



Institute for
Hospitality &
Tourism Research

**Hospitality and Tourism Research Institute
Ted Rogers School of Management**

Date: June 30th, 2023

Director's Overview

The Institute for Hospitality and Tourism Research (IHTR) is focused on conducting research that matters in academic and professional circles through such as the Northern WE project that focused on Indigenous women's entrepreneurship in Northern Canada and urban tourism through the Main Street Reimagined Project. This research has been led to continuing to build our research reputation through *productivity, partnerships, and profile*.

The Institute for Hospitality and Tourism Research (IHTR) was established in 2009 as the research "arm" of the School of Hospitality and Tourism Management (SHTM). The staff includes a Director (Graci), an Assistant Director (Griffin), faculty researchers from SHTM (Dimanche, Dodds, Gibbs, Graci, Griffin, Peesker, Shaw, Kellershohn, Smith and Oh.) who supervise graduate students, an Adjunct Professor and Advisor (Walter Jamieson) and a variety of students employed through work-study and grants on a project basis. The mission of the Institute for Hospitality and Tourism Research is as follows:

"Our mission is to facilitate and conduct research of both scholarly value and significance to the tourism and hospitality field. We will mobilize knowledge to enhance the research reputation and impact of Toronto Metropolitan University, particularly in the tourism and hospitality field."

The three main strategies are to:

1. Value – to value, encourage and recognize faculty and student research
2. Engage – to engage students and faculty to conduct and participate in research. To engage others to learn about and participate in our research
3. Promote – to promote our research, our stories, our skills and our ability to help the industry and profile our research internationally to other researchers

This was accomplished through five objectives:

1. Research mobilization
2. Project work with industry
3. Research grants
4. Holding seminars/events
5. Provide student research opportunities

This year; the Institute focused on promoting and disseminating research, building on the materials and marketing efforts of previous years and forging deeper ties to the industry. The Institute for Hospitality and Tourism Research's affiliates have continued to conduct high-quality research that benefits the tourism industry. We have been abiding by our mission to mobilize research and transfer knowledge through conducting our speaker series Compass through online webinars; sending out a newsletter to update stakeholders on our efforts and redesigning our current website. The faculty has been successful in training multiple students. A total of 12 undergraduate and graduate students have been hired as well

as 2 Research and Communications Managers. We have also been successful in building partnerships with industry and engaging with our Advisory Council, which helps guide our strategic direction. In addition to focusing on research mobilization, faculty have collectively held 7 grants worth \$386,180, published 20 peer-reviewed journal articles, 8 refereed conference papers, 2 books, 9 book chapters and 4 trade publications. Presentations were also made at 18 conferences this year. We also have been recognized in the QS World University Ranking as 7th in the world for one of the research indicators. Our school and affiliated research center was awarded the prestigious IMPACT award at the annual IMPACT sustainable tourism conference in Victoria for being leaders in sustainable tourism, where Dr Tom Griffin was awarded by the Social Science and Humanities Research Council of Canada a Partnership Engage Grants titled “Residents as Hosts and implications for Tourism and Settlement”. Dr. Sonya Graci was also successful in securing a \$300,000 grant with the Indigenous Tourism Association of Canada and the Diversity Institute, funded by the Government of Canada through Future Skills Centre. We have published 20 articles in top tier journals. This is a great achievement and recognizes the efforts we have made to create impactful research for academia and industry.

The Institute of Hospitality and Tourism Research continues to provide high-quality research and train highly qualified professionals. We look forward to the opportunities that 2023/2024 bring to the hospitality and tourism industry and continue in our efforts to provide practical and applicable research.

