

# WEBSITE REVIEWS

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## A PRACTITIONER'S BOOKMARKS: FIVE TOURISM RESEARCH WEBSITES

Reviewed by **Chris Cotton**

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E.D. practitioners throughout the world share an interest in topics across the hospitality and tourism spectrum, ranging from local industry assessments to strategic plan development to trend analysis. Individuals or communities pursuing an interest in hospitality and tourism development will benefit by exploring some of my favorite websites, listed below.

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### **World Tourism Organization**

[www.world-tourism.org](http://www.world-tourism.org)

As a specialized agency of the United Nations, the World Tourism Organization (WTO) serves as a global resource on tourism policy issues and developmental programs. E.D. professionals previously unfamiliar with the industry will particularly benefit during their initiation into the tourism realm by visiting this site first. Apparent from the homepage, WTO is focused on long-term macro-level issues and trends. Recent topics include tourism trends to 2030, industry highlights for 2008, and sustainable development.

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### **ITA Office of Travel & Tourism Industries**

[tinet.ita.doc.gov](http://tinet.ita.doc.gov)

One of the Office of Travel and Tourism Industries' primary functions is to collect and publish comprehensive international travel and tourism statistics. The majority of this data is located under the "Research Programs" link on the homepage. Although numerous publications are available only for purchase (several prepared in conjunction with the Travel Industry Association <http://www.tia.org>) a vast amount of data can still be gleaned from the "Basic" or "Monthly"

statistics programs. Up-to-date and historical National, State, Census region, selected Cities, and Country-specific international travel and tourism statistics are available.

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### **Cornell University School of Hotel Administration**

[www.hotelschool.cornell.edu](http://www.hotelschool.cornell.edu)

Cornell University's School of Hotel Administration offers a world-renowned hospitality management program and hospitality research center. The Center for Hospitality Research (CHR) continues to be at the forefront on industry specific strategic, managerial, and operational development. Although CHR's primary focus is on creating and distributing research of significance to the hospitality industry, CHR offers a vast array of research reports and industry tools that would be exceptionally useful for those in E.D. The website exhibits CHR's research through various formats, including: *Cornell Hospitality Reports*, *Cornell Hospitality Tools*, *Industry Roundtables*, *Cornell Hospitality Quarterly*, and other conferences and projects. Noteworthy publications for E.D. practitioners can also be found within the "Industry Perspectives" and "Best Practices" sections.

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### **Simon Fraser University Centre for Tourism and Policy Research**

[www.sfu.ca/~dossa](http://www.sfu.ca/~dossa)

The Centre's primary role is to provide support for the University's array of educational activities. However, those interested in tourism research should be sure to inspect

the “links” page, which contains numerous subject specific portals to industry resources. This listing of tourism resources focuses more closely on niche areas of development including agricultural tourism, mountain tourism, and coastal fisheries tourism. Despite the site’s emphasis on Canadian tourism a majority of the resources are useful for those in E.D., regardless of location.

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### **U.S. Census Bureau**

*www.census.gov*

A considerable amount of data relating to the economic characteristics of sectors associated with tourism can be located through the Census website. Data are accessible through various programs, formats, frequencies, sectors, and geographies. Be aware that none of these data programs offer statistics exclusively representative of tourism due to an inability to distinguish between local residents and visitors during the survey/sampling process. Instead, NAICS can be used to provide detail on tourism related sectors.

Recommended sectors, subsectors, or industries: Accommodation and food service (72), Arts, entertainment, and recreation (71), Clothing and clothing accessories stores (448), Scenic or sightseeing transportation (487), Travel arrangement and reservation services (5615).

The “Business & Industry” link on the homepage provides a logical launch point for tourism research endeavors. Users can easily access popular data programs such as the Economic census, Survey of business owners, County business patterns, Local employment dynamics and others. Additionally, the US Statistical Abstract (*http://www.census.gov/compendia/statab/*) provides convenient access to tourism related data including revenue and expense estimates for a number of industries.

### **The reviewer**

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