



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

Dear TTRA Europe members and other readers,

I have the greatest pleasure to take over from Frédéric Dimanche as the next president of TTRA Europe, following several years of involvement at different levels with this association. I am very excited to take over this task as I will be doing so with a very experienced board who have shown great commitment over the years towards our association.

We have just come back from a thrilling conference in Bilbao where we have spent three days of exciting exchanges with brilliant keynote speakers, a range of very interesting research papers and a good social programme that allowed for ample networking. The truly international audience of our Bilbao event comforts me that our association has a reputation that goes well beyond European boundaries and is able to attract top of the range researchers and professionals from various origins and backgrounds. During this conference we reinforced closer links with our American colleagues, including keynote speeches from Rick Perdue, Dan Fesenmaier and Zheng Xiang while Spanish colleagues were present in force, building closer links with southern Europe.

Next year's conference sounds very promising; it will be hosted in Dublin by one of our board member, Peter Nash from Tourism Ireland. Make sure to put the dates in your diary: 17th-19th of April 2013 ! We are also very proud that Europe will welcome the TTRA international conference in 2014 in Bruges.

Our association is definitively strengthening our links with TTRA International since two of our European members have taken responsibilities: Sheila Flanagan is taking over the presidency of TTRA International and Ian Henderson has been nominated as a board member.

I hope you enjoy reading this newsletter that carries important and useful information for both tourism professionals and academics, please don't hesitate to contribute by sending your articles/analysis/reports to: ttraeurope@gmail.com.

All the best,

Isabelle Frochot

» **SAVE THE DATE** «

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



TTRA Asia-Pac Chapter Established!

TTRA APac has been established as a place for all those interested in travel and tourism research in the region (or of the region) to come together. Inaugural Conference. TTRA APac are planning to hold the **first conference at Kuala Lumpur, Malaysia from 29-30 November, 2012.** » [More Details](#)



Travel & Tourism Research Association
Asia-Pacific Chapter

First Webinar Hosted

The first TTRA educational webinar for the 2012 member year was hosted on February 8 - Disasters and Emergencies: Utilizing Social Media with the Unexpected in the World of Tourism by Dr. Lori Pennington-Gray.

General Update

TTRA Chapter Liaison, David Williams, connected with all TTRA Chapter leaders on January 19. The purpose of the conference call meeting was to give the Chapter leaders information about current activities of the international TTRA as well as give the leaders an opportunity to discuss suggestions and concerns shared among the Chapters. A summary of the discussion will be provided to the TTRA Board of Directors at the upcoming February meeting.

Board of Directors Nominations

TTRA Nomination Committee is actively soliciting nominations for the slate of candidates for the upcoming Board of Directors.

Your Membership Renewal

Membership renewal notices for the 2012 member year have been sent to membership. For questions or assistance, please contact Rita at rbrummett@ttra.com.



REGISTER TO ATTEND!

The 43rd Annual
Conference of TTRA
"Innovations in Destination
Marketing Research"

Virginia Beach Resort,
Virginia Beach, VA (USA)
June 17-19, 2012

» [More Details:](http://www.ttra.com)
www.ttra.com

2012 Spring Newsletter "TTRA
Connects" by TTRA » [More Details](#)



TTRA CANADA CHAPTER | Travel and Tourism Research Association



aTTRAction is TTRA Canada's member newsletter. It is published twice a year and distributed to all Canada Chapter members » [More Details](#)



CALL FOR PARTICIPATION!

TTRA CANADA
ANNUAL CONFERENCE
10-12 October, 2012

Submissions due by:
June 1, 2012

» [More Details:](http://submissions.ttracanada.ca)
<http://submissions.ttracanada.ca>

TTRA Europe 2012

Post-Conference

Review



TTRA EUROPE
BILBAO 2012
18-20 APRIL

PERFORMANCE
MEASUREMENT
AND MANAGEMENT
IN TOURISM

This year TTRA Europe's Annual Conference took place at the prestigious University of Deusto in Bilbao. The following three pages give a taste of three day event, which despite challenging economic times attracted world-class speakers and delegates from over 20 countries who joined lively discussions on some very interesting topics.

Conference's theme this year was 'Performance Measurement and Management in Tourism'. TTRA Europe President Isabelle Frochot welcomed conference delegates and encouraged greater networking and collaboration through Europe. Frochot said that despite challenging economic circumstances travel and tourism industry is still striving strongly. Zheng Xiang covered first Keynote Presentation on 'Travel Information Search and Social Media: The Learning Experiences', he talked about the

Zheng Xiang,
Assistant Professor
University of North Texas,
USA



increasingly important role of social media, including Twitter, Trip Advisor, Facebook, as information source for travellers. How traveller's use search engines and social media sites for travel planning, highlighting the growing importance of social media in the online tourism domain. He said that, social media channels greatly influence the decision making process of where to go and what to see and do; travellers are believing what they read in social media sources; it empowers consumers to be able to plan and make decisions;. Xiang also provided evidence for

"Typical! They left me to do all the work"
Carlos Lamsfus, Conference Chair.



**Ana Izaguirre, Aurkene Alzua,
Isabelle Frochot, Carlos
Lamsfus - Conference opening**



**University of Deusto,
Faculty of Social and
Human Science**

**The Conference
was well attended**



**Welcome Reception at the historical
Plazuela de la Encarnacion**

challenges facing suppliers of traditional travel information and highlighting the steps that online tourism marketers need to take to keep up with ever growing change in technology.



