

TTRAe-Newsletter

TRAVEL AND TOURISM RESEARCH ASSOCIATION EUROPEAN CHAPTER

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Contact us:

To submit news, views and articles to this newsletter, please contact us ttraeurope@gmail.com

President's message



Isabelle Frochot
President, TTRA Europe
Maître de conférences, Université de Savoie

This is an exciting month that will see our next TTRA Europe conference take place in Dublin from 17th-19th of April. This year's conference theme "New directions: travel and tourism at a crossroads", will take on board the necessary evolution of the tourism sector in the light of the economic changes that we are experiencing in Europe and worldwide. Whilst those changes are major for our economies they have had their impacts on the tourism industry, positive and negative. Unemployment and weaker economies are certainly concerned at the moment and will necessarily impact on some categories of tourists' spending. However, within this evolution, tourism has been identified by several countries, especially southern, as a way out of the crisis they are experiencing. The World Tourism organization indicates that tourist arrivals worldwide grew by 4% in 2012 to 1.035 billion and forecasts a yearly growth rate of 3 to 4 % in 2013 and for the 10 years to come. This is most certainly positive news in the current economic and political climate. Many countries will benefit from this evolution, some more than others. Emerging economies are performing well and some regions (South-East Asia and the Pacific, Africa and South Asia) are witnessing high growth rates. In Europe, tourism remains a dynamic sector, in the Alps the ski industry witnessed the same levels of attendance as in 2001 and most countries are still experiencing growing rates of international arrivals. The continuous growth of tourism demand will keep tourism a healthy and dynamic contributor to modern economies. Our conference in Dublin will address various of those issues and I hope that you will be able to join and debate with us on those topics.

Looking forward to seeing you in Dublin!

A bientôt.

Isabelle Frochot

**TTRA Europe
CONFERENCE
Dublin 2013
17-19 APRIL**

www.ttradublin2013.com



New directions: travel and tourism at the crossroads

TTRA Europe CONFERENCE

17th - 19th APRIL 2013, DUBLIN



Cobbled streets, dusty pubs, pints of Guinness, Georgian doors. Angular architecture, world-class street art, artisan bacon and organic cabbage. Dublin is a fitting background for discourse and perspectives on the changing face of tourism and travel. Full of culture and contrasts, the expected and the unexpected: a vibrant cultural scene and the European hub for companies such as Google.

ABOUT THE CONFERENCE:

This year's TTRA Europe conference aims to stimulate researchers and professionals' minds in order to understand better to which extent recent changes in our economies are impacting the outlook of tourism in Europe and world wide. This conference will explore and address the issues emerging as travel and tourism finds itself at a post-recession crossroads. As traditional markets splinter and shrink and new markets with new challenges open up, we will take the temperature of where we are now and explore ideas and directions to find ways forward.

The purpose of the TTRA Europe 2013 conference is to convene international scholars, researchers, policy makers and tourism professionals to explore and address the new directions and identify opportunities that the travel and tourism industry needs to consider in the new landscape set by the recent major economic crisis.



CONFERENCE VENUE:

The Radisson Blu Royal
Golden Lane, Dublin,
Co. Dublin City, Ireland



TTRA EUROPE CONFERENCE 2013

CONFERENCE SPEAKERS



Noel Sweeney
Noel Sweeney is the Managing Director of TTC International.



Mark Henry
Mark Henry leads the Central Marketing Division of Tourism Ireland.



Luc Durand
Luc Durand is President of Ipsos Canada in Montreal.



Paul Carty
Paul will address the challenges in managing Ireland's number one visitor attraction.



Eamonn McKeon
Eamonn McKeon is the CEO of the Irish Travel Industry Confederation



Olivier Henry-Biabaud
Olivier Henry-Biabaud is a board member of TTRA Europe Chapter



Eoghan O'Mara Walsh
Eoghan O'Mara Walsh is a Director of Heritage island.



Don Hawkins
Don Hawkins was appointed as Special Advisor to the UNWTO Secretary General.



CONFERENCE PROGRAMME:

Day 1 – April 17th, Wed
13.30 Welcome Address
14.45 Coffee Break
15.00 Break out Sessions
18.00 Welcome Reception



Day 2 – April 18th, Thu
09.00 Registration
09.30 Key note speakers
10.30 Coffee Break
11.00 Break out sessions
13.00 Lunch
14.00 Keynote speaker
14.45 Coffee Break
15.00 Break out sessions
19.00 Gala Dinner

Day 3 – April 19th, Fri
09.00 Keynote speakers
10.00 Breakout Sessions
11.30 Coffee break
12.00 Keynote speakers
12.30 Welcome TTRA 2014
13.00 Close

» [More Details](#) to view Conference Programme

Content Streams

- SMART Tourism
- Sustainability
- Transport issues
- Service quality
- Experience tourism
- Distribution
- Innovation in tourism research
- Tourists and residents
- Cruise tourism
- City Marketing
- Destination marketing effectiveness
- Destination branding
- Segmentation
- Big data
- Measurement and metrics for travel and tourism

CONTACT US: Mr Peter Nash TTRA Europe 2013 Conference Chair email: pnash@tourismireland.com

For more information visit our website at: www.ttradublin2013.com

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TTRA Dublin Committee Profiles

Peter Nash

Currently heading up the strategy development team at Tourism Ireland, Peter Nash has held marketing and strategy roles in both the public and the private sector in Ireland. An economist by training he lectured in UCC and was a senior researcher with An Foras Taluntais, now Teagasc. Peter Nash then held a variety of research, marketing and strategy roles at Guinness and later Diageo Ireland. More recently he was head of the school of business at the National College of Ireland. Peter Nash is a keen sailor and values Ireland's temperate climate as it allows him to enjoy year-round racing on the east and south coasts. Peter is proudly supporting The Gathering Ireland this year and the TTRA Europe conference is a pledged event.



Sheila Flanagan

Dr Sheila Flanagan, immediate past President of the TTRA International Board.

TTRA Europe is delighted to announce that Dr Sheila Flanagan, immediate past President of the TTRA International Board will be a session chair at the TTRA Europe conference in Dublin during April. "I am delighted to welcome the TTRA Europe conference to Dublin, and I am looking forward to chairing some sessions which combine strong keynote speakers from the travel and tourism industry with leading edge scientific papers."



Kevin Griffin

An exciting and eclectic mix of papers have been accepted for the TTRA Europe conference in April. From Festivals to Food tourism, Finland to Photography, the papers which have been accepted following the usual refereeing process are now being streamed into themes and sessions for the Dublin conference. "Perhaps the sheer breadth of topics covered should not have surprised us, given the topic of travel and tourism at the cross-roads" says Dr Kevin Griffin of Dublin Institute of Technology, Chair of the Scientific Committee. "In thanking my large team of referees across three continents, I am delighted with the quality and progressive thinking across all the accepted abstracts and I look forward to meeting the authors as delegates in Dublin during April."



What to see and do in Dublin

Art and Museums

Hugh Lane Gallery

The collection, started by the Gallery's founder Sir Hugh Lane in 1908, has now grown to include over 2000 artworks, ranging from the Impressionist masterpieces of Manet, Monet, Renoir and Degas to works by leading national and international contemporary artists.

Natural History Museum

This museum has many galleries of animals from all over Ireland and overseas and also geological exhibits from a total collection of about 2 million scientific specimens. Its a wonderful "old-school" museum with a modern touch having reopened after its recent renovations.

National Gallery

The Gallery has an extensive, representative collection of Irish painting and is also notable for its Italian Baroque and Dutch masters painting. The new Millennium Wing that opened in 2002 houses the "Masterpieces from the collection" exhibition which gives a wonderful overview with some of the more famous pieces of Art.

The Little Museum of Dublin

The Little Museum is on the first floor of 15 St Stephen's Green, near the corner of Dawson Street, on the north side of the Green. A people's museum that tells the story of the modern city, every item has been donated by members of the public.

