

Editorial

Dear academic and industry colleagues, I take great pleasure in presenting to you the inaugural issue of the International Marketing Journal of Culture and Tourism, which is a joint publication of Katara Publishing House and Al Rayan International University College in partnership with the University of Derby.

The main objective of the journal is to publish scientific research in the fields of culture and tourism marketing focused on the latest management trends, government policies, and industry insights related to development of the tourism sector. The journal seeks to provide researchers and experts in the field of culture and tourism marketing with an opportunity to share their knowledge with a wider circle of academics, government officials, and industry professionals.

We have chosen to launch this journal in 2022, as this is a very special and important year for the development of the tourism sector in Qatar as our country is preparing to host the most popular and important sporting event in the world—the FIFA World Cup. 2022 is also a very important year for the world’s travel and tourism sector as the industry is expected to experience a strong recovery from the negative effects of the COVID 19 pandemic, which has crippled many businesses and organisations across the globe.

We aim to have two publications per year, the content of which will be easily made available through an open-access platform. In the future some of the publications will be developed around a specific theme, which is of interest to the wider academic and professional communities.

All published articles will undergo a rigorous double-blind peer review process and meet the criteria for high-quality academic research. Our goal is to shorten the turnaround time between submission and publication and make this process more efficient compared to other journals in our field.

I would like to sincerely thank the editors, the authors, and the reviewers who have dedicated their time and expertise to the development of our journal.

I would like to use this opportunity and invite future authors from academia and the industry to submit their exciting research to the International Marketing Journal of Culture and Tourism.

Sincerely,

Professor Khalid Al Sulaiti

Founder and Editor in Chief