

Resources for Tourism

Prepared by Arizona State University and the Center for Sustainable Tourism

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ASU Center for Sustainable Tourism <https://scrd.asu.edu/sustainabletourism>

The Center for Sustainable Tourism and its affiliated partners, faculty, and students seek to examine the role and contribution of tourism in the social, cultural, environmental, and economic well-being of communities. The Center's research, education and development activities focus on long-term, system-wide, sustainable strategies, and co-created solutions for community and tourism development. The faculty and students affiliated with the Center aim to participate in the achievement of sustainable communities by generating new evidence-based knowledge and participating in the development of methods, theories, best practices, and policies for tourism communication application.

Director: Christine Vogt

Arizona Office of Tourism <https://tourism.az.gov/> (Visitor site: <http://www.visitarizona.com/>)

The Arizona Office of Tourism enhances the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development. The Arizona Office of Tourism (AOT) strives to enhance the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development. AOT's goal is to provide precise, research-driven strategies to achieve this mission while serving as the comprehensive leader in Arizona's tourism industry.

Executive Director: Debbie Johnson Deputy Director: Stephanie Dowling

Arizona Lodging and Tourism Association <http://www.azlta.com/>

The Arizona Lodging & Tourism Association (AzLTA) is a trade based membership organization representing more than 38,000 guestrooms statewide and almost 500 members including hotel, resorts, attractions, destination marketing organizations, B&B's and related industry partners. Serving businesses who cater to hotels and tourism, AzLTA offers an array of benefits. Participate in industry events to grow a professional network, take advantage of the training and informational resources exclusive to our members, utilize our many marketing opportunities and much more! In addition to the many member benefits offered, AzLTA acts as the voice of Arizona's lodging and tourism industry. Through advocacy and education, AzLTA promotes the interests of our members, our industry and our residents who rely on our properties, attractions and destinations for jobs and tax revenues that fund critical state programs.

President and CEO: Kim Sabow Executive Vice President: David Drennon

US Travel Association <https://www.ustravel.org/>

The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.1 trillion in economic output and supports 15 million American jobs. As the united voice of the industry, U.S. Travel prioritizes high-impact issues that matter most to its collective membership. They not only identify the industry's biggest opportunities and challenges, but also develop the messages and actions to create positive growth. We advocate for policies that will advance and elevate our industry on the national level, engaging our members with the tools, research and resources needed to influence change at state and local levels.

President and CEO: Roger Dow

National Travel and Tourism Office <http://travel.trade.gov/>

Creates a positive climate for growth in travel and tourism by reducing institutional barriers to tourism, administers joint marketing efforts, provides official travel and tourism statistics, and coordinates efforts across federal agencies through the Tourism Policy Council. The Office works to enhance the international competitiveness of the U.S. travel and tourism industry and increase its exports, thereby creating U.S. employment and economic growth.

Executive Director: Kelly Craighead