

# CBS TOURISM RESEARCH CLUSTER

Issue 12, July / August 2015

## Welcome

### 2016 Symposium announced

The Tourism Research Cluster (TRC) is pleased to announce the 2016 Symposium 'Food, Wine, China—A Tourism Perspective' will be hosted at the Margaret River campus in the first week of February 2016. Industry, Government, Academics and Researchers are welcome to attend.

As food and wine feature prominently in current tourism marketing campaigns for Australia and Western Australia hosting the event in Margaret River, Western Australia's prime wine and food destination, is well timed and placed to discuss the Symposium's theme.

The two-day Symposium includes keynote speakers, industry case studies and workshops as well as field trips to key attractions in Margaret River. It is hosted by the Curtin Business School Tourism Research Cluster in collaboration with the Asia Business Centre. For further details see the flyer on page 6.



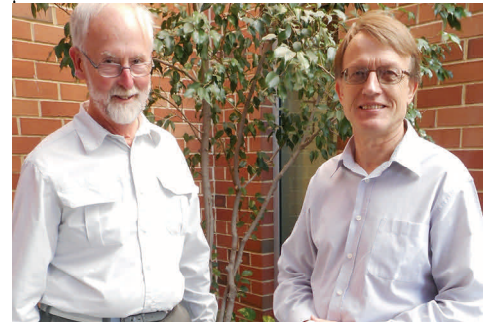
### Recent TRC Seminars

The TRC has held three seminars so far this year. Guest speakers included Adjunct Professor John Tunbridge from Canada, Professor Ross Dowling for ECU and Michael Volgger from Italy.

#### Professor John Tunbridge from Canada, in March 2015.

TRC Adjunct Professor John Tunbridge visited Curtin University from Canada in March this year, where we were able to offer him much better weather.

This was John's second visit and this time he presented a TRC seminar on dark tourism using three case studies: Bermuda, Malta and Jersey. Moving on from his earlier work on dissonant heritage, Professor Tunbridge examined the different forms of dark tourism evident in the case study, including stories about the military history and the slavery that are still told as part of Bermuda's tourism today; the violence that characterised the history of Malta, especially during the island's occupation by the Knights of St John, and the takeover of Jersey and the other Channel Islands by Nazi Germany in World War Two. He concluded by examining how far Australian tourist sites could and should tell dark stories, particularly using the example of the World Heritage listed convict heritage sites in Fremantle.



Above: John Tunbridge with Head of Curtin's School of Marketing, Professor Nigel de Bussy

#### Professor Ross Dowling from Edith Cowan University (Perth, in May 2015.

On 13 May 2015 Professor Ross Dowling OAM from Edith Cowan University presented at a well-attended TRC Seminar on 'Geotourism – an emerging opportunity for Western Australia'

Geotourism is emerging as a new global phenomenon which fosters sustainable development. It specifically focuses on geology and the landscape and encompasses visits to geological features, use of geo-trails and view points, guided tours, geo-activities and geocentres.

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## TRC Seminars & Visitors

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



Left: Prof Ross Dowling

### **Continued... Professor Ross Dowling from Edith Cowan University (Perth, in May 2015).**

Geotourists can comprise both independent travellers and group tourists,

and they may visit natural areas or urban/built areas wherever there is a geological attraction.

The advancement of geotourism completes our understanding of the environment which is made up of **A**biotic, **B**iotic and **C**ultural components. Geotourism argues that to fully understand and appreciate the environment we must know about the Abiotic elements of climate and geology first, as these determine the Biotic elements of animals and plants which live there. By extension, the combination of the Abiotic and Biotic elements determine the Cultural Landscape of how people have lived in the area in the past, as well as how they live there today, in the present.

Geotourism attractions are now being developed around the world primarily as a tool for the sustainable development of local and regional communities. A major vehicle for such development is through Geoparks. Prof Dowling defined and characterised Geotourism, then illustrated how it is contributing to regional development in Iceland by adding economic value to the country through specific attractions, activities, tours and amenities. Prof Dowling concludes by advocating the development of Geotourism in Western Australia as a great opportunity to capitalize on the intersection of our geological resources and tourism.

