

CBS TOURISM RESEARCH CLUSTER

Issue 13, December 2015



Tourism Research Cluster Symposium 2016

FOOD, WINE AND CHINA: A TOURISM PERSPECTIVE

4-5 February 2016, Margaret River Campus

business.curtin.edu.au/tourism-research

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Welcome

From all of the Tourism Research Cluster (TRC) Executive we would like to thank you for your support in 2015 and wish you a safe, happy holiday break. The TRC invites you to read further on our latest news and hope to see you at the 2016 TRC Symposium taking place in the New Year .

REGISTER NOW for the 2016 Symposium

The Tourism Research Cluster (TRC) is excited to be hosting the 2016 Symposium 'Food, Wine, China—A Tourism Perspective' in the first week of February 2016. For further details and registration details visit the [2016 TRC Symposium website](http://business.curtin.edu.au/tourism-research).

Welcome by Symposium Chair, A/Professor Christof Pforr

In my role as Symposium Chair and also on behalf of the Curtin Business School Tourism Research Cluster (TRC), the Asia Business Centre as well as the School of Marketing, I would like to invite you to attend the upcoming 2016 TRC Symposium in Margaret River (4 – 5 February).

The annual international TRC Symposium, which marks its 5th year, is growing in size, interest and awareness and has become a key annual tourism research and industry event. With presentations on food and wine tourism in the context of the growing China outbound tourism market and case examples from around the world, the two-day Symposium will provide professional development and networking opportunities.

Renowned international and national experts from academia and industry will share their views and experiences on a diverse range of topics with relevance to the Symposium's theme Food, Wine and China – a Tourism Perspective.

I look forward to welcoming you in Margaret River and trust that the Symposium will be an enriching experience for all participants that fosters discourse and ongoing collaborative activities.

TRC Symposium Contact

Should you have any further queries contact A/Prof Christof Pforr by phone on +61 (8) 9266 7743 or via [email](mailto:christof.pforr@curtin.edu.au).

Alternatively, you can also contact our TRC Symposium Coordinator, Ms Kaylie Porter-Smith via [email](mailto:kaylie.porter-smith@curtin.edu.au)

[REGISTER NOW](http://business.curtin.edu.au/tourism-research) to reserve your place. Limited places available.



Above: 2016 TRC Symposium Chair, A/Prof Christof Pforr

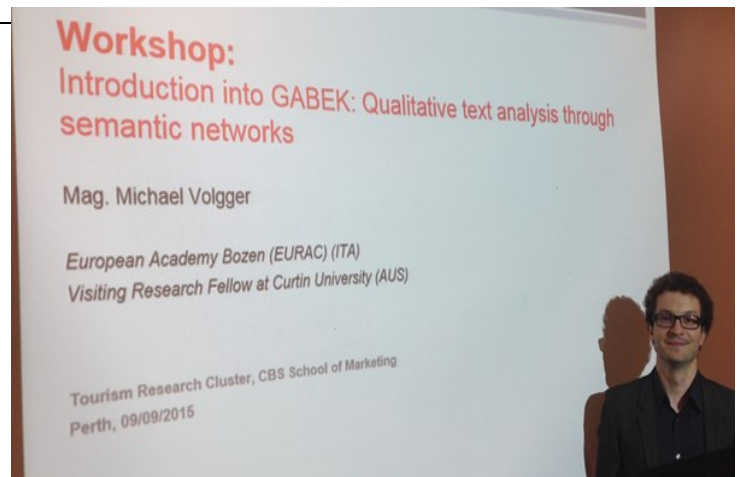
TRC Events & Visitors

GABEK Workshop

On 9 September the TRC hosted a workshop by Visiting Research Fellow Michael Volgger (Research Fellow at the European Academy of Bolzano, Italy).

The workshop introduced the qualitative text analysis method GABEK and its software implementation WinRelan. GABEK, being an abbreviation for holistic handling of complexity, has been developed by Prof. Josef Zelger at the University of Innsbruck in the 1990s and has since been used in different social science and humanities disciplines to analyse qualitative interviews and other types of texts for semantic associations. It is versatile, adaptable, provides for a traceable analysis procedure and is beneficial in applied research projects.

