



© Laboratoire CREGO



© Laboratoire CREGO



© Laboratoire CREGO



© Jette VAN BERGEN



© Laboratoire CREGO

# 2023 TTRA Europe Conference

April 24-26<sup>th</sup> 2023 – Dijon, Burgundy, FRANCE

**Rethinking innovative **tourism** strategies in uncertain times**

**Call for Papers**



# Rethinking innovative tourism strategies in uncertain times

After a few unstable years, the world has been able to experience strong rebounds of tourism demand. The hunger with which consumers have reunited with travelling has, once more, demonstrated the strength of this industry and how tourism has become an integral part of consumers' lives, even if strong inequalities prevail.

The hunger with which consumers have reunited with travelling has, once more, demonstrated the strength of this industry and how tourism has become an integral part of consumers' lives, even if strong inequalities prevail.

During the various lockdown and restriction episodes, the shapes of tourism development have tremendously evolved. Staycations, micro-adventures, touring, a regained attraction for natural spaces have been witnessed throughout the world. Equally, some destinations have observed sudden surge in demand which has led to overtourism issues. To develop efficient strategies, these evolutions need to be investigated within broader considerations of sustainability and climate change, technological innovations, globalization as well as inclusion and local communities' well-being.

What have we learned so far from recent and ongoing crisis? How is tourism likely to evolve worldwide? What are the new dynamics that need to be taken onboard to inform new strategies? TTRA Europe calls for academics and practitioners to share their answers to those questions with a bold and creative approach.

TTRA is a leading international professional research association combining both practitioners and academics with an interest in tourism research. Founded in the USA, TTRA now has chapters in North America, Canada, Europe and the Asia-Pacific. The Association provides networking and sharing opportunities for travel and tourism research professionals and has a strong, effective collaborative network. We are pleased to invite research focused practitioners (from destinations, tourism businesses or commercial research agencies) and the academic community to submit their ideas and concepts for sessions and papers at the next TTRA Europe Conference on the following (non-exhaustive) topics :

- Sustainable tourism strategies
- Rethinking cultural experiences for contemporary consumers
- Inclusive tourism for a better world
- Creative and alternative tourism offers
- Innovations in wine and food tourism
- Tourism, virtual reality and new technologies
- Creative and alternative tourism experiences
- Pandemic recovery strategies
- Overtourism and local communities
- Recent developments in smart tourism
- Consumer empowerment
- Big data for strategic decisions
- Climate change challenges and tourism
- Innovative sustainable technologies and strategies

This year the TTRA Europe conference will take place in Dijon, France. This historic city of the Dukes of Burgundy has just inaugurated its International Gastronomy and Wine Center. The conference will coincide with the 300 years' anniversary of the university of Burgundy which also hosts the UNESCO chair in wine cultures and traditions.



## Paper format

Short Versions of Research Papers (Academic and Doctoral/PhD students):

If you wish to submit an academic research paper, please provide a 2000-4000 words short version of your Research Paper. Please follow the submission guidelines of the Journal of Travel Research on the format and also, please refer to the template below.

PhD/Doctoral students are invited to present advances (similar to Short Version of Research Paper) of their doctoral research project in order to stimulate discussion and feedback during the first day of the Conference.

Extended Abstract (Practitioners): If your paper is more practitioner focused, please provide a 1000-2000 word extended abstract with Title, Introduction, Method, Results and Conclusion and Relevance to Industry. Please provide three keywords.

All papers will be submitted via the submission website: <https://ttra.com/europe-chapter/about/>  
Registration: to be opened early December 2022.

### On your agenda !

Doctoral Seminar and TTRA European Board  
Member meeting : **April 24th, 2023**

- Deadline for submission to Doctoral Seminar: **December 15th, 2022**
- Notification of acceptance:  
**January 15th, 2023**

This pre-conference workshop for doctoral students is intended to present research work in progress, providing them feedback and support and allowing them to network with faculty and doctoral student peers.

Conference : **April 25th and 26th, 2023**

- Deadline for paper submission (Short Versions of Research Papers / Extended Abstract) : **December 15th, 2022**
  - Notification of acceptance:  
**January 15th, 2023**
- Social event: **April 25th, 2023**

Questions regarding submissions or the conference may be directed to:

[ttraeurope2023-request@u-bourgogne.fr](mailto:ttraeurope2023-request@u-bourgogne.fr)

### Template (for Academics and Doctoral / PhD students) :

Manuscript with NO identifier information.

Title of your paper  
Abstract  
Keywords (5 maximum)

INTRODUCTION

LITERATURE REVIEW

METHOD

RESULTS

CONCLUSION

REFERENCES (PLEASE REFER TO JOURNAL OF TRAVEL RESEARCH GUIDELINES) :

<https://journals.sagepub.com/author-instructions/jtr>

**We are very much looking forward to meeting you in Dijon in 2023 !**

