



TTRA 2024

Travel and Tourism Research Association

CONFERENCE

CALL FOR PAPERS

THEME:

**Tourism Matters:
Navigating Sustainable Futures**

Proudly presented in South Africa by

North-West University

Tourism Research in Economics, Environments and Society

&

The School of Tourism Management

21 - 24 April 2024

Fancourt Hotel, George, South Africa

Tourism Matters: Navigating Sustainable Futures

You are invited to send submissions to the African TTRA Conference, which is jointly hosted by the School of Tourism Management and the Research Unit, Tourism Research in Economics, Environments and Society at the Fancourt Hotel (George) in South Africa from the 21 – 24th of April 2024.



SUBMISSIONS

- **Competitive papers (Full paper)**

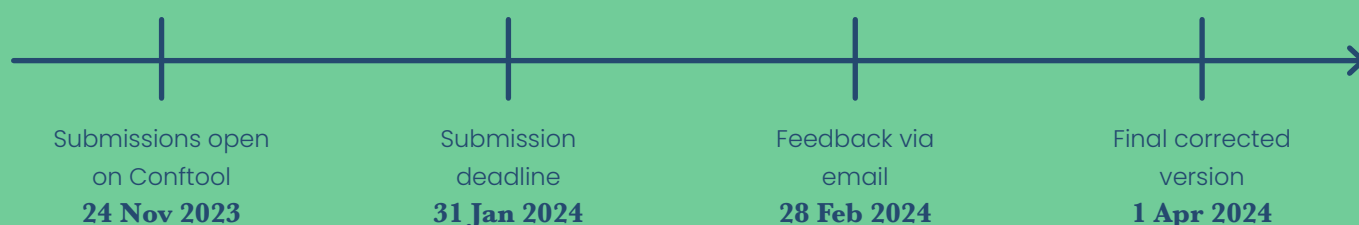
Maximum of 15 pages (including references)

- **Extended abstracts**

Maximum of 500–800 words (excluding references)

See our [website](#) for submission information.

IMPORTANT DATES



REGISTRATION FEES

Early bird

Regular participants: **R 9000–00 | 450€**

TTRA members: **R 7200–00 | 360€**

Normal fees (After 4 March 2024)

Regular participants: **R 10 400–00 | 520€**

TTRA members: **R 7200–00 | 360€**

Accompanying persons: See our [website](#) for more information.

Excited? Click [here](#) to watch our short promotional video.

CONNECT WITH TTRA 2024

Email: ttra2024@nwu.ac.za

Website: <https://sites.google.com/g.nwu.ac.za/ttra-eu-24/home>



CONFERENCE FOCUS AREAS

Topics include but are not limited to:

1. Economic Impact

- Exploring the economic significance of tourism for local and global economies
- Assessing the role of tourism in job creation and income generation
- Examining the link between tourism and economic development in different regions

2. Cultural Exchange and Heritage Preservation

- Highlighting how tourism fosters cultural exchange and appreciation
- Discussing strategies for preserving cultural heritage while promoting tourism
- Case studies on successful cultural tourism initiatives

3. Environmental sustainability

- Addressing the challenges and solutions for sustainable tourism practices
- Promoting eco-friendly tourism and conservation efforts
- Showcasing destinations that prioritise environmental sustainability

4. Community Empowerment

- Exploring how tourism can empower local communities
- Discussing community-based tourism initiatives and their impact
- Strategies for ensuring that tourism benefits all stakeholders including residents

5. Innovation and Technology in Tourism

- Highlighting the role of technology in shaping the future of tourism
- Discussing trends like virtual reality, AI, smart tourism etc.
- Case studies on innovative tourism businesses and practices

6. Resilience and recovery

- Addressing the impact of crises (e.g. pandemics, natural disasters) on tourism
- Strategies for building resilient tourism industries and communities
- Lessons learned from past crises and their relevance today

7. Tourism ethics and responsibility

- Exploring ethical considerations in tourism, such as overtourism and cultural sensitivity
- Responsible and sustainable tourism practices with reference to supply and demand
- Encouraging responsible tourism behaviour for the future

8. Policy and regulation

- Analysing government policies and regulations affecting tourism
- Focus on the needs for balanced and adaptive tourism policies
- Collaboration between governments, businesses and communities for effective regulation

9. Tourism education and research

- Emphasising the role of academia in advancing tourism studies
- Showcasing research findings that contribute to the understanding of tourism's impact
- Encouraging interdisciplinary research in tourism studies

10. The future of tourism

- The future of tourism in a rapidly changing world
- Identifying emerging trends and potential disruptors in the tourism industry
- Encouraging forward-thinking and innovation in tourism practices

Competitive submissions must not have been published or submitted for publication elsewhere.

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