2023 TTRA Canada Abstract Template:

Replace This with Your Title

# Introduction

The simplest way to use this template is to replace the text in this file with your own words using the styles provided as far as possible. This abstract, for example, is written in 12-point Times New Roman and is single-spaced with 6 pts before and after each paragraph. The text is justified to occupy the full line width so that the right margin is not ragged.

Submissions to be considered for oral presentations should not exceed two pages (approximately 1,000 words). For the Student Poster Sessions, the length of each submission should not exceed one single-spaced page (approximately 500 words). References are not included in the page requirement. There should be nothing in the abstract that identifies the authors by either name or institution. Any tables and figures should be embedded in the manuscript.

# Literature Review

The Academic Paper Co-Chairs, Dr. Michael Lever and Mr. Tim Bayne, invite academic submissions in English for the 2023 Canada Chapter Conference of the Travel and Tourism Research Association.

The conference’s central theme is *“Exploring New Waters: A Thousand Possibilities”.* Conceptual, quantitative, and qualitative papers are invited to address these sub-themes within the context of the overall theme:

* Underutilized research methodologies
	+ Experimental design; qualitative research; Indigenous research methodologies; social network analysis; big data and artificial intelligence; augmented and virtual reality; trust-building in communities
* Emerging travel styles
	+ Staycations; glamping; culture and authenticity seekers; anti-tourist travellers; contemporary approaches to heritage travel
* The ‘new normal’ of destination marketing
	+ Destination competitiveness; regenerative tourism development; designing and measuring contemporary visitor experiences; resilience
* Tourism workforce and resident perceptions
	+ Resident sentiment of travellers; career opportunities within the tourism industry; non-traditional or unique tourism career paths; valuing and inspiring the tourism labour force
* Tourism stakeholders and partnerships
	+ Impact of changing government immigration policies on tourism service providers; strengthening relationships between academics and practitioners; strategic planning from multiple stakeholder perspectives; Indigenous ways of knowing
* From ‘Key Performance Indicators’ to ‘Keep People Inspired’
	+ Unifying buzzwords in tourism and developing a catalyst for change; establishing KPIs beyond growth and volume

While we are particularly interested in submissions that address these sub-themes, papers that explore contemporary trends in travel and tourism research are also welcome (Flannery, 2017; Holder & Ruhanen, 2017).

# Methodology

Submission details, author guidelines, and document templates can be found on the 2023 TTRA Canada ScholarWorks website (<https://scholarworks.umass.edu/ttracanada_2023_conference/>). See Table 1 for a list of items needed for your submission.

**Table 1**. Required Content for Academic Abstract Submission

|  |  |
| --- | --- |
| Item | Content |
| 1. | The names, affiliations and contact information of all authors |
| 2. | The bios for all authors (approximately 50 words each) |
| 3. | The title of your paper |
| 4. | A short description (no more than 50 words) |
| 5. | The body of your abstract with no identifier information, utilizing this template.  |

At TTRA Canada 2023, the program will include traditional oral research sessions and a Student Poster Session. During this interactive session, students will present a topic using a traditional poster format or media to be shared on their laptops (Sheldon et al., 2017).

This year's conference will also give academics and practitioners opportunities to collaborate during one of the roundtable workshop sessions.

# Results

All accepted submissions, regardless of the presentation format, will have the opportunity to publish their abstract in the online conference proceeding through ScholarWorks. Note that ScholarWorks is an indexed open-source digital library; therefore, all the abstracts will be easily discoverable and downloaded via the Internet (Yamamura, 2018) and Google Scholar. The final published proceedings will not differentiate between presentation formats.

# Conclusion and Discussion

For more information on Submission Guidelines and to submit your abstract, please visit<https://scholarworks.umass.edu/ttracanada_2023_conference/>

For more information on the TTRA Conference, check our website at TTRA Canada Chapter Conference, or send an email to either Michael Lever (m.lever@fdu.edu) or Tim Bayne (TBayne@ottawatourism.ca).

# References (note – the references in this sample are for demonstration purposes only)

Flannery, T. (2017). Sunlight and Seaweed: An Argument for How to Feed, Power and Clean Up the World. Melbourne: Text Publishing.

Holder, A., and Ruhanen, L. (2017). “Identifying the relative importance of culture in Indigenous tourism experiences: netnographic evidence from Australia.” Tourism Recreation Research, 42(3): 316-326.

Sheldon, P. J., Pollock, A., & Daniele, R. (2017). Social Entrepreneurship and Tourism: Setting the Stage. In Sheldon, P., and Danielle, R. (eds) Social Entrepreneurship and Tourism. Tourism on the Verge (pp. 1-18). Springer, Cham.

Yamamura, T. (2018). “Pop culture contents and historical heritage: Case of heritage revitalization through ‘contents tourism’ in Shiroishi city.” *Contemporary Japan*, 30(2): 1-20.