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# BEATING THE ODDS WITH TOURISM RESEARCH: INTRODUCTION TO THE PRESENTED PAPERS

R. Neil Moisey

*College of Forestry and Conservation, The University of Montana*

William C. Norman

*Department of Parks, Recreation and Tourism Management, Clemson University*

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## **Beating the Odds with Tourism Research: An Introduction to the Presented Papers**

R. Neil Moisey  
College of Forestry and Conservation  
The University of Montana  
Missoula, MT, USA

William C. Norman  
Associate Professor  
Department of Parks, Recreation and Tourism Management  
Clemson University  
Clemson, SC. USA

The proceedings of the 38<sup>th</sup> Annual Conference of the Travel and Tourism Research Association contain over 50 papers from the conference paper and illustrated paper presentations. These papers demonstrate both the global extent of tourism research and the worldwide membership of TTRA including research on and by authors from Australia, Canada, Germany, Hong Kong, Japan, Singapore, Spain, Turkey, the UK, and the US.

Over 100 papers were submitted for paper presentation of which 48 were selected through a rigorous review process. These papers present the latest research in nature-based tourism, tourism planning and policy, internet marketing for tourism, market segmentation studies, destination image, traveler behavior, and modeling tourism.

The papers in these proceedings reflect the breadth of the sessions in the Conference; Current Issues in Tourism, Unique Research Approaches, Nature-Based Tourism, Tourism Knowledge and research issues, Tourism Case Studies, Special Events, Market Segmentation, Tourism Planning – Communities, Marketing and Branding Research, Internet Marketing Research, Tourism Information Sources, and Destination Research.

Research on nature-based tourism points to both the growth in the market and research on the effects of tourism in natural and protected areas such as national parks, state parks and in areas historically isolated from tourism impacts.

Research assessing the effectiveness of internet advertising is increasing concurrently with the rapid growth in global internet access. The use of the internet to purchase and market travel and tourism services is seen as one of the fastest growing areas in tourism marketing. Every year more and more non-traditional internet users are seeking information and making purchases online. While the internet can provide a cost effective means of advertising and marketing, many of the papers here make the case that the effectiveness of internet as a marketing tool must be assessed. In addition, the internet can be utilized as a marketing tool in unique ways that have not been traditionally applied. Several of these papers provide empirical analysis of the effectiveness of the internet in reaching specific market segments.

Issues of sustainability and planning for tourism destinations are investigated through many of the papers contained in these proceedings. Processes for integrating local community information in tourism planning and the development of indicators of sustainability provide information specific to attaining sustainable tourism development. Policy can play a dominant role in defining the effectiveness of tourism development.

The TTRA Conference Committee thanks all the individuals that contributed to making this year's paper presentation sessions a success, including over 100 authors, the many reviewers, and numerous session moderators.