**Rick Perdue, Professor
and Department Head
Virginia Tech, USA**

During the 'Meeting with the Editor', Rick Perdue shared his tips and gave his perspective on 'How to increase your chances to publish in the Journal of Tourism' (JTR). So here is a quick summary of these tips:

- Aim of JTR is to attract and publish high quality research articles. First impressions count; write with a positive frame of mind;

- Come up with a creative, attention grabbing and interesting title;
- Research needs to make small incremental changes; thought provoking; help guide the thought process;
- Become an expert in your area by reading broadly and bringing intestine ideas from other sources; convince the editorial board that your paper should be published;
- Theoretical contribution - how valuable contribution does your research make to existing literature? Articulate the paper contribution of the literature; How do you differentiate yourself and your paper from what is out there? Identify and test the gap in theoretical literature;
- Know your audience - essentially you are writing for 3 people that are on the editorial team and often are the experts in their field; respect Editorial board and the process they follow; be patient and persistent; don't give up when they have been tough.
- Check grammatical presentation especially when translating into English;

**A good number of
questions were posed to
the speakers.**





**TTRA EUROPE
BILBAO 2012
18-20 APRIL**

**PERFORMANCE
MEASUREMENT
AND MANAGEMENT
IN TOURISM**

AGM

- Business included the appointment of Carlos Lamsfus as Vice President of TTRA Europe.
- It was announced that the next year Annual TTRA Europe Chapter Conference will be held on April 18-20th in Dublin, Ireland and kindly hosted by the TTRA Board Member - Peter Nash. Conference theme to be announced.
- City of Bruges in Belgium has won the bid to host 45th TTRA Conference 2014. TTRA Europe will join forces to host this Conference.



Marc Leblanc, Francois de Grandpre, Darline Vandaele and Claude Peloquin.



Edit Komlosi, Girish Prayag with a colleague as "Three Musketeers".



Peter Nash, Kaija Lidroth, Berendien Lubbe, Anneli Douglas and Ian Henderson



The Morning Coffee Break and Afternoon Lunch Reception was generously sponsored by Ian Henderson of TTC International.



"From France with Love" Frederic Dimanche, Marielle Salvador-Perignon, Isabelle Frochot, Helene Michel.



"Just two of us" Mireia Ferri Sanz and Elisa Domenech.



Maria Peralta, Aurkene Alzua and Zheng Xiang.

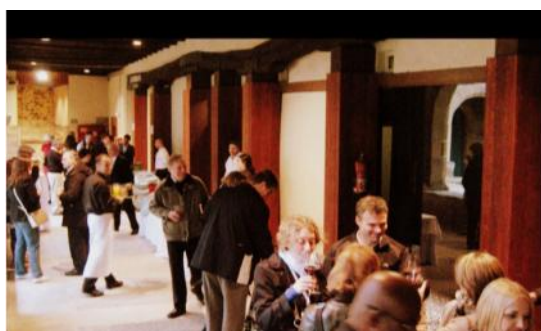


"Look at all the help, the work is done now!" Arantza Fontenla, Lur Olea, Belén Morán, Alazne Rodríguez, Beatriz Escudero



Guggenheim Museum Bilbao

TTRA Europe Welcome Reception was hosted at the historical Plaza de la Encarnacion. Delegates had a chance to enjoy exquisite wines from local wineries, delicious Basque cuisine and great networking!



Sheila Flanagan, President TTRA International during Speaking during the Conference Dinner in Gran Casino Bilbao, Restaurant Ibaigane

Thank you all our organisers, sponsors and delegates for your continued support in making TTRA Europe Conference a great success! We look forward to seeing you all again next year in Dublin!



**2012 TTRA
Conference in
Numbers:**
100 Delegates
30 Parallel sessions
22 Countries
4 Keynote
Presentations
3 Days
2 Optional
Conference Visits
1 Conference



During coffee break with Claude Peloquin, Anastasia Mariunsen and Statia Elliot.



Presenting "Boom, Wow, Wow, Boom" theory is Marc Stickdorn



Smiley Frederic Dimanche and Lidia Andrades Caldito



Raul Amestoy presenting analysis of the accessibility of conference centres



LONDON 2012

A legacy for all?



Dr Lynn Minnaert

Lecturer in Tourism and Events,
Programme Leader BSc Tourism Management,
School of Hospitality and Tourism Management,
Faculty of Business, Economics and Law,
University of Surrey

With only a few months to go until the Olympics, the excitement in London about the Games and the legacy they will leave behind should be mounting. Yet in the light of the current economic climate many are sceptical if the Games will produce enough benefits for London and the surrounding areas to make the investment worthwhile. Sure, the Olympics will leave behind shiny new stadiums, the largest new urban park in Europe and an International Station for Stratford. But will the lives of people in Stratford, London and the surrounding area actually change because of the Games? How about people who are not top athletes or property developers – will they have a chance to benefit?

London 2012 has set the goal from the outset to be the most inclusive Games ever – a very ambitious aim, and as the start of the Games draw nearer, research at the University of Surrey is trying to determine if London is indeed worthy of such a title. Dr Lynn Minnaert has been researching the impacts of the Olympic Games on socially excluded groups in host cities for several years, and is currently working on a study focuses on how these principles were put into practice in the run-up to the Games, particularly focusing on skills development and employability in groups that are often under-represented in the labour force. Typical examples of these groups are ethnic minorities, persons with disabilities,

people who were previously unemployed, and – in the construction industry in particular – women. She has conducted interviews with policy makers and implementation teams in the Olympic Delivery Authority, the London Organising Committee for the Olympic Games, and the Host Boroughs. Her research shows a myriad of initiatives around employment, apprenticeships, work experience programmes and employability support. The research is still ongoing, but already it shows some examples of good practice, as well as many challenges that are inherent to legacy planning for mega sports events.

