

CBS TOURISM RESEARCH CLUSTER

Issue 10, August / Sept 2014

TRC Symposium 2014

'Events, festivals and communities'

In June the TRC welcomed more than 50 delegates from academia, industry and government to our 3rd annual symposium 'Events, festivals and communities', which aimed to examine the smaller regional and local events and festivals that are so important to tourism in Western Australia. This year the Symposium was sponsored Tourism WA.

Day 1 Dr Jane Ali-Knight, Director of the Edinburgh Institute for Events, Festivals and Tourism of Napier University, opened the symposium by reviewing Edinburgh's events strategy and speaking about the challenges facing a city whose tourism is focused on a series of festivals. Later on she contrasted this with the enormous growth of events in Abu Dhabi. Other speakers included Dr Carmel Foley (UTS) who examined the impact of Parkes' famous Elvis Festival on the local community; Dr Abel Alonso (Edith Cowan University), Fidella Tiew (Curtin University) and Dr Tod Jones (Curtin University), who has been researching the growing trend of Aboriginal art fairs.

A major theme of the symposium was the relationship between events and cultural and social capital. Dr Shaphan Cox (Curtin University) used the case study of Albany's farmer's market to analyse this relationship and the challenge of maintaining the link with the local community as an event grows. This was followed up by Clayton Hawkins (University of Tasmania), who is investigating the communities that



Top left : International keynote speaker, Dr Jane Ali-Knight presenting



Top right: Symposium Underway

Right: (L to R) A/Prof Christof Pforr, Dr Tod Jones, Dr Michael Hughes and Dr Alonso Abel



create and our closing keynote on day 1, Professor Greg Richards (Tilburg University), who presented via skype an analysis of the ways in which events create new communities, particularly via social media.

The policy side was represented by Emma Gaunt from Tourism WA's events team, Eventscorp, who manages the regional events sponsorship scheme and is one of our graduates. The symposium also featured case studies of local events to build the link between theory and practice and provide real life examples. The featured events were the Avon Valley Gourmet Food and Wine Festival and the Avon Vintage Festival; the Beaufort Street Festival and the

series of events organised by Araluen Botanic Gardens. These case studies led to discussions around how to sustainably manage an event's growth and when government intervention or a professional event organiser needs to become involved. See p.2 CONT ...

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TRC Symposium *continued* ...

Day 2 of the symposium focused on managing events and leadership with Dr Amanda Davies (Curtin University) demonstrating how a small regional event can lead to capacity building and Dr Jennifer Laing (Latrobe University), our closing keynote, highlighting the problems of succession planning for voluntary-run events. The symposium ended with a panel discussion featuring academic, industry and government delegates to review the key issues identified by speakers and delegates.

If you would like to see more about the program, [Speaker and presentations read more here](#) on the [2014 Symposium website](#).

The discussion continued in Melbourne...

The 2014 Tourism Research Cluster symposium was also part one of the Advancing Events Research seminar series, which ran in Australia this winter. Part 2 'Events in society' was held at Victoria University in early July. Organised by Associate Professor Leonie Lockstone-Binney, part 2 explored interdisciplinary approaches to researching events and festivals. Speakers focused on applying theories established in traditional disciplines including geography, psychology and management to the study of events.

TRC Co-director, Kirsten Holmes was invited to Melbourne to present a summary of the issues identified during part 1 of the seminar series and delegates were given a sneak preview by Associate Professor Steve Brown, Flinders University, of the Global Events Congress that he hosted the following week in Adelaide.

Papers from both symposia will feed into a special issue of the highly-rated journal Event Management, scheduled for publication in 2015.

A special thank you to TRC Symposium 2014 sponsor



Industry speaker, Rob Ross from Araluen Botanic Park (far right) connecting with researchers and industry networking.