Professor Ross Dowling OAM is Associate Head of School and Foundation Professor of Tourism in the School of Business, Faculty of Business & Law, at Edith Cowan University. He works internationally in the field of geotourism development and is the author of numerous publications and books on the subject. He is the founder and convenor of the *Global Geotourism Conferences* which have been held in Australia (2008), Malaysia (2010) and the Sultanate of Oman (2011). He is an advisor to UNESCO's Global Network of National Geoparks, a Member of the Asia Pacific Geoparks Network Advisory Committee, and Chair of Australia's Geoparks Forum.

### Visiting Research Fellow Michael Volgger from the Institute for Regional Development and Location Management at the European Academy Bozen/Bolzano, Italy.



On 29 July the TRC hosted a seminar by Visiting Research Fellow Michael Volgger on 'Things that make a difference: Exploring innovation in tourism destinations'. Drawing on partial results of his ongoing PhD research, Michael discussed in his presentation selected innovation processes in European tourism destinations. Based on a multiple case study analysis, the presentation explored (1) links between innovation dynamics and destination network structures and (2) the kind of capabilities that aid tourism innovators and tourism destination managers to navigate through the troublesome innovation journey. Special consideration was given to the challenge of bringing ideas into reality.

Michael concluded his presentation with both implications for academia as well as for those willing to implement new ideas in tourism destinations or those called to manage such innovation processes and develop new tourism products on a regular basis. Michael Volgger, who is visiting the School of Marketing between May and September, has been a Research Fellow at the Institute for Regional Development and Location Management at the European Academy Bozen/Bolzano in Italy since 2010. He is currently completing his PhD research at the Catholic University of Eichstätt-Ingolstadt in Germany. His main areas of expertise include destination governance and location management, product development and innovation in tourism, inter-organisational cooperation and qualitative research. He has been involved in several applied research projects in European tourism destinations and publishes his research in high-quality journals.



Left: TRC Executive members with Michael Volgger after his presentation.

## TRC News

### Welcome to Associate Professor Haywantee Ramkissoon

Haywantee (Rumi) has joined Curtin and the TRC Executive as an Associate Professor in the School of Marketing, Curtin Business School. Prior to joining Curtin University, Rumi was at Monash University, managing “Accelerating the transition to water sensitive cities through behaviour change”, a joint initiative by the Corporate Research Centre for Water Sensitive Cities and Monash University.

Rumi holds 2 doctoral degrees in 1) Applied Environmental Psychology, and 2) Tourism, a Master of Science in Tourism, Conservation & Sustainable Development, and a Bachelor of Arts in Philosophy. Her postdoctoral experience relates to Societal Innovation and Behaviour Change. She works on projects relating to tourism, behaviour change, place attachment, pro-environmental behaviour, well-being and quality of life. Rumi has been a visiting scholar at a number of universities in United States and Canada.

Rumi serves on the advisory committees and editorial boards of 11 top-tier journals in her field. *She serves as* associate editor for the *Journal of Hospitality Marketing & Management* and as book review editor for *Current Issues in Tourism*. She is a reviewer for more than 30 peer-reviewed journals. Rumi has published widely in reputable tourism and hospitality journals *Annals of Tourism Research*, *Tourism Management*, *Journal of Sustainable Tourism*, *Journal of Travel Research*, *Tourism Analysis*, *Journal of Hospitality & Tourism Research*.



## Latest News : From the TRC Executive members

### International Olympic Research Project

[Associate Professor Kirsten Holmes](#) is part of an international team who have won a grant from the Advanced Olympic Research Program. The team is led by Associate Professor Leonie Lockstone-Binney (William Angliss Institute) and also includes Associate Professor Karen Smith (Victoria University Wellington) and Dr Richard Shipway (Bournemouth University). This one year project will examine the volunteer infrastructure legacies of the Sydney 2000 and London 2012 Olympic Games – that is what volunteer expertise and networks can be established by hosting the Games. Using two case studies 12 years apart means that the Olympic legacies can be assessed at different stages. The aim of the project is to establish how future Olympic Games can lead to longer term volunteering beyond the event. The project team will be working with the UK's National Council for Voluntary Organisations and Volunteering Australia.



