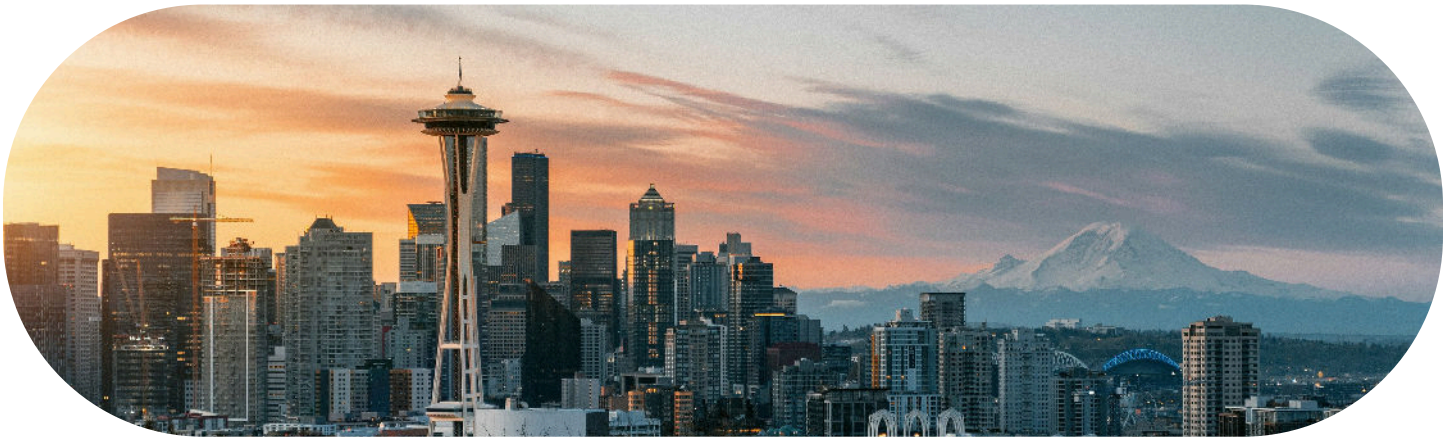


Call for Academic Papers

Travel & Tourism Research Association (TTRA) is seeking academic research papers for oral or visual presentation at the 57th TTRA Annual International Conference in Seattle, Washington (USA) from June 29 - July 1, 2027.



Travel is important. Travel is meaningful. Travel teaches us. Travel lifts up communities. At the same time, travel can destroy. We acknowledge this contradiction.

We understand that not all questions can be answered, but we know that many questions must be asked. Research is at the heart of answering them.

WHAT TYPE OF RESEARCH ARE WE SEEKING?

We accept quality research in all topics that reflect scholarship in the fields of travel, tourism, and the tourist experience. This includes both theoretical and applied research. It includes qualitative, quantitative, mixed methods, or evolving research methods. It includes a variety of topics and a variety of perspectives. While all travel and tourism research is welcome, we would especially welcome:

- Research that can improve the travel industry, improve the lives of travelers, and/or improve the lives of those involved in this dynamic industry.
- Research that speaks the truth, that challenges assumptions, extends theory, and develops new theory. We want research that expands our minds.

- Research that uncovers new insights, addresses the conundrums of tourism, and introduces questions that we can't yet answer.
- Research that is impactful beyond journals and theories and classrooms. We want research that can be used by practitioners, tourism providers, entrepreneurs, policymakers, and stakeholders.
- Research that will make the world a better place—by expanding the positive impacts of tourism, reducing the negative impacts, or, better yet, both.
- Research that will make us say "Wow!" "I didn't know that!" or "Thanks for thinking of that!"
- Research that is so clear that it can be understood without an advanced degree.
- Research presented in innovative formats.

Conference Subthemes

- **Innovation:** Emerging technologies, AI, evolving research methods, new data sources, and forward-looking approaches
- **Data:** Research & data collection, quality, integration, governance, measurement, analysis, and interpretation
- **Strategy:** Research and data-informed planning, decision-making, investment, organizational priorities, and destination management
- **Advocacy:** Evidence-based communication, effective narrative creation, stakeholder engagement, policy influence, funding support, and demonstrating the value of travel and tourism

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Submission Guidelines

WHAT IS THE PRESENTATION FORMAT?