Above: TRC Executive collaborating with Thai Delegates at a workshop after the Symposium to discuss tourism research and projects

Below: Emma Guant from Eventscorp and previous Curtin Tourism Graduate



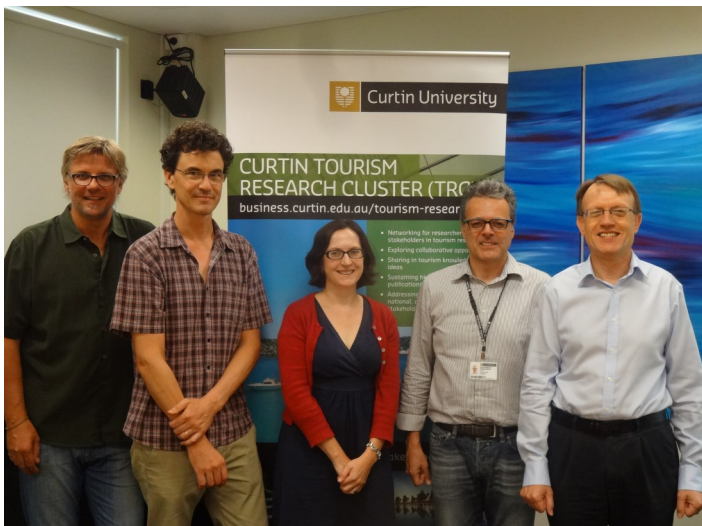
TRC Seminars & Visitors

Professor Pechlaner from the University of Eichstätt-Ingolstadt (Germany) presented on

Destination Governance and Leadership.

Professor Harald Pechlaner from the University of Eichstätt-Ingolstadt (Germany) visited the School of Marketing from 23 March until 6 April 2014. Working with Associate Professor Christof Pforr, Professor Pechlaner gave a seminar on Destination Governance and Leadership. His presentation focused on current issues concerning the scientific discussion of Destination Management (What?). It investigated the central differences of destination leadership (Who?) and governance (How?) and discussed selected methodological questions with special consideration of qualitative research on the basis of research projects in the Italian destination South Tyrol.

This was Prof Pechlaner's third visit to Curtin as CBS Visiting Research Fellow which has created the basis for a very fruitful ongoing collaboration and joint research initiatives.



Top: A/Prof Christof Pforr, Dr Mike Hughes, A/Prof Kirsten Holmes, Prof Harald Pechlaner and Prof Nigel de Bussy (Head of School of Marketing)

Right: Michael Hughes introducing Dr Sue Beeton at the TRC seminar

Dr Sue Beeton visits from La Trobe University and presents on

Film Induced Tourism

The TRC was pleased to host Dr Sue Beeton, of La Trobe University, on a brief visit from May 13 – 15th this year. During her visit, Dr Beeton presented a well-attended lunch-time seminar on May 14 in the CBS School of Marketing Board Room.

Dr Beeton's engaging presentation focussed on film/movie induced tourism and 'contents tourism'. Having started her working life guiding horseback tours in the Australia High Country in response to the 1980s *Man from Snowy River* Movies, film induced and contents tourism later formed a key part of Dr Beeton's academic research. These two areas relate to how popular culture influences where tourists choose to travel and the experiences they have. The seminar audience included 20 attendees from across Curtin University, Edith Cowan University, and Bentley Polytechnic as well as industry and government representatives. The audience was treated to some classic live action movie footage involving the *Man from Snowy River* riding a horse down a ridiculously steep mountain slope. Dr Beeton also provided keen insights into the Japanese concept of contents tourism and how it could extend the westernised idea of film/movie induced tourism. Given that film and contents tourism make up a significant proportion of tourism related travel, academic insights can benefit tourism stakeholders through a better understanding of the phenomenon. Further details contact Dr Michael Hughes via TRC Co-Director A/Prof [Kirsten Holmes](#)



TRC News



Curtin academics and researchers with tourism, hos-

Tourism Research Networking Workshop

Promoting collaboration and knowledge sharing are key aims of the TRC. This relates to sharing between academia and industry but also promoting opportunities for research collaboration amongst academics themselves.

In this spirit, earlier this year the TRC hosted a research networking function for researchers with an interest in tourism, events and hospitality from across Curtin University over a light lunch.

Seventeen researchers attended from various Schools and Departments in the faculties of CBS, Humanities, Health Sciences and Science and Engineering.

The facilitated interactive session identified key research topics that those in attendance either actively researched or were interested in researching. The topics were then grouped into research themes to identify areas of common interest. The exercise helped to identify groupings of individuals within and between faculties where there was shared interest and potential for research collaboration.

