



Monday, June 24, 2019

2:00 PM - 5:00 PM – **Registration – Registration Centre**

5:45 PM - 6:45 PM – **First Timers Welcome Reception (by invitation only) – Courtyard**

Tuesday, June 25, 2019

7:00 AM - 4:30 PM – **Registration – Registration Centre**

7:00 AM - 7:30 PM – **Welcome Coffee – Pre-Function Area**

7:30 AM - 9:00 AM – **Academic Breakfast and Roundtable – Mayfair 1**

What are the academic ‘issues’ that keep us awake at night? Join your academic colleagues for an informal round table discussion and to meet new and old friends.

Moderators:

Kathleen Andereck, Hainan University-Arizona State University International Tourism College

Kelly MacKay, Ryerson University

Christine Vogt, Arizona State University

Sponsor:

University of Guelph

8:30 AM - 10:30 AM – **DMO, Researcher, and Vendor Breakfast and Roundtable – Grosvenor**

The DMO Roundtable brings together destination research professionals from marketing organizations around the world. The group meets twice a year to share best practices and discuss issues and challenges facing destination market researchers from national, regional, state, and provincial travel offices and CVBs. The session is open to anyone registered for the international TTRA conference including marketers, academicians, and vendors.

At this year’s TTRA international conference session, there will be several topics on the agenda as well as the all-important open forum. The topics will not cover the same ground as any other conference session topics. Please come and join the conversation!

Moderators:

Dee Ann McKinney, Missouri Division of Tourism

Barbara Okamoto, Hawaii Visitors & Convention Bureau

Marlise Taylor, Visit NC, a unit of the Economic Development Partnership of North Carolina

Sponsor:

Dean Runyan Associates



2019 International Conference

Melbourne, Australia
June 25-27, 2019

NAVIGATING SHIFTING SANDS: RESEARCH IN CHANGING TIMES

9:15 AM - 12:00 PM – **New Research: PhD Colloquium – Connaught**

The aim of the 2019 TTRA Graduate Student Colloquium is to create an interactive environment for graduate students to learn from each other and senior scholars/mentors. The Colloquium will be divided into three parts.

First, Colloquium participants will be asked to present their research in a 3-Minute Thesis (3MT) format – designed to “cultivate students’ academic, presentation, and research communication skills”, increasing graduate students’ capacity to effectively explain their research in a concise manner. This 3MT format is easily consumable for the Graduate Student Colloquium audience and provides a platform for eliciting feedback from both participants and attendees.

Second, graduate student participants will be paired with senior scholar mentors who will provide detailed feedback on their work.

Finally, senior scholar mentors will present on selected topics such as tips for applying for your first job, and how to navigate the journal review process.

All TTRA attendees are encouraged to attend the Graduate Student Colloquium and contribute their unique feedback, support, and knowledge!

Moderators:

Evan Jordan, Arizona State University

Brent Ritchie, The University of Queensland

Presenters:

Kathleen Andereck, Hainan University-Arizona State University International Tourism College

Sara Brune, North Carolina State University

Maria Olivia Caday-Fillone, University of the Philippines

Wanxin Chen, University of Technology Sydney

Gayoung Choi, Seoul National University

Jonathon Day, Purdue University

Zhiming Deng, The University of Queensland

Kourosh (Korey) Esfandiari, Edith Cowan University

Xing Han, Otago University of Commerce

Ingo Janowski, Griffith University

Yawei Jiang, The University of Queensland

Evan Jordan, Arizona State University

Whitney Knollenberg, North Carolina State University

Shihan (David) Ma, University of Florida

Casey Moran, Arizona State University

Bing Pan, The Pennsylvania State University

So Young Park, The Pennsylvania State University

Kim Pham, Arizona State University

Carolus Praet, Otago University of Commerce

Ina Reichenberger, Victoria University of Wellington



William Rice, The Pennsylvania State University
Brent Ritchie, The University of Queensland
Ashley Schroeder, The Pennsylvania State University
Christine Vogt, Arizona State University
Weixuan Wang, Indiana University
Danni Zheng, The University of Queensland

Sponsors:

Academy of Tourism Planning and Development, Tourism Institution, Beijing Union University
Business School at The University of Queensland
Hainan University-Arizona State University International Tourism College
The Hong Kong Polytechnic University School of Hotel & Tourism Management
Tokyo Metropolitan University
University of Guelph
University of St. Gallen
Victoria University Melbourne

10:30 AM - 11:30 AM – Vendor/Commercial Researcher-Only Break-Out – Mayfair 2

Each year, the commercial practitioners (vendors) are invited to join our colleagues at the Destination Researcher breakfast. It's a great privilege and I know we all value being there. However, the session has a closed component where we need to leave. Yes, it's a great time to check emails, but it can also be a bit flat! In the past, we've light-heartedly said let's have our own session when we leave the Destination Researcher breakfast. So, with the Hyatt generously offering us a room, I thought it would be time for a pilot.

It's a chance to see if there are common things we want from TTRA or can share. Or anything else you want? At the very least there will be coffee!

So please join me and let's get to know each other.

Moderator:

Carolyn Childs, MyTravelResearch.com

10:30 AM - 11:30 AM – DMO Researcher-Only Break-Out – Grosvenor

Please be aware that the last hour of the DMO, Researcher, and Vendor Breakfast session is typically closed to include ONLY destination research professionals.

Moderators:

Dee Ann McKinney, Missouri Division of Tourism
Barbara Okamoto, Hawaii Visitors & Convention Bureau
Marlise Taylor, Visit NC, a unit of the Economic Development Partnership of North Carolina

Sponsor:

Dean Runyan Associates



11:30 AM - 12:30 PM – **Networking Lunch – Mayfair 1**

12:00 PM - 1:00 PM – **JTR Editorial Board (by invitation only) – Wine Room**

Moderator:

Geoffrey Crouch, La Trobe University

12:45 PM - 2:00 PM – **Navigating the Waters of Visitor Stats While Avoiding the Sharks! – Savoy 1**

Visitor Statistics are one of our most vital benchmark measures but also one of the most scrutinized. But as Big Data grows what is the role for Visitor Statistics? Do we need to change our approach? This session will bring together cutting edge thinking from across TTRA’s communities and continents to address this vital question. Think Visitor Statistics are dull? This session will be lively, controversial and moving by turns.

Moderator:

Susan Bruinzeel, San Diego Tourism Authority

Speakers:

Mark Brown, U.S. Department of Commerce, National Travel and Tourism Office

Sarah Gardiner, Griffith University

Jessie McComb, International Finance Corporation

Sponsor:

STR Share Center

1:00 PM - 4:00 PM – **Qualitative Research Workshop and Roundtable Presentations – Grosvenor**

We are thrilled to announce the fifth TTRA Qualitative Research Methods workshop! This workshop continues to provide TTRA attendees with the opportunity to learn more about the joys and challenges of qualitative research.

This year’s program will provide opportunities for attendees to learn from each other through round table presentations and a workshop led by Dr. Stefanie Benjamin from the University of Tennessee, titled *"Who Am I? Exploring Positionality and Subjectivity in Qualitative Research"*.

Workshop - "Who Am I? Exploring Positionality and Subjectivity in Qualitative Research"

Dr. Stefanie Benjamin will lead a hands-on workshop designed to demonstrate the importance of distinguishing positionality and subjectivity in qualitative research. Join us to explore your own positionality and learn more about how to address this when conducting and reporting qualitative research!

Round Table Presentations:

The round table presentations focus on discussion and engagement with a small audience and do not utilize PowerPoints, but other presentation aids are encouraged (e.g., audio files, short videos, or photographs).



2019 International Conference

Melbourne, Australia
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NAVIGATING SHIFTING SANDS: RESEARCH IN CHANGING TIMES

Moderator:

Whitney Knollenberg, North Carolina State University

Speaker:

Stefanie Benjamin, University of Tennessee

Presenters:

Sara Brune, North Carolina State University

Nan Chen, The Hong Kong Polytechnic University

Xing Han, Otaru University of Commerce

Whitney Knollenberg, North Carolina State University

Xiang (Robert) Li, Temple University

Keri Schwab, California Polytechnic State University San Luis Obispo

Lorraine Taylor, Fort Lewis College

Amare Nega Wondirad, Sol International Hospitality Management

Sponsor:

Virginia Tech

1:45 PM - 2:15 PM – **Coffee Break – Pre-Function Area**

2:15 PM - 3:30 PM – **Professional Development: Publishing Workshop – Savoy 2**

The Gamification of Academic Publishing – Is it really worth it?

