Writing, Evaluation and Publishing

John Tribe

The Research Process

World (of tourism) ↔ THE RESEARCHER → Tourism Knowledge

Structure

- Writing
- Evaluation
- Publishing

Writing

The Problem 3

• Imbalance between research training / effort and writing training/ effort

The Challenge

Making our writing:

- Compelling
- Beautiful
- Elegant

- Edward Said – make it like a symphony

- Texture
- Cadence
- Movements
- Variety
- Surprise

Writing for what?
Writing for whom?

Title

- Academic
- Informative
- Concise

- Creative
- Enigmatic
- Google-ability

- The Indiscipline of Tourism
- The Philosophic Practitioner
- Tourism: A Critical Business
- Tribes, Territories and Networks in Tourism Studies
- Not such smart tourism: The concept of e-lienation

Abstract: Technical Issues

- Problem statement
- The focus of previous research literature
- Your distinctive approach
- Your methods or data sources/datasets
- Your original key findings

Introduction as Overture
Verdi's La Traviata

- https://www.youtube.com/watch?feature=player_embedded&v=wBsXwZXqMZA

Death by Literature Review

- These are often very DULL
- Unengaging
- At worst a long long list of x said this y said that etc.

Literature Review: Technical Issues

- The literature must be critically reviewed and its relevance to the research question established.
- The aim of the literature review is to create a theoretical/conceptual platform to inform and support your research.

Literature Review: Tips

- How / why did you choose your literature?
- Be critical not just descriptive
- Group into key concepts / theories and explain this
- Find and explain patterns
- Compare / contrast / synthesise
- Find gaps
- Always relate to your RQ
- Where does your LR take your thesis?
- Look at recent examples in Annals, TM etc

# Link Between Literature Review and Research Sections

- Bridge
- Conceptual Model

Bridge

- A bridge brings together
    - ROs
    - Key Literature
    - Key Concepts
    - Research Instrument

RO	Lit	Concepts	Research Instrument
RO1			
RO2			
RO3			

Conceptual Model
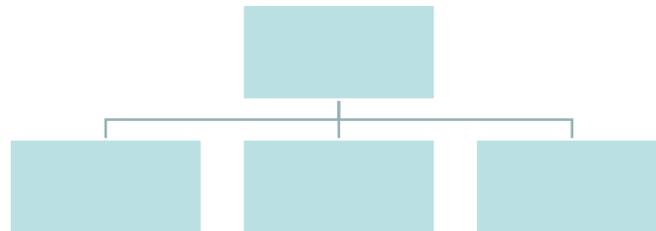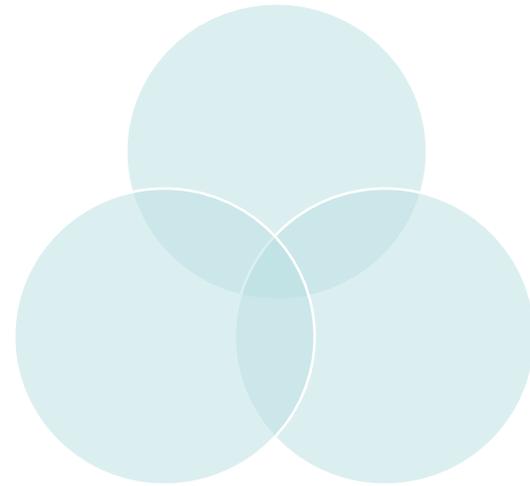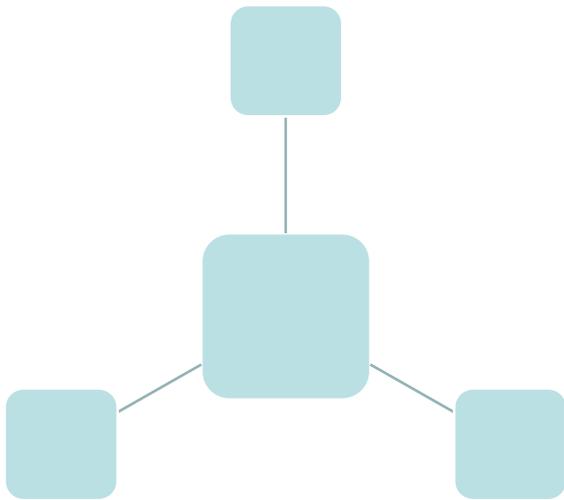
Findings

- Presentation of findings
- Strong Narrative
- Critical analysis / interpretation of findings
- Discussion against literature.
- Conclusion summarising main findings

Getting lost in findings

- Too much data
- Bogged down in detail
- Damien Hirst *Forms Without Life 1991*

Tip:

- What are the five really important things you found out?
- Make sure you give them a proper fanfare …

Haydn's Creation
"Let there be light, and there was light"

- https://www.youtube.com/watch?v=2vUPovDNm_Q

Tracy Emin *My Bed* 1968

Contribution to Knowledge

- CONTRIBUTION TO KNOWLEDGE eg.

