



# ATTRACTION

FALL | 2004

The International Association of Travel Research and Marketing Professionals - Canadian Chapter  
L'Association internationale des professionnels de la recherche et du marketing en matière de voyages - la section canadienne

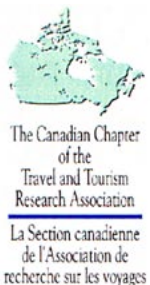
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The Canadian Chapter of the Travel and Tourism Research Association

1608-130 Alberta Street,  
Ottawa, Ontario K1P 5G4  
www.ttracanada.ca

## PRESIDENT'S MESSAGE from Martin Wingses - Director, Research & Information

Where has the time gone? As I prepare this, my last message as President of our association, I can reflect back on the last two years and be very pleased with the progress your Board and committees have made towards the goals we set back in January 2003.



We have just embarked on the final phase of this term, the start of our membership drive. We will be targeting the non-member Canadian delegates to the International Conference held this past June in

Montreal to become premier members, and encouraging those member organizations that sent multiple delegates to upgrade their membership to an organizational one.

As we move forward, we will need the support of all members to grow this organization to a level that is more reflective of the true magnitude of the tourism research environment across this country. I am sure we can all identify at least one organization that would benefit by becoming a member of TTRA. Canada is rich in tourism research and researchers. David Dillard's article in this edition of aTTRactions is testament to that fact. To encourage you to put on your thinking/telemarketing/PR cap, we will be offering prizes as the months go on.

Now speaking of Montreal, I hope everyone that attended the International conference found that this first class event provided them with the opportunity to network with a much broader spectrum of researchers. The Canadian turnout at the conference is another example

of how the tourism research community is expanding in this country. Congratulations to Scott Meis and his team for doing Canada proud. We look forward to next year's international conference in New Orleans, and jumping the pond in 2006 for what will be a groundbreaking event in Dublin, Ireland. But let's not forget that in the fall of 2005, TTRA Canada will again be hosting its national conference this time in beautiful Kelowna BC.

Finally, as we complete this year's election process, I would like to thank those that will be leaving the Board this year, Michael Ennamorato and René Waksberg. Over the last four years, Michael has been an important part of the Board as Chair of the Communications Committee and René as our Membership Chair. Also, we are saying goodluck to our Treasurer, Nicky Douglas, who will be leaving on maternity leave to enjoy the fruits of her labour (sorry, I couldn't resist the pun). Nicky's big Treasurer shoes will be filled by Laurie McDougall. And last but not least, I would like to personally thank Greg Danchuk, our Chair for the last two years. Greg has certainly been an invaluable resource to the Board and to me, his insights and contributions will be greatly missed, but I am sure he will be looking forward to a lot fewer emails to deal with.

**Martin Wingses, President**  
TTRA Canada  
[mwingses@tourottawa.org](mailto:mwingses@tourottawa.org)

## WHAT DO PUBLISHERS' REALLY LOOK FOR? The inside scoop

Jane Macdonald is Acquisitions Editor at Butterworth-Heinemann/Elsevier's Boston-area office and can be reached at [j.macdonald@elsevier.com](mailto:j.macdonald@elsevier.com) or telephone 781-313-4733.

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*Most editors have a list-imagined or real-of the books they believe would fit the program.*

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In Montréal, I had the pleasure of meeting a number of members of TTRA Canada, and it was suggested that readers of **ATTRATIONS** would be interested in learning more about what publishers look for in terms of book projects and how we assess the proposals received.

What do publishers want? At Butterworth-Heinemann/Elsevier, we want to captivate our-customers by providing them with solid information and value. Most of all, we want to-publish on unique or emerging topics, work-that takes a new perspective or an innovative approach.

Of course like all publishers, we also want to publish books that sell well. When we sell more books, we not only generate author royalties and revenue for the company, but more importantly, we increase our market share in a particular subject area, and strengthen customer confidence in the quality of our book program and company.

