

*International Health and Wellness Symposium a great success!*



On February 13, more than 50 delegates from academia, government, industry and the community attended 'The Business of Health Tourism' symposium, an international event organised by the Curtin Business School Tourism Research Cluster.

In his welcome address, the Symposium Chair A/Prof Christof Pforr highlighted the need to foster a better understanding of health tourism, particularly for Australia as an emerging health tourism destination.

In fact, a scoping study published by the Sustainable Tourism Cooperative Research Centre (2010) was the first time that health tourism in Australia had been discussed in a more comprehensive way. Three of the study's key researchers presented at the symposium, lead author Dr Cornelia Voigt (Curtin University), Dr Meredith Wray (Southern Cross University) and Dr Jennifer Laing (Monash University). They highlighted the importance of stakeholder collaboration, the sustainability of wellness tourism and the role of fantasy and authenticity in spa tourism.

Several other presentations also focused on the Australia experience. For example, Prof Margaret Deery and Dr Michael Hughes, both of Curtin University, explored the relationship between nature and wellbeing. Dr Patricia Erfurt-Cooper (James Cook

University) discussed an integrated approach to health tourism.

These contributions were complemented by presentations from international experts on more established health (medical and wellness) tourism destinations. Prof Pauline Sheldon (University of Hawaii), an invited speaker on wellness tourism in many countries, presented a keynote address from Hawaii on the significance and impacts of wellness tourism. Prof Harald Pechlaner, Foundation Professor of Tourism and Director of the Centre for Entrepreneurship at the Catholic University of Eichstaett-Ingolstadt (Germany) and President of the German Association of Tourism Research explored core competence development in the context of health regions using the Wider Munich Region and Garmisch-Partenkirchen (Bavaria) as case examples. Professor Tom Baum, Professor of International Tourism and Hospitality Management at the University of Strathclyde in Glasgow (UK) highlighted in his presentation the under-researched importance of human resources for health tourism. Dr Laszlo Puszczo, an internationally renowned speaker on health tourism joined the symposium from Hungary via Skype to discuss global trends in health tourism and A/Prof Cornelia Locher from the University of Western Australia focused on some of the drivers for health tourism in Germany.

Prof Jack Carlsen (Curtin University) concluded a very stimulating day with a summary and proposed pathway for developing a health tourism research agenda.

A number of research projects have already been initiated as a direct result of the symposium discussions. For example, Prof Baum, Dr Voigt and Prof Deery will explore further HR issues surrounding health tourism, A/Prof Pforr and Prof Pechlaner together with Dr Voigt and A/Prof Locher will focus specifically on medical tourism and will also initiate a comparative study on health tourism in the context of health care system reforms. Furthermore, Dr Hughes and Prof Deery will continue to investigate the relationship between natural environments and human health and wellbeing with the aim of developing an ARC Discovery

proposal in this area. The TRC will keep you updated on these initiatives!

**Symposium reflections:**

**Professor Harald Pechlaner:**

*I found 'The Business of Health Tourism' symposium a very stimulating event of high quality. Its particular strength was the mix of academics and practitioners with their broad range of competencies. The emerging network has the potential to become a widely recognised leader in the growing area of health tourism research.*



*Swan River Excursion: Christof Pforr, Patricia Erfurt-Cooper, Jennifer Laing, Jack Carlsen, Harald Pechlaner, Tom Baum, Marg Deery, Cornelia Voigt, Mike Hughes, Paull Weber, Kirsten Holmes*



*Tom Baum, Harald Pechlaner, Jack Carlsen, Christof Pforr*

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## *International researchers brainstorm on health tourism*

For two weeks in February 2012, the TRC welcomed a number of researchers to develop research projects in the area of health (medical and wellness) tourism - CBS Visiting Professors Tom Baum (UK) and Harald Pechlaner (Germany) as well as Curtin Adjuncts Professor Margaret Deery and Dr Cornelia Voigt. Helped by some good coffee, the staff room at the School of Management soon turned into a health tourism research headquarters.



*Brainstorming: Kirsten Holmes, Harald Pechlaner, Margaret Deery, Cornelia Voigt, Christof Pforr*

### *Cases Needed!*

I have an honours student who will investigate creativity as a factor within entrepreneurial self-efficacy. She is focussed on tourism industry businesses. If anyone can suggest businesses in Perth or the Southwest that they think are particularly creative/unique/innovative we would love to know the businesses name, and contact details if you can personally refer.

