

From the TTRA President:



JUST DO IT!

It can be rather daunting when you wake up one day and realize you are now president of a large, international association. After the initial shock, one task to accomplish is to determine what will be the theme of your presidency---define it if you will. What should be said to the membership across the world about TTRA for the next year?

If the last few years on the TTRA board and the executive committee have taught me nothing else, I have learned that change is inevitable. The biggest change in our TTRA world this year was to contract with a new association management team. On a weekly (and often daily) basis I had the opportunity to toil with them as we planned our successful Hawaii conference as well as make plans for the future. From the vantage of my world that is knee-deep in the trenches with the Treeline team and our ever-involved board, things are hopping, changing and growing every single day. I wouldn't have it any other way.

You see, while busier than I have ever been, there is only one way to get everything done. It is the key to my philosophy in my volunteer work with TTRA: "Just DO IT!" From the time I was simply a member, to my days on my chapter board, then the international TTRA board and finally as an officer, there was always an obvious need for volunteers to do the work that needs to be done. This brings me to you, our membership. TTRA needs you!

For the coming year, your board members will again chair the assorted TTRA committees and task forces. However, what's new this year is that TTRA is looking to tap the talent of our membership to assist in the building of TTRA via these committees. There is no better way to get to know your peers. To get more involved/visible in the organization AND to help TTRA grow and expand into an even better organization than to join one of these active committees or task force groups:

- Chapter Relations Committee
- Membership Development Advisory Taskforce
- Technology Advisory Taskforce (Website planning & more!)
- Professional Development Advisory Taskforce
- PR/Branding Advisory Taskforce
- TTRA Newsletter Committee

To join a committee, please contact Kyle Koehs at kekoehs@ttra.com

Happy members are involved members. TTRA needs your time and talent, so- JUST DO IT!

Dee Ann McKinney, Missouri Division of Tourism

President, TTRA



Chapter Messages

TTRA Canada



The decline in the economy, the outbreak of the H1N1 virus, the implementation of the Western Hemisphere Travel Initiative (WHTI) for land and sea travel, and new visa requirement for Mexican and Czech visitors amongst other things will affect the Canadian tourism industry in the immediate months to come but will have direct long term implications for the future. We in the tourism research field have worked hard to provide the industry with reliable data to make sound decisions. We need to continue to maintain and protect the integrity of our research, with the aim to support our colleagues who have the foresight to develop solid strategies that promote the sustainability of the tourism industry for years to come. With that in mind, the Board of Directors of

the Canadian Chapter of TTRA have been hard at work to raise the profile of the Association and the value of tourism research in Canada. As recipients of the TTRA International Chapter of the Year Award for 2009, we are extremely pleased that our activities to date have been acknowledged and recognized by our esteemed tourism research colleagues.

Our board is well on the way to achieving our short and long term goals. Our new and improved website has been launched and will provide members and visitors access to news, member information, as well the latest updates about our upcoming **annual conference in Guelph, Ontario October 14-16, 2009**. Our conference theme, *Tourism away from the Mainstream* focuses on niche tourism in urban fringes, cultural quarters, rural roads, and emerging destinations. With a solid program, including two high profile keynote speakers, our conference is looking great. Pre and post conference highlights include: an undergraduate conference, a graduate student symposium, and a Parks Canada sponsored session. We welcome ALL TTRA members interested in our conference to attend. Please visit our website for more information www.ttracanada.ca

Wishing you all the very best for a happy, healthy and productive year.

Sandra Louie, President TTRA Canada (pictured above with Quatchie, Olympic mascot)

Join TTRA on the Web!

TTRA is expanding its presence on the web! Look for TTRA on the following social media sites:



TTRA TIDBITS

~Congratulations to TTRA Management Team Partner Kathy Palmer, who recently earned her CMP (Certified Meeting Professional) designation. The CMP is the considered the "Standard of Excellence" in the field of meeting planning and recognizes individuals who have achieved the industry's highest standards of professionalism.

~Brian London, Past President of SETTRA recently accepted a position in the research department at VISIT Florida. Congratulations to both Brian and VISIT Florida!

~Have a quick blurb, congratulations or "shout-out?" Submit your TTRA Tidbits to admin@ttra.com

Chapter Messages (cont.)

