



TOURISM RESEARCH CLUSTER NEWSLETTER JULY-OCTOBER 2011

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Tourism Research Cluster – Internal Capacity Building Event

After the euphoria of our ERA 3 ranking subsided a little, the Cluster Executive identified a need to develop a list of the capabilities and interests of tourism researchers throughout Curtin who achieved this world class result. This was deemed an important step to fulfill a key TRC objective of attracting and engaging with tourism industry stakeholders. Only through a collective understanding of our capabilities and interests can we effectively promote ourselves to external stakeholders. The networking event was attended by seventeen participants who brought some diverse perspectives to the table from several schools and centres within Curtin. We were all taken (pleasantly so) by the diversity of the group and were able to develop a substantial list of current capabilities and future research directions (see TRC website for more information).



Photo: Internal Capacity Building Event, 13 August 2011

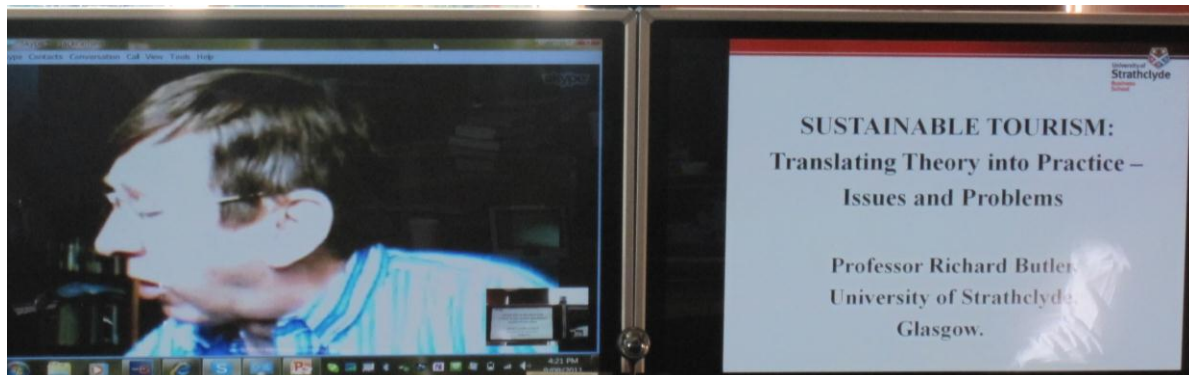
Sustainable Tourism-From Theory to Practice

On 9 September the TRC organised another exciting event attended by about 30 staff and students, an afternoon dedicated to the discussion on the implementation of sustainable tourism. The seminar included a presentation by Professor Werner Gronau from the University of Stralsund in Germany, who introduced a conceptual model for the utilisation of cultural heritage to promote sustainability in the context of niche tourism by using a case example from Cyprus.



Photo: Prof Gronau's presentation

This was followed by a presentation via a Skype® videolink by Emeritus Prof Richard Butler from the University of Strathclyde, Scotland who is widely regarded as an international authority on sustainable tourism. Prof Butler highlighted the still existing difficulties in the implementation of sustainable tourism and stressed the importance of the local level for it to be more successful in practice.



The online seminar was followed by a launch of the new publication *Island Tourism: Sustainable perspectives* co-edited by Professors Carlsen and Butler and published by CABI in March 2011. For further information on the book go to <http://bookshop.cabi.org/?page=2633&pid=2255&site=191>

Associate Professor Christof Pforr speaks at International Tourism Conferences in Rhodes, Singapore and in Mauritius

Associate Professor Christof Pforr presented two papers at an international tourism conference (Tourism in the Era of Uncertainty) on the Greek Island Rhodes (27-30 April 2011). One paper explored the potential of health regions as tourism destinations and the second paper examined the tourism strategic planning process in the Northern Territory of Australia. A/Prof Pforr was also member of the conference's scientific committee and chaired a session on 'Perspectives of Tourism Sustainability'.

In July, A/Prof Pforr participated in the 12th International Conference of the Society for Global Business & Economic Development in Singapore. 'From patient to guest: Current trends in the German health care industry and their impacts on the tourism sector' was the title of his presentation on a joint research project with A/Prof Connie Locher from the University of Western Australia.

