

# RESEARCH CONNECTION

## Getting to know the Tourism Research Centre at Brandon University

By Doug Ramsey, PhD



### Why this research is important

Since its creation, faculty and students involved in research through the TRC have collaborated with various agencies, including Tourism Westman, Travel Manitoba, and the Manitoba Hotel Association. The TRC has also formed a partnership with RDI on a number of projects, such as facilitating community symposia focused on topics like rural tourism and casino development. The TRC and RDI have also co-hosted guest speakers from Europe, the United States, and Canada.

### How the research is conducted

Research conducted by faculty and students in the TRC has included a diverse geography, including Canada, Europe, and Mexico, and a wide range of topics (recreation, resort, rural, cultural, and nature-based). TRC research is in the early stages of examining Indigenous tourism and

### What you need to know

The [Tourism Research Centre](#) (TRC) was established by the Brandon University Board of Governors in 2003 as a way for faculty engaged in tourism-related research to collaborate on research projects of mutual interests, including being a place to facilitate collaboration in tourism research. The goals are to build networks on campus and beyond, build research programs in the tourism fields, and facilitate outreach with communities and the tourism industry. The TRC is closely affiliated with the Rural Development Institute (RDI) of Brandon University, and its office is located within RDI.

agritourism. Dr. Puppe brings a wealth of experience in understanding Indigenous roles and issues in parks. Faculty members in the centre, including Drs. Ramsey and Malcolm, have been successful in obtaining research funding from internal (BURC) and external sources (SSHRC, MITACS, Association of Manitoba Museums). External funding has involved collaborations with both informal and formal partners in the tourism industry. Researchers have long been engaged in mixed methods research, combining quantitative and qualitative research methods and techniques. From secondary data analysis with sources such as Statistics Canada, e.g., National

Travel Survey, Census of Population, border crossing data and archival research (e.g., media analysis) to primary data analysis (e.g., surveys, interviews, focus groups, observational research), TRC research has examined recreation and tourism from a variety of perspectives in a timely manner.

Most research conducted by TRC is collaborative. For example, a current project includes partnering with RDI and the Manitoba Hotel Association. This research has two main objectives: first, to assess the capacity for developing tourism in communities across Manitoba with community and recreational facilities for hosting events; second, to obtain tourist opinions of their hotel experiences in various communities across Manitoba. The findings will help hotels, communities, and organizations hosting events improve services and promote events across Manitoba. The TRC also has longstanding projects with colleagues from Guadalajara, Mexico and Germany. Research in these regions includes topics such as cross-border shopping tourism, agritourism, ecotourism, and business development.

### How this research can be used

Most of the research conducted by faculty members and students in the TRC is applied, meaning it attempts to find practical solutions to existing problems. The results can be utilized by various communities and agencies to develop and enhance the tourism industry. We encourage both researchers and community partners to use these findings to improve their tourism economies in a sustainable manner.

### About the Members of the TRC

**Dr. Doug Ramsey** is a founding member and the coordinator of the TRC, as well as a professor in the Department of Rural Development at Brandon University. His research on tourism includes rural tourism, heritage and museum tourism, and cross-border shopping tourism.  
[Ramsey@brandonu.ca](mailto:Ramsey@brandonu.ca)

**Dr. Christopher Malcolm** is a founding member, vice chair and secretary of the TRC. He is a professor in the Department of Geography and Environment, specializing in human dimensions of wildlife management, ecotourism, and recreation.

[Malcolmc@brandonu.ca](mailto:Malcolmc@brandonu.ca)

**Dr. Ian Puppe** is an anthropologist and ethnohistorian focusing on the different relationships to the land found in the Algonquin Provincial Park, Ontario, area. He is a settler scholar and assistant professor in the Department of Native Studies at Brandon University.

[Puppei@brandonu.ca](mailto:Puppei@brandonu.ca)

### Keywords

Culture and heritage tourism, rural and remote tourism, recreation and sport tourism, agritourism, Indigenous tourism, border tourism, community-engaged research

### Publications based on this research

To learn more about research happening at the TRC or to read our recent publications, please visit our website at <https://www.brandonu.ca/trc/current-research/>

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Editor: Christiane Ramsey [Ramseyc@brandonu.ca](mailto:Ramseyc@brandonu.ca)

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