

TRAVEL AND TOURISM RESEARCH ASSOCIATION CANADA CHAPTER: ANNUAL CONFERENCE



Moving Forward

September 18-20, 2019 | Saskatoon, SK
ttra.com/canada-chapter/2019-conference



CALL FOR PARTICIPATION

Moving Forward, this year's conference theme, invites tourism researchers to be forward thinkers; to rediscover Canada's tourism industry through various lenses that acknowledge the past while providing guidance for our future. A future that inspires *authentic cultural experiences* for travellers, while providing interactive opportunities for practitioners. *Moving Forward* calls for impactful *tourist experiences* across various *niche tourism markets*, bringing destinations to life and providing tourists with unforgettable travel experiences. Canada's future tourism seeks to break down barriers and empower stakeholders to work together to deliver *innovative research methodologies*. This year's conference in Saskatoon, Saskatchewan, will highlight the path ahead, focusing on new ways of thinking about tourism in order to capitalise on emerging technologies, methodologies, and societal changes. The themes addressing the scope of this year's conference include, but are not limited to, the following areas:

Cultural, heritage, indigenous tourism research

- Economic impact
- Developing and marketing cultural experiences
- Reconciliation and Indigenous tourism

Emerging methods – innovative research methodologies

- New research technologies
- Innovative research methodologies
- Integrating digital and traditional research approaches
- Social media as a data source
- Passive data collection
- Predictive analytics

Bridging the gap between academic and practitioner

- Examples of current collaborations
- Barriers preventing partnerships
- Knowledge mobilization

Product development

- Emerging product trends
- Service design
- Effective packaging of products
- Niche tourism
- Accessible tourism
- Workforce development

Visitor experience

- Innovative visitor experiences
- Authenticity and the tourism experience
- Perceived value and customer satisfaction

Culinary tourism

- Trends in culinary tourism
- Challenges in culinary tourism
- Developing a culinary offer
- Agritourism
- Enotourism (wine)