

## **Preliminary Conference Schedule**

### **Wednesday, September 18**

9:00 AM to 12:00 PM – Statistics Canada Workshop

*Statistics Canada is a key producer of important tourism information, and there have been many changes to Statistics Canada's tourism-related data products over the past few years.*

*Join this session to learn from Statistics Canada personnel and users of Statistics Canada data about the tourism-related data produced by Statistics Canada. Get hands-on experience with data from Frontier Counts, the National Travel Survey and the Visitor Travel Survey. Learn about other tourism-related datasets. Discover what Statistics Canada tourism data is available, and how to access it.*

2:00 PM to 5:00 PM – Case Study

*Stay tuned for what will undoubtedly be a fascinating exploration of the local region.*

7:00 PM to 10:00 PM – Dine Around

*Please enjoy dining at one of the following Saskatoon restaurants:*

- *Cactus Club Café - \$\$ - \$\$\$, American, Bar, Canadian*
- *Scarlet Craft Kitchen - \$\$ - \$\$\$, Bar, Canadian, American*
- *CUT Casual Steak & Tap - \$\$\$\$, Steakhouse, Canadian, Gluten-Free Options*
- *Taverna Italian Kitchen - \$\$ - \$\$\$, Pizza, Italian, Vegetarian-Friendly*
- *Odd Couple - \$\$, Chinese Food, vegetarian and vegan options*
- *Sticks and Stones - \$\$ - \$\$\$, Japanese, Sushi, Asian*
- *Shift Restaurant (In Remai Modern Museum) - \$\$ - \$\$\$, Canadian, Vegetarian Friendly, Gluten Free Options*

*RSVP when registering for the conference or send the name of your preferred choice to [info@ttracanada.ca](mailto:info@ttracanada.ca). Note that the cost of the meal is the attendee's responsibility.*

### **Thursday, September 19**

7:30 AM to 8:30 AM – Breakfast

8:45 AM to 9:05 AM – Welcome

*Includes Indigenous Welcome and Welcome Remarks by the Conference Chair*

9:05 AM to 9:45 AM – Developing Indigenous Tourism Experiences in Saskatchewan

*This joint presentation will share key learnings related to developing Indigenous experiences.*

*Jeannette Lye, Tourism Saskatchewan*

*Partha Roy, Insightrix Research*

*Christian Boyle, Glyph Creative Strategy*

9:45 AM to 10:00 AM – Break

10:00 AM to 11:15 AM Concurrent Sessions

**Concurrent Session – Organizational Considerations/Policy**

*What Will Internal Marketing Effect on Employees' Organizational Behavior?*

*The Relationship Between Transformational Leadership and Organizational Citizenship Behavior:  
The Mediating Role of Career Competency*

*Customer Engagement, Its Antecedents, and Affects on Corporate Performance in the Hospitality  
Industry: A Multilevel Analysis*

*Institutional Ethnography of a Tourism Think Tank*

**Concurrent Session – Wine Tourism**

*Comparing Millennial Visitors to Wineries and Breweries in British Columbia: An Examination of  
Social Involvement, Social Return, and Self-Image Congruency*

*Landscapes, Know-how, Gastronomy, and Wines: The Case of 3 Languedoc Terroirs*

*Understanding Millennial Interest in Participating in Wine Tourism: A Case Study on the  
Kamloops Wine Trail, British Columbia, Canada*

**Concurrent Session – Tourism Satellite Account (workshop)**

*An in-depth examination of the Tourism Satellite Account*

11:15 AM to 11:30 AM – Break

11:30 AM to 12:45 PM – Concurrent Workshop/Roundtable

**Workshop**

*Moving Forward – Purposefully and Creatively Innovating Knowledge Mobilization*

**Roundtable**

*The Era of Modern Brand Communication and Place Marketing*

12:45 PM to 2:00 PM – Lunch, AGM, Awards

2:00 PM to 3:30 PM – Concurrent Sessions

**Concurrent Session – Tourism Insights 1**

*Saskatchewan's Tourism Sentiment Index - Jonathan Potts, Tourism Saskatchewan*

*TBD - Destination BC*

*Modernizing Visitor Research - Colleen Madore, Government of Yukon*

*GTW - Destination Canada*

**Concurrent Session – Environmental Sustainability/Crisis Management**

*Tourism Operators on Trial: Pushing the Animal Justice Agenda Forward in Tourism in Spite of Theory*

