

## **Annual “Martin Oppermann JTTM Best Article of the Year” Award**

The “Martin Oppermann JTTM Best Article of the Year” award has been conferred since 1999 by the Journal of Travel & Tourism Marketing as a tribute to the late Dr. Martin Oppermann with the intent to promote excellence in tourism research.

Dr. Oppermann was a young, bright, and talented academic and scholar who in 1998 suddenly passed away at the age of only 34. A native of Germany, he received his undergraduate and graduate degrees in tourism geography and political sciences at Tuebingen University, Germany, followed by postdoctoral studies in tourism and hospitality marketing at the University of Nevada, Las Vegas. Martin’s last position was as senior lecturer and director of the master’s program in the School of Tourism and Hotel Management at Griffith University, Gold Coast, Australia. He served as the vice president of Asia-CHRIE and was listed in “Who’s Who in the World” and in “Outstanding People of the 20th Century.”

Dr. Oppermann left a tremendous legacy to the tourism and hospitality discipline, in part documented with his prominent position in rankings of the most influential scholars in our field (e.g., McKercher, 2008). In a career spanning less than a decade Martin published eight books and 57 refereed journal articles in addition to numerous research notes, rejoinders, and commentaries aimed to spark debate and often challenge conventional wisdom. Given his professional background, varied interests and natural curiosity, Martin’s scholarly output incorporated both conceptual/theoretical and empirical contributions, employed a wide variety of research methods, and explored a broad spectrum of topics, ranging from issues relating to tourist flows and itineraries, travel lifecycle, database marketing, meeting management to sex tourism, to name a few. The breadth of topics was matched by an equally broad geographical focus. In addition to his many contributions to the field, Martin is also remembered as very supportive and encouraging to young scholars in the field and thus, the fact that the “JTTM Best Article of the Year” award has also recognized the work of scholars in the early stages of their career would have especially pleased Martin.

The annual “Martin Oppermann JTTM Best Article of the Year” award is selected by JTTM Editorial Board members based on four criteria: (1) originality of concepts, methods, and/or contribution; (2) sophistication of conceptual development and/or methodology; (3) clarity of writing; and (4) overall contribution to JTTM and the body of knowledge.

## Winners of the “Martin Oppermann JTTM Best Article of the Year” Award – 1999 – 2010

1999

**Andreas Zins** - “Destination Portfolios Using a European Vacation Style Typology” JTTM 8 (1)

2000

**Xinran You & Joseph T. O’Leary** - “Age and Cohort Effects: An Examination of Older Japanese Travelers” JTTM 9 (1/2)

2001

**Philemon Oyewole** - “FLYSAT: An Index of Consumer Satisfaction with Service Offering in the Airline Industry” JTTM 10 (4)

**Atila & Fisun Yuksel** - “Measurement and Management Issues in Customer Satisfaction Research: Review, Critique and Research Agenda” (Part 1&2) JTTM 10 (4)

2002

**Leif E. Hem, Nina M. Iversen & Herbjørn Nysveen** - “Effects of Ad Photos Portraying Risky Vacation Situations on Intention to Visit a Tourist Destination: Moderating Effects of Age, Gender, and Nationality” JTTM 13 (4)

2003

**Seehyung Kim & Yooshik Yoon** - “The Hierarchical Effects of Affective and Cognitive Components on Tourism Destination Image” JTTM 14 (2)

2004

**Karl W. Woeber & Daniel R. Fesenmaier** - “A Multi-Criteria Approach to Destination Benchmarking: A Case Study of State Tourism Advertising Programs in the United States” JTTM 16 (2/3)

2005

**Thomas L. Ainscough** - “The Effect of Brand, Agent, and Price on Consumer Evaluation of Travel Services” JTTM 19 (1)

2006

**Yvette Reisinger & Felix Mavondo** - “Cultural Differences in Travel Risk Perception” JTTM 20 (1)

2007

**Ki-Joon Back & Heesup Han** – “Assessing Customers’ Emotional Experiences influencing their Satisfaction in the Lodging Industry” JTTM 23 (1)

2008

**Youcheng (Raymond) Wang** - “Examining the Level of Sophistication and Success of Destination Marketing Systems: Impacts of Organizational Factors” JTTM 24 (1)

**Charles Chancellor & Shu Cole** - “Using Geographic Information System to Visualize Travel Patterns and Market Research Data” JTTM 25 (3/4)

2009

**Christine Petr** – “Fame is not always a positive asset for heritage equity! Some clues from buying intentions of national tourists” JTTM 26 (1)

2010

**Karin Weber & Beverley Sparks** - “Service Failure and Recovery in a Strategic Airline Alliance Context: Interplay of Locus of Service Failure and Social Identity” JTTM 27 (6)

***Reference:***

McKercher, B. (2008). A citation analysis of tourism scholars. *Tourism Management* 29 (6): 1226– 1232