. *Advances in Hospitality and Tourism Research (AHTR)* is the official and international scholarly research journal of Akdeniz University Tourism Faculty. The journal publishes high quality, refereed original research articles, both conceptual and empirical with an intention to provide a new platform additional to existing international academic journals, for fostering interdisciplinary contributions that advance our knowledge and understanding of hospitality and tourism issues. The journal is committed to a broad range of issues relevant to hospitality, tourism and travel management, leisure and recreation studies.

Akdeniz University Tourism Faculty is a newly established higher education institution which is currently in operation for two years. In fact, Faculty has its roots in the School of Tourism and Hotel Management which had actively functioned as one of the promising tourism schools in Turkish higher education system for more than 26 years, before it has changed its status from a school to a Faculty. Tourism Faculty, with the goal of educating future managers of tourism industry, currently has four departments: "Tourism Management", "Gastronomy and Culinary Arts", "Tourism Guiding" and "Recreation Management".

Relying on the heritage and experience transferred from its antecedent, the new Tourism Faculty enjoys remarkable achievements such as attracting promising students from national and international sources, increasing academic publishing in national and international publications, increasing the number of the academic staff, quality assurance rewards, students' achievements in competitions and increasing number of national and international projects, conferences etc. Tourism Faculty places a great importance on the quality management aspect of academic processes. In this regard, since 7th January 2011, it was awarded with TS EN ISO 9001: 2008 Quality Management System Certificate. In addition, in 27 July 2012 the Faculty received the international quality certificate of World Tourism Organization's TEDQUAL (Quality Certificate in Tourism Education). We believe that, recently, one of the remarkable achievements of the Faculty is the launch of a new international academic journal: AHTR.

This first issue of AHTR presents three research articles. Ogle and Fanning explore the effectiveness of hotel comment card (HCC) and discuss how HCCs motivate guests to provide feedback and assist in the co-creation of

value. Gul analyzes the impacts of an increase in inbound tourism receipts in Turkey. His empirical findings reveal that demand side shocks on tourism industry might be used to boost the overall economy and to cope with unemployment problem. Finally, Kieti and Magio focus on a relatively new phenomenon: slum tourism. They examine the attitudes of Kibera slum residents towards the development of slum tourism. They conclude that the level of benefits and social impacts of slum tourism shape the attitudes of the residents.

We take this opportunity to invite all researchers to submit papers dedicated to hospitality and tourism field. We would also be pleased if you could bring AHTR to the attention of your colleagues.

We wish you to enjoy reading this inaugural issue of AHTR!