After sharing ideas and contact details (where necessary), the networking function has initiated some discussions between researchers regarding possible projects and joint publications. For further details email K.Holmes@cbs.curtin.edu.au

Changes to TRC Executive

Dr Michael Hughes recently moved to Murdoch University to begin Semester 2, and has stepped down as TRC Co-Director. The TRC sincerely thank Michael for his commitment as Co-director over the past 2 years and as a founding members of the Cluster. He has dedicated time and efforts to grow the Tourism Research Cluster. Michael will continue to attend TRC events and to support tourism research collaboration where applicable. The TRC is pleased to welcome [Professor Ross Taplin](#) from the School of Accounting as the new Co-Director of the TRC who will work closely with current Co-director Dr Kirsten Holmes.

Prof Harald Pechlaner appointed as Adjunct Research Professor

The Tourism Research Cluster is very pleased to be able to welcome Professor Harald Pechlaner to the School of Marketing as an Adjunct Research Professor. Harald Pechlaner is Foundation Professor of Tourism at the Catholic University of Eichstaett-Ingolstadt, Germany and Scientific Director of the Institute for Regional Development and Location Management at the European Academy of Bozen-Bolzano, Italy. His research is focused on destination governance, resort management, location management, entrepreneurship and core competence. Prof. Pechlaner was President of the ICRET (International Center of Research and Education in Tourism), a network of universities, research centers and regional tourism organisations in the Alpine region based in Innsbruck (2000-2010) and since 2002 he has been a Board Member of the AIAEST and recently elected President (Association Internationale d'Experts Scientifiques du Tourisme). He has been President of the German Association of Tourism Research (Deutsche Gesellschaft für Tourismuswissenschaft, DGT e.V.) (2002-2012) and a Technical Board Member of German National Tourism Organization (Deutsche Zentrale für Tourismus e.V.). He is author and (co-) editor of more than 40 books and about 150 research articles in books and scientific journals.



Latest News : From the TRC Executive members

A/Prof Kirsten Holmes focuses on Event Volunteering and successfully secures grant

Latest research on international event volunteers

Volunteers are essential to the success of many events and festivals and the contributions of event volunteers are showcased in a new volume edited by A/Prof Kirsten Holmes alongside colleagues Associate Professor Karen Smith (Victoria University Wellington), Associate Professor Leonie Lockstone-Binney (Victoria University Melbourne) and Professor Tom Baum (University of Strathclyde). *See more about the publication on p.8*

More on volunteering and secures grant

The volunteering theme is continued in the recent award of an ARC Linkage grant to A/Prof Kirsten Holmes. A/Prof Holmes was awarded \$203,144 for the project 'Sustaining a strong future for volunteering in Australia'. Dr Holmes will be working with Dr Debbie Haski-Leventhal (Macquarie University), Dr Leonie Lockstone-Binney (Victoria University) and Professor Melanie Oppenheimer (Flinders University). Project partners Volunteering SA & NT, Volunteering Victoria, Volunteering WA and the WA Department of Local Government and Communities will contribute both expertise and further funds for the project. This 3 year project will examine how non-volunteers can be encouraged to volunteer to meet Australia's growing demand for the essential services provided by volunteers. Please contact the project leader, A/Prof [Kirsten Holmes](#), for further details.



TRC Co-Director,
A/Prof Kirsten Holmes

A/Prof Christof Pforr contributes to research book & invited to Germany as part of a Guest Professorship Program

New research Book launched *Resource curse or cure? On the sustainability of development in Western Australia*

Together with Martin Brueckner, Angela Durey and Robyn Mayes, A/Professor Christof Pforr has co-edited the research book *Resource curse or cure? On the sustainability of development in Western Australia* with Springer.

See full details on p 8 under publications, and [view flyer here](#).



A/Prof Christof Pforr with co-authors of new research book

International Guest Professor

A/Professor Christof Pforr has been invited to visit the University of Eichstätt-Ingolstadt (Germany) as a Guest Professor at the end of November / beginning of December this year as part of the University of Eichstätt-Ingolstadt's International Guest Professorship Program.

Latest News : From the TRC Executive members

Emeritus Professor Roy Jones international visits

Visiting professor at University of Gloucestershire

In May- June Roy Jones was a visiting Professor at the University of Gloucestershire. During his visit also delivered staff seminars on "Rural Idylls and Royal Ideals: Hardy's Dorset in the 21st Century" and (with Christina Birdsall-Jones) "Survival on the Edge: Trajectories of Boom and Bust in Two Small, Remote Western Australian Towns."

