

Special Report

More Z, Y, X Publicity

An Investigative Report on CoB Public Relations

The Hattiesburg American's 15-March-08 story, "College takes over publication," shows just what can happen when *THA* allows press releases from USM to sit around for a while. Weeks ago the CoB issued a press release indicating that the *Journal of Tourism* was being incorporated in USM's Tourism Management department. The presser also stated that TM professor, Tony Henthorne, would be the lead editor, while TM visiting assistant professor, Babu George, would serve at the *JoT's* managing editor. After sitting around for some time, that presser led to the 15-March-08 *THA* news item that is inserted below:

College takes over publication

The Department of Tourism Management in the Southern Mississippi College of Business, will take over editing and publication of the *Journal of Tourism: An International Research Journal on Travel and Tourism*, previously housed at Garhwal University in India.

Tony Henthorne, chair of the Department of Tourism Management and professor of marketing, will serve as executive editor.

According to Henthorne, publication of the journal will be a shared effort with Garhwal University.

"We at Southern Miss will handle the manuscript management, including peer review, and will host the online version.

"Our Indian partner university will take care of the printing and part of the subscription management."

Henthorne said the decision "is another indication of the progress being made in this program.

"Tourism Management has a long and positive history at Southern Miss, and this is a great vehicle to promote our continually evolving and advancing academic focus while providing a needed outlet for tourism research."

What can happen when CoB pressers sit around too long at *THA*? In this case, Henthorne has since taken a position as department chair within the Harrah College at the University of Nevada at Las Vegas. Henthorne will also be taking the *JoT* with him to Vegas. George, the visiting assistant professor brought to the CoB by Henthorne, now faces an uncertain future, at best. The CoB's TM department isn't currently capable of maintaining a full menu of course offerings staffed by terminally degreed faculty, much less is it capable of administering an academic journal like the *JoT*.