Sincerely,

Sonya Graci

Dr. Sonya Graci

Director

Institute for Hospitality and Tourism Research

Toronto Metropolitan University

The Year in Review

Highlights

The Institute has achieved its goals this academic year and is proud to showcase its activities. The following has been achieved specifically through the Institute:

1. Research mobilization

- a. Revised current website following the Toronto Metropolitan style and template provided through Adobe AEM. Updated and redesigned parts of the website to be easier for stakeholders to navigate.
- b. Shared research and events through marketing through such avenues as:
 - i. Mailchimp
 - ii. Social media platforms
 - iii. HTM and TedPacks newsletters
 - iv. Other TMU departments, i.e. EUSS, EnSciMan
- c. Quarterly HTM Research newsletter
- d. Increased awareness to students, industry and researchers
 - i. Email notifications sent to all HTM students
 - ii. 14 Mailchimp Newsletters and announcements
 - iii. Increased newsletter subscribers by 2.8%
 - v. Increased LinkedIn followers by 20.54%
 - vi. Increased Twitter followers by 0.79%
 - vii. Increased Instagram followers by 16.96%

2. Project work with industry/Research grants

- a. Produced a Main Street Reimagined speaker series and handbook (posted on the Institute's website) to provide main street coordinators, committees and planners with visitor economy-related concepts and directions.
- b. Worked in collaboration with the Indigenous Tourism Association of Canada and the Diversity Institute on the NorthernWE project.

3. Holding seminars/events

1. World Tourism Day: Climate Change in Tourism
 - a. Featured Shannon Guihan, Chief Sustainability Officer of The Travel Corporation
 - b. Dr. Daniel Scott, Professor and Associate Chair of Geography and Environmental Management at Waterloo University
2. Balanced Measures of Success in Tourism

- a. Featured Kelly Galaski, Sustainable Tourism Specialist at The Travel Foundation
- 3. Launch Event for Main Street Reimagined Through a Visitor Lens: A Handbook and Guide for Practitioners
 - a. Featured Dr. Tom Griffin, Professor at Toronto Metropolitan University
 - b. Dr. Walter Jamieson, Professor at Toronto Metropolitan University
- 4. Hotel Service Enhancement for the Guests with Autism
 - a. Featured Dr. Wayne Smith, Professor at Toronto Metropolitan University

5. Provide student research opportunities

The Institute has hired 12 students:

- a. 2 as a Research and Communications Manager (Work Study program)
- b. 12 RAs were hired through existing research grants to assist faculty

A year-by-year comparison of Institute affiliate activity is below.

Years	Grants	RAs	Conference Keynotes	Presentations/ Invited Speakers	Published Journal Articles	Conference Papers	Reports	Book Chapters/ Encyclopedia Entries
2014/2015	1	3	20	1	6	14	3	7
2015/2016	3	1	18	7	10	20	6	12
2016/2017	4	2	15	2	23	12	4	5
2017/2018	5	3	12	3	20	22	5	9
2018/2019	7	4	35	11	10	35	1	9
2019/2020	9	4	8	5	14	12	1	2
2020/2021	9	4	15	14	20	15	3	3

Years	Grants	RAs	Conference Keynotes	Presentations/ Invited Speakers	Published Journal Articles	Conference Papers	Reports	Book Chapters/ Encyclopedia Entries
2014/2015	1	3	20	1	6	14	3	7
2015/2016	3	1	18	7	10	20	6	12
2016/2017	4	2	15	2	23	12	4	5
2017/2018	5	3	12	3	20	22	5	9
2018/2019	7	4	35	11	10	35	1	9
2021/2022	9	7	12	2	21	5	4	8
2022/2023	7	12	3	17	20	2	1	13

Team Members and Affiliates

1. Dr. Sonya Graci, Director, Institute for Hospitality and Tourism Research, Associate Professor
2. Dr. Tom Griffin, Research Institute Assistant Director and Assistant Professor
3. Dr. Frederic Dimanche, Professor and Director of HTM
4. Dr. Karen Peesker, Assistant Professor
5. Dr. Rachel Dodds, Professor
6. Dr. Julie Kellershohn, Assistant Professor
7. Dr. Hyunghwa (Rick) Oh, Assistant Professor
8. Dr. Walter Jamieson, Adjunct Professor
9. Dr. Norman Shaw, Associate Professor
10. Dr. Wayne Smith, Professor

Awards and Recognitions

Karen, B. (2022). TRSM Outstanding Research Recognition Fund
 Graci, S. (2022). Dean's Teaching Innovation Award, TRSM, TMU

Knowledge Mobilization

A number of efforts to mobilize knowledge specifically by the Institute continued this year. The website is gaining traction to showcase information. Mobilizing knowledge is a continued key goal of the Institute (please see goals and objectives in the first part of this report). These efforts aim to showcase what the Institute can do and focus the efforts on our research projects.

