

CONFERENCE

QUALITY OF LIFE AND REGIONAL DEVELOPMENT

Tourism and Hospitality

April 19th, 2012, Annapolis, MD | Maryland Hall for Creative Arts

Main organizers:



Management Institute
for Quality-of-Life Studies



Partners & Sponsors:



Panelists & speakers representing:



THE MUSIC THERAPY CLINIC



OUTLINE The meeting is mainly intended to comprehensively explore issues concerned with quality of life and quality of work as well as with the direct impact of these issues on regional growth through the development of travel and tourism industries. The main focus will be placed on the issue of life quality of residents and workers in Maryland and neighboring states, quality of tourist experiences in the region as well as tourism development. In times of global challenges and shifts in economic profiles of countries and regions, the theme of quality takes on a new meaning.



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 **VirginiaTech**

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QUALITY OF LIFE AND REGIONAL DEVELOPMENT. Travel and Tourism.

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This specific happening in developed regions and countries creates opportunities for local development practices to serve as models to benefit bigger communities. The State of Maryland and its capital city of Annapolis have a lot of things to share. They are well positioned to take new steps in their sustainable development.

TOPICS

A comprehensive and interdisciplinary approach creates additional opportunities and solutions. This meeting will therefore address issues such as quality of life and human development; quality of life in the city; life balance - quality of work and life; travel and hospitality business and quality of life and work; well-being, creativity and quality of life; health (mental health in particular) and quality of life; quality of life of immigrants and minorities.

TARGET AUDIENCE

The conference is primarily addressed to

- (1) policy makers on the state, county and municipality level;
- (2) business people & service providers, especially in the tourism and hospitality sector;
- (3) professionals working in fields concerned with quality of life and socio-economic development;
- (4) educators in related fields.



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CONFERENCE STRUCTURE (draft)

9.30am-12am

MAIN SESSION (2.5 hours)

Dr. M. Joseph Sirgy, Director, Management Institute of Quality-of-Life Studies (MIQOLS); Professor of Marketing, Virginia Polytechnic Institute & State University (Virginia Tech)

Dr. Margot Gotzmann, President GRL (Global, Regional, Local) Development; President, Social Integration and Community Development Association

Dr. Muzaffer Uysal, Professor of Tourism, Department of Hospitality and Tourism Management, Pamplin College of Business, Virginia Polytechnic Institute & State University (Virginia Tech)

Hannah Byron, Secretary, Office of Tourism, State of Maryland (tbc)

Sly Patel, Director at Large, Asian American Hotel Owners Association

Lara Fritz, President, Annapolis Economic Development Corporation (tbc)

Mendy Nitsch, Director, Sister States Program, Department of State, State of Maryland

David Grossman, Director, International City/County Managers Association (ICMA)

12pm – 1pm

Lunch

1pm – 3.30pm

ROUND ONE OF PARALLEL SESSIONS

Parallel Session A

QUALITY OF LIFE, HUMAN DEVELOPMENT AND REGIONAL PROSPERITY. Policymaking challenges. Maryland and its hosting communities.

Chair: *M. Joseph Sirgy, PhD, Director, Management Institute of Quality-of-Life Studies (MIQOLS); Professor of Marketing, Virginia Polytechnic Institute & State University (Virginia Tech)*

Speakers:

M. Joseph Sirgy, PhD, Director, Management Institute of Quality-of-Life Studies (MIQOLS); Professor of Marketing, Virginia Polytechnic Institute & State University (Virginia Tech)

Patrick Nolan Guyer, Chief Statistician, American Human Development Project, Social Science Research Council

Dan Nataf, Ph.D., Center for the Study of Local Issues, Anne Arundel Community College

Representative, Annapolis Economic Development Corporation (tbc)



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Parallel Session B

QUALITY OF LIFE IN THE CITY AND TOURISTS-HOST COMMUNITY RELATIONSHIPS. Case of Annapolis.

Chair: *Vince Magnini, PhD., Department of Hospitality and Tourism Management, Pamplin College of Business, Virginia Polytechnic Institute & State University*

Speakers:

Bob Agee, Partner, The Faux Group, Inc.

Ellen Moyer, f. Mayor, City of Annapolis

Fred Kent, President, Project for Public Spaces (New York) (tbc)

Lisa Craig, Head, Historic Preservation Commission, City of Annapolis (tbc)

Representative, Envisioning Annapolis (tbc)

Parallel Session C

LIFE IN BALANCE. QUALITY OF WORK AND LIFE. Best practices for businesses (tourism and hospitality sector focus). Employers, employees and consumers. How to create quality of free time experiences for the clients of tourism industry and attract new customers; how to improve quality of life and work of hospitality business employees.

