

How can we help you?

You can always expect trustworthy, cost-effective research, conforming to ethical standards from the Center for Tourism Research and Development.

Research from the academic sector enjoys a high degree of acceptance and legitimacy in the marketplace. Our ability to tap into resources and faculty at one of the five largest universities in the United States gives us extraordinary depth of knowledge and expertise.

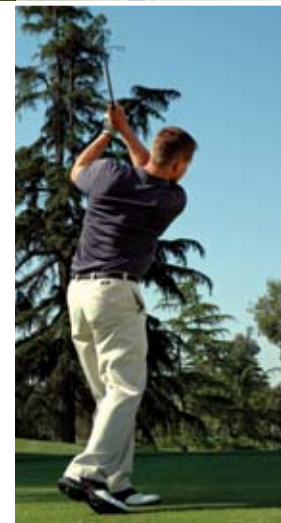
As providers to public and private organizations throughout Florida, U.S. and globally, the Center for Tourism Research and Development has the experience and resources to find answers to your questions. Please contact us for further information and initial consultation.



For more information contact us:
The Center for Tourism Research and Development
University of Florida
Department of Tourism, Recreation and Sport Management
PO Box 118208
Gainesville, FL 32611-8208
Phone :: 352.392.3992
fax :: 352.392.7588

<http://www.ctrd.hhp.ufl.edu>

**What people do in their free time
is our business.**



**For timely, accurate and credible travel
and tourism research,
turn to the experts.**



The Center for Tourism Research & Development



The Center for Tourism Research & Development is committed to excellence in research. Our mission is to facilitate interdisciplinary research projects focusing on a wide range of travel and tourism opportunities, ranging from mass tourism to special interest tourism, such as ecotourism, heritage tourism and sport tourism.

The Center is a vital source for strategic information for industry and public policy makers, drawing on an impressive array of outstanding resources:

- Faculty with strong academic credentials and in-depth knowledge and expertise in the social and behavioral sciences
- Nationally and internationally recognized faculty with publications in the leading leisure, travel and tourism journals
- Strong interdisciplinary linkages to University of Florida researchers in allied fields
- State-of-the-art computer and library resources

Our expertise includes:

- Tourism behavior and visitor studies
- Tourism planning and development
- Tourism impact studies
- Tourism marketing and impacts
- Rural tourism development
- Heritage and historical tourism
- Cultural heritage management
- Nature-based tourism and ecotourism
- Parks and protected areas management
- Water-based recreation management
- Resource economics, management and policy
- Coastal fisheries management
- Recreation needs assessments
- Leisure, tourism and sport behavior
- Hospitality management
- Meetings, conventions and special events
- Amusement park operations
- Commercial recreation
- Customer service research and training
- Visitor conflict studies
- Product packaging workshops
- Volunteer training



Let us show you how our expertise will serve your research needs.

Call us today at 352-392-3992
or e-mail us at penngrey@hhp.ufl.edu

Recent CTRD projects

- Profile and economic impacts of visitors to Norfolk, Virginia
- Satisfaction among Florida State Park visitors
- Impact of wildfires and tourist behaviors
- Florida statewide outdoor recreation resident and tourist participation
- Outdoor recreation needs assessment
- Communication and information needs of National Forest visitors
- Tourism development in Vladimir, Russia
- Sustainable development of local communities at World Heritage Sites
- Alachua County destination conversion studies

Some of our clients

- Eurasia Foundation
- United States Department of Commerce
- United States Forest Service
- United States National Park Service
- Robert Wood Johnson Foundation
- Sea Grant College Program
- Commonwealth of Dominica Park Service
- Nepal Tourism Board
- International Hurricane Research Center
- Norfolk Convention & Visitor Bureau
- VISIT FLORIDA
- Florida Department of Environmental Protection
- Florida State Parks
- Florida Day Cruise Association
- St. Augustine, Ponte Vedra & the Beaches VCB
- Pasco County Tourist Development Council