Shopping

Grafton Street

Grafton Street, located between Trinity College and St. Stephen's Green is the more upmarket shopping area with fashionable stores such as Brown Thomas, the department store catering for many designer showcases, both foreign and local. Dublin's leading and most exclusive jewellers, Weirs, is also here, as well as the most popular of the famous Bewley's Cafés.

Georges Street / Camden Street

Nassau Street / Trinity College

Henry Street / O'Connell Street

Temple Bar

After a great deal of Urban Renewal in the late 1980s / early 1990s Temple Bar became Dublin's thrumming cultural heart. Today it is packed with small shops associated with crafts, art, clothes and music, as well as Pubs and Bars. Cow's lane, located toward the western end, regularly hosts a weekend farmers market where you can enjoy a fine selection of artisan goods.

Getting Around



Dublin Bikes

If you want to use dublinbikes you will have to sign up to their service. Since you are a visitor to Dublin we recommend the 3-Day Ticket. These tickets are convenient, great value for money and can be purchased from any of the 15 credit card terminals for just €2. The first half-hour of use is free; after that a service charge applies. You can buy a 3-Day Ticket at stations with credit card terminals. This facility is available at 15 station terminals. Consult the terminal menu to obtain a short-term ticket that you will need to keep throughout the period covered by your subscription. This card contains an ID which you will need to enter each time you hire a bike, in addition to a PIN selected by you. It is important that you keep your ticket in the event that any issue may arise - www.dublinbikes.ie.

Dublin Bus

Dublin Bus currently operates almost all commercial routes in the Greater Dublin Area (GDA). It is the main public transport provider for the GDA (extending as far as Newcastle in County Wicklow, Balbriggan in north County Dublin, Dunboyne in County Meath and Maynooth in County Kildare). Dublin Bus also provides many different services for tourists such as sightseeing tours and themed routes, for example the Dublin Ghost bus! For further information please visit www.dublinbus.ie.

Dart

The DART (Dublin Area Rapid Transit) is the rail line running along the coast of Dublin, from Malahide and Howth southwards as far as Greystones, Co Wicklow. The DART system is administered by the national rail operator, Iarnród Éireann (Irish Rail). You can connect to the regular train service for communities north of Dublin, right up to Belfast. The DART is most convenient if you are moving in or around the coastal areas - www.dart.ie.

Luas

Luas is a state of the art light rail transit system that provides an attractive and unique alternative to the private car. Veolia Transdev Ireland operate Luas on behalf of Railway Procurement Agency, the authority responsible for the procurement of railway infrastructure systems in a public - private partnership. Veolia Transdev is the transport division of Veolia Environnement, Europe's largest private passenger transport company. For further information please visit www.luas.ie.



THANKS TO OUR SPONSORS & SUPPORTERS!



TTC International is a consultancy specialising in tourism, transport, leisure, land use, policy development and policy analysis. Established in Dublin over twenty five years ago we have had a Northern Ireland office since 2000 and have associate offices around the world.

TTC advises Governments, the European Union, Commonwealth Secretariat, private corporations, local authorities and other public sector clients on issues relating to our core skills.
www.ttcinternational.com

Founded in 1970, the Travel and Tourism Research Association (ttra) is a non-profit association whose purpose is to enhance 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.

www.ttra.com

Emerald is a leading English language publisher of academic and professional literature in the fields of management, library services and engineering.

Emerald was established in 1967 and today offers a number of services to universities across the globe. Emerald's databases provide access to over 58,000 articles, reviews and academic resources.

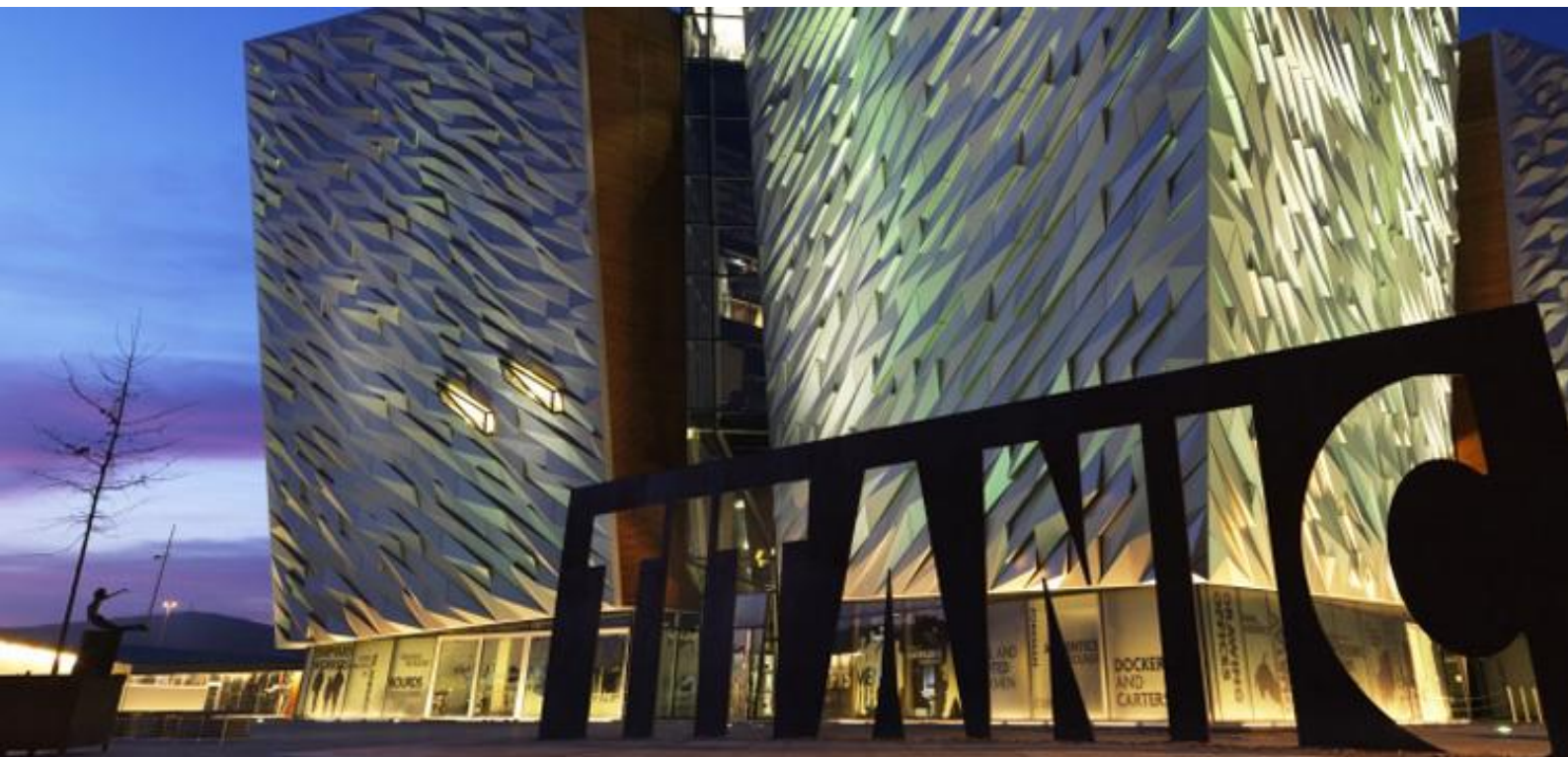
www.emeraldinsight.com

DANTE aims to promote a new regional policy approach to designing a knowledge-based plan for the tourism sector. The objective of DANTE is to improve the effectiveness of regional policies in the area of innovation by enhancing the role of ICT in tourism industry in rural and mountain areas. The project optimises nine innovative good practices that demonstrate the benefits of Information Society for competitiveness of the tourism sector in disadvantaged areas.

www.danteproject.eu

Fáilte Ireland is the National Tourism Development Authority. Our role is to support the tourism industry and work to sustain Ireland as a high-quality and competitive tourism destination. We provide a range of practical business supports to help tourism businesses better manage and market their products and services.

www.failteireland.ie



NEWS FROM TTRA CHAPTERS



TTRA Canada Newsletter » [More Details](#)



TTRA International Latest issue of the Newsletter is out now » [More Details](#)

TTRA Canada 2013 Annual Conference.