### Professor René Schmidpeter visits Curtin

Associate Professor Christof Pforr and Visiting Research Fellow Michael Volgger had the opportunity to meet Professor René Schmidpeter, an internationally renowned CSR scholar, during his brief visit to Curtin. They discussed issues of sustainability, CSR and tourism and possible future research collaborations. [René Schmidpeter](#) is [Professor for International Business Ethics](#) and CSR at Cologne Business School and is currently Visiting Professor at Murdoch University, hosted by Dr Martin Brueckner from the Centre for Responsible Citizenship and Sustainability. Prof Schmidpeter is Section Editor of the Encyclopedia of Corporate Social Responsibility and Editor of the international book series "CSR, Sustainability, Ethics and Governance" as well as the international *Journal of Corporate Social Responsibility* (JCSR) with Springer ([read more](#)).

## Latest News : From the TRC Executive members continued ..

### Achievements

#### A/Professor Christof Pforr—Appointed to Editorial Board

- A/Prof Christof Pforr has been appointed to the Editorial Board of *Tourism Review*, [read more](#).

#### Professor Ross Taplin—Prize Winning Paper

- Recent paper by [Professor Ross Taplin](#), (Moore, S.A. and Taplin, R (2014). A benchmarking method for visitor management by national park agencies. *Visitor Studies*, **17**: 107-127., won the inaugural Chandler Screven Award for the Outstanding paper in the journal *Visitor Studies*. This paper, co-authored with Sue Moore (Professor of Environmental Science at Murdoch University), resulted from their recent ARC Linkage Grant with (amongst others), the Department of Parks and Wildlife (WA).

The award was based on the following criteria: a) Quality of scholarship; b) Contributes significantly to the body of knowledge in the field of Visitor Studies – theory and/or practice; c) Innovation in approach to a problem and/or methods; d) Soundness and rigour of methodology, methods, and analysis; and e) Clear communication, logical organisation, and excellent writing.

#### Adjunct Professor John Tunbridge—Conference Presentation

- On July 7, 2015, Prof. Gregory Ashworth (Groningen, Netherlands) and Curtin Adjunct Prof. John Tunbridge presented a paper entitled 'Redevelopment of the city gate area, Valletta, Malta: old issues or new directions?' at the International Conference of Historical Geographers, held at the Royal Geographical Society, London.

### Students update:

#### News from Tourism & Hospitality Program

##### Guest lecturer Adjunct Professor John Tunbridge

During his recent visit to Curtin University in April 2015, Adjunct Professor John Tunbridge shared insights into heritage tourism with our *Sustainable Tourism Management students*.



##### Guest lecturer A/Professor Connie Locher

To the same cohort of students [A/Professor Connie Locher](#) from the University of Western Australia have a guest presentation about 'Medical Tourism in Australia'.

##### Guest lecturer Michael Volgger

Research Fellow Michael Volgger from the European Academy ([EURAC](#)) in Bolzano, Italy, gave a Skype guest lecture on 'Transnational health regions: Realizing potentials for health tourism and regional development – the case of Eastern Dolomites' to our 3<sup>rd</sup> year tourism students.

##### Kings Park Experience

On 12 May A/Prof Pforr took his second year tourism students on a field trip to Kings Park to give them the opportunity to apply the theory they have learned in the classroom to a 'real world' context. The students were able to learn more about the challenges and opportunities of developing sustainable tourism attractions.

