Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Travel and Tourism Marketing
Publisher	
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E-ISSN	1054-8408
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Classification History

Year	A+	A	B	C
2026				
2025				
2024				
2023			✓	
2021/2022				
2020				
2019				
2018				

Classification: The table above shows all journal classifications recorded for each classification year in the Green Journals database. A journal may have more than one classification in the same year.

Recent Articles

When less is more: anthropomorphic cue configuration in embodied AI travel agents
2026-10-13 Vol. 43 Issue 8 Pages 1045-1064
Authors: Dahye Kim, Yurim Kang, Youngjoon Choi
DOI: 10.1080/10548408.2026.2742846

Small boats, large footprint: tourism pressure in coastal ecosystems
2026-10-13 Vol. 43 Issue 8 Pages 1065-1087
Authors: Ioannis Nasios, Konstantinos Vogklis, Aikaterini Manthiou et al.
DOI: 10.1080/10548408.2026.2742845

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2026-10-11 Vol. 43 Issue 8 Pages 1026-1044
Authors: Kaidong Yu, Zhaoqiao Ding, Jingtong Zhang et al.
DOI: 10.1080/10548408.2026.2742850

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2026-10-9 Vol. 43 Issue 8 Pages 987-1005
Authors: Ilsoo Todd Seo, Zhenxian Piao, Hyelin (Lina) Kim et al.
DOI: 10.1080/10548408.2026.2742844

Communicating hotel sustainability in the digital age: the effectiveness of virtual tours and the moderating role of ESG awareness
2026-10-9 Vol. 43 Issue 8 Pages 1006-1025
Authors: Jinah Park, Yixing Lisa Gao, Harah Chon et al.
DOI: 10.1080/10548408.2026.2742843

The information sidedness effect in travel decisions with ChatGPT: when, why, and for whom two-sided recommendations outperform one-sided recommendations

2026-9-2 Vol. 43 Issue 7 Pages 964-986
Authors: Jungkeun Kim, Jeong Hyun Kim, Daniel Chaein Lee et al.
DOI: 10.1080/10548408.2026.2722640

A double-edged sword: how technology-mediated risk shapes customer engagement in AI-driven tourism decision-making

2026-8-29 Vol. 43 Issue 7 Pages 939-963
Authors: Yingying Huang, Dogan Gursoy
DOI: 10.1080/10548408.2026.2722644

Mix and match? How multimodal cues shape affective responses in travel vlogs

2026-8-26 Vol. 43 Issue 7 Pages 909-924
Authors: Soo Yeon Kwak, Seonjeong (Ally) Lee
DOI: 10.1080/10548408.2026.2722646

Segmenting beach visitors by protective behaviour: cognitive, affective and motivational antecedents of tourist safety

2026-8-26 Vol. 43 Issue 7 Pages 925-938
Authors: Brent W. Ritchie
DOI: 10.1080/10548408.2026.2722642

Research on virtual tour guide anthropomorphism based on the specificity of VR+tourism

2026-8-11 Vol. 43 Issue 7 Pages 853-878
Authors: Guoqiong Liao, Dan Luo, Shulin Liu et al.
DOI: 10.1080/10548408.2026.2711035