From 21-24 September, A/Prof Pforr participated in the very interesting International Tourism Sustainability Conference 2011 'Embracing Social and Environmental Change, The Influence and Role of Tourism'. He presented a joint paper with Prof Reiser from Cologne Business School (Germany) on the South Pacific Island of Niue, titled 'Small is Beautiful and Sustainable? Tourism on Niue, the Rock of the Pacific'.

For more information on any of these events, please contact A/Prof Pforr directly.



Photo: Associate Professor Pforr presents at the international tourism conference 'Tourism in the Era of Uncertainty', Rhodes.

Professor Jack Carlsen presents at the University of South Pacific Island Tourism conference, Fiji

Professor Jack Carlsen recently presented at the Islands and Small States Tourism Conference hosted by the University of South Pacific, Suva, Fiji. Around 65 delegates from university and the public and private sector discussed the broad range of issues and opportunities confronting island tourism destinations around the world, with a special focus on Pacific Island States. As part of his keynote address, Professor John Tribe introduced the new publication *Island Tourism: Sustainable Perspectives* (edited by Prof Carlsen and Prof Butler) which was received favorably by the conference delegates. Case studies, including the Maldives, presented by Prof. Carlsen, provided further lessons for delegates to apply upon their return to their respective organisations and destinations.

For further information on the conference presentations contact Prof. Jack Carlsen (jack.carlsen@cbs.curtin.edu.au).

Work life balance in the hospitality industry and the relationship to substance abuse

On 11 August, as part of the School of Management's Research Seminar Series, Adjunct Professor Margaret Deery gave an interesting and well received presentation on 'Work-life Balance in the Hospitality Industry and the Relationship to Substance Abuse'. In the context of previous studies in Australia that suggested employees in the hospitality industry to have a higher rate of substance abuse than employees in other industries, Prof Deery presented comparative data from the UK, Australia and New Zealand to discuss the relationship between substance abuse and work-life balance. With the findings of their study Prof Deery and her team hope to assist both employees and managers in better dealing with work-life issues to enable higher work life balance satisfaction.



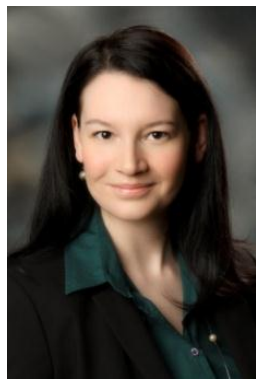
Photo: Guest lecture by Prof Deery on 11 August 2011

Presentations by Professor Roy Jones

Prof Roy Jones recently presented a paper on *'Hardy Country or Charlie Country? Literature, Royalty and the (Un?)changing Landscape of Dorset'* at the 19th Colloquium of the Commission on Sustainable Rural Systems, International Geographical Union, National University of Ireland, Galway.

Prof Jones also gave a Keynote Address to the Geographical Association of Western Australia, Joondalup (*"Special Places: Where, Why, How and for Whom? Valuing, Viewing, Sustaining, Caring for and Changing the Informal Settlements of the WA Coastline"*).

Dr Cornelia Voigt appointed as Adjunct Research Fellow



The Tourism Research Cluster is very pleased to be able to welcome Dr Cornelia Voigt to the network as an Adjunct Research Fellow. Cornelia has worked as a researcher and lecturer at different universities. She holds a Bachelor of Information Management from the Hochschule der Medien in Stuttgart, Germany and a Master of Strategic Marketing from the University of Wollongong in Australia. In May 2010 she was awarded with a PhD from the School of Management, University of South Australia. In her teaching activities Dr Voigt has focused on tourism and hospitality marketing, impacts of tourism and event management. Dr Voigt's thesis, titled "Understanding Wellness Tourism: An Analysis of Benefits Sought, Health-Promoting Behaviours and Positive Psychological Well-Being" was awarded with the "Sustainable Tourism CRC Sir Frank Moore Award for Excellence in PhD Research", an annual, national award acknowledging the best tourism thesis written in each year. Her research won several additional awards and she has published in leading international tourism journals. Dr Voigt's expertise in wellness tourism has led to the acquisition of competitive research grants and the invitation as a keynote speaker at international conferences.

Adjunct Professor Margaret Deery's Visit to the University of Southern Denmark (USD)

Professor Margaret Deery recently spent some time at the University of Southern Denmark (USD) working with Associate Professor Janne Liburd and teaching into the European Masters in Tourism

Management. Over thirty students were selected for the program from 700 applicants from around the world with a third of their course being undertaken in Denmark and the remaining time being spent in Girona and Lubiana. Professor Deery presented a workshop on corporate social responsibility in the private sector. As a member of the Advisory Board for the Tourism Masters at USD she also worked with Dr Liburd on curriculum development for the Masters in International Tourism and Leisure Management at the USD.

