

# CBS TOURISM RESEARCH CLUSTER NEWSLETTER

Issue 11, March 2015

## Welcome

### TRC enters its 5th year

**The Tourism Research Cluster (TRC) is pleased to continue through into 2015.**

With funding confirmed by Curtin Business School, the TRC will continue with its events program including seminars, Symposium, industry networking as well strengthening its collaboration and research initiatives. Further details will be announced as these develop. On behalf, we thank all our members, guest speakers and supporters for their active interests and involvements in the TRC.

### Recent TRC Seminars

The TRC held three seminars to conclude the 2014 seminar program, guest speakers included Associate Professor Karen Smith from Victoria University, Wellington and Adjunct Professional fellow Campbell Fletcher, from Tourism WA.



Above: Professor Karen Smith

### Associate Professor Karen Smith visited us from Victoria University Wellington in September 2014.

Karen has been working with Associate Professor Kirsten Holmes on the Event Volunteer Evaluation (EVE) project. Karen has just completed a major evaluation of the 2011 Rugby World Cup volunteer program, which was hosted in New Zealand and she presented a seminar to TRC members on her findings related to the future volunteering intentions of the Rugby World Cup volunteers. In a world first, Karen surveyed the volunteers 5 times, both before and after the event to be able to follow up how far post-event volunteering intentions led to action. Karen also presented a seminar to staff at the WA Department of Sport and Recreation, organised by Professor Marian Tye from Curtin's Centre for Sport and Recreation Research, outlining practical outcomes from her evaluation of the 2011 Rugby World Cup volunteer program. Kirsten and Karen managed to fit in a trip to Fremantle as well, host of the 2011 International Sailing Federation World Championships - the ISAF volunteer program was evaluated as part of the EVE study. For a copy of Professor Karen Smith's presentations [view here](#). Further queries contact Associate Professor [Kirsten Holmes](#).

### Indigenous Engagement in Tourism Development.

On 13 November 2014 Curtin Adjunct Professional Fellow and Government Relations and Policy Manager at Tourism Western Australia, Campbell Fletcher presented at a



Above: Campbell Fletcher

well-attended TRC Seminar on 'Factors Influencing Indigenous Engagement in Tourism Development: An International Perspective'.

Providing a global comparison of best practice, Campbell's presentation reviewed and discussed factors influencing successful sustainable indigenous tourism development. As tourists continue to seek meaningful, real and authentic cultural experiences and high quality offerings it is crucial for destinations to respond to this demand in order to remain internationally and nationally competitive. In this context, indigenous tourism products, attractions and activities can offer a point of difference. Consequently, the role of and opportunities for indigenous people in providing these tourism experiences, often in remote locations, has been increasingly recognised by government and industry alike. *CONT. P2*

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## TRC Seminars & Visitors continued

### Recent TRC Seminars *continued...*

TRC sincerely welcomes Campbell as its first Adjunct Professional Fellow and for his dedication to the TRC to bring his industry knowledge and expertise. For a copy of Campbell Fletchers presentation [view here](#).

**Dr Haywantee Ramkissoon (Rumi) visited** from Monash University in November 2014. Rumi presented a seminar to TRC members about her research conducted in National Parks examining place attachment and how this affects pro-environmental behaviour.

### Visiting Professor from China

The TRC were fortunate to be able to welcome Professor Bihu Wu (Tiger) from the Department of Urban and Regional Planning, Peking University, to a morning tea with Curtin-based TRC members in November. Tiger was in Perth for the ITSA conference and Dr Cecilia Xia (School of Spatial Sciences) invited him to meet colleagues at Curtin.



Above: (L to R), Dr Cecilia Xia, A/Prof Kirsten Holmes and Professor Bihu Wu (Tiger).

## TRC News

### New Staff Member – Dr Jong-Hyeong Kim



In January we welcomed Dr. Jong-Hyeong Kim as a senior lecturer in the School of Marketing, Curtin University. Prior to joining Curtin University, he taught at Sun Yat-sen University in China and I-Shou University in Taiwan. He received his Ph.D. in Leisure Behaviour from Indiana University-Bloomington. Dr. Kim teaches Hospitality Industry Management and Managing Tourism Destinations. His research interest has focused on consumer behaviour in the tourism and hospitality industry. His work has been published in several leading academic journals, such as *Tourism Management*, *Journal of Travel Research*, *International Journal of Hospitality Management*, *Journal of Travel and Tourism Marketing*, *Tourism Analysis*, and *Asia Pacific Journal of Tourism Research*.

