

TTRA Connects

Official Publication of the Travel & Tourism Research Association



Summer Issue 2011

President's Message



Dear Friends and Colleagues of TTRA,

The past few months has witnessed continued and active growth of our organization.

I am pleased to share with you that work has begun on the formation of an **Asian-Pacific Chapter** under the stewardship of Dr. Sue Beeton (La Trobe University, Victoria, Australia) and a newly formed Chapter Executive Committee. The first steps are the creation and approval of the chapter charter, the interim slate of officers, and the organizational filings. This is expected to take place in the next couple of months enabling the Asia-Pacific Chapter to be up and running by Winter 2011/2012.

Our existing chapters have been very busy. Chapters are working on scholarship programs, student research grants, Chapter level Lifetime Achievement Awards, Chapter conferences, best paper awards and newsletters. None of this work would be possible without considerable effort on the part of a large number of individuals who give willingly of their time in the midst of otherwise busy professional lives. This work is greatly appreciated... *Continued on Page 2*



Terry Berggren, TTRA Board member being welcomed by the Hilton London Bellman

**Record Number
of Attendees
participated at the
2011 TTRA International
Annual Conference!**

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Come visit us online at www.ttra.com

President's Message continued from front...

The **TTRA Webinar series** that began this past year was well received. We held five webinar seminars with most being offered at two different times to encourage participation around the world.

At a time when many events and conferences are experiencing economic challenges, I am pleased to report that the **2011 TTRA International Annual Conference, 'Big Picture Research in a Detail Driven World – Seeing the Forest and the Trees,' held in London Ontario in June was a very positive story.** Everything was up including the attendance, number of papers submitted, the number of visual presentations, and sponsorship. We also successfully launched our first ever international student symposium (patterned after the Canadian Chapter). New innovations at the conference included a practitioner speed dating session, a buddy/mentor system for first time delegates, and a research priority setting workshop. This conference also saw the return of the final night dancing celebration – a welcome development for many! The 2011 TTRA conference was the highest attended conference in the past four years and as Conference Chair 2011, **I wish to extend my sincere thanks to everyone for their support and help throughout the year in achieving this objective.**

The year ahead will be a busy one if these successes are to be built upon – we cannot afford to be complacent. During the coming year, the Board together with Treeline Associates, our management company, will be focusing on:

- continuing the **positive growth in membership** renewals and attracting new members to our organization;
- **expanding content on our website**, creating partnerships with our Organizational members, and developing links to other related sites;
- developing the next seminars in our **Webinar series** and attracting webinar sponsors;
- preparing for the next **international conference** which will take place in Virginia Beach on June 17-19, 2012;
- supporting **chapter based activities**; and
- fully leveraging **our management team** than now includes an additional new face, Rita Brummett who has come on board in her new position as full time Associate Executive Director for TTRA.

In addition, I am very conscious that we are coming to the end of our current five year strategic plan, and it is my ambition that by this time next year will be well on the way towards completing the next 5 year strategic plan to take TTRA beyond 2013. To this end, the focus of the board in the coming 12 months will reflect this and I look forward to consulting with all as much as possible in the coming months as we progress this particular initiative. Finally I would like to **pay tribute to Mike and Kathy Palmer and Krista Koehs** who have worked tirelessly to keep us on track during the year and to you the members and volunteers who make TTRA the success it is. Have a happy and restful summer!

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

2011 TTRA International Annual Conference

The 2011 TTRA International Annual Conference in London, Ontario Canada was a smashing success!



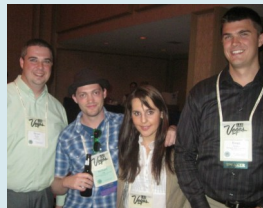
There were over 300 people in attendance – a record number! The number of paper submissions was up as well, causing the papers committee to really deliberate over which papers to choose as the quality of papers was very high. Over 95 papers were submitted for review of which over 40 were presented as visual papers and another 40 were presented as academic papers in concurrent plenary sessions. There were more than 30 speakers for the general sessions and practitioner sessions.

This conference also produced a record number of conference partners/sponsors ~57 companies partnered with TTRA to make this conference so successful.



There were a number of firsts...first **Student Symposium**...first **Meet & Greet for New Delegates**...first **Travel Tourism Researcher Speed Dating**. These new events were well received by the conference attendees. TTRA International held the Student Symposium on the opening day of the conference. This Student Symposium provided an interactive forum for graduate students to discuss their research work. Over

15 papers were presented. Our opening reception was Sunday evening at the Hilton London and offered a wonderful opportunity for our attendees to meet new friends and reconnect with those friends and colleagues that they had not seen in a long while. Continued...