While academics are under increasing pressure from their institutions to publish in high ranking journals and to demonstrate ‘impact’ is this really where we need to be?

How can we change this rather than simply play the game?

Hear from publishers as well as journal editors and senior academics on this timely topic and share your own ideas...

Moderator:

Paul Whitelaw, William Angliss Institute

Speaker:

Geoffrey Crouch, La Trobe University

Philip Seaton, Tokyo University of Foreign Studies

Marianna Sigala, University of South Australia

2:15 PM - 3:15 PM – **The Waves of Homesharing Crashing on the Shores of Traditional Lodging! – Savoy 1**

Kellen Kruse from AirDNA, will share Australia's overall performance for the entire home, short-term holiday rentals over the past year. By taking a look at the countrywide analysis of short term rentals (not traditional lodging) Kellen provides a high-level health check on the state of the rental industry. Kruse will also provide a benchmark for diving deeper into market-specific research.



NAVIGATING SHIFTING SANDS: RESEARCH IN CHANGING TIMES

The other half of our dynamic presentation duo, Tom Chappel from STR will give us a look into valuable, more traditional accommodation data. This will include a global overview from a hotel performance perspective followed by the impact home share has on key markets. How is that Market Share analysis looking? What effect is the homeshare market having across the globe and at home?

Moderator:

Scott Russell, Las Vegas Convention and Visitors Authority

Speakers:

Tom Chappel, STR

Kellen Kruse, AirDNA

3:15 PM - 4:15 PM – **Developing Research Programs Workshop – Savoy 1**

Conducted by two US state marketing research directors who have a total of over 60 years of experience, the goal of this session is to help participants understand how to design and evaluate destination survey methodologies, and the pros and cons of different research study approaches. At the end of the session, participants will have a clearer understanding of the pros and cons of different methodologies, questions, and issues to consider and how to evaluate different options.

The group will be split into 3 teams and each team will be given the assignment to develop a recommendation for a research project. One will design a visitor profile study, one a creative test and one an ad effectiveness study. The assignment will provide some parameters, and questions to consider, but the group will determine the methodology, sample size, target audience, etc. Then each group will present their recommendation and the group as a whole will discuss options, pros and cons, and other methodologies that could be used for this type of research.

Speakers:

Dudley Jackson, South Carolina Department of Parks, Recreation & Tourism

Dee Ann McKinney, Missouri Division of Tourism

4:00 PM - 6:30 PM – **Explore Melbourne On Your Own – Offsite**

Set out to tour Melbourne on your own or take part in an organized tour:

INTERACTIVE TOUR OF WILLIAM ANGLISS INSTITUTE: state specialist center for foods, tourism, hospitality, and events.

Located in the western precinct of the city, the Institute has established an 80-year reputation for producing the finest cooks, bakers, butchers, chocolatiers, and patisseries.

Join us on Tuesday 25th from 4:00pm to 6:00pm for a tour of the campus and the opportunity to decorate cupcakes, make chocolates, serve gelato, forage in the garden, with the only fruit-bearing banana tree in the city, and then enjoy the fruits of your labor over freshly made coffee – which we will teach you to make.

To make sure you don't get lost, we will pick you up from the conference hotel @ 3:30 pm and return you to the Melbourne Town Hall in time for the Cocktail Reception.

Limited to 30 persons. Additional cost. Register [HERE](#).



GUIDED WALKING TOUR: led by Melbourne resident & TTRA member Nigel Smith.

A whirlwind walk around a few of Melbourne's most famous CBD icons, including a little amateur history and personalized foodies guide from a passionate former local.

Join Nigel Smith as he guides you through the neighborhood he has called home for more than 20 years.

Limited to 15 persons. Additional cost. Register [HERE](#).

SELF-GUIDED TOUR: Download self-guided tour information available from City of Melbourne [HERE](#).

7:00 PM - 8:30 PM – **Cocktail Reception and Welcome to Country – Melbourne Town Hall**

(Meet in the hotel lobby at 6:45 PM)

Join us at the Melbourne Town Hall for a cocktail reception hosted by the City of Melbourne.

For over 135 years, the Town Hall has been at the heart of events which have shaped the city's future and celebrated monumental milestones. Enjoy meeting up with old friends and make new ones in the place where Federation was debated, Nellie Melba debuted, and the Beatles greeted adoring fans. Standby to be welcomed by the original owners of this land in a traditional ceremony with a twist! (this does NOT involve audience participation!).

Sponsors:

Australian Communities Foundation

Melbourne Convention Bureau

Wednesday, June 26, 2019

7:00 AM - 4:30 PM – **Registration – Registration Centre**

7:00 AM - 7:30 PM – **Welcome Coffee – Pre-Function Area**

7:30 AM - 8:30 AM – **Past Presidents Breakfast (by invitation only) – Wine Room**

7:30 AM - 8:30 AM – **Chapter Presidents Breakfast (by invitation only) – Mayfair 2**

7:30 AM - 8:30 AM – **Networking Breakfast – Mayfair 1**

8:30 AM - 8:45 AM – **Welcome to TTRA 2019! – Savoy 1**

Speaker:

Sue Beeton, 2019 Conference Chair



8:45 AM - 9:45 AM – A Modern Tale of Wildlife Conservation, Murder and Redemption: Does Tourism Have a Role? – Savoy 1

Tim Flannery will be speaking on his recent experiences in the Solomon Islands, the Southwest Pacific's Galapagos. In this presentation, Tim will explore how tourism can affect the region and researching ways that it can support positive outcomes while minimizing negative effects on the communities and environment. Session description below.

A Modern Tale of Wildlife Conservation, Murder and Redemption: Does Tourism have a Role?

New species still being discovered and many indigenous communities remaining isolated, but even they have been touched by colonialism, choosing to remain isolated. Nonetheless, the world is catching up with them, regardless...

As a British Colony from 1893-1977, coconut plantations were established with a focus on money-making, resulting in violence from and towards the primarily British (and then Australian) settlers and missionaries. As recently as 2003, an Australian missionary Lance Gersbach, 60, was killed in the town of Atoifi, in Malaita, where the local Ramo were renowned for their fierce and independent nature.

In 2018, the new Paramount Chief of Malaita, Esau Kekuabata proposed a Reconciliation Ceremony to bring peace to the region. For weeks he walks between villages, gaining agreement. As 2007 Australian of the Year, and with extensive contacts in the region, Tim Flannery was invited to participate in the ceremony, and by the time he arrived in July 2018, 90% of people agreed to end their violent ways.

After the powerful Ceremony, the region's conservation and community initiatives began with renewed vigor. Tim led a small tour to Malaita in October of that year with Heritage Expeditions, raising the possibility of tourism as a conservation and community force.

The reconciliation ripples out to north Malaita. Next, Guadalcanal, with the hope that it will cover the whole Solomons.

Speaker:

Tim Flannery, Australian Museum Sydney

9:45 AM - 9:55 AM – TTRA Tales – Savoy 1

Invited speakers to share engaging and meaningful research anecdotes/short stories.

Moderator:

Esra Calvert, Virginia Tourism Corporation

Speakers:

It's a surprise!

10:00 AM - 10:30 AM – Coffee Break – Pre-Function Area

10:30 AM - 12:00 PM – Research Papers: Session 1 - Indigenous, Local, and Resident Perspectives – Grosvenor 1



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NAVIGATING SHIFTING SANDS: RESEARCH IN CHANGING TIMES

Themed papers will be presented. Please see listing at the end of the program.

Moderator:

Joanne Pyke, Victoria University Melbourne

Presenters:

Kathleen Andereck, Hainan University-Arizona State University International Tourism College

Freya Higgins-Desbiolles, University of South Australia

Sharleen Howison, Otago Polytechnic

Laeticia Jacobs, National Department of Tourism, South Africa

Andrei Kirilenko, University of Florida

Kim Pham, Arizona State University

Svetlana Stepchenkova, University of Florida

Christine Vogt, Arizona State University

Yingsha Zhang, The University of Waikato

10:30 AM - 12:00 PM – Research Papers: Session 2 - Experiences – Grosvenor 2

Themed papers will be presented. Please see listing at the end of the program.