Accomplishments are fourfold. First, social media focused on Facebook, Twitter, Instagram and LinkedIn (see table below for increased exposure). A work-study student took charge and managed this process.

Second, to keep up with interest in different forms of information, the Institute continues with its speaker series, Compass: The HTMResearch Speaker Series. Four presentations from guest lecturers were hosted throughout the year. Most presentations' recordings were uploaded to our Youtube channel and posted on the website events page.

Third, the Institute participated in designing several websites to disseminate information to industry. The Main Street Reimagined and NorthernWE both created engaging, user friendly websites and associated social media to engage industry and academia.

Finally, the institute condenses and summarizes the latest updates in the newsletter. The Institute highlights the past and upcoming events, HTM research accomplishments and the latest publications. The [newsletter can be found online](#).

The following table outlines increased reach through social media:

Platform	April 2022	April 2023	% Change
LinkedIn	516	622	20.54
Twitter	1009	1017	0.79
Facebook	385	379	-1.56
Instagram	283	331	16.96

Events

1. World Tourism Day: Climate Change in Tourism

- a. Featured Shannon Guihan, Chief Sustainability Officer of The Travel Corporation

- b. Dr. Daniel Scott, Professor and Associate Chair of Geography and Environmental Management at Waterloo University

2. **Balanced Measures of Success in Tourism**

- a. Featured Kelly Galaski, Sustainable Tourism Specialist of The Travel Foundation

3. **Launch Event for Main Street Reimagined Through a Visitor**

Lens: A Handbook and Guide for Practitioners

- a. Featured Dr. Tom Griffin, Professor at Toronto Metropolitan University
- b. Dr. Walter Jamieson, Professor at Toronto Metropolitan University

4. **Hotel Service Enhancement for the Guests with Autism**

- a. Featured Dr. Wayne Smith, Professor at Toronto Metropolitan University

Service

Please see knowledge mobilization for information

Training Highly Qualified Personnel

The Institute has trained a number of HQP through supervision of masters students as well as the training of research assistants

Masters Supervision

Griffin, T.:

- 1. Nathaniel Lu (MScM student, Toronto Metropolitan University, Canada)

Graci, S.:

- 1. Tianyun Xiang (MA, ENSCIMAN, Toronto Metropolitan University, Canada)

Research Assistants

Twelve undergraduate and graduate research assistants were supervised this year. This is very important to the Institute as we are engaging undergraduate students in high quality research.

Undergraduate Research Assistants:

- 1. Jane Doan (Wayne)
- 2. Libby Whorton (Wayne)

3. Ally Bell (Wayne)
4. Navneet Osahan (Wayne)
5. Natasha Francis (Griffin)
6. Casey Vo (Griffin)
7. Kinneret Witty (Griffin)
8. Navneet Osahan (Griffin)
9. Nathaniel Lu (Griffin)
10. Kaityln Washbrook (Graci)

Graduate Research Assistants:

11. Shaila Baran (Graci)
12. Lacey Willmott (Graci)

Staff

Dr. Sonya Graci, Director
Dr. Tom Griffin, Assistant Director
Danni Lu, Communications Advisor
Vanessa Briganti, Communications Advisor

Projects

MAIN STREET REIMAGINED

Main streets are important economic, social and cultural centers integral to the success and character of communities across the country, but have faced many challenges in recent years – even before the pandemic – including changing retail habits, increasing tax rates and rents, low-profit margins, social issues and more. A team from the Institute for Hospitality and Tourism Research at the Ted Rogers School of Management, led by Dr. Walter Jamieson and Dr. Tom Griffin, is developing the Main Street Reimagined Through a Visitor Lens Handbook to explore and provide evidence-based perspectives on the role of the visitor economy in the planning, design and management of main street areas. The relationship between people, places, technology, design, visitors and data will be highlighted throughout. This handbook is designed to provide main street coordinators, committees and planners with visitor economy-related concepts and directions that are user-friendly, strategic and tactical. It is being developed over a 12-month period using a range of delivery, research and engagement tools. Input from main street coordinators, committees and others from the hospitality industry is welcome.