It must be a business where the original owner is still involved in the business.

Email [p.weber@curtin.edu.au](mailto:p.weber@curtin.edu.au)

or phone 92667413.

## *Curtin researchers stand out in the Journal of Heritage Tourism*

The first issue of the *Journal of Heritage Tourism* for 2012 includes three separate papers by Curtin University authors from the Humanities and Curtin Business School Faculties, out of a total of six papers in the issue. Authors include Michael Hughes, Roy Jones, Amanda Davies and John Yiannakis.

Volume 7, issue 1 can be accessed at :

<http://www.tandfonline.com/toc/rjht20/current>.

## *Annual Bill Faulkner PhD and ECR Workshop*

Dr Michael Hughes and Dr Fiona Wheeler (Monash University) once again developed and ran the annual Bill Faulkner Workshop, this time held in Melbourne on February 6, 2012.

The workshop is held in conjunction with the annual CAUTHE conference. It provides opportunities for learning and networking for PhD scholars and Early Career Researchers with senior academics prior to the main conference.

The 2012 workshop aimed to demystify processes, debunk myths, remove stigma, and reduce fear of failure while providing some practical tips and advice in a collegiate and engaging format.

The 2012 workshop hosted 50 PhD and ECRs and 22 senior Australian

and international academics who volunteered their time and expertise to mentor junior colleagues.

Prof Marg Deery contributed knowledge and expertise as part of a morning panel session on grant getting and project leadership for ECRs. Other panel members included Prof David Simmons (Lincoln University, NZ), Dr Judith Mair (Monash University) and Dr Peter Janssen (Manager, Research Development, Research Services, La Trobe University).

A post lunch small group discussion session is the core of the workshop. Groups of 3-4 PhD and ECR scholars discuss their research with senior international academics for 1.5 hours.

To close the day, Prof Jack Carlsen (Co-editor: International J Event and

Festival Management) provided useful insights into getting research published as part of a journal editor panel session. Other panel members included Prof Richard Perdue (J Travel Research, Virginia Tech, US), Prof. Geoffrey Crouch (Tourism Analysis, Latrobe) and Dr Sue Beeton (Tourism Review International, Latrobe).



*Small group discussion with Prof Rick Purdue (Virginia Tech) and Dr Tony Nankervis (Swinburne Uni)*

## News from CAUTHE 2012 Conference

### Curtin on CAUTHE Exec

The TRC continues its strong links with the CAUTHE Executive. Dr Michael Hughes was elected 2nd Vice Chair and Dr Kirsten Holmes was re-elected as Treasurer. Assoc. Prof. Christof Pforr remains the Chapter Director for Curtin University.

#### TRC members presented 3 papers at the national tourism conference:

**Holmes, K., Britten, N., Rola-Rubzen, F., Dayaram, K., & Fung, L. (2012).** Perceptions of tourism as a career option for young people in regional Western Australia.

**Hughes, M. (2012).** Tourism and the mining boom, golden age or golden shower?

**Hughes, M. & Carlsen, J. (2012).** World heritage listing and tourism: gold mine or gold brick?

### Prof Marg Deery welcomed as new CAUTHE Fellow

Congratulations to Prof Marg Deery who was formally inducted as a CAUTHE Fellow at the 2012 conference in Melbourne. Prof Deery joins a group of esteemed colleagues who have been inducted since 2009 when the program was officially inaugurated.

Fellows are appointed by the CAUTHE executive in recognition of their enduring commitment to tourism and hospitality education and research. More information about the CAUTHE Fellows can be found at

[www.cauthe.com.au/fellowmembers.html](http://www.cauthe.com.au/fellowmembers.html)



Leo Jago, Prof Marg Deery and Dr Paul Whitelaw (CAUTHE Chair)

## PROJECT NEWS

### EVE PROJECT

Data collection continues on the Event Volunteer Evaluation (EVE) project, with Dr Christine Storer and Dr Kirsten Holmes surveying volunteers at the ISAF International Sailing World championships, held in Fremantle, December 2011. Many thanks to the ISAF volunteer team for allowing a survey of their volunteers. Christine had previously piloted the survey instrument in August with a three day Equine Event but this was the first time the team has run the full survey.