Chair: *Muzzo Uiysal, PhD., Department of Hospitality and Tourism Management, Pamplin College of Business, Virginia Polytechnic Institute & State University*

Speakers:

Muzaffer Uysal, Ph.D., Professor of Tourism, Department of Hospitality and Tourism Management, Pamplin College of Business, Virginia Polytechnic Institute & State University (Virginia Tech)

Maria Cseh, Ph.D., Associate Professor, Human and Organizational Learning, The George Washington University; Board Member, Academy of Human Resource Development

Representative, Asian American Hotel Owners Association (tbc)

Representative, Academy of Human Resource Development (tbc)

Representative, Latino American Hotel Owners Association (tbc)



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3.45pm – 5.30pm

ROUND TWO OF PARALLEL SESSIONS

Parallel Session D

WELL-BEING: WHAT DOES IT MEAN FOR TOURISM AND HOSPITALITY BUSINESS – NEW AREA OF TOURISTIC EXPERIENCE. Mental health and quality of rest. Healthy food and quality of vacation & travel. Quality of touristic experience and new wellness strategies for tourism industry.

Chair: *Jorge Eduardo Castillo, MBA, Director for Business Development & Marketing, Passport Health; Member, Board of Directors, MD Hispanic Chamber of Commerce*

Co-Chair: *Margot Gotzmann, Ph.D., President GRL (Global, Regional, Local) Development; President, Social Integration and Com-munity Development Association*

Speakers:

Cynthia Gossage, Ph.D., Chair, Department of Nutrition, Foods, and Hospitality Management

Fabiana Franco, Ph.D. LLC Clinical and Consulting Services (tbc)

Dorita S. Berger, Ph.D., MT-BC, LCAT, Owner, The Music Therapy Clinic

Jorge Eduardo Castillo, MBA, Director for Business Development & Marketing, Passport Health; Member, Board of Directors, MD Hispanic Chamber of Commerce

Jennifer Palmer, Owner, Nourishing Journey, LLC (tbc)

Brian Cahalan, Owner, 49 West Café, Winebar & Gallery

Representative, Maryland Hall for Creative Arts (tbc)

Parallel Session E

CULTURAL, ECONOMIC, ENVIRONMENTAL, POLITICAL & SOCIAL CAPITAL AND TOURISM. Diverse society. Quality of life of minorities & newcomers.

Chair: *Larry Hajime Shinagawa, PhD, Director of Asian American Studies Program, University of Maryland College Park*

Speakers:

Rebecca Dougherty Goldman, Research & Performance Metrics Manager, Office of Tourism Development, Maryland Department of Business and Economic Development

Greg Kihlström, Chief Creative Officer, Carousel30

Academician, Prince George’s Community College (tbc)

Larry Hajime Shinagawa, Ph.D., Director of Asian American Studies Program, University of Maryland College Park



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CONFERENCE ORGANIZERS, PARTNERS & SPONSORS

Co-organizers:

GRL (Global, Regional, Local) Development (Annapolis, MD)

GRL (Global, Regional, Local) DE-

VELOPMENT is an expert-based organization, working in favor of local, regional and global socio-economic development and quality-of-life progress, helping communities, businesses, educational institutions, international organizations, governments and governmental agencies in planning and implementing their successful developmental agendas. Created in 2010, within the GRL Business and Society Center, is a collaborative effort of GRL and local businesses and non-profit organizations in the state of Maryland. The Center focuses on practical conferences and courses that deliver sought for knowledge to tackle current and future challenges in the area of business development, good governance and professional excellence. The Center specializes in conferences and course-type trainings for business owners, local government officials, social and community leaders, and professionals. GRL Development works not-for profit and is in the process of acquiring the IRS-approved non-profit status.

Management Institute of Quality-of-Life Studies (MIQOLS), Virginia Polytechnic Institute & State University (Virginia Tech)

The general objective of the Management Institute for Quality-of-Life Studies (MIQOLS) is to conduct quality-of-life management-related research for business, non-profit, and government organizations to help those organizations: (1) Develop educational programs for managers and policy makers on topics related to quality-of-life issues; (2) Develop evaluation (research) programs based on quality-of-life performance measures and methods that can assist in strategic decision-making in turbulent environments--technology, social/cultural, economic, and/or political environments; and (3) Develop management programs to help organizations better serve its many stakeholders and enhance their well being.

