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WELCOME TO THE ttra 2016 INTERNATIONAL CONFERENCE

*A Message From Your Conference Chair*

As Conference Chair, I welcome you to the ttra 2016 International Conference in Vail, Colorado.

The ttra conference volunteers and staff, program chairs, and academic reviewers have worked very hard to deliver you a truly great experience. Our focus is to deliver a conference that provides you the professional development and education you expect, along with networking opportunities to build career-long relationships.

In planning this conference, we have been very conscious of the Board of Directors' Strategic Plan and its clear differentiation of the Annual Research Conference and the Marketing Outlook Forum. I would like to especially thank Wendy Kheel of the Los Angeles Tourism & Convention Board and Dr. Dan Fesenmaier of the University of Florida, who have developed a program aligned with this vision. In Vail, you will see a focus on innovation in methodologies and best practices learnings around travel research in order to meet future industry needs.

You will also hear more industry experts who bring a fresh perspective and are presenting at the conference for the first time.

We have a packed schedule, but I hope you take time to enjoy the beautiful destination and exciting activities Vail has to offer. And of course have fun! If you are a first-time attendee, you will notice that this group of professionals is unique in that they truly enjoy seeing each other every year and having fun together.

Thank you for attending the conference and I look forward to meeting you.

Sincerely,

Susan Bruinzeel  
San Diego Tourism Authority



A MESSAGE FROM YOUR HOST CITY

*Welcome to Vail!*

I am pleased to extend a personal welcome to the Travel and Tourism Research Association to Vail, Colorado for your annual conference. We're thrilled to host attendees from around the world in our Rocky Mountain destination.

Coveted as one of the largest ski resorts in the world with more than 5,200 acres of skiable terrain, seven legendary Back Bowls spanning seven miles, and the most groomed terrain on the planet, Vail has been an extraordinary winter vacation destination for passionate skiers and snowboarders for more than 50 years. As evidenced by the vision inherent in the spirit of Vail's founders and a modern day commitment to excellence in all aspects of guest service and operations, Vail is a mountain resort like nothing on earth.

While skiing is often the first thought that comes to mind (and rightfully so), there is a local secret: "you come for the winter, and stay for the

summer". Skiing and snowboarding are replaced in summer with top-notch hiking, cycling, mountain biking, fly-fishing, special events, and additional activities.

On the heels of its success as a resort, Vail has evolved into an appealing recreation-friendly alpine community now comprised of nearly 5,000 full-time residents and an estimated 5,000 part-time residents. Together, Vail is considered to be a leader in its resort-community qualities and best practices.

I hope all attendees enjoy the conference and your stay in Vail.

Sincerely,

Chris Romer,  
President and CEO, Vail Valley Partnership

REGISTRATION DESK

The Registration Desk is located near the Grand Ballroom Foyer.

**REGISTRATION DESK HOURS:**

Monday, June 13 . . . . . 1:00 PM - 5:00 PM  
Tuesday, June 14 . . . . . 7:00 AM - 4:00 PM  
Wednesday, June 15 . . . . . 7:00 AM - 4:00 PM  
Thursday, June 16 . . . . . 7:00 AM - 4:00 PM

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## GENERAL CONFERENCE INFORMATION

### ATTIRE

Attire at all program sessions is Business Casual unless otherwise noted. We recommend bringing a light jacket or sweater for the meeting rooms and evenings. The temperature in Vail, Colorado averages a high of 72°F (22°C) and a low of 35°F (2°C).

### OPENING RECEPTION

Our opening reception, hosted by Vail Valley Partnership, will be held at the Eagle's Nest at the top of the mountain. We will be traveling by gondola to reach this scenic location. Be sure to bring a sweater as it will get chilly in the evening.

### BADGE

Your badge is admittance to all conference activities and must be worn at all times to all events.

### EXHIBITS

The exhibits will be located on the lower level near the registration area in the Grand Ballroom Foyer. The exhibits will be open daily from Tuesday afternoon to Thursday afternoon. Please take time to stop by and visit with the exhibitors!

### PASSPORT TO VISUAL RESEARCH PAPERS

Passport to Visual Research Papers will be set up in the Grand Ballroom Foyer on Wednesday afternoon. Starting at 5:00 PM, grab a drink from the cash bar, get yourself a snack, and visit with the visual paper presenters. Get your passport signed by 50% of the presenters to be entered into a drawing for a free 2017 conference registration sponsored by Ryerson University. Please return your passport to the registration desk by 10:00 AM on Thursday. The papers will be left up until Thursday afternoon for your viewing pleasure.

### CLOSING RECEPTION

The closing reception on Thursday evening is sponsored by Adara. Plan to network with your friends while enjoying a drink and the beautiful Vail scenery from the Mountain View Patio. The final dinner is sponsored by Québec Tourism, the host of the ttra 2017 International Conference. We have some super-secret awards that will be presented that evening!

### MEALS

We've intentionally scheduled the majority of our meals as buffets with no programming so you can make the most of your networking time! The famous Destination Lunch will be held on Wednesday so be sure to grab your spot early to get the best giveaways.

### FIRST-TIME DELEGATES

First-time delegates will be wearing blue ribbons. Please take a few moments to welcome these newcomers to ttra!

### FREE WiFi

Complimentary WiFi available in all the meeting rooms

Log-in Name: **Arrivalist**

Password: **abettermetric**

### NEW! PHOTO WALL

Take time to get your picture taken at the photo wall! Pictures will be sent out via social media and displayed on a screen in the lobby.

## A MESSAGE FROM YOUR ttra STAFF

### Welcome to the 47th Annual ttra International Conference

For many of you, this is your first ttra Conference and we welcome you! For those delegates who have been to ttra Conferences in the past, we welcome you back – and thank you for your continued interest in ttra!

Patricia, Susan, and I are excited to meet with you in person, as we've talked with many of you on the phone and through emails this past year. We've made some changes to our team over the past year – Patricia Thacker (Assistant Executive Director), Elizabeth Pike (Conference and Events Assistant), and Nicole Smith (Membership Coordinator) are all new to the ttra team. The energy that each new team member brings in serving our membership is inspiring!

ttra Membership comes with a long list of valuable benefits. In the members-only website section, members can access the online membership community, the archives of the State Provincial Research Network LISTSERV, and the ttra International Conference proceedings. Our career, request for proposal, and ttra marketplace are also great resources for promoting ttra member organizations.

We've recently revamped the ttraconnects newsletter to be digitally dynamic – with clickable links, creating a truly immersive experience for subscribers. The newsletter is now embedded on the ttra website and is easier to view, download, and share than ever before. We are also about to launch a branding study that will serve as ttra's platform for marketing, promotional, member recruitment, and public relation efforts for our audiences. Stay tuned for a new look and feel for our communication vehicles over the coming year.

Becoming a Platinum or Gold Partner of ttra provides a huge number of benefits, as well as a la carte options, so you can choose the benefits that matter the most to you. Sponsorship dollars associated with this Partnership can be allocated to the Annual Research Conference and/or the Marketing Outlook Forum. We are excited about this Partner membership opportunity and would love to chat with you about it!

Vail Valley summers are stunning! Be sure to join us at the opening reception at the top of Eagle's Nest, take advantage of our wellness breaks to enjoy a minute outside, or start your day enjoying a stretch and fresh air with colleagues! But be sure to come back inside - the Conference Committee has been hard at work all year to create a program that has a variety of engaging topics and speakers for you.

Thank you for your commitment to the travel and tourism industry. If we don't get a chance to visit this week, please feel free to give us a call or send a quick message. Our job is to serve you, the ttra membership, and we take our job very seriously!

Warm Regards,



Kathy Palmer  
Executive Director

Patricia Thacker  
Associate  
Executive Director

Susan Donaven  
Accountant

## ttra 2016 CONFERENCE COMMITTEE

### CONFERENCE CHAIR

Susan Bruinzeel, San Diego Tourism Authority

### PRACTITIONER CHAIR

Wendy Kheel, Los Angeles Tourism & Convention Board

### ACADEMIC CO-CHAIRS

Dan Fesenmaier, Ph.D., University of Florida  
Pauline Sheldon, Ph.D., University of Hawaii at Manoa

### AWARDS CHAIR

Lori Pennington-Gray, Ph.D., University of Florida

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Whitney Knollenberg, Ph.D., Virginia Tech

### STUDENT COLLOQUIUM CO-CHAIRS

Iis Tussyadiah, Washington State University - Vancouver  
Zheng (Phil) Xiang, Virginia Tech

### VISUAL PAPERS CO-CHAIRS

Kelly MacKay, Ryerson University  
Bing Pan, College of Charleston

## ttra 2016 CHAPTER LIAISON COUNCIL

### ASIA PACIFIC CHAPTER

Carolyn Childs, President, MyTravelResearch.com

### CANADA CHAPTER

Michel Dubreuil, Manager, Consumer and Market Intelligence,  
Destination Canada  
Michael Palmer, Executive Director, Canada ttra Chapter

### CENTRAL STATES CHAPTER

Brenda Myers, President and CEO, Hamilton County Tourism  
Cathi Wineland, Executive Director, CenStates ttra Chapter

### EUROPE CHAPTER

Sean Ruane, Ph.D., University Lecturer,  
Shannon College of Hotel Management

### GREATER WESTERN CHAPTER

Ken Bartkus, Professor, Utah State University  
John Hope-Johnstone, Executive Director, GWTRRA ttra Chapter

### HAWAII CHAPTER

Michelle Drenker, Market Insights Analyst,  
Hawaii Visitors and Convention Bureau

### SOUTHEASTERN STATES CHAPTER

Brian London, Executive Director, Southeast Tourism Society  
Cheryl Schutz, Vice President, Client Intelligence and Account Services,  
D.K. Shifflet & Associates, Ltd.

### TEXAS CHAPTER

Matt Clement, Marketing and Partnership Manager, Fort Worth CVB

### CHAPTER LIAISON

Ian Henderson, Managing Partner, TTC International

## 2015-2016 BOARD OF DIRECTORS

### Executive Committee

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Leeds School of Business

Wendy Kheel, Los Angeles Tourism & Convention Board

Daniel Nahoopii, Hawaii Tourism Authority

Gyan Nyaupane, Ph.D., Arizona State University,  
School of Community Resources and Development

Duane Vinson, STR



*Leading Tourism Research Innovation  
for Today and Tomorrow*

# GENERAL SESSION SPEAKERS

## LIZZETTE CASARIN

Lizzette Casarin is Director of Marketing and Special Projects for HVS, a role that taps into her wide-ranging history with the firm and experience in hospitality. She brings hoteliers face-to-face with HVS expertise through local and national Access HVS events and guides special intelligence reports on U.S. hotel markets, such as the impact of Airbnb and short-term rentals on New York City hotels. She excels at researching and analyzing data for full-service hotels and portfolios involving dozens to hundreds of properties nationwide. Lizzette formerly served as a Senior Project Manager with HVS, pinpointing specific market dynamics influencing existing or proposed hotels. She continues to develop strong relationships with market participants and brand representatives to gauge the impact of a brand's nuances and strengths in a given market. Lizzette earned her bachelor's degree in Business Administration from the Universidad Veracruzana in Mexico. Her past hospitality experience includes roles in hotel project management, development, and marketing. Lizzette has a passion for dogs, is an accomplished graphic designer, and enjoys painting.



## KELLY CASE-BONACCI

Kelly Case-Bonacci has a bachelor's degree in journalism/advertising from the University of Colorado, Boulder and has spent the majority of her career studying consumer behavior around marketing messages. In the early years of her career, Kelly worked for the national ad agency, Foote, Cone and Belding on the Taco Bell account and for Vicorp Restaurants as the marketing director for Baker's Square Restaurants. These fast-paced restaurant years established Kelly's foundation in the areas of strategic marketing/advertising, sports sponsorships, media strategy, product development, competitive research analysis, and brand strategy. Later, Kelly made the move to Xcel Energy in Denver, where she was the manager of advertising, digital, and social media. While there, Kelly was able to dive deeper into consumer behavior research around customer needs, expectations, and perceptions of what is important/believable/impactful from an energy company. This research informed campaigns that played a part in a steady customer satisfaction increase over a seven-year period. Now with DEN, Kelly is taking their new brand to a new level.



## ANDREY FRADKIN

Andrey Fradkin is an economist who studies the economics of digitization and the economics of search and matching markets. He is especially interested in using data on user behavior to inform the design of online marketplaces and in understanding how digital marketplaces are affecting the rest of the economy. Andrey is currently a postdoctoral associate at the MIT Initiative on the Digital Economy and a consulting data scientist at Airbnb. He has published work in the American Economic Review and has presented his work at refereed conferences such as the ACM Conference on Economics and Computation. He received a Ph.D. in Economics from Stanford University in 2014 and a B.S. in Math and Economics from Duke University in 2008.



## KERRI VERBEKE KAPICH

Kerri Verbeke Kapich is the Senior Vice President of Marketing and Strategic Partnerships for the San Diego Tourism Authority, one of the nation's leading destination marketing organizations. In 2001, Kapich was named as one of the "Top 100 Marketers" in the nation by Advertising Age magazine and is the recipient of numerous marketing, advertising, and tourism awards. Most recently, she was honored by the San Diego Business Journal with a 2012 Women Who Mean Business Finalist Award. A San Diego native, Kapich was featured as one of the "50 People to Watch in 2001" by San Diego Magazine.



## FRANK KELLY

Within his role as Senior Vice President, Frank Kelly is responsible for directing the global marketing portfolio through strategic planning and branding initiatives. He oversees marketing, communications, advertising, client materials, and online media platforms. Frank is a veteran of more than 20 years in the market research industry. Over the past decade, he has worked to build and operate the industry's leading global research panels.



## CLEMENS KÖLTRINGER

Clemens Költringer is a marketing analyst with the Vienna Tourist Board's Strategic Destination Development department. In addition to his responsibility for market and marketing research, Clemens is a research associate of MODUL University Vienna and therefore acts as an intermediary between academia and the tourism industry. Clemens obtained his doctorate from Vienna University of Economics and Business for developing a novel approach to the transfer of conventional destination image measurement techniques to an online setting by means of data mining and knowledge retrieval techniques, a method with which he won the best Ph.D. Thesis Award (ENTER, 2012). Clemens's latest project was helping to create Vienna's Tourism Strategy 2020. This project – which challenged conventional strategy development processes, introducing principles and theories of open strategy development to the tourism industry – was granted an UNWTO Ulysses Award for Innovation in Public Policy and Governance 2015. Clemens lives in Vienna, where he delights in challenging concepts taken for granted by the tourism industry.



## JACKIE LORCH

Jackie Lorch is vice president of SSI's Global Knowledge Management group and has been with SSI for 26 years. She was a member of the team that developed SSI's first online panel and managed the panel for several years. In her current role, Jackie conducts research on research, especially on panel, quality, and participant engagement. She is a frequent writer and speaker on research topics, including at AMA, ARF, CASRO, ESOMAR, and MRA annual conferences. Active in many industry quality initiatives, including the ARF Foundations of Quality and the ESOMAR GRBN Guideline for Online Sample Quality, Jackie is also an ESOMAR Representative for the U.S. and a member of the Board of Directors of the Marketing Research Institute International.



## DENISE MILLER

Denise Miller, Executive Vice President at Strategic Marketing and Research Insights, has a solid track record of 30 years of experience and accomplishment in marketing and research. She was the director of two convention and visitors' bureaus in Indiana and served for three years as the State Travel Director in Indiana. Denise has designed and conducted numerous studies among leisure travelers, meeting planners, and group tour operators, addressing perception, destination selection, satisfaction, and advertising. She has designed and implemented advertising effectiveness and ROI research for numerous clients and conducted hundreds of group discussions, both in-person and online, relating to topics including positioning, advertising, and decision processes. Denise's professional activities include serving in leadership positions with the Travel and Tourism Research Association International, the CenStates chapter of ttra, and the Association of Indiana Convention and Visitors Bureaus. She has also served as President of Hamilton County Tourism. Denise earned her B.A. from the University of Notre Dame.