2013 TTRA-Canada Conference to be held in Ottawa, Ontario. The 2013 chapter conference will be held at the Sheraton Ottawa, from October 16-18.

The call for papers for TTRA-Canada's annual conference will be distributed in the spring of 2013. For more information or to get on our mailing list please email info@ttracanada.ca

2013 TTRA International Conference: "Keeping It Relevant" Westin Crown Center, Kansas City, Missouri (USA) June 20-22, 2013. » [More Details](#)

SAVE THE DATE: JUNE 2014!

Upcoming TTRA Annual International 2014 Conference will be held in Brugge, Belgium during the month of June. Set dates and accommodation information will be forthcoming. We want you all to have plenty of time to make arrangements to join us in the place known as the "Venice of the North." Plan to come explore Brugge with us in 2014!



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Top 10 Wellness Travel Trends for 2013



Camille Hoheb
Founder & CEO of
Wellness Tourism
Worldwide

Wellness Tourism Worldwide 2013 forecast of wellness travel trends bears relevance to today's consumer, focusing upon new wellness designs, programs and service levels in air transit, hotel accommodations and destinations.

Camille Hoheb, wellness travel industry expert and founder of Wellness Tourism Worldwide noted, "Health opens the door to a whole new world." She added, "We're looking at wellness domains that contribute to better traveller experiences. We think this forecast will encourage individuals and industries to expand their perceptions on wellness and improve quality of life."

The forecast is based on an analysis of factors including consumer and B2B surveys, site visits, feedback from travel suppliers, destinations and sellers as well as extensive research, all of which have been consolidated to bring practical knowledge to both individuals and businesses.

Snapshot: Top 10 Wellness Travel Trends for 2013 (full descriptions below)

- Wellness Takes Flight
- Health-Focused Hotels
- Digital Detox
- Reconnecting through Nature
- Sleep at the Forefront
- Spiritual Seekers
- Indigenous Healing Experiences
- Rewarding with Wellness Travel
- Celebrity Instructor Retreats
- Intergenerational Family Holiday

Wellness Takes Flight

To draw more passengers and increase revenue, airports renovations are featuring sleek ultramodern designs incorporating natural light, art installations, high-end dining and shopping venues as well as a plethora of health and fitness offerings. A wide range of offerings from the ubiquitous spa to swimming pools, gardens, walking paths, private napping cabins and cultural centers are all designed to create a kind an atmosphere of "terminal bliss".

Health Focused Hotels

Hotels have realized there's an unmet need for guests to maintain health during travel that goes beyond gyms, pools and spas. Now hotel rooms are designed to alleviate altitude sickness, reduce jet lag, induce better sleep,

eliminate bacteria, waterborne chemicals and allergens and purify and humidify the air. Vitamin C-infused showers, dawn simulating alarm clocks and melatonin-producing lighting are other notable features. Guest can access in-room fitness equipment and healthy lifestyle education as well as take-home tips, programs and wellness apps.

Digital Detox

The World Travel Market Global Trends Report listed digital detox as one of the next big trends to hit the hospitality industry in 2013. A survey showed that 80% of smartphone users in the US almost never leave their home without their device, while another found almost 50% of mobile owners use their phone during vacations to snap photos and trip planning. Surrendering laptops, tablets and smartphones at check-in are a part of several hotel "Un-plug" programs. Some destinations are also creating technology free vacation campaigns as a way to market their rustic settings.

Sleep at the Forefront

Too tired to function, unable to rest? Lack of sleep impacts immune, brain and metabolic systems. With spas, hotels, airplanes and airports, sleep has risen from the ignored to the significant. Micro naps in urban spas create a respite from the frantic pace of cities. Private napping cabins offer respite for weary inter continental travellers. Hotel designs have evolved to combat jet lag and to help both business and leisure travellers sleep well and prepare for the day ahead. Airlines are catching on, with redesigned planes for peaceful sleep providing well-appointed linens on a full size bed and turn down service in first class private cabins.

Spiritual Seekers

The interest in non-religious spiritual practices is growing around the world. An increasingly secular global society seeking meaning and purpose opens the doors to spiritual pilgrimages, retreats, temple stays and workshops. Asia, as the place of origin for mind/body lifestyles, practices and treatments is the home of Traditional Chinese Medicine, Ayurveda, various forms of meditation, yoga and other approaches to healing and wellness. An economic powerhouse, Asia has the resources to continue building its tourism platform and exceed traveller expectations.

Indigenous Healing Traditions

As the world has become more globalized, many spa brands have gone the way of Starbucks --predictable. Placing a spot light on

authentic healing traditions is important on several levels. Exporting a region's traditional healing practices gives consumers the opportunity to experience them first-hand at their place of origin. Travellers seeking health and healing traditions at their place of origin contributes to cultural conservation and sustainability, in some cases stimulating economic growth and breathing new life into long forgotten, ancient or undervalued rituals.

Rewarding Wellness Travel

In light of the economic downturn, companies seek peak performance and maximal efficiency. Meeting planners are seeking destinations that align with corporate initiatives for maximum ROI. What better way than to coordinate transformative experiences for both the individual and business organisation sponsoring the meeting? Most U.S. companies plan to increase the dollar value of the incentives they offer employees to participate in health improvement programs in 2012, according to a recent employer survey.

Celebrity Instructor Retreats

Wellness travel has taken off as a way to jumpstart a new health regimen or to deepen one's practice of a healthy lifestyle. Studies show that sometimes the most transformative experiences occur far away from home. Yoga, Pilates, meditation and fitness gurus have been elevated to rock stars with their own following and are taking their expertise on the road at exotic locations, regional weekend workshops. Spa destinations and resorts have been offering specialized, themed getaways for awhile but now instructors have realized their own cache and are cashing in.

Intergenerational Family Travel

It seems everyone agrees that multi-generational family travel is a hot trend that has been growing the last few years including Virtuoso, VacationWired, TravelMole, American Express, U.S. Travel Association, ASTA and a variety of others. Grandparents are connecting with grandchildren in a distinct way — by traveling. Grandparents are more active and fit, and have sympathy for their own grown children, who often are required to have two working adults to pay the bills. Vacations create memories and are taking their family relations from cyberspace to real space. The travel industry has designed programs to bring families together to learn, love and play. What could be more "well"?

For a free download of the "Top 10 Wellness Travel Trends for 2013", please go to www.wellnesstourismworldwide.com



The Economic Advantages of Travel & Tourism Compared to Other Industry Sectors

Early in 2012, The World Travel & Tourism Council (WTTC) worked with Oxford Economics to undertake a new piece of research that would assess the role that Travel & Tourism plays in the global economy compared to other industry sectors with a similar breadth and global presence. These comparator sectors included mining, education, chemicals manufacturing, automotive manufacturing, communications and financial services.

The research measures the economic value on direct, indirect and induced levels and assesses the total economic contributions by these sectors to global economic growth. In 2011, Travel & Tourism generated US\$2 trillion in direct GDP to the global economy which is more than double that of the automotive industry and one-third larger than the global chemicals industry. With the addition of indirect and induced economic impacts, the total GDP impact of Travel & Tourism was US\$6.3 trillion in 2011. This impact is larger than that of some of the most

important manufacturing sectors while it also exceeds that of the mining sector and nearly equals the global education sector.

Travel & Tourism generates 9.1% of global GDP, which is more economic output than automotive manufacturing, mining and chemicals manufacturing and roughly the same share of global GDP as the global education and communications industries. Indeed, in every region of the world, the Travel & Tourism industry directly contributes more to GDP than automotive manufacturing.

In terms of employment, the importance of Travel & Tourism is even more pronounced. With 98 million people directly employed in 2011, Travel & Tourism directly employs:

- * 6 times more than automotive manufacturing
- * 5 times more than the global chemicals industry
- * 4 times more than the global mining industry

- * 2 times more than the global communications industry
- * A third more than the global financial services industry

Overall, the industry sustained 255 million jobs in 2011, representing 8.7% of world employment and making it one of the leading job creators in the world. It not only exceeds the jobs impact of auto manufacturing, chemicals manufacturing, and mining, but is also nearly on par with education.

