



TTRAe-Newsletter

TRAVEL AND TOURISM RESEARCH ASSOCIATION EUROPEAN CHAPTER

INSIDE THIS ISSUE:

- **President's Message**
- TTRA Europe 2013 Conference News
- **News from TTRA Chapters**
- Research & Analysis
- **Social Media Focus**
- Destination Feature: Malaysia
- **Call for Papers**
- Research & Reports
- **Publications & New Books**
- About TTRA Europe
- **Events Diary**

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,

As 2012 comes to a close, the state of some economies might still be weak, but tourism remains a healthy industry. According to the World Tourism Organisation (WTO), international tourism will reach its 1 billionth tourist by the end of 2012. International arrivals have shown a 5 % increase in the first quarter of 2012 compared to the previous year. Therefore the tourism industry is showing again an incredible resilience to economic crisis. While it rebounded healthily after the oil crisis of the 1970s and has equally recovered from several war episodes since then, statistics definitely point to the incredible strength of tourism worldwide. It has also been identified as a way to beat the on-going crisis by destinations such as Greece and Spain. At the same time, several recent reports on e-tourism and m-tourism point to the exponential evolution of technology and the role it now plays in everyday tourist consumption. Smartphone applications especially have created tools which, thanks to the GPS, can direct tourists to interesting attractions and provide them with immediate information. More importantly, the Internet carries on modifying the role of tourist destinations. For instance, Destination Marketing Organisations have developed extensive professionalism and now operate as private actors in the way they develop, manage, distribute and communicate on their destinations and services. This new role will increase as years go by, and the place of professionals and researchers alike in understanding and researching this evolution will become even more inevitable. As a result we can clearly see that tourism is coming to a cross road and this will represent the theme of our next TTRA Europe conference. This conference TTRA Europe will be organised in Dublin 17th-19th April 2013, at a time where it is indeed essential to share experience and expertise regarding the future of the tourism industry. Over two and a half days, academics and professionals will share their views on the paths that the tourism industry is likely to take in the future and evaluate the best opportunities that can emerge from this evolution. For more information please see our call for papers inside this newsletter.

All the best, Isabelle Frochot

» CALL FOR PAPERS «

**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

TOPIC
SUBMISSION

DEADLINE:
DECEMBER 14TH,
2013



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.

CALL FOR CONTRIBUTIONS:

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



PROGRAMME:

Day 1 – April 17th

Pre-conference City Tour (optional)
Lunch
Official Opening and Welcome
Opening Keynote Presentation
Coffee and Networking
Parallel Session
Welcome Social Event

Day 2 – April 18th

Keynote Presentation
Coffee
Parallel Session
Keynote Presentation
Parallel Session
Coffee and Networking
Round Table Discussion
Conference Dinner

Day 3 – April 19th

Keynote Presentation
Parallel Session
Coffee
Round Table Discussion
Closing Session
Lunch
Dublin's Doorstep Tour (optional)



Topics for contributions could include, but are not limited to, the following topics:

- Redefinitions of the experience in 21st century tourism
- Distribution issues, especially in the light of new technologies
- Innovation in tourism research
- New relationship models between tourists and residents
- New markets and products that have emerged from the recent crisis
- City Marketing strategies across the world
- New sustainable issues
- Service Quality and new satisfaction approaches
- Transport issues
- How to use and process big data
- Evaluate destination marketing effectiveness in a globalised society
- Destination branding

EXTENDED ABSTRACTS:

Extended abstracts should relate to the theme of the conference and be from three to four pages in length, using Times New Roman 12 point font, 2,5cm margins on all sides, and single spacing. Abstracts should be written and formatted according to the guidelines of the APA Publication Manual.

Abstracts should follow a standard article structure as follows. Abstracts which fail to respect the above described paper structure will be rejected.

The conference organizers call for two types of contributions:

- A) Extended abstracts for academic research papers, position papers, conceptual papers; and
B) professional round table session proposals.

Structure:

- Introduction and statement of the problem / aims of the study
- Literature review and/or conceptual approach
- Methodology (if applicable, with a brief description of context, population and sample, data collection procedures, and data analysis)
- Results
- Discussion, conclusions, implications for practice
- A list of references (also in APA style) will be added on a fifth page.

Professional Round table proposal / Professional Presentations:

Round table topics should identify a particular issue and bring together a moderator and three discussants to present and critique best or poor industry practices in the area of performance measurement. The proposal should be composed of a title, a session topic presentation of about 500 words, and suggested names for discussants.



Registration Fees:

Early Bird – Before Jan. 31st, 2013

TTRA and AFM Members: €410

Non-members: €450

Normal fee – After Jan. 31st, 2013

TTRA and AFM Members: €460

Non-members: €500

Daily fee

TTRA and AFM Members: €180

Non-members: €200

Student: €65

The cover page should provide the following information:

Title, Names and affiliations of all authors, and contact information (including phone and email) of the principal author. Six key words should also be provided. Authors should not be identified on other pages.

All papers will be submitted electronically as a WORD document file named with the last names of all authors (e.g., lastname1-lastname2-lastname3.doc). Authors will submit their extended abstract and the completed submission form through the conference website www.ttraDublin2013.com

Submission Deadline: December 14th, 2013

Notification of Acceptance: December 21st, 2013

Finalized papers should be submitted for proceedings by February 19, 2012. Papers must be written in English. Accepted papers will be published in the TTRA Europe conference Proceedings. The TTRA Europe Chapter will select the best conference paper, the author(s) of which will be announced during the Conference Dinner.