Moderator:

Pierre Benckendorff, The University of Queensland

Presenters:

Elisa Backer, Federation University Australia

Li-Hsin Chen, National Kaohsiung University of Hospitality and Tourism

Xiangping Li, Institute for Tourism Studies, Macao

Marianna Sigala, University of South Australia

Joelle Soulard, Virginia Tech

Mei-Jung Wang, National Kaohsiung University of Hospitality and Tourism

Moulik Zaveri, Federation University Australia

Lingxu Zhou, Zhongnan University of Economics and Law

10:30 AM - 12:00 PM – Research Papers: Session 3 - Hospitality – Connaught

Themed papers will be presented. Please see listing at the end of the program.

Moderator:

Sean T. Ruane, Shannon College of Hotel Management

Presenters:

HS Chris Choi, University of Guelph

Xiang (Robert) Li, Temple University

Juan Luis Nicolau, Virginia Tech

Richard Robinson, The University of Queensland

Abhinav Sharma, Virginia Tech

Lenna Shulga, University of Hawaii at Manoa

Karen Tan, Temple University



10:30 AM - 12:00 PM – Research Papers: Session 4 - Destinations: Events, Attractions, and Development – Savoy 2

Themed papers will be presented. Please see listing at the end of the program.

Moderator:

Evan Jordan, Arizona State University

Presenters:

Hany Kim, Pusan National University

Harmen Oppewal, Monash University

Mike Peters, University of Innsbruck

Caroline Winter, William Angliss Institute

Fan Zhang, Sun Yat-sen University

Bo Zhou, Xiamen University

10:30 AM - 11:30 AM – Climate Change Panel and Papers – Savoy 1

Translating ideas of sustainability in tourism into concrete commercial action is not a simple task. In this session, our speakers will present cases where the tourism industry is addressing the issues of climate change along with the impact of transitioning to a low-carbon economy. As such, speakers cover a wide range of topic areas, demonstrating the complexity of what we are facing.

- Changing Climate, Changing Business: Transitioning Tourism in Queensland - Emma Whittlesea
- Climate Change in Canada - Paul Nursey
- Implications for Tourism of a Future Transition to a Low-Carbon Economy - Bruce Prideaux

Moderator:

Jeffrey Eslinger, Hawaii Visitors & Convention Bureau

Speakers:

Paul Nursey, Destination Greater Victoria, Canada

Bruce Prideaux, Central Queensland University

Emma Whittlesea, Queensland Government

10:30 AM - 11:30 AM – Stabilizing the Shifting Sands of New Tech in Data Measurement – Savoy 3

Technology now allows for tracking tourists movements, but there are many issues facing the practice, including ethical compliance, the challenges of recruiting research participants and the great range of options available to track and assess tourist's movement.

New technology can deliver a completely new level of data about tourists but data by itself doesn't provide any insights. How can we assess the tech solutions and data sources available and gain insights to maximize opportunities and underpin sustainable tourism?

Moderator:

Erin Francis-Cummings, Destination Analysts



Speakers:

Martin Anderson, Tourism Research Technology
Steve Halasz, Travel Portland

11:30 AM - 12:00 PM – Setting the Research Agenda: Roundtable 1 – Savoy 1

These two round-table sessions are set up to bring out the major research needs over the next 12 months. By establishing a priority list of major research questions, TTRA can use this to shape the program for the 50th Anniversary Conference in 2020 as well as your own research agendas.

Moderators:

Jason Dawson, Hamilton & Waikato Tourism
Sean T. Ruane, Shannon College of Hotel Management

12:15 PM - 1:15 PM – Destinations Lunch – Mayfair

Sponsors:

Destination Greater Victoria, Canada
Hawaii Visitors & Convention Bureau
Melbourne Convention Bureau
Melbourne Victoria Australia
Tourism Central Australia
Tourism Greater Geelong & The Bellarine

1:15 PM - 2:15 PM – In Conversation with Tim Flannery: Climate Change and Tourism - Do Tourists Really Care? – Savoy 1

While the world faces unprecedented levels of tourism, and we witness major environmental 'events', how much does this figure in tourists' decision-making? What can we do as tourism professionals and researchers to work with the environment? Can tourism help? This session may not provide all the answers, but will pose many questions for our future research programs...

Speakers:

Roger Grant, Tourism Greater Geelong & The Bellarine
Tim Flannery, Australian Museum Sydney
Marion Joppe, University of Guelph

2:15 PM - 2:45 PM – Coffee Break – Pre-Function Area

2:45 PM - 4:15 PM – Research Papers: Session 5 - Health and Wellness – Grosvenor 1

Themed papers will be presented. Please see listing at the end of the program.

Moderator:

Shu Cole, Indiana University

Presenters:

Christina Hagger, Flinders University
Evan Jordan, Arizona State University



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Jada Lindblom, Arizona State University
Casey Moran, Arizona State University
Bing Pan, The Pennsylvania State University
Kim Pham, Arizona State University
William Rice, The Pennsylvania State University
B. Derrick Taff, Penn State University
Christine Vogt, Arizona State University
Ye Zhang, Florida Atlantic University
Mingfang Zhu, Jinan University

2:45 PM - 4:15 PM – Research Papers: Session 6 - Greater Good – Grosvenor 2

Themed papers will be presented. Please see listing at the end of the program.

Moderator:

Kathleen Andereck, Hainan University-Arizona State University International Tourism College

Presenters:

Elisa Backer, Federation University Australia
Melissa Baker, University of Massachusetts-Amherst
Stefanie Benjamin, University of Tennessee
Bruno Ferreira, North Carolina State University
Clifford Lewis, Charles Sturt University
Keri Schwab, California Polytechnic State University San Luis Obispo

2:45 PM - 4:15 PM – Research Papers: Session 7 - Destination Marketing and Image – Connaught

Themed papers will be presented. Please see listing at the end of the program.

Moderator:

Julian Ayea, United Arab Emirates University

Presenters:

Hsuan Hsuan Chang, Ming Chuan University
Erin Francis-Cummings, Destination Analysts
Miyoung Jeong, University of South Carolina
Fangxuan (Sam) Li, New Zealand Tourism Research Institute
Aaron Nissen, Simpleview Inc.
Haemoon Oh, University of South Carolina
Hongxia (Caroline) Qi, New Zealand Tourism Research Institute
Svetlana Stepchenkova, University of Florida

2:45 PM - 3:30 PM – Navigating the Shifting Sands of DMO Best Practice via Member and Welcome Centre Research – Savoy 2

Tourism Central Australia's Chief Cook and Bottlwasher (CEO) Stephen Schwer will show how a suite of research on membership programs and their welcome centers are positioning them as a best



practice RTO (DMO) and enabling them to be resilient in the face of changing circumstances. As well as some great achievements, Stephen will also share the things that didn't work and how to avoid them.

Speaker:
Stephen Schwer, Tourism Central Australia

2:45 PM - 3:30 PM – Travel Sentiment Indices - Still Here... – Savoy 3

How potential and current tourists view places they visit remains central to our efforts as researchers and practitioners. The sentiments of destination residents are also critical. Join key international researchers to learn what they are discovering and discuss what it means to you.

Moderator:
James (Jim) Petrick, Texas A&M University

Speakers:
Nan Chen, The Hong Kong Polytechnic University
Olivier Henry-Biabaud, TCI Research
Xiang (Robert) Li, Temple University

3:30 PM - 4:15 PM – Myth Busting Seniors – Savoy 3

In this session, we will bust 10 popular seniors travel myths and beliefs that are providing barriers to connecting with your ideal mature travelers. Bronwyn White, CEO of New Young Consulting, has just conducted the most comprehensive study ever done in Australia of the travel planning and booking habits of seniors. Furthermore, the wealth of data for the US and other parts of the world data she has uncovered is astounding!

For example, did you know that the seniors' market is the fastest growing yet most misunderstood market we know? What is phenomenal, is that the +55 economy is the third largest in the world – 3rd behind China and the USA. Your destination's marketing efforts cannot afford to continue missing opportunities in what is currently a sector that is largely ignored by travel marketers and innovators alike. Make no mistake, this is the most lucrative travel opportunity we are likely to see in our lifetimes. We will never again see a more cashed up and time rich travel sector again.

The over 55's market is the greatest untapped opportunity in the global travel industry. They have the money to spend – more than any other generational cohort and the time and desire to travel! They will not be ignored, and your destinations can't afford to lose these prospects.

Speaker:
Bronwyn White, New Young Consulting

Sponsor:
Dusit Thani College

4:30 PM - 6:00 PM – Ideas Fair and Reception – Courtyard

The Ideas Fair, now in its twelfth consecutive year, is an interactive 90-minute catered reception featuring 30-40 visual presentations. While some have traditionally thought of visual presentations



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simply as posters, they are much more than this, especially at TTRA. At our conference, they can include a range of media and the focus is placed on meaningful interactions between the presenters and their audience. It is not unusual to see presenters in costume or performing demonstrations.