On January 23rd, the Surrey Tourism Research Centre, in cooperation with the Higher Education Olympic and Paralympic Games Special Interest Group hosted a conference entitled: 'A legacy for All? London 2012 and Social Exclusion'. The conference attracted 50 delegates from a range of UK universities, and presented the work of 5 speakers. The keynote speaker, Stephen Frost, head of Inclusion of the London Organising Committee for the Olympic Games, outlined the ways in which LOCOG has implemented London's promise to become 'the most inclusive Games ever'. He highlighted the main successes and challenges for the organisation and provided many examples of inclusive social legacies, and took questions from the audience. Dr Lynn Minnaert presented her work on the role of the IOC in achieving social



*Dr Lynn Minnaert has been researching the impacts of the Olympic Games on **socially excluded groups** in host cities for several years, and is currently working on a study focuses on how these principles were put into practice in the run-up to the Games.*



legacies. She highlighted how the International Olympic Committee, contrary to popular belief, does not assume any responsibility for achieving social legacies in host cities, neither in its statutes nor in its policy documents or guidelines for hosting cities. Her presentation was followed by Professor Gavin Poynter (University of East London), who outlined the main role of governments in regeneration and legacy development. He focused on the impacts of urban regeneration for local communities, and highlighted the positive and negative impacts of the regenerated 'heart of east London'. Mumtaz Bashir, head of the 'Personal Best' pre-volunteering programme, provided a fascinating account of inclusive legacy strategies in action. The seminar concluded with a presentation by Peter Vlachos (University of Greenwich), who discussed the impacts of the Olympic Games on small businesses in Greenwich. Presentations and pictures of the event are available online, via the following link:

[» More Details.](#)

Finding the Balance - Stakeholder Analysis of a Nature Park in Croatia



Carlos Oliveira
MA Tourism Management
University of Westminster
Product Manager,
Turismo de Portugal



Papuk Slavonian highlands Natura Park (part of UNESCO Global Geopark Network) is located in the vicinity of Pozega, on the north and north-western border of the Pozegi basin. It falls under Slavonian highlands with a highest peak - Papuk of 945m. The characteristic area of the park is very beautiful with its forests and countryside. There are numerous places that are not to be missed, geological phenomenon, botanical and interesting sections, historical buildings, and archaeological sights. Source: Adriagate.com

The main aim of the research is to look for potential ways of reaching consensus between the different stakeholders in the area surrounding Papuk Nature Park. Stakeholder identification and analysis have been done to understand "who counts" as a stakeholder. The data from the interviews have been analysed to outline the types of relationships between the different groups in the region. Secondly, through this analysis, the main characteristics of stakeholder interaction in the context of Papuk as destinations have been set. Similarly, synergies that might be further explored by organisations in this area have been outlined. The final part of the research was focused on ideas for future touristic development and suggestions for accomplishment of further consensus in the region.

The narrow definition of stakeholders was used when defining who has a stake in Papuk Nature Park. This became obvious after juxtaposing the stakeholder map to groups' participation in the policy and planning for Papuk Nature Park. However, the results have shown that there are other groups who possess attributes such as power, legitimacy, urgency and share interest in the developments in the region. This suggests that there might be strengths and synergies which may not have been considered in the policy plans for further developments in Papuk.

According to the results, the main segments of the market of the Papuk area are school children, senior adults and outdoor enthusiasts from Croatia



© 2012 Croatian National Tourist Board



© 2012 Croatian National Tourist Board

and the neighbour countries of Hungary, Italy and Austria. The focus of the research was to identify other possible coalitions and areas of interest to the region that may be enhanced. The crossing of the ideas interviewees listed as potential products for tourism development revealed that active tourism developments have been the most salient product which is followed by business tourism and gastronomy and wines.

Also, the existence of strong ties of informal cooperation, based on trust and mutual support between different groups, is a characteristic which should be taken into account when discussing new models of collaboration in Papuk. The policy and planning process together with the development of networks involved in the projects of rural tourism, wine routes and the ethno house indicate that formal networks are on verge of being estab-

lished. The challenge in setting a more formal collaboration strategy in Papuk is in finding the balance between formal and existing informal structures. The objective should be reaching an agreement where a joint strategy for the region would allow the development of a more central type of collaboration and further participation of marginalised groups in the policy and planning.

About Author

CARLOS OLIVEIRA completed his Master of Arts in Tourism Management from the University of Westminster in 2011. While working as a product manager at Turismo de Portugal in the UK, he became aware of different approaches to tourism development. This led him to focus his research on stakeholder analysis in a Nature Park in Croatia. Currently, his interests lie in the fields of sustainability, policy and planning, destination management and rural tourism.



Juris Eltermanis
Management of Tourism and
Hospitality Enterprises
School of Business
Administration Turība, Latvia

Why Social Networks Essential for Development of the Tourism Business?

Among entrepreneurs the popularity of use of social networks is growing. Although enterprises rather actively use social networks for achievement of certain business objectives, however do they pay enough attention to the evaluation of work results in these portals? – Juris Eltermanis a recent graduate of the School of Business Administration Turība has been researching this subject as part of his Bachelor's degree.

The Paper deals with the topic which in the context of Latvia is completely innovative – possibilities for use of social networks within tourism enterprises in Latvia. The problem highlighted in the research paper was the fact that Latvian tourism enterprises use the social media insufficiently or do not use it at all. The main task set in the Bachelor's Paper was to find out how tourism businesses of Latvia use social networks for advancement of their product in the market and self-popularisation. The acquisition of the primary research data consisted of interviews with representatives of 61 enterprises and 202 online respondent polls were used. In addition, individual tourism enterprises were interviewed which already had experience in using social media. Each of respondent's (internet user) had a profile in social networks such as *Facebook, Twitter, YouTube or Draugiem.lv*, which are most often used in Latvia. These were used by 41% of polled respondents. Interestingly, specialist tourism social networks were less popular in comparison to ones mentioned above. Most frequently used networks, according to the survey, were *Flickr* (13 %), *TripAdvisor* (11 %), *Lonely Planet* (9 %).