NORTHERN WE

Northern Women Entrepreneurs in Tourism is a collaborative research project with the Indigenous Tourism Association of Canada and the Diversity Institute funded by the Government of Canada through the Future Skills Centre. Taking place in the Northernmost reaches of Canada, the Northern WE in Tourism project unites Indigenous women entrepreneurs from the Northwest Territories, Newfoundland and Labrador, Nunavut, the Yukon, and Northern Quebec in a study to identify common pathways to entrepreneurship. This research will identify best practices and explore the paths women traveled to launch and grow their business and explore the accessibility of resources, the efficiencies and deficiencies of existing training, supports, and services. Co-creating recommendations with the Indigenous Women Entrepreneurs, in hopes of rectifying barriers and challenges. This research highlights concepts such as Indigenous self determination, economic reconciliation, and entrepreneurial ecosystems.

Research Grants

Several faculty members have been actively pursuing internal and external funding to support their research at the provincial, national, and international levels. Although not all applications will be successful, the process of review and collaboration with other researchers can lead to successful applications in the future.

Grants awarded or held in 2022/23:

Investigators	Research Project	Funder/Sponsor	Amount
2022-23 Graci, S., Indigenous Tourism Association of Canada	Skills Based Training for Indigenous Entrepreneurship in Tourism in Canada's North	Future Skills Center	\$300,000
2023 Graci, S.	The Sustainable Livelihoods Approach to Recovering From The Effects of COVID 19: Developing a Post Pandemic Sustainable Tourism Strategy for Indigenous Women Entrepreneurs in Northern	Business Strategy Internship	\$15,000

Investigators	Research Project	Funder/Sponsor	Amount
	Canada		
2022 Graci, S.	Corporate Partnerships Program Development at Planeterra	Business Strategy Internship	\$15,000
2022 Graci, S.	Programming Efficiencies into Integrated Communications at Bannikin Travel and Tourism	Business Strategy Internship	\$15,000
2022 Graci, S.	Tundra North Tours Sustainability Planning	Business Strategy Internship	\$15,000
2023 Tom, G.	Whitehorse residents' experiences of hosting friends and relatives	Partnership Engage Grant	\$24,180

Journal articles

- Butler, R.W. and Dodds, R. (2022). "Overcoming over-tourism: a review of failure," *Tourism Review*, Vol. 77 No. 1, pp. 35-53. <https://doi.org/10.1108/TR-04-2021-0215>. Impact Factor: 5.947
- Dimanche, F., & Lo, K. (2022). The Elusive Search for Talent: Skill Gaps in the Canadian Luxury Hotel Sector. *Tourism and Hospitality*, 3(1), 31-46. <https://doi.org/10.3390/tourhosp3010003>. Impact Factor 0.93.
- Dodds, R., Grima, J., Novotny, M., and Holmes, M.R. (2022). Sustainability Gets Thrown in the Trash: Comparing the Drivers and Barriers of Festival Waste Management in Canada and New Zealand. *Event Management*. <https://doi.org/10.3727/152599522X16419948390961>
- Dubois, L.-E and; Dimanche, F. (2022). Brighter but not clearer: Entertainment-dependent destinations dealing with long COVID. *Journal of Themed Experience and Attractions Studies*, 2(1). <https://doi.org/10.1108/JTF-11-2020-0208>
- Griffin, T. & Glover, T. (In Press). (2022). The Development of Social and Cultural Capitals for 9. Immigrant Hosts of VFR Travellers. *Leisure Sciences*. <https://doi.org/10.1080/01490400.2020.1817201>(ABDC: A) Impact Factor 2.750 10.

