



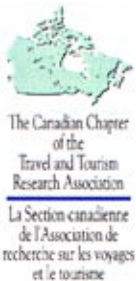
ATTRACTION

FALL | 2005

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**

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PRESIDENT'S MESSAGE

from Marion Joppe - School of Hospitality & Tourism Management , University of Guelph

The summer has been a very busy one for your Board, as many of us worked on this year's conference in Kelowna, which will undoubtedly go down in the annals of the Association as one of its most successful to date. We have our two board members and Conference Co-Chairs, Alan Rice and Michael Conlin, to thank for this. They have built a very strong team and some wonderful linkages to new partners, such as Okanagan College.



Under the able leadership of my colleague Hwan-Suk Chris Choi, TTRA Canada is launching its first ever Graduate Student Symposium.

We are very pleased with the level of interest in this session, as it has attracted not only promising young Canadian scholars, but also graduates from Australia, the States, and Europe.

Based on the success of the Academic Roundtable, started in 2001, and the DMO Roundtable started in 2003, we are also launching a Supplier Roundtable. These fora provide an excellent opportunity for peers to discuss research challenges and collaboration.

On November 2, the Canadian Tourism Human Resource Council (CTHRC) will host a Tourism Researcher Occupational Standard Initial Profile Meeting. Occupational standards are the identification of relevant tasks, knowledge and/or skills, and performance levels associated with a particular occupation or groups of occupations. You are invited to this initial consultation where you will have the opportunity to not only contribute your insights and knowledge into the development of a

national occupational standard. This exciting initiative is led by CTHRC's Brigitte Maheu who can be contacted for further information at [<bmaheu@cthrc.ca>](mailto:bmaheu@cthrc.ca).

The turmoil at the CTC has also impacted our Association: Laurie McDougall, our Secretary-Treasurer, has accepted a position at Industry Canada and will therefore be leaving the board at the end of the year. Similarly, Mena Nunes' career is taking her in a different direction, and so we will have to do without her assistance for our newsletters. Rachel Dodds is still in the UK and will be taking a leave from the board. We wish Laurie, Rachel and Mena well, and thank them for their tireless work on behalf of the Association. Please consider joining the board by allowing your name to go forward as part of this year's elections. We work hard, but we also have a lot of fun doing it!

Finally, let me invite all of you to the Kelowna conference. I can promise you a very stimulating program, new insights, great networking opportunities – and, oh yes, some excellent food and wine!

Marion Joppe, President
TTRA Canada
mjoppe@uoguelph.ca

MOT DE LA PRÉSIDENTE

La période estivale s'est avérée fort occupée pour les membres du conseil d'administration. Plusieurs d'entre-nous ont travaillé sur la conférence de cette année qui sans contredit passera dans les annales de l'Association comme étant la plus réussie jusqu'à date. Nous devons remercier particulièrement deux de nos membres du conseil et co-organisateurs, Alain Rice et Michael Conlin pour leur excellent travail. Ils ont construit une équipe solide et un partenariat extraordinaire avec le Okanagan College.

Veillez considérer vous joindre au conseil d'administration en ajoutant votre nom pour les prochaines élections. Nous travaillons très fort mais avons aussi beaucoup de plaisir à le faire!



Grâce au leadership de mon collègue Hwan Suk Chris Choi, TTRA Canada organise pour la première fois, un Symposium dédié particulièrement aux étudiants de la maîtrise. Nous sommes fiers de l'intérêt suscité par cette initiative qui a attiré non seulement de jeunes étudiants canadiens mais aussi des diplômés de l'Australie, de l'Europe et des États Unis.

Suite au succès remporté par la table ronde universitaire commencée en 2001 et celle des destinations canadiennes amorcée en 2003, nous organisons cette année une table ronde des fournisseurs. Ces initiatives sont une excellente occasion pour discuter des défis en matière de recherche et de la collaboration entre collègues.