### Visiting Early Career Researcher from South Tyrol, Italy

Between June and September 2015 early career researcher Michael Volgger will visit the School of Marketing working together with staff from the Tourism Research Cluster. Michael is a Research Fellow at the Institute for Regional Development and Location Management at the European Academy Bozen/Bolzano in Italy.



Michael's main research areas include destination governance and location management, product development and innovation in tourism, inter-organizational cooperation and qualitative research. He is currently close to submitting his PhD thesis at the Catholic University of Eichstätt-Ingolstadt in Germany.

See recent publications on page 5.



Latest News : From the TRC Executive members

Update from A/Prof Christof Pforr

**Asian travellers key to WA tourism**

As part of the Curtin University / *WestBusiness* Outlook Series event held in November 2014, Associate Professor Christof Pforr and other WA tourism leaders participated in a round table discussion about current and futures challenges for the tourism and hospitality sectors in WA.



Image supplied by *The West Australian*

**International Guest Professor**

As part of its “International Visiting Professor Program” Associate Professor Christof Pforr was invited in December 2014 by the Catholic University Eichstätt-Ingolstadt (Germany) to work with the tourism chair Professor Pechlaner and his team on a number of projects. During his stay Dr Pforr also gave a number of guest lectures to staff, undergraduate and postgraduate students on ‘Carrying Capacity in Tourism’, the ‘Shark Bay World Heritage Area’ and ‘Sustainable Tourism Governance’. Dr Pforr had also the opportunity to meet Professor Zelger who developed GABEK, a method of knowledge organization by qualitative text analysis and had a chance to talk to the Manager of the “Initiative Regional Management in the Region Ingolstadt”, Mr Tobia Klein. Dr Pforr also visited the Audi Forum at the head quarter of AUDI AG in Ingolstadt, which attracts more than 400,000 visitors each year.



Left: Christof Pforr and Harald Pechlaner with a group of tourism students.



Bottom Left: “Team Pechlaner” (Xenia Poppe, Christian Nordhorn, Daniel Zacher, Adelheid Appel and Harald Pechlaner) at a traditional Bavarian morning tea: Bavarian white sausages with a special Bavarian sweet mustard, accompanied by Pretzels.

## Latest News : From the TRC Executive members

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### Achievements

#### A/Professor Christof Pforr

- A/Prof Christof Pforr has been appointed to the Editorial Boards of the *Journal of Travel Research* and the *Journal of Business Research*.

#### A/ Professor Kirsten Holmes

- A/Prof Holmes has been appointed to the Editorial Board for of the *Journal of Business Research*.

#### Emeritus Professor Roy Jones:

- Position renewed in October 2014 as Visiting Professor, University of Gloucestershire.
  - Recent 2014 Conference presentations include —
    - (1) *Western Australia's disappearing 'shackie' settlements: a heritage or a memory?* Association of Critical Heritage Studies Conference, ANU, Canberra.
    - (2) Roy Jones together with John Selwood, Mark Brayshay and Alexandre Diniz *Group Settlement in the South West of Western Australia: an unsustainable rural system?* Colloquium of the International Geographical Union Commission on the Sustainability of Rural
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## Students update:

### Achievements

#### PhD student Donald Cooper

- PhD student Donald Cooper successfully completed his candidacy presentation in October 2014. Donald is examining how generational change will impact on the long-haul market for European river cruises over the next 20 years. Donald will be conducting interviews in Melbourne, Sydney, New York and Los Angeles over the next few months.

### News from Tourism & Hospitality Program

#### Behind the scenes at Rydges, Perth

Hospitality students on the Tourism and Hospitality Major got to see behind the scenes at one of Perth's newest hotels – Rydges Perth - on a visit in October 2014.

Students were given a tour of the whole operation from the laundry in the basement to the plant in the roof by Executive Assistant Manager, Shelwyn Reid, and were able to ask questions particularly related to the sustainability initiatives being implemented at the hotel and about how Rydges brands its different hotels in Perth.



Top: Curtin Students on tour at Rydges, Perth.