Note that at least one author should be registered at the conference for the paper to be published.

For more exciting
news, visit our
website at:
www.ttradublin2013.com



CONTACT US:

Mr Peter Nash

TTRA Europe 2012 Conference Chair

email: pnash@tourismireland.com

In association with:

EUROPE
CHAPTER | Travel and Tourism
Research Association



TTRA Asia-Pac Chapter Conference will be held at Kuala Lumpur, Malaysia 30 Nov - 01 Dec, 2012.

» [More Details](#)



Travel & Tourism Research Association
Asia-Pacific Chapter



TTRA CANADA CHAPTER | Travel and Tourism Research Association

TTRA Canada 2012 Annual Conference. TTRA Canada Chapter will hold its 2012 Annual Conference on October 10-12 in Winnipeg, Manitoba. "Understanding the Traveler's Story – The New Frontier"

» [More Details](#)

TTRA International Latest issue of the Newsletter is out now.

» [More Details](#)



U.S. TRAVEL ASSOCIATION'S MARKETING OUTLOOK FORUM HAS A NEW NAME!

DON'T MISS THE GLOBAL TRAVEL OUTLOOK CONFERENCE



Presented by the Travel and Tourism Research Association
October 25 & 26, 2012 • Hyatt Regency, Chicago

Speakers for the 2012 Conference include industry experts:

- **Richard Santiago** (Director of Global Insight and Innovation, Brand USA)
 - **Mark Smith** (U.S. Department of Commerce)
 - **Adam Sacks** (President, Tourism Economics)
 - **Hudson Riehle** (Senior Vice President, Research and Information Services, National Restaurant Association)
 - **Peter Yesawich** (Vice Chairman, MMGY Global)
 - **Rohit Talwar** (Futurist, Futures Agency)
 - **Marshall Murdaugh** (Consultant, MMarketing)
 - **Tom Roth** (Founder & President, Community Marketing, Inc.)
 - **Bill Siegel** (Founder & CEO, Longwoods International)
 - **David Redekop** (Principal Research Associate, Canadian Tourism Research Institute)
 - **Victoria Isley** (Executive Vice President & COO, Destination Marketing Association International)
 - **Deborah Sexton** (President & CEO, Professional Convention Management Association)
- Aaron Babbie** (Vice President, Business Development & Operations, Sparkloft Media)



Don't Miss the 2013 TTRA International Conference

SAVE THE DATE!

THURSDAY, June 20
through
SATURDAY, June 22
at the Westin Crown Center
in Kansas City, Missouri

Sponsorship Opportunities
are now available!



For more information:
Contact Kathy Palmer,
Conference Director, at kpalm@ttra.com or visit www.ttra.com

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!



Meeting international City Breakers' expectations for a clean and safe experience



Olivier Henry-Biabaud,
CEO at TCI Research

While 40% of city breakers choose their destination based on positive friends & relatives' post visit recommendation, brand experience has never influenced so massively destinations' competitiveness. However, which areas of the visit should cities closely look at first to increase their competitiveness? A global survey based analysis of factors mostly contributing to variations of visitors' satisfaction (telling what criteria makes them more or less likely to recommend the city to their friends and relatives once back home) helps ranking "hidden" expectations existing in international visitors' mind:

Beyond usual expected criteria (local people hospitality, accommodation quality, cultural offer, orientation...), what pops up is the emergence of core expectations which have become essential for visitors today: The safety and feeling of security, The environmental criteria: cleanliness in and outside cities, urbanization and architecture, air quality...

Referring to global citizens' opinion trends, these criteria actually match two of the mostly worrying areas for citizens today: violence and terrorism, and environmental threats (climate change, global warming...). This simply recalls us that international tourists are also citizens travelling with their citizen concerns!

Moreover the safety feeling is based hundreds of various experiences in contact with local population but also transportation at destination (i.e you are lost or late and nobody helps...), inappropriate accommodation hospitality, noise and pollution,

misleading or aggressive commercial behaviours... Finally the feeling of security is built through all events generating potential emotional stress for visitors that no "tourist police" can solve alone!

Olivier Henry-Biabaud, CEO at TCI Research concludes: "In the future, competitive and sustainable destinations will be those providing better, not necessary more, offering their visitors a top quality and well balanced city brand experience based on "discovery feeling" but lived in a safe and clean environment. Competitive metrics confirm this is essential for any destination to be well evaluated on these aspects, at least better than their competitors! Safety feeling, local inhabitant hospitality, cleanliness cost nothing to visitors but drastically impact the overall.....

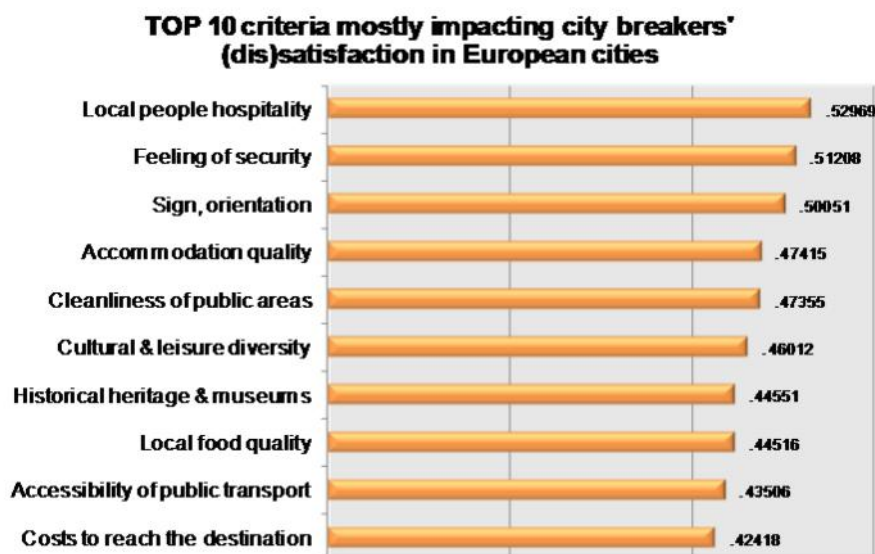
About TRAVELSAT Competitive Index®: TRAVELSAT®