The data obtained about the use of social networks among Latvian tourism enterprises showed a positive trend in their popularity. This also indicated that enterprises perceive this as part of their day to day marketing activity, however the work with social networks is still being carried out at a beginner's level, without much awareness of the opportunities available to them that could be implemented in enterprise's

marketing activities. The author came to a conclusion that among the enterprises there is a distinct trend to be seen to be present in the social networks only due to their popularity or because it is fashionable. Only few enterprises have moved from experimenting with usage of these networks to a purposeful improvement of activity in them.

IMPACT OF SOCIAL NETWORKS

As the result of this research, the Author has drawn several interesting and noteworthy conclusions. The cause in the popularity of social networks among tourism enterprises are, firstly, their convenient environment for the client, as well as the fact that these can be successfully used in promotion, increasing popularity and recognisability of the company and its products. Secondly, the tourism social networks are more popular due to lower costs among those enterprises which are particularly interested in attracting and promoting products to overseas tourists. According to the research, many tourism enterprises in Latvia, use social networks to create their enterprise image, product popularisation and sale promotion, however these activities are being executed only at the beginner's level, therefore, significant attention and improvements are required. There difference between the usage of social network amongst tourism enterprises in Latvia lies in the capability in adapting to the environment; some do this successfully and quickly master it, and the activity is noticeable in social networks, with success in the enterprise's recognisability. Others are experimenting with various tools in attracting attention,

and yet others are too tardy in using the social networks in the enterprise's everyday processes.

In conclusion, which is especially interesting for enterprise managers, is that a user comment in social network is more powerful than a phone call as the comment could be seen by many followers, but the telephone call takes place only between two parties - the employee of the company and the caller.

THERE ARE SOLUTIONS

When processing the data and information obtained during the research, the Author has developed the five-step model, when starting the social network use in the enterprise's marketing. The first step comprise the choice of the social networks, evaluating them by the number of users, popularity and target market. The second step encompasses the creation of the profile based on the objectives and strategy set by enterprise. The third step envisages publication of novelties, determination of frequency, time and content of current news, analysis of received comments and reacting to them. The fourth step contains placing of sale campaigns, evaluation and analysis of campaign activity. The fifth step is the most challenging for each enterprise – communication with users (followers), presentation and popularisation of its product and services. Essential features in this stage are emphasising of loyal clients and publication of feedback, publishing of regular reports and strict adherence to the communication plan.



'THE INFLUENCE OF TOURISM ON GLOBAL ACTIVITY: CENTRAL OR PERIPHERAL?'

27 – 29 June 2012, Putteridge Bury, Luton, UK

**Organised by the
Institute for
Tourism Research
(INTOUR) and the
Division of Tourism
and Leisure,
University of
Bedfordshire**

The principal aim of this conference is to offer a forum for knowledge exchange and debate on the role of tourism in global society, attempting to evaluate its centrality as an agent of social change. Whilst key multilateral agencies (e.g. the UNWTO and WTTC) articulate the merits and importance of tourism through measurement and the production of statistics, the significance of tourism amongst the majority of the public, research funding councils and many governments remains contested. This lack of understanding could be laid out the doors of tourism academia and the lack of ability to audience the significance to tourism to a wider assembly.

Key questions may be asked about the relevance of tourism to society, incorporating economic, cultural, social and ethical dimensions. These could include for example: why is tourism important to society?; is there a case for the use of public resources for the planning of tourism?; how should inward investment be targeted?; does tourism merit inclusion as a subject of study at higher education level?; in an increasingly mobile world, how does tourism influence the identities of diasporas?; is the ability to participate in tourism a right of citizenship?; is there an ethical case for the use of limited natural resources for an activity that despite

increasing numbers remains an activity of the world's minority?; and can tourism be used as a means of advancing of social democracy?

These examples are illustrative of the kind of debates we hope this conference will raise. Papers are subsequently welcomed within any sub-theme of tourism studies that respond to the conference title. We encourage multi and trans-disciplinary approaches; creativity of thought; topics that will raise debate; and perspectives from different countries.

Selected papers will be published in a special edition of the journal *Tourism Analysis*.

For further details on the conference please contact us at intour2012@beds.ac.uk or visit www.beds.ac.uk/intour2012

We look forward to welcoming you to Putteridge Bury in June.

Professor Andrew Holden

INTOUR 2012  University of Bedfordshire

**OXFORD
BROOKES
UNIVERSITY**

The 2nd Brookes Hospitality Leadership Forum **25 May, 2012 The Savoy, London**

This event will provide those in leadership and management positions with invaluable insights into steering organisations during periods of economic uncertainty. You will hear from a range of inspiring speakers from leading organisations such as IHG, BMW, Fairmont Hotels & Resorts to name a few, be exposed to creative and cutting edge strategies for organisational growth and development and have unparalleled opportunities to network with some of our sector's most influential players.

For further details of the event, including programme, rates and how to register please visit: <http://hospitality.brookes.ac.uk/leadership-forum/>

High profile keynote speakers and panellists will focus on three key themes of:

- **Leadership and talent development;**
- **Business innovation; and**
- **Responsible business practice.**

Confirmed keynote speakers at this event include: Will Hutton, Britain's leading economic commentator; **Christopher Rodrigues** is Chairman of VisitBritain and Chairman; **Ufi Ibrahim** is Chief Executive of the British Hospitality Association.



