

TTRA Connects

Official Publication of the Travel & Tourism Research Association



Fall Issue 2011

President's Message



Dear Friends and Colleagues of TTRA,

Welcome to the Fall edition of TTRA Connects! As the travel and tourism industry continues to experience global challenges, our Board, Committees and Membership recognize the significant role of research in developing a vision and strategic pathway.

To that effect, work has commenced on the Annual TTRA Conference ***Innovation in Destination Marketing Research*** to be held at the Virginia Beach Resort & Hotel, Virginia Beach, Virginia (USA) from June 17th – 19th, 2012. Issues to be addressed include:

- Destination Performance Measurement
- Methodologies for Assessing the Impact of New Technologies on Tourism Behavior
- Tourism Futures
- Destination Marketing Strategy
- Destination Management Strategy

The programme committee is now in place and Professor Rick Perdue and his team are working hard to make this event both worthwhile and memorable. *Continued page 2*

TTRA Connects is published quarterly by the Travel & Tourism Research Association. For questions, comments, or submissions, contact Rita Brummett, TTRA Associate Executive Director & Newsletter Editor at rbrummett@ttra.com or by phone at 248-708-8872, ext. 204. Come visit us online at www.ttra.com

REMINDER

TTRA Membership Renewal
Time is Now!

If your membership expires
on 12/31/11, please go online
today and renew.

[RENEW TODAY](#)

RENEWING FOR AN ORGANIZATION?

Click here for an online
renewal form.

[ORG RENEWAL](#)

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President's Message continued from front...

Our members have been busy at regional Chapter level also. In the past two months, together with David Williams (Chapter Liaison), Kathy Palmer and Rita Brummett (Management Team), I have spoken by conference call with almost all Chapter leaders to engage with them as we begin the process of planning for the year ahead. My impressions from these meetings have been positive and it is clear to me that we have very hardworking Chapter Presidents and leadership. I have asked all Chapters to link to us through participation in our newsletter and through posting of content on our website. I am greatly encouraged by activity taking place in relation to Chapter Conferences and social media, but there is an obvious need at local level to engage with us in the membership recruitment drive. A number of specific actions have resulted from these calls including consideration of the formation of student chapters and the development of a best practices chapter tool kit.

The [TTRA webinar series](#) that was well received this past year will recommence in early 2012. It is intended to offer three webinars for 2012, and to attract webinar sponsors to work alongside us. More information will be forthcoming about the webinar dates and topics. If you have an interest in sponsoring a webinar, please contact our Marketing Chair, DeeAnn McKinney at deeann.mckinney@ded.mo.gov.

Planning and development continues for revamping the [TTRA website](#) in terms of appearance and content. Technology Committee members, Chris Kam, Dan Fesenmaier and David Sheatsley are working with the management team to determine needs, costs, and a plan of action.

In the months ahead, we will be formulating the next [TTRA Strategic Development Plan](#). Once we have the baseline work completed, we will consult with all TTRA membership for your suggestions upon review.

Unfortunately, due to professional/personal reasons, it has been necessary for TTRA Board of Directors Louri O'Leary and Amir Eylon to step down from the TTRA Board. [I would like to pay tribute to Louri and Amir for their service](#). We welcome [AnnDee Johnson](#) to our Board, and also welcome [Marlise Taylor](#) to the position of First Vice president. I look forward to working with them!

Finally, I extend my sincere thanks to all the teams, committees and the wider membership for their work and support in helping us achieve the Association objectives. As we near the Yuletide, let me take this opportunity to [wish you and your families a very happy and peaceful Christmas](#).



Sheila Flanagan, Ph.D.—Dublin Institute of Technology
TTRA President

TTRA BOARD OF DIRECTORS



TTRA Board of Directors In Person Board Meeting Ft. Worth, Texas October 25, 2011

TTRA Board members and Staff pictured discussing the state of the Association, current action items, and planning and development.

The Board meets in person three times a year: June, October, and February. For a listing of the current TTRA Board of Directors and their contact information, please visit: <http://www.ttra.com/about-us/board-and-staff>.

EMPLOYMENT POSTINGS

As an added membership value, our TTRA website has a new section entitled "CAREERS" devoted to advertising employment opportunities within the industry. New employment postings are now available for viewing on the TTRA website.