Dr Paull Weber Keynote Speaker at ACCC Small Business Scams Forum

Dr Paull Weber was the invited keynote speaker at the ACCC Small Business Scams forum in Canberra on 13 September 2011. The preliminary research data presented was extracted from the 2011 iteration of WA Small Business Benchmarks and included cases from tourism and hospitality businesses as well as many other industries. The data highlights a worryingly high level of loss in terms of both time and money by Australian small firms and is a call to action for more research in this area. As a consequence, Dr Weber has been awarded a CBS Linkage With Business Grant of \$16,000 to develop this line of research in partnership with the ACCC. Anyone interested in pursuing this topic in a tourism context is encouraged to make contact *via* email (p.weber@curtin.edu.au) or by phone (9266 7413).

Postgraduate student wins specialised grants

Lesley Crowe-Delaney won two specialised grants this year, the Japan Study Grant at the National Library of Australia, Canberra and Japan Foundation Classical Japanese Workshop, Sydney, both of which were taken up this year. She presented a paper at the Institute of Australian Geographers, Wollongong on Coastal Development and the recent Tsunami in Japan and also conducted a session on rural coastal development in advanced economies. She is finalising her PhD for 2011 submission. She is listed on the www.seafood.net.au/ directory and has been offered projects through the Fisheries Research and Development Corporation's web project, 'Empowering Industries'.

Professor Ross Taplins recent research publications

Ross Taplin has had two methodological papers appear recently in *Tourism Management*:

'Competitive Importance-Performance Analysis of an Australian Wildlife Park' (vol 33: p. 29-37) and 'The value of self-stated attribute importance to overall satisfaction' (doi:10.1016/j.tourman.2011.03.008). The first shows how results from IPA can differ when the impact of venues competing for tourist visitation are taken into account and the second demonstrates how visitor self-stated importance of venue attributes are predictive of overall satisfaction if relative importance rather than absolute importance is used.

A/Professor Pforr appointed to Editorial Board and Conference Scientific Committee

A/Prof Christof Pforr was recently appointed to the Editorial Board of the International Journal of Safety and Security in Tourism / Hospitality. He is also a Scientific Committee member of the upcoming International Conference on Tourism 2012 'Setting the Agenda for Special Interest Tourism; Past, Present and Future', which will be held on Crete, Greece 23-26 May 2012.

For more information on this event visit <http://www.iatour.net/icot2012>.

PROJECTS

Beach and Surf Tourism

Prof. Jack Carlsen has joined a research team based at Bond University, Gold Coast looking into Beach and Surf Tourism: Vulnerability and Adaptation. The project will include case studies of four surfing regions of Australia in Queensland, NSW, Victoria and Western Australia and is funded by the Department of Climate Change and Energy Efficiency and the Fisheries Research and Development Corporation.

Community and Socio-economic impacts of World Heritage on Shark Bay and the Ningaloo Coast, WA

Dr Michael Hughes is working with Prof. Roy Jones, Dr Tod Jones (Curtin University, Humanities) and Dr Joseph Christensen (Murdoch University) on a research project to understand the social and economic impacts of World Heritage listings on local communities. Funded by the WA Department of Environment and Conservation and Tourism WA with \$15,000, the project will gather documented and anecdotal evidence from each region. Comparative analysis will provide insights into how Shark Bay has changed over time, and how this compares to local community views on

recent World Heritage listing in the Ningaloo Coast region. This will provide insight into the impacts of World Heritage listing on remote tourism destinations and communities.

Munda Biddi Trail User Survey

Dr Michael Hughes, in collaboration with the WA Department of Environment and Conservation (DEC) has recently completed a survey analysis of Munda Biddi Cycle Trail users. The trail currently extends 491km south from the Town of Mundaring along the Darling Range to the town of Nannup. Once fully completed, the trail will extend 1000 km through the south-west of WA to the City of Albany on the southern coast. The main objective of the user survey was to obtain an indication of levels of trail use, market segments, frequency and patterns of use, satisfaction levels and expenditure. This will inform future planning, management, maintenance, sponsorship and marketing of the trail for tourism and recreation.

