



## **Pauline Sheldon to Speak at the TTRA International Conference in June 2019**

Travel and Tourism Research Association (TTRA), the leading association for travel and tourism research announces TTRA Lifetime Achievement winner, author, researcher and educator Pauline Sheldon will be speaking at the TTRA International conference in June 2019 about how the sands of tourism are shifting – as are the sands of economics.

In this presentation, Pauline will explore how challenging are forcing tourism decision-makers to seek new models and new paradigm to navigate the future.

Session description below.

### **Money Makes the (Tourism) World go Round - or Does it?**

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 as usual can continue. 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, of creativity, and of 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 enquiry into how we can broaden our perspectives as tourism decision-makers to ensure tourism for the greater good of all.

### **For More Information:**

For more information and to register for the 2019 TTRA International conference, please visit the conference website <https://ttra.com/conference/international>, or contact the Conference Chair, Sue Beeton, [s.beeton@outlook.com](mailto:s.beeton@outlook.com).