The Geographies of Leisure and Tourism Research Group of
The Royal Geographical Society (with IBG) presents:

PhD Colloquium **Current Issues and (Im)possible Solutions:
an interdisciplinary dialogue in tourism and leisure**

UNIVERSITY OF SURREY, UK

6-7 Sep 2012

For further information please visit:

www.surrey.ac.uk/gltrg2012

SUBMISSION DEADLINE MAY 18, 2012

**A Symposium on Measuring the Performance and
Economic Contribution of Tourism**

UNIVERSITY OF QUEBEC, Montreal, Canada

24-25 September, 2012

For further information please visit:

[www.chairedetourisme.uqam.ca/pdf/
Appeltextessymposium2everion.pdf](http://www.chairedetourisme.uqam.ca/pdf/Appeltextessymposium2everion.pdf)

SUBMISSION DEADLINE: JUNE 15, 2012

by emaichaire.tourisme@uqam.ca

Annual Conference 2012

**Re-invigorating the Tourism Curriculum at Selwyn College,
Cambridge**

6-7 December, 2012

For further information, please visit:

www.athe.org.uk/conference/ or email
ecretary@athe.org.uk

Active Countryside Tourism

Leeds Metropolitan University, UK

23-25 January, 2013

For further information, please visit:

www.regional-studies-assoc.ac.uk/index.asp

SUBMISSION DEADLINE: SEPTEMBER 29, 2012

**3rd India International Hotel, Travel & Tourism research
Conference: Examining and Debating Trends, Challenges
and Issues (IIHTTRC 2013)"**

29 - 31 January-2013

For further information please visit:

www.bcihmct.ac.in or email:
placement@bcihmct.ac.in

**2012 AUSTRALIAN EVENT SYMPOSIUM:
CREATIVITY, INNOVATION AND THE BUSINESS OF EVENTS**

SYDNEY, AUSTRALIA

Sydney Convention and Exhibition Centre,
Darling Harbour, Sydney

12-14 September, 2012

For further information please visit:

www.eventsymposium.com.au or contact:

Dr Rob Harris, Director, Australian Centre for Event
Management, University of Technology, Sydney

r.harris@uts.edu.au

SUBMISSION DEADLINE: June 15, 2012

**2nd Conference on Religious Tourism:
Sustainable Religious Tourism**

UNIVERSITY OF SALENTO, ITALY

26-28 October 2012

For further information please visit:

www.sustainablereligious tourism.com/en/

SUBMISSION DEADLINE: MAY 31, 2012

**Sport Management Association of Australia and New
Zealand, UTS Business School, Haymarket Campus
University of Technology, Sydney, Australia**

28-30 November, 2012

For further information, please visit

[www.cvent.com/events/smaanz-2012/event-summary-
04b03bc6999f40acbc2783ad43f5e5b9.aspx](http://www.cvent.com/events/smaanz-2012/event-summary-04b03bc6999f40acbc2783ad43f5e5b9.aspx)

SUBMISSION DEADLINE: JULY 6, 2012

**2nd Australasian Food Cultures and Networks Conference:
Networks build Cultures**

Barossa Valley, South Australia

12-13 November, 2012

For further information please contact: Dr Roger Haden, Chair
of the Conference Organising Committee Le Cordon Bleu
Australia Pty Ltd

rhaden@cordobleu.edu

SUBMISSION DEADLINE: AUGUST 31, 2012

**4th Asia Euro Conference 2012 in Tourism,
Hospitality and Gastronomy**

28 November– 01 December 2012, Malaysia

For further information, please visit:

www.talors.edu.my/asiaeuro

"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](#)

Academic research

"How do you chose meeting site?"
Complete the survey and you could win a weekend stay for two in Italy!

Please follow this link to complete the survey:

www.surveymonkey.com/s/5VMRB9M.

Upon completion of this survey, every respondent will be entered into a prize draw for a chance to win one of 6 weekend hotel stays for two people tourist area of Garda Lake and three in Sardinia.

Deadline to complete questionnaire: 25 May, 2012.

For further questions, please contact:

Giacomo Del Chiappa, Ph.D Assistant Professor in Marketing, Department of Economic and Business, University of Sassari, or email: gdelchiappa@uniss.it

The Host Gaze in Tourism, Special Issue of Tourist Studies

For further information, please contact
Guest editor: Omar Moufakkir on email:
omar.moufakkir@gmail.com

SUBMISSION DEADLINE: October 5, 2012

Special issue publication: January 2013.

Funded PhD Opportunities with Leeds Metropolitan University

If you are an enthusiastic high achieving student looking to undertake a Phd in a vibrant research environment, then join us!

You can apply for a full time bursary available within our Carnegie faculty.

PhD Bursaries - fixed 3 year term full-time,
£13,590 per year (UK/EU fees)

Closing Date: Friday 8 June 2012

For further information, please visit:
www.leedsmet.ac.uk/research/carnegie-bursaries.htm

Totem Tourism Sustainable Destination Report 2012 includes:

- Key challenges and opportunities for 2012;
- Forecasts that will guide and improve your planning and your sustainable profits;
- The dreaded 'C' word – carbon; emissions, what benefits there are in managing them and how you can get them and more. » [More Details](#)

JOB VACANCIES are available an NHTV in the field of food and beverage and real estate management. One post is suitable for a recent PhD graduate the other for someone still in the early stage of their career but with some expertise in real estate management. » [More Details](#)

Is there room for more Growth in China?

