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C. R. Goeldner

University of Colorado Boulder

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TTRA--THE TRAVEL AND TOURISM RESEARCH ASSOCIATION

BY

C. R. GOELDNER, DIRECTOR

GRADUATE SCHOOL OF BUSINESS
UNIVERSITY OF COLORADO, BOULDER
CAMPUS BOX 420
BOULDER, COLORADO 80309

ABSTRACT

This article examines the TTRA and its developmental position as a organization in stimulating change in the profession.

TTRA--THE TRAVEL AND TOURISM RESEARCH ASSOCIATION

The Travel and Tourism Research Association (TTRA) is the only international organization of travel research and marketing professionals devoted to improving the quality, scope and value of travel research.

Created in January, 1970, with the merger of the Western Council for Travel Research (WCTA) and the Eastern Council for Travel Research (ECTR), TTRA's major purpose is to promote orderly and effective development and marketing within the travel industry by providing professional leadership in travel research.

SPECIFIC OBJECTIVES

1. To serve as a forum and clearinghouse for the exchange of ideas and to regularly schedule and hold meetings, conferences, seminars and other group discussions.
2. To collect, publish and otherwise disseminate the results of research projects of interest to the travel industry.
3. To encourage cooperative action by producers and users of travel research.
4. To provide objective professional guidance for the formulation of public policy on matters pertaining to travel and tourism.
5. To encourage research activity and programs in colleges and universities.
6. To encourage participation of students in the travel research field by sponsoring an annual Student Travel Research Contest and a separate Dissertation Competition.

7. To identify and support special research efforts to fill gaps in the current state of knowledge in the field.

The Travel and Tourism Research Association seeks to accomplish these objectives through a number of ongoing activities which include: development and dissemination of publications, formation of local TTRA chapters, maintaining a Travel Reference Center, co-sponsorship with other organizations of seminars and workshops, and the annual TTRA Conference.

PUBLICATIONS

TTRA automatically provides all members with the TTRA Newsletter and The Journal of Travel Research as a part of the dues. The JTR is a quarterly publication which reviews current travel research, features articles and reports of special interest, and lists current travel research articles and reports in the "Travel Research Bookshelf." Subscriptions are available for non-members for \$55.00 (U. S.) per year.

Other Publications:

1. Travel Trends in the United States and Canada. United States section covers the volume of tourist visits to recreation areas, expenditures, indicators of economic impact, tourism advertising information, passport statistics, foreign visitor arrivals and their economic impact. Canadian section covers tourist visits and expenditures, indicators of economic impact and transportation data. Also included are sources of travel research information for individual states and provinces. This work is published every three years. It is available to members for \$15; non-members, \$30.

2. Travel Research Bibliography. A comprehensive nine-volume reference source listing available research by category: information sources, economics, international tourism, lodging, recreation, transportation, advertising-planning, statistics-visitors, and index. The 1980 edition is available to members for \$30; non-members, \$60.

3. Proceedings from Conferences and Forums. Valuable reference works, available from 1970 to the present.

4. Tourism Educators Newsletter. This publication covers tourism education news and goes to members on request.

TTRA CHAPTERS

TTRA encourages the formation of local or area chapters among its members and in the travel industry at large. Currently there are seven: Eastern (New York) Chapter, Southern California (Los Angeles) Chapter, Washington Metropolitan Area Chapter, TTRA-Canada-ART Chapter, Florida Chapter, Texas Chapter and the CenStates Chapter with action under way to establish others in San Diego, the Southeast, and the Mountain States. There is a student chapter at the New School in New York.

Chapters hold regular meetings featuring eminent speakers on local, national and international developments in travel research and marketing, and on the general travel industry environment. Many also hold one and two day seminars to explore travel issues in more depth.

TRAVEL REFERENCE CENTER

TTRA's Reference Center at the University of Colorado, Boulder, assists the industry in finding information sources, and in solving business problems. It locates copies of published studies and the sources of travel material. Specific services of the Reference Center include:

1. Loan of Books--including government documents, studies, technical reports, if duplicate copies exist.
2. Copies of articles, papers and other information--subject to copyright restrictions.
3. Bibliographic Verification--facts on author, title, and date; and in some cases, the material itself.
4. Reference Questions--statistical data, information sources, etc.
5. Literature Searches--systematic searches of current and past publications, annotated bibliographies of relevant materials.

CO-SPONSORSHIP OF INDUSTRY MEETINGS

Since 1976, TTRA and the U.S. Travel Data Center have co-sponsored the Travel Outlook Forum held in Washington, D.C. each year. The Forum provides travel industry presentations on the outlook for the following year for the economy, transportation, lodging, energy, travel agent sales and international travel.

