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From the Editor

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# Reflecting on Our Recent Articles

In my tenure as editor of the *Cornell Hotel and Restaurant Administration Quarterly*, I have frequently had readers, writers, and parties associated with our publisher, the School of Hotel Administration, express opinions to me about the content of the journal. Indeed, in most of my editorials, I have encouraged readers to contact me with questions, opinions, or concerns regarding the journal and how well we are fulfilling our mission. While most of the feedback I have received has been positive, I have also made an effort to listen to and address the concerns that have been raised. With the publication of this special issue on multinational topics for hospitality, and looking back on 2004, I wanted to take the time to reflect on how we are addressing the most common concerns I have heard.

The most common concerns I have heard include the following: *CQ* articles are too academic; *CQ* articles are not academic enough; we only publish articles on hotels; we only print articles by Cornell professors; we publish only articles directly relevant to the United States or based on U.S. samples. My intent is neither to challenge the accuracy of these concerns with regard



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to the journal's history nor to be defensive regarding our content. However, I do think it is valuable to look at our published content with an eye toward how we are addressing the types of concerns that some readers and writers have expressed.

To those concerned that we are too academic, the past year has seen a record number of submissions from practitioners. We have added practitioners to our review board, and every article is refereed by at least one practitioner who has experience relating to the article in question. Moreover, for the third time, the *Quarterly* in 2004 earned the Emerald Management Reviews Golden Page Award for Practical Usability of Research in the category of Hospitality and Tourism. That does not mean that we will not continue our efforts to improve in this area. For 2005, more practitioner reviewers will be added to our pool of reviewers to accommodate our growing number of submissions and breadth of content.

To those concerned that we are not academic enough, I am pleased to report that the *Cornell Quarterly* is becoming increasingly rigorous. We received 134 unsolicited submissions in 2004, up 21 percent

from 2003. Furthermore, we published a total of 28 articles in 2004, thus bringing our acceptance rate to our goal of roughly 20 percent.

To those concerned that we publish articles only on hotels, an examination of 2004's content, and indeed this special issue, shows that our content covers a range of topics. Of our 144 unsolicited and solicited submissions in 2004, 64 were specific to hotels, 27 to restaurants, 9 to tourism, 8 related to tourism in general, 5 were on casinos, 6 dealt with resorts or spas, 4 addressed airlines or air travel, and 21 examined topics not easily categorized. Of the 28 articles published in 2004, only 8 were specific to hotels or based on hotel employee or guest samples. Eleven articles were specific to restaurants. Two articles were specifically on tourism. The remaining 7 articles involved general topics, applicable to hospitality managers in many service environments. Thus, while hotel-related articles constitute nearly half of all submissions, we have been successful in publishing a balance of topics.

To those concerned that we only publish articles by Cornell professors, we find that half our 2004 articles were written by practitioners and scholars from institutions other than Cornell. Granted, Cornell is the most represented school of authors published in the *CQ*, with fourteen of the twenty-eight articles authored or coauthored by a Cornell faculty member. However, of the forty-nine total authors in 2004, sixteen were from Cornell, twenty-two were from other schools, and eleven were practitioners. Authors came from the United States, Europe, Asia, and the Middle East.

To those concerned that we only publish articles on the United States or using U.S. samples, as this issue reflects, enough articles were submitted involving international issues or using non-U.S. samples that we are devoting more than 25 percent of our 2005 content to such articles. Of our 2004 articles, five specifically used non-U.S. samples, and many others covered topics that are applicable to hospitality management throughout the world.

This is not at all to say that we have reached some ideal stopping point. As editor, I firmly believe that the *CQ* needs to be engaged in a process of continuous improvement. I would like to see more quality work on casinos, spas, resorts, and tourism. I would like to see more papers coauthored by academics and practitioners. I would also like to see the journal maintain an acceptance rate at or below 20 percent. I want to provide useful feedback to would-be authors, regardless of whether the manuscript in question is accepted. But most of all, I want to fulfill the mission of the *Cornell Quarterly*: to publish research-based content of value to the practice of hospitality. This will demand good submissions, good reviews, a diversity of content, and continual feedback from authors and readers. I am pleased with the content and submissions of 2004, and I believe that issues like this one provide a valuable signal and symbol of the content we publish. But the work is ongoing, and I look forward to the future. As always, I welcome feedback or comments about the journal and our content (michael.sturman@cornell.edu; or 607-255-5383).

—M.C.S.