Competitive Index is the reference, global and independent survey benchmarking international tourists' experience and satisfaction in a standard way for all destinations. It monitors 80+ Satisfaction Indexes for over 200 destinations, markets and segments, based on representative opinion of tourists who experienced the destination. Awarded in 2011 by the UNWTO for its major contribution in tourism governance.

TRAVELSAT® provides a innovative instrument for all national, regional and local tourism stakeholders willing to improve their competitiveness in a global and complex international competitive environment. TRAVELSAT® data are collected, controlled and provided by TCI Research, an independent research agency dedicated to tourism competitive intelligence and destination rating.

Contact: Olivier Henry-Biabaud, TCI Research. olivier.henry-biabaud@tci-research.com / www.tci-research.com

Table 1.





Giacomo Del Chiappa, Ph.D
Assistant Professor in Marketing
(Tenured), Department of Economics
and Business, University of Sassari

How do meeting organisers choose convention sites based upon different types of meetings?

Understanding site selection criteria and decision-making processes used by meeting organisers is critical to explain and predict their purchasing behaviour. There is substantial literature available on the issue of site selection. Previous research helped to identify many relevant factors (Figure 1) and to assess the influence that meeting organisers exert over the choice of a destination (Crouch and Ritchie 1998).

A recent study based on a web survey of selected Italian meeting organisers (Del Chiappa, 2012), for the first time showed that the influence that the different categories of meeting organisers exert over the site selection process, and the way organisers assess the importance of each selection factors, can be differentiated by type of meeting (e.g.: conferences, conventions, incentive travel meetings, kick-off meetings, seminars and symposiums).

Findings showed that internal meeting organisers influence site choice more frequently than external meeting organisers in the case of congresses, conventions and seminars. On the contrary, external meeting organisers influence site choice more frequently than internal meeting organisers in the case of incentive-travel meetings. No significant differences were found in the case of kick-off meetings or symposiums. On the other hand, our findings give evidence that six of the 22 site attributes investigated are considered to be equally important regardless of the

type of meeting considered. These six attributes are: overall affordability, quality and efficiency of industry personnel, Convention and Visitors Bureau assistance, physical and socio-cultural settings, safety and security and local transport costs and travel time. For all the other attributes, the importance of choice of site changes significantly according to the type of meeting under consideration. For example, destination accessibility was ranked as being more important for congresses, conventions, symposiums, seminars and kick-off meetings than for incentive travel meetings. On the contrary, destination attributes such as destination brand (awareness and image), expected weather and entertainment and extra meeting opportunities are ranked as being more important for incentive travel meetings than for all the other types.

These findings are particularly significant for practitioners. Specifically, they suggest ways in which destinations should identify those who should be targeted through promotions and the site features on which they should focus their resources and efforts to improve their attractiveness for specific meeting segments. References Del Chiappa, G. (2012). How Do Meeting Organizers Choose Convention Sites Based on Different Types of Meetings? An Empirical Analysis of the Italian Meetings Industry. *Event Management*, 16(2), 157-170.

Figure 1.

1. Meeting room facilities and availability of modern audio visual equipment	12. Destination accessibility
2. Exhibition facilities	13. Destination image
3. Availability of large convention centre	14. Destination awareness
4. Accommodation range	15. Destination novelty
5. Accommodation rates	16. Safety & Security
6. Accommodations facilities	17. Expected weather
7. Number of hotels within walking distance to convention centre	18. Physical and socio-cultural settings
8. On-site/off site accommodations (more than one hotel re-	19. Entertainment and extra meeting opportunities (shopping, thea-
9. Accommodation location relative to airport	20. Convention and Visitor Bureau Assistance
10. Restaurant facilities (cost, quality and variety)	21. Quality and efficiency of industry personnel
11. Local transportation costs and travel time	22. Overall affordability



Ben Corke
BA (Hons) Leisure Marketing
Bournemouth University

An empirical study of avid music fans on Tumblr; exploring interaction between community members and opinion leaders

Creation and distribution of music industry products has significantly changed in the digital age. One constant characteristic throughout this transitional period is fans commitment to the art form. The internet has provided Avid music fans the ability to gain added experience of their favourite bands or artists through interaction in social environments. The blogging realm being one such environment; the behaviour of those within this is often influenced by socially active opinion leaders.

This study aimed to examine avid music fan communities on the blogging platform Tumblr, and the relationships between community members and opinion leaders. A review of literature on the subject helped inform research using a grounded theory based mixed method approach. Identified themes from qualitative structured interviews aided in construction of a detailed questionnaire, distributed to 300 respondents according to the snowball sampling technique. Data was presented and analysed to provide exploratory results. Key outcomes from this research included:

The avid music fan community of Tumblr is highly populated with 11-25 year olds, from a relatively diverse geographic background who are new to the platform. There is a sense of community amongst avid music fans, who interact with each other more than opinion leaders and find blogging important.

