

Dear Readers,

We present the second issue of International 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, English is the main language, but original manuscripts in Turkish are also considered for publication. 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. The journal is also an open access scholarly journal without any publication fees.

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 second issue, we have four manuscripts and a discussion paper.

Salgado and Costa (2016) discusses tourismology as a common denominator for scientific study and education of tourism in Portugal, Farahani (2016) explores host attitudes toward tourism her case study of Sareyn, Singh and Bhatia (2016) evaluates DMO web sites of top 10 international receiving countries, and Demirciftci and Kizilirmak (2016) examines branding thorough a case study of Accor hotels. From this issue onwards we also accept research notes and discussion papers. The first of these is on Muslim Friendly Tourism by Cetin & Dincer (2016).

We are proud and excited about this second 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