Research visit to Brazil

In June 2014, his international collaborations continued with research visit to Brazil.

Prof Jones also delivered a seminar "A Fine Country to Starve in: Australian Geography Past and Present" in the Department of Geography, Federal University of Rio de Janeiro (UFRJ) and discussed potential research collaborations with staff at UFRJ and the Pontifical University of Minas Gerais in Belo Horizonte.



Adjunct Professor John Tunbridge international links

Spanish conference—attendance and panellist contribution

From June 16 to 20, Prof John Tunbridge visited Ferrol, Spain to attend the European Commission's joint conference event, 3rd Crossroads of Europe and 5th European Conference on Industrial Tourism "Identity, Industry and Culture". In the latter context, on June 18 he was a panellist in the panel debate 'Industrial Tourism of the Sea'.

The University of Malta/University of Westminster's Tourism Research Symposium

From July 14 to 18 Prof Tunbridge travelled to Valletta, Malta, to participate in the University of Malta/ University of Westminster's Tourism Research Symposium "Tourism, Malta and the Mediterranean". During the visit he gave a keynote presentation entitled 'Heritage and tourism in Malta: some problems, some opportunities?'

Dr Tod Jones, TRC research member

Karla Yarning: Stories of the Home Fires

Tod Jones from Curtin University co-lead a project with Len Collard from UWA and the City of Perth to develop two Aboriginal heritage maps in the centre of the CBD with guidance and information from Traditional Owners and senior Aboriginal people who have a strong knowledge of Aboriginal use and engagement of this space.

The project was launched by the Mayor of Perth Lisa Scaffidi on 23 June 2014. The maps can be [downloaded here](#) For an ABC Online report on the [project view here](#).

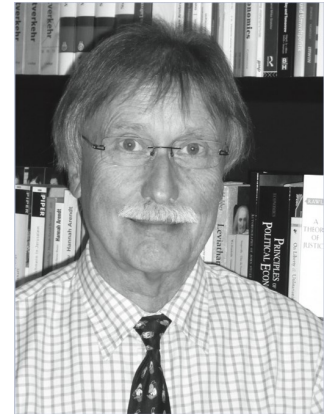
Further details contact [Dr Tod Jones](#).

Latest News *continued* ...

In memory of Prof. em. Dr. Jörn W. Mundt (1950-2014)

On 8 August 2014 Prof. em. Dr. Jörn W. Mundt, a colleague and good friend to many of us, passed away after a long illness. Jörn visited Curtin twice as CBS Visiting Professor in 2007 and 2010 working with CBS staff on issues of sustainable tourism and tourism public policy.

After 22 years as Professor and Head of Travel and Tourism Management (Faculty of Economics) at the Baden-Wuerttemberg Cooperative State University Ravensburg (Germany), Jörn retired in 2013. He has published widely in the tourism area with a biography of Thomas Cook (2014) being his last publication (see <http://joern-mundt.de>).



Jörn will not only be remembered for his contribution and commitment to research and scholarship in tourism but also for his sharp intellect, great sense of humor and also his love for Australia that has lasted for more than four decades - his birthday on Australia Day must have been more than just a coincidence ... Our sympathy goes out to his wife and his two daughters. (A/Prof Christof Pforr)

Students update:

HDR News

Welcome new HDR student – Angela Lee. Angela is a Lecturer at Swan Polytechnic and has begun an MPhil at Curtin examining human resources training capacity issues in tourism development in Myanmar. Angela will be working with A/Prof Kirsten Holmes and Dr Htwe Htwe Thein.

Also welcomed was Naza Hamit as a PhD student earlier this year. Naza teaches tourism and hospitality at Curtin's Sarawak campus and is working with Dr Tekle Shanka and Dr Tod Jones, examining authenticity issues for Nyonya food as a tourist attraction in Malaysia. Naza will be co-supervised with Dr Lisa King, Curtin Sarawak Research Institute .