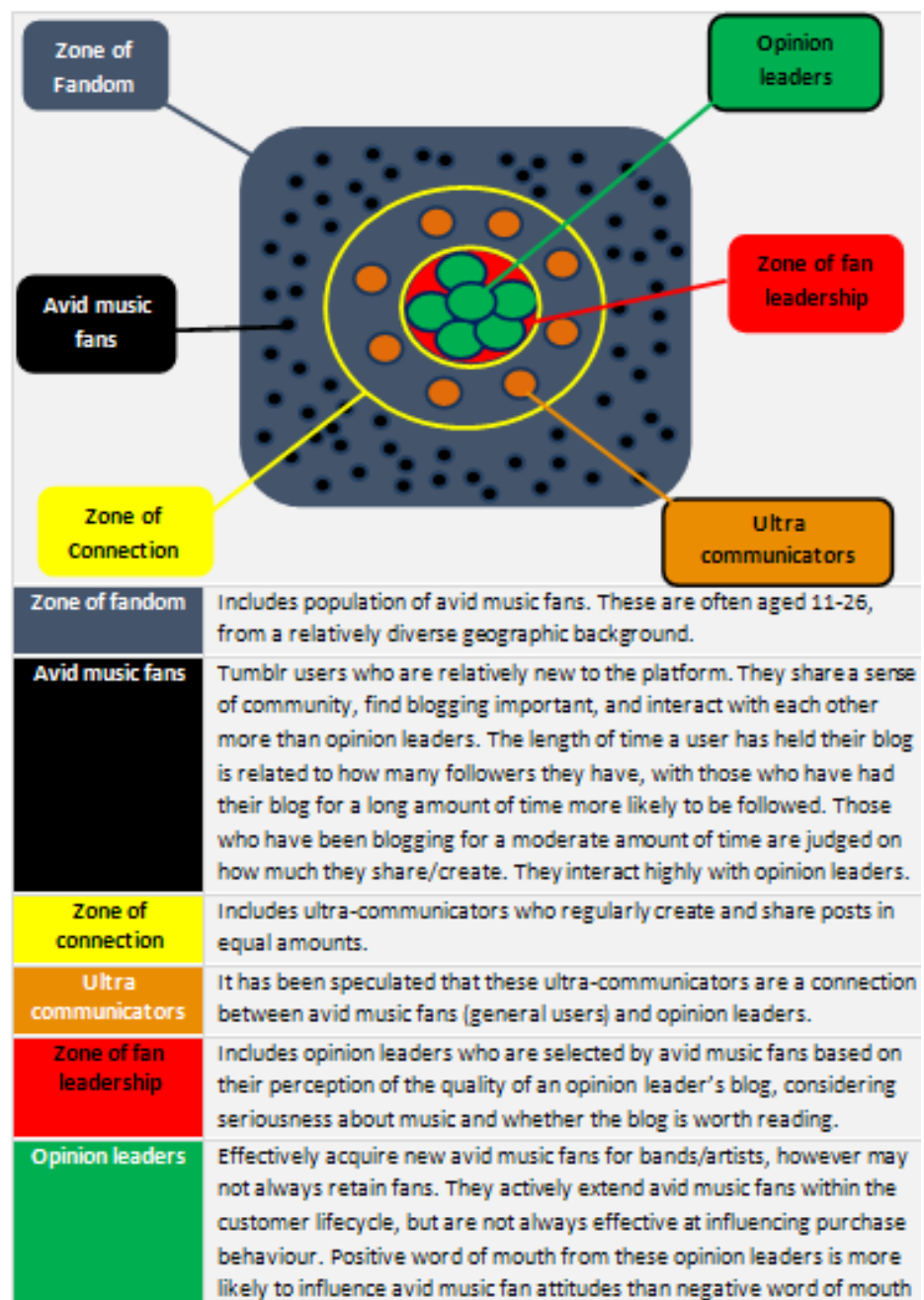
Those holding a blog for a lengthy amount of time are more likely to be followed by other avid music fans. A judgement call relating to amount a user creates/shares is made when following those who have been blogging for moderate amount of time.

It was speculated that a small group of 'ultra-communicators' who equally share and create, connect Tumblr's avid music fan community and opinion leaders.

Interaction between Tumblr's avid music fans and opinion leaders is high; however fans are selective regarding which opinion leaders to follow. This selection process is based upon avid music fans perceptions of blog quality. Selected opinion leaders effectively acquire new fans for band/artists; however they are not always effective at retaining fans. They effectively

extend avid music fans with the customer lifecycle, but may not always influence purchase behaviour. A constant theme throughout research was opinion leader's positive word of mouth affecting avid music fans attitudes, negative views were often disregarded.

Image 1. A visual representation of the avid music fan community on Tumblr (Corke 2012)



My Visit to Malaysia



Sònia Graupera

Travel Journalist & Advisor
www.soniatravelguides.com

Since watching the movie "The Entrapment" starring Sean Connery and Catherine Z Jones I always wanted to experience the Petronas Towers. Not being the courageous person jumping out of one of the towers, but experiencing them and enhancing my visit starrng at them in different hours of the day. This is why my last stay in Kuala Lumpur I chose the closest hotel at the worldwide known towers, the Mandarin Oriental. I woke up at the towers and I wished them a good night before going to sleep. The perfect service at the perfect location.



