



**Institute for
Hospitality &
Tourism Research**

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

Date: June 30th, 2024

Director's Overview

The Institute for Hospitality and Tourism Research (IHTR) is focused on conducting research that matters in academic and professional circles. The research that has been conducted this past year has led to continuation of increasing 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) and, 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:

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. We also worked on the future of the research institute looking forward to how we can recalibrate to work with the tourism industry in creating high quality research.

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 sending out semi- annual newsletters to update stakeholders on our efforts and redesigning our current website. The faculty has been successful in training multiple students. A total of 13 undergraduate and graduate students have been hired. We have also been successful in building partnerships with industry which helps guide our strategic direction. In addition to focusing on research mobilization, faculty have collectively held 6 grants worth more than \$129,260; published 21 peer-reviewed journal articles; 2 refereed conference papers, 12 book chapters and 3 trade publications. Presentations were also made at 14 conferences this year.

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 2024/2025 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

New Leadership and Strategic Direction

The Institute for Hospitality and Tourism Research (IHTR) is excited to announce a new Director (Wayne W. Smith, Ph.D.) and a strategic direction shift, effective July 1, 2024.

New Director, New Vision:

The incoming Director will lead the IHTR, focusing on research and knowledge transfer.

Strategic Initiatives:

1. **Research Brokerage:** We are establishing a research broker program to connect industry partners with faculty and students through Memoranda of Understanding (MOUs) that allow data sharing for research projects. A successful MOU with Tourism HR Canada already provides access to four valuable datasets across TRSM, fostering interdisciplinary collaboration. Negotiations for two additional MOUs are underway.
2. **Media Engagement:** The IHTR will actively engage with media outlets on tourism issues, facilitating faculty media appearances and collaborating with TRSM partners to develop impactful press releases. We aim to solidify the IHTR as Canada's leading hospitality and tourism knowledge source.
3. **Student Fellowship Program** (Launch: January 2025): This initiative is under development and aims to build a community of student fellows, including graduate and undergraduate students. The program will increase student research participation and foster a stronger sense of community within the IHT.
4. **Enhancing HTM Rankings:** The IHTR Director will collaborate with the HTM Program Director to analyze major ranking criteria and develop strategies to improve the HTM program's position in these rankings.

We are confident that these strategic initiatives will position the IHTR for continued success in research, education, and knowledge transfer within the hospitality and tourism industry.

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. Newsletter
 - ii. Social media platforms
 - iii. HTM and TedPacks newsletters
 - iv. Other TMU departments, i.e. EUSS, EnSciMan
- c. Semi-annual HTM Research newsletter
- d. Increased awareness to students, industry and researchers
 - i. Email notifications sent to all HTM students
 - ii. Mailchimp Newsletters and announcements
 - iii. Increased newsletter subscribers
 - iv. Increased LinkedIn followers by 1.13% (629)
 - v. Increased Facebook followers by 1.06% (346)
 - vi. Increased Instagram followers by 4.53% (383)

2. Project work with industry/Research grants

- a. Sonya Graci collaborated with the Indigenous Tourism Association of Canada and the Diversity Institute on the NorthernWE project.
- b. Rachel Dodds collaborated with the Faroah Islands on a project titled “A Transition to Value-Based Measurement of Tourism”
- c. Tom Griffin worked with Tourism Yukon on the Yukon Project—“Hosting Friends and Relatives: Experiences and Implications for Whitehorse and the Yukon”
- d. Frederic Dimanche obtained a Partnership Engage Grant (PEG) from the Social Sciences and Humanities Research Council (SSHRC) focusing on co-designing governance for cultural tourism.

