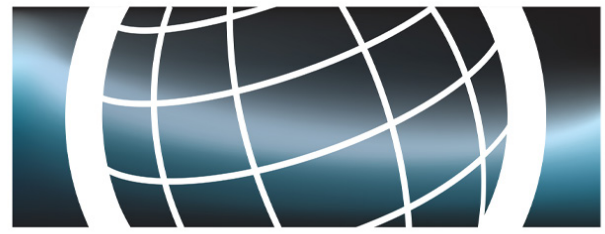


# JOHN & JOAN MARKHAM TOURISM MARKETING AWARD

## MARKETING OUTLOOK FORUM



This award was established in honor of John and Joan Markham for the almost 30 years of dedicated service by John Markham as the stalwart financial planner and treasurer for the international Travel and Tourism Research Association. With Joan steadfastly at his side, the two of them have been unfaltering in their support for TTRA over the years and forever committed to its success. It is John's impressive financial plan that has seen TTRA safely through some formidable financial years.

The award winner will receive a one-year student membership, a complimentary conference registration to the 2020 Marketing Outlook Forum along with paid travel expenses to include airfare, ground transportation (shuttle), and hotel accommodations.

### REQUIREMENTS

1. The nominee must be an undergraduate or master's level student (not a doctoral student) *between January 2020 and December 2020*.
2. Although membership in TTRA is NOT a requirement, membership in any research organization should be noted.

### CRITERIA

Submissions for award consideration must include the following information:

- Nomination form - <https://ttra.wufoo.com/forms/m2nulk6154ef7e/>
- Submit a five-page paper responding to:
  - a) what are the trends likely to influence destinations over the next 20 years?
  - b) how can destination marketing organizations best respond to those trends?The paper must focus on future trends and a tourism marketing response. This paper must be completed *by the award submission deadline*.
- Include two (2) recommendation letters from 2 different professors.

**PREVIOUS WINNERS**



**2015**

Cassandra Ball



**2016**

Kari Roberg



**2017**

Juleigh Giberson



**2018**

Patrick Robbins



**2019**

Hailey Post