© The Petronas Towers.com

Kuala Lumpur (locally known as KL), is the capital of Malaysia, being a vibrant metropolis in the centre of the country. In less than 130 years, KL has changed from being a small mining village to becoming a modern city, bustling over ten million inhabitants. Unlike other Asian metropolis, KL has managed to maintain a certain harmony between the old and the new, in such a way that the glass skyscrapers and traffic coexist without problems with the old colonial mansions and temples. For all this and more I think a visit to KL is a must. Besides this it's very practical that the

distances between the places to visit are not excessively long, although in some areas it does become difficult to walk down the highway bridges which are located around the centre.

Among Asian countries, Malaysia is one of the richest countries, with a good and stable transport infrastructure, a high standard of tourism facilities and a really rich gastronomy. Malaysia together with Thailand makes an ideal familiarisation starting point into the South East Asian culture. It combines natural and human landscapes in single countries such as China and India.

Tourism Malaysia, "Truly Asia" is the motto used by the authorities of Malaysia and comes to reflect this idea of being several countries in one: In Malaysia you can find yourself being among Indians eating spicy food in an incredible green landscapes made by tea leaves and Tudor houses, which still remain here from the British colonial times. White sandy beaches with turquoise waters in surround many of its islands, here you can swim with giant turtles, or play with orang-utan babies in Borneo - these were indeed one of my most impressive experiences: feeding baby orang-utans and taking care of them during a whole day, a true privilege.

Trekking in one of the 19 National Parks ensures the adventure of seeing many different animals and getting ready to see unique highlights. Hiking the Head Hunters Trail in Sarawak gives you an inside view of the region's history. Try sleeping in the long huts that belonged to ancient tribes, followed by walking through the amazing jungle paths. Yes, jungle paths!

And if you love cooking, dig even deeper into Malaysian cuisine, book yourself in for a Malaysian cooking



© National Geographic.com

masterclass featuring my absolutely favourite Nasi Lemak: rice cooked in coconut milk (santan) served with sliced boiled egg, peanuts, cucumber and sambal sauce. Regarded as the national dish by all Malaysians... hungry?



© My Orange Pen.com

Ideal for honeymooners, for adventures seekers, for trekking lovers, for history lovers, for foodies, for relaxing and spas... My ideal combination: a few days relaxing on the beach, nice trekking in an exotic national park, visiting some tea plantations and tea tasting, nice massage and great food. And of course shopping, from the luxury retail boutiques to the local markets with different kinds of food you can imagine, or a tailored skirt and do not miss the end of the year big sale periods and huge discounts.

If you travel to Malaysia, plan as many days as possible. You will never have enough.

Sources:

www.tourism.gov.my
www.mandarinoriental.com/kualalumpur

Going for Gold: Leveraging Post Olympic Tourism Legacies

Executive Business Centre, Bournemouth University,
89 Holdenhurst Road, Bournemouth, BH8 8EB

9 November 2012

Contact: Dr Rebecca Edwards
on redwards@bournemouth.ac.uk

The 3rd International Network of Business and Management Journals (INBAM) Conference

All accepted papers, both as full papers and as posters, will be included in the conference proceedings (with ISBN).

Further information about the conference and calls for papers available at www.2013.inbam.net and www.iseg.utl.pt/cege/inbam2013.pdf

Call for Student Reviewers and Call for Student Papers for the Illuminare: A Student Journal in Recreation, Parks, and Leisure Studies

Being a part of the Illuminare Team is a great opportunity to become more familiar with the publishing process and will help prepare students to effectively publish research in the future. It also provides a safe space to learn the publishing process from the inside out. If you have any questions about the Illuminare or the application process, further information available at

www.scholarworks.iu.edu/journals/index.php/illuminare/index

Contact: illumina@indiana.edu

SUBMISSION DEADLINE: 2nd November, 2012

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

ATLAS Independent Travel Research Group Independent Travel and Hospitality

An expert conference

Beirut, Lebanon

19 – 21 January 2013

Contact: paper.admin@atlas-euro.org

SUBMISSION DEADLINE: 15th November, 2012

International Conference: Sustainability issues and Challenges in Tourism

Istanbul, Turkey

3-5 October 2013

Website: www.butrmconferences.org

Contact: nfo@butrmconferences.org

SUBMISSION DEADLINE 15th March, 2013

CHME Annual Research Conference on Sustainable Hospitality Management

Queen Margaret University, Edinburgh

16 - 17 May 2013

Website: www.qmu.ac.uk/CHME2013/default.html

SUBMISSION DEADLINE: 31st December, 2012.

Special issue on "China Hotel Brand Management" of Journal of China Tourism Research

How to submit: Please create an account on

www.mc.manuscriptcentral.com/jctr

if you do not have one, and submit your full manuscript via the Author Centre after you've logged in.

For "Manuscript Type", please select "Special Issue: China Hotel Brand Management".

SUBMISSION DEADLINE: 31st December, 2012

The 8th CPTHL Symposium: Consumer Psychology of Tourism, Hospitality and Leisure Research "Choice, Behavior and Consumption in Tourism, Hospitality and Leisure"

Istanbul – Turkey

02 - 05 June 2013

Contact: Dr Metin Kozak

President, International Academy of Culture, Tourism and Hospitality Research

M.Kozak@superonline.com or metinkozak@mu.edu.tr

SUBMISSION DEADLINE: 01st February 2013

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](#)

The Economist Intelligence Unit has one of the largest and
EIU for the Media

most experienced country and industry analysis teams in the world. Our 100 full-time country experts and economists, based in offices around the world, have a thorough grounding in economics, politics, risk and industry. Most have lived and worked in the region they cover; many are fluent in local languages; and three out of four have advanced degrees. To ensure that this expertise remains fresh and up to date, each country analyst focuses on two or three countries, and visits them regularly. Economist Intelligence Unit releases its monthly global outlook report. To download the full report, please visit » [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](#).