Working with semantic network illustrations, GABEK and WinRelan offer a valuable opportunity to illustrate and effectively communicate qualitative research findings to a wide audience, both academics and practitioners. The workshop gave participants an overview of GABEK's background, positioned it in relation to other qualitative research techniques, demonstrated a number of applications from the area of tourism research and offered the possibility to test the software with hands on exercises. A trial license for the workshop was provided. For further details contact Michael Volgger via [email](#).



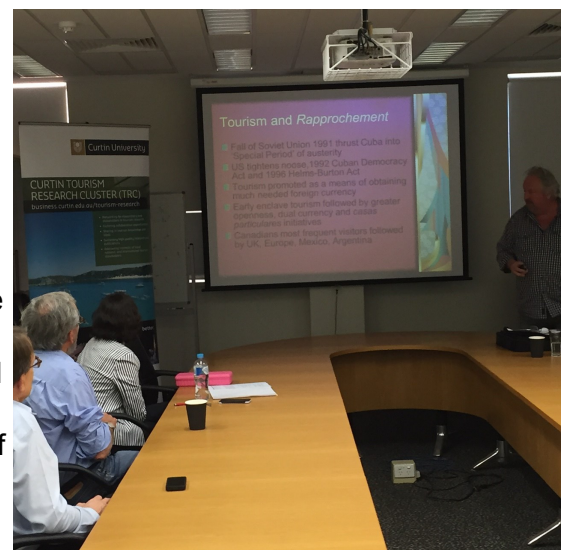
Above: Visiting Research Fellow Michael Volgger

Seminar—"Cuba 'See it while you can.'"

Dr Brian Shaw, from the University of Western Australia gave a TRC Seminar on "Cuba 'See it while you can. Today's Tourist Experience in a Nation in Waiting'" on 28th October. Dr Shaw described his experience of deliberately visiting Havana and several rural regions in Cuba in advance of the imminently expected re-normalisation of relations between Cuba and the United States and the anticipated resumption of tourist links between these neighbouring countries after a lapse of more than half a century.

He noted Cuba's considerable architectural, cultural and even automotive tourism resources, much of which had been preserved by a combination of neglect and economic necessity, together with the potential for tourism to provide much needed income and employment in a country which had experienced severe deprivation following the collapse of its ally and supporter, the Soviet Union, in 1990.

While the country's educated population and its cultural heritage are notable tourism assets considerable challenges remain for the development of Cuba's tourism industry. There is a need to construct or restore much of the island's tourism and more general infrastructure and also to guard against some of the less desirable aspects, such as the involvement of organised crime, of American investment in Cuban tourism in the pre-Castro era. For further details contact Dr Brian Shaw via [email](#).



Top: Dr Brian Shaw 's presentation

Tourism Research Networking Event

For our final event of the year, we invited tourism colleagues from Murdoch and Edith Cowan Universities to join us for lunch in November, just as the teaching semester finished and a chat about research projects, teaching issues and joint initiatives. We will be following up these initiatives over the next few months, particularly the idea of a cross-WA tourism HDR network, supported by the TRC. Watch this space for more information.

TRC Latest News

End of year message from the TRC Directors

2015 has been another fantastic year for Curtin's TRC. We have welcomed new colleagues, new adjuncts and hosted wonderful visitors. Looking forward to 2016, we will have two new Directors for the TRC: Associate Professor Haywantee Ramkissoon and Dr Amanda Davies. Sadly, this is also Kaylie Porter-Smith's last newsletter as the TRC Coordinator and we thank her very much for all her support over the past four years.

2015 ERA results released

The TRC is pleased to announce that the TRC has retained World Class 3* rating for Tourism in the recent Australian Research Council's Excellence in Research for Australia review of all university research. Curtin is the only university in WA to have our research consistently rated as World Class across all three ERA assessments. Only two universities in Australia scored higher for Tourism and the national average is 2.8. Well done to all our tourism researchers!