6. Griffin, T., Guttentag, D., Lee, S. H. (M.), Giberson, J., & Dimanche, F. (2022). Is VR Always Better for Destination Marketing? Comparing Different Media and Styles. *Journal of Vacation Marketing* (ABDC: A). <https://doi.org/10.1177/13567667221078252> Impact Factor: 3.525.
7. Hamzah, M. I., Ramli, F. A., & Shaw, N. (2023). The moderating influence of brand image on consumers' adoption of QR-code e-wallets. *Journal of Retailing and Consumer Services*, 73, 103326. <https://doi.org/10.1016/j.jretconser.2023.103326>
8. Holmes, M. R. & Dodds, R. (2022). Who walks the walk and talks the talk? Understanding what influences sustainability behaviour in business and leisure travelers. *Sustainability*. <https://doi.org/10.3390/su14020883> Impact Factor: 3.251.
9. Knight, P., Peesker, K. and Mich, C.C. (2022), "The development of self-efficacy and self-leadership within USA accredited sales programs: an exploratory study on sales career preparedness" *Higher Education, Skills and Work-Based Learning*, Vol. 12 No. 1, pp. 26-49. <https://doi.org/10.1108/HESWBL-12-2020-0254>. Impact Factor: 0.80
10. Koç, B., Küçükergin, K. G., & Dimanche, F. (2022). How destructive are negative tourist-to-tourist interactions despite the mitigating effect of optimism? *Journal of Destination Marketing & Management*, 23, 100693. <https://doi.org/10.1016/j.jdmm.2022.100693>. Impact Factor: 6.952.
11. Litvin, S. W., Guttentag, D., & Smith, W. W. (2022). Political attitudes and Plog's travel personality model. *International Journal of Tourism Research*, 24(1), 181-184. <https://doi-org.ezproxy.lib.torontomu.ca/10.1002/jtr.2484>. Impact Factor: 3.791.
12. McClinchey KA, Dimanche F. Discourses of Fear in Online News Media: Implications for Perceived Risk of Travel. *Tourism and Hospitality*. 2023; 4(1):148-161. <https://doi.org/10.3390/tourhosp4010009>
13. McClinchey KA, Dimanche F. Discourses of Fear in Online News Media: Implications for Perceived Risk of Travel. *Tourism and Hospitality*. 2023; 4(1):148-161. <https://doi.org/10.3390/tourhosp4010009>
14. Oh, H., Jeon, H., Choi, J., & Kellershohn, J. (2023). Will event volunteers' role ambiguity affect performance? role of social exchange qualities and gender. *Journal of Quality Assurance in Hospitality & Tourism*, 1–25. <https://doi.org/10.1080/1528008x.2023.2178593>
15. Peesker, K. M., Kerr, P. D., Bolander, W., Ryals, L. J., Lister, J. A., Dover, H. F. (2022). Hiring for sales success: The emerging importance of salesperson analytical skills. *Journal of Business Research*, 144, 17-30. <https://doi.org/10.1016/j.jbusres.2022.01.070>. Impact Factor: 7.550.
16. Peesker, K., Dimanche, F., Gledhill, R.,; Smith, W. (2022). Sales leadership in tourism: A review and propositions for future research. *The Consortium Journal of Hospitality and Tourism*, 24 (Fall), 11-18.

17. Scott, B., Guttentag, D.A., Pitts, R.E. & Smith W.W. (2022). What is Southern hospitality? The complex meanings of a key concept for tourism in the southern United States. *Tourism Recreation Research*.
<https://doi.org/10.1080/02508281.2022.2057005>
18. Shaw, N., Eschenbrenner, B., & Brand, B. M. (2022). Towards a Mobile App Diffusion of Innovations model: A multinational study of mobile wallet adoption. *Journal of Retailing and Consumer Services*, 64, 102768
<https://doi.org/10.1016/j.jretconser.2021.102768>. Impact Factor: 7.135.
19. Smith, W.W., Maradiaga, J.F., Pitts, R.E., Wang, W. (2022). A Tale of Two Sponsors: Comparing Sponsorship Structural Effects from a Local Charity-Linked Event. *Event Management*.
<https://doi.org/10.3727/152599521X16288665119387>
20. Walsh, P. & Dodds, R. (2022). The impact of intermediaries and social marketing on promoting sustainable behaviour in leisure travelers. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2022.130537>. Impact Factor: 9.297.

