

CBS TOURISM RESEARCH CLUSTER

Newsletter, Issue 5, August 2012

TRC August Seminar

Professor Margaret Deery speaks on Global & National Business Events trends

The TRC hosted a seminar by Adjunct Professor Margaret Deery on Global and National trends for the Business Events Industry in August.

The seminar drew upon research undertaken for the State of the Business Events Industry report recently prepared for the Business Events Council of Australian on trends and issues in the global and Australian business events industry.



Prof Margaret Deery presenting to industry and fellow researchers

It was noted that there is no common terminology for business events internationally, and the acronym MICE industry (Meetings, Incentives, Conventions and Exhibitions) is still in common use in Asia, where there is a great deal of growth occurring.

Like all forms of tourism, business events have been impacted negatively in recent years by crises such as the GFC, Japanese earthquake and tsunami, Arab Spring uprising and others. Despite these setbacks, tourism generally is recovering and international arrivals reached almost one billion passengers in 2011.

Significantly, business events visitors comprised 15% of all international arrivals in 2011 and many cities and destinations around the world are now targeting this travel market. Also, in the wake of the recent turbulence in world travel, Corporate Social Responsibility [CSR] continues to be a priority for business events and there is increasing attention being paid to all forms of return on investment, social as well as financial, from business events.

Cities that rank highly in terms of business events not only receive an economic benefit from the high

INSIDE THIS ISSUE

<i>Sustaining the Seychelles</i>	2
<i>Latest News & Projects</i>	3 / 4
<i>Tourism, Hospitality and Events Program</i>	4
<i>New Publications</i>	5
<i>Upcoming Events</i>	5

levels of visitor and organiser expenditure, but also an enhanced reputation as a host destination and increased confidence in their capacity to stage major business and sporting events.

Prof. Deery provided an important performance report on the Australian Business Events Industry in finding that no Australian city ranked in the top global business events destinations in 2011, despite Sydney and Melbourne having done so in the past. Reasons for this include the rise of competing cities and their higher levels of investment in infrastructure and subvention of business events, with China being a prime example of the former and countries such as Singapore engaging in the latter.

Hence Australia has been experiencing a 'delegate deficit' in recent years in the international association market, with more business event travellers heading overseas than coming into Australia.

[Contact Prof Margaret Deery](#)

Sustaining the Seychelles— *Studying sustainable tourism in the Indian Ocean Archipelago*

A leading Western Australian tourism expert says other islands can learn valuable lessons in policy and planning for sustainable tourism development from the Republic of Seychelles.

Curtin University Professor of Tourism, Jack Carlsen, has recently returned from the idyllic archipelago he visited to prepare a case study for a book to be published in collaboration with the World Travel and Tourism Council (WTTC).

“The Seychelles is probably the best example of sustainable island tourism in the world, particularly from an ecological and social perspective,” Professor Carlsen said. “Government and the community have worked together to conserve more than 50% of the terrestrial environment as well as protecting the marine environment upon which the tourism industry depends”.

Professor Carlsen met with the new Minister of Tourism and Culture in the Seychelles, Mr Alain St. Ange to discuss his vision for sustainable tourism in the Seychelles. He also gathered information regarding the recently endorsed Tourism Masterplan for the Seychelles, as well as the Sustainable Tourism Label certification program, aimed at encouraging tourism businesses to adopt ecologically sensitive and socially responsible practices.

They use a community-based approach to encourage local people to take ownership, create opportunities for locally-owned small business, and for locals to be environmental custodians in the Seychelles.

In Tourism and Culture Minister, Alain St. Ange’s own words, “we cannot have tourism if it is not sustainable”. Ecological, socio-cultural and economic sustainability are all equally important and supported by the Seychelles Master Plan. The aim is to ensure that all Seychellois people benefit from tourism through ownership or involvement in small business (small hotels, car hire, tour companies, restaurants), although some foreign ownership is encouraged to diversify the product offering, for example in restaurants and private island resorts.



Prof. Carlsen presents Minister St. Ange with a copy of his book *Island Tourism: sustainable perspectives*

Also, the Seychelles Sustainable Tourism Label (see www.seychelles.travel/sstl/) was recently launched, with an incentive for tourism businesses to complete sustainability assessment in return for promotional benefits through the Seychelles Tourism Board.



