



**“Publishing in the Journal of Travel Research:
Guidelines and Suggestions from the Editor”**

Featuring

Dr. Richard R. (Rick) Perdue

Choose from one of two live presentations:

- **Wednesday, January 26, 2011 at 8:00pm–9:15pm** (US Eastern Standard Time*) or
- **Thursday, January 27, 2011 at 11:00am-12:15pm** (US Eastern Standard Time*)

*See other time zones below

- ❖ Would you like to improve your chance of getting published in JTR?
- ❖ Have you been turned down for publication and want to know why?
- ❖ Are you submitting an article for publications for one of the first times and want some tips?

Session Overview

The purpose of this webinar will be to help authors better understand the nuances of publishing in the Journal of Travel Research with the goal of helping them be more successful in submission of their manuscripts. Over the past decade, the number of manuscripts submitted to JTR has grown dramatically, nearly 250 percent. With the increasing emphasis by universities worldwide on publishing in “top tier” journals, this growth is expected to continue into the future. As a result, the standards for manuscript acceptance continue to go up; currently less than 10 percent of the submitted manuscripts are accepted for publication. Within the next decade, this could be as low as five percent. For the past eight years, Rick Perdue has served as JTR editor and has both observed the factors impacting manuscript success and identified a series of common errors made by many authors. This webinar will: (1) review the JTR manuscript review process, (2) present data on the factors impacting manuscript success, (3) describe the errors commonly made by authors, and (4) provide a set of guidelines designed to help authors increase their probability of success.

Featured Speaker

Richard R. (Rick) Perdue is Professor and Head of the Department of Hospitality and Tourism Management at Virginia Polytechnic Institute and State University. He has, since 2002, served as Editor of the Journal of Travel Research. He also currently serves as second vice president of the Travel and Tourism Research Association. He is an elected fellow, former president and, currently, board chair of the International Academy for the Study of Tourism. He formerly served on the Research Committee for the Colorado Tourism Board, two terms on the Board of Directors of the Colorado Travel and Tourism Authority, on the Tourism Advisory Board of the National Coastal Resources Research and Development Institute, and was a founding board member for the North Carolina Tourism Education and Research Foundation. His research focuses on sustainable tourism development and marketing in resort environments. Much of this research has focused on the impacts of recreational real estate development and tourism on the quality of life for local residents in resort communities, with specific focus on ski areas and mountain resort environments. A recent analysis rated him among the most prolific tourism scholars worldwide.

Registration: [Registration Form](#) registration details included in the registration form (or visit TTRA.com/Resources/TTRA Educational Series)

Session Fee: TTRA Members \$20.00, non-members \$50.00

Deadline: Wednesday, January 21, 2011

About The TTRA Educational Webinar Series

The Travel and Tourism Research Association (TTRA) is a non-profit professional association whose major purpose is to increase the quality, value, effectiveness and use of research in travel marketing, planning and development. Our association strives to be a leader for the global community of practitioners and educators engaged in research, information management and marketing in the travel, tourism and hospitality industries. The TTRA Educational Webinar Series is teleconference based sessions presented by leading experts from around the world. Members and non members are invited to participate. For more information on TTRA or to join as a member see our website at www.ttra.com or contact Connie Brauer at cbrauer@ttra.com.

World Wide Time Table

	<u>Time differential from Virginia, USA (Eastern Time)</u>	<u>Session #1</u>	<u>Session #2</u>
Melbourne, Australia	Plus 16 hours	1/27/11 12:00 PM	1/28/11 3:00 AM
Hong Kong, China	Plus 13 hours	1/27/11 9:00 AM	1/28/11 12:00 AM
Western Europe	Plus 6 hours	1/27/11 2:00 AM	1/27/11 5:00 PM
Dublin, Ireland	Plus 5 hours	1/27/11 1:00 AM	1/27/11 4:00 PM
Detroit, USA, Toronto, Canada and Blacksburg, Virginia, USA (The presenter's time which is Eastern Time in the US)	0	1/26/11 8:00 PM	1/27/11 11:00 AM
Chicago, USA	minus 1 hours	1/26/11 7:00 PM	1/27/11 10:00 AM
Denver, USA	minus 2 hours	1/26/11 6:00 PM	1/27/11 9:00 AM
Los Angeles, USA	minus 3 hours	1/26/11 5:00 PM	1/27/11 8:00 AM
Honolulu, USA	minus 5 hours	1/26/11 3:00 PM	1/27/11 6:00 AM

*Guidelines were accurate at the time of publishing. For time equivalents in your time zone see www.timeanddate.com/worldclock

Coming soon these TTRA Educational Webinars!

DATE	TOPIC	PRESENTER
March 23 repeated on March 24, 2011	European Travel Trends	Noel Sweeney
March 2011	China Travel Trends	Tentative
May 2011	Research Projects required by the US Promotion Act	Tentative
September 2011	Ways to measure social media marketing	Panel TBD
October 2011	Show Me the Money! Finding grants and other funding for travel research	Panel TBD