2011 TTRA International Annual Conference

The “**Dine Around**” offered the chance for conference attendees to sample the cuisine in the London, Ontario area. Most took advantage of the local restaurants and the fine dining options in the area. Our final night was a **Grand Finale!** We had a fabulous dinner followed by a dance party!! The DJ was scheduled to play until midnight but several TTRA members requested ‘just a few more songs’ to extend the evening ~ ending the conference on a great note of success!



2011 TTRA International Annual Conference

Another great TTRA conference on Canadian soil!

~Submitted by Denisa Georgescu, President, TTRA - Canada Chapter

Many friendships are being created at our international conference, which last a lifetime, and produce fulfilling memories of work and play. The Canadian Chapter of TTRA is pleased with the great results of the conference, great sessions, great speakers, great first time Student Symposium (at the international conference), and of course, great closing banquet. All great accomplishments and we have the pictures to support this!



The Canadian Chapter is appreciative for the **Chapter Achievement Award** received in London. We are very proud of this accomplishment and of the fact that the International Conference has adopted some of our successful ideas, such as the Student Symposium, and delivered it successfully in London. Another accomplishment of the Chapter during the 42nd TTRA Conference was the signing of a new three-year MOU with **LinkBC: the Tourism and Hospitality Education Network**. At the TTRA-Canada Chapter AGM, LinkBC General Manager Terry Hood presented updates on the next phase for the well-used resource centre and signed a new three-year MOU with our Canadian Chapter. The agreement strengthens the working relationship between the two organizations, and identifies additional Canadian TORC development partners and contributors. At the same AGM of the Canadian Chapter, the Task Force on the subject of “emerging threats to the national system of tourism statistics” presented some preliminary results. The task force has collected survey data on the subject from chapter members and intelligence gathered from various other stakeholders. They are currently writing a “TTRA Canada position paper” on the subject, a draft of which is scheduled to be presented to the Canada Chapter Board in September.



And last but not least, I want to acknowledge the hospitality of our host, **Marty Rice, the Director of Advertising and Leisure Travel of Tourism London and his lovely wife Sandra.**

AWARDS

42ND ANNUAL CONFERENCE AWARDS

J. DESMOND SLATTERY UNDERGRADUATE AWARD

Sponsored by Longwoods International

- 1** The J. Desmond Slattery Undergraduate Award is named for the 1985 President of TTRA. This award is judged on the paper's quality of research, originality, creativity, relationship to travel and tourism, usefulness and applicability and quality of presentation. (Dr. Honggen Xiao accepting)
The winner of the 2011 award is:
FIONA HU for
"The Influence of Culture on the Perceived Attractiveness of Hotel Loyalty Programs: Chinese versus Japanese Customers"

MASTERS STUDENT RESEARCH AWARD

Sponsored by the Boeing Commercial Airline Group

- 2** All masters students enrolled in a degree-granting program are eligible to electronically submit an abstract and paper of a completed, original research study. The abstract must clearly describe the rationale, methods and results of the research study. The winner of the 2011 award is:
GLORIA KWOK YEE CHAN for
"Tourism Collaboration on the Silk Road: Stakeholder Identification and Salience"

TRAVEL RESEARCH GRANT

- 3** The recipient may be an individual or organization responsible for the application of a traditional or a presently available research technique or methodology in a particularly creative manner. This project must show significant benefits to the travel and tourism industry.
The winners of the 2011 award are:
CHIH-CHIEN CHEN, PEI-YU CHEN and
KAREN LIJIA XIE for
"The Impact of Name-Your-Own-Price Distribution Channels on the Sales performance in the Travel and Tourism Industry"

BEST ILLUSTRATED PAPER

- 4** Sponsored by the University of Minnesota
This award will be presented at the conference to the Best Illustrated Paper.
Lindsay Usher

BEST RESEARCH PAPER

Sponsored by Thompson Rivers University

- 5** This paper is chosen by committee members as a representation as the best overall submission for the 2011 Conference Proceedings.
The 2011 winner of the Best Research Paper is:
SUZANNE AINSLEY for
"Beyond Positivism: Studying the Experience of Farm Families Engaged in Agritourism"

KEELING DISSERTATION AWARD

- 6** The Keeling Dissertation award is named in honor of the late Dr. William B. Keeling of the University of Georgia and serves to perpetuate his efforts to improve travel research methodology, standards and practices. Created in 1973, this award was first granted at the TTRA conference in San Diego, CA in 1975 and is given every three years.
The winner of the 2011 award is:
CODY PARIS for
"Understanding the Virtualization of the Backpacker Culture and the Emergence of the Flashpacker: A Mixed-Method Approach"