Seychelles Sustainable Tourism Label
Safeguarding Seychelles for Tomorrow

Although SSTL accreditation scheme remains voluntary, it is hoped that these promotional benefits will ensure uptake.

The Seychelles has always valued and protected its natural environment, and has the highest proportion of land reserved as protected areas, as well as a series of marine protected areas. Activities such as spear fishing have long been banned in the Seychelles. However, access to beaches remains unrestricted for all Seychellois people, even on private islands where clauses have been written into land titles to ensure that local fisherman can still land on those islands.

In this way the traditional way of life in the Seychelles is preserved, whilst maximising the economic, social and environmental benefits of tourism.

“With island tourism developing around the world, we can look to the Seychelles as an example on how to successfully balance sustainability with quality tourism development.”

Latest News and Projects Update

Wellness Tourism: Researchers supporting industry growth in Australia

TRC core research members Dr Cornelia Voigt and Professor Christof Pforr are both Wellness Tourism research leaders in Australia; working closely with the industry and regional destinations to collaborate and tap into this niche and growing tourism market. Dr Voigt and Professor Christof Pforr recently featured in CITE article [click for full article](#)

Article highlights include:

DR CORNELIA VOIGT, is an adjunct research fellow at Curtin Business School (CBS) and lead author of the 2010 scoping report, compiled by the then Sustainable Tourism Cooperative Research Centre which looked at both the current and future potential of Australia on the domestic and international stage of wellness tourism.

Dr Cornelia Voigt says, “Australia is well positioned to build its wellness tourism industry,” ... “Seventy-five per cent of wellness operators in Australia are located in rural or remote areas. This makes sense because Australia has the natural beauty and the pristine environment, the open spaces and the good weather that are such a fundamental part of this industry.”

ASSOCIATE PROFESSOR CHRISTOF PFORR, head of the tourism program in CBS’s School of Management, says that some TRC members work with the local tourism industry in Margaret River in efforts that will map how to develop the area as a wellness destination. Like Voigt, Pforr believes that in the Margaret River context, the product already exists and that marketing is now the key issue in building the sector.



Images courtesy of Dr Voigts, 2012 presentation: [The Concept of Health Tourism](#).

2013 Curtin Honours Students eligible for 1 of 3 \$1000 Bursaries

The CBS Tourism Research Cluster is offering **3 x \$1000 bursaries** for students enrolling in Honours in Tourism, Hospitality and Events Research in 2013

The bursaries are designed to support research projects or can be used by students to present research at a national conference.

The TRC encourages supervisors of ‘tourism research’ honours students to inform relevant students of these bursaries.

To find out more contact Assoc. Prof. Christof Pforr, School of Management email Christof.Pforr@cbs.curtin.edu.au or +61 8 9266 7743

Honours research topics could include:

- Personal creative self-efficacy in tourism, does it lead to competitive advantage?
- Entrepreneurial self-efficacy, the growing role of personal creativity.
- Business Events trends in WA.
- Developing a scale to measure the lifestyle outcomes of small tourism businesses.
- The relationship between perceived success and growth intentions in tourism related businesses.
- Factors which encourage sustainable events and festivals
- Volunteering and volunteer management at events and festivals

Latest News and Projects Update CONT...

TRC Tourism Researchers attends International Conferences

[Dr Kirsten Holmes](#) and [Professor Jack Carlen](#) presented papers at European conferences in July 2012.

Dr Kirsten Holmes— International Events

Mega events such as London 2012 are reliant on their volunteers - the event makers - with over 70,000 helping out at the Olympic Games this year. To highlight their contribution, [Dr Kirsten Holmes](#) co-convended with [Prof. Tom Baum](#) (University of Strathclyde and Curtin Visiting Fellow) 2 sessions on the people involved in events and festivals at the Royal Geographical Conference in Edinburgh, June 2012.