## JOSEPH O'LEARY

Joseph O'Leary, a Professor at Colorado State University, has served as Dean at CSU, Department Head at Texas A&M, and as a faculty member at Purdue University. His research interests include international and domestic travel and recreation behavior. He has many professional affiliations, including the IUCN World Commission on Protected Areas (North American section); has served on the Education Committee for the World Tourism Organization and the Research Committee of the Travel Industry Association of America (now the United States Travel Association (USTA)); is past Chair of the Committee on Tourism Statistics in the International Statistical Institute; was co-editor of the International Journal of Tourism Sciences; was on the advisory board of Tourism Analysis; and was on the research advisory board for the UNWTO-sponsored INROUTE regional statistics project. For the past twenty years he has worked with CVBs – as a past Chair and Executive committee member of the Board for Visit Fort Collins, Chair and Board member for the College Station CVB, and a member of the Texas Travel and Industry Association.



## ANNIE PETTIT

Annie Pettit, Ph.D., is Vice President of Data Awesomeness at Research Now and Chief Research Officer at Peanut Labs. Annie is a research methodologist who specializes in data quality, sampling, and survey design and has been invited to speak at marketing research conferences around the world. She won the MRIA Award of Outstanding Merit in 2014, Best Methodological Paper at ESOMAR in 2013, and the 2011 AMA David K. Hardin Award.



## DOUGLAS QUINBY

Mr. Douglas Quinby is a travel industry veteran who enhances Phocuswright's research team with his keen insights, diligent analysis, and industry relationships. He is a key contributor to The Global Edition, Special Projects, and Custom Research and oversees The Asia Pacific Edition. For many years, Douglas has been designing and leading Phocuswright research, including Phocuswright's U.S. and Asia Pacific Online Travel Overview publications. He has led several seminal studies on social media and traveler reviews, travel agencies, the vacation rental markets in the U.S. and Europe, the local tours and activities market, global distribution systems, and more. Douglas is a recognized expert on online travel and travel distribution and is frequently cited in leading media outlets including Bloomberg, CNN, The New York Times, USA Today, The Wall Street Journal, and The Washington Post. He is also a sought-after speaker and moderator and has presented Phocuswright research at numerous travel industry events around the world.

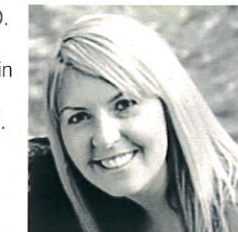


#ttra16

# 2016 KEYNOTE SPEAKER

## ERIN COFFMAN

Erin Coffman earned her Ph.D. in Economics from Georgia State University and her B.A. in Mathematics and Economics from Anderson University (IN).



She joined Airbnb in 2011 and has provided analytical and research support to the Customer Experience, Legal, Communications, and Public Policy teams.

Currently, she is a Data Scientist on the Economic Policy team, based in San Francisco. Erin is a five-year Airbnb Superhost, and in her spare time she enjoys traveling, reading, pub trivia, and watching football.

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#### CONTACT US

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# PASSPORT TO VISUAL RESEARCH PAPERS

Passport to Visual Research Papers will be set up in the Grand Ballroom Foyer on Wednesday afternoon. Starting at 5:00 PM, grab a drink from the cash bar, get yourself a snack, and visit with the visual paper presenters. Get your passport signed by 50% of the presenters to be entered into a drawing for a free 2017 conference registration sponsored by Ryerson University. Please return your passport to the registration desk by 10:00 AM on Thursday. The papers will be left up until Thursday afternoon for your viewing pleasure.

**Assessing the Stress-Relief Benefit of Outdoor Travel Using Physiological and Psychological Measures**  
*Chun-Chu (Bamboo) Chen, University of Idaho*

**Attachment to Tourism Destinations: The Role of Memory and Place Attachment**  
*Jake D. Jorgenson and Norma P. Nickerson, Ph.D., University of Montana - Missoula*

**Resident Sentiment: Preliminary Conceptualization and Measurement**  
*Cathy Hsu, Ph.D., and Nan Chen, The Hong Kong Polytechnic University; Xiang (Robert) Li, Ph.D., Temple University*

**The Mediating Effects of Tolerance on Residents' Support Toward Tourism Events**  
*Rui Qi, Kevin Kam Fung So, David A. Cardenas, Simon Hudson, and Fang Meng, Ph.D., University of South Carolina - Columbia*

**Smart Marketing of an Alpine Destination – a Conceptual Framework**  
*Juerg Stettler, Ph.D., Myrta Zemp, and Angela Steffen, Lucerne School of Business*

**Cuban Tourism: Facing Opportunities of a New Era**  
*Seung Hyun (Jenni) Lee, Ph.D., East Carolina University; Marketa Kubickova, University of South Carolina*

**The Economic Impact of Film Tourism: The Case of the Lord of the Rings and Hobbit**  
*ShiNa Li, Ph.D., Leeds Beckett University; Hengyun Li, University of South Carolina; Haiyan Song, The Hong Kong Polytechnic University; Christine Lundberg, University of Surrey; Shujie Shen, University of Westminster*

**Examining Food Tourists' Intentions to Consume Local Cuisine**  
*Pei Zhang, Fang Meng, Ph.D., Jamie Levitt, and Robin Dipietro, University of South Carolina*

**Empirically Testing the Influence of Travel Safety Concerns: Examining Alternative Models**  
*Bingjie Liu, Ashley Schroeder, and Lori Pennington-Gray, Ph.D., University of Florida*

**Propositions for Examining the Seasonality Construct in Tourism Settings**  
*Elizabeth A. Cartier, Rod B. Warnick, Tiffany Jungyoung Shin, and Erfan Rezvani, University of Massachusetts - Amherst*

**Understanding Overseas Tourist Shoppers: Market Segments and Characteristics**  
*Pei Zhang and Fang Meng, Ph.D.; University of South Carolina*

**To Travel or Not to Travel: Exploring Food Allergy Policy in the Tourism and Hospitality Industry**  
*Bridget M. Bordelon, Ph.D., University of New Orleans*

**Performance and Motivations for Engaging in Corporate Social Responsibility (CSR) of Small and Medium-Sized Accommodation Enterprises (SMAEs)**  
*Jung Eun Kim, University of Northern Colorado*

**Back to Reality: A Study of Reality Television Tourism**  
*Matthew R. Haney, Ph.D., Eastern New Mexico University*

**Moving the Travel Risk Literature Forward Conceptually and Operationally**  
*Ashley Schroeder and Lori Pennington-Gray, Ph.D., University of Florida*

**Country Image, Tourist Satisfaction, and Future Visit and Product Purchase Intentions: An Integrative Model**  
*Alessandra De Nisco, Ph.D., University of International Studies of Rome; Stacia Elliot, Ph.D., University of Guelph; Nicolas Papadopoulos, Ph.D., Carleton University*

**The Core-Periphery Structure of Destination Image: An Exploration via Social Network Analysis**  
*Yuan Wang and Xiang (Robert) Li, Ph.D., Temple University; Kun Lai, Ph.D., Sun Yat-Sen University*

**Destination Branding Incongruity from Stakeholder Perspective: Theoretical Framework and Empirical Evidence**  
*Hengyun Li, Fang Meng, Ph.D., Simon Hudson, and David A. Cardenas, University of South Carolina*

**Too Love to Support: The Moderating Effect of Place Attachment in Resident Attitude Formation**  
*Ye Chen, Ph.D., Nankai University*

**Exploring Self-Perceptions of Motivations in the Hospitality Industry**  
*William C. Murray, University of Guelph*

**Attendees' Perceptions of Social Impacts and Socially Sensitive Issues for an Air Show Special Event**  
*Tiffany Jungyoung Shin, Rod B. Warnick, and Erfan Rezvani, University of Massachusetts - Amherst*

**Conjoint Analysis of Consumer Preferences to Destination Brand Attributes**  
*Jing Li and Simon Hudson, University of South Carolina*

**A Case Study on the Impact of Personal Characteristics on Residents' Support for Tourism Development**  
*Hanyu Zhang, Ph.D., Jinan University; Omid M. Ghoochani, University of Khuzestan; Bing Pan and John C. Crotts, College of Charleston*

**Validating Volunteered Geographic Information: Can We Reliably Trace Visitors' Digital Footprints?**  
*Jason L. Stienmetz and Daniel R. Fesenmaier, University of Florida*

**Tourism Industry's Growth Prospect and Volatility**  
*Tarik Dogru, Boston University; Destan (Destiny) Kirimhan and Ercan Sirakaya-Turk, University of South Carolina*



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- Visitor Profile Studies
- Special Event Studies
- Economic Impact Evaluation
- Meeting/Conferences Evaluation
- Comparative Benchmarking
- Advertising Conversion Studies
- Airport Passenger Research
- Brand & Awareness Studies
- Multi-Season Recreation Feasibility

For more information, please contact:  
Chris Cares, [chris@rrcassociates.com](mailto:chris@rrcassociates.com)  
Mike Simone, [mike@rrcassociates.com](mailto:mike@rrcassociates.com)

[rrcassociates.com](http://rrcassociates.com)



## 2016 AWARDS

*J. Desmond Slattery Graduate Student Research Award*  
Sponsored by Repucom  
Awarded to a master or doctoral student to assist with their thesis or dissertation.  
Presented to Becky Liu for: *Developing Effective Crisis Responses.*

*Keeling Dissertation Award*  
Sponsored by ttra  
Awarded to a doctoral student for their completed thesis or dissertation.  
Presented to Ye Zhang for:  
*Self-Determined Travel Facilitation with Primed Mental Construal.*

*Charles R. Goeldner Article of Excellence Award*  
Sponsored by Eric Friedheim Tourism Institute, University of Florida  
Awarded to recognize the most significant work in the  
Journal of Travel Research during 2015.  
Presented to Sara Dolnicar, Tim Coltman, and Rajeev Sharma for:  
*Do Satisfied Tourists Really Intend to Come Back? Three Concerns with Empirical Studies of the Link between Satisfaction and Behavioral Intention.*

*Travel Research Grant*  
Sponsored by ttra  
Awarded to a junior researcher for the creative development  
of a research project, technique, or methodology.  
Presented to Emily Ayscue for:  
*Airbnb: Assessing Its Engagement and Sustainability in Athens, GA*

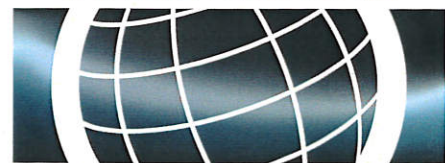
*Best Research Paper*  
Sponsored by Sage Publications  
These are the top three papers under consideration;  
the winner will be selected at the conference.

- **Paintbrushes to Pruners: Tourism Professionals with a Purpose**  
Lana Olsen, Christine Vogt, Ph.D., and Kathleen Andereck, Ph.D.,  
Arizona State University
- **How to Review Sentiment and Readability Affect Online**  
Hengyun Li, University of South Carolina; Ziqiong Zhang, Ph.D.,  
Harbin Institute of Technology; Ramkumar Janakiraman, Ph.D., and  
Fang Meng, Ph.D., University of South Carolina
- **Agent-Based Modeling of Destination-Based Tourist Interactice Evolution**  
Ye Zhang, Peter Ricci, Ed.D., and Anil Bilgihan, Ph.D.;  
Florida Atlantic University

*Best Visual Paper*  
Sponsored by University of Minnesota  
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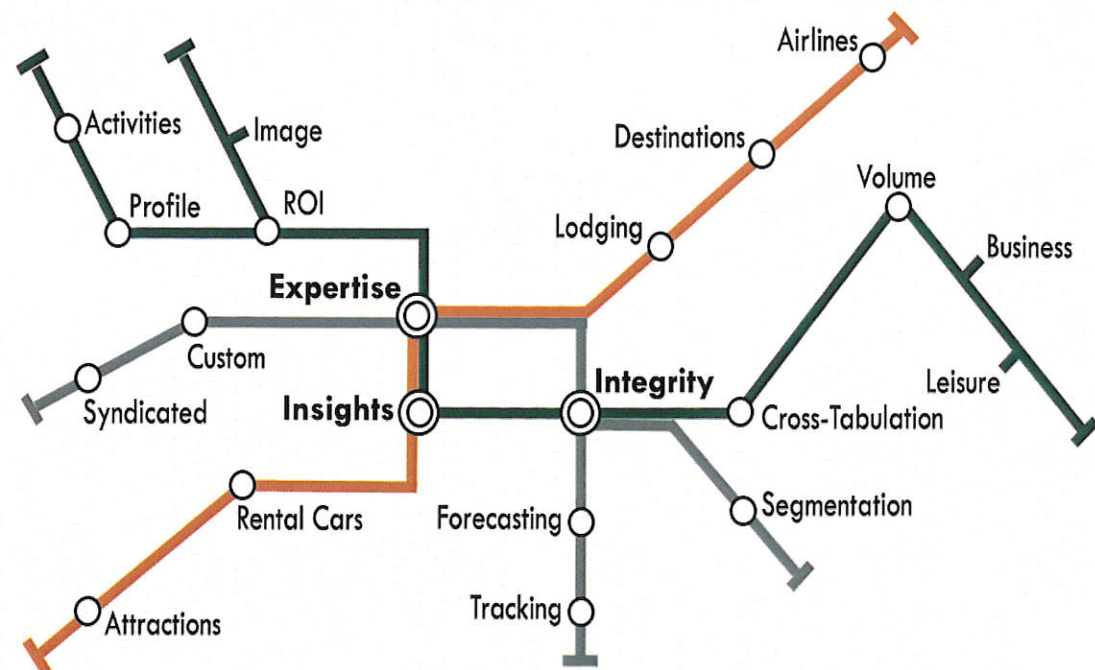
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## CONFERENCE SCHEDULE TUESDAY, JUNE 14