The advertisements will remain on the TTRA website for 30 days from date of posting and are listed by geographic location. Each time a new posting is added, an ALERT will be sent to TTRA membership. To view the new postings, please click the link below:

<http://www.ttra.com/careers>

2012 TTRA International Annual Conference

MARK YOUR CALENDARS!

JUNE 17—19, 2012

[2012 TTRA INTERNATIONAL ANNUAL CONFERENCE](#)

Virginia Beach Resort Hotel
2800 Shore Drive, Virginia Beach, Virginia



As the only hotel located on beautiful Chesapeake Bay along with a private beach, the setting for the 2012 Conference lends itself to a family affair. Each room is a full suite complete with living space, kitchenette, and a private balcony with a gorgeous view of the Bay! See page 5 for a listing of amenities.



The Academic Paper Chair, Dr. Xiang (Robert) Li invites academic submissions. **The central theme of the Conference is INNOVATION IN DESTINATION MARKETING RESEARCH.** Destination Marketing research is broadly define to include research examining tourist behavior, the impacts of tourism on local residents, economies, and environments, and destination marketing strategy. **ABSTRACT DEADLINE: 01/09/2012.**



The Chairs of the Student Research Colloquium, Drs. Kathleen Andreck and Nancy McGehee, invite submissions from students, offering an opportunity for students to share their research in an interactive forum. **ABSTRACT DEADLINE: 01/20/2012.**

For more information, please click the link below:

[CALL FOR PAPERS](#)

Amenities at **VIRGINIA BEACH RESORT HOTEL** *& Conference Center*



We are the Only Hotel Located
on the Beautiful Chesapeake Bay, and we have
a Private Beach!

295 Luxury Suites, Each with a Private Balcony

Award Winning TradeWinds Restaurant

Spacious Conference Rooms All Located on the
First Floor

Complimentary Shuttle Service Within a Three
Mile Radius (Wedding Groups Not Included)

Indoor / Outdoor Heated, Salt Water Pool

Jacuzzi Hot Tub, Sauna, Health Club with
Massage Service Available

Jet Ski, Aqua-Cycle, Kayak, Beach Chairs
& Umbrella Rentals, Available in Season

Complimentary Bicycle "Rentals" for Guests
Up to 3 Hours of use per Day

Complimentary Tennis - Up 1.5 Hours
per Day per Guest

Bay Necessities - Wireless Internet,
Starbucks Coffee, Lite Fare Menu,
Candy & Snacks

Conveniently Located Near Great Local
Restaurants, Norfolk International Airport
& Shopping

Same Day Laundry Service by Albano's Cleaners

Complimentary Children's Activities
Available Memorial Day - Labor Day

Babysitting Services Available



TTRA CHAPTER NEWS

CAL U Student Chapter



Student Chapter of Cal U TTRA Executive Kick-offs Another Academic Year

Top row- Vicki Dulnikowski, *Cal U TTRA Vice President and Cal U Tourism Research Center GIS Specialist* ; Katelyn DiCenzo, *Co-President*; Faith Weber, *Cal U Tourism Research Center Project and Research Specialist*; Brittney Lees, *Treasurer and Cal U Tourism Research Center Lead Fieldworker/Project and Research Specialist*; and Lena Danka, *Secretary*. Bottom Row- Layne Nolan, *President* and Christina Lippke, *Cal U Tourism Research Center Project and Research Specialist*.

The California University of Pennsylvania student chapter of TTRA (Cal U TTRA) was established in 2004. Chapter members take part in volunteering opportunities, fundraising, research, professional development, traveling, hosting annual guest speakers, and participating in the annual TTRA conference.

The Cal U Chapter of TTRA participates in various volunteering and sponsorship opportunities. In the Spring of 2011, chapter members volunteered at the Pike Run Festival. At this annual festival, the chapter members helped to organize games and activities for this local event that supports youth outdoor recreation. Cal U TTRA is also planning to become a sponsor for Women for Women International. This organization promotes viable civil societies by providing women survivors of war, civil strife and other conflicts with the tools and resources to move from crisis and poverty to stability and self-sufficiency.