*Exploring the Impacts of Climate Change Interpretation on Leisure Experiences*

*Re-imagining Banff*

*Social Media Social Network Clusters During a Festival Emergency*

**Concurrent Session – Tourism Economic Development**

*Creative Tourism: Exploring the Nexus of the Creative Sector and Tourism in Rural Canada*

*Business Improvement Areas and Tourism in Urban Neighbourhoods*

*Using Research and Engagement to Create, Implement, and Measure the Yukon Tourism Development Strategy*

*Survey of Canadians*

3:30 PM to 3:45 PM – Break

3:45 PM to 5:00 PM – Academic Roundtable

3:45 PM to 5:00 PM – Practitioner Roundtable

7:00 PM to 9:30 PM – Annual TTRA Banquet

9:30 PM to 11:30 PM – After Party

**Friday, September 20**

8:00 AM to 9:00 AM – Breakfast

9:00 AM to 10:00 AM – Keynote - Film Tourism

*Stephen Pearce will be delivering a keynote address on the topic of film tourism. Stephen is an expert on this topic.*

10:00 AM to 10:15 AM – Break

10:15 AM to 11:15 PM – Panel – Filling the Gaps

*Join this lively discussion of innovative approaches to filling in data and information gaps.*

11:15 AM to 11:30 AM – Break

11:30 AM to 1:00 PM – Concurrent Sessions

**Concurrent Session – Agri Tourism**

*Exposure-Investment Continuum in Agritourism*

*The Role of Sustainable Local Food Among Tourism Stakeholders: A Comparative Study in Vancouver, Canada and Christchurch, New Zealand*

*Agritourism and Visitor Loyalty: The Role of Experience, Memories, Positive Emotion, Perceived Authenticity*

**Concurrent Session – Tourism Insights 2**

*Tracking the Online Path to Purchase of Potential Visitors - Julie Christine Marchand, Ipsos*

*Insights on Canadian Hotel Markets and Event Impact analysis - Chris Klauda, Market Insights – STR*

*Big Data Insights - Kevin Harper, TELUS & TBD, Thompson Okanagan Tourism Association*

*TDB - Longwoods*

**Concurrent Session – Leisure Experiences**

*Profiling the Emotional Peaks and Valleys in Stories of Cross-border Shopping*

*Diaspora Tourism Mobilities, Everyday Leisure Experiences, and Multi-generational Place-sharing*

*Motives to Take a Gamified Trip: An Interpretative Study Using Q Method*

1:00 PM to 2:15 PM – Lunch, Conference Awards, and Keynote - Indigenous Tourism

*We are thrilled that the Honorable Jeanie Dendys, Minister of Tourism and Culture for Government of Yukon will share Yukon's new strategy, Sustainable Tourism. Our Path. Our Future. The strategy is guided by the core values expressed by Yukoners and lays out a ten-year vision for tourism to be a vibrant, sustainable component of Yukon's economy and society for the benefit of future generations. It also includes goals that balance economic, environmental and social priorities, and is supported by strategic actions to bring the vision to life.*

*The strategy is the culmination of a fourteen-month process to develop a long-term vision for sustainably growing tourism in the Yukon. Guided by a steering committee of industry experts, the strategy was developed based on best practices around the globe and comprehensive engagement with tourism industry stakeholders, Yukon First Nations, municipalities, the arts and culture community, and the public.*

**TRAVEL AND TOURISM RESEARCH  
ASSOCIATION CANADA CHAPTER:  
ANNUAL CONFERENCE**



2:15 PM to 2:30 PM – Closing