Le 2 novembre, le Conseil canadien des ressources humaines en tourisme (CCRHT) sera l'hôte d'une rencontre visant à développer un profil de compétence national pour les chercheurs en tourisme. L'élaboration de normes exige l'évaluation d'experts dans le métier afin d'identifier les tâches, le et/

ou aptitudes et le niveau de performance associés à un emploi particulier ou à un groupe d'emplois. Vous êtes donc conviés à cette consultation initiale ou vous aurez l'opportunité de partager votre savoir et vos connaissances dans l'élaboration des profils de compétence nationaux. Cette initiative est parrainée par Brigitte Maheu du CTHRC qui peut être contactée à bmaheu@cthrc.ca.

Les chambardements à la CCT ont aussi affecté notre association avec le départ de Laurie McDougall, notre secrétaire-trésorière qui a accepté un emploi à Industrie Canada et le changement de carrière de Mena Nunes qui nous contraindra à nous passer de ses services pour notre bulletin de nouvelles. Rachel Dodds toujours basée au Royaume-Uni quittera elle aussi le conseil. Nous souhaitons à Laurie et Rachel le meilleur et les remercions pour leur travail acharné au nom l'association. Veillez considérer vous joindre au conseil d'administration en ajoutant votre nom pour les prochaines élections. Nous travaillons très fort mais avons aussi beaucoup de plaisir à le faire!

Finalement, je vous convie tous à Kelowna pour notre conférence. Soyez assurés d'une programmation stimulante, d'idées nouvelles et d'excellentes opportunités de réseautage. Ah oui, j'oubliais la bonne bouffe et le bon vin!

Marion Joppe, *Présidente*
TTRA Canada
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3

THE EVOLUTION OF THE TRAVEL TRADE IN THE AGE OF THE INTERNET

and preparing future travel professionals to meet its demands

Janet Baker – Humber College

The traditional agencies have further responded to changes in the marketplace by recasting themselves as niche travel experts.

The evolution of the travel trade in the age of the Internet has created a need for students in tourism and travel to have a firm grasp on the impacts of technological change on their chosen field. It is no longer sufficient to teach students to use computer reservation systems and apply customer service skills. The travel professional today needs to understand the technological forum in which travel is being bought and sold; in other words, how the Internet works and how to use it to market and sell travel products, services and destinations.

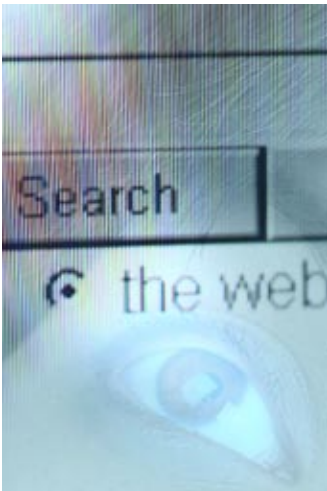
The evolution of the Internet has created a dynamic marketplace for travel. While the travel industry has always used computer reservation systems and, more recently, global distribution systems and agent-only Internet website access to procure products and services (e-procurement), it is the potential of the Internet to reach travel consumers (e-marketing) and complete business to consumer (b2c) transactions directly (e-commerce) that is transforming the public face of travel trade. The spread of the Internet, its 24/7 access, void of geographic barriers, and ever-increasing user-friendliness, has changed the role of travel intermediaries. To understand the significance of technological change to budding tourism and travel professionals it is important to look at some of the background.

Observers of tourism and travel trade have been monitoring changes in the industry since the launch of major players such as Expedia, Travelocity, and iTravel2000. In the early years the online-only agencies provided simple product sales directly to consumers, apparently replacing the role of the traditional travel agent. These online-only agencies quickly came to understand that consumers have complex travel needs and, when making significant financial purchase decisions, like to talk to a real person. In response they have increased services, such as multi-destination trips and custom packages. Of necessity, they

also increased the size of their call centres, staffed by telephone and email customer service agents. Today, these call centres rival the size of the employment force of any traditional travel agency, and have begun to hire students from travel agent programs to deal with the complex issues encountered by their customers. So, while the original intent was to eliminate the middle man in favour of self-service travel, the ultimate result has been self-service with major telephone customer service support, much like a traditional travel agency, but without the option of a face-to-face service relationship.