Earlier this year, STR Global published a market review on the secondary cities across China. This article reviews China's hotel development growth—this time with a slightly different angle. » [More Details](#)

What the Chinese want

Consumers in China are increasingly modern in their tastes, but they are not becoming 'Western.' How the selling of coffee, cars and pizza sheds light on a nation racing toward superpower status. » [More Details](#)

Funded Doctoral Studentships with University of Brighton

University of Brighton New studentships for 2012/2013
Up to 40 Doctoral College studentships valued at £55,650 each. The University of Brighton Doctoral College is inviting applications for up to 40 new Doctoral College studentships for the 2012/2013 academic year.

Closing date: 8 June 2012.

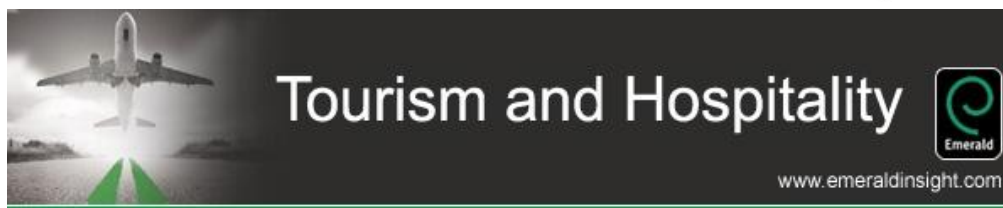
3 year term covers tuition fees for UK/EU applicants and includes a contribution of £14,300 per annum towards living expenses. We would also like to hear from suitably qualified international candidates.

For further details, please visit:
www.brighton.ac.uk/researchstudy/2012studentships/

2012 Emerald/EFMD Outstanding Doctoral Research Awards now open to submissions!

www.emeraldinsight.com/research/awards/odra.htm

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International tourist behavior

International Journal of Culture, Tourism and Hospitality Research, Vol 6 Iss 1

Events and Festivals in Asia and the Middle East/North Africa (MENA) Region: Opportunities and Challenges

International Journal of Event and Festival Management, Vol 3 Iss 1

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The collection includes the ISI ranked *International Journal of Contemporary Hospitality Management*, the oldest journal in the field *Tourism Review* as well as new journals exploring diverse and emerging topics such as the *Journal of Hospitality and Tourism Technology* and *International Journal of Event and Festival Management*.

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[International Journal of Contemporary Hospitality Management, Vol. 23, No. 4](#)

[Marketing event outcomes: from tactical to strategic](#)

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[International Journal of Event and Festival Management, Vol. 2, No. 1](#)

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My Visit to Chilean Patagonia



Sònia Graupera
Travel Journalist & Advisor
www.soniatravelguides.com

Exactly 28 hours took me to arrive from my home town, Mataró (a tiny beach city 35 kms from Barcelona) to my final destination Puerto Bories in the Chilean Patagonia. To reach Southern Chile one must fly from the capital, Santiago de Chile three hours to Punta Arenas, and once there take a three hours ride bus to Puerto Natales your final destination. Just 120kms away from the Torres del Paine National Park.

I made this epic journey three years ago and was completely aware of how tiring it would be, but also of the scenic beauty that was expecting me. Patagonia's unique landscape, wild climate is consider to be one of the most hostile and most spectacular tourist places in the world.

It is easy to lose yourself in this land not only because it is a similar size to Britain (240,000 sq km), but also has less than one inhabitant per sq km. Over 50% of Chilean Patagonia is a Protected Wilderness Area. Here, it's just you and the wild nature that serves as a backdrop to such diverse activities as fly-fishing, trekking, cycling, mountain climbing, rafting, kayaking and horseback riding.

I kissed the Aónikenk Indian's foot on the monument honouring Magellan in the Plaza de Armas Muñoz Gamero in Punta Arenas. According to local legend, those who do, will be sure to return to Patagonia. Punta Arenas welcomed me with wind and a shining blue sky. My trip to Chilean Patagonia started there, I also visited the Magellan Regional Museum, which is housed in an art nouveau palace and enjoyed walking through the silent paths of the



municipal cemetery. A three hour drive through a narrow and scenic route of the Carretera Austral gave me the feeling of being in a unique place with breath taking views and colourful sky.

Puerto Natales is a cute town with colourful streets that offer everything a tourist would need to be equipped for the adventure of the region: outdoor clothing and gear, kayaking, bicycle rentals and several souvenir shops. Activities can be contracted and scheduled here, walk along the windy coastal road on the shore of Señoret Channel, where you can see black-necked swans and delight in the stunning red sunsets. These same sunsets are the ones to stun from the panoramic views of the wide rooms in The Singular Hotel. Located at Puerto Bories, just five kilometers from Puerto Natales.

It is set in the old 'Frigorífico Puerto Bories', a cold storage plant which dates from 1915 and was renovated, restored and declared a national monument in 1996. The hotel also boasts a museum which takes guests back in time to the local area and its people as they were a hundred years ago.



Just 24 km from the The singular is the Mylodon Cave: Scientific interest in the place began in 1896 with the discovery of skin, bones and other remains of the extinct Mylodon, an enormous herbivore and relative of the sloth that lived over 10,000 years ago. A nice trekking is organised to visit it.



Further 120 kms there is Torres del Paine National Park, where travellers from all over the world can enjoy an endless array of outdoor activities, adventure sports and excursions as well as the charm of the small downtown area, which is full of fine gastronomy. The only luxury hotel in Torres del Paine is Salto Chico of Explora. The lodge is on the banks of the Salto Chico waterfall. It affords an excellent view of the unique Paine Massif and two of the three impressive torres, or towers, which give the park its name. Another lovely and unique place for my memories.

Horse riding, walk to Lake Grey Peninsula or Lake Sarmiento, or kayaking, to explore fiords, sailing lake Grey, Blue Lake, watch Condor fly, biking around the Park, etc, these adventures were part of my Patagonia experience in Chile. As said, I want to be back in the winter to experience all it again in another way.