2014 Symposium achieves a Journal Special Issue - Events Management

The TRC is excited that a special issue of the journal Event Management (ABDC A-rated) based on the 2014 Symposium is coming out this month. The journal includes papers by academics and PhD students who presented papers at the TRC symposium on Events, festivals and communities alongside those from a sister symposium hosted by Victoria University Melbourne. The theme for the journal is 'Events in society' and is volume 19, number 4.

TRC joins the Tourism Council, Western Australia

Curtin University through the School of Marketing and its Tourism Research Cluster has become a Silver Member of Western Australia's key industry body, Tourism Council Western Australia. The TRC looks forward to further involvement with industry.

New Adjuncts join the TRC

A special welcome to TRC's two new Adjuncts from the United States Professor Muzzafer Uysal from Virginia Polytechnic Institute and State University and Professor Dogan Gursoy from Washington State University. TRC Executive A/Prof Haywantee Ramkissoon (Rumi) will be working closely with them also.

Latest News : From the TRC Executive members

AirBnB Research Project—Research Grant received

Associate Professor Christof Pforr (in collaboration with Michael Volgger from EURAC, Italy) has been awarded a research grant from the Bankwest Curtin Economics Centre for a project entitled 'The impact of Airbnb on WA's tourism industry and economy'. The project is further supported (financially and in kind) by Tourism Western Australia and the WA Department of Premier and Cabinet.

The shared economy phenomenon Airbnb has been amongst the most disruptive developments in tourism over the last ten years. The Airbnb platform allows non-tourism professionals to become hosts and rent their apartments to guests. Founded in 2008, Airbnb has since shown exponential growth and provoked a variety of economic policy reactions worldwide. Increasingly, Airbnb is also becoming a reality in WA. Despite the (potential) impact of Airbnb on WA tourism and the wider economy, data on the size and impact of the phenomenon is scant. The study aims to understand both the impacts that the shared accommodation phenomenon 'Airbnb' is having on the tourism destination and the broader economy of Western Australia and to provide a global overview of current destination management and tourism policy responses. Thus, the geographical scope of the study is focused on WA but entails the consideration of global elements as well. For further details contact [A/Prof Christof Pforr](mailto:christof.pforr@curtin.edu.au).

Latest News : From the TRC Executive members continued ..

TRC Executive Achievements and News

A/Professor Christof Pforr

- In August, 2015 Associate Professor received the 2015 School of Marketing Researcher of The Year Award.
- A/Professor Christof Pforr has been appointed to the Polytechnic West Higher Education Academic Board.
- A/Prof Christof Pforr presented a paper entitled 'On the nexus between health policy and health tourism: A comparative perspective' at the 65th Annual Conference of the Association Internationale d'Experts Scientifiques du Tourisme (AIEST) in Lijiang, China (23 - 27 August 2015).

Abstract: "Destinations differ greatly in their specific medical tourism characteristics from a supply but also demand perspective. It is suggested in this paper that these differences can, at least in parts, be explained by marked differences in a country's health care system. Two very different medical tourism destinations, Germany and Australia, have been selected to support this argument. The findings of the study are useful for policy makers but also destination managers in their planning of future medical tourism development in a destination." Further details contact A/Prof Christof Pforr via [email](#).



Top (L to R): Professor Ian Phau, School of Marketing Research Director with Associate Professor Christof Pforr.

A/Prof Haywantee Ramkissoon (Rumi)

- A/Prof Haywantee Ramkissoon has been extending the TRC's international links and has visited Bhutan to meet with the Bhutan Tourism Council to discuss potential projects linked to tourism and the UN's Sustainable Development Goals.
- Hosted as Visiting Professor at the University of South Carolina in USA. Rumi has had strategic meetings with the Associate Dean of Research, Professor Ercan Sirakaya-Turk, and other faculty members at USC to discuss avenues for potential collaboration with TRC. Other meetings during United States visit to discuss further collaborations with the TRC include new adjunct Prof Muzzaffer Uysal and Professor Fevzi Okumus at University of Central Florida as well other colleagues. On 15-19 December will partake in Conference presentation with PhD student Miss Jiang at University of Central Florida.
- Recent Award for CBS Journal Publication Support – Round 2, 2015.