3. Holding seminars/events

1. Tourism Research Mixer
 - a. Hosted by Sonya Graci and Wayne Smith (over 20 people attended)

5. Provide student research opportunities

1. The Institute has hired 13 students:

a. 13 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
2021/ 2022	9	7	12	2	21	5	4	8
2022/ 2023	7	12	3	17	20	2	1	13
2023/ 2024	6	13	0	7	21	2	1	17

Team Members and Affiliates

1. Dr. Sonya Graci, Director, Institute for Hospitality and Tourism Research, Associate Professor
2. Dr. Tom Griffin, Associate Professor
3. Dr. Frederic Dimanche, Professor and Director of HTM
4. Dr. Karen Peesker, Associate 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

1. Griffin, T. (2024). Dean's Service Award
2. Dimanche, F. (2024). Inaugural Research Ambassador Medal, Ted Roger School of Management, Toronto Metropolitan University
3. Dodds, R. (2024). Inaugural TRSM Research Ambassador Medal, Ted Roger School of Management, Toronto Metropolitan University
4. Peesker, K. (2023). Woman in Sales Education Trailblazer, Sales Education Foundation
5. Dimanche, F. (2024) Dean's Research Recognition Award, Toronto Metropolitan University

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 is focused on Facebook, Twitter, Instagram, and LinkedIn (see table below for increased exposure).

Second, the Institute has been working on revamping our current website to be more user-friendly and showcasing our research efforts.

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 2023	April 2024	% Change
LinkedIn	622	629	1.13
Twitter	1017	1015	-0.20
Facebook	379	383	1.06
Instagram	331	346	4.53

Events

1. Tourism Research Mixer

- b. Hosted by Sonya Graci and Wayne Smith with over 20 attendees from faculty across the campus.

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. Maryam Siddiqi (MSc, Environmental Science in Management, Toronto Metropolitan University, Canada)
2. Jacob Xiang (MSc, Environmental Science in Management, Toronto Metropolitan University) Successfully Defended

Dodds, R.:

1. Monica Polo (MSc, Environmental Science in Management, Toronto Metropolitan University, Canada)

Chris Gibbs

1. Brian Christenson (Communication and Culture)
2. Sailavan Umair (Master of Science in Management)

Research Assistants

Thirteen 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/Graduate Research Assistants:](#)

Natasha Francis (Griffin)
Casey Vo (Griffin)
Naveneet Osahan (Griffin)
Kinneret Witty (Griffin)
Nathaniel Lu (Griffin)
Maryan Siddiqi (Graci)
Kaithlyn Washbrook (Graci)
Lacey Willmott (Graci)
Shaila Baran (Graci)
Israt Linda Jahsn (Oh)
Somin Park (Oh)
Selena Park (Oh)
Jane Doan (Smith)

Staff

Dr. Sonya Graci, Director

Kaityln Washbrook, Research Assistant

Projects

NORTHERN WE (Dr. Sonya Graci)

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.

A TRANSITION TO VALUE-BASED MEASUREMENT OF TOURISM (Dr. Rachel Dodds)

One of the sustainability challenges of the tourism sector is that, while there is a growing understanding that volume alone is not a determinant of balanced tourism development, the standard indicators used to measure, track and report tourism sector performance are volume-based, i.e., number of arrivals (or in some cases the number of nights spent by visitors). Although there has been a recent growth in awareness that volume-based thinking is damaging for the long-term health of the tourism industry, the communities and the resources it depends on, the main success measures continue to be defined by volume, resulting in policies, budgets, and strategies that are driven by growth. A transition to value-based measurement of tourism is only possible if there is an alternative that is easy to administer and transition to. This project aims to address this need through three steps. The first is to collect and combine existing sustainable tourism metrics. The second is to study any successes of destinations that have tried to move from volume-based indicators to value-based ones. Third, to develop a prototype, in partnership with the Faroe Islands to test the viability of a simple (one to three indicator) alternative to current volume-based metrics.

HOSTING FRIENDS AND RELATIVES: EXPERIENCES AND IMPLICATIONS FOR WHITEHORSE AND THE YUKON (Dr Tom Griffin)

As hosts, residents of Whitehorse attract visitors, curate tailored experiences, and explore their own communities, stimulating diverse economic, social, and cultural impacts.

Residents are influential ambassadors for their community, and businesses, associations, and government agencies interested in tourism development, destination reputation, cultural participation and integration, and migration and settlement, should acknowledge and leverage them as hosts. Hosts could be encouraged and incentivized to invite guests to meet specific goals including low season demand and dispersal of tourism activity, recruitment and settlement of migrants, resident involvement in local culture, and the provision of personal support including childcare and emotional well-being.