TIME/VENUE	ACTIVITY/AUTHOR
<b>7:30- 8:30 AM</b> Grand Ballroom Salon F	<b>ACADEMIC BREAKFAST AND ROUNDTABLE DISCUSSION</b> Moderator: Norma P. Nickerson, Ph.D., University of Montana - Missoula
<b>8:00-11:00 AM</b> Grand Ballroom Salon E	<b>STATE/PROVINCIAL/DESTINATION RESEARCH DIRECTORS BREAKFAST AND ROUNDTABLE</b> Sponsored by: Dean Runyan Associates
<b>8:45-9:30 AM</b> Colorado Ballroom Salon 3	<b>6TH ANNUAL GRADUATE STUDENT WORKSHOP OPENING SESSION</b> Norma P. Nickerson, Ph.D., University of Montana - Missoula   Xiang (Robert) Li, Ph.D., Temple University Cathy Hsu, Ph.D., The Hong Kong Polytechnic University   Kathleen Andereck, Ph.D., Arizona State University Lori Pennington-Gray, Ph.D., University of Florida   Carla Santos, Ph.D., University of Illinois at Urbana - Champaign Marion Joppe, Ph.D., University of Guelph
<b>9:30-11:30 AM</b> Mountain View 1	<b>GRADUATE STUDENT COLLOQUIUM – BEHAVIOR</b> Panelists: Xiang (Robert) Li, Ph.D., Temple University and Lori Pennington-Gray, Ph.D., University of Florida <ul style="list-style-type: none"> <li>• <b>The Role of Risk, Image, and Satisfaction on Destination Loyalty: Perspectives from International Medical Tourists toward Thailand as a Medical Tourism Destination</b> Sarinya L. Thayarnsin, Auburn University</li> <li>• <b>A Study of Chinese Single Children's Family Vacation and Wellbeing</b> Mingjie (Jessie) Gao, Mark Havitz, and Luke Potwarka, University of Waterloo</li> <li>• <b>The Theory of Planned Behavior in the Context of Wine Festival Attendees</b> Sachini Udeshika Pannilage and Yeqiang Lin, California Polytechnic State University - San Luis Obispo</li> <li>• <b>Motivational Changes for Students on a Travel Study Program</b> Noah G. Hoback, Indiana University Bloomington</li> </ul>
<b>9:30-11:30 AM</b> Mountain View 2	<b>GRADUATE STUDENT COLLOQUIUM – SOCIAL NETWORK</b> Panelists: Zheng Xiang, Ph.D., Virginia Tech and Kathy Andereck, Ph.D., Arizona State University <ul style="list-style-type: none"> <li>• <b>The Value of Twitter in Adventure Tourism: An Analysis of Whitewater Rafting</b> Katie Dudley, Clemson University</li> <li>• <b>Social Network Analysis: An Application to Agritourism Associations</b> Jing Li and Carla Barbieri, Ph.D., North Carolina State University; Jordan Smith, Utah State University</li> <li>• <b>Airbnb: Assessing Its Engagement and Sustainability in Athens, GA</b> Emily Ayscue and B. Bynum Boley, Ph.D., University of Georgia</li> </ul>
<b>9:30-11:30 AM</b> Colorado Ballroom Salon 3	<b>GRADUATE STUDENT COLLOQUIUM – MEDIA, IMAGE, AND EXPERIENCES</b> Panelists: Carla Santos, Ph.D., University of Illinois at Urbana - Champaign; Cathy Hsu, Ph.D., The Hong Kong Polytechnic University; and Norma P. Nickerson, Ph.D., University of Montana - Missoula <ul style="list-style-type: none"> <li>• <b>The Sense of Ritual in the Tourism Experience: Diverse Cultures and Native Concepts in a Two-Nation Comparison</b> Yindong Wei, Dongbei University of Finance and Economics</li> <li>• <b>Perceived Value in Tourism Experience</b> Ye (Sandy) Shen, University of Guelph</li> <li>• <b>Framing China as a Tourism Destination: A Study on Media Discourse</b> Tian Ma, Dongbei University of Finance and Economics</li> <li>• <b>Refining Metadata for Travel Archives</b> Lee Arnold, Ph.D., The Historical Society of Pennsylvania</li> </ul>
<b>9:30-11:30 AM</b> Colorado Ballroom Salon 2	<b>GRADUATE STUDENT COLLOQUIUM – MARKETING/ADVERTISING</b> Panelists: Iis Tussyadiah, Ph.D., Washington State University and Marion Joppe, Ph.D., University of Guelph <ul style="list-style-type: none"> <li>• <b>Non-Travel: The Role of Design in the Experience of Contemporary Travel</b> Jennifer K. Young, School of Visual Arts</li> <li>• <b>Visual Logic and Appeal Perception of Working Farmlands: Moderating Role of Involvement, Experience Use History and Agrographics</b> Shahab Nazariadli, North Carolina State University</li> <li>• <b>The Role of Negative Emotions in Shaping Tourism Experiences</b> Hongbo Liu, Temple University</li> <li>• <b>Revisiting the Influence of Emotion on Tourism Advertising Effectiveness Using Psychophysiological Methods</b> Shanshi Li, Gabby Walters, and Jan Packer, University of Queensland; Noel Scott, Ph.D., Griffith University</li> <li>• <b>The Investigation of Post-Experience Advertising Effect of Memory of Collegiate Sporting Event Experience</b> Chengming Hu and Shu Cole, Ph.D., Indiana University - Bloomington</li> </ul>
<b>11:30-12:00</b> Colorado Ballroom Salon 3	<b>6TH ANNUAL GRADUATE STUDENT WORKSHOP CONCLUDING DISCUSSION</b> Norma Nickerson, Ph.D., University of Montana - Missoula   Xiang (Robert) Li, Ph.D., Temple University Cathy Hsu, Ph.D., The Hong Kong Polytechnic University   Kathleen Andereck, Ph.D., Arizona State University Lori Pennington-Gray, Ph.D., University of Florida   Carla Santos, Ph.D., University of Illinois at Urbana - Champaign Marion Joppe, Ph.D., University of Guelph
<b>11:00-11:30 AM</b> Grand Ballroom Salon E	<b>INTERNATIONAL DATA AND VOLUMES DISCUSSION</b> Ron Erdmann, Deputy Director, Research, U.S. Department of Commerce Stéphane Tremblay, Chief, Tourism Statistics Program, Statistics Canada
<b>12:00-1:00 PM</b> Grand Ballroom Salons F-J	<b>LUNCH</b>

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#ttra16

# CONFERENCE SCHEDULE

TUESDAY, JUNE 14, CONTINUED

TIME/VENUE	ACTIVITY/AUTHOR
<b>12:00-3:30 PM</b> Sun Down	<b>QUALITATIVE RESEARCH METHODS WORKSHOP</b> Lunch included. Sponsored by Virginia Tech <b>PUBLISHING QUALITATIVE RESEARCH IN MAJOR JOURNALS</b> Geoffrey Crouch, Ph.D., Editor, the Journal of Travel Research; John C. Crotts, Ph.D., North American Editor, Tourism Management <b>ROUNDTABLE PRESENTATIONS: RESEARCH FINDINGS</b> • <b>Travel Service Gaps for Wheelchair Users</b> Shu Cole, Ph.D. and Noah G. Hoback, Indiana University - Bloomington; Gale Whiteneck, Ph.D., Craig Hospital, Englewood, CO • <b>Tourism's Social Impact on a Local Community: The Case of a Mountain Ski Town</b> Elizabeth A. Cartier and Linda L. Lowry, Ph.D., University of Massachusetts - Amherst • <b>An Exploratory Examination of the Wellness Tourist Experience Using Netnography</b> Alana K. Dillette and Alecia C. Douglas, Ph.D., Auburn University; Carey Andrzejewski, Ph.D., Auburn University <b>ROUNDTABLE PRESENTATIONS: METHODS GROUP 1</b> • <b>Co-Construction of Knowledge through Participatory Action Research: People-First Tourism Methodology and Research Tools</b> Duarte Morais, Ph.D., NC State University; Bruno S. Ferreira, North Carolina State University; Gijsbert Hoogendoorn, University of Johannesburg; Yasong (Alex) Wang, Indiana University of Pennsylvania • <b>A Systematic Review of Challenges in Medical Tourism Destination Management</b> Sarinya L. Thayarnsin and Alecia C. Douglas, Ph.D., Auburn University • <b>The Process of Ethnographic Memoir Writing</b> John D. Delconte, University of Massachusetts - Amherst • <b>Lesson Learned in the Use of Mixed Methods to Gain Multiple Perspective in Tourism Leadership Research</b> Whitney Knollenberg, Ph.D. and Nancy G. McGehee, Ph.D., Virginia Tech <b>ROUNDTABLE PRESENTATIONS: METHODS GROUP 2</b> • <b>The Self as the Data: Autoethnographic Approaches</b> Sue Beeton, Ph.D., William Angliss Institute • <b>When Plan A Falls Through: Using a Collective Story Methodology to Construct a Narrative</b> Stefanie Benjamin, Ph.D., University of Tennessee • <b>Understanding the Regulatory Landscape of the Tourism Sharing Economy: A Reflective Policy Delphi Approach</b> Kevin Lyons, Ph.D., University of Newcastle <b>FEATURED PRESENTATION:</b> • <b>Using the CMM Theoretical Lens to Deconstruct Problematic Discourse Regarding Quality and Rigor in Tourism Research: Can Transparency Bridge the Metatheoretical Divide?</b> Linda Lowry, Ph.D. and Elizabeth Cartier, University of Massachusetts - Amherst <b>PANEL DISCUSSION</b> Moderator: Kevin Lyons, University of Newcastle Sue Beeton, Ph.D., William Angliss Institute; Linda L. Lowry, Ph.D., University of Massachusetts - Amherst; Jonathon Day, Ph.D., Purdue University
<b>1:00-3:00 PM</b> Colorado Ballroom Salons 1 & 2	<b>GOOGLE ANALYTICS IN ACTION: INTERMEDIATE 'HANDS ON' WORKSHOP</b> Chris Adams, Director of Online Research and Marketing, Miles This workshop is aimed at intermediate to slightly more advanced users of Google Analytics who have at least a basic understanding of the platform. Chris will provide a brief refresher on the 10 critical reports you should be able to easily access in Google Analytics and then take a deeper dive into some of the more powerful features of Google Analytics. This is a hands-on, interactive workshop so bring along your laptop or tablet and be prepared to log into your Google Analytics account to follow along – or we can provide access to a test account.
<b>1:00-3:00 PM</b> Colorado Ballroom Salon 3	<b>PROFESSIONAL DEVELOPMENT: "IT WOULD NOT BE SURPRISING IF 90% OF THE FINDINGS ... PROVED TO BE WRONG"</b> Sara Dolnicar, Ph.D., Research Professor, University of Queensland Since the 1970's, experts in survey measurement have been warning us about the dangers of survey research. They say that we are producing a lot of "meaningless and potentially misleading junk" and that "findings based on Likert items and Semantic Differential items are suspect." Survey research has not become any less prone to mistakes since the 1970's. The use of online surveys, and the belief that anyone can conduct a survey study, further complicate matters. This workshop will discuss a range of challenges and offer some solutions to assist in minimizing error.
<b>1:00-3:00 PM</b> Mountain View 1 & 2	<b>PROFESSIONAL DEVELOPMENT: DATA VISUALIZATION BEST PRACTICES AND TABLEAU 101</b> Steve Mayer, Founder, Handmade Analytics Human perception of data can be different than what we would expect. Do you know the right chart to use based on the data you have? What does the brain interpret compared to what the ear hears? Why are pie charts the worst communication of data? Are you allowing the audience to see your message or is it hiding among unnecessary information? First understand laws of data visualization and then walk through the basic functionality of Tableau, data visualization software built around these laws of visual science.
<b>3:30-4:30 PM</b>	<b>CHAPTER MEETINGS</b> <b>APac</b> – Grand Ballroom Salon A <b>Europe</b> – Grand Ballroom Salon D <b>SETTRA</b> – Grand Ballroom Salon H <b>Canada</b> – Grand Ballroom Salon B <b>GWTTRA</b> – Grand Ballroom Salon G <b>Texas</b> – Grand Ballroom Salon I <b>CenStates</b> – Blue Sky <b>Hawaii</b> – Eagle Bahn
<b>5:00-6:00 PM</b> Mountain View Patio	<b>MEET AND GREET for New Delegates, Past Presidents, Chapter Presidents, Current Board Members, and Top Sponsors</b> (Invitation only)
<b>6:30-8:30 PM</b> Offsite	<b>WELCOME RECEPTION AT THE EAGLE'S NEST</b> (Top of the mountain) Hosted by Vail Valley Partnership

# CONFERENCE SCHEDULE

WEDNESDAY, JUNE 15

TIME/VENUE	ACTIVITY/AUTHOR	SESSION GUIDE
<b>7:30- 8:30 AM</b> Grand Ballroom Salon F	<b>NETWORKING BREAKFAST</b>	Breaks and Meals
<b>7:30-8:30 AM</b> Eagle Bahn	<b>PAST PRESIDENTS BREAKFAST</b> (Invitation only)	General Sessions
<b>8:30-9:00 AM</b> Grand Ballroom Salon E	<b>OPENING REMARKS</b> Susan Bruinzeel, Conference Chair and Senior Director of Planning and Research, San Diego Tourism Authority Chris Romer, President and CEO, Vail Valley Partnership	Special Interest Sessions
<b>9:00-10:00 AM</b> Grand Ballroom Salon E	<b>EVERYTHING A TRAVEL RESEARCHER WANTS TO KNOW FROM AIRBNB</b> Erin Coffman, Ph.D., Data Scientist, Economic Policy, Airbnb	Graduate Student Sessions
<b>10:00-10:30 AM</b> Grand Ballroom Foyer	<b>COFFEE BREAK WITH THE EXHIBITORS</b>	Practitioner Sessions
<b>10:30-11:45 AM</b> Grand Ballroom Salon E	<b>SHARING ECONOMY MEASUREMENT PANEL</b> Moderator: Duane Vinson, STR Following Wednesday's keynote from Airbnb, you will hear from this expert panel on how they define the sharing category definitions and terminology; the research methodologies they have applied in measurement - what worked, what didn't; and the data that is available and what to be aware of when using it. Erin Coffman, Data Scientist, Economic Policy, Airbnb      Douglas Quinby, Vice President, Research, PhocusWright Lizette Casarin, Marketing Director, Consulting and Valuation, HVS      Andrey Fradkin, Postdoctoral Fellow, MIT	Academic Sessions
<b>11:45-12:15</b> Grand Ballroom Salon E	<b>tra BUSINESS MEETING</b> All are invited to attend.	
<b>12:15-1:15 PM</b> Grand Ballroom Salon F	<b>NETWORKING DESTINATION LUNCH</b> Sponsored by Hawaii Visitors and Convention Bureau, Mississippi Development Authority, Missouri Division of Tourism, San Diego Tourism Authority, Virginia Tourism Corporation, Visit North Carolina	
<b>1:30-2:45 PM</b> Colorado Ballroom Salon 3	<b>ACADEMICS IN TOURISM - BECOMING RELEVANT</b> Moderator: Marion Joppe, Ph.D., Guelph University • <b>Unlocking the Innovation Potential Through Academic Research: A Transformational Learning Approach for Tourism Businesses</b> Sarah Gardiner, Ph.D., Griffith University, Gold Coast, Australia; Sheranne Fairley, Ph.D., The University of Queensland, Australia; Noel Scott, Ph.D., Griffith University, Gold Coast, Australia • <b>Making Tourism Research Relevant for the Future: A Conceptual Framework for Dissemination and Implementation</b> Norma P. Nickerson, Ph.D., University of Montana - Missoula • <b>Breathing New Life into Old Theories</b> Ye (Sandy) Shen and Marion Joppe, Ph.D., University of Guelph	
<b>1:30-2:45 PM</b> Mountain View 1	<b>UNDERSTANDING THE TRAVELER</b> Moderator: Pauline Sheldon, Ph.D., University of Hawaii • <b>Reflexivity: The Future of Tourism Experience Research or, How Do Tourists Achieve Well-Being?</b> Juergen Gnoth, Otago University, New Zealand • <b>The Influence of Mindfulness During the Travel Anticipation Phase on Search and Choice Behaviors, Search and Choice Outcomes, and Trip Evaluations</b> Lorraine Labascio Taylor, Ph.D., Fort Lewis College; William Norman, Ph.D., Clemson University • <b>The Emergence of Green Drive Tourism: A Comparative Study of Existing Drive Tourism Routes</b> Alan Fyall, Ph.D., Amanda J. Templeton, Jill Fjlestul, Ph.D., and Sevil Sonmez, Ph.D., University of Central Florida	
<b>1:30-2:45 PM</b> Mountain View 2	<b>EMERGING METHODS FOR TOURISM ANALYTICS</b> Moderator: Phil Xiang, Ph.D., Virginia Tech University • <b>How Do Benefit and Cost Shape Perceived Value of Hotel Stays?</b> Xingbao Hu and Yang Yang, Ph.D., Temple University • <b>Utilizing the Social Media Networks of Public Figures to Gather Visitor Data: A Conceptual Idea and Preliminary Analysis</b> Daniel Plunkett, Ph.D., University of Wisconsin - La Crosse • <b>A Random Forest-Based Learning Framework for Tourism Demand Forecasting with Search Queries</b> Xin Li, Ph.D., Beijing Union University	
<b>1:30-2:45 PM</b> Colorado Ballroom Salon 1	<b>DIGGING INTO ECONOMIC IMPACT METHODOLOGIES</b> Moderator: Dave Bratton, Destination Analysts Hear about how the San Diego Visitor methodology uses visitor intercept survey and secondary data collection to develop direct spending by how the 58-county California state methodology with primary and secondary data is required to develop total direct spending by sector ; and the appropriate use of the IMPLAN model with direct spending (exogenous change by sector) to estimate total economic impacts. Paul E. Hendershot, Economics Account Executive, IMPLAN Dean Runyan, President, Dean Runyan Associates Skip Hull, President, CIC Research, Inc.	