In addition, we want books that fit our existing program. We know what our customers want and how to communicate with them. While we always seek out originality, we want to understand how a book will interest the

customers we know how to reach. Just like authors, we are eager to publish new ideas. However, sometimes an outlying subject is too far outside our existing customer base. Resultantly, we would need considerable market research and a new network of contacts to reach these new audiences, taking time and money away from the customers who've come to know our books and trust our judgment. Most editors have a list-imagined or real-of the books they believe would fit the program. We are constantly looking for a qualified person or collaborative team to write these books. It is always a treat to receive a proposal that corresponds to an identified need and even more exciting to have the doors open to a brand new research or teaching area.

The process starts with an idea, and progresses through proposal, review, approval to contract. The fastest way to get the ball rolling toward a contract is to provide a comprehensive proposal, which should include a prospectus, a table of contents, a sample chapter and a full CV.

In the prospectus, authors can describe their vision and explain why the book is needed. The prospectus should include a number of very specific features.

- **A description** summarizing the book's content and purpose, along with the level at which it is written
- **A list of outstanding features** indicating how the work is original and significant
- **An audience description** highlighting exactly who will want to read the book and the market size. If it's a book for students, a list-of courses where the book will be used is helpful

- **An assessment of the competition** identifying-similar books and emphasizing how your book improves on them
- **The estimated length** approximating the extent of the work in double-spaced manuscript pages
- **The number of illustrations** including tables,-line drawings, and photographs
- **A summary of additional material** noting the-corresponding websites, CD-ROM, or-textbook supplements
- **A timeline** includes how much is currently written and when to expect completion
- **A list of recommended reviewers** helps us obtain constructive feedback on how the marketplace will receive the book

Of course we're happy to review a complete manuscript, but it is possible to make a publishing decision on the basis of a representative sample of one or two chapters. This will enable reviewers to evaluate style, pedagogy, and technical accuracy. Naturally, it is ideal for the sample to illustrate the particular strengths of the work.

A full CV should include details of all relevant teaching, research, industrial, and professional experience, as well as a listing of previous publications.

Methods may differ slightly among publishers; however the first step an editor usually takes is to initiate a series of reviews. These reviews are then integrated into a substantial report by the editor, who develops a budget and determines how the book fits into the context of the publishing program. At this point the project is approved and a contract can be issued.

We know the preparation is substantial, but think about the rewards. Sure, authoring academic and professional books won't bring you fortunes, but nothing provides a better credential than authorship. The good news is that a thoroughly considered proposal is the blueprint for a well-executed and successful book.

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## CANADA'S RECENT RESEARCH

David Dillard, a reference librarian for Temple University can be reached at [jwne@temple.edu](mailto:jwne@temple.edu)

Many TTRA members, as well as international members, at the past TTRA International Conference noted how interesting and unique Canada is not just in terms of its diversity but its research publications.

Although research from TTRA conferences is accessible and easy to obtain (just log onto <http://www.ttracanada.ca>), it is not always the case for all Canadian research. David Dillard graciously took time to compile a comprehensive list of all Canadian research.

Tourism is a very interdisciplinary field and the hosts of tourist activities are each very different from one another, so that understanding tourism requires significant specialization of knowledge dependent on the country of interest as a tourist site. Issues like climate, demography and cultures within a country make for a unique body of information for each country. Even within a country like Canada, there is great diversity and expanse of climate, culture, and lifestyles ranging from urban to rural, with British, French and Native

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*David's work has significantly contributed to online database and searching services such as Yahoo groups and Net Gold.*

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American cultures, among others, creating a colourful mosaic and range of experiences and living climates. The sources provided on the TTRA website in its webliography are topically arranged to guide the user to the type of information appropriate to their specific interest or research needs. Some content is strictly tourism focused, but other sites are provided to enable the gathering of background or related information to the focus of the searcher's needs. This is why resources like the-Canadian Encyclopaedia and Canadiana are a part of the source listings among the tools cited and linked here. It is hoped that users will find a broad range of uses for this group of resources and that the TTRA website will be one of the places web users turn to when they need information about Canada.