This report aims to establish a knowledge base recognizing hosting as a mechanism and catalyst for tourism and community development, and to encourage further research and informed action. The detailed report follows this summary.

Based on firsthand experiences of 54 Whitehorse residents interviewed in spring 2023, this report reveals how personal hospitality extends beyond simple acts of accommodation to serve as a foundation for cultural exchange, economic development, and enhanced communal bonds.

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 2023/24:

Investigators	Research Project	Funder/Sponsor	Amount
2024 Dubois, L. E., Newman, S., & Dimanche, F.	Co-designing Governance for Culture Tourism	Social Sciences and Humanities Research Council (SSHRC) Partnership Engage Grant (PEG)	\$24,970
Behavior Smart and the Faroe Islands	Piloting the Transitioning from Volume to Value in Tourism Measurement	MITACS	\$45,000
2024 Dodds, R.	A pragmatic longitudinal study of sustainable tourism in Tofino	TRSM Research Development Grant	\$7,000
Indigenous Tourism Association of Canada	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 Canada.	MITACS	\$15,000
2023 Graci, S.	Indigenous Entrepreneurship in Tourism	OVPRI	\$11,800

Investigators	Research Project	Funder/Sponsor	Amount
2024 Graci, S.	Creating a Framework To Support Social Innovation and Sustainable Livelihoods with Indigenous Women Entrepreneurs in Tourism in Canada's North	TRSM Advancement Grant	\$15,000
2023 Smith, W.	Developing scale examining how fear affects travel behaviour	TMU TRSM 2023 Undergraduate Research Opportunities Grant	\$10,490

Journal articles

1. Dodds, R. & Holmes, M (2023) Seasoned Travelers are More Sustainable: Modeling the Tourism Experience Life Cycle Current Issues in Tourism. Pp 1-12
doi.org/10.1080/13683500.2023.2213882 (ABDC: A)
2. Dubois, L.-E., Bodur, O., Anderson, J., Tirtiroglu, D., & Dimanche, F. (2023). Augmenting places: The impact of placemaking on behavioral intentions. *City, Culture and Society*, 32. <https://doi.org/10.1016/j.ccs.2023.100502>
3. Griffin, T. & Guttentag, D. (2023). Hosting Friends and Relatives as a Catalyst for Immigrant Participation in Touristic Leisure. *Journal of Leisure Research*.
doi.org/10.1080/00222216.2023.2175187 (ABDC: A).
4. Griffin, T., Kellershohn, J., Oh, H., & Francis, N. (2024). Visiting friends and relatives travel: Unveiling hidden drivers behind festival attendance and experience. *Event Management*. <https://doi.org/10.3727/152599524X17077053867593> (ABDC: A).
5. Guttentag, D. A., Litvin, S. W., & Smith, W. W. (2023). To Airbnb or not to Airbnb: Does Airbnb feel safer than hotels during a pandemic?. *International Journal of Hospitality Management*, 114, 103550. <https://doi.org/10.1016/j.ijhm.2023.103550> (ABDC: A*)
6. Guttentag, D.A., Litvin, S.W., & Smith, W.W. (2023). To Airbnb or not to Airbnb: Does Airbnb feel safer than hotels during a pandemic? *International Journal of Hospitality Management*. 114 (September 2023) Article # 103550
<https://doi.org/10.1016/j.ijhm.2023.103550> (ABDC: A*)
7. Hess, J., Kelman, I. and Dodds, R. (2023) The environment and climate change as a primary stakeholder for accommodation suppliers: Stakeholder engagement for Koh Tao and Koh Phi Phi, Thailand. *Business Strategy and the Environment* pp 1-10.
doi.org/10.1002/bse.3387 (ABDC: A)
8. Kellershohn, J., Lumby, N., & Kozar, M. (2023). Label design, packaging, and the Canadian Millennial/Gen Z wine consumer. *Journal of Foodservice Business Research*, 1–26. <https://doi.org/10.1080/15378020.2023.2265794> (ABDC: C)
9. Kim, J. S., Jo, W., Oh, H., & Feng, Y. (2024). The effect of job stress on the quality of life of commercial pilots: Testing the mediating effects of mindfulness and job satisfaction. *International Journal of Tourism Research*, 26(1), e2638.
<https://doi.org/10.1002/jtr.2638> (ABDC: A)
10. Knight, P. C., Mich, C. C., & Peesker, K. M. (2023). Ready, Set, Fly! Preparedness of Sales Graduates for Entry Roles. *Journal of Marketing Education*, 02734753231208961.
<https://doi.org/10.1177/02734753231208961> (ABDC: B)
11. Litvin, S. W., Guttentag, D., Smith, W. W., & Pitts, R. E. (2024). Revisiting and Extending: "Who Should You Market to in a Crisis? Examining Plog's Model During the COVID-19 Pandemic". *Journal of Travel Research*, 63(5), 1304-1309.
<https://doi.org/10.1177/00472875231199233> (ABDC: A*)