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## WEDNESDAY, JUNE 15, CONTINUED

TIME/VENUE	ACTIVITY/AUTHOR
1:30-2:45 PM Colorado Ballroom Salon 2	<b>ATTRACTIONS AND SPECIAL EVENTS RESEARCH</b> Moderator: Scott Horowitz, Repucom This session will provide a discussion on the research needs of attractions such as zoos and cultural centers, as well as special events, using Vail as an example. Melissa Teates, Director, Industry Research and Analysis, International Association of Amusement Parks and Attractions Joni Newkirk, CEO, Integrated Insight, Inc. Chris Cares, Managing Director, RRC Associates
2:45-3:15 PM Grand Ballroom Foyer	<b>AFTERNOON BREAK WITH THE EXHIBITORS</b> Sponsored by: Los Angeles Tourism & Convention Board and Visit California
3:15-4:30 PM Colorado Ballroom Salon 3	<b>ENTREPRENEURSHIP AND ADVOCACY IN TOURISM</b> Moderator: Jonathon Day, Ph.D., Purdue University • <b>Challenges Faced by Women Entrepreneurs Involved in Agritourism</b> Mirza F. Halim, Ph.D., Duarte B. Morais, Ph.D., Carla Barbieri, Ph.D., Susan Jakes, Ph.D., and Kelly Zering, Ph.D., North Carolina State University • <b>What Makes a Political Leader? Identifying the Attributes of Tourism Industry Advocates</b> Whitney Knollenberg, Ph.D., Nancy G. McGehee Ph.D., and Rick Perdue, Ph.D., Virginia Tech; Kathy Andereck, Ph.D., Arizona State University • <b>Entrepreneurial Intentions of Tourism Students: An Integrated Structural Model Approach</b> Kourosh Esfandiari, Allameh Tabataba'i University, Iran; Mohamad Sharifi Therani, University of Isfahan; Ladan Ghahramani, North Carolina State University
3:15-4:30 PM Mountain View 1	<b>REGIONAL COMPETITIVENESS AND TOURISM DEVELOPMENT</b> Sponsored by: Young Strategies Moderator: Geoffrey Crouch, Ph.D., La Trobe University • <b>Significance of Visitor Spending on Locally-Produced Goods and Services</b> Norma P. Nickerson, Ph.D. and Kara Grau, University of Montana - Missoula • <b>Regional Competitiveness: An Emerging Domestic Market Segment Perspective</b> Berendien A. Lubbe, Anneli Douglas, Felicite Fairer-Wessels, and Elizabeth A. du Preez, University of Pretoria (South Africa) • <b>Measuring Resident Perceptions of Economically Benefiting from Tourism</b> B. Bynum Boley, Ph.D., University of Georgia; Marianna Strzelecka, Ph.D., University of North Texas; Kyle M. Woosnam, Ph.D., Texas A&M University - College Station
3:15-4:30 PM Mountain View 2	<b>CHANNELS AND TOURISM ADVERTISING</b> Moderator: Linda L. Lowry, Ph.D., University of Massachusetts • <b>Understanding Winery Visitors: The Relationship Among Wine Involvement, Perceived Value, and Winery Loyalty</b> Jenni Lee and Dan McCole, Ph.D., Michigan State University • <b>Destination Website Advertising Effectiveness: A Comparison Between Paid and Organic Search</b> Sukjoon (SJ) Yoon and James Petrick, Ph.D., Texas A&M University; Eun Yeon Kang, University of Texas at Austin • <b>The Impact of Different Informational Messages on Wine Tourists' Willingness to Pay: A Nonhypothetical Experiment</b> Dan McCole and Crystal Eustice-Miller, Michigan State University
3:15-4:30 PM Colorado Ballroom Salon 1	<b>HOW SMALL CVBS HAVE USED RESEARCH TO GROW - SEVERAL IMPORTANT STORIES</b> Moderator: Cheryl Schutz, D.K. Shifflet & Associates Each panelist will speak about the research their organization uses and how it has been used to grow their destination. Come hear about these exciting case studies! Kim Sidorak, Chief Marketing Officer, Santa Monica Travel and Tourism Lauren Schlau, President, Lauren Schlau Consulting Susie Santo, President and CEO, Visit Wichita Brenda Myers, President and CEO, Hamilton County Tourism, Inc.
3:15-4:30 PM Colorado Ballroom Salon 2	<b>BEST PRACTICES IN INTERNATIONAL RESEARCH DESIGN</b> Moderator: John Chandler, Visa These panelists will discuss the best practices for survey design in international markets, how to design international research for the best return on investment, and a DMO's international benchmarking and experience. Bill Siegel, Ph.D., Founder and CEO, Longwoods International; Sara Dolnicar, Ph.D., Research Professor, University of Queensland; Michel Dubreuil, Manager, Consumer and Market Intelligence, Destination Canada
5:00-6:30 PM Grand Ballroom Foyer	<b>PASSPORT TO VISUAL RESEARCH PAPERS</b> Cash bar available.
6:30 PM	<b>DINNER ON YOUR OWN</b>
9:00-10:00 PM Avalanche Pub	<b>YOUNG PROFESSIONALS (UNDER 35) MEET AND GREET</b>

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# CONFERENCE SCHEDULE

## THURSDAY, JUNE 16

TIME/VENUE	ACTIVITY/AUTHOR
7:30-8:30 AM Grand Ballroom Salon F	<b>NETWORKING BREAKFAST</b>
7:30-8:30 AM Eagle Bahn	<b>CHAPTER PRESIDENTS BREAKFAST</b> (Invitation only)
8:30-9:30 AM Grand Ballroom Salon E	<b>HOW VIENNA IS USING BIG DATA TO TRANSFORM TOURISM DEVELOPMENT</b> Moderator: Pauline Sheldon, Ph.D., University of Hawaii In his talk, Clemens will be describing the use and usefulness of big data in shaping Vienna's Tourism Strategy 2020. The use of technology as an enabler challenged conventional strategy development processes and brought big data to life through principles and theories of open strategy development. The project was granted the UNWTO Ulysses Award for Innovation in Public Policy & Governance 2015. Clemens Költringer, Marketing Analyst, Strategic Destination Development, Vienna Tourist Board
9:30-10:00 AM Grand Ballroom Salon E	<b>RESEARCH USED TO DEVELOP THE DENVER AIRPORT MASTER PLAN</b> Moderator: Cree Lawson, Arrivalist Denver International Airport is the 19th busiest airport in the world and the 6th busiest in the U.S.. In order to serve its over 54 million passengers a year and meet the future needs of the air traveler, DEN developed a strategic plan that included a passenger-focused growth strategy. In order to meet these long-term growth goals, there was a need to understand key customer segments and their needs and enhance the customer experience and define DEN's brand. Kelly Case-Bonacci will share their research journey and the implications of the findings. Kelly Case-Bonacci, Senior Director, Marketing and Brand, Denver International Airport
10:00-10:30 AM Grand Ballroom Foyer	<b>COFFEE BREAK WITH EXHIBITORS</b>
10:30-11:45 AM Colorado Ballroom Salon 3	<b>TOURISM, HEALTH, AND LIFE SATISFACTION</b> Moderator: Lori-Pennington-Gray, Ph.D., University of Florida • <b>We're One, But We're Not the Same... The Impact of Individual's Travel Desires on Satisfaction</b> Angela M. Durko, Ph.D. and Jim Petrick, Ph.D., Texas A&M University • <b>Fitter and Healthier but Happier? Assessing Psychological Well-Being as the Outcome of a Wellness Vacation Using Self-Determination Theory</b> Karen Irene Thal, Ph.D., Fort Hays State University; Simon Hudson, University of South Carolina • <b>Simulation Modeling of Occupational Health of Tourism and Hospitality Workers</b> Sevil Sonmez, Ph.D., University of Central Florida; Yorghos Apostolopoulos and Michael K. Lemke, Texas A&M University; YuChin (Jerrie) Hsieh, Rochester Institute of Technology
10:30-11:45 AM Mountain View 1	<b>RESIDENTS AND TOURISM DEVELOPMENT</b> Moderator: Rick Perdue, Ph.D., Virginia Tech University • <b>Empowerment's Influence on Resident Support for Tourism in Rural Central and Eastern Europe</b> Marianna Strzelecka, Ph.D., University of North Texas; B. Bynum Boley, Ph.D., University of Georgia; Celina Strzelecka, University of Wroclaw • <b>Testing for Gender Discrepancies Using the Resident Empowerment through Tourism Scale</b> Emily P. Ayscue and B. Bynum Boley, Ph.D.; University of Georgia; Naho Maruyama, Takasaki City University of Economics, Japan; Kyle M. Woosnam, Ph.D., Texas A&M University - College Station • <b>The Role of Attitudinal Ambivalence in Residents' Support for a Mega-Event</b> Zengxiang Chen, Nankai University, China; Xiang (Robert) Li, Ph.D., and Yuan Wang, Temple University; Laura Lawton, Ph.D., Griffith University
10:30-11:45 AM Mountain View 2	<b>DESTINATION IMAGE AND BRANDING</b> Sponsored by: The Travel Channel Moderator: Xiang (Robert) Li, Ph.D., Temple University • <b>Exploring the Persuasive Power of Virtual Reality Imagery for Destination Marketing</b> Iis Tussyadiah, Ph.D., Washington State University - Vancouver; Dan Wang, Ph.D. and Chenge (Helen) Jia, The Hong Kong Polytechnic University • <b>Do Employees Truly Value Their Brand Values? Examining the Specificity of Employee-Brand Value Fit for Service Brands</b> Lina Xiong, Ph.D., Colorado State University; Ceridwyn King, Ph.D. and James Du, Ph.D., Temple University • <b>After One Year of Legalization of Cannabis: Residents' Image, Place Attachment, and Support of Marijuana Tourism in Colorado</b> Soo Kang, Ph.D., Jeff Miller, Ph.D., and Joseph O'Leary, Ph.D., Colorado State University - Fort Collins
10:30-11:45 AM Colorado Ballroom Salon 1	<b>MEASURING DIGITAL SUCCESS AND IMPACT</b> Moderator: Matt Clement, Adara Learn about digital earned media via social influencer marketing and how to measure it; how digital paid advertising and the methodology is used to measure web visitation; digital owned media; and the approach Destination Analysts uses to measure web visitation. Jay Kinghorn, Director of Communications and Digital Strategy, Utah Office of Tourism Bill Karz, Vice President, Digital Marketing, Los Angeles Tourism and Convention Board Erin Francis-Cummings, President and CEO, Destination Analysts
10:30-11:45 AM Colorado Ballroom Salon 2	<b>THE RIGHT ANALYTICS THAT MAXIMIZE VISITOR CENTER EXPERIENCE AND VALUE</b> Moderator: Ian Henderson, TTC International Did you know that visitor welcome centers reveal a healthy impact on travel? Hear about the visitor center research best practices and listen to our experts describe their research studies and results. Carolyn Childs, Director, MyTravelResearch.com; Dee Ann McKinney, Research Director, Missouri Division of Tourism Dudley Jackson, Research Director, South Carolina Department of Parks, Recreation, and Tourism

Continued on page 20

# CONFERENCE SCHEDULE

## THURSDAY, JUNE 16, CONTINUED

TIME/VENUE	ACTIVITY/AUTHOR
11:45-12:45 Grand Ballroom Salon F	LUNCH AND NETWORKING WITH THE EXHIBITORS
12:45-1:45 PM Grand Ballroom Salon E	<b>THE FUTURE OF PANEL RECRUITMENT AND MANAGEMENT</b> Moderator: Chris Kam, Hawaii Visitor and Convention Bureau What are the challenges panel companies face now and in the future to provide the foundational piece of our profession, the respondent? This group of industry veterans will address all of the hot topics around panel recruitment and management. Learn what they are doing behind the scenes to validate panel quality and response and to ensure that we have an adequate supply of well-profiled and representative respondents. Also, gain insight into the changes these experts see happening regarding the nature and types of information that will be collected from research participants. Jackie Lorch, Vice President, Knowledge Management, Survey Sampling International Frank Kelly, Senior Vice President Global Marketing and Strategy, Lightspeed GMI Annie Pettit, Chief Research Officer, Peanut Labs, Research Now
1:45-2:15 PM Grand Ballroom Salon E	<b>AWARDS PRESENTATION</b> <ul style="list-style-type: none"> <li><b>J. Desmond Slattery Graduate Student Research Award</b> Sponsored by Repucom</li> <li><b>Charles R. Goeldner Article of Excellence Award</b> Sponsored by Eric Friedheim Tourism Institute, University of Florida</li> <li><b>Best Visual Paper</b>, Sponsored by University of Minnesota</li> <li><b>Keeling Dissertation Award</b>, Sponsored by ttra</li> <li><b>Travel Research Grant</b>, Sponsored by ttra</li> <li><b>Best Graduate Colloquium Paper</b> Sponsored by Tourism Review International</li> </ul>
2:15-2:45 PM Grand Ballroom Foyer	AFTERNOON BREAK WITH THE EXHIBITORS
2:45-4:00 PM Mountain View 1 & 2	<b>PRESENTATION AND DISCUSSION OF BEST PAPER CANDIDATES AND AWARDS PRESENTATION</b> Sponsored by University of Guelph <ul style="list-style-type: none"> <li><b>Paintbrushes to Pruners: Tourism Professionals with a Purpose</b> Lana Olsen, Christine Vogt, Ph.D., and Kathleen Andereck, Ph.D., Arizona State University</li> <li><b>How Review Sentiment and Readability Affect Online Peer Evaluation Votes?</b> An Examination Combining Reviewer's Social Identity and Social Network Hengyun Li, University of South Carolina; Ziqiong Zhang, Ph.D., Harbin Institute of Technology; Ramkumar Janakiraman, Ph.D. and Fang Meng, Ph.D., University of South Carolina</li> <li><b>Agent-Based Modeling of Destination-Tourist Interactive Evolution</b> Ye Zhang, Peter Ricci, Ph.D., and Anil Bilgihan, Ph.D., Florida Atlantic University</li> </ul>
2:45-4:00 PM Colorado Ballroom Salon 1	<b>CONVENTIONS AND MEETINGS MEASUREMENT (INTERNAL &amp; EXTERNAL VIEW)</b> Moderator: Rich Carollo, Colorado Convention Center How do you measure the economic impact of conventions? What are the convention and meetings research best practices? Our panel of experts talk about these questions and more! Scott Russell, Director of the Research Center, Las Vegas Convention and Visitors Authority Christopher Pike, Director of Impact Studies, Tourism Economics Heath Dillard, Director of Business Insights and Analytics, Charlotte Regional Visitors Authority
2:45-4:00 PM Colorado Ballroom Salon 2	<b>CRAFTING RESEARCH FOR ADVOCACY</b> Moderator: Jack Johnson, Destination Marketing Association International Learn the role of research and data in communicating the value of tourism and discover how research is used in advocacy initiatives and communication. Bill Dalbec, Deputy Managing Director, APCO Insight; Kathleen Frankford, President, Discover Lancaster; Leah Chandler, Chief Marketing Officer, Branson Convention and Visitors Bureau
4:15-5:30 PM Grand Ballroom Salon E	<b>ttra TALKS</b> Moderator: Matt Clement, Adara <ul style="list-style-type: none"> <li><b>A Marketer's Challenge for Research</b> Kerri Verbeke Kapich, Senior Vice President of Marketing and Strategic Partnerships, San Diego Tourism Authority</li> <li><b>The Impact of Marijuana on Colorado Tourism</b> Denise Miller, Executive Vice President, SMAR Insights</li> <li><b>The Impact of Big Data and Analytics on the DMO</b> Joseph O'Leary, Professor, Colorado State University</li> </ul>
5:30-6:30 PM Eagle Bahn	JTR EDITORIAL BOARD MEETING
6:30 -7:15 PM Mountain View Patio	<b>CLOSING RECEPTION</b> Sponsored by Adara
7:30-9:00 PM Grand Ballroom Salon EF	<b>CLOSING DINNER AND SURPRISE AWARDS!</b> Sponsored by Québec Tourism

**SESSION GUIDE**

- Breaks and Meals
- General Sessions
- Special Interest Sessions
- Graduate Student Sessions
- Practitioner Sessions
- Academic Sessions

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Québec City Tourism research team will be happy to discuss with you during ttra conferences.