CHARLES R. GOELDNER ARTICLE OF EXCELLENCE AWARD

- 7** Sponsored by Temple University School of Tourism and Hospitality Management
The Charles R. Goeldner Article of Excellence Award is named for the long-time editor of the Journal of Travel Research. This prestigious award is given to recognize the most significant work in the Journal during 2010.
The winner of the 2011 award is:
JOSEPH SIRCY for
"Toward a Quality of Life Theory of Leisure Travel Satisfaction"

CHAPTER ACHIEVEMENT AWARD:

- 8** The Chapter Achievement Award is presented to the chapter that best furthers the mission of TTRA through spirit, innovation, effectiveness and creativity.
The winner of this award for 2011 will be announced at the conference.
Canada TTRA Chapter



TTRA CHAPTER NEWS

CenStates Chapter



CenStates Meets in Cedar Rapids September 21-22

Plan now to join your marketing and research colleagues in Cedar Rapids, Iowa for the annual CenStates TTRA Conference. What sets the regional conference apart from other conferences is the view of tourism and marketing through the lens of research. Some of the sessions planned for this conference are:

- ◆ National Tourism Trends
- ◆ The New Normal for Hospitality
- ◆ Strategic Planning for Normal People
- ◆ Return on Product Development
- ◆ How Media Planners Utilize Research
- ◆ How Consumers Use Media to Research and Plan Travel
- ◆ Developing a Destination Brand, and Much More!



One of the highlights of the CenStates conference is to hear how a local tourism-related entity uses research and take a field trip to see it in action. This year, we will hear from Jan Stoffer of the National Czech & Slovak Museum (www.ncsml.org) which was devastated by the Flood of 2008. This 1400-ton museum has just completed a move to its new home on higher ground and Jan will share how research played a vital part in planning for the future of this cultural attraction. The group will then board buses to Czech Village to see the "Rising Above" exhibit and taste the Czech heritage first hand. The progressive dinner will feature traditional Czech fare in an authentic atmosphere. This will be a great evening of learning and fun. Please join us! Registration is now open and savings are available through August 26. **Visit www.censtatesitra.org to view the entire schedule and to register for the conference.** Make hotel reservations at the Cedar Rapids Marriott (\$105/night rate) by calling 800-396-2153 or online at <http://cwp.marriott.com/cidmc/censtates>.

Greater Western Chapter

GWTTTRA will be having its **2012 March Symposium** in beautiful, green (and cool), Portland Oregon. Although still to be finalized by the Board, the 2012 GWTTTRA conference will rotate around the topic "The Future of Technology and Tourism" and will pull in technology leaders from many fields both in person and via the Internet from many countries such as India and China. Top academic researchers will present papers on many topics, a not to be missed part of the conference. GWTTTRA also invites all TTRA members to "like" the GWTTTRA Facebook page, which updates daily with tourism news, trends and research articles from over 22 national and international sources. www.facebook.com/gwttra

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/>.

CALL FOR PAPERS AND CONTRIBUTIONS - Now Open

Performance Measurement and Management in Tourism

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

The overall objective of tourism as an economic development tool can be to stimulate and maintain sustainable growth in wealth and employment for the well-being of the residents of a particular destination / territory. This growth is achieved through a variety of actions and strategies that are implemented at various levels by actors of the public and the private sector. A key aspect of management is the issue of performance and, more specifically, performance measurement, monitoring, and management. The purpose of a measurement system is to provide feedback, relative to goals and objectives, which increases an organization's chances of reaching those goals and objectives.

All papers will be submitted electronically as a WORD document file named with the last names of all authors (e.g., lastname1-lastname2-lastname3.doc). Authors will submit their extended abstract and the completed submission form through the conference website www.ttraEurope2012.org (open soon). [Download the call for papers](#) **Submission deadline: October 16, 2011.**

Texas Chapter

TTRA Texas will be meeting together during the Texas Travel Industry Association's Texas Travel Summit on September 18, 2011 at 4 p.m. (CST) All Texas TTRA Chapter members are encouraged to attend. For more information, please contact Louri O'Leary at lo.leary@governor.state.tx.us.

European Union Funds International Research Project on Service Design in Tourism.

The European Union recently granted funding for an international research project on service design in tourism entitled “Service design as an approach to foster competitiveness and sustainability of European tourism”. Initiated by the Management Center Innsbruck (MCI, Austria), the project combines the expertise of nine partner institutions from seven countries both from the field of service design and tourism: Tourismzukunft (Germany), University of Linköping (Sweden), Hotel School Den Haag (Netherlands), Savonia University of applied sciences (Finland), Innovation Norway (Norway), AHO University (Norway), Making Waves (Norway), and SKEMA Business School (France). Starting in March 2011, the project is scheduled for 18 months with a budget of Euro 440,000.