Members of Cal U TTRA facilitate many fundraising opportunities throughout the year. Monthly pizza sales contribute funds toward annual conference and travel fees. Chapter members will also be selling Yankee Candles to fundraise for the Women for Women International sponsorship. The Chapter is also looking into more fundraising opportunities. *(Continued on Page 7)*

TTRA CHAPTER NEWS

CAL U Student Chapter

Continued from previous page

The Tourism Research Center at California University of Pennsylvania is closely associated with Cal U TTRA. Among many other local partners, one of the Center's current projects includes a five year research partnership with the Gettysburg Convention and Visitors Bureau. Through this and other service and service-learning partnerships, students of Cal U TTRA have ongoing opportunities to gain research experience in their field of study. For example this academic year, Cal U TTRA members Brittney Lees, Christina Lippke, and Faith Weber are also Project and Research Specialists for the Cal U Tourism Research Center's student Study Team. *"Working for the Cal U Tourism Research Center is satisfying work. Not only are we helping partners like Gettysburg CVB improve upon an already wonderful destination, but it has helped me grow as a student by teaching me things I would not have learned in the classroom."* says Christina Lippke. All members of Cal U TTRA have the opportunity to contribute to the Center's ongoing tourism research projects.

Cal U TTRA plans to take small recreational trips during the Fall and Spring semesters. A trip to Frank Lloyd Wright's Fallingwater house in Mill Run, Pennsylvania is scheduled for November. In December, Cal U TTRA plans to celebrate the conclusion of the semester by going on a holiday snow tubing trip at Seven Spring Resort nearby in Pennsylvania.

Cal U TTRA members, Brittney Lees, Lena Danka, and Andrea Hamilton, participated in the 2011 TTRA Conference in London, Ontario. *"At TTRA, I was impressed with the diversity of people I was able to network with and learn more about what I can do for my career. Everyone was kind and enthusiastic to help me in my future endeavors."* stated Lena Danka. Students of the Cal U Chapter plan to attend the 2012 conference in Virginia Beach. *Submitted by Brittney Lees*

TTRA Leadership wishes to congratulate the CAL U Student Chapter for being so creative and excited about the world of travel and tourism research. Your enthusiasm is quite infectious!

TTRA CHAPTER NEWS

CenStates Chapter

CenStates Chapter Conference

Marketing and research colleagues joined together in Cedar Rapids, Iowa for the annual CenStates TTRA Conference on September 21-22. David Sheatsley, Director of Marketing Research for US Travel Association and TTRA International Board of Director, delivered a State of the Industry presentation for all attendees. During the conference, session topics included:

- ◆ Strategic Planning for Normal People
- ◆ Return on Product Development
- ◆ How Consumers Use Media to Plan Trips
- ◆ The New Normal for Hospitality
- ◆ How Media Planners Utilize Research
- ◆ Drive Travel Trends
- ◆ Developing a Destination Brand



Janet Stoffer of the National Czech & Slovak Museum & Library gave attendees an overview of the devastation of the 2008 flood and the rebuilding and renewal of Cedar Rapids. Janet shared how research played a vital role in planning and rebuilding the museum. Attendees were given the opportunity to take an educational and fun field trip to tour Czech Village to see the "Rising Above: The Story of a People and the Flood" exhibit and enjoy a progressive dinner featuring traditional Czech fare in an authentic atmosphere.



TTRA CHAPTER NEWS

Europe Chapter



TTRA Europe 2012 Conference—Bilbao, Spain

The TTRA Europe 2012 conference, co-organized by the European Chapter of the Travel and Tourism Research Association, the Competence Research Centre in Tourism – CICtourGUNE - and the University of Deusto will take place in the city of Bilbao, Spain (home of the world-famous Bilbao Guggenheim Museum) on **April 18-20 2012**. The purpose of the TTRA Europe 2012 conference is to convene international scholars, researchers, policy makers and other tourism professionals to explore and address the issues of performance measurement and performance management in tourism contexts. For more information about the conference, the call for contributions, or about Bilbao as a destination, please visit <http://www.ttraeurope2012.org/>.

Greater Western Chapter

Mark your calendars! GWTTTRA will be holding its **2012 Symposium in Portland Oregon April 19-21**. The theme of the conference is "Technology and Tourism" and will explore the many ways that the Internet, mobile and other new technologies are effecting the way people travel. For more information, check out <http://www.gwtttra.com/symposiums.htm>.

If you haven't visited yet, please "like" us on the GW Facebook page at www.facebook.com/GWTTTRA.

Texas Chapter

TTRA Texas has a board of officers that are passionate about tourism research and the power of tourism research. They welcome any opportunity to assist you in networking in the industry or growing your tourism research efforts.