This work provides clear evidence to governments and policy-makers that relative to other sectors, Travel & Tourism possesses some distinct advantages as a driver of economic development and with controlled management can be a key source for future sustainable growth.

For further detail and other WTTC research, please go to:
www.wttc.org/research



Chris Clarke
Director of Events
P&MM Events & Communications

The Success Factor

Rather than using the platform as a blunt marketing tool, P&MM's strategy with Our World was to develop relationships by providing opinion, insight pieces, destination blogs, top tips using all the expertise from its vast travel, events, communications and related business departments. There would be no hard sell but opinion, current information and issues led discussion on topics relevant to anyone with an events element to their role.

Content is King

OurWorld brings valuable news, advice and opinion on destinations, new hotel openings and current issues affecting the wider world of business events and travel. It is designed to link with other forms of social media such

How to creatively use a destination blogsite to engage and reach out to new audiences?

as a discussion group on LinkedIn and an *"OurWorld"* Twitter feed. This was not to simply regurgitate content but expand the discussion opportunities, tying into people's preferred media sources.

Creativity

"OurWorld" was designed to be the start of a new style of marketing for P&MM, moving away from a traditional selling model to building relationships across a range of media and platforms. The blog site has this year been followed by an *"OurWorld"* discussion group on LinkedIn attracting some of the same but also a new audience and engaging them in topical discussions. Content is not just re-posted but genuine discussion started to gain opinion and create a dialogue.

A conscious decision was made not to bombard the audience with daily chatter for the sake of it but to provide a thought provoking or interesting update once a week only.

What a reach!

"OurWorld" reached doubled P&MM's initial target and produced a near 20-fold increase in monthly contact compared to previous activity.

"OurWorld" is gaining traction in the events industry and as a result hotels, venues, airlines and DMCs are approaching P&MM to buy advertising space. Beyond this the platform has been recognised as a credible media for the industry to enjoy.

About P&MM

www.p-mm.co.uk

DESTINATION FEATURE

My Barcelona



Sònia Graupera
Travel Journalist & Advisor
www.soniatravelguides.com

It is kind of strange and not usual for a travel writer to write about her own city. It happens that sometimes we know other cities better than our own. Barcelona is my hometown, where I was born and where I have spent half of my life. The further I travel, the more I love my city. There are times that I think that my hometown has disadvantages, but I will not tell you which ones these are. Barcelona is a city that offers many different cities in one and has a lot to offer. In this case very true: with Roman ruins, Jewish quarter, modern parks, modernist buildings, boutique & designer stores, fresh food markets and all those real nice beaches, and not forgetting to mention the great gastronomy, which will be one of your favourite once you have tried it.

[My Barcelona](#) can be found in the little streets of Gràcia, the neighbourhood that is just one metro stop up from the top of Passeig de Gràcia, where it feels like you are in another world. Gràcia was an independent town until the late 19th century and even nowadays it is a small and tight community. Here you will find restaurants with cuisines from all over the world ran by ethnic locals, together with many cool designer label shops. Do not miss out on the beautiful buildings to be found on Gran de Gràcia and if you turn off right you can get lost among its streets. From there you can walk easily to the Park Güell, where Gaudí turned his hand to landscape gardening. You will not have seen anything quite like it. A similar atmosphere, as in Gràcia, can be found in the historical Born area, officially the trendiest part of Barcelona. The Born was very much alive during the medieval times, and a walk through its narrow streets is a journey back in time. Now you can find designer label boutiques, hotels and many restaurants. What else do you need?

Food is the best excuse to fly to Barcelona, where you can find gourmet sandwich bars, fish restaurants along the sea front (my favourite is the [Xiringuito de l'Escribà](#) which offers

probably the best paella in town), high-level gastronomy with examples such as the chef Jordi Cruz with a 2 star Michelin restaurant in [ABaC and a tapas Bar](#) in Born called Ten's. Speaking about tapas bars, the choice is big. Very big, but I would not recommend going to the typical ones, ask a Catalan which is his favourite, which may not even be in the city centre, where croquetas and patatas bravas are not to be missed. If you have a sweet tooth, you should go to Petrixol street, very near to the famous Rambles, where you can have a hot chocolate amongst old tiles, bookshops and art galleries (which is a tradition for most Catalan's), and where you will also find many delicious patisseries and enjoy a "merienda" or a yummy breakfast for example at [Escribà](#), [Enric Rovira](#) or [Oriol Balaguer](#).

Fresh food markets can be found in every neighbourhood. Tourists visit the Boqueria Market, which is the most popular one, but I would also recommend visiting the Santa Catalina market, with its unique colourful patchwork roof, that reveals Barcelona's history designed by an Italian (but adopted) architect Benedetta Tagliabue.

Of course, a must visit for first-timers are the Sagrada Família, the never-ending cathedral designed by Gaudí which is simply a jewel and most people love it. Passeig de Gràcia houses modernist emblematic building such as Gaudí's Casa Batlló and La Pedrera, amongst expensive designer label boutiques where you can spend your money. [The Palau de la Musica Catalana](#) is a world heritage modernist building by the architect Domènech i Montaner which hold the Orfeo Català –music society- altogether a breath-taking building. Another type of cathedral is the FC Barcelona football stadium, which is one of the most visited attractions in Barcelona.

To explore Barcelona you need at least five days. You will love it and you will enjoy to walk around it, buses and metro connects city well. It is just so easy. I could go on writing for hours as Barcelona is so divine.....

Close to Barcelona, around 1 hour, located between the sea and mountains you can find [Girona](#) (activitats.php), which boasts a

privileged position. The **Old Town** is one of the most evocative historical centres in Catalonia, with certain elements that are unique in Europe: the **Carolingian wall**, an exceptionally well conserved Jewish quarter, and the grandeur of the Cathedral's Gothic nave, the widest in the world. Girona also has six museums which possess a patrimonial collection of great interest. Start the walk in the Pont de Pedra, one of the main bridges in the city the crosses the River Onyar. From the Pont de Pedra you should head to the Rambles, full of places to eat and great if you walk under the arches, make sure you look up at the ceiling. You will discover a map of Paris, oh oui! And you will see some corners below the arches where small statues have a fable aspect; they say people fall in love exactly here. In Girona (city) you still will surely fall in love: in its Arab baths (not real Arab but inspired ones) from the 12th century, is the only public bathhouse discovered from medieval Christian Spain. Girona's Jewish quarter, the Call, was centred on Carrer de la Força.

For an idea of medieval Jewish life and culture, visit the [Museu d'Història dels Jueus de Girona](#). Do not leave Girona without taking a pic in the Houses on the Onyar -the river flowing through the city, laid out almost entirely in stone; Girona offers spectacular views of porticoed squares and steep alleyways. Its most emblematic sight, however, are the Houses on the Onyar painted in bright colours against the impressive background images of [Sant Feliu and the Cathedral](#). It was built in different styles (11th-17th century), preserving elements of the first Romanesque building (cloister and tower of Charlemagne), and the nave --its most spectacular characteristic- features with the widest gothic arched span in the world. Unforgettable in May all beautifully decorated and [surrounded with colourful flowers](#).

A must in Girona is to eat in the 3 Michelin starred restaurant called [Celler de Can Roca](#) it offers thoroughly inventive and ever-changing takes on Mediterranean cooking. And if you still have some time, do not miss out on the Roca's Brothers new ice-cream outlet called [Rocambolesc](#).