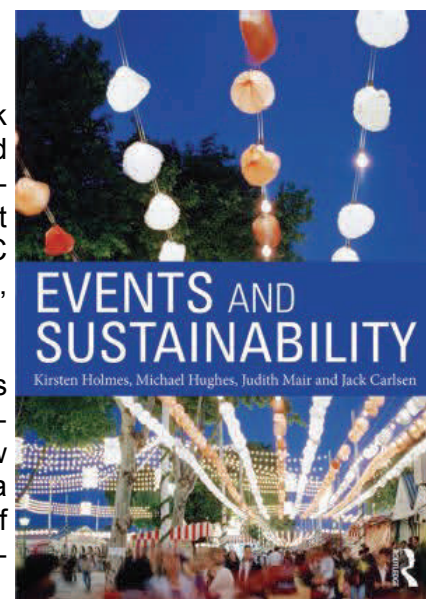


## New Books and Publication

### New Textbook — Events and sustainability

TRC members past and present have recently published a new textbook on how events and festivals can become more sustainable. *Events and Sustainability* (published by Routledge, 2015) was co-authored by Associate Professor Kirsten Holmes, Professor Jack Carlsen – TRC adjunct professor - Dr Michael Hughes - Murdoch University and former TRC member – along with Dr Judith Mair from the University of Queensland, an expert in event studies.

This is the first textbook to cover the range of issues related to events and sustainability including the economic environmental and social impacts of event, event policy, urban regeneration, event legacies and how to develop a sustainable event. This is also the first textbook to use a systems approach to sustainability. Professor Leo Jago, University of Surrey, also describes the book as a valuable reference for event practitioners.



### New Research Book—The Practice of Sustainable Tourism – Resolving the Paradox

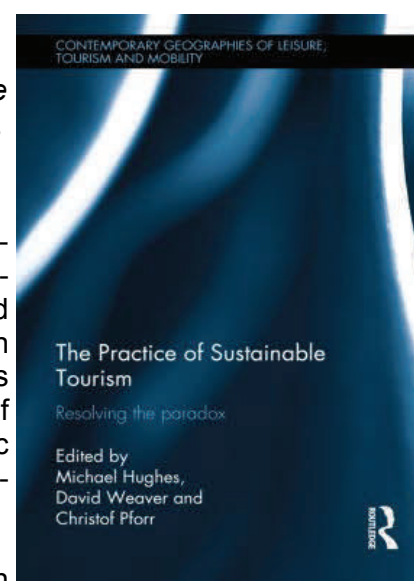
Together with Dr Michael Hughes and Professor David Weaver, Associate Professor Christof Pforr has co-edited the research book *The Practice of Sustainable Tourism – Resolving the Paradox* published by Routledge.

#### *About the book*

Sustainable tourism is a widely used term that has accumulated considerable attention from researchers and policy makers over the past two decades. However, there is still an apparently wide gap between theory and practice in the area. Recent scholarly research has tended to focus on niche areas of alternative tourism rather than address the wider issues and vagaries and paradoxes that appear to plague the broader notion of sustainable tourism. As such, there is a need for a new and pragmatic analysis of sustainable tourism as an overarching idea and how this manifests in practice.

*The Practice of Sustainable Tourism* fulfils this need by offering a fresh perspective on sustainable tourism as an umbrella concept with inherent tensions. It presents a way of thinking about tourism based on the notion of finding common ground using the dialectic tradition of philosophy. Dialectics focuses on resolving opposing viewpoints by recognising they have common elements that can be combined into a rational and practical solution over time. As part of this approach, the book examines the strongly apparent tensions within alternative tourism as well as the paradox of continuing growth and other mass tourism related issues. It is divided into three parts: Part I includes chapters discussing the general concept of sustainable tourism, its history, current status and possible futures; Part II includes a range of destination case studies exploring how sustainable tourism has been applied and Part III includes perspectives from tourism operators.

Given the international content and challenging themes, the book will appeal internationally to students, researchers and academics in the fields of tourism, geography, sustainability and social science. For more information [read more](#).



