

2010 Annual TTRA Conference: *Rocking & Rolling on the Research River*
San Antonio, Texas, June 18-21, 2010
Call for Papers
Deadline: December 15, 2009

The Academic Paper co-chairs, **Prof Cathy Hsu and Dr Sue Beeton**, invite academic submissions for the 41st Travel and Tourism Research Association annual conference. After considering the feedback from the conference attendees over the past years, a few adjustments have been made to the Conference structure and paper submission process.

Themes:

Papers which address the **conference theme** in particular are welcomed, as well as those relating to the following themes or methodological approaches:

Theme	Methodological Approach
<ul style="list-style-type: none"> • Environmental, social or economic impacts of (or on) the travel and tourism industry 	<ul style="list-style-type: none"> • Unique & common travel research methods, approaches, or uses
<ul style="list-style-type: none"> • Market and marketing research 	<ul style="list-style-type: none"> • Trends in basic tourism research
<ul style="list-style-type: none"> • Nature based and sustainable tourism research in practice 	<ul style="list-style-type: none"> • Methods and findings in measuring the results of tourism research
<ul style="list-style-type: none"> • Tourism planning and development 	<ul style="list-style-type: none"> • Interdisciplinary research approaches
<ul style="list-style-type: none"> • Research based case studies 	<ul style="list-style-type: none"> • Internet/'new media' as a research tool
<ul style="list-style-type: none"> • International issues and trends 	<ul style="list-style-type: none"> •

Submissions:

There are three categories for academic work submission:

1. **Extended Abstract**, with the opportunity (option) to provide a full paper for the Proceedings (if accepted for the conference). These abstracts will be considered for **either an oral or visual presentation**, which will be determined based on the nature of the research and available sessions at the conference.
2. **Extended Abstract** where the author/s wish only to be considered for a **visual presentation**. These papers will also have the opportunity (option) to provide a full paper for the Proceedings (if accepted for the conference). The extended abstract may be a little shorter, but needs to follow the basic requirements for all submissions.
3. **Full Paper**, to be double-blind reviewed and published in the Proceedings. Submitting a full paper does not guarantee acceptance, nor will it be given any preference over an Extended Abstract. This category has been included following requests from some international members who require this in order to obtain institutional funding.

Submission Requirements are at the end of this Call for Papers.

Presentations:

Those whose academic papers are accepted will have the opportunity to present their work in either an ORAL or VISUAL presentation. ALL papers will be published in the Proceedings, either as Abstracts or Full Papers.

Oral Presentations:

Presenters of oral presentations will have 30 minutes allocated, consisting of a maximum of 20-minute presentation and ten minutes for questions and discussion.

Full technical details will be provided with the acceptance of the paper as an oral presentation.

Visual Presentations:

Visual presentations will be held in an **IDEAS FACTORY** during one special session. All presenters will be at this session, and have the opportunity to discuss their work with conference delegates. Presenters will be provided with a table and pin-board screen. The presentations themselves can be in a range of formats, from a simple poster through to visual representations on a laptop (or a combination).

Full technical details will be provided with the acceptance of the paper as a visual presentation.

Awards:

Awards will be given for the best **Research Paper** and best **Visual Presentation** and presented at the Conference. To be eligible for the Research Paper award, a FULL paper must be provided (from either Category 1 or 3 above) and published in the Proceedings. Papers with Extended Abstracts in the Proceedings will not be eligible.

Full details of the award criteria will be provided with the acceptance of the papers.

Submission Requirements:

Submit one electronic copy in Microsoft Word of your abstract using the *Journal of Travel Research* format and graphic quality requirements.

Extended Abstracts must be no more than **THREE PAGES** of single-spaced text (excluding TITLE PAGE) and consist of:

TITLE PAGE:

- author/s' names, affiliations, addresses, phone numbers and email addresses
- which category it is being submitted for
- which theme or methodological approach the paper best fits under

INTRODUCTION**LITERATURE****METHODOLOGY****RESULTS AND DISCUSSION****CONCLUSION**

- include a sub-section on 'significance to industry' where relevant

As well as adhering to the guidelines above, papers in **CATEGORY 3** (for blind review) must conform to the following:

The paper limit is **TEN PAGES** (excluding TITLE PAGE) and must be in Microsoft Word format.

- 1" (2.5cm) margin all around
- Times New Roman Font
- Single space
- Tab indent (five spaces) the start of each paragraph
- Title should be 14pt size the rest of the paper is 12pt

- For headings and text use the formats in Word:
 1. "Title" for the title,
 2. Abstract heading should be "Heading 1"
 3. "Normal" for the abstract text
 4. Introduction should be "Heading 1"
 5. "Normal" for all the text

- Tables and figures should be located in the text at the relevant locations
- Ensure that your name appears only on the TITLE PAGE of the paper.

PAPERS THAT DO NOT FOLLOW THESE GUIDELINES WILL BE IMMEDIATELY REJECTED.

Submit ALL academic abstracts/papers via email to:
Cathy Hsu, The Hong Kong Polytechnic University: hmhsu@polyu.edu.hk
By 15 December, 2009

NOTE: THERE WILL BE NO EXTENSION TO THIS DATE!

**Please direct any proposals or questions relating to Practitioner Sessions to
Louri O'Leary: loleary@governor.state.tx.us**