MIQOLS is an established non-profit organization made up of mostly social scientists at various academic institutions and other management consultants who are dedicated to creating a bridge between the science of quality-of-life studies and the diffusion and utilization of that knowledge in industry and government. MIQOLS has its roots in the Office of Quality-of-Life Measurement (OQOLM) at Virginia Tech (Virginia Polytechnic Institute and State University, Blacksburg, Virginia, U.S.A). Many research quality-of-life studies (and educational programs) have been conducted through OQOLM since the early 1980's.

Department of Hospitality and Tourism Management, Pamplin College of Business, Virginia Polytechnic Institute & State University (Virginia Tech)

The Hospitality and Tourism Management (HTM) is one of six Departments in the Pamplin College of Business at Virginia Tech. The Department is consistently ranked in the top five of HTM programs worldwide. Recent rankings include top five rankings for the quality of its faculty and its undergraduate, masters, and Ph.D. programs. Four of the top 25 tourism researchers worldwide are in the Department. The Department offers a BS in Business with a major in Hospitality and Tourism Management, and an MS and a Ph.D. in Hospitality and Tourism Management. Currently, there are slightly over 340 undergraduates, 15 masters, and 15



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Ph.D. students in the program. The Department is also a tier one recruiting school for many of the major hospitality corporations in the USA, including Marriott, Hilton, Hyatt, Sodexo, Compass, Darden and many others.



The mission of the **Social Integration and Community Development Association (SICDA)** is to: (1) promote social integration and community development, in order to improve the quality of life of people belonging to local communities and in particular to minority communities; (2) promote sustainable human development especially in the areas of health, well-being, education, social integration, environment and social culture and social competence; (3) promote art education, healing art, psychotherapies and therapies that fight stress, depression and other poor mental and general health conditions. SICDA is an IRS-recognized public charity under the Internal Revenue Code section 501(c)(3) (public charity status: 170(b)(1)(A)(vi)).

Partnerships (selected):



NTA (f. National Tour Association) NTA is the leading association for professionals serving travelers to, from and within North America. Since its founding in 1951, the association has served a broad and diverse membership and helped them expand market reach with innovative business tools, strategic relationships and collaboration within the industry. NTA membership represents more than 40 countries.

International Society for Quality-of-Life Studies (Berlin, Germany)

ISQOLS is an international society whose purpose are to promote and encourage research in the field of quality-of-life (QOL) studies. Objectives of the Society include stimulating interdisciplinary research in QOL studies within managerial (policy), behavioral, social, medical, and environmental sciences, developing closer liaisons across academic disciplines such as marketing, management, economics, sociology, psychology, communications, political science, hospitality, housing, education, public administration, health care, environmental sciences, medical sciences, and others where QOL research is being pursued, playing a role of a social change agent to bring about policies to foster QOL of various segments of society based on solid scientific study of QOL.



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SAMPLE SESSION DETAILS (selected sessions, titles of sessions are provisional/working)

Work/Life Balance for Employees in the Travel/Tourism Industry This session will introduce to the audience the concept of work/life balance. The session leader will review studies that have demonstrated the adverse effects of conflict between work and nonwork life—individual effects (e.g., poor job performance, low morale, job dissatisfaction, low motivation, and low organizational commitment) and organizational effects (e.g., poor customer satisfaction and high employee turnover). The session leader will then focus on describing the various management intervention strategies designed to restore work/life balance and the evidence relating to the effectiveness of those strategies, and ultimately explain how certain strategies work best under what conditions. The session will also allow for a certain degree of interactivity. After reviewing the intervention strategies (and the various conditions that determine their effectiveness), the audience will be invited to discuss individual cases and will be encouraged to select appropriate intervention strategies that match the cases.

QOL in the City – Tourists, Residents, and Service Providers: Best Practices in the Tourism and Hospitality Sector

This session will cover the connection between tourism and its effects on the quality of life (QOL) in the city as a destination community. Tourism activities in the city, when planned carefully and sustainably, have the potential to increase tourism jobs in the city as well as sales of tourism goods and services. Further, increases in tourism jobs within the city destination area should play a significant role in increasing the economic and consumer well-being of the destination city residents. It is clear that a high level of quality of life of residents of a destination sustains better quality tourism experiences in the long run. Understanding and managing the tourists–host relationships with respect to the reciprocity effects of quality of life of residents and quality vacation experiences and how this exchange and interaction may change over time would create challenges and opportunities for researchers, planners and policy makers. The session will provide guiding principles as theories, applications and best practices in the tourism and hospitality sector.