

TRAVEL AND TOURISM RESEARCH ASSOCIATION CANADA – ANNUAL CONFERENCE



Propelling Smarter, Bolder Tourism - Halifax, NS
Sept. 25-28, 2018
ttra.com/canada-chapter/2018-conference/



CALL FOR PARTICIPATION

At our annual conference, *Propelling Smarter, Bolder Tourism*, we will explore how research is and can be effectively employed to advance Canada's shared social, economic, environmental, and cultural goals. It is not 'more' tourism that Canada needs, it's 'better', more energetic, astute, intelligent tourism. We seek style with substance, diversity with inclusion, and evolution with sustainability. Tourism researchers and their clients are embracing *data* and *know-how* to fearlessly chart new directions for established and emerging destinations, and supply impactful, brilliant experiences for our diverse markets. This year's conference in Halifax, Nova Scotia will provide a platform for learning about new approaches, lessons learned and the challenges ahead, as we navigate post-truth, virtually-infused, climate change impacted, emerging environments.

Join us on the East Coast - Halifax, Nova Scotia, to discuss and share smarter, bolder travel and tourism research. The themes to be covered at the conference include, but are not limited to, the following areas:

Traditional and digital marketing

- Performance measurement: ROI
- Integrating digital and traditional
- Mobile research methods and social media

Visitor experience design and measurement

- Trends in visitor experience
- Unveiling and sharing the stories of a place
- Imagineering, gamification

Marketing and place promotion strategies and techniques

- Content creation
- Image perception and destination branding
- Path to purchase
- Digital media and animation

Sustainable development, responsible tourism and authenticity

- Consumer demand for authentic places and experiences
- Alternative forms of tourism
- Innovative strategies to promote sustainable tourism
- Economic development

- Repeat visitation, relocation behavior, and resident perceptions of tourism

Product development

- Emerging products and niche tourism
- Innovative design of visitor experiences
- Service design
- Building, mapping, measuring the performance of networks and clusters
- Arts, culture and heritage
- Parks, trails and outdoor environments
- Public space animation
- Evolution and impacts of the sharing economy

Communicating research with impact

- Working together: research design and implementation of research by the research user
- Effective forms of knowledge mobilization
- Advances in data visualization

Submission information:

Submissions for presentations, papers, workshops, panels and student posters are invited relating to the overarching theme of **Propelling smarter, bolder tourism**. Submissions may be on a range of tourism-related topics and the Conference Program Committee also encourages presentations on topics that are outside the general theme – our goal is to provide content that is relevant, timely and of interest to our members. Accepted submissions will be eligible for one of three non-monetary awards for best paper (refereed abstracts), best presentation (non-refereed), and best student poster.

Presentation formats include:

A. Refereed academic papers

Conference presentations will be 15-20 minutes in length. Accepted refereed abstracts will be published in the conference digital proceedings. Submissions must include maximum two page, single-spaced abstract including: Title, Introduction, Literature, Method, Findings/Results, and Conclusion. References should be included but do not count towards the page limit.

B. Student poster presentations

A student poster session will take place during the conference. Accepted abstracts will be published in the conference digital proceedings. Students are invited to submit a one page, single-spaced abstract for a poster featuring completed or proposed research. References should be included but do not count towards the one page limit.

C. Presentations

15-20 minutes presentations in concurrent sessions

D. Professional development workshops

60-90 minute workshops providing delegates with interactive opportunities to engage with the research material

E. Panels

60 minute sessions where 2 or more speakers present on a topic

F. Roundtable discussions

45 minute roundtable discussion on a project, initiative or study related to the conference theme

G. 'Research Slam'

5 minute presentations with audience to participate in answering a question or discussing the topic

Questions about **presentations, workshops and panels** should be directed to: Kailee Penner: (P) 604-660-3573

Email: kailee.penner@destinationbc.ca

Questions about **academic paper and student poster submissions** should be directed to:

Joe Pavelka: (P) 403-440-6512 Email: jpavelka@mtroyal.ca

Frederic Dimanche: (P) 416-979-5117

Email: fdimanche@ryerson.ca

Guidelines for refereed paper and student poster submissions:

In a file separate from your abstract submission please include the cover page with abstract title, author(s)' contact information and include up to 5 key words and a brief statement of how the paper topic contributes to the theme of the conference.

NOTE: Refereed abstracts should be stripped of all identifying file information so that authors cannot be identified. In Word for Mac this can be done under the Word menu > preferences > security > remove personal information from this file on save. In Word for PC this can be done under the File menu > prepare for sharing > inspect document > inspect > remove all document properties and personal information.

Online submissions **open** April 1, 2018 at:

https://scholarworks.umass.edu/ttracanada_2018_conference

Guidelines for Presentations, Professional Development workshops, Panels and Roundtable sessions:

Submissions must include a brief statement on how the presentation(s), workshop topic, panel or roundtable discussion relates to the conference theme and addresses a research need. The submission must also indicate which presentation format (concurrent session, workshop, organized panel, or round table) is preferred, and the length of time requested. All submissions must include a short description (approx. 300-500 words) of the session along with a brief (5-line) biography of the presenter(s).

Online submissions **open** April 1, 2018 at:

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To Submit:

All refereed academic papers, student poster abstracts, presentations, workshop and panel proposals and required accompanying information should be submitted online through ScholarWorks at

https://scholarworks.umass.edu/ttracanada_2018_conference

~~All submissions are due MAY 18, 2018~~

Deadline Extended due June 1, 2018