News from Tourism & Hospitality Program

Tourism /Hospitality Students Enjoy Guest Lectures

During his recent visit to Curtin University (March/April)2014, Adjunct Professor Harald Pechlaner shared insights into the work of a destination manager with *Sustainable Tourism Management* 200 students. Professor Pechlaner also gave a presentation on 'Health Tourism – A German Perspective' to our 3rd year students in the unit *Contemporary Issues in Tourism Management* 300. During the semester students examine the growing health tourism sector more closely, its history and how the niche market has developed more recently in a global context. Using case examples from around the world we explored the way in which the sector is managed and organised and discuss the expanding range of new and innovative products and trends, and the marketing of destinations, products and services as well as the management implications of these developments. A/Professor Connie Locher from the University of Western Australia talked about 'Medical Tourism in Australia' to the same class.

Perth Zoo Experience

On 13 May A/Prof Pforr 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.



Curtin students listen to Deanne Ladle, the Environmental Sustainability Coordinator of Perth Zoo

Publications— in the spotlight

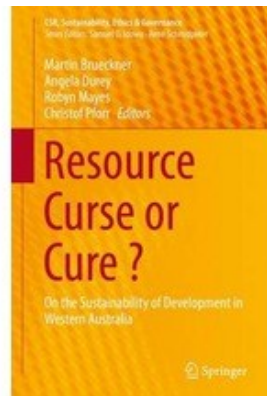
Event Volunteering

Event volunteering: International perspectives on the event volunteering experience. London: Routledge, 2014. This book is the first to showcase and advance international research into the volunteering experience at events. Events of all sizes benefit from volunteer support but event volunteering research is frequently case study-based and individually these cases make a limited impact. This text brings together cases from around the world, specifically including those that expand theoretical and methodological boundaries. It features mega events like the 2012 Olympics and the 2011 Rugby World Cup, alongside music festivals and sports events. New areas that are examined include the benefits of event volunteering for students, the role of volunteers in social enterprise events and new methodological approaches to researching this phenomenon, specifically ethnographic and cross-national studies. For details contact Dr Kirsten Holmes K.Holmes@cbs.curtin.edu.au

RESOURCE CURSE OR CURE?

Brueckner, M.; Durey, A.; Mayes, R. and Pforr, C. (eds) 2014. *Resource Curse or Cure? On the Sustainability of Development in Western Australia*. Berlin: Springer.

Globalisation and rapid social and environmental change in recent decades have brought into sharper focus not only the benefits but also the costs of economic development. The once assumed link between economic development and societal wellbeing is being increasingly questioned in the face of growing social and environmental problems and unfulfilled expectations concerning political and commercial decision-makers. The orthodox development dogma is being tested in particular in resource-based economies such as Western Australia, where globalisation pressures and the concomitant rise in the demand for natural resources highlight the difficulties of effectively balancing broader societal interests with those of industry and the state. This book provides a critical review of the socio-political, environmental and cultural state of play in Western Australia, offering an analysis of how resource-based developments are shaping the state and its people.



In the two chapters (9 & 10) of Part IV of the book '(Under)mining Tourism?' the relationships between resource development and non-mining related industries is explored in greater detail. Specifically, attention is drawn to the tourism industry in Western Australia which is a key contributor to the state's economy, generating over 83,000 direct and indirect jobs and contributing over \$6.3 billion into the Western Australian economy (Tourism Western Australia 2013). At issue here are questions about the degree of compatibility between the interests of mining and tourism and about the possibility of co-existence. This exploration is part of larger debate touched on by other contributors to this book about the extent to which an expanding resource sector limits opportunities for, and/or threatens the economic basis of, other industries and thus by inference enhances the susceptibility of the state economy to the boom–bust cycles that govern globalised commodity markets.

Chapter 9 (by Michael Hughes): *Introducing Oil and Gas to a Remote, Iconic Tourism—Destination: Impacts on Broome and the West Kimberley*.

Chapter 10 (by Christof Pforr, Ross Dowling and David Newsome): *Geotourism: A Sustainable Development Alternative for Remote Locations in Western Australia?* For more information please [CLICK HERE](#) to download the book flyer and to purchase.

Journal Article—Wellness Tourism

Locher, C. and Pforr, C. 2014. The Legacy of Sebastian Kneipp: Linking Wellness, Naturopathic, and Allopathic Medicine. *Journal of Alternative and Complementary Medicine*, 20(7): 521-526.