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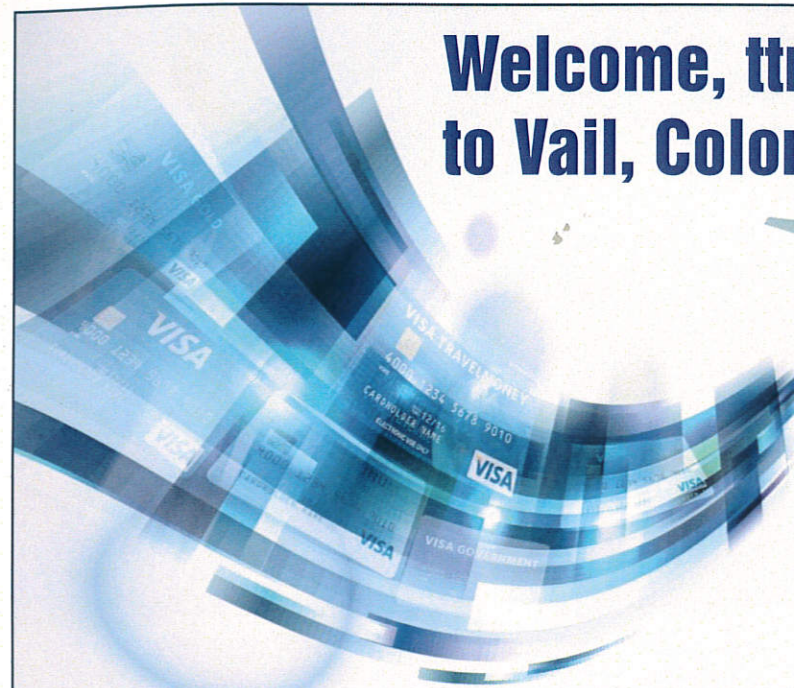


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# CONFERENCE EXHIBITORS

The exhibits are located on the lower level near the registration area in the Grand Ballroom Foyer. The exhibits will be open daily starting Tuesday afternoon through Thursday afternoon. Please take time to stop by and visit with the exhibitors!



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## FURTHER INFORMATION

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**CHRIS ADAMS** has worldwide experience in tourism, new technology, and new media. He is Head of Research and Insights at Miles, the world's largest destination marketing company with over one hundred city, state, and national tourism clients in North America, Asia, and the South Pacific and hotel clients in the U.S. and South Pacific. Chris spreads his time between Miles' North American operation and the South Pacific division based in Auckland, New Zealand. Chris has also served as CEO of a New Zealand Convention and Visitors Bureau (Destination Coromandel), worked at Newmans Tours (one of the largest inbound tour operators in the Asia-Pacific region), and as Assistant to the General Manager at Sky TV in London. Chris is Chairman of the Industry Advisory Board for the U.S. Centre for Sustainable Tourism, a leading not-for-profit focused on renewable energy and minimizing the impact of travelers. He is also on the Research Advisory Board for the U.S. Travel Association and is recognized as a leading speaker and thought leader on tourism in both the U.S. and South Pacific.



**LEE ARNOLD, Ph.D.** is the Senior Director of the Library and Collections and Chief Operating Officer of the Historical Society of Pennsylvania. Lee is well-versed on the holdings of the Historical Society of Pennsylvania and has lectured extensively on genealogical topics. He received a doctorate in archival science from the University of South Africa in 2016, an MLA (concentration in Archives Management) from Temple University in 2000, and an MLIS from the University of Wisconsin in 1988. Lee is a member of the Academy of Certified Archivists, the Association of Professional Genealogists, the National Book Critics Circle, and the Association of Philadelphia Tour Guides.



**EMILY AYSCUE** has an M.S. in Sustainable Tourism and a B.S. in Geology from East Carolina University and is currently at the University of Georgia pursuing a Ph.D. in Sustainable Tourism and Integrative Conservation. Her current research focuses on assessing the sustainability of Airbnb using a triple bottom line framework that looks at economic, social, and environmental impacts of Airbnb on the communities in which it exists. Emily works in the Warnell School of Forestry as a teaching assistant for an online intro to travel and tourism course (NRRT1100e) as well as a sustainability in tourism course (NRRT5900).



**SUE BEETON, Ph.D.** is a travel and tourism researcher and writer and Foundation Chair of the College of Eminent Professors at William Angliss Institute. Applying a range of methodologies, she has undertaken research into community development, film-induced tourism, and nature-based tourism. As well as numerous research papers, Professor Beeton has published a range of books, including 'Community Development Through Tourism' and 'Tourism and the Moving Image,' with the second edition of 'Film-Induced Tourism' in press. Over the past few years, Professor Beeton has developed her interest in social and qualitative research, including auto-ethnography and memoir.



**STEFANIE BENJAMIN, Ph.D.** is an Assistant Professor of Retail, Hospitality and Tourism Management at the University of Tennessee. Her research interests include cultural and historical landscapes regarding heritage tourism in the U.S. South, with special attention devoted to power, politics, and collective memory. Additionally, she is devoted to sustainable tourism through planning, education, and development; film-induced tourism; performances; festivals/events; and popular culture. Furthermore, Benjamin is a certified qualitative researcher implementing visual methodology, ethnographical methodology, and performance studies in her research.



**B. BYNUM BOLEY** is an Assistant Professor of Natural Resources Recreation and Tourism within the Warnell School of Forestry and Natural Resources at the University of Georgia. His research interests largely focus on sustainable tourism, with a specific interest in the unique natural and cultural resources of tourism destinations.



**BRIDGET M. BORDELON, Ph.D.** holds the Lester E. Kabacoff Chair in Hospitality Management at the University of New Orleans. Dr. Bordelon has received grant funding in the areas of cultural tourism and tourism and hospitality economic impacts. She has been involved in research projects for the Louisiana Office of Tourism, the New Orleans Tourism



Marketing Corporation, and the Association of Destination Management Executives. She serves on the editorial board of the International Journal of Leisure and Tourism Marketing and has published peer-reviewed articles in a number of tourism and hospitality journals.

**CHRIS CARES** has extensive experience in market research and community planning. A founding partner of RRC Associates, he specializes in research for a variety of clients in fields such as tourism and recreation, real estate, and economic development. RRC has extensive involvement in research for Colorado resorts, including Vail. For over 30 years, Chris has managed projects in the Vail Valley, studying events, community issues, Net Promoter evaluations, and more. Cares brings perspective on time-tested tools for gathering input from both summer and winter guests and his practical experience has helped to shape the policies and actions of many communities.



**ELIZABETH A. CARTIER** is a doctoral candidate in the Department of Hospitality and Tourism Management at UMass-Amherst. Her research interests include host/tourist behavior, tourism culture, and critical aspects of power and control. She is currently working on her dissertation, an ethnography focusing on tourism's socio-cultural impact on a mountain ski community.



**LEAH CHANDLER**, Chief Marketing Officer for the Branson CVB, provides strategic marketing leadership for the organization, overseeing the CVB's paid media, creative, PR, brand development and management, publications, and interactive direction. Prior to Branson, Leah led the Missouri Tourism account at H&L Partners, the AOR for the Missouri Division of Tourism. In this role, she guided the strategic direction of Missouri Tourism's marketing and led the brand re-positioning effort in 2013. Leah is a veteran of the tourism industry, having directed the Indiana Tourism account for five years prior to joining H&L Partners.



**CHUN-CHU (BAMBOO) CHEN** is an Assistant Professor of Recreation, Sport, and Tourism Management in the Department of Movement Sciences at the University of Idaho. His research interests include psychological and physiological benefits of tourism experiences, tourism marketing, and tourism and quality of life.



**YE CHEN, Ph.D.** is an associate professor at College of Tourism and Service Management, Nankai University, China. His research mainly focuses on destination marketing, service marketing, and consumer behavior.



**CAROLYN CHILDS** founded MyTravelResearch.com with Bronwyn White to help travel organizations achieve their goals by making insight accessible and usable. With a career that spans 30 years and over 35 countries, Carolyn is a top-rated speaker. In addition to having co-authored a postgraduate course on aviation marketing, she has published an e-book on emerging markets and papers on topics including culture and heritage tourism, luxury travel, and passenger taxes. Carolyn is President of ttra's Asia-Pacific Chapter, a Certified Member of the Market Research Society, a member of Women Chiefs of Enterprise International, and has been on the UNWTO Panel of World Tourism experts.



**SHU COLE, Ph.D.** is currently Associate Professor in the Department of Recreation, Park and Tourism Studies at Indiana University School of Public Health - Bloomington. Her research interest is in services marketing with a focus on visitors'/tourists' travel experiences. Currently, her research focuses on understanding the travel experience of people with mobility impairments.



**JOHN C. CROTTIS** is a professor of hospitality and tourism management in the School of Business, College of Charleston, located in Charleston, SC, USA. His research focus is in the area of economic psychology, and he regularly teaches courses in managing service operations, hospitality sales, and negotiations. In addition to serving on the editorial board of 12 tourism research journals, John also serves as the regional editor of Tourism Management (North America).



Continued on page 28  
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**BILL DALBEC**, deputy managing director of APCO Insight in Washington, D.C., provides opinion research, message development, and strategic communication services to a variety of clients. Bill has conducted research at the local, state, and national level across the United States and in 30 foreign countries. His expertise lies in understanding the connection between the rational and emotional components of decision making. Bill uses this understanding to develop communication that changes attitudes and motivates behavior. He has worked with US Travel Association since 2009 and helped Pennsylvania develop the "Memories last a lifetime" campaign.



**JOHN D. DELCONTE** is a doctoral student in the Department of Landscape Architecture and Regional Planning at the University of Massachusetts, Amherst. He conducts place-based qualitative and quantitative research. His research interests include creative placemaking, spiritual and cultural tourism, and community revitalization.



**HEATH DILLARD** is the Director of Business Insights and Analytics at the Charlotte Regional Visitors Authority, where he is responsible for delivering market insights that drive the sales and marketing strategy, customer experience delivery, and convention and meeting impact analysis. He also serves as a trusted resource of tourism industry information, supporting government stakeholders, tourism partners, and economic development activity. Heath received his undergraduate degree from the College of Charleston in business administration with a marketing concentration and an MBA from the University of North Carolina at Charlotte.



**ALANA K. DILLETTE**, originally from The Bahamas, is a doctoral candidate in the Hospitality and Tourism Program at Auburn University. Her current research projects include the intersection between wellness tourism, positive psychological theory, and transformational experiences. Other interests include volunteer tourism, sport tourism, and small island tourism development. She is also an accomplished Olympic swimmer and plans to marry her love for sport with future research projects. Alana will begin her tenure as an Assistant Professor at San Diego State University in the Fall of 2016.



**SARA DOLNICAR, Ph.D.** holds both a Masters and a Ph.D. degree from the Vienna, University of Economics and Business, as well as a Masters degree in Psychology from the University of Vienna. After completing her Ph.D., she worked in the School of Tourism at the Vienna University of Economics and Business, where she also served as the Secretary General of the Austrian Society for Applied Research in Tourism. After moving to Australia in 2002, Sara worked at the University of Wollongong until she joined the University of Queensland in 2013. Sara is best known for her work on market segmentation, questionnaire design, and sustainable tourism. She has (co-)authored more than 200 publications and led 12 Australian Research Council grants. In 2011, she was awarded a prestigious ARC Queen Elizabeth II Fellowship. Sara has served on the Editorial Board of the Journal of Travel Research for many years and has run the journal's Foundation Series since 2015.



**ANNELI DOUGLAS** obtained her Bachelor of Commerce, Bachelor of Commerce with Honours, Master of Commerce, and Doctor of Commerce degrees in Tourism Management at the University of Pretoria. She is currently senior lecturer in the Division of Tourism Management in the Faculty of Economic and Management Sciences at the University of Pretoria. She was the recipient of a Scarce Skills scholarship from the National Research Foundation for her doctoral studies. From 2009-2011 Anneli received funds from the research and development program of the University of Pretoria to complete research in the field of corporate travel management.



**MICHEL DUBREUIL** is the Manager of the Consumer and Market Intelligence Unit at Destination Canada in Vancouver, where he oversees the administration of the tourism statistics program with Statistics Canada as well as the management of market research initiatives and the design and development of economic analysis models. Michel holds a Master of Science degree in agricultural economics from the University of British Columbia. Prior to joining the tourism research world, he worked as a bio-economic analyst and a business development manager in the fish farming industry and later as an economist for the poultry sector. Michel is currently the President of ttra Canada.



**ELIZABETH A. DU PREEZ** is a Ph.D. graduate and senior lecturer of the Division Tourism Management at the University of Pretoria. She has been performing duties as a lecturer at various levels from 2010. Elizabeth has published three articles in accredited journals, as well as various conference proceedings. She is supervisor and co-supervisor of postgraduate students at the honor, master, and doctoral levels and has successfully delivered four master's candidates. Her doctoral study focused on the issue of environmentally responsible behavior of sport event spectators.



**KATIE DUDLEY** is a first-year Ph.D. student in the Parks, Recreation, and Tourism Management department at Clemson University, with a concentration in travel and tourism. With both an academic and professional background in communications and marketing, her research includes buyer behavior within the adventure tourism industry and the values and perceptions of introducing new technologies into nature-based tourism destinations. She currently serves as the President of the Clemson Tourism Network.



**ANGELA M. DURKO** is a lecturer in the Recreation, Park and Tourism Sciences Department at Texas A&M University. Her research interests include the influence of perceptions on destination development and visit intentions, as well as tourism marketing practices.



**STATIA ELLIOT, Ph.D.** is Director of the School of Hospitality, Food and Tourism Management, University of Guelph. She has extensive experience working with Canadian destination marketing organizations and specializes in research of place image and branding, destination planning, and performance. She teaches graduate courses in tourism contemporary issues and is past Chair of the Canadian Chapter of the Travel and Tourism Research Association. Statia is a member of the Tourism Human Resources Canada Board of Directors and Destination Canada's Research Advisory Committee.