12. Litvin, S. W., Guttentag, D., Smith, W. W., & Pitts, R. E. (2024). Fear and travel: extending our understanding of pandemic (non-) travel. *Consumer Behavior in Tourism and Hospitality*. <https://doi.org/10.1108/CBTH-08-2023-0114> (ABDC: B)
13. Litvin, S.W., Guttentag, D., Smith, W.W. and Pitts, R.E. (2024), “Fear and travel: extending our understanding of pandemic (non-) travel”, *Consumer Behavior in Tourism and Hospitality*, Vol. ahead-of-print No. ahead-of-print.
<https://doi.org/10.1108/CBTH-08-2023-0114> (ABDC: B)
14. Litvin, S.W., Guttentag, D.A., Smith, W.W. & Pitts, R.E. (2023) Revisiting and Extending: Revisiting and Extending: Who Should You Marketing to in a Crisis? Examining Plog’s Model During the Covid -19 Pandemic. *Journal of Travel Research*. <https://doi.org/10.1177/00472875231199233> (ABDC: A*)
15. McClinchey, K., & Dimanche, F. (2023). Discourses of fear in online news media: Implications for perceived risk of travel. *Tourism and Hospitality*, 4(1), 148-161.
<https://doi.org/10.3390/tourhosp4010009> (ABDC: C)
16. Novotny, M., Dodds, R. & Walsh, P. (2023) The Destination Marketing Organization as an Intelligent Agent: Evaluating Engagement in Knowledge Management Practices. *International Journal of Tourism Research*. <https://doi.org/10.1002/jtr.2605> (ABDC: A)
17. Novotny, M., Dodds, R. & Walsh, P. (2023) Understanding the Adoption of Data-Driven Decision-Making Practices Among Canadian DMOs. *Information Technology & Tourism*. doi.org/10.1007/s40558-023-00281-w (ABDC: B)
18. Oh, H., & Chan, E. Y. (2024). Compensating service failures: The moderating role of customers’ political ideology. *Australasian Marketing Journal*.
<https://doi.org/10.1177/14413582241252915> (ABDC: A).
19. Peesker, K. M., Ryals, L. J., & Kerr, P. D. (2024). Toward an understanding of the personal traits needed in a digital selling environment. *Journal of Business & Industrial Marketing*. <https://doi.org/10.1108/JBIM-02-2023-0094> (ABDC: A)
20. Pratt, S., Pan, B., Ageyiwaah, E., Lei, S., Lugosi, P., Kirillova, K., Piirman, M., Sutton, J., Jonsson, C., Haselwanter, S. Smith, R., Sinha, R., Berno, T., Mackenzie, M., Graci, S., Veliverronena, L., Zekan, B., Silva, D., Park, S. (2023). Tourism Myths and the Dunning Kruger Effect. *Annals of Tourism Research* <https://doi.org/10.1016/j.annals.2023.103620> (ABDC: A*)
21. Yayla, O., Koç, B., & Dimanche, F. (2023). Residents’ support for tourism development: Investigating quality-of-life, community commitment, and communication. *European Journal of Tourism Research*, 33, 3311. <https://doi.org/10.54055/ejtr.v33i.2762>

AUSTRALIAN BUSINESS DEANS COUNCIL (ABDC) RATING	
A*	5
A	8
B	4
C	2

Refereed conference presentations and publications:

1. Dimanche, F., & Perzyna, M. (2023, September). Immigration and workforce diversity in the Canadian hospitality and tourism sector: An opportunity not to be missed. Travel and Tourism Research Association (TTRA) Canada conference, Kingston, Canada. https://scholarworks.umass.edu/ttracanada_2023_conference/2/
2. Dimanche, F., & Wright, K.-A. (2023, April). Discrimination and biases in Canadian tourism employment: Assessment and recommendations to address the labor crisis. Travel and Tourism Research Association Europe conference, Dijon, France.
3. Dimanche, F., McClinchey, K. A., Dubois, L.-E., & Newman, S. (2024, June). A rare vintage: Blending art and wine as a luxury experience. Paper accepted for presentation at the 6th Wine & Hospitality Management Workshop. Reims, France.
4. Dubois, L.-E., Newman, S., & Dimanche, F. (2023, April). Challenges and opportunities in cultural tourism: insights from Ontario, Canada. Travel and Tourism Research Association Europe conference, Dijon, France.
5. Graci, S. and Rasmussen, Y. and Cukier, W (2023). Examining Sustainable Livelihoods Approach to Indigenous Entrepreneurship in Canada's North. Toronto, June 28, 2023.
6. Graci, S., Rasmussen, Y. and Cukier, W. (2023) Northern WE in Tourism. Examining Sustainable Livelihoods Approach to Indigenous Entrepreneurship in Canada's North. Critical Tourism Studies. Montreal. August 3 to 6, 2023.
7. Graci, S., Rasmussen, Y. and Cukier, W. (2023) Northern WE in Tourism. Examining Sustainable Livelihoods Approach to Indigenous Entrepreneurship in Canada's North. Canadian Association of Geographers. Montreal. May 8, 2023
8. Griffin, T., & Marsh, S. (2023, September). Hosting friends and relatives in the Yukon. Travel and Tourism Research Association Canada Conference, Kingston, ON, Canada.
9. Kellershohn, J., Smith, W.W., Litvin, S.W., & Frash R. (2023). From Crisis to Recovery: Analyzing Government Support for Canadian Restaurants during the COVID-19 Pandemic. 2023 TTRA Canada Conference. September 2023

https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1014&context=ttra_canada_2023_conference

10. Linda, I. & Oh, H. (2023, June 3-6). Impact of workplace ostracism on frontline employees' service recovery [Work-in-progress paper presentation]. The Administrative Sciences Association of Canada (ASAC) 2023, Toronto, Canada.
11. Linda, I. & Oh, H. (2024, January 4-6). The effect of workplace ostracism on restaurant frontline employees' service recovery performance: The parallel mediation role of perceived outsider status and emotional irritation. The 29th Annual Graduate Student Research Conference in Hospitality and Tourism, Miami, Florida. Nominated as one of the ten best papers.
12. Newman, S., & Dimanche, F. (2023, November 14-16). Cultural tourism in Ontario: Challenges and opportunities from inclusion to participation [Conference presentation]. Northern Ontario Tourism Summit. Sault Ste Marie, ON, Canada.
13. Novotny, M., Dodds, R., & Bayne, T. (2023, Sept 13-15) Workshop: Sustainability Metrics for Destinations *TTRA Canada Conference*, Kingston, Canada
14. Peesker, K., (2023) "Sales Education and Selling in Canada", Global Sales Science Institute Conference 2023, June 8-10, 2023
15. Smith, W.W., Kellershohn, J, Gibbs, C. (2023). Developing the Pipeline: Connecting Students with Industry. 2023 ISTTE Conference. October 2023.