## New Publications: September 2014 to February 2015

### JOURNAL ARTICLES:

- **Holmes, K.** (2014). "It fitted in with our lifestyle": An investigation into episodic volunteering in the tourism sector. *Annals of Leisure Research*, 17(4), 443-459 (ABDC B).
- **Pfarr, C.** 2015. Tourism Governance and the Influence of Stakeholder Networks – A Case Study from Western Australia. In: **Pechlaner, H.** and Smeral, E. (Eds.), *Tourism and Leisure - Current Issues and Perspectives of Development in Research and Business*, Festschrift in honor of Prof. Dr. Peter Keller, AIEST: Springer. (pp. 145-160)
- Middle, I.; Dzidic, P.; Buckley, A.; Bennett, D.; Marina Tye, T. and **Jones, R.** (2014). Integrating community gardens into public parks: an innovative approach for providing ecosystem services in urban areas. *Urban Forestry and Urban Greening* 13, 638-645.
- Volgger, M., Mainil, T., **Pechlaner, H.** and Mitas, O. (2015), "Health region development from the perspective of system theory – an empirical cross-regional case study", *Social Science and Medicine*, 124, pp. 321-330.
- Volgger, M. and **Pechlaner, H.** (2014), "Requirements for destination management organizations in destination governance: Understanding DMO success", *Tourism Management*, 41, pp. 64-75.
- **Pechlaner, H.**, Kozak, M. and Volgger, M (2014), "Destination leadership: A new paradigm for tourist destinations?", *Tourism Review*, 69(1), pp. 1-9.
- **Pechlaner, H.**, Bachinger, M., Volgger, M. and Fischer, E. (2014), "Cooperative core competencies in tourism: Combining resource-based and relational approaches in destination governance", *European Journal of Tourism Research*, 8, pp. 5-19.
- **Pfarr, C.**, **Pechlaner, H.**, Volgger, M. and Thompson, G. (2014), "Overcoming the limits to change and adapting to future challenges: Governing the transformation of destination networks in Western Australia" *Journal of Travel Research*, 53(6), pp. 760-777.
- Kozak, M., Volgger, M. and **Pechlaner, H.** (2014), "Destination leadership: Leadership for territorial development", *Tourism Review*, 69(3), pp. 169-172.
- **Kim, J.-H.** (2014). Antecedents of memorable tourism experiences: Development of a scale to measure destination attributes associated with memorable experiences. *Tourism Management*, 44 (October), 34-45.
- **Kim, J.-H.**, & Jang, S.C. (in press). Memory retrieval of cultural event experiences: examining internal and external influences. *Journal of Travel Research*, published online 15 October 2014.

### BOOKS

- 2014 **Roy Jones** and Norman J. Snell Hazards, Networks and Interconnections: Western Australian Geography ATAR Course Textbook. Geographical Association of Western Australia, Perth.

### CONFERENCE PAPERS

- 2014 **Roy Jones** and John Selwood "The politics of sustainability and heritage in two Western Australian Shack Settlements" pp. 89-100 in D.-C. Kim, A. Firmino and Y. Ichikawa (eds) *Globalization and New Challenges of Agricultural and Rural Systems* IGU Commission on the Sustainability of Rural Systems and Graduate School of Environmental Studies, Nagoya University. Nagoya.

### BOOK CHAPTERS

- Lockstone-Binney, L., Baum, T., Smith, K. & **Holmes, K.** (2014). Exploring future forms of event volunteering. In I. Yeoman, K. Smith, and E. Backer (Eds). *The future of events and festivals*. London: Routledge, (pp.175-186).
- **Holmes, K.** (2014). Volunteer tourism and international contexts. In M. Oppenheimer & J. Warburton (Eds.), *Volunteering in Australia*. Annandale, NSW: Federation Press, (pp.117-130).



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## Who are the TRC?

**The Tourism Research Cluster is an informal network for all those interested in tourism research.**

The Tourism Research Cluster (TRC) is based in the School of Marketing, Curtin Business School at Curtin University. The TRC enhances Curtin's tourism research capability by providing a framework for the skills, expertise and resources of researchers to be shared, increasing opportunities for collaboration and building on the strengths of Curtin's well-established multidisciplinary approach to tourism research.

**Membership is free, to join email your contact details to [trc@curtin.edu.au](mailto:trc@curtin.edu.au)**

### For tourism researchers

- meet other tourism researchers
- share ideas
- explore collaborative opportunities
- increase your resource network
- up-skill through professional development opportunities

### For interested organisations and industry

- access targeted, innovative and timely solutions to your research problem
- access to Curtin's undergraduate and post graduate student network for tourism field-work
- connect with like-minded individuals and organisations
- stay informed of tourism research studies and innovations to assist tourism networks

#### CONTACT US

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