**Second International Conference on Emerging Research Paradigms in Business and Social Sciences
Middlesex University Dubai**

Tue 26th - Thu 28th November 2013

Venue: The Address Hotel, Dubai Mall, Dubai, United Arab Emirates

Full details can be found at the conference website: www.mdx.ac/conference/

Important Deadlines:

SUBMISSION DEADLINE: Wed 10th April

Submission of Full Paper: Wed 26th June

Early Bird Registration: Thu 11th July

Normal Registration:

Fri 12th July – Sat 26th October

Late Registration:

Sun 27th October – 19th November

Student Registration: Sat 26th October

7th World Conference for Graduate Research in Tourism, Hospitality & Leisure

Istanbul, Turkey

3 – 8 June 2014

Website: www.gradtourismconference.org

Contact:

gradconference.turkey@gmail.com

SUBMISSION DEADLINE:

01st February, 2014

2013 ANNUAL CONFERENCE OF THE INTERNATIONAL SOCIETY OF TRAVEL AND TOURISM EDUCATORS

Theme: "GeoTourism: A New Approach to Travel and Tourism Education"

October 17 - 19, 2013 Detroit, Michigan, U.S.A.

Submission must be sent to the Paper Review Chair, Dr. Randal Bmail:

rgbaker@stcloudstate.edu

May 15, 2013: SUBMISSION DEADLINE

June 3, 2013: Notification of review results (Acceptance or Rejection).

July 1, 2013: Authors of all accepted presentations must submit their completed documents to meet the deadline in order to be included in the proceedings publication.

Papers for the 2013 ISTTE conference, has been extended to May 15, 2013. Please see new dates below. Also, our Detroit

Conference Video [trailer] can be found at:

vimeo.com/59375062

VI International Tourism Congress

The School of Tourism and Maritime Technology (Polytechnic Institute of Leiria), in Peniche

27-29 November 2013

Theme "The Image and Sustainability of Tourist Destinations", aiming to present and discuss national and international experiences about tourism valuation policies as far as territories, competitiveness, sustainability and promotion are concerned.

SUBMISSION DEADLINE: 15th July 2013

More information (Program, keynote speakers, guidelines, ...) at www.giturprojects.com/itc



2013 Conference on
**Shrinking the Global Divide- Synergy,
Service & Sustainability**

Atlantis Paradise Island Resort

Nassau, Bahamas. **September 18-20, 2013**

**The College of The Bahamas
Culinary & Hospitality Management Institute**

in collaboration with

The University of Delaware

**Department of Hotel, Restaurant &
Institutional Management**

and

Cornell University

School of Hotel Administration

SUBMISSION DEADLINE - Sat 20th April 2013

Decisions for paper acceptance - **20 June 2013**

Full Paper submission deadline - **August 1, 2013**

Inquiries regarding submissions, call for papers or
conference information should be directed to:

Dr. Brian Miller at blm@udel.edu

**Australian and New Zealand Association of
Leisure Studies Biennial Conference,**

4-6th December, Frankston

(50 km from Melbourne), Australia

Domesticated animals in leisure

Abstracts (limited to 250 words) should be sent
to [Neil Carr \(neil.carr@otago.ac.nz\)](mailto:neil.carr@otago.ac.nz), by **16 May**

2013. Authors will be notified of acceptance of
their abstract for presentation at the
conference by 10 June, 2013

TTRA Canada's 2013 Conference

October 16-18, Ottawa, Ontario

**"Research Capital for a
Competitive Canada"**

Submissions due by: June 1, 2013

Submission Format: Word document

Submissions should be directed by
email to:

k7mackay@ryerson.ca or

sarah_marsh@gov.nt.ca

International Peace Conference

October 9 - 11 2013

WAGENINGEN, THE NETHERLANDS

Post-Conflict, Cultural Heritage and
Regional Development: An International
Conference

Guidelines Abstracts of papers, in the
range of 300 to 400 words, should be sent
to info@peaceconference.org.

Please visit the website for registration
details: www.peaceconference.org

SUBMISSION DEADLINE 19 April 2013

Deadline for abstracts: 8 June 2013

Deadline for acceptance: 3 August 2013

**The 21th International Conference on
Information Technology and Travel &
Tourism - IFITT ENTER 2014 conference**

January 21-24, 2014 in Dublin, Ireland.

ENTER 2014 will have a theme "Where
Social Inspiration Meets Dynamic
eTourism Innovation".

For other details about the conference,
please visit www.enter2014.org/.

Can Travel ever be sustainable?



Unless you're travelling on foot, tourism inevitably has an impact on the environment.

Though cars, buses, trains, and planes have made leaps and bounds in recent years in terms of mitigating environmental impact, they still use gasoline and yes, often release harmful emissions into the atmosphere. This has led some to call for people to stop travelling altogether and to ask, "What's the point of sustainable tourism, when any kind of travel is still bad for the environment?" We'll attempt to answer this question and leave it to you to decide whether sustainable travel does more harm or more good.

900 million people travel each year, making tourism a major global industry and an important source of income for many countries and communities, many of which are located in extremely biodiverse and fragile areas. Some communities that once turned to poaching or cutting down trees in order to support themselves have realized that they can earn a more sustainable living by conserving their natural surroundings and promoting their communities as a sustainable tourism destination.

[» More Details](#)

Medical tourism offers travel firms untapped growth

EIU for the Media

[» More Details](#)

Latest from Tourism Review.com

GREECE: TOURISM REVENUE AND VISITOR NUMBERS EXCEED EXPECTATIONS



Tourism has always been big business for Greece because it has so much to offer and, as a result, one fifth of employment is based in the industry and it accounts for 16% of output. In June of 2012, expectations of the nation's annual tourism revenue were low because of the way Greece was being viewed by the world and the escalating problems it was suffering, however it appears they have beaten the odds and fared better than anyone hoped [» More Details.](#)

2013 Industry Pulse: Business Travel Buyers Sentiment – Europe



Travel Buyers opinions in Europe have taken a downturn. They are less positive about the health of the overall economy in their country and fewer believe it will improve over the next year, compared to September 2011.

- However, they frequently feel business travel conditions are the same. Most also have expectations the business travel industry will be in the same shape one year from now.

-Travel Buyers in Europe most often feel the business travel industry is performing the same as one year ago (49%). However, significantly fewer European Travel Buyers believe the industry is performing better than one year ago compared to the percentage who felt this way in 2011 (20% vs. 51%).

-In 2012, while a majority feel the business travel industry in Europe will be in the same shape one year from now (57%), just 22% feel it will be in better shape, significantly less than in 2011 (36%).

- The average travel spend in 2011 for companies represented in the sentiment survey in Europe was €52.2 million and 31% of this spend is attributed to airfare.

- Travel Buyers estimated total spend did not show much improvement in 2012 (0.23%), most likely due to increases in travel prices.

- Buyers also expect a minimal increase in their budgets in 2013 (0.71%), which is not enough to keep pace with expected rate / fare increases.

- Although more trips (37%) and more travelers (28%) continue to increase travel spend among Travel Buyers in Europe, pointing to some bright spots in the business travel industry, increased airline fees (47%) and higher rates / fares (38%) are the most often cited contributors to larger travel budgets.

- Evidence that higher rates and fees are impacting travel budgets is found in the average rates / fees that Travel Buyers in Europe expect to pay 2013. With the exception of domestic car rentals, Travel Buyers estimated prices increased between 1.0% and 3.1% in 2012 and will increase a similar amount in 2013 (between 1.0% and 3.0%).

- Travel Buyers estimated hotel prices showed lower increases than airfares in 2012 and will experience lower increases than airfares in 2013.

Europe will be in the same shape one year from now (57%), just 22% feel it will be in better shape, significantly less than in 2011 (36%).

