Academic Co-Chairs’ Message

The papers published here were presented at the 2015 TTRA conference in Portland, Oregon, June 15-17, 2015, under the theme of “Turning Insights Into Actions ~ the Crucial Role of Tourism Research.” We want to express our gratitude to those academics and practitioners who contributed and to this year’s conference committee, who helped make it an innovative, truly international, and very exciting program. The conference reaffirmed TTRA’s reputation as one of the most prestigious conferences on travel and tourism research. These Proceedings reflect the diversity and dynamics of today’s travel and tourism research community, which is dedicated to delivering rigorous, reliable, and innovative research. The conference received 148 submissions for the academic sessions from 23 countries and areas on 5 continents, representing the latest developments across a diversity of travel and tourism research. For the first time, a special track on “Qualitative Research Methods” was offered, led by Dr. Nancy McGehee and Whitney Knollenberg of Virginia Tech, USA. This was in addition to the Student Colloquium; led by Dr. Gyan Nyaupane of Arizona State University and the “Passport to Visual Research”, which has become a successful feature of the Conference. After the double-blind review process, 40 papers were accepted for oral presentations as part of the general academic program, which were categorized into 10 topical sessions reflecting the three focused research themes of this year’s conference. Another 17 papers were accepted as part of the Qualitative Research track while the Student Symposium featured 13 papers. In addition, 48 papers were accepted for visual presentations with 27 scheduled in the “Passports to Travel Research”. Therefore, these Proceedings contain 100 papers or extended abstracts. It was our honour to be charged with the coordination of the academic sessions and to edit the Proceedings for this year’s Conference.

We wish to express our sincere gratitude to all those who have contributed to this effort – the authors, reviewers, session moderators, TTRA staff members, and others who made this another exciting year. To all the authors who submitted their research work, we thank you for your efforts in conducting these research projects and then sharing your findings and insights with us. We also want to express our thanks to the almost 130 expert reviewers (names listed below) who collectively spent hundreds of hours and donated their expertise in performing nearly 300 well-considered and insightful reviews. Their constructive comments were shared with the authors to strengthen their papers. This review process ultimately upholds the high academic standards of the TTRA conference. The session moderators are owed special thanks for volunteering their valuable conference time to facilitate the academic sessions. Our heartfelt thanks also go out to Ms. Dan Mishell, President of TTRA; Mr. Jeffrey Eslinger, Vice President of TTRA, this year’s conference chair; and Ms. Kathy Palmer, Executive Director and Director of Events of the TTRA Association; for their guidance, patience, and for keeping us on schedule.

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