CenStates

In these challenging economic times, TTRA members know that research is more vital than ever to help make the critical decisions about where to spend the precious tourism marketing dollars. Tourism professionals came together at the **CenStates TTRA Annual Conference** on September 16-18 to share grassroots tactics and cutting edge strategies to create marketing successes for destinations. The conference was held in Louisville, Kentucky at the historic Brown Hotel. What better place to gather to discuss grassroots research and marketing strategies but the bluegrass state of Kentucky.

Educational sessions at the conference focused on three areas: the economy, green initiatives, and technology, all with a research twist. Key sessions included a panel of state and regional tourism leaders discussing their response to the economy, the latest on the US economic outlook, heritage and cultural tourism, and sustainable tourism development. Technology hot topics addressed at the conference include web analytics, turning analytics into relationships, search engine optimization, and much more. The event concluded with roundtable discussions on each topic to recap and debrief, offering a chance to solidify the practical ideas that attendees can take home and put into practice.

Attendees say that networking is a key reason for attending CenStates. This conference provides the venue to learn from peers and share experiences with others from the 14-state Midwest region and beyond. Thanks to everyone who was able to join us!

TTRA Europe



As the incoming President of TTRA Europe, I am pleased to share with you some information from a growing European Chapter. When the TTRA International conference took place in Dublin in 2006, the European board decided to organize an annual conference in Europe (the conference was then held once every two years). Successful conferences have since been held in Nice (France), Helsinki (Finland), and recently Rotterdam (the Netherlands). The 2010 conference will be hosted by board member Laszlo Puczko in a World Heritage Site: Budapest! Make sure to download the call for papers on www.ttra-europe.org. TTRA Europe conferences bring together quality contributions from academics and professionals. As proof of this quality, two special issues resulting from papers originally presented at the Nice conference on “tourism, mobility, and technology” are being published this summer in well respected journals: *Technovation* and *Tourism Analysis*.

A celebration of Solveig Bohn (center) with Sheila Flanagan (left) and Kaija Lindroth (right) at the TTRA Europe Annual Conference (Rotterdam)

Also TTRA Europe is making efforts to better communicate with its members and the tourism community at large. A 16-page newsletter was published in June. You can read it online or download it on http://www.ceramexpert.net/tikiwiki/tiki-view_blog_post.php?blogId=12&postId=301

We are also taking advantage of professional social media and have launched a LinkedIn group for our community to post business-related research information and announcements.

We encourage you all to register to the group and participate in information sharing and discussions.

Finally, let me recognize and thank a significant member of our association: Solveig Böhn. We celebrated at our annual conference in Rotterdam her retirement and long-time commitment to TTRA. Solveig has not only been a long-time board member of TTRA Europe, she was the co-founder of the chapter in 1996, along with Thor Flognfeldt and Magnus Bohlin. Without her tenacity and conviction that TTRA could have a viable chapter beyond North America, I probably would not be writing this note . . . Our group is now more representative of Europe’s cultural diversity: Board members are from Finland, France, Hungary, Spain, Sweden, and the UK; they represent members from over 15 countries.

To find out more about TTRA Europe, please visit our website and do not hesitate to contact us.

All the best!

Frederic Dimanche, TTRA Europe Chapter President

Chapter Messages (cont.)

Greater Western

In March 2009, the Greater Western Chapter held its annual professional development seminar in beautiful San Diego. The topic was, "The Voluntourism Effect: Case Studies and Investigations." Held in San Diego's Old Town, the seminar included presentations by chapter members and guests. Presentations covered a wide range of topics including, "Understanding Voluntourism," "The Mystery of the Voluntourist," and "Destination Marketing from a Sustainability Perspective." A great time was had by all and special thanks to GWTTRA Vice President, Dr. Vinod Sasidharan, for organizing the event.

The GWTTRA board also met in San Diego. Connie Cornelius had to step down as chapter secretary due to new job responsibilities, and Chris Cordova was elected to complete the term started by Connie. We thank Connie for her service and wish her the best, and thank Chris for stepping in and filling that role.

The chapter strives to have representation from each of the chapter states and is currently looking for people from Nevada and Oregon to serve on the GWTTRA board. If you are interested, please contact Chairperson of the Board, Dr. Kathy Andreck at kandereck@asu.edu

GWTTRA's 2010 Symposium will be held **April 15-16, 2010** at **Chico Hot Springs Resort and Day Spa**, in Pray, Montana - 30 miles from the North Entrance of Yellowstone National Park! Join us for the Parks' spring opening weekend! The topic is, "Adventure Travel: Best Practices, Research, and Opportunities." All are invited to register and attend – you don't have to be a member of GWTTRA. Thanks to Norma Nickerson for her efforts in securing the lodging property for the seminar. For more information, visit the GWTTRA website at www.gwttra.com/symposiums.htm

If you have a question or suggestion in regards to GWTTRA, please contact:

Dave Williams, President, Greater Western Chapter of TTRA

(801) 538-1317 or dmwilliams@utah.gov

The advertisement features a background image of the facade of the Alamo mission in San Antonio, Texas, with its characteristic arched windows and door. The text is overlaid on this image.