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New Study Reveals Substantial Differences In Satisfaction Between Managed and Unmanaged Travellers » [More Details](#).

2012 TRENDS: STAYCATIONS SET TO STAY STRONG, ONLINE BOOKING SOARS & TRAVELLERS LOOK LOCAL. As England looks forward to a bumper year of sporting, cultural and royal events in the year of the London2012 Olympic and Paralympic Games and the Diamond Jubilee, the National Tourist Board looks at emerging and continuing trends in domestic tourism. » [More Details](#)



LATEST TRENDS IN EUROPEAN TOURISM.

Tourism has a huge impact on the EU economy affecting up to 14 million jobs. A 2012 survey offers an interesting insight into the preferences of European tourists and shows that 73% of the EU respondents plan to travel this year.

» [More Details](#)



Flash Eurobarometer reports - ATTITUDES OF EUROPEANS TOWARDS TOURISM

This Flash Eurobarometer, "Attitudes of Europeans Towards Tourism" (No 334), was conducted at the request of the Directorate-General for Enterprise and Industry in the 27 EU Member States and in seven additional countries: Croatia, Turkey, the Former Yugoslav Republic of Macedonia, Norway, Iceland, the Republic of Serbia and Israel. Serbia and Israel were not included in previous waves of this survey.

The objectives of the survey were to study: respondents' motivation for going on holiday in 2011, the types of research and modes of organisation that people use before taking a holiday, attitudes towards tourism (e.g. preferred holiday destinations, and the types of holiday that respondents favour), respondents' travel profiles in 2011, the reasons why respondents did not go on holiday in 2011, including the potential impact of the current economic crisis and respondents' holiday plans for 2012. » [More Details](#)



DISCOVER NEW FOUR Ps OF MARKETING

Consumer lifestyles and attitudes are changing at breakneck speed. Futurologist and founder of trend forecasting agency Kjaer Global, **Anne Lise Kjaer** has redefined the Four Ps of marketing for the future.

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The Billion Dollar Travel Trend You've Never Heard Of - SHOPPING TOURISM

» [More Details](#).



GLOBAL FORECAST 2012. Projections for airlines, hotels, ground transportation, and M&E.

» [More Details](#)

BUSINESS TRAVEL MARKET TRENDS in 2012. The business travel landscape at a glance

» [More Details](#)



The **Tourism Intelligence Network** is an organization devoted to strategic intelligence gathering in the field of tourism. It was launched on January 30, 2004, by the Transat Chair in Tourism at the Université du Québec à Montréal (UQAM) School of Business Administration, with the financial support of Canada Economic Development–Quebec Regions and Tourisme Québec.

» [More Details](#)

The Fall 2011 edition of "Tourism Today" is now available for all to read in PDF format online » [More Details](#).

For those of you interested in reading the past few years' Tourism Today editions (2004–2011) » [More Details](#).



WORLD ECONOMIC IMPACT RESEARCH REPORT.

WTTC's latest Economic Impact Research shows that world Travel & Tourism continues to grow in spite of continuing economic challenges.

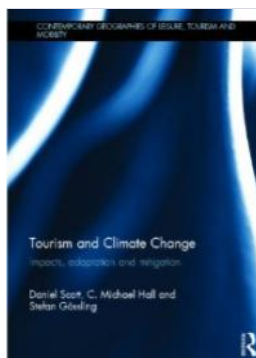
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New Books



Tourism and Climate Change: Impacts, Adaptation & Mitigation

Price: £26.99

By (author): Daniel Scott ; C. Michael Hall ; Stefan Gossling

€33.00

Publication date: Mar 2012

ISBN-13: 9780415668866, Paperback, 384 pages, Taylor and Francis

Synopsis: Tourism and Climate Change: Impacts, Adaptation and Mitigation is the first book to provide a comprehensive overview of the theory and practice of climate change and tourism at the tourist, enterprise, destination and global scales. Major themes include the implications of climate change and climate policy for tourism sectors and destinations around the world, tourist perceptions of climate change impacts, tourism's global contribution to climate change, adaptation and mitigation responses by all major tourism stakeholders, and the integral links between climate change and sustainable tourism. It combines a thorough scientific assessment of the climate-tourism interrelationships with discussion of emerging mitigation and adaptation practice, showcasing international examples throughout the tourism sector as well as actions by other sectors that will have important implications for tourism.

Written by three leading academics in this field, this critical contribution highlights the challenges of climate change within the tourism community and provides a foundation for decision making for both reducing the risks, and taking advantage of the opportunities, associated with climate change. This comprehensive discussion of the complexities of climate change and tourism is essential reading for students, academics, business leaders and government policy makers.

Tourism and Crisis Management

Price: £40.50

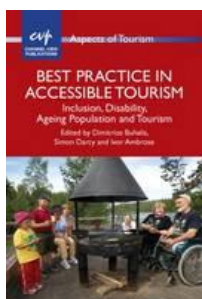
By (author): Guilherme Santana

€50.00

Publication date: Jun 2012

ISBN-13: 9781850434504, Paperback, 256 pages, I.B. Tauris & Co Ltd

Synopsis: Gui Santana's work presents a comprehensive and detailed treatment of crisis management for the tourism and hospitality industries. Each chapter focuses on a key issue of understanding and managing crises, and the author includes a range of case studies.



Best Practice in Accessible Tourism

Price: £31.46

Edited by: Dimitrios Buhalis ; Simon Darcy ; Ivor Ambrose

€39.00

Publication date: Jan 2012

ISBN-13: 9781845412524, Paperback, 408 pages, Channel View Publications Ltd

Synopsis: Gui Santana's work presents a comprehensive and detailed treatment of crisis management for the tourism and hospitality industries. Each chapter focuses on a key issue of understanding and managing crises, and the author includes a range of case studies.