While the Internet and deregulation changed their business environment, the traditional agencies embraced the Internet and now provide integrated online and storefront services to their customers. The traditional agencies have further responded to changes in the marketplace by recasting themselves as niche travel experts. They have maintained their focus on high quality person-to-person customer service, and at the same time have built consumer websites that allow their customers to choose a “self-serve” option if desired. Essentially, they provide similar products to the online agencies, but with enhanced customer service relationships and niche expertise.

Thus, as the online agencies become more customer service focussed and the traditional agencies provide more online services, we can easily imagine that the functions will merge into interactive travel websites. Within a few short years all computer monitors will be equipped with built in microphones and webcams, at which point a customer can begin a purchase and, when ready, will simply touch a “travel agent” button on their computer screen and within a minute or so have live audio/visual contact with a travel agent. With this high tech travel world on the horizon, what do budding travel professionals need to know to succeed in the future?



Preparing Tourism and Travel Graduates for the Internet Age

Young tourism professionals and students training for the industry need to understand information technology, the Internet and its opportunities. However, not all tourism and travel programmes offer up-to-date curriculum. While some programs are still teaching students to prepare paper tickets (an admission made by more than one college at a recent Canadian Institute of Travel Counsellors Educator’s Update conference in June 2005), Humber’s School of Hospitality, Recreation and Tourism (HRT) has not only eliminated outdated methods of travel business, but also integrated studies of the electronic medium into several core courses. In one of those courses, focussing on e-commerce and web design, students acquire a broad understanding of the concepts and tools of the Internet, think critically about the evolution of the travel industry, and learn the basics of web site design. The intent is to give students in tourism and travel, hospitality management and hotel administration programs, the skills they need to be active members in their workplace as well as to parlay with the tech-types they will likely encounter during their careers. To do this effectively it is also important to know how students use the Internet.

Those of us in older generations tend to think of the young adults born in the 1980s as very computer savvy individuals, after all, they have grown up with computers. In fact, this assumption is upheld when students use the Internet as a communication tool. A recent survey of college students taking a course in e-commerce and web design for the tourism industry reveals that students are very/comfortable users of email (99%), chat functions (88%) and web surfing for personal info (89%). See Table 1. They are likewise very/comfortable conducting travel research online (75%, not surprising in a group that studies tourism, travel and hospitality), but only 50% have the same comfort levels with academic and library research online! This is a concern for post-secondary education since another survey reveals that only 1 in 10 students has been to the college library in their first semester of study.

Respondents using the Internet for commercial purposes, or e-commerce, reveals a different picture. Results show that nearly 43% of students surveyed feel comfortable with online purchasing and only 50% are comfortable with online banking. Since over 31% of students reported never purchasing or banking online, this suggests that they either have security concerns or do not have credit cards or money. In contrast, using the Internet for entertainment purposes, such as online games, is a very/comfortable activity for 58% of those surveyed, but is not at all familiar to over 22%. The lowest result was for web design for which 89% have had no exposure.

In summary, the survey data suggests that tourism and travel students are frequent users of communication technology. Second, comfort with purchasing online is on the rise and will increase further when the students’ financial situation changes in the future. Third, there will be increasing use of the Internet for entertainment purposes, as technological change will dictate; and, fourth, that these students are users of websites, but not designers.

What does this mean for tourism and travel education?

This information, coupled with technological evolution, suggests a number of directions for tourism program curricula. Students need to learn the following:

- To understand the Internet as a communication tool;
- A distinction between personal and professional communications;
- To understand the concepts and terminology of the Internet and e-business;
- To understand the significance of e-business to the tourism industry;
- To describe the elements of e-business, such as e-procurement, e-marketing and e-commerce;
- To take into consideration e-commerce concerns such as website presence on the Internet, security and privacy issues, and new technology trends; and
- To have an ability to assess and evaluate the efficacy of a website by being able to create a vision for a successful website.

The survey data suggests that tourism and travel students are frequent users of communication technology ..these students are users of websites, but not designers.

Knowing that the Internet is a driving force in tourism marketing and travel commerce, students should not only be learning to use software packages that they might encounter in the workplace, but also have a sound grasp of e-business, e-procurement, e-marketing, e-commerce, and the Internet. In this way, our budding tourism and travel professionals will be able to have successful careers and bring value added skills to the workplace.

Janet Baker is a lecturer at Humber College. She can be reached at janet.baker@humber.ca or 416-675-6622 x 4588.

