



EUROPE
CHAPTER

Travel and Tourism
Research Association

Performance Measurement and Management in Tourism

TTRA Europe 2012 Conference April 18-20 2012 – Bilbao, Spain Call for Papers and Contributions

The overall objective of tourism as an economic development tool can be to stimulate and maintain sustainable growth in wealth and employment for the well-being of the residents of a particular destination / territory. This growth is achieved through a variety of actions and strategies that are implemented at various levels by actors of the public and the private sector. A key aspect of management is the issue of performance and, more specifically, performance measurement, monitoring, and management. The purpose of a measurement system is to provide feedback, relative to goals and objectives, which increases an organization's chances of reaching those goals and objectives.

The purpose of the TTRA Europe 2012 conference is to convene international scholars, researchers, policy makers and other tourism professionals to explore and address the issues of performance measurement and performance management in tourism contexts

The applicable research and practice domain of papers submitted to the conference should be considered for wide interpretation by contributors: There is a clear interest across all aspects of the travel, hospitality, meetings, and tourism domain in better understanding performance management issues. Topics for contributions could include, but are not limited to, the following:

Performance for destinations
Performance for businesses and facilities
Performance for stakeholders
Performance measurement innovation
Sustainable development performance
Performance indicators
Tools and measurement
Labels and certification
Qualitative and quantitative approaches
Balance score cards
Financial performance
Marketing performance

Brand measurement
Management performance
Process performance
Human resource performance
Value chain performance
Service quality monitoring
Distribution channels
Electronic distribution
Social media
Yield management
Event performance, etc. . . .

The conference organizers call for two types of contributions: (1) Extended abstracts for academic research papers, position papers, conceptual papers; and (2) professional round table session proposals

(1) Extended Abstracts

Extended abstracts should relate to the theme of the conference and be from three to four pages in length, using Times New Roman 12 point font, 2,5cm margins on all sides, and



single spacing. Abstracts should be written and formatted according to the guidelines of the APA Publication Manual.

Abstracts should follow a standard article structure as follows. Abstracts which fail to respect the above-described paper structure will be rejected.

- Introduction and statement of the problem / aims of the study
- Literature review and/or conceptual approach
- Methodology (if applicable, with a brief description of context, population and sample, data collection procedures, and data analysis)
- Results
- Discussion, conclusions, implications for practice
- A list of references (also in APA style) will be added on a fifth page.

The cover page should provide the following information: Title, names and affiliations of all authors, and contact information (including phone and email) of the principal author. Six key words should also be provided. Authors should not be identified on other pages.

All papers will be submitted electronically as a WORD document file named with the last names of all authors (e.g., lastname1-lastname2-lastname3.doc). Authors will submit their extended abstract and the completed submission form through the conference website www.ttraEurope2012.org (the website will be open soon).

Submission deadline: **October 16, 2011**

Notification of acceptance: **December 5, 2011**

Finalized papers should be submitted for proceedings by **February 12, 2012**.

Papers must be written in English. Accepted papers will be published in the TTRA Europe conference Proceedings. The TTRA Europe Chapter will select the best conference paper, the author(s) of which will be announced during the Conference Dinner.

Note that at least one author should be registered at the conference for the paper to be published.

(2) Professional Round table proposal / Professional Presentations

Round table topics should identify a particular issue and bring together a moderator and three discussants to present and critique best or poor industry practices in the area of performance measurement. The proposal should be composed of a title, a session topic presentation of about 500 words, and suggested names for discussants.

Best conference academic papers will be selected for publication consideration in a special issue of *Tourism Analysis* to be published in 2013.

The TTRA conference will take place in Bilbao, home of the celebrated Guggenheim Museum. Bilbao is the heart of a metropolitan area with over 1,000,000 inhabitants. The urban revolution that the city has undergone is the experience of particularly significant years, extending far beyond the success of the Guggenheim Museum. It is the best example of a major city's symbiosis with its river. This particular relationship clearly explains the city's evolution, jumping from its industrial past to the present, in which its origins are unforgotten, but its range of cultural and leisure facilities are much greater. Visit <http://www.bilbao.net/bilbaoturismo/>