Academic/ Industry presentations:

1. Dimanche, F. (2023, June). Immigration, multicultural placemaking, and regenerative urban tourism development. Invited research seminar at Institut Lyfe (formerly Institut Paul Bocuse), Lyon, France.
2. Dimanche, F. (2023, May). From tourist behavior to destination competitiveness. Research Group on Territorial Analysis and Tourism Studies (#GRATET). Universitat Rovira i Virgili, Tarragona, Spain.
3. Dodds, R. (2023) "Tourism, vulnerability and resilience in islands" SEAMA Island Tourism and Hospitality Management March 2, 2023
4. Dodds, R. (2024) Stimulating Tourism Innovation in British Columbia: Stories, Strategies, Success Tourism Industry Association of BC (TIABC), March 7, 2024, Victoria, BC, Canada
5. Legohérel, P., Dimanche, F., & Frochot, I. (2024, March). Perspective international sur l'indice H. Comment nous l'utilisons [International perspective on the h index: How we use it]. Tourism Research Seminar, ESTHUA, Université d'Angers.
6. Oh, H. (2023, June 4). Doctoral Consortium. [Panelist], Administrative Sciences Association of Canada (ASAC) Conference. TRSM, Toronto Metropolitan University, Toronto, Canada

7. Smith, W.W. (2024). Hospitality Graduates and Transferable Job Skills. CARS 2024/CHTM Annual Research Symposium 2024. Polytechnic University of the Philippines. February 2024.

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

Report:

1. Griffin, T. (2024). Hosting Friends and Relatives: Experiences and Implications for Whitehorse and the Yukon. Toronto Metropolitan University. https://rshare.library.torontomu.ca/articles/report/Hosting_Friends_and_Relatives_Experiences_and_Implications_for_Whitehorse_and_the_Yukon/25785351

Trade Publications:

1. Dimanche, F., & McClinchey, K. A. (2024, April 30). Rough seas or smooth sailing: The cruise industry is booming despite environmental concerns. *The Conversation*. <https://theconversation.com/rough-seas-or-smooth-sailing-the-cruise-industry-is-booming-despite-environmental-concerns-228181>
2. Dimanche, F. (2023, May 30). Not for those seeking comfortable jobs. *The Good Tourism Blog*. <https://www.goodtourismblog.com/2023/05/career-in-hospitality-really/#FD>
3. Graci, S. (2024). Sustainable Travel and Tourism. *The Social*.
4. McClinchey, K. A., & Dimanche, F. (2024). Oh, Canada: Reconciliation via Indigenous storytelling, dignity, and 'dark tourism.' *The Good Tourism Blog*. <https://www.goodtourismblog.com/2024/01/canada-indigenous-dark-tourism/>

Research Contribution:

1. Graci, S. and Rasmussen, Y. (2023). Indigenous Women in Northern Canada Creating Sustainable Livelihoods in Tourism. *The Conversation*, May 10, 2023.
2. Rasmussen, Y and Graci, S. (2023). Indigenous Women Entrepreneurs - Changing the Future of Tourism in Canada's North. *Cultural Survival Magazine*, June 13, 2023.

Book Chapters:

1. Butler, R. & Dodds, R. (2023) Overtourism: trends, issues, impacts and implications in (Alastair M. Morrison & Dimitrios Buhalis (Eds.) Routledge Handbook of Trends and Issues in Global Tourism (RHTIGT)
2. Contiki Canada. In: Sigala, M., Fang, M., Yeark, A., Albrecht, J.N., Vorobjovas-Pinta, O. (eds) Case-Based Research in Tourism, Travel, and Hospitality. Springer, Singapore. https://doi.org/10.1007/978-981-97-1891-7_5