SEE YOU IN SAN ANTONIO

**TTRA will be "Rockin' and Rollin'
Down the Research River"**

**June
20-22,
2010**

**SAVE
THE
DATE!**

TTRA HISTORY

~ In 1970, the Travel Research Association (TRA) and the Western Council for Travel Research (WCTR) formed an affiliation under the name "The Travel Research Association (TTRA)"

~ The First Annual TTRA Conference "The Travel Environment of the 70's" had 150 attendees. At the time, TTRA only had 244 members - a very impressive attendance rate!

~Initially, TTRA was broken into two councils - East and West. Discussion of the addition of a Canadian Council occurred as early as August, 1970.

Chapter Messages (cont.)

Hawaii

In June 2009, TTRA Hawaii hosted "Catch the Wave: Tourism Research" - TTRA's 40th Annual Conference. Check out some of the great pictures from this event below!



A very special thanks to **Dr. Charles Goeldner** for providing his photographic expertise and capturing the spirit of the TTRA Conference. For more pictures, log into the "Member's Only" section at www.ttra.com!

Chapter Messages (cont.)

Texas

The Texas chapter recently elected a new Board of Directors, excited and eager to welcome you to the Lone Star State for the 41st Annual TTRA Conference:

Rockin' and Rollin' Down the Research River – June 2010

President Lisa Ross, Vice President Louri O'Leary and Secretary Treasurer Ulrike Gretzel hope that you will all take the opportunity to explore the cultural and historic city of San Antonio when you make your trip.



Explore San Antonio

Consider these high points as you plan your trip for the 2010 TTRA conference, ranging from the city's major theme parks to the River Walk lined with restaurants, patios, galleries and shops. The city is filled with culturally significant arts, history, culture, museums and architecture and of course the Alamo. For families and children, the city's major theme parks such as SeaWorld San Antonio and Six Flags Fiesta Texas should be on the list of to-do's and another adventure could include a visit to the San Antonio Zoo, one of the nation's largest. At the Children's Museum, hands-on exhibits encourage creative play and Ripley's Haunted Adventure or Tomb Rider 3D feature special effects, animatronics and live actors. Learn more at www.visitsanantonio.com

Upcoming Events

~TTRA Canada

Annual Meeting
October 14-16, 2009
Guelph, Ontario

~ TTRA International

Board of Directors
Fall Meeting
October 24-25, 2009
Little Rock, Arkansas

~ TTRA International

Board of Directors
Spring Meeting
February 2010,
San Antonio, Texas

~SETTRA

2010 Symposium
March 22-24, 2010
Nashville, Tennessee

~GWTTRA

Annual Symposium
April 15-16, 2010
Chico Hot Springs
Pray, Montana

~Have an upcoming event that you would like to report? Email admin@ttra.com to get your event included in the newsletter and the online calendar!

Have You Remembered...

1. ...to renew your membership? Memberships that expire on 12/31/09 should renew now! Don't let your membership lapse!
2. ...to make plans for the 2010 TTRA Conference? If you don't remember to include it in the budget now, it might be too late!
3. ...to talk about TTRA with your friends? If someone is interested in joining the organization, send an email with their contact info to admin@ttra.com.
4. ...to attend a Chapter Meeting? Networking with local industry professionals is one of the many benefits of being involved with TTRA. Even better - bring your friends!
5. ...to volunteer for a committee? President Dee Ann McKinney put out the call for volunteers with her welcome letter - get involved today to help shape the future of this organization!
6. ...to prepare your presentation for the 2010 TTRA Conference? The Call for Papers deadline is approaching fast!



Questions or Contributions?

Contact:

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2010 Annual TTRA Conference: “Rockin’ and Rollin’ on the Research River”

San Antonio, Texas, June 20-22, 2010

Call for Papers

Deadline: December 15, 2009

The Academic Paper co-chairs, **Prof Cathy Hsu and Dr Sue Beeton**, invite academic submissions for the 41st Travel and Tourism Research Association annual conference. After considering the feedback from the conference attendees over the past years, a few adjustments have been made to the Conference structure and paper submission process.