[» More Details](#)

Travel & Tourism Report Focuses on Reducing Barriers to Economic Growth and Job Creation



Switzerland, Germany and Austria are top performers in the fifth [Travel & Tourism Competitiveness Report](#), which ranks 140 countries according to their attractiveness and ability to develop their travel and tourism industries. Report highlights the potential of travel and tourism industry to boost economic resilience and job creation, but warns that environmental sustainability remains a key concern for the future. Initiatives such as smart visa policies are seen as critical for industry to maintain growth momentum. Download the [full report](#), [executive summary](#) and [rankings](#) or visit <http://www.weforum.org/>

The growing solo travel market



THE Quebec source for information on global trends in international tourism

Solo travellers come in all different types and the Quebec tourism industry must adapt to attract this booming clientele. Although solo tourists obviously travel alone, they often travel in groups, as contradictory as this may seem. In fact, many travel specialists (tour operators and DMOs) are noticing that solo travellers wanting to experience new places with other people who share their interests now constitute a larger proportion of their group clientele. Single travellers are a growing market segment. More and more people are single by choice at various stages of life because of marrying later, getting divorced, losing a spouse, etc., contributing to the rise in one-person households. [» More Details](#)

UNWTO World Tourism Barometer



The UNWTO World Tourism Barometer is a regular publication of the Tourism Trends and Marketing Strategies Programme of UNWTO aimed at monitoring the short-term evolution of tourism and providing the sector with relevant and timely information. It contains three permanent elements: an overview of short-term tourism data from destination countries and air transport, a retrospective and prospective evaluation of tourism performance by the UNWTO Panel of Tourism Experts and selected economic data relevant for tourism. [» More Details](#)

ITB World Travel Trends Report 2012/2013



[» More Details](#)

Overseas Travel and Tourism - Monthly Release, January 2013



Key points
Visits to the UK by overseas residents fell by 1% in January. This follows two months of strong visit numbers in November and December 2012. Earnings from visits remained strong, and in the period November 2012 to January 2013 earnings were 8% higher compared with a year earlier. Visits abroad were up 6% in January 2013 compared with January 2012. However, the January 2012 figure was weak. Expenditure abroad is up 2% in the period November 2012 to January 2013 compared with a year earlier. Longer term, total travel and tourism numbers are generally stable. Visits to the UK grew 1% in the 12 months to January 2013 compared with a year earlier and visits abroad were unchanged. [» More Details](#)

Latest Tourism Trends in Europe [» More Details](#)



Luxury Travel Trends: 2013's new developments by Telegraph Travelling can be tiring, which is why holiday-makers have long welcomed personalised services that make logistics that little bit more manageable, or make unfamiliar experiences more relatable. At the same time, technology has made travellers increasingly expectant of a certain level of personalization, from hotel recommendations to endlessly customizable holiday packages [» More Details](#)

"TOURISM AROUND EUROPE" by Jlag - a European consulting company that promotes and supports initiatives for sustainable development of the local territories and economies. Their work aims to increase the value of identity, facilitate the exchange of knowledge and encourage innovation within public and private organizations. [» More Details](#)

New Books

HANDBOOK OF TOURISM ECONOMICS

Analysis, New Applications and Case Studies

editor
Clement A. Tisdell



World Scientific

Handbook of Tourism Economics Analysis, New Applications and Case Studies

By (author): Clement A. Tisdell

ISBN: 9789814327077, Hardback, World Scientific Publishing Co Pte Ltd

Price: £150.00

€170.00

Synopsis: This book provides an up-to-date, concise and readable coverage of the most important topics in tourism economics. Taking into account advances in economic thought, analysis and in applied methods, it pays attention to relevant traditional topics in tourism economics as well as exciting emerging topics in this field - topics which are expected to be of continuing importance. Contributions provide applications of economic analysis to tourism policy and constructive assessment of contemporary thought about tourism economics. Extra value is added to this work by the inclusions of several case studies such as the contribution of tourism to economic development in selected countries including China, India and Vietnam.

TOURISM AND SOCIAL MARKETING

Michael C. Hall



Tourism and Social Marketing

By (author): Michael C. Hall

ISBN: 9780415576666 Paperback, Taylor & Francis Ltd

Price: £25.99

€30.00

Synopsis: Social Marketing is the utilisation of marketing principles and methods to encourage individual and organisational behaviour change for the public good. Traditionally the domain of government it is increasingly also utilised by non-government and non-profit organisations and other institutions of civil society as a non-regulatory means to achieve policy and public good goals. At a time when concerns over tourism's contribution to undesirable environmental, economic and social change is greater than ever, social marketing strategies are important for encouraging more appropriate and desirable behaviours by tourists and the tourism industry. Tourism and Social Marketing is the first book to comprehensively detail the relevance of social marketing principles and practice to

tourism, destination management and marketing. By considering this relationship and application of social marketing approaches to key issues facing contemporary tourism development, such as the environment, this book provides significant insights into how the behaviours of visitors and businesses may be changed so as to develop more sustainable forms of tourism and improve the quality of life of destination communities. It further provides a powerful impetus to the development of tourism related forms of sustainable consumption and the promotion of ethical tourism and marketing. This innovative book is comprehensive in scope by considering a variety of relevant fields relevant to tourism and social marketing practice including, health, non - profit organisations, governance, the politics of marketing and consumption, consumer advocacy and environmental and sustainable marketing.

Tourism Policy and Planning

Yesterday, Today, and Tomorrow

second edition



David L. Edgell Jr and Jason Swanson

Tourism Policy and Planning. Yesterday, Today, and Tomorrow

By (author): David L. Edgell, Jason R. Swanson

ISBN: 9780415534536, Paperback, Taylor & Francis Ltd

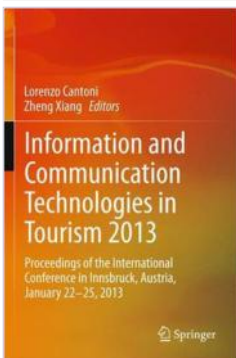
Price: £33.99

€39.00

Synopsis: The wellspring to the future global growth in tourism is a commitment toward good policy and strategic planning. Governments, the private sector, international organizations, academic institutions, and not-for-profit agencies must be the leaders in developing sustainable tourism policies that transcend the economic benefits and embrace environmental and cultural interests as well. Tourism Policy and Planning: Yesterday, Today, and Tomorrow (second edition) offers a comprehensive look into the policy process and how policies link to the strategic planning function as well as influence planning at the local, national and

international levels. This second edition has been fully revised and updated with important new chapters and case studies that reflect the many important developments in the travel, tourism and hospitality industry and subsequent new policies and plans needed to better understand the nuances and issues in the travel, tourism and hospitality industry. The second edition features: Updates to reflect recent developments and issues ranging from global economic and cultural issues to concerns for increased national and local leadership in tourism policy and strategic planning Three new chapters: "Barriers and Obstacles to International Travel", "The International Tourism Policy Process", and "Transformative Leadership, Poverty Alleviation and Tourism Policies" New case studies throughout the book to illustrate practical applications of policy and planning at the international, regional, national and local levels.

New Books



Information and Communication Technologies in Tourism 2013

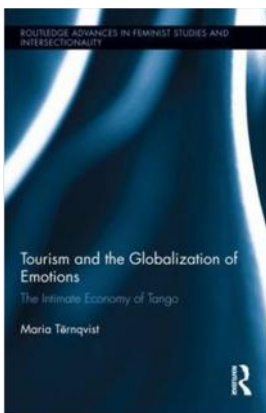
Price: £224.50

By (author): Lorenzo Cantoni, Zheng (Phil) Xiang

€259.00

ISBN: 9783642363085, Paperback, Springer-Verlag Berlin and Heidelberg GmbH

Synopsis: The papers presented in this volume advance the state of the art in social media and Web 2.0, electronic tourism marketing, web site and search engine optimization, technology adoption and diffusion, online communities, tourism management and decision support, eLearning, mobile technologies and applications in tourism, recommender systems, e-intermediaries and networks in tourism, customer research in e-tourism and user generated content. The volume collects research papers of prominent scholars from around the world with a disciplinary background in the fields of social or computer sciences. The book covers the most significant topics within the study field of electronic tourism and addresses both, academics and practitioners interested in the latest advances in the electronic travel and tourism domain.