**RON ERDMANN** is the Deputy Director for Research at the U.S. Department of Commerce, National Travel, and Tourism Office (NTTO). He is responsible for the oversight and improvement of the Office's seven international travel and tourism research programs. These programs provide key market intelligence on the volume and characteristics of travelers to and from the United States. Another responsibility he enjoys is working with industry users to provide practical marketing intelligence on how to effectively use research data to increase exports. Ron serves as the Office liaison to the Travel and Tourism Advisory Board research sub-committee and the Tourism Policy Council research committee. He is also part of the Commerce Team that developed and is now working to implement the National Travel and Tourism Strategy. Ron has a Master's Degree in Hospitality and Tourism and has served on the Travel and Tourism Research Association Board and the U.S. Travel Association Research Board.



**CRYSTAL EUSTICE-MILLER** is pursuing her doctoral degree in Sustainable Tourism and Protected Area Management under the guidance of Dr. Dan McCole at Michigan State University. She is a C.S. Mott Predoctoral fellow in Sustainable Agriculture and has completed the Ecological Food and Farming Systems specialization. Crystal's current research explores how wine tourists respond to marketing information about cold hardy wines using experimental auctions. As an interdisciplinary researcher, her interests and projects also include applied research in local and regional food systems.



**ERIN FRANCIS-CUMMINGS** is the President and CEO of Destination Analysts, which she helped grow to one of the most turned-to, trusted, creative, and forward-thinking research firms in the travel industry, with more than 100 clients. Her work has studied destination marketing from multiple angles—from brand audits, to ROI and attribution modeling, to user experience design—and she is at the forefront of developing improved performance metrics for DMOs to use. Erin is an alumnae of UCLA and, prior to leading Destination Analysts, held advertising/marketing management roles at Amtrak and San Francisco Travel.



**KATHLEEN FRANKFORD, CDME** is President of Discover Lancaster, the official Destination Marketing Organization for Lancaster County, Pennsylvania, with an annual budget of \$3.2MM and 22 staff. Before joining the organization, she served as Vice President, Sales and Marketing at American Music Theatre in Lancaster; Director of Marketing for Hershey Entertainment & Resorts Company; Tourism Director at the Cumberland Valley Visitors Bureau in Carlisle; and Vice President, Marketing and Sales at the Whitaker Center for Science and the Arts, Harrisburg. Kathleen earned a BA in Communications from Millersville University and a Master's in PR from Temple.



**MINGJIE (JESSIE) GAO** is a Ph.D. candidate in the Department of Recreation and Leisure Studies at the University of Waterloo. Prior to arriving in Canada, she received her bachelor's degree in 2010 from the Department of Tourism Management at South China Normal University and master's degree in Tourism Planning from Peking University in 2013. She is currently working on her thesis that explores the influences of family holiday on Chinese adolescents' subjective well-being.



**SARAH GARDINER, Ph.D.** has a Ph.D. in Marketing and is a Senior Lecturer in tourism at Griffith University, Gold Coast, Australia. Prior to that, she worked for over 15 years in the private and government sectors of tourism. Her research has been published in leading tourism academic journals and she regularly undertakes consultancies for the industry.



**LADAN GHARRAMANI** is a first-year Ph.D. student in the Department of Parks, Recreation, and Tourism at North Carolina State University, U.S. Her doctoral research explores applying the emerging methodology to better understand when, where, how, and why tourists and visitors move throughout the cultural and heritage sites. Included in this work is understanding why and how site managers are integrating technology into their sites.



**JUERGEN GNOTH** is a full professor at Otago University, New Zealand. He specializes in cross-cultural consumer behavior, services marketing, destination branding, and the philosophy of sciences. His focus is on the process of experiencing, from expectation to satisfaction formation, and how tourism services can help contribute to well-being. Research results are translated into resort management and branding models that promote uniqueness rather than the sameness that proliferates. Juergen serves as editorial board member and associate editor for a number of leading journals, including Annals of Tourism and Journal of Travel Research.



**KARA GRAU** is Assistant Director of Economic Analysis at the Institute for Tourism and Recreation Research (ITRR) at The University of Montana. Ms. Grau works mainly with primary data collected from nonresident travelers in Montana, with the goal of providing information to the public about the state's tourism industry.



**MATTHEW R. HANEY, Ph.D.** received his Ph.D. from Texas Tech University in Hospitality Administration. He serves as Assistant Professor of Management with the College of Business at Eastern New Mexico University in Portales, NM. His current research interests include new tourism, film tourism, reality television, technology in hospitality, green tourism, tourism motivation, and social networking in hospitality.



**PAUL E. HENDERSHOT** is currently an Economic Account Executive with IMPLAN. Previously held positions include: Director of Research for the Charlotte Chamber of Commerce, Independent Economist, Business Development at DFW International Airport, Adjunct Professor of Applied Economics at the University of North Texas, and Director of Research for the Dallas Regional Chamber. Paul's research has been highlighted on NPR, the Wall Street Journal, San Diego Union Tribune, and Charlotte Observer. He received his B.A. from the University of North Texas, as well as his M.S. in Applied Economics. Paul currently sits on the Charlotte Region Visitors Authority Board.



**NOAH G. HOBACK** is a student at Indiana University pursuing a Ph.D. in Tourism. His master's degree is in Outdoor Education from Winona State University. Noah has worked in a travel study program to New Zealand and Australia for the past six years, assisting in the instruction of recreation and tourism classes. He has done research in the past regarding motivations to participate in adventure activities. Noah's current area of research addresses barriers to tourism for people with spinal cord injuries. Another area of interest for him is the potential for tourism to increase the quality of life for veterans.



**CATHY HSU, Ph.D.** is the Chair Professor of Hospitality and Tourism Marketing in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University (PolyU). Her research foci have been hotel branding, hospitality marketing, tourist behaviors, service quality, and the economic



and social impacts of casino gaming. She has provided training to numerous hotel and tourism organizations over the years on service quality, branding, and marketing. Cathy is the Editor-in-Chief of the Journal of Teaching in Travel and Tourism. She received the John Wiley and Sons Lifetime Research Achievement Award in 2009.

**CHENGMING HU** is a Ph.D. candidate in Department of Recreation, Park, and Tourism Studies at Indiana University. His major research interests are sport tourism, event tourism, experience marketing, and sport marketing.



**XINGBAO HU** joined Temple University as a Research Assistant in fall 2015. Before joining the Fox School of Business, he had worked in tourism and hospitality organizations for five years, including two hotels, a travel agency, a city tourism administration, and a tourism planning institution. His research interests lie in big data analytics, online tourism marketing, and hospitality management.



**SKIP HULL** is an economist and vice president of CIC Research, Inc., founded in 1965. The company's largest ongoing visitor research study is the "Survey of International Air Travelers" for the U.S. Dept. of Commerce. Mr. Hull has provided visitor market analysis and economic estimates for several major U.S. metropolitan areas including Detroit, Seattle, Phoenix, Tucson, Las Vegas, San Jose, Sacramento, Los Angeles, Anaheim/Orange County, and San Diego. He developed an econometric model to measure the effect of citywide events on room night demand and room revenue compression by geographic distance from the convention center.



**DUDLEY JACKSON** has been a professional travel and tourism researcher for over seventeen years. Currently he is the Research Director for the South Carolina Department of Parks, Recreation, and Tourism. His areas of interest include visitor-volume estimation, travel behavior modeling, and advertising evaluation. He has a B.S. in Statistics from the University of South Carolina. Dudley has served on the boards of ttra International and SETTRA and on research committees for organizations such as USTA, VisaVue, and TravelSouth. Dudley has presented travel and tourism research at numerous professional conferences and seminars.



**MARION JOPPE, Ph.D.** is a Professor in the School of Hospitality, Food and Tourism Management, University of Guelph, Canada. She specializes in destination, planning, development, and marketing. She has extensive private and public sector experience and continues to be heavily involved in the tourism industry, sitting on a number of local, provincial, and federal committees and boards. Marion has a long history of involvement with both the Canada Chapter (former President) and ttra International as a 2-term Board member, Academic Chair, and current Executive Board Member.



**JAKE D. JORGENSEN, Ph.D.** received his Ph.D. in Forestry and Conservation Sciences from the University of Montana. He currently works for the Institute for Tourism and Recreation Research at the University of Montana as a Post-Doctoral Scholar. His research interests lie in sustainable tourism, visitor behavior, and memories of the visitor experience.



**CHRISTOPHER KAM** serves as the Senior Director of Market Insights for the Hawaii Visitors and Convention Bureau's (HVCB) Market Insights Department. In this position, Chris is responsible for garnering actionable insights into Avid Travelers and market trends affecting Hawaii's visitor industry, as well as overseeing the Bureau's air service development efforts aimed at working with airlines to increase and maintain safe, efficient, and affordable air service to and from Hawaii.



**SOO KANG** is an Associate Professor in the Hospitality Management Program at Colorado State University (CSU). She has conducted research on how people's quality of life interplays in the context of tourism consumption. Her research offers theoretical explanations for the contemporary outlook of quality of life in the age of modern tourism era and provides strong empirical evidence for the contributions of tourism and hospitality consumption to people's quality of life issues. Another research interest of Dr. Kang's is gambling management.



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**BILL KARZ** has been with the L.A. Tourism Board for 10 years. He oversees all components of global digital strategy. He was responsible for leading the redesign initiative of the award-winning website, discoverLosAngeles.com, as well as the Chinese website, elloLA.cn. Tripling website traffic to 30 million page views in less than three years, Bill also developed L.A. Tourism's social media presence to become the first ever U.S. city tourism board to reach one million followers on Facebook and Weibo (China), respectively.



**JUNG EUN KIM, Ph.D.** is an assistant professor in the Program of Recreation, Tourism and Hospitality Management at the University of Northern Colorado. She earned her Ph.D. in Tourism Management from the University of Florida. Her research interests are in corporate social responsibility in tourism, tourism destination management strategies, and event and festival management.



**RAY KINGHORN** is the Director of Communications and Digital Strategy for the Utah Office of Tourism (UOT), where he and his team use social media, web content, public relations, and publications to attract visitors to Utah and inspire them with rich travel experiences. Prior to joining UOT, Kinghorn owned a visual consulting firm focused on developing business and marketing strategies using new and emerging media platforms.



**ESTAN (DESTINY) KIRIMHAN** is a Ph.D. student at the University of South Carolina in Hospitality Management under the College of HRSM. She is currently working as both a graduate research assistant and the editorial assistant of Tourism Analysis: An Interdisciplinary Journal. With a background in economics, including bachelor's and master's degrees, Kirimhan's main areas of interest are revenue management and finance. She previously served as an instructor at Baskent University in Ankara, Turkey, teaching Theory of Microeconomics and Macroeconomics classes.



**WHITNEY KNOLLENBERG, Ph.D.** is an Instructor in the Hospitality and Tourism Management Department at Virginia Tech. Her research focuses on political leadership in the tourism industry, as well as multiple aspects of sustainable tourism development, including the roles of power and partnerships in the planning process. She has also explored topics related to volunteer tourism and the relationships between food and the tourism system.



**JENNI LEE** is a Ph.D. candidate in the Sustainable Tourism and Protected Area Management program at Michigan State University. She is interested in sustainable tourism development and cross-cultural communication in the tourism context. Jenni's main methodological background is psychometric and quantitative data analysis. Based on this background, she has participated in diverse research related to conservation and outreach programs, park systems, winery tourism, and hospitality research. These studies were conducted using diverse formats, such as paper, on-line, and on-site surveys.



**JEUNG HYUN (JENNA) LEE, Ph.D.** is an Assistant Professor at East Carolina University. Jenna attended graduate school at University of Nevada Las Vegas and University of Central Florida, where she obtained her Master of Science Degree and Ph.D. in Hospitality Management. Her main areas of research have been revenue management, tourism development, market trends, and guest perceptions.



**WENGYUN LI** is a Ph.D. Candidate at the University of South Carolina, where he also serves as an instructor and Research Assistant. His research interests include economics and consumer choice modeling in hospitality/tourism management. Wengyun Li received the Best Paper Award in the 3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit in 2015. He has published 13 refereed articles in top-tier journals, including Annals of Tourism Research, Journal of Travel Research, Journal of Travel & Tourism Marketing, and Tourism Economics.



**JING LI** is a doctoral candidate of Department of Parks, Recreation and Tourism Management, North Carolina State University. Her research focuses on adopting a psychosocial approach with social network analysis to examine association performance in tourism and hospitality-related sectors. Jing is a lover of photographing and cycling outside of campus.



**JING LI** is a Ph.D. student in the School of Hotel, Restaurant and Tourism Management and a Research Assistant in the SmartState Center of Economic Excellence in Tourism and Economic Development at the University of South Carolina. She has a strong interest in advanced quantitative methods such as structural equation modeling (SEM). Her research interests focus on consumer behavior, marketing, and psychology in hospitality and tourism management. Before joining USC, she received her B.S. degree in accounting and M.S. degree in tourism management from Shandong University, China. Jing is the winner of the Best Master Dissertation Award in Shandong.



**SHANSHI LI** is a Ph.D. candidate in Tourism with the University of Queensland Business School, Australia. His research interests are tourism marketing and the use of psycho-physiological research methods.



**SHINA LI, Ph.D.,** is Reader in Events Management at Leeds Beckett University, UK. Her main research interests are tourism economics, economic impact evaluation, and economic modeling. Her work has been published in leading journals such as Annals of Tourism Research and Economic modeling. She has received competitive research awards, including Researcher of the Year 2012 by Leeds Beckett University, and has led projects funded by British Academy, UK Economics and Social Research Council, and MPI Foundation, with findings submitted to the UK Parliament. She was invited as a keynote speaker by UNWTO to speak at the Thailand National Workshop on Tourism and MICE Statistics.



**XIANG (ROBERT) LI, Ph.D.** is a professor and Washburn Senior Research Fellow at the School of Tourism and Hospitality Management, Temple University. His research mainly focuses on destination marketing and tourist behavior, with special emphasis on international destination branding, customer loyalty, and tourism in Asia. Robert's research findings have appeared in numerous top-tier tourism, business, leisure, and hospitality publications. His recent work includes an edited book entitled "Chinese Outbound Tourism 2.0" and the "Emerging-Market Tourist Behavior" special series for the Journal of Travel Research.



**XIN LI, Ph.D.,** is a researcher at e-Tourism Research Center, Institute of Tourism, Beijing Union University. Her research interests are big data analytics, econometric modeling, data mining, and forecasting. Dr. Li focuses on understanding tourism activities by combining user-generated contents with econometric and machine learning techniques. She has participated in many research projects on monitoring, forecasting, and early warning of economy and industries in China.



**BINGJIE LIU** is currently a doctoral candidate in the Department of Tourism, Recreation and Sport Management at the University of Florida, United States, under the advisement of Dr. Lori Pennington-Gray. She received her Bachelor's Degree in Tourism Management from Sun Yat-sen University in China, and her Master's Degree in Parks, Recreation, and Tourism Management from Clemson University, United States. Her current research focuses mainly on crisis communication and tourism crisis management.



**HONGBO LIU** is a second-year Ph.D. student in the School of Hospitality and Tourism Management at Temple University. Her research interest focuses on consumer behavior from a social psychological perspective.



**JACKIE LORCH** has been with SSI since 1990. She was a member of the team which developed SSI's first online panel and managed the panel for several years. In her current role, she conducts research on research in support of SSI client research objectives and quality best practices. She is a frequent writer and speaker on research topics, especially on quality and the research participant experience, including at AMA, ARF, CASRO, ESOMAR, and MRA Annual conferences. Jackie is an ESOMAR Representative for the U.S. and a member of the Board of Directors of the Marketing Research Institute International.