There are 4 choices for your abstract submission (see **Presentation Types** below for more details). Abstracts submitted as oral presentations will also be considered for the Ideas Fair, so separate submission is not necessary.

1. **Oral Presentation Option 1: Traditional:** 15-minute oral presentation (includes Q&A)
2. **Oral Presentation Option 2: Conversational:** 5-minute oral presentation with extended discussion & feedback
3. **Ideas Fair:** Poster or visual presentation
4. **The Qualitative Research Colloquium:** 15-minute oral presentation of qualitative research in a roundtable format

WHAT DO I SUBMIT?

You will submit an **anonymous abstract between 500 – 2,500 words** (without author names). References are not included in the word count. Use **this template** to prepare your submission. For

submissions developed through collaboration between academics and practitioners, please acknowledge the partnership as indicated in the abstract template.

CAN I PRESENT "RESEARCH IN PROGRESS"?

Yes. We welcome research in development, research in progress, and completed research.

CAN I PRESENT PREVIOUSLY-PUSLISHED RESEARCH?

No. Your research may not be previously published.

DO YOU HAVE ANY AWARDS?

Absolutely! See **List of Conference Awards** below.

WHERE DO I SUBMIT?

Visit the conference website for the submission link: TTRA 2027 Call for Academic Papers - Seattle

WHEN DO I SUBMIT? (DEADLINES):

Deadline for submission is at 1700 (5:00pm) PST = UTC–8 on the following days:

November 20, 2026	Deadline for early submission
December 18, 2026	Application due for Career Development Session
December 28, 2026	Deadline for abstract submission
February 28, 2027	Authors notified of decisions on abstracts. Invitations sent for Career Development Session
June 14, 2027	Deadline for conference registration

The advantage of early submission is that reviews will be expedited, and you will receive early notice of acceptance (if your paper is accepted).

WHERE DO I REGISTER FOR THE CONFERENCE?

2027 TTRA Annual International Conference, Seattle
https://ttra.com/events/2027-annual-international-conference/

ARE THERE ANY CAREER DEVELOPMENT OPPORTUNITIES?

Yes! Early-career scholars can apply for the Career Development Session, held during the conference. Details are in the **Career Development Session** section below.

ARE THERE ANY PUBLICATION OPPORTUNITIES?

All accepted submissions, regardless of the presentation format, will have the opportunity to publish a short abstract, extended abstract, or full paper in the online conference proceeding through Scholarworks. Note that Scholarworks is an indexed open-source digital library, and therefore all the abstracts/papers will be easily discoverable and downloaded via the internet and Google Scholar. The final published proceedings will not differentiate between presentation formats.

WHO CAN ANSWER ADDITIONAL QUESTIONS? (CONTACT):

Matthew J. Stone
Professor of Marketing
California State University, Chico
Academic Program Chair | 57th Annual TTRA International Conference
mjstone@csuchico.edu

"We regard travel as an important learning experience, as an important part of a civilized life."

ARTHUR FROMMER*

Presentation Types

Oral Presentation Option 1: Traditional (15 minutes): Share your research in a 15-minute oral presentation accompanied by a slide deck or other medium (e.g., spoken word, documentary, ethno-drama, interpretive dance). All presentation and discussion will stop at 15 minutes.

Oral Presentation Option 2: Conversational (15 minutes): Would you rather get insight from fellow researchers than talk for 15 minutes about your research? Make the most of audience insight with a conversational session. Here, you limit your oral presentation to 5 minutes. Then, you have 10 more minutes to ask questions and receive feedback from the audience to improve or expand your research. This format provides more opportunity to take advantage of insights from tourism researchers.

The Ideas Fair: This is a visual presentation at the Ideas Fair event. You can use a traditional tabletop poster, a computer slideshow, or any other creative format that fits on a tabletop. The Ideas Fair is attended by researchers and practitioners.

The Qualitative Research Colloquium (15 minutes): Present your research (15-minute time limit) in a round table discussion format. Attendees are seated around a table, and you can use handouts or a small table-top presentation. This format provides opportunities for attendees to learn from each other through discussion and engagement in a more casual and intimate setting.