ERA: The Curtin University Academic Researcher Experience

Dr Michael Hughes in collaboration with A/Prof Dawn Bennett (Curtin University, Humanities) recently completed a study focused on the experiences of research-intensive academics in relation to the Excellence in Research for Australia Framework. The project included a written questionnaire and in-depth interviews into how changes in the system of University research performance assessment impact on research and publication patterns. Documenting the experience of researchers up to and including the decision to abandon journal ranking provided valuable insights into the precarious and reactionary nature of academic research careers, and the capacity of both individuals and institutions to negotiate the rapid rate of change. The research has been submitted to the *Higher Education Research and Development Journal* and is currently under review.

Annual Bill Faulkner PhD and ECR Workshop

Dr Michael Hughes is once again developing, coordinating and delivering the annual Bill Faulkner Workshop for PhD and Early Career tourism and hospitality scholars, to be held in Melbourne on Feb. 6, 2012. The workshop runs in conjunction with the annual CAUTHE conference and attracts national and international participants. Michael is collaborating with the CAUTHE conference organizers at Latrobe University as well as colleagues at Monash University and the University of South Australia. The one day workshop includes an engaging program with opportunities to network with fellow scholars and internationally renowned tourism and hospitality professors. For more information see <http://cauthe2012.registerevent.net/phd-erc-workshop.html>

Successful ARC Linkage Grant

Sean Gorman is the first named Chief Investigator of a recently awarded ARC Linkage Grant 'Assessing the Australian Football Leagues Vilification Laws', which will be supported with \$458,000 for three years (2010-2013).

NEWS FROM OUR TOURISM, HOSPITALITY AND EVENT PROGRAM

Tourism and Event Management becomes Tourism, Hospitality and Event Management

From 2012 onwards, the Tourism and Event Management major offered within the Bachelor of Commerce will be extended to include hospitality management to further enhance graduates' options. Covering all three closely related sectors, which together constitute one of Australia's largest industries, the new degree will allow graduates to seek employment in either sector or switch from one to another. To broaden students' options even further, the course can also be taken as a double major with Marketing, Public Relations or Asian Studies.

Visit from Singapore Republic Polytechnic's School of Hospitality

In September Curtin Business School (CBS) welcomed over 150 students from Singapore Republic Polytechnic's School of Hospitality. Dr Christof Pforr, Associate Professor in Tourism Management promoted the new Tourism, Hospitality and Event Management major which will be available as a single or double major with Marketing, Public Relations or Asian Studies from Semester 1, 2012.



Photo: Visiting students from Singapore (14 September 2011)

A/Prof Pforr visits Charles Telfair Institute

A/Prof Christof Pforr recently visited Charles Telfair Institute in Mauritius, one of Curtin's partner institutions, to discuss the introduction of the new Tourism, Hospitality and Event Management degree in 2012. The addition of the hospitality stream was very well received by CTI staff.

Tourism and Event Management students enjoy a range of breaks from their class room routine

Over the past few weeks students enrolled in the Tourism and Event Management program had the opportunity to participate in a number of field trips and were also treated with a range of guest lectures from industry and academia.

Adjunct Professor Margaret Deery shared her insights into the hospitality industry with 2nd year students and Cory Gale, a recent Curtin Graduate who currently works for the Augusta Margaret River Tourism Association gave a very inspiring presentation to 3rd year students on his career path. Furthermore, on 5 September, Derryn Belford, Tourism WA's Director Strategy & Policy, talked about Tourism WA's Strategic Tourism Plan.



Photos: left - Guest lecture by Prof Deery 'The Hospitality Industry – A People's Industry', 11 August 2011
right - Guest lecture by Derryn Belford, 5 September 2011

A/Prof Pforr took his 3rd year students on a field trip to the Sunset Coast (3 October) to give them the opportunity to apply some of the theory they learnt in the class room to a 'real world' context. Similarly, his 2nd year class had the opportunity to learn more about the challenges and opportunities of developing sustainable attractions on an excursion to the Margaret River region (6 October) which included some interesting presentations by staff from the Dolphin Discovery Centre in Bunbury as well as Jewel Caves near Margaret River.