GBTA Forecasts Overall Fall in Business Travel Spend Across Major European Markets in 2012, But Expects Markets to Improve in 2013


Report Finds Strong Correlation Between Job Growth, Exports, and Business Travel Spend Across Western European Markets

GBTA announces the results of its second GBTA BTI™ Outlook – Western Europe report, a semi-annual analysis of the five most critical business travel markets in Europe: Germany, the UK, France, Italy and Spain. These five markets together form the lion's share of business travel in Europe, nearly 70%, and provide a barometer for the health of the entire European business travel market. The report, sponsored by Visa Inc., includes the GBTA BTI™, an index of business travel spending that distills market performance over a period of time.

Highlights

- Germany, France and the UK are expected to see positive GDP growth in 2012, albeit under the 1.0% level
- Interdependencies in trade, banking, and distribution have cast a shadow over the region. As such, 2012 GDP growth expectation for the Euro Area (17 country definition) has been downgraded following the Spring 2012 report to -0.4%
- Italy and Spain are currently in recession and expected to remain so until 2014
- Overall business travel spend among major European markets will fall 2.2% in 2012 to \$177 billion USD before bouncing back by 1.4% in 2013
- German business travel spend is expected to rise 1.6% to hit \$50.8 billion USD in 2012, before growing 3.3% in 2013
- UK business travel spend is expected to remain flat in 2012 (\$40.2 billion USD) before growing 2.8% in 2013
- France business travel spend will fall -2.2% to \$35.7 billion USD in 2012, before growing 1.1% in 2013
- Spain business travel spend will decline -7.8% in 2013 to \$17.9 billion USD before falling another 1.6% in 2013
- Italian business travel spend will fall -6.9% in 2013 to \$32.9 billion USD and will shed another -1.2% in 2013

» [More Details](#)

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

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

International recognition and cash awards for the best doctoral research Hospitality management category sponsored by International Journal of Contemporary Hospitality Management » [More Details](#)



CHAIR Transat Chair in Tourism
ESG UQAM

Latest from Tourism Intelligence Network » [More Details](#)

UNWTO --International tourism on track to hit one billion by end of 2012

With a record 467 million tourists traveling in the first half of 2012, international tourism remains firmly on track to reach one billion tourists by the end of the year.



Despite concerns over the global economy, international tourism demand continues to show resilience. The number of international tourists worldwide grew by 5% between January and June 2012 compared to the same period of 2011 (22 million more). Although a slight slowdown in growth can be expected for the rest of the year, international arrivals are forecast to exceed one billion by the end of 2012.

"Amid the current economic uncertainty, tourism is one of the few economic sectors in the world growing strongly, driving economic progress in developing and developed countries alike and, most importantly, creating much needed jobs," said UNWTO Secretary-General, Taleb Rifai, opening the Global Tourism Economy Forum in Macao.

"As we lead up to the milestone of one billion, we need to ensure that the tourism sector is supported by adequate national policies and that we work to reduce existing barriers to the expansion of the sector, such as complicated visa procedures, increased direct taxation or limited connectivity," he added.

Asia leads growth

International arrivals were up in all regions between January and June 2012.

Asia and the Pacific (+8%) led growth by region, boosted by the recovery of Japanese inbound and outbound tourism as well as by the continued strong performance of other major source markets throughout the region.

Europe (+4%), the most visited destination in the world, consolidated its record growth of 2011, despite continuing economic volatility in the Eurozone. Results were above the regional average in Central and Eastern Europe (+7%) where many destinations saw double-digit growth, as well as in Western Europe (+5%). By contrast, demand in Southern and Mediterranean Europe (+1%) slowed down, but on top of a very strong 2011, and partly due to the recovery of destinations in North Africa and the Middle East.

Healthy demand from both emerging and advanced economy source markets

In terms of outbound markets, and among the top ten countries by expenditure on travel abroad, growth was significant in China (+30%), the Russian Federation (+15%), USA (+9%), Germany (+6%) and Canada (+6%). In Japan, an 8% increase in spending on overseas tourism confirms the recovery of this important market. On the other hand, growth was comparatively slow or negative in the UK, Australia, Italy and France. [» More Details](#)

Composed of inbound, outbound, domestic tourism and day trips. Analysis of employment generated through tourism and its contribution to the economy are also available.

[» More Details](#)

**European Tourism 2012 - Trends & Prospects, (Q2/2012)**

In the first half of 2012 European travel has exhibited some resilience in the face of the weak and uncertain global economic environment. Most reporting destinations have experienced growth in foreign visits and nights.

At the moment, the global economy is restrained by government austerity and a softening in export demand with leading indicators suggesting most major economies are slowing. In response to deteriorating economic conditions, global central banks have lowered interest rates. This uncertain economic backdrop, however, is not yet causing significant falls in tourism demand, but the trend is of slowing growth.

Air travel has also shown some encouraging signs, with European airline passenger growth around 6% through mid-June. European airline load factors have strengthened and, on average, continued to rise. However, airlines passenger load factors have increased only marginally as the year is progressing. Demand remains healthy while capacity continues to be added throughout 2012. But the small rise in load factors indicates the increase in demand may be less than airlines had expected.