3. Dimanche, F., & Andrades, L. (in press). Tourism trends: Current challenges for tourism destinations management. In L. Andrades, C. Romero Dexeus, & E. Martínez-Marín (Eds.), The Spanish model for smart tourism destination management: A methodological approach. Springer.
4. Dimanche, F., & Perzyna, M. (2024). Diversity, equity, and inclusion management in the Canadian hospitality industry. In A. Manoharan, J. M. Madera, & M. Singal (Eds.), The Routledge handbook of diversity, equity, and inclusion management in the hospitality industry. Routledge.
5. Dodds, R. & Butler, R. (2024) Overtourism in urban environments (Cristina Maxim, Alastair M. Morrison, J. Andres Coca-Stefaniak & Jonathon Day (Eds.) Handbook of Sustainable Urban Tourism Edward Elgar Publishing
6. Graci, S. and Taylor, K. (2023) The Sustainable Livelihood Approach to Indigenous Tourism Development in Butler, R. and Carr, A. Handbook of Indigenous Tourism, Routledge: London.
7. Howell, O.R., Peesker, K.M. (2024). Sales Leadership in Tourism: The Case of
8. Smith, S.L.J. & Smith, W.W. (2023). Correspondence Analysis. In J. Jafari & H. Xiao (eds.), Encyclopedia of Tourism, Springer.
9. Smith, S.L.J. & Smith, W.W. (2023). Visitor. In J. Jafari & H. Xiao (eds.), Encyclopedia of Tourism, Springer
10. Smith, W. W. (2023). Nearest Neighbor Analysis. In J. Jafari & H. Xiao (eds.), Encyclopedia of Tourism, Springer
11. Smith, W. W., Peesker, K., Guttentag, D., & Kellershohn, J. (2024). Maintaining Hotels' Covid-19 Protocols Post-Pandemic to Enhance Service for Guests with Autism: An Opportunity for Increased Accessible Tourism. In Post-COVID Tourism and Hospitality Dynamics (pp. 63-74). Apple Academic Press.
12. Smith, W.W. (2023). Forward. In Sharad Kumar Kulshreshtha Ed. Managing Festivals for Destination Marketing and Branding. (p.xvii) IGI Global DOI: 10.4018/978-1-6684-6356-7 ISBN13: 9781668463567

Case Studies

1. Coughlan, L.M. & Dodds, R. (2023) Scaling up sustainability: the Case of Big Wheel Burger. *CABI Tourism Cases DOI:10.1079/tourism.2023.0025*
2. Dodds, R. & Tyler, S. (2024) Tla-o-qui-aht First Nations: Operations Management for Sustainable Tourism Development. IVEY Cases <https://www.iveypublishing.ca/s/product/tlaoquiaht-first-nations-operations-management-for-sustainable-tourism-development/01tOF000002WY5SYAW>
3. Dodds, R. (2023) Bread 41 Bakery: Minimizing Waste and the Food Waste Hierarchy *CABI Tourism Cases DOI: 10.1079/tourism.2023.0054*

4. Dodds, R. (2023) KESTAVA: food waste and sustainability in a Finnish Restaurant in (Antonia Correia (Ed). *Case Studies in Innovation & Entrepreneurship in Tourism*. Taylor and Francis
5. Dodds, R. (2023) Social Justice in the Hospitality Industry: Better pay equals better employees and a better hotel CABI Case Studies ISSN: 2788-5607 DOI: 10.1079/tourism.2022.0042

Faculty Impact Factor

<i>Professor</i>	<i>H-index</i>
Dr. Sonya Graci	17
Dr. Tom Griffin	15
Dr. Frederic Dimanche	35
Dr. Karen Peesker	6
Dr. Rachel Dodds	39
Dr. Julie Kellershohn	8
Dr. Hyunghwa (Rick) Oh	2
Dr. Norman Shaw	12
Dr. Wayne Smith	21

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:

<https://www.torontomu.ca/tedrogersschool/hospitality-tourism-management/news-events/>

Expenses for 2023/24

Program Area	Cost (\$)
Computer and office supplies	
Event Expenses	
Research/Project Assistants	6980.52
Research Service Printing	
Total	6980.52

Plan for the following year 2024/25

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	
Event Expenses	Webinar expenses	
Research/Project Assistants	Share of work study wages/ RA Wages	10,000
Research Service	Software, data sets, monitors for students	
Supplies	Office supplies	
Total		10,000

Appendix I Advisory Council

We are pleased to have the following Advisory Council members for 2023/2024:

Dr. Walter Jamieson, Adjunct Professor, Hospitality and Tourism Management, Toronto Metropolitan University (Formerly Ryerson University); Senior Advisor, Institute for Hospitality & Tourism Research, Toronto Metropolitan University (Formerly Ryerson University)

Trevor Jonas Benson, CEO, Bannikin Travel and Tourism Consulting

Kelly Galaski, Senior Director of Operations and Head of Impact, Planeterra

Omar McDadi, Field Unit Superintendent, Parks Canada

John Gunter, President & CEO, Frontiers North Adventures