

Visitor Studies Association Journal Joins Family of Routledge Publications

Routledge, an international leader in education publishing, is pleased to announce a new partnership with *Visitor Studies*, the official journal of the **Visitor Studies Association**.

Now in its 10th volume, *Visitor Studies* publishes high-quality international articles focusing on visitor research, visitor studies, evaluation studies, and research methodologies. The journal also covers subjects related to museums and out-of-school learning environments such as zoos, nature centers, visitor centers, historic sites, and parks. Articles cover a wide range of topics, including:

- Facilitating learning through hands-on experience;
- The role of the internet in visitation and evaluation;
- Guiding communication through the exhibit experience;
- Research and evaluation methodologies; and
- The changing effectiveness of evolving exhibits.

“*Visitor Studies* provides an important avenue for researchers and practitioners in non-traditional educational settings to share their research procedures and findings, as well as theoretical and practical insights, with others in the field,” says Jan Packer, an Editor-in-Chief of the journal. “We are particularly keen to ensure that the journal is useful, relevant, and accessible to everyone in the field, while also maintaining rigorous academic and professional standards.” Dr. Packer is a Senior Research Officer in the School of Tourism at the University of Queensland.

The **Visitor Studies Association** (www.visitorstudies.org) is today’s premier organization focusing on all facets of the visitor experience. The society is committed to understanding and enhancing visitor experiences in informal learning settings through research, evaluation, and dialogue. Members of the **Visitor Studies Association** share a common vision for a world where lifelong learning is embraced, and where learning in informal settings benefits individuals, communities, and society at large. Membership to

the **VSA** offers an array of benefits to anyone in the visitation research community, including annual conferences, intensive workshops, and a valuable professional network with members dedicated to the ongoing improvement of the visitor experience. Further information on the **Visitor Studies Association** can be found at www.visitorstudies.org.

Visitor Studies joins a family of prestigious Routledge journals that seek to influence the course of academic thought through scholarship and international discussion. Routledge is honored to be the preferred publishing partner for many leading learned societies and associations. Routledge journals are edited by many of the world's leading academics in the field, creating a closely-knit and genuinely global community of scholars, researchers, and authors.

“Our partnership with Routledge will greatly assist the stated goals of the journal,” says Roy Ballantyne, co-Editor-in-Chief of the journal. “In particular, our association with Routledge will increase the accessibility of the journal to libraries, universities, and other like-minded associations that share an interest in visitors throughout the world.”

The editorial board of *Visitor Studies* welcomes the submission of manuscripts and book reviews that provide both theoretical and practical insights to practitioners and scholars in the visitation research community.

For Authors' Guidelines and Submissions Information, visit the journal's website at <http://www.tandf.co.uk/journals/titles/10645578.asp>

“We believe that by our combined efforts *Visitor Studies* will make an important contribution to the ongoing progress and development of the field,” says Dr. Packer.

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