Hotels data show signs of mixed performance throughout Europe. While Central and Eastern European destinations have performed well, a significant number of Southern European destinations have recorded falls in hotel occupancy during the first half of the year. Overall, a moderation in hotel occupancy rates in most European sub-regions is apparent.

Tourism arrivals data for the first half of 2012 reveal an uneven picture of growth in the major European source markets.

Meanwhile, Russia continues to be a star performer, with strong growth in all markets. While demand in Japan continues to recover, the struggle for US market share continues.

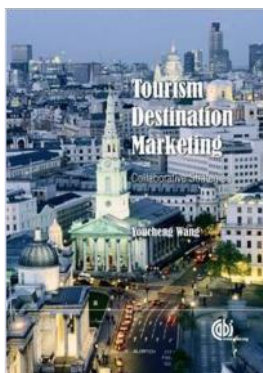
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"TOURISM AROUND EUROPE" by Jlag - a European consulting company that promotes and supports initiatives for sustainable development of the local territories and economies. Their work aims to increase the value of identity, facilitate the exchange of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

[» More Details](#)

New Books



Tourism Destination Marketing Collaborative Strategies

By (author): Youcheng Wang

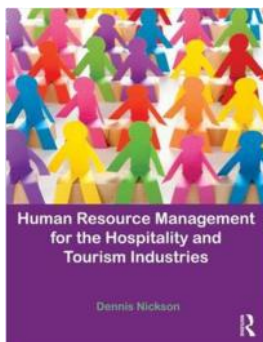
ISBN: 9781845936563, Hardback, Cabi Publishing

Price: £85.00

€106.00

Synopsis: Destination marketing requires businesses in a geographically limited area to work together to create greater levels of awareness of the destination. This book provides a holistic and systematic view of the collaborative strategies and processes with a focus on capacity and competence building for tourism organizations and destinations within an increasingly competitive marketing context. This book introduces the concept of collaboration and strategic networks as a destination marketing strategy. The book also provides valuable insights and guidelines into the process of strategic networking, while evidence from case studies has been integrated to support and enhance the strategies proposed. The

book's systematic approach of combining theoretical/conceptual framework with practical industry implications makes the concepts easy to understand and implement in the business world. It is suitable for researchers and students in tourism and related subjects.



Human Resources Management for Hospitality, Tourism and Events

By (author): Dennis Nickson

ISBN: 9780080966489, Paperback, Taylor & Francis Ltd

Price: £34.99

€44.00

Synopsis: Human Resource Management for the Hospitality and Tourism Industries 2nd Edition, takes an integrated look at HRM policies and practices in the tourism and hospitality industries. Utilising existing human resource management (HRM) theory and practice, it contextualises it to the tourism and hospitality industries by looking at the specific employment practices of these industries, such as how to manage tour reps or working in the airline industry. It initially sets the scene with a broad review of the evidence of HRM practice within the tourism and hospitality industries. Having identified

the broader picture, the text then begins to focus much more explicitly on a variety of HR policies and practices such as: recruitment and selection, legislation and equal opportunities, staff health and welfare and remuneration strategies in the industry. This 2nd edition has been fully updated: with new legal information, data, statistics and examples new chapter looking at HRM policies and practice in Events new international examples of best practice for prescriptive teaching and discussion, and international case studies to exercise problem solving techniques and contextualise learning enhanced companion website for students and lecturers including: power point slides, student test bank, additional case studies and links to additional resources. Written in a user friendly style, each chapter includes chapter outlines and objectives, HRM in practice - boxed examples, reflective review questions, web links, discussion questions and further reading to aid understanding and test knowledge.



Heritage and Tourism. Place, Encounter, Engagement

By (author): Russell Staiff, Robyn Bushell, Steve Watson

ISBN: 9780415532655, Paperback, Taylor & Francis Ltd

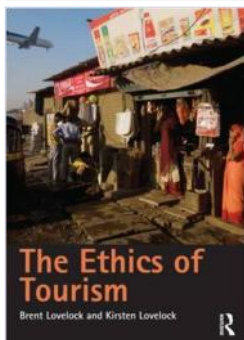
Price: £29.99

€37.50

Synopsis: The complex relationship between heritage places and people, in the broadest sense, can be considered dialogic, a communicative act that has implications for both sides of the 'conversation'. This is the starting point for Heritage and Tourism. However, the 'dialogue' between visitors and heritage sites is complex. 'Visitors' have, for many decades, become synonymous with 'tourists' and the tourism industry and so the dialogic relationship between heritage place and tourists has produced a powerful critique of this often contested relationship. Further, at the heart of the dialogic relationship between heritage places and people is the individual experience of heritage where generalities give way to particularities of geography, place and

culture, where anxieties about the past and the future mark heritage places as sites of contestation, sites of silences, sites rendered political and ideological, sites powerfully intertwined with representation, sites of the imaginary and the imagined. Under the aegis of the term 'dialogues' the heritage/tourism interaction is reconsidered in ways that encourage reflection about the various communicative acts between heritage places and their visitors and the ways these are currently theorized, so as to either step beyond - where possible - the ontological distinctions between heritage places and tourists or to re-imagine the dialogue or both. Heritage and Tourism is thus an important contribution to understanding the complex relationship between heritage and tourism.