Dr Tod Jones — Featured in The Conversation

- On 7 December 2015, Dr Tod Jones's article featured in The Conversation, titled, "Separate but unequal: the sad fate of Aboriginal heritage in Western Australia.." [Read article here](#).

New Publication—A snapshot

Journal Article — The Quagmire of Stakeholder Engagement in Tourism Planning: A Case Example from Australia.

Abstract: After its first election win in August 2001 since the Northern Territory of Australia (NT) was granted self-government (1978), the incoming NT Labor government released a new tourism plan in the following year. Turbulent events of 2001 that had a significant impact on the tourism industry in the NT provided the impetus for the new strategy. Purportedly, this plan was designed to direct and guide the NT tourism industry's future development based on sound research and extensive consultation. A partnership approach was regarded as crucial for the success of future tourism in the Territory. This paper specifically focuses on the formulation process of this tourism plan, exploring in particular the effectiveness of the underlying consultation process. Adopting a micro perspective on tourism planning processes with the NT case example a unique case is portrayed that highlights not only the complex and dynamic nature of tourism planning during times of significant change in the Territory's political landscape but also the often-experienced contradictions between tourism planning rhetoric and practice.

Pfarr, Christof and Brueckner, M (2016) "The Quagmire of Stakeholder Engagement in Tourism Planning: A Case Example from Australia." *Tourism Analysis* (in press)

Students update:

HDR News

Three TRC students have completed their candidacies .

Congratulations to all the following students:

- Borak Ali has presented his PhD candidacy on the topic of '**Social Exchange Process in Ecotourism: Realizing Benefits for the Local Community**'.
- Nazaruiddin Haji Hamit has presented his PhD candidacy on the topic of '**Sustaining Intangible Cultural Heritage: A Study of Nyonya Cuisine in the Historic Cities of Melaka and George Town, Malaysia**'.
- Angela Lee has presented her MPhil candidacy on the topic '**Human Resource Development in emerging tourism destinations: The case of Myanmar**'.



Top: Curtin students listen to Daniel, the Sustainability Officer of Perth Zoo.
Below: Research Fellow Michael Volgger.



Students from Singapore Republic Polytechnic

In October Curtin Business School (CBS) welcomed again students from Republic Polytechnic's School of Hospitality. Program Coordinator Associate Professor Christof Pfarr talked to a group of about 100 students about the School of Marketing's Tourism and Hospitality major.

Students visit to Perth Zoo

On 12 October A/Prof Pfarr took his second year students on a field trip to Perth Zoo to give them the opportunity to apply some of the theory they learnt 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.

Guest Lecturer

Research Fellow Michael Volgger from the European Academy (EURAC) in Bolzano, Italy, gave a guest lecture on *Health Region Development: A Case Study from Italy* to our 3rd Year tourism and hospitality students.

New Publications: August—December 2015

JOURNAL ARTICLES:

- **Pfarr, Christof** and Brueckner, M (2016) "The Quagmire of Stakeholder Engagement in Tourism Planning: A Case Example from Australia." *Tourism Analysis* (in press)
- **Holmes, K.** & Rowley, S. (2015). A native-visitor in Western Australia: An account of an insider-outsider. *International Journal of Culture, Tourism and Hospitality Research*, 9(4), 409-416.
- Lockstone-Binney, L., Holmes, K., Smith, K., Storer, C. & Baum, T. (2015). Are all my volunteers here to help out? Clustering event volunteers by their motivations. *Event Management*, 19(4) forthcoming.
- Tiew, F., **Holmes, K.**, & de Bussy, N. (2015). Tourism events and the nature of stakeholder power. *Event Management*, 19(4), forthcoming.
- Jiang, Y., **Ramkissoon, H.**, & Mavondo, F. Destination marketing and visitor experiences: the development of a conceptual framework. *Journal of Hospitality Marketing and Management*.

CONFERENCE PAPERS

- **Pfarr, C.** & Locher, C. (2015) On the nexus between health policy and health tourism: A comparative perspective. Paper presented at the 2015 Conference of the Association Internationale d'Experts Scientifiques du Tourisme (AIEST) in Lijiang, China (23 - 27 August 2015)

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

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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