The project aims to apply service design thinking on the tourism sector and particularly to develop tourism-specific research methods, such as mobile ethnography. Based on the prototype of a tourism-specific mobile ethnography application “myServiceFellow” (www.myServiceFellow.com) – the result of an earlier service design research initiative by the MCI – the project strives to further develop the application and evaluate its usability in practice through seven pilot projects in various European tourism destinations. The underlying idea is to apply service design thinking on problems service designers face in the field of tourism, since classic explorative service design methods tend to fail considering the spatial and temporal dimension of customer journeys in tourism. Besides the development of a marketable version of myServiceFellow, the project includes a series of institutional education workshops on the applicability and benefits of service design thinking particularly for tourism destinations and respective small- & micro-sized service providers.

To guarantee a sustainable exploitation of the results, the project aims to establish an open network for the transfer of know-how and experiences of service design in tourism. The intended network predominantly targets small- & micro-sized tourism companies interested in or already applying service design thinking in tourism. The purpose of this network is to raise awareness of the necessity for service design in the tourism industry and to assist interested companies with hands-on information and guidance through case studies and lessons learned. The integration of service design and tourism research institutions guarantees on-going mutual knowledge exchange from latest findings to industry ideas for research topics. The project will conclude with a book presenting the approach of mobile ethnography for service design in tourism exemplified through the seven pilot studies. Furthermore, an international conference on service design for tourism will for the first time bring together professionals from academia and business to exchange knowledge, experiences and discuss future prospects in Innsbruck in summer 2012. Submitted by *Frédéric Dimanche, Ph.D.*, *Europe TTRA Chapter, President*

Tourism Industries are Third Largest Job Creators in Canadian Economy

According to the Human Resource Module of the Tourism Satellite Account (HRM-TSA), the tourism sector accounted for 1.6 million jobs or 9.2% of all jobs in Canada in 2010. Moreover, tourism industries were tied with Manufacturing in 3rd position of top job creators in the national economy and were exceeded only by Retail Trade (2.0 million) and Healthcare and Social Assistance (1.7 million). Following declines in 2009, jobs in tourism and in the total economy rebounded in 2010 by 1.0% and 1.8%, respectively.

Produced by Statistics Canada for the Canadian Tourism Human Resource Council (CTHRC), the HRM provides information on the number of tourism jobs, hours worked, and employment earnings according to whether jobs are full- or part-time. The information is presented according to employee demographics, and is available for all tourism industries aggregated into five industry groups: transportation, accommodation, food and beverage services, recreation and entertainment, and travel services. The food and beverage services industry group was the largest employer among tourism industries in 2010, with more than 50% of all tourism jobs (852,000 jobs). The second largest employer was recreation and entertainment with 267,000 jobs, followed by accommodation with 234,000 jobs. The transportation industry group was responsible for 211,000 jobs, while travel services provided 43,000 jobs.

Women working in the tourism sector held 55% of employee jobs. Notably, they accounted for 75% of the workforce in the travel services industry and 60% in both the accommodation and the food and beverage services industries. In 2010, two tourism industries had a notably older workforce: 63% of employees in other transportation (which includes rail, water, bus, taxis and car rentals) and 45% of employees in air transportation were aged 45 years and over.

Note: the HRM reports on total employment in tourism industries, which includes jobs that are attributable to demand from both tourists and non-tourists. This is different from the data for tourism employment in the National Tourism Indicators and the Tourism Satellite Account, which include only those jobs that are directly attributable to spending by tourists.



CANADIAN TOURISM
HUMAN RESOURCE
COUNCIL

CONSEIL CANADIEN DES
RESSOURCES HUMAINES
EN TOURISME

DOWNLOAD THE FULL REPORT AT:

http://cthrc.ca/en/research_publications/labour_market_information/Human_Resource_Module

Submitted by Jennifer Hendry, Chair, TTRA-Canada



Virginia Beach, Virginia



2012 TTRA International Conference

June 17–19, 2012



**A special THANK YOU to Dr.
Charles "Chuck" Goeldner for
his gift of photography service
at the 2011 TTRA Conference!!**

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 Organizational Membership has the same benefits as the Premier Membership, but with discounted pricing for having multiple members from the same organization. Organizational membership is the only category of membership that may be transferred to a different person. If you are an educational institution and hold an Organizational 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.