New Books



The Ethics of Tourism. Critical and Applied Perspectives

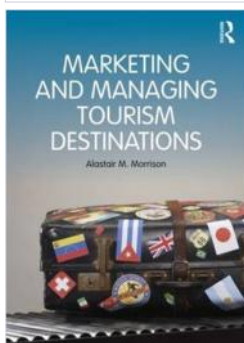
Price: £24.99

By (author): Brent Lovelock, Kirsten Lovelock

€31.00

ISBN: 9781845413019, Paperback, Channel View Publications Ltd

Synopsis: In There are increasingly strident calls from many sectors of society for the tourism industry, the world's largest industry, to adopt a more ethical approach to the way it does business. In particular, there has been great emphasis for a more ethical approach to the way tourism interacts with the environment, with indigenous peoples, those in poverty, and those in destinations suffering human rights abuses. This book introduces students to the important topic of tourism ethics and illustrates how ethical principles and theory can be applied to address contemporary tourism industry issues. A critical role of the book is to highlight the ethical challenges in the tourism industry and to situate tourism ethics within wider contemporary discussions of ethics in general and comparative industries. Integrating theory and practice the book analyzes a broad range of topical and relevant tourism ethical issues from the urgent 'big-picture' problems facing the industry as a whole (e.g. air travel and global warming) to more micro-scale everyday issues that may face individual tourism operators, or indeed, individual tourists. The book applies relevant ethical frameworks to each issue, addressing a range of ethical approaches to provide the reader with a firm grounding of applied ethics, from first principles. Well chosen international case studies with reflective questions at the end are integrated throughout to provide readers with valuable insight into real world ethical dilemmas, encouraging critical analysis of tourism ethical issues as well as ethically determined decisions. Discussion questions and annotated further reading are included to aid further understanding. This introduction to Tourism Ethics is essential reading for all Tourism students globally.



Marketing and Managing Tourism Destinations

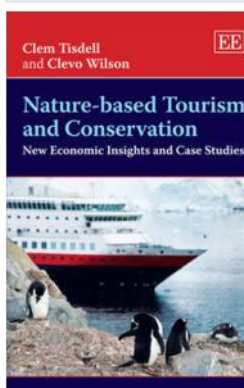
Price: £30.99

By (author): Alastair Morrison

€39.00

ISBN: 9780415672504 Paperback, Taylor & Francis Ltd

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.



Nature-based Tourism and Conservation.

Price: £120.00

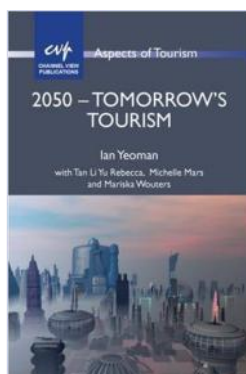
By (author): Clem Tisdell, Clevo Wilson

€150.00

ISBN: 9781848448674 Hardback, Edward Elgar Publishing Ltd

Synopsis: Nature-based Tourism and Conservation unearths new or neglected principles relevant to tourism and recreational economics, environmental valuation and economic theory. Its three parts have chapters on nature-based tourism and its relationships to conservation including case studies dealing with the consequences of World Heritage listing of natural sites, Antarctic, subtropical and tropical national park-based tourism and an NGO's conservation efforts modelled on ecotourism. The final part focuses on tourism utilizing particular wildlife, including sea turtles, whales, penguins, royal albatross, glow-worms and tree kangaroos.

New Books



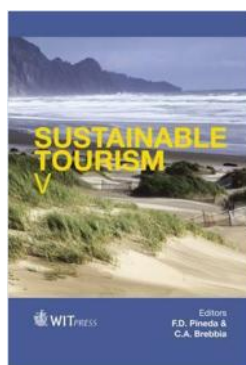
2050 - Tomorrow's Tourism

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)

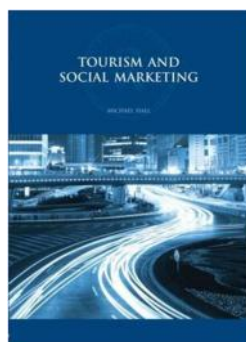
By (author): C. A. Brebbia, F.D. Pineda

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**,
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TTC International, UK

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"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



October 2012

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

November 2012

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



Tourism, Innovation and Training Conference
6-7 Nov | Odivelas, Lisboa, Portugal » [More Details](#)



International Peace Conference
7-9 Nov | Wageningen, Netherlands » [More Details](#)



Management Studies International Conference
21-24 Nov | Faro, Algarve, Portugal » [More Details](#)



TTRA APAC 1st Conference
29-30 Nov | Kuala Lumpur, Malaysia » [More Details](#)



December 2012
**ATHE Annual Conference, Re-invigorating the
Tourism Curriculum**
6-7 Dec | Selwyn College, Cambridge » [More Details](#)



Destination Branding and Marketing IV Conference
5-7 Dec | Cardiff, Wales, United Kingdom » [More Details](#)

Re-Invigorating the Tourism Curriculum Conference
6-7 Dec | Cambridge, United Kingdom » [More Details](#)



January 2013
ENTER 2013 e-Tourism Conference
22-25 Jan | Innsbruck, Austria » [More Details](#)

**International Conference on Active Countryside
Tourism**
23-25 Jan | Leeds, United Kingdom » [More Details](#)

**Tourism in the Global South: Landscapes, Identities
and Development Conference**
24-25 Jan | Lisbon, Portugal » [More Details](#)



February 2013
**The International Conference on Tourism,
Transport, and Logistics 2013**
14-16 Feb | Paris, France » [More Details](#)

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



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



May 2013
Int Conference on Religious Tourism and Tolerance
9-12 May | Dedeman, Konya, Turkey » [More Details](#)

June 2013
International Conference on Tourism
5-8 Jun | Limassol, Cyprus » [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.

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