President: Jose Quintana, AdventGX

Vice-President: Andria N. Godfrey, Office of the Governor Economic Development and Tourism

Secretary: Dr. Jason Draper, University of Houston's Conrad Hilton College of Hotel and Restaurant Mgmt

Treasurer: Dr. Kyle Woosnam, Texas A&M University's Dept of Recreation, Park and Tourism Sciences

To learn more about your TTRA Texas officers or to contact them with your questions or comments visit the TTRA Texas website at <http://www.ttratexas.org/about.html>. Check out their newsletter at [TTRA Texas 2011 Fall Update](#).



Paper Surveys; they really do exist!

Submitted by TTRA Member, Sonja Streich, Apperson Business Development Division (Oct.2011)

Oftentimes when I am explaining what my company does, before I can get to the important part about scanning and data collection, I get interrupted with a common question of “Paper surveys? There are still clients conducting studies on paper?” to which I defend, “why, yes, it may seem old school, but there is definitely still a need and, in my opinion, is still much more valuable.”

Regardless, technology is driving most if not all of what we do, but it’s important to keep it in perspective. Just because paper is perceived as old school, does not necessarily deem it unusable. A common misconception is that print is expensive and not green; historically this may have been true, but because of today’s technology, print is more efficient, more effective and believe it or not, very green! A well-designed printed survey can be scanned and the data collected electronically with 99.9% accuracy, and have very little impact to the environment.

Walk a mile in my shoes...consider this when deciding whether or not to conduct a study online or on paper. My typical work day is spent in front of a computer reading and responding to several emails which accounts for more than 50% of my day. Because of this, I rarely check my personal email so much so that my friends and family have replaced me in their circles...my family substituted a fictitious person in my place in the family tree. Okay, that’s not true, but it has been threatened!

With this said, I actually look forward to retrieving my mail from the mailbox to see if I’ve gotten the newest catalog from Eddie Bauer or what coupons Bath and Body Works has sent me. Although both companies send me regular emails with offers, 95% of the time I use the coupon that I get in the mail. This stands true with surveys as well. Now, I’m part of Generation X, my daughter and her husband, on the other hand, are of the millennial generation and are more likely to gravitate to the electronic forms of surveys, discounts, etc., yet they will definitely take advantage of printed coupons, conducting a survey on paper **if** there is immediate gratification. Then you have my mother, being of the Silent Generation, who is even more resistant to the technology; I think it’s more out of obstinacy than anything!

Aside from my personal, unscientific opinions and scenarios above, as industry professionals, it’s important that you remember to keep these things in mind...

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NEWS & RESEARCH INFORMATION

Continued from previous page

- Who is your client? What information are you trying to gather? If it can be branded, print survey response rates increase.
- Do you or your client already have a business or personal relationship with your respondents? A familiar name will more than likely get the recipient's attention, so they are likely to open an email or an envelope.
- If the relationship is non-existent, then consider a paper survey solution. At the very least the individual will open the envelope to see what the offer might be?
- What are the demographics of your respondents? Is your target demographic eager to be heard? In one study, the target group was mid-wives, the survey was inquiring their opinions on topics typically regarded by physicians. A \$25 donation to one of three charities was offered with the expectation of a 4-5% response. We ended up with a 23% response rate, not necessarily because of the incentive but because the audience is not deemed as a professional within that community.
- Paper or Online? It really boils down to the data and analysis of the data.

Apperson has been around since 1955, starting out as a customs forms printer, growing with the demands of the customer, into a provider of other services such as scanning, data technology services, direct mail, warehousing and order fulfillment. With over 100 million surveys scanned each year and an accomplished 99.9% accuracy rate, our print survey scan services are here to expand your methodology capabilities. With the 30+ combined years of experience Apperson possesses, we are readily available to help you make informed decisions for your client.