- Devise a model of the tourism area life cycle (Butler)
- Construct the tourism knowledge system (Tribe)
- Re-think the concept of authenticity (Wang)
- Prove the theory of gravity (Newton)

Contribution to Knowledge

- VERB
- Devise
- Construct
- Re-think
- Prove
- Reconceptualise
- Reveal
- Create
- Develop and test
- Discover
- Demonstrate
- Invent

- NOUN
- Model
- System
- Concept
- Theory
- Method
- Practice
- Situation
- Problem
- Typology
- Classification
- Framework

- EXPLANATION / CONTEXT
- Tourism Area Life Cycle
- Tourism Knowledge
- Authenticity
- Gravity
- etc.

Contribution to Knowledge

- VERB
- Invent
- Build
- Challenge
- Solve
- Refute
- Verify
- Revise
- Design
- Uncover
- Find
- Explain
- Validate

- NOUN
- Principle
- Idea
- Prototype
- Solution
- Technique
- Cause
- Knowledge
- Understanding
- Idea
- Procedure
- Network

- EXPLANATION / CONTEXT

Evaluation

- The following slides offer a typical set of criteria against which a PhD by thesis would be evaluated.

Evaluation

- Is the nature and purpose of the investigation made clear and was the purpose substantially achieved?

Evaluation

- To what extent does the thesis show that the candidate has an adequate knowledge of the subject and of the literature?

Evaluation

- What evidence is there of independent, critical and analytical skills and the ability to evaluate evidence?

Evaluation

- To what extent does the thesis make a contribution to knowledge and does it contain publishable material?

Evaluation

- Does the thesis give evidence of an adequate amount of work to justify the award of a degree?

Evaluation

• Quality of writing and the style and presentation of the thesis.

Evaluation

- Is the abstract satisfactory?

Evaluation

- Is the Bibliography satisfactory?

Evaluation

- What is the overall quality of the work?

Publishing

Know your journals

- ATR
- TM
- JTR
- JST
- JOHLSTE

- Top Tier
- Middle Tier
- Lower Tier

What do you think the rejection rate of *Annals* is?

Total articles / acceptance rate

Editorial (EES/EM)

Articles received and processed by the Editorial Office (previous year's values in brackets for comparison).

Month	Subm. Articles	Final disposition		Processing times (in weeks)			Results			
		Articles	Articles w/o review	Subm. to 1st decn.	Auth. rev. time	Sub. to fin. disp.	Withdrawn	Accepted	Rejected	Rejec. rate
Total	544 (439)	488 (449)	236 (187)	8.1 (8.5)	8.9 (11.1)	14.1 (16.3)	8 (7)	88 (99)	392 (343)	0.82 (0.78)

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New Editor Assignments - John Tribe

Contents: These are submissions that have been Assigned to the Editor. They require one of

Page: 1 of 1 (7 total submissions)

☐ **Action** ⚠	**Manuscript Number** ⚠▼	**Article Type** ▲▼
View Submission View CrossCheck Report Details ☑ History File Inventory Edit Submission Classifications Assign Editor Invite Reviewers Solicit Commentary Scopus Author Search CrossRef Title Search Submit Editor's Decision and Comments Send E-mail Linked Submissions	ATR-D-15-00048	Full Length Article (6000 - 9000 words)
View Submission View CrossCheck Report Details ☑ History File Inventory Edit Submission Classifications Assign Editor	ATR-D-15-00049	Full Length Article (6000 - 9000 words)

My first impressions

- Plagiarism?
- Title
- Abstract
- Contribution

What are the quality criteria by which Annals' papers are judged?

- An Annals' paper must be
1.
2.
3.
4.

The quality criteria

- Scope
- Significance
- Originality
- Rigour

- Threshold

- Criteria rather than norm referenced

Scope

•Submissions must fall with the aims and scope of the journal. Annals of Tourism Research is a social sciences journal focusing on academic perspectives on tourism. Submissions must be able to clearly articulate how they satisfy both the social science and tourism test. This will normally be by reference to an underpinning by one or more social science disciplines and/or methods and a focus on a social aspect of tourism.

Significance

Significance will be understood in terms of importance of the subject and contribution to the development of the intellectual agenda of the field which may be theoretical, methodological and/or substantive.

Originality

Originality will be understood in terms of the innovative character of the research output. Research outputs that demonstrate originality may: engage with new and/or complex problems; develop innovative research methods, methodologies and analytical techniques; provide new empirical material; and/or advance theory or the analysis of doctrine, policy or practice.

Rigour

Rigour will be understood in terms of the intellectual precision, robustness and appropriateness of the concepts, analyses, theories and methodologies deployed within a research output. Account will be taken of such qualities as the integrity, coherence and consistency of arguments and analysis and the due consideration of ethical issues.

Thresholds

• Of publishable standard: Demonstrates a level of significance rigour and originality that meets international standards of excellence. Enhances theory, knowledge, policy or practice of the social science of tourism and is likely to become an important point of reference in tourism research. Elegantly written with clarity and insight. Innovative.

