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United States Travel Association invites Tourism Scholar to discuss increased partnerships with Universities

GAINESVILLE, Fla. – The US Travel Association has invited Dr. Lori Pennington-Gray, Director of the Tourism Crisis Management Institute at the University of Florida to discuss a plan to increase the partnership between the USTA and tourism scholars in the United States. Lori will travel to Washington, D.C. on October 15th, 2009 to discuss ways to strengthen partnerships which address common research goals. The goal is to find common research topics between the USTA and faculty/graduate students. This win/win partnership will allow the USTA to grow its research output which will help the industry at large as well is will allow faculty/graduate students opportunities to work on relevant timely research which is valuable to the United States travel industry.

For more information, please visit www.tourismcrisis.com or contact Lori Pennington-Gray at (352) 392-4042 x1318 or by email at penngray@hhp.ufl.edu.