Upcoming Chapter Conference Dates and Locations

SETTRA Conference: March 19-20, 2012, Tunica, Mississippi, USA

Greater Western TTRA Conference: April 19-21, 2012, Portland, Oregon, USA

Europe TTRA Conference: April 18-20, 2012, Bilbao, Spain

Canada TTRA Conference: October 10-12, 2012, Winnipeg, Manitoba, Canada

NEWS & RESEARCH INFORMATION

*Submitted by TTRA Member, Tom E. Van Hyning
Research Program Manager
Administration & Financial Services Bureau
Mississippi Development Authority / Tourism Division*

Background: The Mississippi Tourism Division honors the state's "Music Legends"—Blues, Country, Rock n' Roll....with Historical Markers, in their hometowns. Photo taken in Tremont, Mississippi, August 18, 2011, after the **Tammy Wynette** Marker unveiling. *Left to Right: Tom Van Hyning, TTRA & SETTRA member—Research Program Manager, Mississippi Tourism Division; Teresa Alred, Itawamba County Welcome Center staffer; Ann Miller, Itawamba County Welcome Center Supervisor; Alex Thomas, Manager, Blues and Country Music Trails, Mississippi Tourism Division.*

Music Heritage is vital to Mississippi's Travel and Tourism economy. This state has produced Blues Legend B.B. King; Sam Cooke; Elvis Presley—The King of Rock'n Roll—honored with a Marker in Tupelo this year; Tammy Wynette; Faith Hill; Conway Twitty; Jimmie Rodgers—the Father of Country Music; Legendary Bluesman Robert Johnson; Muddy Waters, Bo Diddley; to name 10 current or former superstars. *PHOTO courtesy of: Oliver Westmoreland, Itawamba County, Mississippi.*



CEO Michele McKenzie of the Canadian Tourism Commission writes how a new research white paper presented at the 2011 TTRA International Annual Conference proves the value of destination marketing. For the full article, go to: [TTRA IN THE NEWS](#)

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*Reprinted With Permission From
TTRA Member David L. Edgell Sr., PhD
Professor of Tourism, East Carolina University
Department of Hospitality Management
Research Scholar, Center for Sustainable Tourism*

TEN IMPORTANT WORLD TOURISM ISSUES FOR 2012

1. Repercussions on the travel and tourism industry from the global economic slowdown;
2. Concern for safety and security remains an important issue for the travel industry;
3. The transformative impact tourism has on global socio-economic progress;
4. Negative impact on the travel industry of increases in fuel prices and airline fees;
5. Importance of maintaining a destination's social, cultural, natural and built resources;
6. Effect on tourism from natural and manmade disasters and world political disruptions;
7. Influence of increased use of electronic and other technologies on the travel industry;
8. Changes in tourism demand resulting from increased travel by emerging nations;
9. Greater interest in potential long term consequences of climate change on tourism;
10. Need for increased national/local leadership in tourism policy and strategic planning.

Sources of information: university discussions; conferences and seminars; tourism documents; survey information; industry data; books, articles, and publications; and utilization of a modified Delphi approach in gathering certain research information and obtaining a consensus viewpoint.

At the 2011 U.S. Travel Association Marketing Outlook Forum on October 26 in Ft. Worth, Texas, the State Destination Research Directors gathered together for their Fall Meeting. Along with an open discussion forum, there were several timely and interesting presentations. Reprinted with permission is the following presentation by Jeffrey Eslinger, Director, Account Services with D. K. Shifflet & Associates.

SOCIAL MEDIA USAGE IN THE TRAVEL AND TOURISM INDUSTRY



Virginia Beach, Virginia



2012 TTRA International Conference

June 17–19, 2012



**Let's work together to recruit members for TTRA and
for its regional Chapters and Conferences.
This e-newsletter is a great way to recruit!
Just click FORWARD and send to your industry peers.**

TTRA MEMBERSHIP

The Premier Membership is designed for the highly active member with a wide variety of needs. For those seeking educational resources, membership includes the Journal of Travel Research and the best rate for the annual conference.

The Organization Membership has the same benefits as the Premier Membership, but with discounted pricing for having multiple members from the same organization. Organization membership is the only category of membership that may be transferred to a different person. If you are an educational institution and hold an Organization Membership with TTRA your students will get 50% off their Student Membership Fees!

The Standard Membership is an affordable option for those seeking basic membership. The standard membership allows access to all services and benefits at a reduced rate, allowing you to pick and choose the services that best meet your needs.

The Student Membership allows students to gain exposure to the industry and network with professionals and other students. Individuals must show proof of enrollment in a current degree granting program in order to be eligible.

Broaden your knowledge and enhance your network—JOIN THE TTRA TODAY!

Go to www.ttra.com and click on Members.

TTRA Mission

Seeking to improve the travel and tourism industry through education, publications, and networking activities.