List of Conference Awards

All winners will be chosen by a panel of academic reviewers (unless otherwise noted) and will be announced and awarded at the TTRA International Conference.

BEST RESEARCH PAPER AWARD: Awarded for the best research paper, based on the submitted abstract. **Criteria:**The top research paper that demonstrates exceptional scholarly rigor, innovative insight, and meaningful impact on the future of tourism research and practice.

BEST ILLUSTRATED PAPER AWARD: Awarded for the best visual presentation at the Ideas Fair. **Selection Method:**This award will be voted on during the Ideas Fair based on the visual presentation.

BEST QUALITATIVE RESEARCH PAPER AWARD: Awarded for the best qualitative research methods paper submitted to the Qualitative Research Colloquium, based on the submitted abstract. **Criteria:**The top qualitative research paper that demonstrates exceptional scholarly rigor, innovative insight, and meaningful impact on the future of tourism research and practice.

BEST APPLIED RESEARCH PAPER AWARD: Awarded for the applied research paper deemed to have the biggest practical insight and impact for destinations and the tourism industry, rather than theoretical significance. **Selection Method:** Finalists will be chosen by a panel of academic reviewers, and the winner will be voted on by tourism research practitioners.

BEST PRESENTATION AWARD: Awarded for the most outstanding presentation delivered at the TTRA International Conference. The three finalists for the Best Research Paper award qualify for this award. Finalists must present their papers in person during the designated award session at the conference. **Criteria:** The award recognizes excellence in presentation quality, clarity of communication, audience engagement, visual and/or media effectiveness, and overall delivery. **Selection Method:** The recipient will be selected through attendee voting via onsite ballot.

BEST REVIEWER AWARD: Awarded for outstanding service and excellence in the peer-review process for the TTRA International Conference. All individuals who serve as reviewers for conference submissions and complete their assigned reviews by the designated deadlines will be eligible for consideration. **Criteria:** Reviewers will be evaluated based on the quality, constructiveness, rigor, professionalism, and timeliness of their reviews. Special consideration will be given to feedback that is developmental in nature and meaningfully strengthens the scholarly contributions.

COLLABORATIVE IMPACT AWARD: Awarded to an institution that demonstrates outstanding commitment to participation and engagement in support of the TTRA International Conference. No separate application is required. **Criteria:** The award recognizes an institution that exemplifies strong support for tourism research and practice through active participation, submissions, and engagement with the TTRA conference in 2027. Consideration will be given to breadth of involvement, collaborative initiatives, and overall contribution to advancing the conference mission and theme. **Selection Method:** Chosen by a panel of academic reviewers and tourism research practitioners.

Career Development Session

This interactive session pairs early-career scholars with senior faculty and university leaders to foster meaningful dialogue on career development in academia. Through mentorship-style conversations, participants will gain valuable insights into navigating research, teaching, service, and leadership pathways, while also receiving practical tips on job searching, positioning themselves in a competitive academic market, and preparing for career transitions. The session is designed to cultivate transition of academic pathways, foster career growth, and encourage cross-generational collaboration.

WHO CAN ATTEND THE CAREER DEVELOPMENT SESSION?

Early-career scholars.

HOW CAN I APPLY?

To maximize the benefits of this session, scholars must provide:

1. **Curriculum Vitae:** Brief academic CV highlighting research interests, publications, teaching experience, and service activities (5 pages or less).
2. **Career Statement (250-500 words):** A short statement outlining your current career stage, aspirations and specific areas where you seek advice (e.g., publishing, grant writing, job market preparation, networking).
3. **Questions:** 2–3 thoughtful questions to guide your dialogue with senior faculty and leadership.

These materials will be shared with senior faculty and leadership in advance to help create more personalized and meaningful exchanges.

Submit on the conference website TTRA 2027 Call for Academic Papers - Seattle by December 18, 2026. Applicants will be notified of decisions before registration.

∗Frommer, A. (Host). (2016, April 3). *Frommers Travel Show* [Audio podcast episode].

Photo credit: Stephen Plopper / Unsplash