Held in the Grand Hyatt's Courtyard room, which features indoor trees, floor to ceiling windows, and a tall atrium ceiling that allows an abundance of natural light, the 2019 Ideas Fair will be a brilliant setting for sharing our research.

Host:

Madelene Blaer, Monash University

Presenters:

Clement Cabral, Indian Institute of Technology Roorkee

Hsuan Hsuan Chang, Ming Chuan University

Li-Ju Chen, National Dong Hwa University

HS Chris Choi, University of Guelph

Hyeyoon Choi, Ohio University

Sunkyung Choi, Japan Transport and Tourism Research Institute

Shu Cole, Indiana University

Anne Crick, The University of the West Indies

Angela Faanunu, University of Hawaii at Hilo

Alexis Fillone, De La Salle University

Leah Gibson, William Angliss Institute

Angel Gonzalez, California State University, Monterey Bay

Christina Hagger, Flinders University

Jinseok Han, Hanyang University

Zeya He, Temple University

Takahiro Ikeji, Japan Travel Bureau Foundation

Ali Iskender, University of South Carolina

Marion Joppe, University of Guelph

Kazuhiro Kaneko, Rikkyo University

Marion Karl, The University of Queensland

Namjo Kim, Hanyang University

Andrei Kirilenko, University of Florida

Xiang (Robert) Li, Temple University

Kelly MacKay, Ryerson University

Michael McGrath, William Angliss Institute

Fang Meng, University of South Carolina

Ayako Nakai, Toyo University

Vivek Neb, Grail Insights

Larissa Neuburger, University of Florida

Yu Niu, University of Florida

Cody Morris Paris, Middlesex University Dubai

Hongxia (Caroline) Qi, New Zealand Tourism Research Institute



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Ina Reichenberger, Victoria University of Wellington
Brent Ritchie, The University of Queensland
Philip Seaton, Tokyo University of Foreign Studies
Tetsuo Shimizu, Tokyo Metropolitan University
Leticia Susan Solis, University of the Philippines
Lorraine Taylor, Fort Lewis College
Christine Van Winkle, University of Manitoba
Giannina Veltri, Confederation College
Emily Yeager, East Carolina University
Jessica Yuan, Texas Tech University
Ye Zhang, Florida Atlantic University
Liang Zhu, Shenzhen University

Sponsor:

William Angliss Institute

6:00 PM - 7:00 PM – **50th Celebration Planning Reception (by invitation only) – Veranda**

6:00 PM - 8:00 PM – **Emerging Leader Networking Session – Sea Life Melbourne**

Hosted in partnership with Young Tourism Network (YTN), the Emerging Leader (EL) Networking Session is designed to give TTRA attendees the opportunity to network with their EL TTRA and YTN peers and create the foundation for exciting new partnerships around the globe. TTRA attendees interested in participating in the networking session can sign up when they register for the conference or can contact Whitney Knollenberg at wgknolle@ncsu.edu.

Host:

Whitney Knollenberg, North Carolina State University

Speaker:

Sarah Jane Tilbury, Sea Life Melbourne

Sponsors:

Sea Life Melbourne

Young Tourism Network

7:00 PM - 8:30 PM – **Dinner on Your Own – Various Restaurants in Melbourne**

Wednesday evening will be your opportunity to head out and enjoy the local cuisine.

To ensure you will find seating during this very busy time, Melbourne Convention Bureau has made reservations at several popular restaurants and will be onsite at the conference to help with your selection.



Thursday, June 27, 2019

7:00 AM - 4:30 PM – **Registration – Registration Centre**

7:00 AM - 7:30 PM – **Welcome Coffee – Pre-Function Area**

7:30 AM - 8:30 AM – **Chapter Breakfast Meetings – Various**

Attendees are invited to enjoy breakfast with colleagues from their region. Grab food from the buffet breakfast and join your regional group. TTRA members and non-members welcome. If you are unsure which region is most appropriate, please inquire at the Registration Centre. If you do not belong to a chapter or prefer not to participate, you can eat at an unmarked table in Mayfair 2 or 3.

Asia Pacific Chapter - **Mayfair 1**

Canada Chapter - **Mayfair 2, Canada table**

Europe Chapter (including Africa) - **Mayfair 2, Europe table**

CenStates Chapter - **Mayfair 2, CenStates table**

Greater Western Chapter - **Mayfair 3, GWTRA table**

Hawaii Chapter - **Mayfair 3, Hawaii table**

NorthEast Chapter - **Mayfair 3, NETTRA table**

SouthEast States Chapter (including the Caribbean) - **Bristol 2**

8:30 AM - 9:45 AM – **Money Makes the (Tourism) World Go Round – Or Does It? – Savoy 1**

The sands of tourism are shifting – as are the sands of economics. This challenging and uncertain terrain is forcing tourism decision-makers to seek new models and new paradigms to successfully navigate the future. Destinations experiencing over-tourism, often driven by an obsession with economic growth, are now reflecting on whether business can continue as usual. Capitalism and pure profit maximization are failing in their promise to create healthy economies or healthy destinations.

This presentation will suggest that new drivers of success beyond profit are needed for destinations to thrive. It will draw from the 'new economics' which recognizes (in addition to financial capital), social capital, trust capital, natural capital, and compassion capital, as examples. It will explore how innovative approaches such as social entrepreneurship, the collaborative economy, the economies of generosity, creativity, and resource efficiency can be applied to nurture healthy destinations.

Pauline will discuss these models in the context of tourism and explain why tourism is particularly well-suited to these new approaches. She will give examples of firms and destinations that are choosing different value sets and thriving, and the difficulties they may face along the way. She will challenge us to envision a new tourism that realizes its potential to contribute to all living beings and their conscious development.

The over-arching tenet of this talk is an inquiry into how we can broaden our perspectives as tourism decision-makers to ensure tourism for the greater good of all.



Speaker:

Pauline Sheldon, University of Hawaii at Manoa

9:45 AM - 9:55 AM – TTRA Tales – Savoy 1

Invited speakers to share engaging and meaningful research anecdotes/short stories.

Moderator:

Esra Calvert, Virginia Tourism Corporation

Speakers:

It's a surprise!

10:00 AM - 10:30 AM – Coffee Break – Pre-Function Area

10:30 AM - 12:00 PM – Research Papers: Session 8 - Consumer-Generated Media – Grosvenor 1

Themed papers will be presented. Please see listing at the end of the program.

Moderator:

Marianna Sigala, University of South Australia

Presenters:

Julian Ayeh, United Arab Emirates University

Youngjoon Choi, The Hong Kong Polytechnic University

Andrei Kirilenko, University of Florida

Fuad Mehraliyev, The Hong Kong Polytechnic University

Fang Meng, University of South Carolina

10:30 AM - 12:00 PM – Research Papers: Session 9 - Crises, Disasters, and Security – Grosvenor 2

Themed papers will be presented. Please see listing at the end of the program.

Moderator:

Brent Ritchie, The University of Queensland

Presenters:

Danielle Barbe, University of Florida

Ignatius Cahyanto, University of Louisiana at Lafayette

Bingjie (Becky) Liu-Lastres, IUPUI

Taketo Naoi, Tokyo Metropolitan University

Christine Van Winkle, University of Manitoba

10:30 AM - 12:00 PM – Research Papers: Session 10 - Tourism and the Environment – Connaught

Themed papers will be presented. Please see listing at the end of the program.

Moderator:



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Christine Vogt, Arizona State University

Presenters:

Jonathon Day, Purdue University
Anu George, Victoria University Melbourne
Jongeun (Jenna) Hong, Hanyang University
Namjo Kim, Hanyang University
Anja Pabel, Central Queensland University
Haoai Zhao, Indiana University

10:30 AM - 12:00 PM – Research Papers: Session 11 - Tourist Behavior and Experiences – Savoy 2

Themed papers will be presented. Please see listing at the end of the program.