The sessions featured papers from the UK, Europe, Australia and the US and were part of a series of sessions sponsored by the Geographies of Leisure and Tourism Research Group. Papers examined event audiences, residents of the host destination, event organiser, staff and volunteers. Dr Holmes and Prof Baum presented their paper using data from the Event Volunteer Evaluation (EVE) project and investigating event volunteer tourists - that is individuals who travel to other destinations in order to volunteer at an event.

A key theme that emerged from the discussion following the presentations was the way in which events and festivals created, contributed to or reflected different communities, whether these were volunteers, residents or participants.

Dr Caroline Scarles (University of Surrey and chair of the Geographies of Leisure and Tourism Research Group) helped out as a discussant during the sessions.

Many of the presenters are also contributing chapters to a new book *Event Volunteering: International Perspectives on the Volunteering Experience*, commissioned by Routledge as part of the Routledge Advances in Events Research series.

Professor Jack Carlsen— Sustainable Tourism

Prof. Jack Carlsen attended the BEST EN Think Tank XII entitled, "Mobilities and Sustainable Tourism", held in Gréoux les Bains, Provence, France, June 24–27, 2012 hosted by the SKEMA Business School and La Cité de la Culture et du Tourisme Durable. He presented a working paper titled 'Agent-based Modelling and Simulation of Tourism Flows: an application to the Maldives' based on an interactive, real-time, transparent and dynamic approach to modelling tourism mobilities using agent-based simulation models [ABM]. The model uses the open source software NetLogo <http://ccl.northwestern.edu/netlogo/> and is being developed with the CSTC Visiting Fellow, Dr Scott Heckbert.

For more information and access to the proceedings visit the conference website <http://www.besteducationnetwork.org/ttxii/>

News from the Tourism, Hospitality and Events Program

Tourism and Events Students Enjoy a Change of Pace

During her latest visit to Curtin University (August 14-24), Adj Prof Marg Deery shared insights into hospitality and sustainable tourism with the Sustainable Tourism Management 200 students.

Prof Deery also presented a guest lecture based on her work in event evaluation and social impacts to students participating in Sustainable Event Development 305. The students appreciated Prof Deery's considerable knowledge and experience in these areas as well as her engaging style of presentation.



Prof Margaret Deery presenting to Curtin Students

New Publications: July and August 2012

BOOKS:

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

BOOK CHAPTERS:

Noakes, S and **Carlsen, J.** (2013) '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.

Liburd, J., Benkendorff, P. and **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.
DOI: 10.1007/978-94-007-2288-0

Caitlin, J. **Hughes, M.** & Jones, T. (in press 2012) Valuing individual animals through tourism: science or speculation? *Biological Conservation*

Hughes, M. and Bennett, D. (in press 2012) Survival skills: the impact of change and the ERA on Australian researchers. *Higher Education Research and Development J.*

Pfarr, C. and Locher, C. (2012). 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 (pp.77-94).

JOURNAL ARTICLES:

Hughes, M. Weiler, B. and Curtis, J. (2012) What's the problem? River management, education and public beliefs. *Ambio* published online

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

Upcoming Events

INDUSTRY EVENTS

FACET Forum – Ecotourism Best Practice – Case Studies from Borneo

Thursday, 23 August 2012, 5.00-7.00pm ECU, Mt Lawley Campus

For more information or to register online visit: <http://www.facet.asn.au/events.aspx>

Albert Teo, Managing Director Borneo Eco Tours & Sukua Rainforest Lodge (Malaysia). In this Forum Albert will highlight some of Malaysia's best known ecotourism destinations, including its World Heritage Sites, Kinabalu Park & Mulu Park and share his experience on how they fare.

CBS TOURISM RESEARCH CLUSTER

What is the TRC?

The tourism research cluster is a 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.

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

business.curtin.edu.au/tourism-research

CONTACT US

TRC Co-directors

Prof Jack Carlsen

Phone: +61 8 9266 1132

Email: j.carlsen@curtin.edu.au

Dr Michael Hughes

Phone: +61 8 9266 2123 or

+61 8 9266 7751

Email: M.Hughes@curtin.edu.au

TRC Coordinator

Kaylie Porter-Smith

Phone: +61 8 9266 1166

Email: kaylie.porter-smith@curtin.edu.au
or trc@curtin.edu.au