Desk Reject

- Annals papers need to convey a "big new social science idea" in a straightforward way and the "big new idea" is not clear here.
- Annals papers have to demonstrate a high level of originality. The title / theme of this paper is too similar that which is already available in the existing literature.
- More of a managerial paper than an Annals' type social science paper.

•Deals with quite specific issues rather than broader Annals' type tourism issues.
• Proceeds by the testing of a number of small/specific hypotheses. This procedure advances the understanding of some very specific relationships but it does not have a wide enough sweep to extend the boundaries of cutting edge and significant research ideas.

- Does not provide a high level of engagement with theories and ideas.
- This study is what might be termed "another case of something". It applies existing theories to a new activity and/or market segment and/or geographical area. Such articles are useful in incrementally extending our knowledge but do not make a contribution that satisfies the originality or significance criteria for Annals. They fill in some gaps but are not cutting edge in pushing the boundaries of research.

•The research design and execution of this paper fall short of the standards required by this journal. Broadly, qualitative research must offer a thick, deep and original understanding of phenomena, quantitative research must deploy effective sampling and conceptual research must offer a robust method.

- This paper falls short of Annals' standards in terms of structure, coherence of argument, logical flow and development of ideas and themes.

Assigning an Editor / Subject tags

Click the Blind Editors link to block access to this submission for one or more Editors.
Blind Editors

Manuscript Classifications

(1) Geography - Qualitative; (2) Geography - Conceptual; (3) Management - Qualitative; (4) Management - Conceptual

Select ▲▼	Editor Role ▲▼	Editor Name ▲▼	Current Assignments ▲▼	# Classification Matches ▲▼	Classification Matches	Available during Next 30 days
○	Resource Editor	Bill Bramwell, PhD	1	4	1, 2, 3, 4	Yes
○	Resource Editor	C. Michael Hall, BA(Hons), MA, PhD, Hon.Doc, Hon.Doc	1	4	1, 2, 3, 4	Yes
○	Resource Editor	Bob McKercher, PhD	0	4	1, 2, 3, 4	Yes
○	Resource Editor	Richard A. J. Sharpley, PhD	1	4	1, 2, 3, 4	Yes
○	Resource Editor	Dianne Dredge, PhD	0	3	1, 3, 4	No
○	Resource Editor	Antonio Russo, Ph.D.	1	3	1, 2, 3	Yes
○	Resource Editor	Caroline Scarles, Ph.D	2	3	1, 2, 3	Yes
○	Resource Editor	Stephen Leslie Wearing, Ph.D	1	3	2, 3, 4	Yes
○	Resource Editor	Allan M. Williams	1	3	1, 2, 3	Yes
○	Resource Editor	Christine N Buzinde, Ph.D.	1	2	1, 2	Yes
○	Resource Editor	Noga Collins-Kreiner, Ph.D.	1	2	1, 2	Yes
○	Resource Editor	Chris Cooper	1	2	1, 2	Yes
○	Resource Editor	Alain Decrop	2	2	3, 4	Yes
○	Resource Editor	Matthias Fuchs, Ph.D.	2	2	3, 4	Yes
○	Resource Editor	Alison M Gill, PhD	1	2	1, 2	Yes
○	Resource Editor	Ulrike Gretzel, PhD	0	2	3, 4	Yes
○	Resource Editor	Huimin Gu, PhD	1	2	3, 4	Yes
○	Resource Editor	Kevin Hannam, PhD	1	2	1, 4	Yes
○	Resource Editor	Andrew Holden, PhD	2	2	1, 2	Yes
○	Resource Editor	Carson Lewis Jenkins, B.Sc(Econ), Ph.d.	0	2	3, 4	Yes
○	Resource Editor	Lee Jolliffe, PHD	0	2	1, 3	Yes

The Review / Decision Process

- Double Blind Review
- Reviewers can be suggested by the system
- The role of the resource editor
- Reject: Try not to write me an angry email telling me that me, or the journal or the editors are fools.
- R & R
- Responding to R & R

The Reflexive Journal

- What should I be researching to be published in Annals?
- Expertise – economists vs Gen T
- Commodification of Annals
  - Job driven
  - Incentive driven
- Should be knowledge / passion driven

The Reflexive Journal

- Reflexive editorials
- Produces a rich and dynamic flow of knowledge production
- The editorial team represents a broad range of disciplines.
- Editorial power is not centralised through one person or even a small group of editors but widely dissipated amongst expert resource editors.
- The journal demonstrates high academic impact/ reputation

The Reflexive Journal

- On the other hand, despite recent attempts to improve the situation a gender imbalance remains on the editorial team.
- There are still some geographical areas that are under represented on the editorial team.
- Journal articles are over represented from some geographical regions and under represented from others: Anglocentrism
- Some voices appear marginalised and silent.
- Academic conservatism

Final reflexive note

- This is not tourism

- Discuss!