Refereed conference presentations and publications:

1. Dodds, R. & Kestava, R. (2023). Food waste and sustainability in a Finnish restaurant. *Case Studies in Innovation & Entrepreneurship in Tourism*.
2. Francis, N., Griffin, T.; Jamieson, J. (2022, June). The Role of Tourism and the Visitor Economy in Main Street Recovery and Revitalization. Travel and Tourism Research Association International Conference, Victoria, BC, Canada.
3. Linda, I. & Oh, H. (2022, July 6-9). Effect of ostracism on restaurant employees' work outcomes: Role of job tension and emotional intelligence [Paper presentation]. 26th Asia Pacific Tourism Association (APTA) Annual Conference, Jeju Island, South Korea.
4. Oh, H. & Linda, I. (2022, July 13-15). Does emotional intelligence boost frontline employees' work outcomes? Role of customer-oriented attitude in a full-service restaurant setting [Paper presentation]. The 92nd Tourism Sciences Society of Korea (TOSOK) International Tourism Conference 2022, Busan, South Korea.
5. Novotny, M. & Dodds, R. (2022, May 19-20). Developing a Destination Management Information System: A Case Study of Ottawa, Canada. 5th International Conference on Tourism Research 2022 (ICTR22). Porto, Vila do Conde, Portugal.
6. Novotny, M., Dodds, R., & Walsh, P. (2022, June 13-15) Developing a Scalable Data-Driven Decision-Making Tool for Smart Destination Management TTRA International Conference, Victoria, Canada (awarded best paper)
7. Smith, W. W. & Dimanche, F. (2022, June 14-16). Transferable Job Skills and their Importance for Hospitality and Tourism Graduates. TTRA International Conference

8. Graci, S (2023, March). Northern WE Initial Findings and Preliminary Results. Northern WE day and International Indigenous Tourism Conference.

Academic/ Industry presentations:

1. Dimanche, F. (2022). Main Street Reimagined: Understanding the Visitor Journey. Main Street Reimagined Speaker Series, TMU University. Toronto, Canada.
2. Dimanche, F. (2022). Social entrepreneurship and regenerative tourism: A Canadian case study of female leadership. AsTRES Pluridisciplinary Colloquium. France.
3. Dodds, R (2023). Can we make cruises more sustainable?. MacEachen Institute for Public Policy and Dalhousie University.
4. Dodds, R. (2022). Greening Pride, beyond Greenwashing. Panel event. Israel.
5. Dodds, R. (2022). On Greening Film Festivals: A Roundtable on the Environmental Impact of Film Festivals and Their Future Design and Operation. 7th Film Festival Research Seminar. Virtual event held by The Catalyst, Creative Industries, TMU University. Toronto, Canada.
6. Dodds, R. (2023). Challenges and opportunities of the Blue Flag Certification program. Critical Studies in Tourism Conference. Hanoi, Vietnam.
7. Graci, S and Rasmussen, Y. (2023). Northern WE Initial Findings and Preliminary Results. Northern WE day and International Indigenous Tourism Conference.
8. Graci, S. (2023). Sustainability Presentations. Ontario Motor Coach Association Conference. Niagara, Canada.
9. Graci, S. and Rasmussen, Y. (2023) Northern WE Panel. IMPACT Travel and Tourism Conference, Victoria
10. Graci, S. and Rasmussen, Y. (2023) Northern WE Panel. Indigenous Tourism Association of Canada. Winnipeg
11. Samson, P., Annunziata, A., Jamieson, W. Panelist for 'Building Tourism and the Visitor Economy,' Ontario BIA Association Annual Conference, Niagara Falls, ON, April 2022.
12. Kellershohn, J. (2023). Hospitality Businesses & Government Policies During the COVID Pandemic. TRSM Seminar. Toronto, Canada/
13. Shaw, N. (2022). The Acceptance of Digital Wallets. Tel Aviv University Research Series. Tel Aviv, Israel
14. Smith, W. (2022). Connecting Hospitality Education & Industry. Hospitality HR Professional Association. Toronto, Canada.
15. Smith, W. (2022). Hotel Design for Guests with Autism. Guest Lecture at D Y Patil University. India.
16. Smith, W. W. (2022, Mar. 26). Hotel service enhancements for guests with autism. International Conference on Joint Modernistic & Innovative Technology, LMIT Radaur, India, Virtual.

