

NEW TITLE

Nordic Journal of Tourism

Editor-in-Chief:

Associate Prof. Dafnis N. Coudounaris

Visit www.inderscience.com/njt
for more information



Scope of the Journal

ISSN: 2633-4992 (Online)

NJT is an open access journal that offers an international, peer-reviewed outlet for tourism studies with a focus on Nordic countries. The journal is an effective channel of communication between policy makers, government agencies, academia, research institutions and firms in Nordic countries concerned with tourism and hospitality services. NJT also aims to promote and coordinate developments in the field of Nordic tourism to other destinations, e.g. Mediterranean countries.

NJT is an Open Access journal and article processing charges (APCs) apply.

Topics covered include:

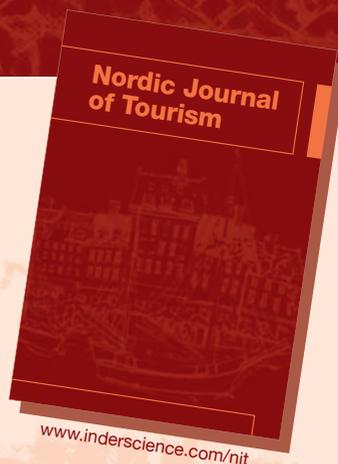
Nordic tourism marketing and management

- Environmentally responsible behaviour, environmentalism, green purchasing decisions and environmental consciousness in tourism
- Eco-friendly tourism attitudes and behaviour; theory of planned behaviour; trust, commitment, loyalty and tourist satisfaction
- Online review management
- Memorable tourism experiences, co-creation of tourist experiences, emotions, behavioural intentions, happiness and satisfaction, and subjective well-being (quality of life, happiness, life satisfaction)
- Food tourism, rural tourism and wellness tourism (spas, healthy life)
- Sustainable tourism and ethicality in tourism
- Nordic countries' tourism, hospitality in tourism (restaurants and hotels as means of tourist satisfaction), package tourism versus high-quality tourism

Nordic services marketing

- Measurement and expectations of service quality, service reliability and service/customer-dominant logic and customer relationship marketing

- Service relationships and service escape, service failure and recovery in a networked environment, and sustainable and ethicality orientated service firms
- Entrepreneurship topics in relation to tourism
- Decision-making logic, i.e. causation vs. effectuation in the tourism sector
- SMEs in tourism (hotels, tourist apartments, travel agencies and other service establishments) in relation to entrepreneurship
- Entrepreneurial decision-making as a tool for promoting tourism businesses, and supply chain management of large global hotel chains in relation to entrepreneurship
- Brand management
- Various issues in brand management including brand equity, branding, and other relevant areas
- Consumer behaviour
- Qualitative and quantitative studies on consumer behaviour



Not sure if this title is the one for you?

Visit the journal homepage at www.inderscience.com/njt where you can:

- Read about the journal's aim, scope and readership
- View editorial board details
- Find out about calls for papers and how to submit
- Find out about subscription options, in print, online or as part of a journals collection

You can order online at www.inderscienceonline.com or download an order form from www.inderscience.com/subform.

This title is part of the Society and Leisure Collection ([see www.inderscience.com/sl](http://www.inderscience.com/sl)). For library collection subscriptions or for a free institutional online trial, please contact subs@inderscience.com.