- 1 Baker, J. 2005. e-Business and Web Design Student Survey. Sample size N = 106. Majority in age cohort 18 – 22 years. Students from 3 programs. Conducted in September 2005 at Humber Institute of Technology and Advanced Learning, School of Hospitality, Recreation and Tourism. Toronto. Unpublished data.
- 2 Baker, J. 2004. Introduction to Tourism Studies Student Survey. Sample size N = 68. Majority in age cohort 18 – 22 years. Conducted in September 2004 at Humber Institute of Technology and Advanced Learning, School of Hospitality, Recreation and Tourism. Toronto. Unpublished data.

e-Commerce and Web Design Student Survey Fall 2005									N=10	
Internet Experience	very comfortable		comfortable		somewhat comfortable		not comfortable		Total	
	frequent user	% of total	user	% of total	infrequent user	% of total	no participation	% of total		
email	87	82.1%	18	17.0%	1	0.9%	0	0	106	
chat / MSN	81	76.4%	12	11.3%	8	7.5%	5	4.7%	106	
Newsgroup / MailList	11	10.4%	24	22.6%	38	35.8%	33	31.1%	106	
Travel research online	20	18.9%	60	56.6%	23	21.7%	3	2.8%	106	
Academic/Library rsch. online	13	12.3%	40	37.7%	48	45.3%	5	4.7%	106	
Surfing for personal info	58	54.7%	36	34.0%	6	5.7%	6	5.7%	106	
Purchase online	21	19.8%	24	22.6%	28	26.4%	33	31.1%	106	
Online banking	39	36.8%	12	11.3%	21	19.8%	34	32.1%	106	
Online games	34	32.1%	27	25.5%	21	19.8%	24	22.6%	106	
Web design	6	5.7%	4	3.8%	2	1.9%	94	88.7%	106	

rsch = research



FOR MORE CANADIAN RESEARCH SOURCES – GO TO www.ttracanada.ca/en/news-research/

PHD RESEARCH BY TTRA MEMBERS

In this issue, we decided to focus a little more on our future researchers and see what they have been doing. The following is an excerpt from four of our TTRA members who have or will soon finish their PhD's.

Aggie Weighill

Research Focus: Moving Beyond the Average – Women as Active Sport Travellers.

Aggie's research focuses on exploring women as active participants in sport travel both on a domestic (Canada) and international scale. The domestic study will utilize data from the 2003 Canadian Travel Survey (Statistics Canada)

and is intended to investigate issues such as sport and non-sport activity participation, destination choice and travel patterns, socio-demographic characteristics, and other trip characteristics. The international study focused on the motivations, travel behaviours, and socio-demographic characteristics of female participants in the 2003 Air New Zealand Golden Oldies Hockey Festival (GOHF) who resided in Australia, Canada, or New Zealand.

Analysis of the data from the international study has revealed that while there were distinct motivational groups within this female sport traveller population, the primary motives for both groups (that emerged using k-means cluster analysis) related to the social aspects of the festival and the learning/educational aspects of travelling to a new destination. Differences between the motivational groups were not significantly linked to any socio-demographic characteristics other than nationality – something that requires more investigation in the future. It has also been revealed that a larger percentage of those who travelled greater distances to attend the festival (i.e., Canadians), added-onto their festival vacation and that these individuals also tended to stay longer. Finally, data analysis has revealed a level of commonality amongst these women that supports the potential existence of a sporting sub-culture as well as the general influences of gender roles on women leisure behaviour.

Neither of these studies (domestic or international) has been completed and as such, analysis and interpretation of data continue.

Aggie Weighill anticipates completing her PhD in 2006 and is currently working as a Sessional Instructor at Malaspina University-College's Department of Recreation and Tourism Management. She can be reached at weighilla@mala.bc.ca.

Liz Halpenny

Park Visitation, Place Attachment, and Pro-environmental Behaviour.

The dissertation thesis, which surveys recent visitors to Point Pelee National Park has been a very successful collaboration with Parks Canada. The thesis explores level of attachment each park visitor assigns to the park and how this is related to their environmental attitudes and behaviours towards the park itself and the environment in general.