PUBLICATIONS (2011)

Prof Roy Jones

- Catlin, J. , **Jones, R.** and Jones, T. (2011) Balancing commercial and environmental needs: licensing as a means of managing whale shark tourism on Ningaloo Reef, *Journal of Sustainable Tourism* (<http://www.tandfonline.com/doi/abs/10.1080/09669582.2011.602686>, available on line 11/8/2011).
- Catlin, J., **Jones, R.**, and Jones, T. (2011). Revisiting Duffus and Dearden's Wildlife Tourism Framework. *Biological Conservation*. 144 1537-1544
- Jones, R.** (2011) Sustaining rural heritage or sustaining rural systems? Conflicts at North West Cape and Ningaloo Reef, Western Australia. pp. 223-232 in Kerzazi, M., Ait Hamza, M. and El Assad, M. (eds.) *Produits Agricoles, Touristiques et Developpement Local* (Agricultural and Tourism Products and Local Development) Association National des Geographes Marocainies, Rabat.
- Tod Jones, David Wood, Michael Hughes, Marg Deery, Liz Fredline, **Roy Jones**, Beth Fulton, Tien Pham, Daniel Pambudi, Ray Spurr, Larry Dwyer, Kelly Chapman, Anna Lewis, Philippa Chandler & James Catlin. (2011). *Ningaloo Collaboration Cluster: Socioeconomics of Tourism*. Hobart, Australia: CSIRO Wealth from Oceans Flagship.

Dr Michael Hughes

- Ingram, C. & **Hughes, M.** (2011) Recreational access to urban water supplies. In Crase, L. and O'Keefe, S. (Ed). *Water Policy, Tourism, and Recreation: Lessons from Australia*. Chapt 9, p 132-149

- Hughes, M.** Weiler, B. and Curtis, J. (2011) What's the problem? River management, education and public beliefs. *Ambio*. (in press)
- Hughes, M.** (2011) Blending a heritage of recreation and tourism with conservation of natural heritage: An example from Penguin Island, Western Australia. *Journal of Heritage Tourism* (In press)
- Hughes, M.** & Carlsen, J. (2011) National Park User Pays Systems in Australia. Cost recovery vs access for all? *Tourism and Leisure Studies*. (In press)
- Hughes, M.** (2011) The emotional journey of a postgraduate student. *Faculty of Humanities Postgraduate Seminar Series*. Curtin University, March, 2011
- Hughes, M.** (2011) What's the problem? Fertiliser use, education and behavioural influence. *Curtin University Sustainable Policy Institute Seminar Series*. July 14, 2011, Fremantle WA.
- Hughes, M.** and Carlsen, J. (2011) The economic contribution of protected areas: benefits from human use. *Curtin Institute for Biodiversity and Climate Symposium*. July 7, 2011. Perth WA
- Hughes, M.** & Tye, M. (2011) Can we connect? Recreation access to land policy and management in WA. *WA State Trails Conference*. April 1, 2011. Kensington WA.
- Hughes, M.** and Lewis, A. (2011) Assessing the preferences of campers along the Ningaloo Coast, Western Australia. *Proceedings of the 21st Annual CAUTHE Conference*, Adelaide, South Australia. Feb. 8 – 11, 2011
- Filep, S., **Hughes, M.** and Wheeler, F. (2011) Evolution of tourism studies. Developing Generation 'T' knowledge. *Proceedings of the 21st Annual CAUTHE Conference*, Adelaide, South Australia. Feb. 8 – 11, 2011
- Hughes, M.** and Wheeler, F. (2011) *The Annual Bill Faulkner PhD and ECR Workshop*. University of South Australia, Adelaide. Feb. 8, 2011.
- Jones, T., Wood, D., **Hughes, M.**, Deery, M., Fredline, L., Jones, R., Fulton, B., Pham, T., Pambudi, D., Dwyer, L., Spurr, R., Chapman, K., Lewis, A., Chandler P. & Catlin, J. (2011) *Ningaloo Collaboration Cluster: Socio-Economics of Tourism*. Final Report #3, CSIRO, and Sustainable Tourism CRC, Australia.
- Hughes, M.** and Smith, A. (2011) *Munda Biddi Trail user survey analysis*. Report for WA Dept of Environment and Conservation and Munda Biddi Trail Foundation. Perth, WA. June 2011.
- Lewis, A., **Hughes, M.** and Jones, T. (2011) *A comparison of preferred campsite attributes and activities among Ningaloo coast remote campers*. Report for CSIRO. Canberra, Australia