17. Smith, W. W. (2022, Feb. 28). How to prepare a research paper for submission to a quality journal. Online Faculty Development Program, Seth Jai Parkash Mukand Lal Institute of Engineering & Technology, Virtual.
18. Smith, W. (2022). Transferable Job Skills and their Importance. Annual Labour Market Forum. Ottawa, Canada.

Other publications: working papers, reports, books, trade publications, presentations

Trade Publications:

1. Strom, F., & Dimanche, F. (2021, March 31). Retailers in Canada must compete for talent amid challenges due to the pandemic. *Retail Insider*. Retrieved from <https://retail-insider.com/retail-insider/2021/03/retailers-in-canada-must-compete-for-talent-amid-challenges-due-to-the-pandemic-expert/>
2. Strom, F., & Dimanche, F. (2021, February 18). The future of retail in Canada. *Retail Insider*. Retrieved from <https://www.retail-insider.com/retail-insider/2021/02/the-future-of-retail-in-canada-op-ed/>
3. Jamieson, W. & Kelly Galaski. (2022) Responsible Community Tourism Development Manual – Part 1. Planeterra Foundation. https://planeterra.org/wp-content/uploads/2022/03/RESPONSIBLE-COMMUNITY_Part-1_Mar-20.pdf
4. Jamieson, Walter & Tom Griffin. (2022) Main Street Reimagined: Through a Visitor Economy Lens, Hospitality and Tourism Research Institute, Toronto Metropolitan University.

Conference Keynotes:

1. Graci S. (2022, March). Exploring the Use of Environmental Instruments as a Method to Promote Sustainable Tourism in Islands. SEAMA Conference. Japan
2. Dodds, R. (2023, March) SEAMA Conference, Japan.

Books:

1. Dodds, R. & Butler, R. (2022) Are We There Yet? Travelling more responsibly with your children. Bookbaby. ISBN 978-1667844190
2. McLeod, M., Dodds, R., & Butler, R.W. (Eds). (2022). *Island Tourism Sustainability and Resiliency*. Routledge. ISBN: 9781032248783

Book Chapters:

1. Dimanche, F. & Wright, K. A. (2023). Diversity, equity, and inclusion management in the Canadian hospitality industry. *Accepted for publication in the*

Routledge Handbook of Diversity, Equity, and Inclusion Management in the Hospitality Industry. Routledge

2. Dodds, R. & Holmes, M. (2023). Challenges and opportunities of the Blue Flag certification in Canada. *In Blue Flag Beaches: Economic Growth Tourism and Sustainable Management*. Routledge.
3. Dodds, R., & Butler, R. W. (2023). 30 Years sustainable tourism policies – A reflection on success and failure. *Tourism Policy-Making in the Context of Contested Wicked Problems*. Emerald.
4. Dodds, R., & Butler, R. W. (2023). Over Tourism in Urban Environments. *In Handbook of Sustainable Urban Tourism*. Edward Elgar.
5. Graci, S. (2022). Exploring the Use of Environmental Instruments as a Method to Promote Sustainable Tourism in Islands. *Global Handbook of Island Studies*.
6. Kellershohn, J. (2022). Marketing whisky and white spirits in 2021. *In Whisky and Other Spirits* (pp. 545-560). Academic Press.
7. McLeod, M., Dodds, R., & Butler, R.W. (Eds). (2023). Overtourism: Trends, Issues, Impacts and Implications. *In Routledge Handbook of Trends and Issues in Global Tourism Supply and Demand First Edition*. Routledge.
8. Newman, S. & Dimanche, F (2023). Challenges in developing cultural tourism: Insights from Canada. *In Routledge Handbook of Trends and Issues in Global Tourism Supply and Demand*. Routledge.
9. Perzyna, M. & Dimanche, F. (2023). Diversity, equity, and inclusion management in the Canadian hospitality industry. *Accepted for publication in the Routledge Handbook of Diversity, Equity, and Inclusion Management in the Hospitality Industry*. Routledge.