### COLLABORATION: EVE

Dr Kirsten Holmes hosted Prof Tom Baum (Strathclyde University) as a CBS Visiting Research Fellow in Feb 2012. Tom and Kirsten worked on the Event Volunteer Evaluation project, analysing data collected to date and outlining further data collection and papers. **They are on the lookout for future events to include in their study!**

### RECREATION ACCESS PROJECT

Dr Michael Hughes continues to work with Prof Marian Tye (Centre for Sport and Recreation Research, Curtin University) on a WA Dept. of Sport and Recreation funded project focussed on policy and management

regarding recreation access to land in WA. Michael has completed the first project phase comparing legislation, policy and management of recreation access in UK, New Zealand and WA. Phase 2 has commenced, involving interviews with land managers and recreation users to identify governance issues hindering and facilitating access. The project aims to develop good practice governance models for recreation access in WA.

### COLLABORATION: ALCES

Dr Michael Hughes has been working with the ALCES group (Alberta, Canada) and the Australian Sustainable Development Institute (Curtin University) to introduce the ALCES scenario planning tool to Western Australia. ALCES is a software package that can integrate a broad scope of data at the regional level. It is useful for facilitating decision making and planning relating to a range of land uses, including tourism.

Michael attended an ALCES training course in Alberta during November last year. He has since worked with the CSIRO to develop a project proposal as part of the WAMSI Kimberley Marine Research program. ALCES will be used to integrate land

use and marine data collected as part of the program and generate future scenarios to inform policy and management in the region.

### VALUING THE KOKODA TRACK

Prof. Jack Carlsen was contracted to conduct research into the economic significance of the Kokoda Track to the PNG economy and the villages along the Track using existing data and tour operator [TO] information. The data indicates about 4000 Australians per annum use the trail. Substantial growth in trekker numbers over the last decade has been attributed to greater awareness and respect of the military service and sacrifice of all those who served in PNG during World War II.

Total Direct Economic Value [TDEV] of trekking on the Kokoda Track in 2011 is estimated at AUD15,275.374. This estimate is based on the expenditure of TOs, trekkers (on treks and international airfares), as well as expenditure by the KTA in 2011. Approximately one-third (36%) of the TDEV of trekking occurs in PNG including 12% to the Villages along the track, estimated at AUD1,827.059 in 2011.

## *News from the Tourism, Hospitality and Events Program*

### **CBS Meets CBS**

In January 2012, A/Prof Christof Pforr was invited to visit the Cologne Business School and met with key staff.

These included Prof Raueiser, Vice President Academic Affairs & Dean International Business, Prof Sommer, Dean Tourism Management, Prof Reiser, Sustainable Tourism Management as well as Silke Bochow, Head of the International Office.



*Silke Bochow (Head International Office), Cologne Business School; A/Prof Pforr, Curtin Business School and Prof Reiser, Cologne Business School, Germany*

They expressed a very keen interest in developing a strong relationship with Curtin Business School.

Their tourism teaching program includes a fully funded compulsory semester abroad and Cologne Business School would like to see their students study for a semester at Curtin University.

### **German Connections!**

In February 2012, A/Prof Christof Pforr welcomed CBS Visiting **Professor Harald Pechlaner** (Foundation Professor of Tourism and Director of the Centre for Entrepreneurship at the Catholic University of Eichstaett-Ingolstadt (Germany) and President

of the German Association of Tourism Research) and **Professor Axel Dreyer** (Tourism Management & Marketing) from the Department of Business Studies at the Harz University of Applied Sciences (Germany).

Axel Dreyer currently spends his sabbatical in Australia and is also Professor for Sports Management at the University of Goettingen (Germany). It comes as no surprise that German was the language of choice during their meeting



*Harald Pechlaner, Axel Dreyer and Christof Pforr*

## *Upcoming Events and Visitors*

April 13, 4-5pm Building 408, room 4038A Curtin University	Visiting fellow Jennifer Smith-Maguire (University of Leicester, UK) will be presenting A CBS seminar on 'New ways to think about heritage tourism.'
April 30—May4	Dr Scott Heckbert (Alberta Innovates, Technology Futures, Canada) hosted by Prof Jack Carlsen. Scott is a landscape economist and modeller. He will be presenting his work during his visit. Date and time TBA.
Mid 2012	Events and festivals: a seminar featuring the latest research from TRC members including Adj Prof Marg Deery (TBC).