Themes:

Papers which address the **conference theme** in particular are welcomed, as well as those relating to the following overall themes and methodological approaches:

Theme	Methodological Approach
• Environmental, social or economic impacts of (or on) the travel and tourism industry	• Unique & common travel research methods, approaches, or uses
• Market and marketing research	• Trends in basic tourism research
• Nature based and sustainable tourism research in practice	• Methods and findings in measuring the results of tourism research
• Tourism planning and development	• Interdisciplinary research approaches
• Research based case studies	• Internet/‘new media’ as a research tool
• International issues and trends	

Submissions:

There are three categories for academic work submission:

1. Extended Abstract, with the opportunity (option) to provide a full paper for the Proceedings (if accepted for the conference). These abstracts will be considered for **either** an oral or visual presentation, which will be determined based on the nature of the research and available sessions at the conference.
2. Extended Abstract where the author/s wish only to be considered for a visual presentation. These papers will also have the opportunity (option) to provide a full paper for the Proceedings (if accepted for the conference). As well as the Abstract, an outline of the visual presentation must be provided.
3. Full Paper, to be double-blind reviewed and published in the Proceedings

Submission Requirements are at the end of this Call for Papers.

Presentations:

Those whose academic papers are accepted will have the opportunity to present their work in either an ORAL or VISUAL presentation. ALL papers will be published in the Proceedings, either as Abstracts or Full Papers.

Oral Presentations:

Presenters of oral presentations will have 30 minutes allocated, consisting of a maximum of 20-minute presentation and ten minutes for questions and discussion.

Full technical details will be provided with the acceptance of the paper as an oral presentation.

Visual Presentations:

Visual presentations will be held in an **IDEAS FACTORY** during one special session. All presenters will be at this session, and have the opportunity to discuss their work with conference delegates. Presenters will be provided with a table and pin-board screen. The presentations themselves can be in a range of formats, from a simple poster through to visual representations on a laptop (or a combination).

Full technical details will be provided with the acceptance of the paper as a visual presentation.

Awards:

Awards will be given for the best **Research Paper** and best **Visual Presentation** and presented at the Conference. To be eligible for the Research Paper award, a FULL paper must be provided (from either Category 1 or 3 above) and published in the Proceedings. Papers with Extended Abstracts in the Proceedings will not be eligible.

Full details of the award criteria will be provided with the acceptance of the papers.

Submission Requirements:

Submit one electronic copy in Microsoft Word of your abstract using the *Journal of Travel Research* format and graphic quality requirements.

Extended Abstracts must be no more than **THREE PAGES** of single-spaced text (excluding TITLE PAGE) and consist of:

TITLE PAGE:

- author/s' names, affiliations, addresses, phone numbers and email addresses
- which category it is being submitted for
- which theme or methodological approach the paper best fits under

INTRODUCTION

LITERATURE

METHODOLOGY

RESULTS AND DISCUSSION

CONCLUSION

- include a sub-section on 'significance to industry' where relevant

As well as adhering to the guidelines above, papers in **CATEGORY 3** (for blind review) must conform to the following:

The paper limit is **TEN PAGES** (excluding TITLE PAGE) and must be in Microsoft Word format.

- 1" (2.5cm) margin all around
- Times New Roman Font
- Single space
- Tab indent (five spaces) the start of each paragraph
- Title should be 14pt size the rest of the paper is 12pt
- For headings and text use the formats in Word:
 1. "Title" for the title,
 2. Abstract heading should be "Heading 1"
 3. "Normal" for the abstract text
 4. Introduction should be "Heading 1"
 5. "Normal" for all the text
- Tables and figures should be located in the text at the relevant locations
- Ensure that your name appears only on the TITLE PAGE of the paper.

PAPERS THAT DO NOT FOLLOW THESE GUIDELINES WILL BE IMMEDIATELY REJECTED.

Submit ALL academic abstracts/papers via email to:

Cathy Hsu, The Hong Kong Polytechnic University: hmhsu@polyu.edu.hk

By 15 December, 2009

NOTE: THERE WILL BE NO EXTENSION TO THIS DATE!

Please direct any proposals or questions relating to Practitioner Sessions to:

Louri O'Leary at loleary@governor.state.tx.us