Dr Sean Gorman

- Gorman, S.** (2011) *Legends: The AFL Indigenous Team of the Century*. Aboriginal Studies Press, Canberra, Australia.
- Gorman, S.** (2011) Ryan, Christian (ed). *Australia: Story of a Cricket Country*. "A Whispering: Ask not how many; ask why not?" Hardie Grant, Richmond, Melbourne. (November)
- Gorman, S.** (2011) *CLCWeb: Comparative Literature and Culture*. (eds O'Neil, Angeline and Braz, Albert). "A Textual exploration of Murri Songman Fogarty." <http://docs.lib.purdue.edu/clcweb/vol13/iss2>.
- Gorman, S.** (2011) Black Magic? White muddle more like it. *The Conversation* <http://theconversation.edu.au/black-magic-white-muddle-more-like-it549> 6 June.

Prof Jack Carlsen

- Liburd, J., Benkendorff, P. and **J. Carlsen** (2011) Tourism and Quality of Life: How does tourism measure up? In Sirgy, J., R. Purdue and M. Uysal [Eds.] *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities*. New York, NY: Springer (forthcoming).

- Hughes, M. & **Carlsen, J.** (2011) National Park User Pays Systems in Australia. Cost recovery vs access for all? *Journal of Tourism and Leisure Studies (in press)*
- Weber, P. and **Carlsen, J.**, (2011) 'Success in hosted accommodation: does owner age matter?' *Tourism Analysis (in press)*.
- Carlsen, J.** and Andersson, T.D. (2011) Strategic SWOT analysis for public, private and not-for-profit organisations. *International Journal of Event and Festival Management*, Vol. 2, Issue 1, pp 83-97
- Carlsen, J.** (2011) Assessing Service Quality at Wineries and Cellar Doors through Service Mapping. *International Journal of Wine Business Research*, 23(3) pp. 271-290

A/Prof Christof Pforr

- Brueckner, Martin, and **Christof Pforr** (2011) "Western Australia's short-lived 'sustainability revolution'." *Environmental Politics* 20 (2011): 585-589.
- Brueckner, Martin, and **Christof Pforr** (2011) "Global environmental issues." In *Theory and practice of corporate social responsibility*, edited by Samuel O. Idowu, Celine Louche, 73-88. Germany: Springer.
- Pforr, Christof (2011)** "Geotourism - a sustainable development alternative for Western Australia." Paper presented at the Resource curse or cure workshop: challenges and opportunities for sustainable wealth creation in Western Australia, Perth, Australia, June 24, 2011.
- Pforr, Christof**, and Martin Brueckner(2011) "Tourism strategy through partnership rhetoric or reality? A case example from Australia." Paper presented at the International conference on tourism - tourism in an era of uncertainty, Rhodes Island, Greece, April 27, 2011.
- Pforr, Christof**, H Pechlaner, C Locher, and J Jochmann (2011) "Health regions as tourism destinations: a new approach to regional development?" Paper presented at the International Conference on Tourism - tourism in an era of uncertainty, Rhodes Island, Greece, April 27, 2011.
- Dawkins, Melanie, Emma Gaunt, and **Christof Pforr** (2011) "Nature and scope of wellness tourism in Western Australia: the case of Margaret River region." Paper presented at the 21st CAUTHE annual conference -- tourism: creating a brilliant blend, Adelaide, Australia, February 8, 2011.
- Reiser, Dirk, and **Christof Pforr** (2011) "Small is beautiful and sustainable? Tourism on Niue, the rock of the Pacific." In *Proceedings of the international tourism sustainability conference 2011*, edited by Ramash Durbarry and Andrew Holden, 1-16, Moka: The University of Technology, Mauritius and the University of Bedfordshire's Institute for Tourism

PHD STUDENTS

Kim Grijsuch has successfully completed her Doctoral candidacy and will complete her thesis on the topic *The Development of Sustainable Tourism as an Economic Alternative to Supplement or Replace Mining Based Regional Economies – Kalgoorlie, WA*. Kim will be supervised by Prof. Jack Carlsen and Associate Supervisor Paull Weber.

COMING EVENTS

2011

October	Invitational Lecture from Emeritus Professor Brian Osborne, Queens University Canada
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2012

February 6-9	CAUTHE Conference hosted by LaTrobe University, Melbourne Convention and Exhibition Centre, Melbourne, VIC
February 13	Curtin Health and Wellness Tourism Symposium, Curtin University, Margaret River Campus, WA

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