Moderator:

Patrick Legoherel, University of Angers

Presenters:

Takahiro Ikeji, Japan Travel Bureau Foundation
Hany Kim, Pusan National University
Haemoon Oh, University of South Carolina
James (Jim) Petrick, Texas A&M University
Kevin Kam Fung So, University of South Carolina
Fan Zhang, Sun Yat-sen University

10:30 AM - 12:00 PM – Conversation Starters: Navigating New Data Opportunities and Challenges – Savoy 1

In this session, four emerging leaders will present their thoughts on navigating new data opportunities and challenges. The presenters will each have five minutes to introduce how their strategies to navigate data opportunities and challenges and discuss its importance for tourism researchers. The presenters will then lead audience members in small group conversations to share ideas on how to address these opportunities for innovation. The session will conclude with the presenters providing “take away” ideas from their small group conversations.

The four presenters will discuss topics including...

- Bringing Sustainable Tourism to the Masses: A framework in order to mainstream sustainability – Nadine Schmidt Rojas
- Technically Speaking...: Ethics and big data – Faith Ong, PhD
- Data for All: Can it work for everyone? – Michelle Dall’Ava
- Promoting Your Work: Take the opportunity to be your own marketing team – Evan Jordan, PhD

Moderators:

Madelene Blaer, Monash University
Whitney Knollenberg, North Carolina State University



Speakers:

Michelle Dall'Ava, Young Tourism Network
Evan Jordan, Arizona State University
Faith Ong, University of Queensland
Nadine Schmidt Rojas, Impact Travel Alliance

10:30 AM - 12:00 PM – Showcase: The Role of Research in Destination Marketing – Savoy 3

This session will showcase some of the world's award-winning and most successful tourism marketing efforts and campaigns, looking at how they applied their research to develop in-country sales efforts and destination marketing campaigns.

Moderator:

Dee Ann McKinney, Missouri Division of Tourism

Speakers:

Craig Gibbons, Los Angeles Tourism & Convention Board
Wendy Kheel, Los Angeles Tourism & Convention Board
Geoff Turner, Tourism Australia

12:15 PM - 1:15 PM – TTRA Business Meeting Lunch and Awards – Mayfair

1:15 PM - 2:15 PM – Forum: Understanding Connections to Land - Guardians and Visitors – Savoy 1

Those tasked today with protecting and preserving the heritage of their ancestors while also wishing to educate and share with others often find that they face an intractable challenge: what to share, how to share it, and with how many?

Hosts with multi-generational connections to a place, its people and their stories, must navigate the unknown and the unknowable, as they open their arms to guests who may have little or no comprehension – or concern – for the human stories they momentarily inhabit. What might we learn about the benefits - and costs - that flow from tourism-oriented decision-making that is deeply rooted in an inter-generational guardianship paradigm? Is there clarity to be found, or only greater complexity?

This collaborative forum seeks to explore this challenge through the eyes and words of the guardians, be they First Nations or more recent, with the express purpose of sharing and generating insights that may provide wisdom and guidance for all attendees.

Moderator:

Jeff Dalley, New Zealand Department of Conservation

Speakers:

Daniel Nahoopii, SMS Research & Marketing Services, Inc.
Leigh Boyer, Winda-Mara Aboriginal Corporation

Sponsor:

New Zealand Department of Conservation



2:15 PM - 2:25 PM – **TTRA Tales – Savoy 1**

Invited speakers to share engaging and meaningful research anecdotes/short stories.

Moderator:

Esra Calvert, Virginia Tourism Corporation

Speakers:

It's a surprise!

2:30 PM - 3:00 PM – **Coffee Break – Pre-Function Area**

3:00 PM - 4:30 PM – **Academic Best Papers – Savoy 2**

Three papers will be presented in consideration for the 2019 Academic Best Paper Award.

Moderator:

Cody Morris Paris, Middlesex University Dubai

Presenters:

Melissa Baker, University of Massachusetts-Amherst

Xiang (Robert) Li, Temple University

Karen Tan, Temple University

Yuhua (Melody) Yu, University of Florida

Sponsor:

National Kaohsiung University of Hospitality & Tourism

3:00 PM - 4:00 PM – **A Profile of the Aussie Outbound Traveler – Savoy 3**

Australians' behavior is changing on so many fronts: work-life balance, family, media consumption, sport, shopping, engagement with music and the 'arts' in all its forms.

Changes in society, technology, politics and economics on a global scale, have disrupted and fragmented the tourism and leisure world. The commercial models for airlines, travel agents, tour operators, accommodation providers, destinations, events are in a state of flux.

This presentation will review how tourism has evolved, where it is headed and where the future potential lies.

Moderator:

Nigel Smith, Destination Gold Coast

Speaker:

Portia Morgan, Roy Morgan

3:00 PM - 4:00 PM – **Navigating Research-Based Events – Savoy 1**

The dynamic duo of Marlise Taylor and Whitney Kollenberg will discuss why measuring the impacts of events is important, the dos and don'ts of conducting event impact surveys and what the results mean for event promotion. Silver Lining Strategy, a unique boutique event strategy consultancy has



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developed a research-based framework for creating successful events. The owner and Director, Stu Speirs will then take us through case studies that used the framework to assess whether an event concept or one in the early stages of its existence has what it takes to be a genuinely sustainable driver of visitation.

Moderator:

Michael Simone, RRC Associates

Speakers:

Whitney Knollenberg, North Carolina State University

Stuart Speirs, Silver Lining Strategy

Marlise Taylor, Visit NC, a unit of the Economic Development Partnership of North Carolina

4:00 PM - 4:30 PM – **Sirens vs. Guiding Stars? Navigating the Shifting Shape of the Future Customer – Savoy 3**

Our world is witnessing unprecedented change: geopolitical, technological, generational. It would be crazy to say that this won't affect our most significant variable as tourism researchers and marketers: the customer. In this session, we will use macro-trends analysis to dust off our crystal ball and reveal the next generation of new markets - or those 'hiding in plain sight'. Sail past the sirens to reach safe and prosperous harbors.

Speaker:

Carolyn Childs, MyTravelResearch.com

4:00 PM - 4:30 PM – **Setting the Research Agenda: Roundtable 2 – Savoy 1**

These two round-table sessions are set up to bring out the major research needs over the next 12 months. By establishing a priority list of major research questions, TTRA can use this to shape the program for the 50th Anniversary Conference in 2020 as well as your own research agendas.

Moderators:

Jason Dawson, Hamilton & Waikato Tourism

Sean T. Ruane, Shannon College of Hotel Management

4:30 PM - 5:00 PM – **Closing Session: Research Agenda 2020 and Beyond – Savoy 1**

For the closing session, four tourism professionals will discuss the Research Agenda for 2020 and beyond.

Speakers:

Sue Beeton, Independent Researcher

Pauline Sheldon, University of Hawaii at Manoa

Jason Dawson, Hamilton & Waikato Tourism

Sean Ruane, Shannon College of Hotel Management

6:30 PM – 7:00 PM – **Reception – Pre-Function Area**



7:00 PM - 8:30 PM – **Dinner and Awards – Savoy 1**

Sponsor:

Destination Greater Victoria, Canada

8:30 PM - 11:00 PM – **After Party – Savoy 1**

List of Papers Being Presented at the Conference

conference attendees are listed in **bold text**

New Research: PhD Colloquium:

"A Comparative Analysis on Forest Recreation and Tourism Policy Development Processes in the Three East Asian Countries: China, Japan, and Republic of Korea" - **Gayoung Choi**, Seoul National University; Seong-il Kim, Ph.D., Seoul National University

"A Literature Review of Ecotourism Carrying Capacity Measurements: Initial Findings" - **Maria Olivia Caday-Fillone**, University of the Philippines; Claire Villanueva, Philippine Institute of Environmental Planners

"Building Dynamic Capabilities in Tourism Organizations for Crisis and Disaster Management: Antecedents and Barriers" - **Yawei Jiang**, The University of Queensland; **Brent Ritchie**, Ph.D., The University of Queensland; Martie-Louise Verreynne, Ph.D., The University of Queensland

"Conceptualizing Adventure Tourism from a Consumer Perspective" - **Ingo Janowski**, Griffith University; **Ina Reichenberger**, Ph.D., Victoria University of Wellington

"Defining Sustainable Tourism: A Social Constructionist View" - Shweta Singh, Purdue University; Filza Armadita, Purdue University; **Jonathon Day**, Ph.D., Purdue University; Laura Mandala, Mandala Research

"Exploring the Role of Conferences in Industry-Academia Collaborations" - **Wanxin Chen**, University of Technology Sydney

"Forecasting Camping Tourism Demand in America's National Parks Using a Machine Learning Approach" - **William Rice**, The Pennsylvania State University; **So Young Park**, The Pennsylvania State University; **Bing Pan**, Ph.D., The Pennsylvania State University; Peter B. Newman, Ph.D., The Pennsylvania State University