Elizabeth plans to continue her career in the tourism and park management fields. For example she is also currently conducting research with Ontario Parks at Algonquin Provincial Park, examining the meanings and values that park visitors assign to various experiences and places that the park offers with the end goal of identifying how to improve

park visitor satisfaction as well at identify sources of shared and contented meaning that will impact park management planning in the future. Finally, she is also working with several park agencies to develop an action plan for documenting and enhancing the role played by protected areas in fostering healthy individuals and communities.

With her PhD nearly completed Elizabeth Halpenny is currently teaching courses on research design, tourism and environmental management based at the University of Waterloo's Department of Recreation and Leisure Studies. She is also searching for the right institution to make her permanent academic home. Liz can be reached at eahalpen@ahsmail.uwaterloo.ca or ehalpenny@sympatico.ca.

Rachel Dodds, PhD

Barriers to Sustainable Tourism Policy Implementation in Destinations

The focus of Rachel's research was to determine if, based on the research on the opinions of the academics and sector stakeholders (private, public and NGO respondents), sustainable tourism policy is being achieved in practice and if not, what the reasons were for failure of policy implementation. The research used exploratory and descriptive research approaches as well as both qualitative and quantitative methods through comparison of two Mediterranean islands: Calviá (Mallorca, Spain) and Malta. Case study research in these two destinations was undertaken as both destinations are in the Mediterranean, their main tourist product is sea, sun, sand packages dominated by tour operators, tourism developed rapidly during the 1960's and both destinations are facing a loss of tourists and increased competition.

As a result of the research, five specific findings were presented. First, although sustainability and sustainable tourism are widely adopted notions for achieving a more balanced environmental, social and economic form of tourism, few examples or case studies of successful implementation were found in practice. Second, the policies examined in this research were replete with barriers to implementation within the political environment in which they operated. Third, barriers found were economic priority over



Liz Halpenny



Rachel Dodds

social and environmental considerations, lack of stakeholder involvement and participation, lack of integration into wider policy and lack of awareness of sustainable tourism. Fourth, there was little clear consensus among stakeholders as to who should be responsible for the policy implementation process. Fifth, mitigation strategies which were put forward as recommendations for other destinations that are developing and implementing policies are: the integration of policy into larger political and economic frameworks, more stakeholder involvement and accountability, political will, and education about sustainable tourism. The final observation of this thesis is that although tourism has been recognised as a major economic contributor to economies and that tourism is also a strong tool in the social and infrastructural development of a destination, it is often not considered within the political contexts in which tourism operates, nor in the power struggles that play a critical role in hindering effective sustainable tourism policies.

Rachel Dodds was awarded her PhD in June, 2005 from the University of Surrey in the UK and while exploring her future options and contemplating moving back to Canada, she is consulting in the field of sustainable/eco tourism. She can be reached at Rachel@sustainabletourism.net or at www.sustainabletourism.net

Wayne Smith

Exploring the importance and influence of motivations and constraints on the pleasure travel decision-making process.



Wayne Smith

This research focuses on how the interaction of motivations and constraints affects the travel decision-making process. The research contains several segmentation techniques designed to measure how motivations and constraints interact as part of the decision-making process. The featured component of the research however, will be that it is the first study to use uni-dimensional sequence alignment as a segmentation technique for rank ordered data.

Uni-dimensional sequence alignment was originally designed to compare differing DNA (deoxyribonucleic acid) and RNA (ribonucleic acid) structures along a series of alphabetical characters. The output of

the uni-dimensional sequential alignment is based on the construction of a tree similar to those developed through the use of several qualitative methodologies. The purpose of the technique is to find a topology of tree that maximizes or minimizes (depending on perspective) the relational quantity. The sequencing attempts to find the best tree by first taking the initial two inputs and constructs an initial tree based on the best fit. Then each other sequence is added into the tree and each time the sequencing performs a 'local rearrangement.' This 'local rearrangement' is the algorithm's attempt to find a better tree. Each time it is successful, the new arrangement is accepted and a new 'branch' is created. In this study, this technique was used to test if there is indeed a sequential pattern to the decision-making process and if those sequences are homogeneous in nature and if not, group individuals by the decision patterns.