## *NEW PUBLICATIONS Nov 2011– March 2012*

**The TRC's publications success continues, with TRC members Deery and Holmes publishing separate papers in *Tourism Management*, the leading international journal in the field, with an impact factor of 2.62.**

**Deery, M.**, Jago, L. & Fredline, L. (2012). Rethinking social impacts of tourism research: a new research agenda *Tourism Management* 33, 64-73.

Smith, K. & **Holmes, K.** (2012). Visitor centre staffing: involving volunteers. *Tourism Management*, 33(3), 562-568.

Caitlin, J. **Hughes, M.** & Jones, T. (accepted for publication) Valuing individual animals through tourism: science or speculation? *Biological Conservation*. (forthcoming)

**Deery, M.**, O'Mahony, B. & Moors, R. (in press). Employing a lifecycle typology to generate a unified and strategic approach to regional wine tourism development, *Tourism Planning and Development*, (forthcoming)

**Hughes, M.** (2012). Blending a heritage of recreation and tourism with conservation of natural heritage: An example from Penguin Island, Western Australia. *J. Heritage Tourism* 7(1) 1-11.

**Hughes, M.** & Bennett, D. (in press). Survival skills: the impact of change and the ERA on Australian researchers. *Higher Education Research and Development J.*, (forthcoming)

**Hughes, M.** Weiler, B. & Curtis, J. (in press). What's the problem? River management, education and public beliefs. *Ambio*, (forthcoming)

Islam, F & **Carlsen, J.** (in press). Tourism in Rural Bangladesh: Unlocking Opportunities for Poverty Alleviation? *Tourism Recreation Research*, (forthcoming).

**Jones, R.** & Shaw, B. (2012). Thinking locally, acting globally? Stakeholder conflicts over UNESCO World Heritage inscription in Western Australia. *J. Heritage Tourism*, 7(1): 83-96.

Liburd, J., Benkendorff, P. & **J.Carlsen** (2012). 'Tourism and quality of life: How does tourism measure up?' In J. Sirgy, 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.

Noakes, S & **Carlsen, J.** (in press). 'Ecotourism as a potential tool for wild tiger conservation and poverty eradication'. In K. Bricker, S. Cottrell and R. Black (Eds.) *Ecotourism and Sustainable Tourism: Transitioning into the New Millennium*. Jones Bartlett Learning: USA.

**Pfarr, C.** and Locher, C. (in press). The German spa and health resort industry in the light of health care system reforms. *Journal of Travel and Tourism Marketing*.

**Pfarr, C.** and Locher, C. (in press). Impacts of Health Policy on Medical Tourism in Germany. In C.M. Hall (ed) *Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility*. Oxon: Routledge

Shipway, R., Jago, L. & **Deery, M.** (2012). A Discussion of Quantitative and Qualitative Research Tools in Events. In S. Paige, *Handbook of Events Studies*, Routledge, 450-469.

**Weber, P.** & **Carlsen, J.**, (in press). Success in hosted accommodation: does owner age matter? *Tourism Analysis*, (forthcoming)

### *Welcome to our new PhD students*

We welcome two new Tourism PhD students! **Hafez Mansour**, who will be researching post-conflict tourism in Libya and is supervised by Dr Kirsten Holmes and co-supervised by Dr Bella Butler.

**Fidella Tiew**, a Miri staff member, who has been teaching on our tourism and event program for many years and will be researching the role of stakeholders in sustainable events. Fidella is co-supervised by Dr Kirsten Holmes and Prof. Jack Carlsen.

We hope to welcome both students to TRC events as although Fidella is based in Sarawak, she plans to spend semester 2 on study leave at Bentley.

### *Upcoming conferences:*

**Kirsten Holmes** is convening a special session at the **Royal Geographical Society conference**, Edinburgh, July 2012. The session, 'The human geography of special events and festivals' co-convened with Professor Tom Baum (Strathclyde University) and sponsored by the Geographies of Leisure and Tourism Research Group, features 10 papers from Europe, North America and Australasia, including the paper: 'Bouncing back to happiness: serial event volunteers as an unexplored form of volunteer tourism', Dr Kirsten Holmes, Professor Tom Baum, Dr Leonie Lockstone-Binney, Dr Karen Smith and Dr Christine Storer.



## What is 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 Management, 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.

### 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

- access targeted, innovative and timely solutions to your research problem
- share knowledge and expertise
- explore collaborative opportunities
- access to Curtin's undergraduate and post graduate student network for tourism field-work

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