Encyclopedia Entries

1. Dodds, R. (2022) Social Justice in the Hospitality Industry: Better pay equals better employees and a better hotel CABI Case Studies ISSN: 2788-5607
<https://doi.org/10.1079/tourism.2022.004>
2. Dodds, R., & Butler, R. W. (2022) Overtourism Mitigation. In Encyclopedia of Tourism Management and Marketing. Buhalis (ed) Edward Elgar Publishing. Pp. 416-419. <https://doi.org/10.4337/9781800377486.over.tourism.mitigation>

Faculty Impact Factor

<i>Professor</i>	<i>H-index</i>
Dr. Sonya Graci	15
Dr. Tom Griffin	13
Dr. Frederic Dimanche	33
Dr. Karen Peesker	6
Dr. Rachel Dodds	36
Dr. Julie Kellershohn	7
Dr. Hyunghwa (Rick) Oh	2
Dr. Norman Shaw	11
Dr. Wayne Smith	20

Media Mentions and Social Media Presence

Please see knowledge mobilization above for discussion of social media.

HTM has been effective and had a number of media articles featuring some of the faculty's research projects:

HTM has also been mentioned in the media on numerous occasions including the following media citations:

<http://www.tmu.ca/tedrogersschool/htm/news-events/news/index.html>

Expenses for 2022/23

these figures are approximate values

Program Area		Cost (\$)
Computer and office supplies		1752.77
Event Expenses	Webinar expenses	790
Research/Project Assistants	Share of work study wages/ RA Wages	6578.33

Program Area		Cost (\$)
Research Service Printing	Software, data sets, monitors for students, office supplies	
Total		9121.10

Plan for the following year 2023/24

Future objective, plans, and activities

- Anticipated SRC output (e.g. journal articles and conference papers/presentations)
- Planned submissions to granting agencies
- Human resources (including research assistants)
- Knowledge mobilization (e.g. events and seminars)
- Development of research industry newsletters
- Strategies to ensure goals and objectives are met
- Continuation of podcasts and blog posts
- Industry engagement and consulting
- Dissemination of research

Budget proposal

The proposed budget for next year is as follows:

Program Area	Description	Cost (\$)
Conference/Events/Grant Development	Travel for conferences, collaborative meeting on grant development	1000
Event Expenses	Webinar expenses	800
Research/Project Assistants	Share of work study wages/ RA Wages	8000
Research Service	Software, data sets, monitors for students	0

Program Area	Description	Cost (\$)
Conference/Events/Grant Development	Travel for conferences, collaborative meeting on grant development	1000
Event Expenses	Webinar expenses	800
Supplies	Office supplies	200
Total		10000

Appendix I Advisory Council

We are pleased to have the following Advisory Council members for 2022/203 and 2022/2023:

Dr. Walter Jamieson, Regional Director of Asia and the Pacific Region, CED

Trevor Jonas Benson, CEO, Bannikin Travel and Tourism Consulting

Susan Helstab, Principal, Helstab Advisory Inc.

Shannon Guihan, The Travel Corporation, Chief Sustainability Officer

Kelly Galaski, Symphony Tourism Services, Manager

Vanessa Killeen, Senior Manager Research and Insights, Canada Goose

Omar McDadi, External Relations Manager, Parks Canada

Dr. Patrick T. Maher, Dean of Teaching and Professor at Nipissing University

John Gunter, President & CEO of Frontiers North Adventures