Tourism and the Globalization of Emotions

Price: £80.00

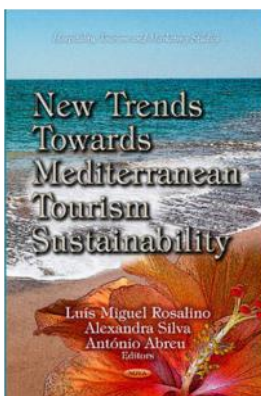
The Intimate Economy of Tango

€92.00

By (author): Maria Tornqvist

ISBN: 9780415892209 Hardback Taylor & Francis Ltd

Synopsis: Today, an increasing number of people from all over the world travel to Buenos Aires to dance tango. To accommodate these intimate voyagers, tourist agencies offer travel packages, including classes in tango instruction, dance shoe shopping, and special city maps pointing out the tango clubs in town. Some of these agencies even provide "taxi dancers" - mainly Argentine men, who make a living by selling themselves as dance escorts to foreign women on a short term stay. Based on a cheek-to-cheek ethnography of intimate life in the tango clubs of Buenos Aires, this book provides a passionate exploration of tango - its sentiments and symbolic orders - as well as a critical investigation of the effects of globalization on intimate economies. Throughout the chapters, the author assesses how, in an explosive economic and political context, people's emotional lives intermingle with a tourism industry that has formed at the intersection of close embrace dances and dollars. Bringing economies of intimacy centre stage, the book describes how a global condition is lived bodily, emotionally and politically, and offers a rich, provocative contribution to theorizing today's global flows of people, money, and fragile dreams. As the narrative charts a course across a sea of intense, immediate emotional sensations, taken-for-granted ideas about sex, romance and power twist and turn like the steps of the tango.



New Trends Towards Mediterranean Tourism Sustainability

Price: £91.99

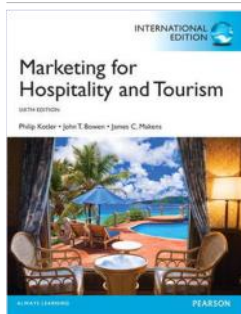
By (author): Luis Miguel Rosalino, Alexandra Silva, Tonu Abreu

€106.00

ISBN: 9781622576272 Hardback, Nova Science Publishers Inc

Synopsis: Tourism has been identified as a major sector of economic activity since the latter part of the twentieth century. Its importance has been growing and the diversification of tourism products and destinations has led to the increase in demand for tourism associated with natural and man-shaped landscapes, most of which are highly susceptible to anthropic impacts. This book deals with different sustainable tourism approaches, as the main pathways for the economic development in the Mediterranean region. The topics that are discussed in this book encompass a differentiated and detailed overview of the Mediterranean tourism destinations from a sustainable perspective. It will present study cases of traditional and new touristic options as the adaptation of long lasting activities, as hunting and nautical, to the needs of nowadays touristic markets, and new touristic approaches to the Mediterranean landscape, such as golf.

New Books



Marketing for Hospitality and Tourism

By (author): Philip Kotler, John T. Bowen, James C. Makens
ISBN: 9780132784023, Hardback, Pearson Education (US)

Price: £88.99
€102.00

Synopsis: Marketing for Hospitality and Tourism, 6e is the definitive source for hospitality marketing courses. Taking an integrative approach, this highly visual, four-color book discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. These best-selling authors are known as leading marketing educators and their book, a global phenomenon, is the most frequent adoption for the course. Developed with extensive student and professor reviews, this edition includes new coverage of social media, discussion of current industry trends, and hands-on application assignments.



Marketing and Designing the Tourist Experience

By (author): Isabelle Frochot, Wided Batat
ISBN: 9781908999450 Paperback, Goodfellow Publishers

Price: £29.99
€36.00

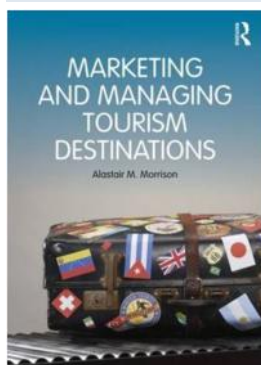
Synopsis: The topic of 'experience' has become central to a proper and full understanding of consumer behaviour. Marketing and Designing the Tourist Experience is the first publication to cover the key sectors where it is a critical factor- from resort management and tourist information to destination marketing. International in scope and applicability it backs up the theory throughout with relevant case materials, questions and exercises.

Marketing and Designing the Tourist Experience is a unique combination of a vast range of knowledge, theory and best practice that has so far been widely distributed across a range of sources. By drawing all this together, the authors provide a much needed multifaceted and carefully integrated overview of managing and promoting the tourist experience.

For students and practitioners alike, it makes clear both in theory and in practice:

- What really lies at the heart of the customer experience;
- How to manage and improve service provision;
- How to influence the customer experience;
- Key examples illustrating real world success.

Written by experienced educators, it is essential for upper level students in tourism marketing and tourism management, and important for all practitioners and managers who need to understand the principles and practice of experiential and tourism marketing, tourist behaviour, service quality and customer experience.



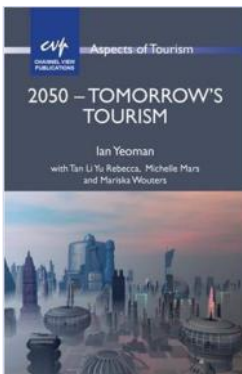
Marketing and Managing Tourism Destinations

By (author): Alastair Morrison
ISBN: 9780415672504 Paperback, Taylor & Francis Ltd

Price: £30.99
€35.00

Synopsis: Marketing and Managing Tourism Destinations is a comprehensive and integrated textbook which uniquely considers both destination marketing and management in one volume. It focuses on how destination marketing is planned, implemented and evaluated as well as the management and operations of destination marketing and management organizations, how they conduct business, major opportunities, challenges and issues they face to compete for the global leisure and business travel markets. This textbook provides students with: A solid introduction to destination marketing strategy and planning, to organization and support planning and then to operations, implementation and evaluation, as well as major issues, challenges and expected new directions for destination marketing, management and Destination Management Organizations (DMOs). A unique systematic model to manage and market destinations. Core concepts are supported with well integrated international case studies to show the practical realities of marketing and managing destinations as well as the need to take a flexible and adaptive approach to managing different destinations around the world. To encourage reflection on main themes addressed and spur critical thinking, discussion questions and links to further reading are included in each chapter. This accessible yet rigorous text provides students with an in-depth overview of all the factors and issues which are important to consider to make a destination successful.

New Books



2050 - Tomorrow's Tourism

By (author): Ian Yeoman

ISBN: 9781845413019, Paperback, Channel View Publications Ltd

Price: £20.50

€26.00

Synopsis: In 2050, it is predicted that 4.7bn or nearly 50% of the world population will take an international holiday. But can humankind meet that forecast given the issues of ageing populations, peak oil, global financial crisis and climate change? This book constructs scenarios from Shanghai to Edinburgh, Seoul to California encompassing complex topics such as human trafficking, conferences, transport, food tourism or technological innovation. This is a blue skies thinking book about the future of tourism and a thought provoking analytical commentary.



Sustainable Tourism (V)

By (author): C. A. Brebbia, F.D. Pineda

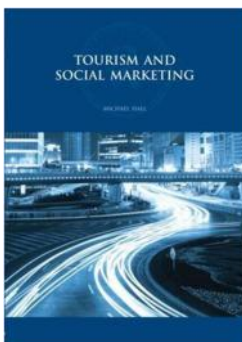
ISBN: 9781845645946, Hardback, WIT Press

Price: £258.00

€323.00

Synopsis: Tourism has become a major international industry, with many countries all over the world relying on the income it produces. Its economic advantages as a major source of finance and employment leads to its active promotion by governments and other institutions, independent of the consequences on the environment, ecology and social structure of affected regions. Conference topics include the following; Tourism strategies; Tourism as a tool of development; Emergent strategies for tourism development; Environmental issues; Climate change and effects of natural hazards in tourism;

Tourism and protected areas; Art, architecture and culture; Rural tourism; Modelling; Community involvement; Tourism and the built environment; Renovation of mature destinations; heritage tourism; medical tourism. Sustainable Tourism 2012 will adopt a multi-disciplinary approach and will aim specifically to foster greater understanding and collaboration between scientists and social science experts, practitioners and policy makers. It will take a broad view of this sophisticated and complex industry, and will examine the practice of sustainable tourism from global travel trends through to destination and site management. Innovative solutions, including those involving ecological tourism are particularly welcome, as well as cultural initiatives that will lead to better approaches to tourism with the objective of preserving the diversity of our planet.