The research compiled which is available on TTRA's website ([www.ttracanada.ca/en/news-research](http://www.ttracanada.ca/en/news-research)) includes:

- RECENT JOURNAL ARTICLES ABOUT CANADA
- BOOKS ABOUT CANADA
- WEB GENERAL AND INTERDISCIPLINARY SITES ABOUT CANADA
- BOOKS AND OTHER MONOGRAPHS
- GENERAL CANADA TOURISM WEBSITES
- GENERAL TOURISM SITES WITH CONTENT ABOUT CANADA
- HOSPITALITY
- LOCALITIES IN CANADA
- ORGANIZATIONS
- OUTDOOR ACTIVITIES AND RECREATION
- PERIODICALS
- HOSPITALITY JOURNALS – HOSPITALITY RESOURCES
- RESEARCH
- RESEARCH STUDIES
- RESOURCE LISTS
- STATISTICS
- TOURISM ORGANIZATIONS
- TOURISM ATTRACTIONS
- TRANSPORTATION

The following list refereed journal article – however the bulk of the research is too vast for just this newsletter and therefore is available on the TTRA Canada website as of November 1, 2004 – click on <http://www.ttracanada.ca/en/news-research/>

David is a reference librarian at Temple University Libraries in Pennsylvania. His library-role includes collection development and faculty liaison responsibilities in tourism, recreation, sports, physical education, kinesiology, exercise physiology, health education, public health and medicine. David's work has significantly contributed to online database and searching services such as Yahoo groups and Net Gold. He is also a board member of the World Business Community and Learning for Everyone. <http://groups.yahoo.com/group/net-gold>

**RECENT JOURNAL ARTICLES INCLUDE:**

**Canada to unveil a livelier image.**  
Gill, Rob.  
Travel Trade Gazette UK & Ireland  
5/14/2004 Issue 2614 p. 27

**Indigenous Tourism Development in Southern-Alberta, Canada:**  
*Tentative Engagement.*  
Notzke, Claudia.  
Journal of Sustainable Tourism  
2004 Vol. 12 Issue 1 p. 29

**Sustainable tourism development in Canada:**  
*practical challenges.*  
Jayawardena, Chandana.  
International Journal of Contemporary Hospitality Management  
2003 Vol. 15 Issue 7 p. 408

**Optimizing tourism destination development in Canada.**

Joppe, Marion.  
International Journal of Contemporary Hospitality Management  
2003 Vol. 15 Issue 6 p. 308-311

**Seasonality in tourism employment: human resource challenges.**

Jolliffe, Lee Farnsworth, Regena.  
International Journal of Contemporary Hospitality Management  
2003 Vol. 15 Issue 6 p. 312 – 316

**Hotel investment in Canada: gaining perspective.**

Haywood, K. Michael.  
International Journal of Contemporary Hospitality Management  
2003 Vol. 15 Issue 6 p. 333-335

**Canada fury at WHO ban.**

Kondro, Wayne.  
Lancet  
5/3/2003 Vol. 361 Issue 9368 p. 1525

**Politicizing Aboriginal Cultural Tourism: The Discourse of Primitivism in the Tourist Encounter.**

Deutschlander, Siegrid; Miller, Leslie J..  
Canadian Review of Sociology and Anthropology  
v. 40 no. 1 February 2003 p. 27-44

**Developing and Supporting European Tour Operator Distribution**

*Channels for Canadian Aboriginal Tourism Development.*  
Williams, Peter W.; Richter, Christine.  
Journal of Travel Research  
May 2002 v. 40 Issue 4 p. 404

**The Location of Canada's Immigrants and the Spatial Distribution of Canada's Overseas Visitors**

Prescott, David; Wilton, David  
Canadian Journal of Regional Science  
Spring 2002 v. 25 Issue 1 p. 79-99

**Cultural and heritage tourism in Canada:**

*Opportunities, principles and challenges.*  
Boyd, Stephen.  
Tourism & Hospitality Research  
February 2002 v. 3 Issue 3 p. 211

**Tourist Sites.**

Webb, Nick.  
Visual Arts Research v. 28 no. 2 2002 p. 64-76

**Benchmarking an Emerging Lodging Alternative in Canada:**

*A Profile of the B&B Sector*  
Miciak, Alan R.; Kirkland, Kent;  
Ritchie, J. R. Brent  
Tourism Economics  
March 2001 v. 7 Issue 1 p. 39-58