ANNUAL TTRA CONFERENCE

Each year since 1970, TTRA has brought together leaders from industry, government, and the academic community to examine significant developments in travel research and marketing, and issues of general interest to the industry. Recent conferences have covered: Marketing Travel and Tourism; The 80's: Their Impact on Travel and Tourism

Marketing; Using Travel Research for Planning and Profits; A Decade of Achievement; Research and the Changing World of Travel in the 1980's; Innovation and Creativity in Travel Research and Marketing-- Keys to Survival and Opportunity; and Travel Research on Trial-- Relevancy to the Travel Marketing Process in Troubled Times. The 1983 conference will be held June 12-15 at the Banff Springs Hotel, Banff, Canada.

STUDENT CONTEST

The TTRA Student Travel Research Award of \$500 plus limited travel expenses (maximum \$1,000) to the TTRA Conference will again be presented to the winner of the TTRA Student Contest.

Students can qualify for the TTRA Travel Research Award if they have recently written a paper on travel or tourism research. Applicants must be students, graduate or undergraduate, enrolled in a university degree program. They must submit a 500-1,000 word abstract and three copies of their paper with a postmark not later than March 1, 1983. Finalists will be chosen on the basis of their papers and a winner chosen from finalists. All entries should be addressed to Dr. Clare A. Gunn, Recreation and Parks Department, Texas A and M University, College Station, Texas 77843.

DISSERTATION COMPETITION

In honor of the late William B. Keeling, Past TTRA President and Chairman of the Board, TTRA has established the William B. Keeling Travel Research Dissertation Competition. The first award was made in 1975 and consisted of a \$1,000 cash prize. A similar prize was awarded in 1978 and 1981. The next award will be made in 1984. The rules and regulations for the fourth award have been published and sent to all universities with Ph.D. programs in the areas concerning travel research. Coordinator of the dissertation competition is James M. Rovelstad, Division of Business and Administrative Science, University of Wisconsin, Parkside, Box 2000, Kenosha, Wisconsin 53141.

MEMBERSHIP

The membership of TTRA is as varied as the travel industry itself. There are approximately 700 members, including transportation firms, advertising agencies, travel agencies, accommodations, attractions, resorts, general media, travel media, public relations firms, government agencies, foreign government tourist offices, state tourism offices, city convention and visitors bureaus, associations, colleges and universities. Approximately 47% of the membership is in the private business sector, 26% in colleges and universities; and 21% in state, city, regional and federal tourism groups.

EXECUTIVE COMMITTEE

A complete roster of TTRA's Officers and Board of Directors lists the following:

Chairman of the Board: J. R. Brent Ritchie--Professor/Assistant Dean, University of Calgary, Calgary, Alberta, Canada

President: Paul Novak--Marriott Corporation, Washington, D.C.

Vice President, Program: Kit Narodick--Research Director, The Boeing Company, Seattle, Washington

Vice President, Membership: R. A. Chadwick--Statistics Canada Travel, Tourism and Recreation Section, Ottawa, Ontario, Canada

Treasurer: Robert C. Weems--Dean Emeritus, University of Nevada, Reno, Nevada

Directors:

John Adams--New Mexico Tourism and Travel Division, Santa Fe, New Mexico

M.E. Bond--Dean, College of Business Administration, Memphis State University, Memphis, Tennessee

Joanna S. Caproni--Simmons Market Research Bureau, New York, New York

John J. Casson--American Express Company, New York, New York

William B. Cobb, Jr.--Mexican National Tourist Council, Washington, D.C.

Michael Fife--Executive Director, Palm Springs Convention and Visitors Bureau, Palm Springs, California

Douglas C. Frechtling--Director, U.S. Travel Data Center, Washington, D.C.

Sandy M. Gilbert--Time Magazine, New York, New York

Gregg Ganschaw--Corporate Color-Art, Inc., Oak Park, Illinois

John R. Horan-Kates--Vice President of Marketing, Vail Associates, Inc., Vail, Colorado

Anastasia Kostoff--Mark Allan Travel, Ltd., Los Angeles, California

Jan Nichols--Laventhol and Horwath, Atlanta, Georgia

Beverly D. Shipka--American Airlines, Dallas, Texas

Mac Stroud--Research Director, Florida Department of Commerce, Tourism Division, Tallahassee, Florida

Executive Secretary: Mari Lou Wood--Bureau of Business and Economics Research, University of Utah, Salt Lake City, Utah

Editor: Charles R. Goeldner--Director, Business Research Division,

Graduate School of Business Administration, University of Colorado,
Boulder, Colorado

The mainstay of the association since its inception is our executive secretary, Mari Lou Wood, from the Bureau of Business Research at the University of Utah, Salt Lake City.

For further information regarding TTRA, please contact:

Mari Lou Wood
Executive Secretary
Bureau of Business and Economic Research
University of Utah
P.O. Box 8066, Foothill Station
Salt Lake City, Utah 84108