Sebastian Kneipp (1821–1897) is seen as a vital link between the European nature cure movement of the 19th century and American naturopathy. He promoted a holistic treatment concept founded on five pillars: hydro- and phytotherapy, exercise, balanced nutrition, and regulative therapy. Kneipp attempted to bridge the gap with allopathic medicine, and many modern treatments that are based on his methods indeed blend wellness elements with naturopathic medicine and biomedicine. Because Kneipp's approach to health and healing today are mainly covered in German literature, this paper aims to provide a broader international audience with insights into his life and his treatment methods and to highlight the profound influence Kneipp has had to this day on natural and preventive medicine. The paper emphasizes in particular the continued popularity of Kneipp's holistic approach to health and well-being, which is evident in the many national and international Kneipp Associations, the globally operating Kneipp Werke, postgraduate qualifications in his treatment

New Publications: March — July 2014

JOURNAL ARTICLES:

- **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*, 0: 1-18.
- Locher, C. and **Pfarr, C.** 2014. The Legacy of Sebastian Kneipp: Linking Wellness, Naturopathic, and Allopathic Medicine. *Journal of Alternative and Complementary Medicine*, 20(7): 521-526.
- Argent, N., Tonts, M. **Jones , R.** & Holmes, J. (2014) The Amenity Principle, Internal Migration, and Rural Development in Australia, *Annals of the Association of American Geographers*, 104:2, 305-318, DOI: 10.1080/00045608.2013.873320
- **Jones, T.**, Acker, T. and Henham, F. (2014). 'Fair exchange: the rise of the Aboriginal and Torres Strait Islander art fairs.' *Artlink*. 34 (2), 82-4. (further [details here](#))

BOOKS

- Brueckner, M.; Durey, A.; Mayes, R. and **Pfarr, C.** (eds) 2014. *Resource Curse or Cure? On the Sustainability of Development in Western Australia*. Berlin: Springer. (further [details here](#))
- Smith, K., Lockstone-Binney, L. , **Holmes, K.**, and Baum, T., (2014) *Event volunteering: International perspectives on the event volunteering experience*. London: Routledge/

BOOK CHAPTERS

- **Hughes, M.** (2014). Introducing oil and gas to a remote, iconic tourism destination: impacts on Broome and the West Kimberley. In Brueckner, M., Durey, A., Mayes, R.& Pfarr, C. (eds), *Resource curse or cure? On the sustainability of development in Western Australia*. (Chp 9, pp. 137-152). Heidelberg: Springer.
- **Pfarr, C.**; Dowling, R. and Newsome, D. 2014. Geotourism - A Sustainable Development Alternative for Remote Locations in Western Australia? In M. Brueckner; A. Durey; R. Mayes and C. Pfarr (eds). *Resource Curse or Cure? On the Sustainability of Development in Western Australia*. Berlin: Springer.
- Brueckner, M.; Durey, A.; Mayes, R. and **Pfarr, C.** 2014. Confronting the 'Resource Curse or Cure' Binary. In M. Brueckner; A. Durey; R. Mayes and C. Pfarr (eds). *Resource Curse or Cure? On the Sustainability of Development in Western Australia*. Berlin: Springer.
- Brueckner, M.; Durey, A.; Mayes, R. and **Pfarr, C.** 2014. Curse or Cure? Revisiting State, Capital and Resources. In M. Brueckner; A. Durey; R. Mayes and C. Pfarr (eds). *Resource Curse or Cure? On the Sustainability of Development in Western Australia*. Berlin: Springer.
- Wesley, A.; Brueckner, M.; **Pfarr, C.** and MacCallum, D. 2013. Corporate Social Responsibility: A Governable Space. In John O. Okpara and Samuel Idowu (Eds) *Corporate Social Responsibility: Challenges, Opportunities and Strategies for 21st Century Leaders*. Berlin: Springer (pp. 37-52).

CONFERENCE PAPERS

TRC Upcoming Events

All TRC members will be sent e-invites for events. For further details about upcoming events and previous presentations, visit the [TRC events page](#)

TRC Seminar, Wednesday 24 September

Guest speaker: A/Prof Karen Smith, Adjunct Fellow in the School of Marketing at Curtin University, and Associate Professor in Tourism Management at Victoria University of Wellington, New Zealand

Topic: Anticipation, Experiences, and Memories: a longitudinal study of mega event volunteering
Lunchtime seminar on Wednesday 24 September, 12.30—1.30pm, Building 408, School of Marketing boardroom. To register to attend, please email trc@curtin.edu.au

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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