**LINDA L. LOWRY, Ph.D.** is an Associate Professor in the Department of Hospitality and Tourism Management, Isenberg School, UMass-Amherst. Her research and teaching interests include the social, cultural, and economic impacts of tourism and sustainable development and theory development. She is a qualitative researcher and locates herself in the constructionist paradigm.



**KEVIN LYONS**, a professor from the University of Newcastle, Australia has undertaken research that examines the role tourism plays in regional development. This includes considering how knowledge systems that are regionally relevant best operate. He is actively engaged in tourism development and has conducted research projects for state and local government, tourism associations, and protected areas agencies in Australia. His recent research has focused upon the rise of the sharing economy and its impact on regional communities.



**TIAN MA** is a Ph.D. student at the Dongbei University of Finance and Economics in China, and she is now a visiting Ph.D. student at Temple University, sponsored by the Chinese Government, for one year. Her major research interest is tourist experience. Tian Ma received the Best Paper Award in the Annual Conference of Tourism Tribune in 2014 and Culture Tourism Seminar held by Tourism Bureau of Liaoning province in 2015. She has published several articles in Tourism Tribune, Commercial Research, Journal of Beijing International Studies University, and Journal of Dongbei University of Finance and Economics.



**STEVE MAYER** helps companies harness the power of their data by providing guidance on business analytics and data visualization. After a successful career as a software development executive, he started a consulting practice in data visualization, which blends technical, business, and creative skills into one discipline. Steve is an expert in Tableau, the leading solution for data visualization, and has taught several Tableau 101 courses to companies looking to enhance their organization's skills in business analytics. He holds a computer science degree from UC Berkeley and a master's degree in music and computer science.



**DAN MCCOLE** is an Associate Professor in the Department of Community Sustainability at Michigan State University. As an interdisciplinary social scientist, Dan integrates the fields of marketing and economics with other social sciences related to the field of tourism. Over the past five years, Dan and his team have conducted over a dozen studies to help wineries in emerging wine tourism destinations. Dan has also conducted experiments to investigate the ways in which social media and review sites impact tourists' travel decisions and studies to evaluate the impact of programs in the U.S. and abroad.



**DEE ANN MCKINNEY**, Research Director for the Missouri Division of Tourism, is a graduate of Missouri State University. A 35+ year marketing veteran with companies such as AT&T, Bell South, Cincinnati Symphony Orchestra, Lake Charles American Press, cable networks, and DIMAC Direct, she has spoken in Dublin and Budapest and guest lectured at the Universities of MO and IL. A former past President and Chairman of the Board, Dee Ann has been awarded the MO Governor's 2013 State Employee Award of Distinction, the CenStates President's Award twice, the former President's Award twice, and the J. Desmond Slattery Award for Excellence and Innovation.



**FANG MENG, Ph.D.** is an Associate Professor in the School of Hotel, Restaurant, and Tourism Management at the University of South Carolina and a Research Associate at the SmartState Center of Economic Excellence in Tourism and Economic Development at the USC. Her research interests include tourism destination marketing and management, tourist experience and behavioral study, and international tourism. Dr. Meng has worked on extensive research projects through external and internal funding, at both regional and international levels. She is a Best Paper award recipient in ITRA and I-CHRIE conferences.



**DUARTE MORAIS** explores how tourism and IT innovations can be used by subaltern people to earn human agency and break away from hegemonic control of local elites, industry, and the state. He is an Associate Professor at North Carolina State University, a Visiting Associate Professor at the University of Johannesburg, and the lead in(ve)stigator of the People-First Tourism Lab – a trans-disciplinary network of researchers devoted to studying and enabling dignified and sustainable livelihoods globally through frugal IT innovation and micro-entrepreneurship.



**WILLIAM C. MURRAY** is an Assistant Professor in the School of Hospitality, Food and Tourism Management at the University of Guelph. His research focuses on people, examining why they are motivated to act, how they construct meaning, and the importance of talent management in the service industry.



**BRENDA MYERS** is President and CEO for Hamilton County Tourism, Inc., the third largest tourism destination in the state, located just north of Indianapolis. While she has held this position for 11 years, her previous positions have included marketing and management for both tourism and cultural heritage entities. She is Chairman of the Indiana Tourism Association Research Committee and President of the Travel and Tourism Research Association's CenStates Chapter. Hamilton County is home to the country's largest multi-sports complex, a large outdoor concert venue, one of the country's top living history museums, and a center for the performing arts.



**SHAHAB NAZARIADLI** is a Ph.D. student from North Carolina State University (NCSSU) in the Department of Parks Recreation and Tourism Management. He works with tourism micro-entrepreneurs, through People-First Tourism venture at NCSSU, to enable them earn their livelihoods out of poverty in a dignified and sustainable manner. Shahab's main focus uses visual techniques propelled by participatory action research, and visual methods' validity and reliability for his research.



**JONI NEWKIRK** is CEO of Integrated Insight, Inc., an analytics firm specializing in new business strategy, business optimization, and research and consumer insights for service-based companies - many in the travel and leisure industry. Notable clients include Universal Studios, Carnival, Starwood, Audubon Nature Institute, LA Zoo, and Colonial Williamsburg, among others. Prior, Joni spent 20 years at Disney Parks & Resorts, most recently as SVP of Business Insight and Improvement. Joni holds a B.A. in statistics from the University of Florida and a M.S. in industrial engineering from the University of Central Florida.



**NORMA P. NICKERSON, Ph.D.** is a Research Professor and Director of the Institute for Tourism and Recreation Research (ITRR) at The University of Montana. Dr. Nickerson and ITRR are responsible for Montana's travel research, including the economic impact of tourism, visitor characteristics, market segmentations, and niche studies related to tourism.



**WILLIAM (BILL) NORMAN, Ph.D.** is a Professor in Clemson University's Department of Parks, Recreation and Tourism Management, where he works with graduate students from around the world on theoretically-based and applied recreation and tourism research. His current research examines the contribution and impact of tourism to the sustainability of South Carolina's rural and coastal communities. Dr. Norman has a Ph.D. in Recreation, Park and Leisure Studies from the University of Minnesota, a M.S. in Park and Recreation Resources from Michigan State University, and a B.S. in Recreation Resource Management from the University of Minnesota.



**LANA OLSEN** is a third-year doctoral student in the ASU School of Community Resources and Development and research analyst with ASU Center for Sustainable Tourism. Her undergraduate work was in Elementary Education with a focus on music and she taught in the Alberta and Arizona elementary school systems. Lana also coordinated volunteers for a Canadian adult literacy program and managed volunteer teams for an international non-profit in Scottsdale, Arizona. Besides focusing on her studies, she enjoys providing leadership for her neighborhood block watch team and volunteering with Just Moved and Tourism Cares.



**BING PAN** is an associate professor in the Department of Hospitality and Tourism Management at the College of Charleston, located in Charleston, South Carolina, USA. His research interests include information technologies in tourism, consumer behavior, destination marketing, social media, search engine marketing, and revenue management.



**SACHINI UDESHIKA PANNILAGE** is an M.Sc. candidate for Recreations, Parks and Tourism Administration at California Polytechnic State University and is scheduled to graduate in Fall 2016. She graduated from a Sri Lankan university with a bachelor's degree in Hospitality, Tourism and Events Management in 2013. Prior to enrolling in Cal Poly, Sachini spent two years developing her career in hospitality and the event industry in her home country. She was a research assistant in the research department at Sri Lankan Convention Bureau in 2014. In addition to her focus on event planning, Sachini is also passionate about event marketing and building relationships.



**LORI PENNINGTON-GRAY, Ph.D.** is a Professor in the Department of Tourism, Recreation and Sport Management at the University of Florida. She is also the Director of the Tourism Crisis Management Institute at the University of Florida. Lori earned her Ph.D. in Tourism, Recreation and Parks from Michigan State University with a minor in Hospitality Business. With expertise in tourism marketing, planning and development, policy, and crisis management, she has been involved with a number of tourism studies globally and has worked with several countries on tourism policy initiatives. Lori is a member of US Travel Association and ITRA.



**JIM PETRICK** is a Full Professor, Research Fellow, and the Chair of Graduate Studies in the Department of Recreation Park and Tourism Sciences at Texas A&M University. His research interest focuses on exploring the applicability of marketing and psychology principles in the context of leisure/tourism services. Pursuant to this interest, his research has been concentrated on understanding cruise tourists' purchase behaviors, to assist in properly marketing to them.



**CHRISTOPHER PIKE** is the Director of Impact Studies within Oxford Economics' Tourism Economics division and is responsible for measuring the economic impact of tourism activity – both broadly and for specific initiatives and projects. Chris is lead analyst on the DMAI Event Impact Calculator and has worked with dozens of state and local tourism destinations and companies around the world on annual impact analysis. Chris also analyzes the overall U.S. travel picture for Tourism Economics, along with consultancy projects related to the tourist sector, including the impact of U.S. visa issues and event-related hotel room block analysis.



**DAN PLUNKETT, Ph.D.** is an Assistant Professor in the Recreation Management and Therapeutic Recreation Department at the University of Wisconsin – La Crosse. His research interests include social media's influence on travelers and destination marketing, as well as the means by which visitors become attached to a destination.



**RUI QI** is a doctoral student in Hospitality Management at the School of Hotel, Restaurant and Tourism Management and a Graduate Research Assistant in the SmartState Center of Economic Excellence in Tourism and Economic Development. Her research interests include sustainable development and financial analysis.



**DEAN RUNYAN, Ph.D.** specializes in research and planning for recreation, travel, and tourism projects. Before founding Dean Runyan Associates in 1984, he was Associate Professor and Department Head in the Department of Planning, Public Policy and Management at the University of Oregon. Dr. Runyan earned a Ph.D. in Urban and Regional Planning and a M.S. in Engineering from the University of Michigan and a B.S. in Engineering from the University of California.



**SCOTT RUSSELL** is the Director of the LVCVA Research Center, where he has been for five years. The LVCVA Research Center is responsible for the Authority's vast array of research and statistical analytics, which the LVCVA relies on heavily to direct its decisions, marketing, and branding. With over 30 years of travel marketing and research experience, Scott has been an active participant in the industry, serving on both the ttra Board of Directors and ttra's Greater Western Chapter board, as well as spending two terms as Chair for Airports Council International – North America, Air Cargo Committee. Scott earned his undergraduate degree at New Hampshire College.



**SUSIE SANTO** joined the Visit Wichita team in the summer of 2012 as the President and CEO. In 2014, she led the initiative to create the state's first Tourism Business Improvement District. The new funding source is utilized to market Wichita at unprecedented levels. In addition, she led the research-driven community-wide process to help identify and communicate the Wichita brand. Susie has raised the bar in the level of research and reporting. She currently serves on numerous national, state, and local boards. Prior to joining Visit Wichita, Susie had a successful 19-year career with Universal Studios Hollywood.



**LAUREN SCHLAU** is a well-regarded tourism market research consultant, entering the industry as research manager at the San Diego Convention and Visitors Bureau, PKF Inc., and various other entities until founding LSC in 1992. Lauren has been a featured speaker on travel, economic development, and research for various groups throughout her career. Ms. Schlau holds a Master of Public Administration (Univ. So. California), Bachelor of Science (Northwestern Univ.), and professional certificates from UCLA's Anderson School and UCLA Extension in Organization Leadership. Lauren enjoys cross-country skiing, fine wine, Civil War history, urbanism, and her dog Cooper.



**YE (SANDY) SHEN** is a Ph.D. candidate in the School of Hospitality, Food and Tourism Management, University of Guelph. Her research interests include perceived value of tourism services, tourism experience, and destination management. Sandy received an M.Sc. in Geography at Peking University and a B.B.A. in Tourism Management at Southeast University. She also studied at The Hong Kong Polytechnic University as an exchange student. Sandy has published several refereed articles in international journals. She participated in a variety of tourism planning projects when she worked as a consultant at the China Academy of Urban Planning and Design.



**KIM SIDORIAK** is Chief Marketing Officer for Santa Monica Travel and Tourism and is responsible for strategy, tactics, and programs that strengthen interest, demand, and recognition of Santa Monica as a premier travel destination. Prior to joining SMTT, Kim worked in Marketing Communications for Hilton Hotels Corporation and on Toyota branding campaigns at Saatchi & Saatchi Advertising. Kim is a true travel geek and has journeyed across mainland Europe, Australia, New Zealand, Thailand, Bali, Greece, Brazil, and Cuba. She lives in Los Angeles with her husband Pete and 1-year-old daughter Casey.



**BILL SIEGEL** founded Longwoods in 1978 and has built the firm into a leading travel research consultancy that conducts strategic studies globally for clients at the national, state, city, and regional levels. Bill developed Longwoods' award-winning methodology for measuring bottom-line marketing ROI and has helped develop and refine many successful branding campaigns, such as Canada: The World Next Door, Hawaii: The Islands of Aloha, Washington DC: Power Trip, and Pure Michigan. His work has been cited in broadcast and print media around the world, including The New York Times, USA Today, Newsweek, Forbes, and The Times of London.



**HAIYAN SONG** is chair professor of tourism in the School of Hotel and Tourism at The Hong Kong Polytechnic University. His background is in tourism economics with a particular focus on tourism demand modeling and forecasting. He has published widely in such journals as Annals of Tourism Research, Tourism Management, Journal of Travel Research, and Tourism Economics.



**SEVIL SÖNMEZ, Ph.D.** is professor at the Rosen College of Hospitality Management at the University of Central Florida. Her research is interdisciplinary, applied, and delves broadly into tourism management and the nexus of leisure, work, and health. Her current work focuses on health-promotive role of vacations, occupational health of tourism/hospitality sector workers, and travel/tourism health risk management. Her work incorporates complexity theory and a systems science approach to deconstruct the complex/dynamic nature of her research questions. Her work has appeared in journals and conferences for both tourism/hospitality and health.



**JUERG STETTLER, Ph.D.** is Professor, Vice-Director, Research Director, and Head of Institute of Tourism at Lucerne School of Business. He also serves as Chairman of the Board of Directors for Saastal Marketing Corporation. Dr. Stettler graduated in business administration and political economy and earned his Ph.D. in Sport and Mobility from the University of Berne, Switzerland. His research interests include tourism impact studies, sustainable development in destinations management, leisure and tourism transport, and sport tourism. Dr. Stettler teaches courses in tourism and destinations management, sustainable tourism, and strategic management.



**MARIANNA STRZELECKA** is a Senior Lecturer in Tourism Studies within the School of Business and Economics at Linnaeus University, Sweden. Her research focuses on sustainable tourism with specific interest in community participation, empowerment, and place attachment. Her most recent projects integrate the concepts of rural tourism and nature conservation and highlight the socio-cultural aspects of the relationships between communities of place and local natural and cultural landscapes.



**LORRAINE LOBASCIO TAYLOR, Ph.D.** teaches courses in the Tourism and Hospitality Management concentration in the School of Business Administration at Fort Lewis College in Durango, CO. Lorraine received her B.S. and M.S. in Advertising from the University of Illinois and her Ph.D. in Parks, Recreation and Tourism Management from Clemson University. Her research interests are focused on tourist decision making and her upcoming projects will focus on niche tourism, spurious loyalty, and vacation guilt.



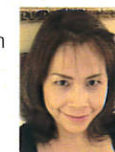
**MELISSA TEATES'** forte is taking myriads amounts of information and finding the key data that brings clarity. She has held the positions of International Economist at the Association for Manufacturing Technology and Director of Research at the American Society of Travel Agents. Currently, Melissa is the Director of Industry Research and Analysis for the International Association of Amusement Parks and Attractions. At IAAPA, Melissa manages the Benchmarking report series and the Global Theme and Amusement Parks Outlook and oversees Market Penetration and Economic Impact studies for US-Canada, Latin America-Caribbean, Asia-Pacific, and EMEA.