"Live-Streaming Tourism Experience: A Case Study of Melbourne Remote Control Tourist" - **Zhiming Deng**, The University of Queensland

"Model of Binning Behavior: Assessing Cognitive and Normative Influence in the National Park Context" - **Kourosh (Korey) Esfandiar**, Edith Cowan University

"On the Inclusion of Graduate Students in TTRA 2019" - **Evan Jordan**, Ph.D., Arizona State University

"Picking Pumpkins, Changing Behaviors: How Agritourism can Influence Consumer Behavior Towards Local Foods" - **Sara Brune**, North Carolina State University; **Whitney Knollenberg**, Ph.D., North Carolina State University; Kathryn Stevenson, Ph.D., North Carolina State University; Carla Barbieri, Ph.D., North Carolina State University

"Reliving the Glory Days: College Graduates and Alma Mater Nostalgia Tourism" - Lucy Harbor, The Pennsylvania State University; **So Young Park**, The Pennsylvania State University; Rui Li, The Pennsylvania State University; **Bing Pan**, Ph.D., The Pennsylvania State University; **Ashley Schroeder**, Ph.D., The Pennsylvania State University



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"Self-Congruity: A Resident's Perspective" - **Casey Moran**, Arizona State University; **Evan Jordan**, Ph.D., Arizona State University

"Technology Use of Seniors on Their Travel Experience and Quality of Life" - **Weixuan Wang**, Indiana University

"The Role of Social Emotion in Resident Support for Sustainable Heritage Tourism Development: A Social Dilemma Perspective" - **Danni Zheng**, The University of Queensland

"The Role of Social Interaction in the Co-Creation of Tourist Experiences: A Literature Review" - **Xing Han**, Otaru University of Commerce; **Carolus Praet**, Otaru University of Commerce; **Liyong Wang**, Ph.D., Otaru University of Commerce

"Usage of Social Media to Track Tourist Origin and Spatial Movement During 2017 Eclipse" - **Shihan (David) Ma**, University of Florida

"Vortex Tourism: Research Using a Mixed Method Approach" - **Kim Pham**, Arizona State University; **Christine Vogt**, Ph.D., Arizona State University; **Kathleen Andereck**, Ph.D., Hainan University-Arizona State University International Tourism College

Qualitative Research Workshop and Roundtable Presentations:

"Because I Can, So I'm Going To: Solo Female Travelers and the Absence of Constraints" - **Keri Schwab**, California Polytechnic State University San Luis Obispo

"Building a Community for All: Evidence of Immigrant Employee Integration in a Tourism-Dependent Community" - **Whitney Knollenberg**, Ph.D., North Carolina State University; **Sara Brune**, North Carolina State University; **Jane Harrison**, Ph.D., North Carolina State University; **Ann Savage**, Alexandria/Pineville Convention and Visitors Bureau

"Examining Resident Attribution and Tourist Stereotypes through Video Vignette-Based Interviews" - **Nan Chen**, Ph.D., The Hong Kong Polytechnic University; **Cathy Hsu**, Ph.D., The Hong Kong Polytechnic University

"Stakeholder Collaboration for Sustainable Ecotourism Development in Southern Ethiopia" - **Amare Nega Wondirad**, Ph.D., University of Gondar

"Staying in a Shared Territory: How Do P2P Accommodation Guests Feel?" - **Yuan Wang**, Temple University; **Xiang (Robert) Li**, Ph.D., Temple University

"The Role of Social Interaction in the Tourism Experience of Chinese Visitors to Japan: A Grounded Theory Approach" - **Xing Han**, Otaru University of Commerce

"The Tourists' Smoky Gaze: The Power of News and Social Media on Destination Image During a Natural Disaster" - **Lorraine Taylor**, Ph.D., Fort Lewis College; **Elizabeth Cartier**, Ph.D., Fort Lewis College



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Research Paper Sessions:

Session 1:

"Rough Road to the Stars: A Route Development Framework for Astro Tourism Route in the Karoo Arid Region" - **Laeticia Jacobs**, Ph.D., National Department of Tourism; Elizabeth Du Preez, University of Pretoria; Felicite Fairer-Wessels, University of Pretoria

"Local Residents' Perceptions about Tourism Development" - **Kim Pham**, Arizona State University; **Kathleen Andereck**, Ph.D., Hainan University-Arizona State University International Tourism College; **Christine Vogt**, Ph.D., Arizona State University

"Residents' Social Relationship in Everyday Life in a Tourism Ancient Town" - **Yingsha Zhang**, Ph.D., The University of Waikato

"Supporting a Values-Filled Approach in Aotearoa Through Indigenous Tourism" - **Sharleen Howison**, Ph.D., Otago Polytechnic; **Freya Higgins Desbiolles**, Ph.D., University of South Australia

"Utilizing Big Data from Online Reviews to Understand Local Tourist Travel" - **Andrei Kirilenko**, Ph.D., University of Florida; **Svetlana Stepchenkova**, Ph.D., University of Florida; Lijuan Su, University of Florida

Session 2:

"Authenticity and Nostalgia: A Gastronomic Experience of a Local Food Night Market" - **Xiangping Li**, Ph.D., Institute for Tourism Studies, Macao; Weng Hang Kong, Ph.D., Institute for Tourism Studies; Fiona Yang, Ph.D., Institute for Tourism Studies

"Creating a Scale to Capture Travelers' Transformative Outcomes" - **Joelle Soulard**, Virginia Tech; Nancy McGehee, Ph.D., Virginia Tech

"Creative Tourism, Social Capital, and the Transformation of Urban Villages" - **Lingxu Zhou**, Ph.D., Zhongnan University of Economics and Law; Jing Tang, Zhongnan University of Economics and Law; Rong Zou, Zhongnan University of Economics and Law

"Examining the Role of Expectation Confirmation in the Memorable Tourism Experience Model: The Case of Café Apartment in Vietnam" - **Mei-Jung Wang**, Ph.D., National Kaohsiung University of Hospitality and Tourism; **Li-Hsin Chen**, Ph.D., National Kaohsiung University of Hospitality and Tourism

"Take Me Back... But to Where? A Content Analysis of How Country of Origin Impacts on the Authenticity of Souvenirs" - **Elisa Backer**, Ph.D., Federation University Australia; **Moulik Zaveri**, Ph.D., Federation University Australia

"Tourism Experience Design: What Art Has to Do with It?" - **Marianna Sigala**, Ph.D., University of South Australia

Session 3:

"Are Things Just Too Hot in the Kitchen? Chefs' Mental Health and Wellbeing" - **Richard Robinson**, Ph.D., The University of Queensland



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"Employee and Customer Motivation in Co-Creation and Co-Destruction of Value" - **Lenna Shulga**, Ph.D., University of Hawaii at Manoa; James Busser, Ph.D., University of Nevada, Las Vegas

"Hands Off My Rates! The Economic Consequences of the Rate Parity Legislative Actions in Europe and the US" - **Abhinav Sharma**, Virginia Tech; **Juan Luis Nicolau**, Ph.D., Virginia Tech

"Hotel Operating Performance Stabilization in Emerging Markets – Myth or Fact?" - **Karen Tan**, Temple University; **Xiang (Robert) Li**, Ph.D., Temple University; Seoki Lee, The Pennsylvania State University

"Understanding Hotel Guest Experience: A Text-Mining Approach" - Lena Liang, University of Guelph; Shuyue Huang, University of Guelph; **HS Chris Choi**, Ph.D., University of Guelph

Session 4:

"A Moment in Time: Commemorating the Armistice on the Somme in 2018" - **Caroline Winter**, Ph.D., William Angliss Institute

"High-Speed Trains and the Agglomeration of Tourism Economies: Evidence from East-Central China" - **Bo Zhou**, Ph.D., Xiamen University

"Legacies and Benefits of Mega-Events from the Perspective of Volunteer Co-Creators: A Case Study on 2018 PyeongChang Winter Olympic" - **Hany Kim**, Ph.D., Pusan National University; Jeongmi (Jamie) Kim, Temple University; Yeongbae Choe, Ph.D., University of Macau; Semih S. Yilmaz, Ph.D., California State University, East Bay

"Research on the Development Efficiency of Tourism in the Yangtze River Economic Zone: An Empirical Study Based on DEA Model" - **Fan Zhang**, Ph.D., Sun Yat-sen University

"The Ideal Mix: Tourist Preferences for Geographically Distributed Attractions in a City" - **Harmen Oppewal**, Ph.D., Monash University; Ari Pramono, Monash University