## Latest Publications: March—July 2015

### JOURNAL ARTICLES:

- **Ramkissoon, H.**, & Mavondo, F. (2015). The Satisfaction-Place Attachment Relationship: Potential Mediators and Moderators. *Journal of Business Research*. [doi.org/10.1016/j.jbusres.2015.05.002](https://doi.org/10.1016/j.jbusres.2015.05.002)
- **Ramkissoon, H.** (2015). Authenticity, Satisfaction, and Place Attachment: A Conceptual Framework for cultural tourism in African Island Economies. *Development Southern Africa* DOI: 10.1080/0376835 X.2015.1010711

### BOOKS

- Hughes, M.; Weaver, D. and **Pfarr, C.** (eds) 2015. *The Practice of Sustainable Tourism: Resolving the Paradox*. New York: Routledge. [Read more](#)
- **Ramkissoon, H.**, Smith, L., & Kneebone, S. (2015). *How Influencing Behaviours Can Accelerate the Transition to a Water Sensitive City*, Cooperative Research Centre for Water Sensitive Cities, Clayton Vic Australia.

### CONFERENCE PAPERS

- Jiang, Y., Mavondo, F., & **Ramkissoon, H.** (2015). Destination marketing and visitor perceptions: Their influence on visitor delight, place attachment and positive word-of-mouth. The 5<sup>th</sup> Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference, Beppu, Japan.

### BOOK CHAPTERS

- **Pfarr, C.** (2015). Tourism public policy in pursuit of sustainability: Discrepancies between rhetoric and reality. In Hughes, M.; Weaver, D. and **Pfarr, C.** (Eds.). *The Practice of Sustainable Tourism: Resolving the Paradox*. New York: Routledge, (pp. 24-37).
- Reiser, D. and **Pfarr, C.** (2015). Sustainable tourism development on Niue: a catch 22? In: Hughes, M.; Weaver, D. and **Pfarr, C.** (Eds.). *The Practice of Sustainable Tourism: Resolving the Paradox*. New York: Routledge, (pp. 146-160).
- Weaver, D., Hughes, M. and **Pfarr, C.** (2015). Paradox as a pervasive characteristic of sustainable tourism: challenges, opportunities and trade-offs. In Hughes, M., Weaver, D. and **Pfarr, C.** (Eds.). *The Practice of Sustainable Tourism: Resolving the Paradox*. New York: Routledge, (pp. 281-290).
- Hughes, M., **Pfarr, C.** and Weaver, D. (2015). Confronting the reality of paradox in sustainable tourism. In Hughes, M., Weaver, D. and **Pfarr, C.** (Eds.). *The Practice of Sustainable Tourism: Resolving the Paradox*. New York: Routledge, (pp. 1-8).
- **Ramkissoon, H.** & Mavondo, F. (in press). Managing Customer Relationships in Hotel Chains: A Comparison between Guest and Manager Perceptions. In Vince Magnini, Maya Ivanova and Stanislav Ivanov (Eds.). *Routledge Handbook of Hotel Chain Management*. London: Routledge.

### Research Fellow Michael Volgger's recent publications—

- Lun, L.M., Pechlaner, H. & **Volgger, M.** (accepted). Rural tourism development in mountain regions: Identifying success factors, challenges and potentials. *Journal of Quality Assurance in Hospitality & Tourism*.
- **Volgger, M.** & Pechlaner, H. (accepted). Governing networks in tourism: What have we achieved, what is still to be done and learned?". *Tourism Review*, 70(4).
- Lun, L.M., **Volgger, M.** and Pechlaner, H. (2015). The potential of energy tourism: A multiple case study on renewable energy-based tourist attractions. In Reddy, V.M. and Wilkes, K. (Eds.). *Tourism in the Green Economy*. London: Routledge, (pp. 161-175).
- Pechlaner, H., Beritelli, P. and **Volgger, M.** (2015). Destination governance: Foundations, perspectives and outlooks. In Pechlaner, H., Beritelli, P., Pichler, S., Peters, M. and Scott, N. (Eds.). *Contemporary destination governance: A case study approach*. Emerald, (pp. vii-xvi).
- **Volgger, M.**, Pichler, S. and Herntrei, M. (2015). Italy. In Pechlaner, H., Beritelli, P., Pichler, S., Peters, M. and Scott, N. (Eds.). *Contemporary destination governance: A case study approach*. Emerald, (pp. 117-159).

## 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

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