**KAREN IRENE THAL, Ph.D.** is an Assistant Professor in the Department of Applied Business Studies at Fort Hays State University (FHSU). She graduated from the University of South Carolina in the School of Hotel, Restaurant and Tourism Management, where she completed her dissertation on wellness tourism. Dr. Thal is currently developing a health and wellness tourism concentration at FHSU, as well as conducting research in this area.



**SARINYA L. THAYARNSIN** is from Thailand and is currently a Ph.D. student in Hotel and Restaurant Management at Auburn University. Her research interests are in the areas of medical tourism and green tourism. She has more than twelve years of dedicated experience in the hospitality field, including four years in the hotel industry and more than seven years as a university lecturer in Thailand. The University of Thai Chamber of Commerce offered Sarinya a full doctoral degree scholarship to study abroad. She is now a full-time lecturer in Hotel and Tourism Management at this university, where she intends to be a professor after completing her doctoral degree.



**STEPHANE TREMBLAY** has been chief of the Tourism Statistics Program at Statistics Canada since 2008. He is responsible for the domestic and international travel surveys, as well as the monthly international volume data. He has introduced electronic questionnaires to all of the surveys. Stephane is currently working on acquiring electronic payment, cell phone, and border crossings data to fill gaps in tourism data, as well as to evaluate the potential for improving data quality and replacing current survey content.



**IIS TUSSYADIAH** is Associate Clinical Professor in the School of Hospitality Business Management at WSU Vancouver. Her research focuses on the roles of information technologies in shaping traveler behavior and transforming the travel and tourism industry. Iis investigates consumer experiences with technology in tourism settings and explores the practices of behavioral design and intervention using intelligent agents. She has published in leading tourism and hospitality journals and presented at numerous conferences. Iis serves as Vice President of the International Federation for Information Technology in Travel and Tourism (IFITT).



**DUANE VINSON** is Vice President at STR (Smith Travel Research) and the Assistant Director of the STR Share Center, a program that works with hospitality and tourism schools around the world to provide thorough and timely hotel and tourism-related data for academic research and comprehensive and relevant training materials for the classroom. The SHARE Center has been warmly received by the academic community, with nearly 550 universities and colleges in 57 countries around the world now involved. The SHARE Center also assists over a thousand tourism organizations with information and data to help them make more informed decisions.



**GABBY WALTERS, Ph.D.** is a Senior Lecturer with the University of Queensland Business School. Her research interests focus on tourist behavior, and over recent years she has focused on the tourist's psychological response to crises and disasters and the physiological measurement of tourist emotions.



**YUAN WANG** is a Ph.D. student in Fox School of Business and School of Tourism and Hospitality Management at Temple University. Her research interests include destination marketing and tourist attitude and behavior.



**ROD B. WARNICK** is a professor in the Hospitality and Tourism Management Department at the University of Massachusetts Amherst. His primary research area is the monitoring and analysis of recreation, sport, and tourism trends and related consumer behavior and marketing topics. Rod teaches courses in club management and hospitality and tourism marketing, advertising, and promotion. He also is active in preparing grants and is a consultant to tourism and resort management firms and organizations.



**YINDONG WEI** is a joint Ph.D. student in both the School of Tourism and Hotel Management at Dongbei University of Finances and Economics and the School of Community Resources and Development at Arizona State University. His research interests are mainly within the fields of tourist experience and ritual theory in tourism. He has completed a research project at China Tourism Academy about the observation of ritual theory in tourist experience and has published a number of articles on tourism and ritual in China.



**LINA XIONG, Ph.D.** is an Assistant Professor in the Department of Human Dimensions of Natural Resources at Colorado State University. She teaches in the Master of Tourism Management (MTM) program, both on CSU campus and China campus. Her research interests include service management, internal branding, and customer loyalty. Dr. Xiong's dissertation on internal branding has received a Highly Commended Award of the 2014 Emerald/EFMD Outstanding Doctoral Research Awards (Hospitality Management category). She is also the winner of the Outstanding Paper in the 2015 Emerald Literati Network Awards for Excellence.



**SUKJOON (SJ) YOON**, a third-year doctoral candidate in Recreation, Park, and Tourism Sciences (RPTS) at Texas A&M University, is working as a research assistant with his advisor, Dr. James Petrick. His research fields of concentration are sport tourism, tourism marketing, event management, and sport analytics. He is more interested in understanding sport fans and tourists' behaviors with a focus on involvement, attachment, and loyalty. He earned his B.A. in golf management and business from Kyung-Hee University in South Korea and M.S. from Clemson University in Parks, Recreation and Tourism Management (PRTM).



**JENNIFER K. YOUNG** is a communications designer from the UK. Whilst studying architecture at University College London, she discovered a passion for exploring the built environment through the written word. She pursued this interest professionally as director of communications for four years at Carlo Ratti Associati in Italy. After consulting for design companies internationally, she moved to New York to complete a Master's in Design Research at the School of Visual Arts. Her work focuses on the role of design in the experience of contemporary travel. Jenni is currently a research and writing fellow at the Van Alen Institute and lives in San Francisco.



**HANYU ZHANG, Ph.D.** is an Associate Professor in the Department of Hospitality Management in Shenzhen Tourism College of Jinan University, China. Her research interests include tourism destination management and organizational and institutional change.



**PEI ZHANG** is a Ph.D. candidate in the School of Hotel, Restaurant and Tourism Management at the University of South Carolina. Her areas of research interest include tourist behavior and experience, international tourism, and destination marketing.



**YE ZHANG** is an Assistant Professor at Florida Atlantic University. Her research interests lie in the prediction and psychological intervention of individual and group tourist choice behaviors, tourism service experience management, tourism service facilitation for people with disabilities, and tourism sustainability evaluation and management studies. Zhang's recent research focuses on quantitative and qualitative analyses of web data to predict individual tourist behavior as well as tourist society dynamics. She has been serving on the editorial board and publishing for top-tier tourism journals.







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### 2016 ttra GENSTATES CHAPTER ANNUAL CONFERENCE

September 21 - 23, 2016  
Alex Johnson Hotel Curio Collection by Hilton,  
Rapid City, South Dakota, USA

### 2016 ttra CANADA CHAPTER ANNUAL CONFERENCE

September 28 - 30, 2016  
Sutton Place Hotel, Edmonton,  
Alberta, Canada

### TTIA - ttra TEXAS RESEARCH COUNCIL CONFERENCE

October 10 - 12, 2016  
George R. Brown Convention Center,  
Houston, Texas, USA

### 2016 MARKETING OUTLOOK FORUM

October 24 - 26, 2016  
Westin Beach Resort & Spa,  
Fort Lauderdale, Florida USA

### 2016 ttra ASIA PACIFIC (APAC) CHAPTER ANNUAL CONFERENCE

December 2 - 4, 2016  
Middlesex University,  
Dubai, United Arab Emirates

### ttra GREATER WESTERN (GWTTRA) CHAPTER CONFERENCE

April 5 - 7, 2017  
Reno, Nevada, USA

### 2017 ttra EUROPE CHAPTER CONFERENCE

April 25 - 28, 2017  
Angers, France

### 48TH ANNUAL ttra 2017 INTERNATIONAL CONFERENCE

June 20 - 22, 2017  
Hilton Québec, Québec City, Québec, Canada

### 2017 MARKETING OUTLOOK FORUM

October 23 - 25, 2017  
Hyatt Regency Baltimore on the Inner Harbor  
Baltimore, Maryland, USA

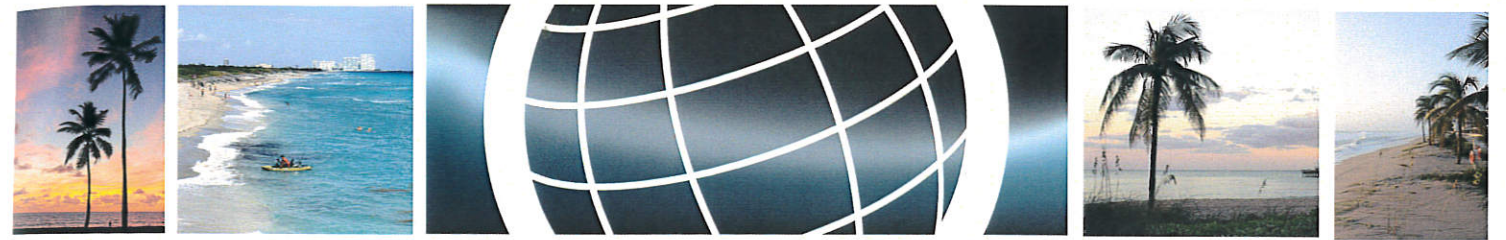
### 49TH ANNUAL ttra 2018 INTERNATIONAL CONFERENCE

June 26 - June 28, 2017  
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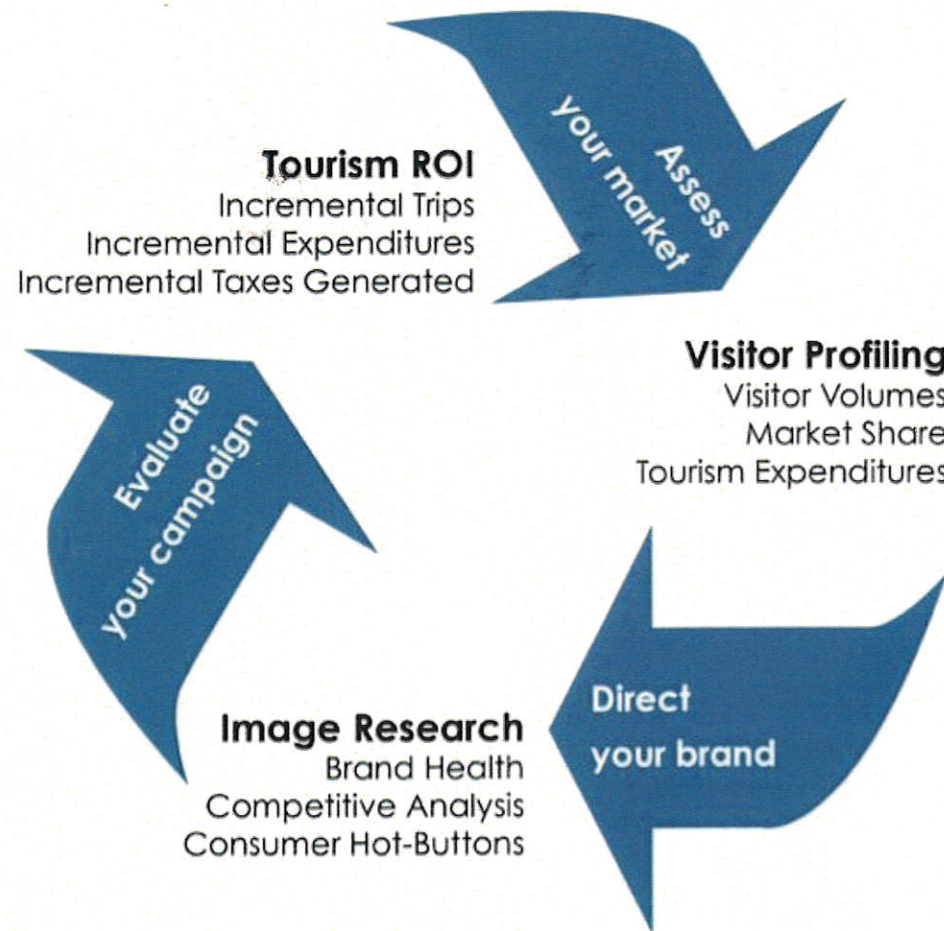
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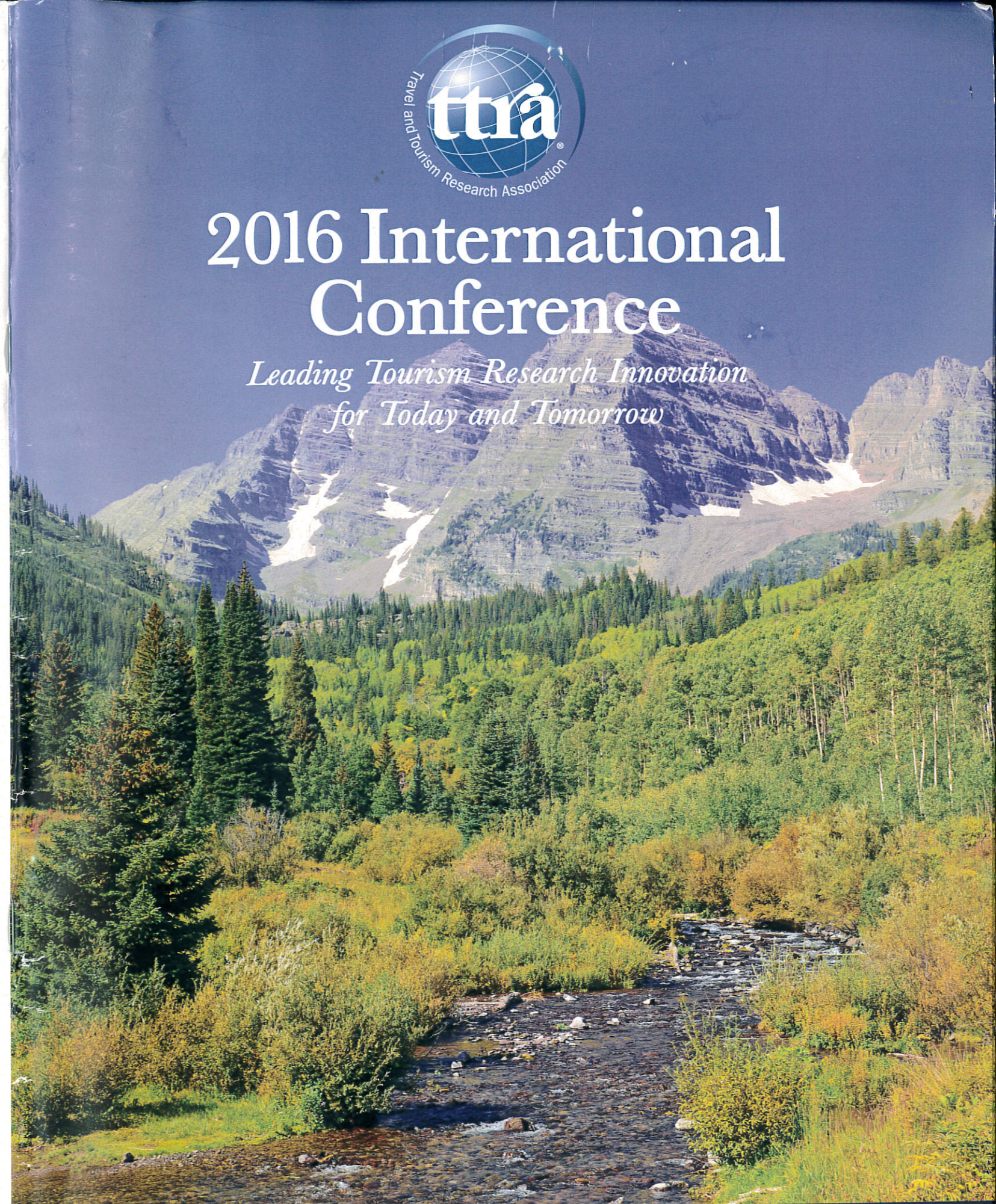


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