"The Influence of Event and Destination Image on Residents' Attitudes toward and Support for Sports Events" - **Mike Peters**, University of Innsbruck

Session 5:

"Flocking Behaviors: The Role of Sociality in the Snowbird Experience" - **Jada Lindblom**, Arizona State University; Woojin Lee, Ph.D., Arizona State University; **Christine Vogt**, Ph.D., Arizona State University; **Kim Pham**, Arizona State University;

"Health Benefits of Local Tourism for People Who Have Retired" - **Christina Hagger**, Ph.D., Flinders University

"Healthy Parks Healthy People: Evaluating and Improving Park Service Efforts to Promote Tourists Health and Well-being Introduction" - **B. Derrick Taff**, Ph.D., The Pennsylvania State University; Vicki Peel, Ph.D., Monash University; **William Rice**, The Pennsylvania State University; Gary Lacy, Monash University; **Bing Pan**, Ph.D., The Pennsylvania State University; Celine Klemm, Ph.D., Monash University; Peter B. Newman, Ph.D., The Pennsylvania State University; Brett Hutchins, Ph.D., Monash University; Zachary D. Miller, Ph.D., The Pennsylvania State University



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"Holiday Syndrome: Exploring Tourists' Stress in Pleasure Travel" - Jie Gao, Ph.D., Montclair State University; **Ye Zhang**, Ph.D., Florida Atlantic University; **Mingfang Zhu**, Jinan University; Yawei Yang, Montclair State University

"The Experience of Stress in Communities with High Tourism Visitation vs Low Tourism Visitation" - **Casey Moran**, Arizona State University; **Evan Jordan**, Ph.D., Arizona State University

Session 6:

"Black Travel: More Than Just a Movement" - **Stefanie Benjamin**, Ph.D., University of Tennessee; Alana Dillette, Ph.D., San Diego State University

"An examination of the relationship between VFR Travel and Family Violence" - **Elisa Backer**, Ph.D., Federation University Australia

"Celebrity Endorsement, Message Framing, and Online Social Support: The Gateway Bug to Edible Insect Consumption" - **Melissa Baker**, Ph.D., University of Massachusetts-Amherst; Tiffany Legendre, Ph.D., University of Houston

"Resisting Socioeconomic Apartheid Through Tourism Microentrepreneurship in Bahía de Banderas - Puerto Vallarta" - **Bruno Ferreira**, North Carolina State University; Duarte Morais, Ph.D., North Carolina State University; Gene Brothers, Ph.D., North Carolina State University; Craig Brookins, Ph.D., North Carolina State University; Susan Jakes, Ph.D., North Carolina State University

"Together We Will Go Our Way: The Development of a Stakeholder Framework for Rural Gay Pride Events" - **Clifford Lewis**, Ph.D., Charles Sturt University; Felicity Small, Charles Sturt University; Mehmet Mehmet, Charles Sturt University

"Seriously, Shit Has to Change. Spatial Constraint Negotiation among Solo Female Travelers" - **Keri Schwab**, California Polytechnic State University San Luis Obispo

Session 7:

"A Social Network Analysis of Chinese Tourists' Image of South Korea in Conflict" - Lijuan Su, University of Florida; **Svetlana Stepchenkova**, Ph.D., University of Florida; Xiangyi Dai, Capital Normal University

"Niue's Destination Image: A Perspective from the Travel Experiences of International Visitors" - **Hongxia (Caroline) Qi**, Ph.D., New Zealand Tourism Research Institute; **Fangxuan (Sam) Li**, New Zealand Tourism Research Institute; Simon Milne, Ph.D., New Zealand Tourism Research Institute

"Quality of Virtual Reality and Its Impacts on Behavioral Intention" - Minwoo Lee, Ph.D., University of Houston; Seonjeong Lee, Ph.D., Kent State University; **Miyoung Jeong**, Ph.D., University of South Carolina; **Haemoon Oh**, Ph.D., University of South Carolina

"The Marketing Effects of Virtual Reality Experiences on Promoting Tourism Destination" - **Hsuan Hsuan Chang**, Ph.D., Ming Chuan University

"The Performance Framework: Modeling Arrivals from Digital Marketing Metrics" - **Aaron Nissen**, Simpleview Inc.; **Erin Francis-Cummings**, Destination Analysts



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Session 8:

"An Examination of Social Influence on Online Reviews – The Case of Yelp" - **Fang Meng**, Ph.D., University of South Carolina

"From Measurement Scale to Sentiment Scale: Examining the Effect of Sensory Experiences on Online Review Rating Behavior" - **Fuad Mehraliyev**, The Hong Kong Polytechnic University; **Andrei Kirilenko**, Ph.D., University of Florida; **Youngjoon Choi**, Ph.D., The Hong Kong Polytechnic University

"User Segmentation Based on Perceived Richness of Consumer-Generated Media" - **Julian Ayeh**, Ph.D., United Arab Emirates University

Session 9:

"A Multi-Platform Social Media Integration Approach to Disaster Communication by Tourism Organizations: The Case of Hurricane Florence" - **Danielle Barbe**, University of Florida; Lori Pennington-Gray, Ph.D., University of Florida; Ashley Schroeder, Ph.D., The Pennsylvania State University

"Exploring Residents' Roles as Risk Insiders in Tourism Crisis Management" – **Bingjie (Becky) Liu-Lastres**, Ph.D., IUPUI; **Ignatius Cahyanto**, Ph.D., University of Louisiana at Lafayette

"Social Media Communication During a #Festival Emergency" - **Christine Van Winkle**, Ph.D., University of Manitoba

"The Effect of Information Intervention on a Model of Potential Visitors' Intentions to Avoid Visiting Volcanic Destinations" - Ryota Nakamata, Tokyo Metropolitan University; **Taketo Naoi**, Ph.D., Tokyo Metropolitan University

Session 10:

"An Investigation on the Relationship Between Place Attachment (PA) and Pro-Environmental Behavioral Intentions (PEBI) and its Implications towards Over-Tourism: A Study of Developed Norm Activation Model with Environmental Concerns" - **Jongeun (Jenna) Hong**, Hanyang University; **Namjo Kim**, Ph.D., Hanyang University

"College Students' Knowledge and Perceptions of Tourism Climate Change Impacts: Do Class-Level and Gender Matter?" - **Haoai Zhao**, Indiana University

"Impacts of Responsible Tourism in Environmental Sustainability Issues: A Case Study in Kerala, India" - **Anu George**, Ph.D., Victoria University Melbourne

"Scenario Invention Task Technique (SITT): A Practical Innovation for Qualitative Research in a Reef Tourism Study" - **Anja Pabel**, Ph.D., Central Queensland University; Anjum Naweed, Ph.D., Central Queensland University

"The Climate Change Paradox: Small and Medium Tourism Enterprise and Climate Change on the Great Lakes" – **Jonathon Day**, Ph.D., Purdue University; Nathalie Chin, Ph.D., Purdue University; Sandra Sydnor, Ph.D., Purdue University



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Session 11:

"Environmental Stimuli of Airbnb Experiences, Perceived Enjoyment, and Repurchase Intentions: Findings from Multiple Studies" - **Kevin Kam Fung So**, Ph.D., University of South Carolina; Hyunsu Kim, University of South Carolina; **Haemoon Oh**, Ph.D., University of South Carolina

"How Mortality Salience Affects Tourists' Choice of Restaurants? From the Perspective of Terror Management Theory" - **Fan Zhang**, Ph.D., Sun Yat-sen University; Chenguang Wu, Sun Yat-sen University

"Risk Perception, Olympic Host Image, and Destination Visit Intention: Applying Both Symmetric and Asymmetric Approaches" - Yeongbae Choe, Ph.D., University of Macau; **Hany Kim**, Ph.D., Pusan National University

"Segmentation Analysis on Non-Users of P2P Accommodations: Why Not Use Them?" - **Takahiro Ikeji**, Japan Travel Bureau Foundation

"Stress for Success: Potential Benefits of both Perceived and Actual Stress While Cruising" - **James (Jim) Petrick**, Ph.D., Texas A&M University; Carl Makert, Texas A&M University; Farzan Sasangohar, Ph.D., Texas A&M University

Academic Best Papers:

"Becoming Cynical and Depersonalized: The Impact of Customer Incivility, Frequency and Coworker Support on Employee Job Performance" - **Melissa Baker**, Ph.D., University of Massachusetts-Amherst; Kawon Kim, Ph.D., University of South Carolina

