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**An Evaluation of Institutional Contributions to the Travel and Tourism
Research Association Conference**

The purpose of this research is to analyze the institutional presentation contributions to the Travel and Tourism Research Association (TTRA)'s annual conference during the most recent 10-year period from 1994 to 2003. The results of the analyses pertaining to institutional contributions and repeat contributions are presented. Periodic assessment of contributions to the conference provides an indication of the most influential institutions within the field of tourism.

Keywords: conference, presentation, institutional contribution

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Introduction

A number of studies focusing on the measurement of publications output of academics in the field of tourism and hospitality areas have been conducted in the past few decades (Johanson & Woods, 2002; Weaver & McCleary, 1989; Woods & Schmidgall, 1995). Some of the studies focused on institutional contributions while others focused on individual contributors. The purpose of this study is to analyze the most recent institutional contributions of presentation to the Travel and Tourism Research Association (TTRA)'s annual conference. The time frame selected is from 1994 to 2003, reflecting the most recent 10-year period in which complete presentation information is available. The method of analysis is presented in the subsequent sections followed by the results of the analyses pertaining to presenter affiliation and repeat institutional contributions.

Methodology

This study assesses the quantity of presentations of the academic institutions that affiliate with presenters. For the purpose of this study, the quantity of contributions is defined as the number of presenter appearances (i.e. unadjusted appearances) and is based on a simple count of presentation (Sheldon, 1991). Adjusted appearances, which considers the prorated contribution of each presenter is not reported in this study, especially since the focus is on the institutions that presenters affiliate with and not on the presenters. Data for the study were compiled for the ten-year period of 1994-2003, inclusively. Only presented papers and illustrated papers for poster were considered for inclusion in the study. Special topics and workshop sessions were excluded.

Results

Institutional Contributions

The institutions that presenters are affiliated with are assessed in this section. Table 1 provides a list of nine leading institutions that focus on tourism education and research as well as contributing more than twenty presentations to the conference during the period of 1994-2003. All of these academic institutions listed are located in the United States. Based on the number of presentations the top three contributing institutions were Clemson University (72), University of Illinois at Urbana Champaign (64), and Michigan State University (55). However, the most efficient institutions based on the mean productivity per presenter (the ratio of presentations to contributing presenters at a given institution) were Virginia Polytechnic Institute and State University (3.27), Arizona State University West (3.00), and Purdue University (2.75). It should be noted that this statistic does not necessarily represent the overall productivity of the institutions since the study only focuses on TTRA conference.

TABLE 1. Institutional Contributions

Institution	Number of Presentations	Number of Presenters	Mean Productivity
Clemson University	72	30	2.40
University of Illinois at Urbana Champaign	64	28	2.29
Michigan State University	55	22	2.50
Virginia Tech Institute and State University	36	11	3.27
North Carolina State University	29	16	1.81
Texas A&M University	27	17	1.59
University of Florida	26	15	1.73
Purdue University	22	8	2.75
Pennsylvania State University	21	10	2.10

Repeat Contributions

The purpose of this section is to identify the degree to which presenters contribute to the conference. In order to facilitate this analysis, repeat contributions by presenters at the nine

institutions over the period of 1994-2003 were tabulated. Presenters were classified into one-time presenters, moderate presenters (more than one and less than five presentations), and intense presenters (five or more presentations). Table 2 provides the information on repeat contributions of presenters. Pennsylvania State University (80.0%) and Texas A&M University (76.5%) had the highest percentage of one-time presenters. Purdue University (62.5%) had the highest percentage of moderate presenters and Virginia Polytechnic Institute and State University (27.3%) housed the highest percentage of intense contributing presenters. In an analysis of the absolute number of intense presenters, Michigan State University had four and Clemson University, University of Illinois at Urbana Champaign, and Virginia Polytechnic Institute and State University had three each.

TABLE 2. Repeat Contributions

Institution	One Time Presenters		Moderate Presenters		Intense Presenters	
	#	%	#	%	#	%
Clemson University	21	70.0	6	20.0	3	10.0
University of Illinois at Urbana Champaign	20	71.4	5	17.9	3	10.7
Michigan State University	10	45.5	8	36.4	4	18.1
Virginia Polytechnic Institute and State University	6	54.5	2	18.2	3	27.3
North Carolina State University	10	62.5	5	31.3	1	6.2
Texas A&M University	13	76.5	4	23.5	0	0.0
University of Florida	11	73.3	3	20.0	1	6.7
Purdue University	2	25.0	5	62.5	1	12.5
Pennsylvania State University	8	80.0	1	10.0	1	10.0

Discussion and Conclusions

The study assesses the quantity of presentation contributions made to the TTRA conference. The results are presented in two sections pertaining to the institutional contributions and repeat contributions. Periodic assessments of contributions to the conference provide an indication of the most influential institutions within the field of tourism and establish the rank

among academic institutions. Although there has been a proliferation of conferences within which tourism research is presented, this study is limited to the Travel and Tourism Research Association (TTRA)'s annual conference exclusively. Despite this limitation, this conference accounts for a significant coverage of presentations of tourism research.

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