**The Evolution of Canada's Travel Account, 1980-1998.**

Strizzi, Nicolino; Bailie, Gerald; Hince, Anne-Marie.  
Journal of Travel Research  
February 2001 v. 39 Issue 3 p. 285

**Gambling in Canada:**

*Some Insights for Cost-Benefit Analysis*  
Henriksson, Lennart E.  
Managerial and Decision Economics  
January.-May 2001 v. 22 Issue. 1-3 p. 113-123

**Cheap prescription drugs creating new brand of US tourist in Canada, Mexico.**

Korcok, Milan.  
CMAJ: Canadian Medical Association Journal  
6/27/2000 v. 162 Issue 13 p. 1869

**Content and Design of Canadian Provincial Travel Maps.**

Grant, Lesley A.; Keller, C. Peter.  
Cartographica  
Spring 1999 v. 36 Issue 1 p. 51



FOR MORE CANADIAN RESEARCH SOURCES – GO TO  
[www.ttracanada.ca/en/news-research/](http://www.ttracanada.ca/en/news-research/)

## IDENTIFYING RESEARCH PRIORITIES FOR THE NEXT DECADE

The leisure industry has provoked serious study. However, there is little evidence that research has had an impact on the industry. Do the managers of leisure services such as resorts, parks, restaurants, golf courses and galleries routinely read leisure research or in other ways seek to keep current with research findings? To what extent do leisure managers incorporate research into their decision-making? To what extent do managers and academic researchers collaborate?

Researchers in the Department of Recreation and Tourism Management at Malaspina University College are currently undertaking a Delphi study with experts in leisure and tourism to develop a list of research priorities for the next decade. The research team has assembled a panel of 84 experts from across the country and beyond to participate in the study including researchers and practitioners from the broad area of leisure, which includes tourism, recreation, parks, arts and culture and sport.

The expert panelists will identify top research priorities, barriers to, and strategies for information dissemination and partnership development between researchers and practitioners. After the data is collected from the Delphi study, strategic planning around the identified research priorities will result in a planning document to ensure ongoing communications and coordination of research with practitioners and academics to the year 2014.

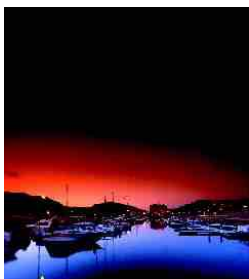
The research questions explored in the study include:

- What are the top research priorities, issues and challenges facing the leisure field as identified by academics and practitioners;
- What are the blocks to partnership building;
- How can researchers and practitioners become better partners to address collective issues effectively; and
- What is the best model and approach to ensure ongoing communications and coordination of research by practitioners and academics.

This project will utilize the opportunity of the Canadian Congress of Leisure Research (CCLR) Symposium hosted by the Tourism and Recreation Department, Malaspina University College May 17-20, 2005 to initiate a collaborative process that will address the research questions posed and permanently link leisure research and practitioner communities.

**For more information on the study, please contact**

Dr. Nicole L. Vaugeois at [Vaugeois@mala.bc.ca](mailto:Vaugeois@mala.bc.ca) or at (250) 753-3245 Local 2772, or to learn more about the upcoming CCLR Congress visit: <http://web.mala.bc.ca/cclr11>



Kelowna at night

## NEXT YEAR'S CONFERENCE

### TTRA CANADA 2005: A tempting invitation for next fall.

Spectacular Okanagan Valley scenery in the cradle of the nearby mountain range, pristine pine-fringed lakes, blossom-filled gardens, abundant orchards and vineyards, sandy beaches, and first-class amenities – they all combine in Kelowna, a city of 100,000 people where the arts and culture thrive. You can pick juicy peaches from trees, or spend a delightful day sampling the award-winning wares of our internationally acclaimed wineries. There are 12 wineries in and around the city along with Spring, Summer, and Fall Wine Festivals offer hundreds of activities focused on wine making, tasting, and touring. With fifteen courses located in the Kelowna area you'll find yourself meandering through an orchard, over desert terrain and rolling hills, or past expansive lakes and canyons. Kelowna, located in the center of the Okanagan Valley, is the perfect "base camp" for all of your Okanagan explorations.

**For more information visit**  
[www.tourismkelowna.org](http://www.tourismkelowna.org).



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