As a primarily methodological piece of research, two key findings were revealed. The first is the uni-dimensional sequence alignment is suitable for use as a segmentation tool for rank order data. Its major strength is that the technique, when used in this fashion, blends quantitative and qualitative methodological approaches together. There are several methodological issues to this technique however, that needs to be further explored further. First and foremost being establishing what should be the acceptable probability limits for its use in the social sciences. Secondly, is that the technique is suited to smaller sample sizes (determined by depth and breadth of the proposed sequences) which leads to generalizability issues. Overall, the development of this technique could allow researchers another tool for understanding consumer decision-making processes. It will allow researchers to gain depth previous unattainable using traditional segmentation techniques but allow for use with a greater sample size that is usually reserved for qualitative work.

Wayne W. Smith has recently moved to the USA where he is working as an assistant professor at the California University of Pennsylvania (Cal U) in the Department of Earth Sciences.

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CTC STAFF ON THE MOVE... OR NOT

Just four months after the announcement by the Minister of Industry that the CTC offices would be moved to Vancouver, only 18 staff (fewer than 20%) of the Ottawa staff have decided to make the trek westwards. The rate among the CTC Research staff is even lower with just one current staff member out of ten packing their bags. Roger Laplante is the Manager of Market Research and will be moving to Vancouver. Scott Meis, the current Director of Research will be staying with the CTC in Ottawa until December when he will be retiring.

Apart from the numerous forthcoming staff changes, the CTC has also reorganized and added to its team. There are three new Vice President positions, of which two have been filled. Greg Klassen is the new VP of Marketing and Andrew Clark is the new VP of Sales. There is also a new VP of Research and Planning although this position has not yet been filled. The Research function has been reorganized somewhat with the Macro-Economic Research staff now reporting to the new VP of Research and Planning. The Market Research staff will now report to the VP of Marketing. The current Director of Research, Scott Meis will be retiring at the end of this year. So, as you can see lots of changes and obviously new challenges for the CTC as it gets its feet firmly planted on western soil.



The move from Ottawa to Vancouver is scheduled to be in place by the end of December. Only the Translation and Government Relations staff will remain behind in Ottawa. For anyone wanting to look at possible employment opportunities with the CTC in Vancouver, visit the CTC corporate website at www.canadatourism.com

**Where Research staff has gone...
And how to reach them:**

CTC Research Staff

Director Scott Meis – retiring at end of 2005
meis.scott@ctc-cct.ca

Market Research:

Tony Glynn – Micro Economic Policy Analysis
Branch, Industry Canada
glynn.tony@ic.gc.ca

Laurie McDougall – Small Business Policy
Branch, Industry Canada
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Anda Carabineanu – Office of the Auditor
General

Jennifer Hendriks – Algonquin College,
Horticulture program

Marco-Economic Research:

Denisa Georgescu – Parks Canada

Nick – Transport Canada

Daniel Pertus – exploring opportunities

There is still a chance to register for the upcoming TTRA Conference

THE NEW TOURISM REALITIES

November 3-5, 2005 – Kelowna, BC

Registration is available online at www.ttracanada.ca.

2005 Call for Nominations:

Board Elections

The time has come to elect new TTRA Canada Board of Directors. The call for nominations is now open and this year TTRA will elect **five** board members, each for a two-year term.

Why Join the Board of Directors?

Being a member of the TTRA Canada Board of Directors provides numerous benefits:

- *Being involved in the educational and informing aspects of the travel and tourism research community*
- *Involvement in direction of the Association – to better serve your research needs and that of the Canadian research community*
- *Executive status within the Association*
- *Link to TTRA International*
- *Increased networking opportunities with other Board members, committees and TTRA members*

You and your colleagues cannot become TTRA-Canada leaders unless nominated.

Please make a serious effort to identify strong candidates and to nominate them. If you would like to nominate someone, please read the attached nomination form carefully, complete and return it electronically to info@ttracanada.ca or via fax at (613) 238-3878 by **November 1st, 2005**.

For additional information, please contact Martin Wings at (613) 230-2013 or via e-mail at mwinges@decima.com.

For information about Board of Directors responsibilities, please visit <http://www.ttracanada.ca/en/about/board-nomination.html>.



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