"Guilt Trip or Vacation Trip? Guilt as a Vacation Constraint" - **Karen Tan**, Temple University; **Xiang (Robert) Li**, Ph.D., Temple University

"Spatial Effects of Crime on Peer to Peer Lodging Performance" - **Yuhua (Melody) Xu**, University of Florida

Ideas Fair & Reception:

"Active vs Passive Social Media Use, Attendee Engagement, and Festival Loyalty" - **Kelly MacKay**, Ph.D., Ryerson University; **Christine Van Winkle**, Ph.D., University of Manitoba; Elizabeth Halpenny, Ph.D., University of Alberta

"Alteration of Travel Behavior as a Form of Travel Constraint Negotiation" - **Marion Karl**, The University of Queensland; **Brent Ritchie**, Ph.D., The University of Queensland; Marlena Passauer, Ludwig-Maximilians-Universitat-Munchen

"An Events-Based T&L Simulation Game" - **Michael McGrath**, Ph.D., William Angliss Institute; Madelene Blaer, Ph.D., Monash University; Paul Whitelaw, Ph.D., William Angliss Institute; Faith Ong, Ph.D., The University of Queensland

"Q-methodology analysis of Perceived Risks in Tourists and Local residents towards Natural Disaster: The 2016 Gyeongju Earthquake in Republic of Korea" - **Jinseok Han**, Ph.D., Hanyang University; **Namjo Kim**, Ph.D., Hanyang University

The banner features the acronym 'TTTRA' in large, white, stylized letters against a background of a desert landscape with sand dunes, a blue sky, and a body of water with several sailboats. A silhouette of a kangaroo is on the left, holding a pole that supports a dark blue banner with the text '2019 International Conference' in yellow. The location and dates 'Melbourne, Australia June 25-27, 2019' are written in dark blue on the right side of the banner.

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"Conceptualizing the Impacts of Short-Term Vacation Rentals (STVRs) Across the Urban Landscape" - **Emily Yeager**, Ph.D., East Carolina University; B. Bynum Boley, Ph.D., Warnell School of Forestry and Natural Resources; Cari Goetcheus, Clemson University

"Disaster Risk Reduction and Management in Tourism (DRRM) and the Attainment of the Sustainable Development Goals" - **Leticia Susan Solis**, Ph.D., University of the Philippines

"Effect of Experiential Buying Tendency on Tourists' Experience Co-Creation with Host Residents" - **Fang Meng**, Ph.D., University of South Carolina

"Elements of Non-Market Economy in Tourism: Empathy, Natural Environment, Community, Gift" - **Kazuhiro Kaneko**, Rikkyo University

"Embedding Indigenous Learning Outcomes in a Tourism Curriculum" - **Marion Joppe**, Ph.D., University of Guelph; **Giannina Veltri**, Confederation College; Ye (Sandy) Shen, University of Guelph

"Exploring Person-Centered Tourist Engagement: An Experiential Tourism Research Approach" - **Jessica Yuan**, Ph.D., Texas Tech University; Helena Williams, Ph.D., Texas Tech University

"Exploring the Role of Humor and Music in Radio Advertisement: A Quasi-Experimental Study on Domestic Tourist Attitudes and Behavioral Intentions in the UAE" - Quratulain Mehdi, Middlesex University Dubai; **Cody Morris Paris**, Ph.D., Middlesex University Dubai; Sreejith Balasubramanian, Middlesex University Dubai

"Fandoms in Tourism - Visitors and/as Volunteers" - **Ina Reichenberger**, Ph.D., Victoria University of Wellington; Karen Smith, Ph.D., Victoria University of Wellington

"From Fake News to Social Media Pop Culture and Climate Change: What Elements are Impacting the Tourism Industry in the Twenty-First Century?" - Abhijeet R. Shirsat, California State University, Sacramento; **Angel Gonzalez**, Ph.D., California State University, Monterey Bay

"Green Training and Employees' Service Quality: Mediating Role of Green Competencies" - **Clement Cabral**, Indian Institute of Technology Roorkee

"How Do You Feel About Paying Accommodation Tax? Exploring the Mediating Role of Perceived Fairness" - **Takahiro Ikeji**, Japan Travel Bureau Foundation

"Ka Welina: An indigenous, values-based model for tourism in Hawai'i and the Pacific Islands" - **Angela Faanunu**, University of Hawaii at Hilo

"Maximizing ROMI of DMOs: Enabled Through Tourism Investment Framework and Agile Marketing" - **Vivek Neb**, Grail Insights; Mayank Nagpal, Grail Insights

"Mediatized Tourism: A Mediatic Turn of Research Paradigm?" - **Zeya He**, Temple University; Laurie Wu, Ph.D., Temple University; **Xiang (Robert) Li**, Ph.D., Temple University

"Motivations of Volunteering at Business Events: An Auto-Ethnography Perspective" - **Hongxia (Caroline) Qi**, Ph.D., Victoria University of Wellington; Karen Smith, Victoria University of Wellington; Ian Yeoman, Victoria University of Wellington

"PATH: A Research Program for Accessible Travel and Hospitality" - **Shu Cole**, Indiana University



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"Planning for Sustainable Access to Upland Tourism Sites in the Cordillera Region, Philippines" - **Alexis Fillone**, Ph.D., De La Salle University

"Possible Utilization of Tourism Statistics and Big Data for Regional Tourism Organizations in Japan: Quantification of Effect of Snow Festival in Sapporo, Hokkaido" - **Sunkyung Choi**, Ph.D., Japan Transport and Tourism Research Institute; Takeshi Kurihara, Ph.D., Tokai University; **Tetsuo Shimizu**, Ph.D., Tokyo Metropolitan University; Nguyen Van Truong, Ph.D., Japan Transport and Tourism Research Institute

"Segmenting Chinese Tourists to Korea: Experiential Value-Based Approach" - **HS Chris Choi**, Ph.D., University of Guelph; **Hyeyoon Choi**, Ohio University

"Smart Tourism Design: A New Experience-Centered Approach for Destinations" - **Larissa Neuburger**, University of Florida; Lori Pennington-Gray, Ph.D., University of Florida

"Testing the Link between Competitiveness Indicators and Tourism Demand: A Panel Data Analysis" - **Liang Zhu**, Shenzhen University

"The Advertisements Effects on Festival and Destination Marketing: Comparison Study Between Old and New Social Media" - **Hsuan Hsuan Chang**, Ph.D., Ming Chuan University; Tsoi Yee Anna Fong, Ming Chuan University

"The Effects of Learning Environmental Issues through a Short-term Overseas Program in California" - **Ayako Nakai**, Toyo University

"The Motivation and Cultural Experience of International Volunteer Tourists in Taiwan" - **Li-Ju Chen**, Ph.D., National Dong Hwa University

"The Potential of Tourism for Benefiting Individual Short-Term and Long-Term Wellbeing: A Character-Strength-Based Exploration" - **Ye Zhang**, Ph.D., Florida Atlantic University; Jie Gao, Ph.D., Montclair State University; Peter Ricci, Florida Atlantic University

"Implications for The Measurement and Management of Quality in the Emerging Airbnb Sector in Jamaica" - **Anne Crick**, Ph.D., The University of the West Indies

"Theme Park Visitor Experience and Satisfaction: A Case of TripAdvisor Reviews of Three Theme Parks in Orlando" - **Yu Niu**, University of Florida; Hyejin Park, University of Florida; **Andrei Kirilenko**, Ph.D., University of Florida

"Thriving Habitats: Sustainability in Wildlife Tourism Destinations" - Erin Jones, California State University, Monterey Bay; Roberta Atzori, California State University, Monterey Bay; **Angel Gonzalez**, Ph.D., California State University, Monterey Bay; Abhijeet R. Shirsat, California State University, Sacramento

"Tourism Recovery from the Gold King Mine Spill" - **Lorraine Taylor**, Ph.D., Fort Lewis College

"Translation Method in Terms of Audience Involvement within the Context of Film Tourism" - **Ali Iskender**, University of South Carolina

"Using the PhD to Train Across the Diversity of Senior Tourism Careers - Not Just Researchers" - **Christina Hagger**, Ph.D., Flinders University



"War-related Tourism in Japan: Constructing Sites, Constructing Narratives" - **Philip Seaton**, Ph.D.,
Tokyo University of Foreign Studies

"What's Old is New Again: Instagram as the New Slide Night" - **Leah Gibson**, William Angliss Institute