Garden Tourism

Price: £21.84

By (author): Richard W. Benfield

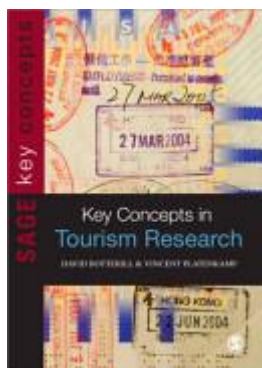
€27.00

Publication date: Feb 2012

ISBN-13: 9780750684620, Paperback, 248 pages, Elsevier Science

Synopsis: More people visit gardens than go to Disneyland and Disneyworld combined, and more than visit Las Vegas annually, making it one of the largest retail sectors in the tourism market. Garden tourism is a unique text which explores the diverse and huge phenomena of garden tourism. Beginning with a discussion on the historical aspects and typology of gardens, it moves on to examine how garden evolution has been impacted by tourism demands. It looks at a wide range of garden tourism, such as Botanic gardens, house and garden tours, and nursery visitation to the important role of gardens in theme parks. Finally, it examines management issues such as sustainability, financial viability, capacity and environmental threats to suggest best practice and the future for garden tourism.

New Books



Key Concepts in Tourism Research

By (author): David Botterill ; Vincent Platenkamp

Publication date: Apr 2012

ISBN-13: 9781848601758, Paperback, 200 pages, SAGE Publications

Price: £18.89

€24.00

Synopsis: A clear, snappy introduction which walks students through the selection and application of research methods within tourism. Over thirty individual concepts are discussed. Each concept is defined, applied and then cross-referenced and includes suggestions for further reading. Perfect for students of tourism in business, sociology, hospitality and geography departments.

Experienced authors introduce the relevant language and theory of key methodologies and then develop them using strategic literature review and the inclusion of international examples which relate directly to tourism. The historical and philosophical context of each method is then carefully laid out alongside the practical application of the technique.

International Marketing: Analysis & Strategy, 5th Edition

By (author): Sak Onkvisit ; John Shaw

Publication date: Sep 2012

ISBN-13: 9780415895484, Paperback, 688 pages, Taylor and Francis

Price: £21.84

€27.00

Synopsis: International Marketing has been written to enable both managers and scholars to meet the international challenges they face on a daily basis. It provides the solid foundation required to understand the intricacies and challenges of marketing on a global scale.

Onkvisit and Shaw's comprehensive and scholarly references provide substance and offer a solid conceptual and empirical framework to the book. With an in-depth treatment of the marketing mix serving as the core of the book, this textbook is truly unique, presenting a rounded view of the topic.



Tourism, Climate Change and Sustainability

Edited by: Vijay Reddy; Keith Wilkes

Publication date: Jun 2012

ISBN-13: 9781849714228, Paperback, 288 pages, Taylor & Francis

Price: £44.99

€56.00



Events Management: An International Approach

By (author): Paul James Kitchin; Nicole Ferdinand

Publication date: Mar 2012

ISBN-13: 9780857022417, Paperback, 360 pages, SAGE Publications

Price: £29.69

€37.00

Synopsis: Written by a team of twenty-five high profile, international authors, this exciting new text successfully combines theory and practice, making it a must-have for all students of Events Management.

Events Management: An International Approach provides comprehensive coverage of all the most common types of events, preparing students for a future career in Events Management. Covering key issues such as fundraising, sponsorship, globalization and sustainability, this text addresses the challenges and examines the realities of events management in an international context. A wide range of case studies and examples look at sporting, music, catering and fundraising events across Europe, Africa, Asia, Australia and North America.



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.



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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
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- ☑ **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:

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Dublin Institute of Technology, Ireland

"Overall Member Benefits:

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- 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

June 2012

What Make a Winning Destination? Destination Promotion and Branding Masterclass
8 Jun | Edinburgh Napier University, UK » [More Details](#)



2012 TTRA International Annual Conference
17 to 19 Jun | Virginia, USA » [More Details](#)

ESRC seminar series, NET-STaR: Network for Social Tourism and Regeneration
22 Jun | Blackpool, UK » [More Details](#)

July 2012



Developing a Citizen Brand Ambassador Programme - Key Issues for Place Branding Strategy Workshop
10 Jul | Bournemouth University UK » [More Details](#)



International & European Associations Congress
15-17 Jul | Liverpool, UK » [More Details](#)



Volunteering: A Tool for events in 21st century
20 Jul | University of the West of Scotland » [More Details](#)



GBTA Convention 2012
22-25 Jul | Boston USA » [More Details](#)

August 2012

The 6th International Conference on Monitoring and Management of Visitors in Recreational and Protected Areas
21-24 Aug | Stockholm, Sweden » [More Details](#)



September 2012

Future Travel Experience 2012
5-7 Sep | Westin Bayshore, Vancouver » [More Details](#)



PhD Colloquium Current Issues and (Im)possible Solutions: an interdisciplinary dialogue in tourism and leisure
6-7 Sep | University of Surrey, UK » [More Details](#)

October 2012



2nd Conference on Religious Tourism: Sustainable Religious Tourism
26-28 Oct | University of Salento, Italy » [More Details](#)

World Travel Market
5-8 Nov | ExCel, London » [More Details](#)

TTRA APac 1st Conference
29-30 Nov | Kuala Lumpur, Malaysia » [Save the Date](#)

December 2012



ATHE Annual Conference, Re-invigorating the Tourism Curriculum
6-7 Dec | Selwyn College, Cambridge » [More Details](#)



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