Tourism and Social Marketing

By (author): Michael Hall

ISBN: 9780415576666, Paperback, Taylor & Francis Ltd

Price: £25.99

€32.50

Synopsis: Social Marketing is the utilization of marketing principles and methods to encourage behaviour change for the benefit of individuals and communities which is growing in significance as a non-regulatory mechanism to achieve policy goals. At a time when concerns over tourism's contribution to undesirable environmental and social change are greater than ever, these marketing strategies are important for developing sustainable destinations by both encouraging appropriate behaviour as well as creating better balance between tourism and the host community or attraction. Tourism and Social

Marketing is the first book to comprehensively detail the relevance of social marketing principles and practice to tourism, destination management and marketing. By considering this relationship and application of social marketing approaches to key issues facing contemporary tourism development such as the environment, this book provides significant insights into how the behaviours of visitors and businesses may be changed so as to develop more sustainable forms of tourism and improve the quality of life of destination communities. It further provides a powerful impetus to the development of tourism related forms of sustainable consumption and promotion of ethical tourism and marketing and innovative perspective on the sustainable tourism debate and practice. The book is comprehensive in scope by considering a variety of social marketing sub fields relevant to tourism including, health, non-profit, political, environment and sustainable marketing and draws on social marketing practices from a range of disciplines. It integrates well chosen international case studies to help tourism students engage with the broader debates in social marketing and show theory in practice.



ARE YOU ACTIVELY INVOLVED IN TRAVEL AND TOURISM RESEARCH?

The Travel and Tourism Research Association is the world's leading international network of professionals in tourism and travel research and marketing. Since 1970, our organization and its members have been to the forefront of the development and application of travel and tourism-related marketing information and research worldwide. The TTRA's growing membership now stands at over 800 practitioners and educators in over 200 countries. This unique combination of academics and practitioners offers our members exclusive networking opportunities and the possibility of mutually-beneficial industry/education collaboration.

Our objectives

The objective of the European Chapter of TTRA is to create a forum for the exchange of ideas and knowledge between all of our members, whether they are academics or researchers specializing in the travel, tourism, recreation and leisure industries.

Through our various activities as a fast-growing TTRA Chapter, we aim to:

- Increase the quality, volume and efficiency of tourism research
- Increase the understanding of the important role of tourism research within the industry
- Increase the understanding and knowledge of the tourism industry among tourism researchers and managers.
- Contribute to the collection and dissemination of tourism intelligence to researchers, practitioners, politicians and educationalists.

Who are our members?

Membership of our chapter is open to citizens of all European countries. The multi-national, multi-linguistic and multi-cultural composition of our European membership represents a major strength of our Chapter and offers our members extensive opportunities for undertaking comparative international and pan-European research projects as well as research that focuses upon tourism relations between Europe and the rest of the world.



FAST-TRACK YOUR CAREER BY JOINING OUR GLOBAL NETWORK OF RESEARCH AND MARKETING PROFESSIONALS!

Why should you join?

The personal benefits of your belonging to TTRA are:

- Gain** recognition of your status as a professional who is actively involved in travel and tourism industry
- Advance** your career in travel and tourism
- Identify** partners for joint research objects
- Network** to extend your personal contacts within the travel and tourism community
- Share** knowledge, experience and ideas
- Attend & Participate** in our meetings and conferences
- Link** into the global community of TTRA members countries throughout the world
- Engage** with other TTRA members worldwide via LinkedIn online social network
- Contribute and Enjoy** your quarterly TTRA newsletter

For more information about the association and how to join, please visit

www.ttra-europe.org and www.ttra.com.

TTRA Europe Board 2012/13

Members of the board are as follows:

President, **Isabelle Frochot**,
University of Savoie, France

Vice President, **Carlos Lamsfus**,
CICTourGUNE, Spain

Secretary, **Ian Henderson**,
TTC International, UK

Board Member, **John Swarbrooke**,
Manchester Metropolitan University, UK

Treasurer, **Peter Nash**,
Tourism Ireland, Ireland

Past President and Chairman,
Frédéric Dimanche,
SKEMA Business School, France

Treasurer, **Jarmo Rithalati**,
Haaga Helia University, Finland

TTRA President, **Sheila Flanagan**,
Dublin Institute of Technology, Ireland

Overall Member Benefits:

- Professional status recognition
- International Conference
- Discounts on Conferences
- Discounts on Webinars (complimentary for Lifetime, Premier, and Organization members)
- Discounts on Employment Postings (complimentary for Organization members)
- Regional Chapters Association Newsletter
- LISTSERV discussions
- Social network (formal and informal)
- Journal of Travel Research (complimentary for Lifetime, Premier, and Organization members)
- A Leadership Team focused on enhancing value for our members

Specific member categories:

- **STANDARD** (basic membership) members receive discounts on the annual conference, webinars (4 annually), employment postings. Membership dues = \$200/annually
- **PREMIER** members receive a large discount on the annual conference, complimentary webinars, complimentary e-access to the Journal of Travel Research, and discounted employment postings. Membership dues = \$345/annually
- **ORGANIZATION** members receive a large discount on the annual conference, complimentary webinars, complimentary e-access to the Journal of Travel Research, and complimentary employment postings. Membership dues = \$575/annually (for two 'linked' members)

New benefits for 2012!

With the complete revamp of the TTRA website (project is now in process), there will be additional 'members only' functions such as a searchable Research Repository and access to the State Provincial Researchers Network LISTSERV archives.

» **More Details -www.ttra.com**



Events Diary

April 2013

ISCONTOUR 2013 Conference
15 Apr | Salzburg, Austria » [More Details](#)

Conference on Innovation in Tourism and Hospitality - CIT 2013
16-19 Apr | Benidorm, Spain » [More Details](#)

TTRA Europe Conference
17-19 Apr, | Dublin, Ireland » [More Details](#)

May 2013

Management of Health Tourism - MHT 2013
4-5 May | Milan, Italy » [More Details](#)

Int Conference on Religious Tourism and Tolerance
9-12 May | Dedeman, Konya, Turkey » [More Details](#)

2nd International Scientific Conference „Tourism in South and Eastern Europe" (ToSEE): Crisis - a challenge of sustainable tourism development?
15-18 May | Opatija, Croatia » [More Details](#)

International Conference on Marketing & Consumer Behaviour
16-17 May | Porto Portugal » [More Details](#)

Adventure Conference 2013
21-23 May | Isle of Skye, United Kingdom » [More Details](#)

World Conference on Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013 (WHTER&ICES 2013)
25-28 May | Bangkok, Thailand » [More Details](#)

Urban Transport 2013
29-31 May | Kos, Greece » [More Details](#)

June 2013

International Conference on Tourism
5-8 Jun | Limassol, Cyprus » [More Details](#)

Critical Tourism Studies V
25-28 Jun | Sarajevo, Bosnia and Herzegovina » [More Details](#)

July 2013

The International Conference on Events
3-5 July | Bournemouth, United Kingdom » [More Details](#)

August 2013
The International Conference on Business Tourism and Applied Sciences
8-10 Aug | London, United Kingdom » [More Details](#)

September 2013
Contemporary Trends in Tourism and Hospitality (CTTH) 2013 - Peace, Culture and Tourism
26-27 Sep | Novi Sad, Vojvodina, Serbia and Montenegro » [More Details](#)

Founded over 40 years ago the **Journal of Travel Research (JTR)** is the premier, peer-reviewed research journal focusing on travel and tourism behavior, management and development. JTR provide researchers, educators, and professionals with up-to-date, high quality research on behavioral trends and management theory for one of the most influential and dynamic industries.



Connect with TTRA Worldwide!

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



TTRA Europe CONFERENCE Dublin 2013 17-19 APRIL

www.ttradublin2013.com

How to subscribe: To subscribe to the TTRA Europe Newsletter please email us your request to: ttraeurope@gmail.com

Contact the Editor:

Maris Kuklis and Isabelle Frochot
e-mail: ttraeurope@gmail.com

TTRA, The European Chapter is a non-profit organisation, registered in Sweden. Organisation number is 882601-7868.

