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EDITORIAL

Dear Readers,

We present the first issue of the fourth volume of *Journal of Tourismology*. This international peer reviewed journal seeks to advance theory in tourism and its recognition as a scientific discipline. *Tourismology* publishes two issues per year; one in December and the other in June. *Tourismology* adopts a double blind peer review policy. At least two referees are appointed to each paper that made it through the initial review of the editorial board members. *Tourismology* is an open access scholarly journal without any publication fees. It is currently indexed by DOAJ and respects open access policies.

The journal targets tourism and travel related papers however inter and multi-disciplinary manuscripts are also welcome. The coverage of *Tourismology* includes but is not limited to, tourism theory, tourism development, sustainability of tourism, tourism marketing, tourist and traveler behavior, tourism industry, hospitality, gastronomy, transportation, attractions, tourism sociology, technology, tourism planning, leisure studies, organizational aspects and their various implications for tourism industry.

In this first issue, we have four manuscripts;

- I. Caber, M. (2018). Customer-Based Market Positions of Domestic Airlines in Turkey. *Journal of Tourismology*, 4(1).
- II. Aslan, S., & Dincer, M.Z. (2018). A Conceptual Framework of Visiting Friends and Relatives. *Journal of Tourismology*, 4(1).
- III. Acar, A, & Erkan, M. (2018). The Effects of Quality of Work Life on Burnout Syndrome: A Study on Hospitality Industry. *Journal of Tourismology*, 4(1).
- IV. Usmanova, S. (2018). Prospects of Intensive Institutional Cooperation on Tourism Development in Central Asia: Case of Uzbekistan. *Journal of Tourismology*, 4(1).
- V. Kulakoglu Dilek, N. Kizilirmak, I., Dilek, E.S. (2018). Virtual Reality or Just Reality? A SWOT Analysis of the Tourism Industry. *Journal of Tourismology*, 4(1).

Caber (2018) looked at the market positioning of Turkish Domestic Airlines. Aslan and Dincer (2018) tried to offer a conceptual framework and typologies of VFR. Acar and Erkan (2018) analyzed the impact of quality of work life on

burnout. Surayyo (2018) explored development of tourism in Uzbekistan and Dilek et al. (2018) examined uses of VR in the tourism industry.

We are proud and excited about this eighth issue of *Tourismology*. We appreciate the effort and time put on this by our editorial board, reviewers and the authors. We very much hope you would enjoy reading.

Sincerely yours,

Prof.Dr. Fusun Istanbulu Dincer – Prof.Dr. Mehmet Erkan
Co-editors - Journal of Tourismology

Notes for Contributors

1. *Journal of Tourismology* (JoT), published by Istanbul University is a peer reviewed academic journal. The articles sent to *JoT* are evaluated using the double-blind review system.
2. The articles submitted for publication are first examined by the Journal Manager and Chief Editor in regard to the suitability of their goals, subject, content, presentation style and compliance to the journal's writing rules. Articles that have passed the preliminary evaluation process are sent to two referees that are expert in the specific field of the study. If the views of the referees on the work are conflicting then a third referee is consulted. According to the reports of the referees the Editorial Management either accepts or rejects the article.
3. The articles submitted for publication should not have been published nor submitted to another publication previously. The articles should respect international research and publication ethics standards.
4. Plagiarism allegations or ethical violations are constantly being investigated in order to protect the rights of authors and integrity of the journal. Submitted papers to the journal are examined by the plagiarism prevention program.
5. *JoT* accepts the submissions through ScholarOne Manuscripts <https://mc04.manuscript-central.com/tourismology>
6. The guideline for general format properties is as follows. Further details are available at http://jt.istanbul.edu.tr/en/_

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Keywords	The articles should include keywords which present the scope and content of the text. The keywords should be between 4 and 8 words.
Main Text	Please sample articles available at the journal's website for an example of how the main text will look.
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Tables and Figures	Tables, figures, pictures, graphics, and similar aspects should be embedded in the text, and not provided as appendices. Under the Paragraph tab, ensure that the indentation is as follows: • before and after: 0 • spacing: Single Tables and figures should be left aligned, and the text wrapping feature should be turned off.
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