

# CBS TOURISM RESEARCH CLUSTER

Newsletter, Issue 6, Nov-Dec 2012

## TRC October Seminar Launch of the Heritage Assessment Wedge Grey Shack Settlements

**TRC hosts the launch of the Cultural Heritage Assessment of the Wedge and Grey Shack Settlements for the National Trust of Australia (WA) by Godden Mackay Logan Heritage Consultants.**

The TRC hosted the launch of this report at Curtin in October. In holding the event at Curtin and under the auspices of the TRC, the National Trust of Australia (WA) acknowledged the ongoing research on Western Australia's shack settlements by several Curtin academics including TRC Associate Member, Professor Roy Jones, Associate Professor Reena Tiwari, whose Urban Design students recently worked with the Wedge community, Professor George Curry and Dr Gina Koczberski.

The event attracted a considerable attendance of 50 from Curtin, the Department of Environment and Conservation, the Shire of Dandaragan, the National



Minister for the Environment, Bill Marmion acknowledged the report

Trust and from both Shack communities. Many of the attendees had also been present at the launch of the TRC itself in 2011 at which Roy Jones, Reena Tiwari and John Selwood, a Senior Scholar at the University of Winnipeg, called for serious consideration of the shack communities' heritage value.

In the course of the launch, Geoff Ashley, a co-author of the report summarised its conclusions. The shack settlements were assessed against the criteria for inclusion on the Western Australian Register of Heritage Places. It was found that the Wedge and Grey settlements met the 'nature of significance' criteria on aesthetic, historic and social grounds and both the 'degree of significance' criteria, namely rarity and representativeness. The report therefore recommends that the National Trust of Australia (WA) nominates the settlements for inclusion on the Heritage Register; requests that the State Government Minister for the Environment develop a holistic management plan which conserves and interprets the cultural heritage values of Wedge and Grey; and offers to assist the Minister in the preparation of this plan.

The Minister for the Environment, Bill Marmion, acknowledged the production of the report and, in his presentation at the launch, undertook to study its recommendations and to consult with the National Trust, the shack community organisations and the Shire of Dandaragan in devising a future strategy for these settlements. In a formal gesture, National Trust Councillor and Curtin Professor, John Stephens presented the initial copy of the report to the presidents of the Grey



Professor Roy Jones speaks on behalf of the TRC.

(Peter Sheppard) and Wedge (Ian Hall) community associations.

With the recent completion of the Indian Ocean Drive between Lancelin and Cervantes, the shack communities are no longer isolated and their future needs to be considered in the context of the overall recreational and economic development of this portion of the Western Australian coast.

TRC members and other Curtin researchers will continue to work with the shack communities on devising sustainable ways forward for these distinctive Western Australian settlements.

To view the Heritage Assessment report [click here](#). To watch the launch presentation [click here](#).

Photos courtesy of The National Trust of Australia (WA), Photographer John Vidovich.

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## Tourism on the Move

**The Tourism Research Cluster (TRC) is moving together with the tourism teaching program to a new home in the Curtin Business School.**

From January 2013, the TRC will be joining the School of Marketing. The move combines the CBS tourism teaching and research capacity that, until now, has been divided between the Schools of Marketing and Management. From a teaching program perspective, the move brings the tourism majors under one roof. It also creates a larger and stronger tourism research team within the School of Marketing.

Current School of Marketing staff with research interest in tourism include Dr Vanessa Quintal, Dr Tekle Shanku, Dr Sandra Gountas, and Associate Professor Jochen Hoffmann. Two other academic staff have significant industry experience in tourism and hospitality as well as teaching experience in the area; Dr Janine Wong and Ms Karen Kerlin. As core members and directors of the TRC currently based in the School of Management, Dr Michael Hughes, Dr Kirsten Holmes and Associate Prof Christof Pforr look forward to joining the School of Marketing and actively helping to further develop the capacity of the TRC.



**Message from Prof Nigel de Bussy, Head of School of Marketing:**

*"The School of Marketing is delighted to welcome the Tourism Research Cluster and teaching area. We are really looking forward to Christof, Kirsten and Mike joining us in the New Year. Several of my colleagues in the School have a long-standing interest in*

*tourism research.*

*We already offer double majors with tourism and run units in tourism marketing. Tourism is a natural fit with the School of Marketing's existing interests and I am really excited about the opportunity to build on the Cluster's already strong track record. Together, we can create a truly world class tourism research and teaching program."*

## 2013 The Business of Sustainable Tourism Symposium and Tourism Research Exchange



The Symposium will include industry representatives  
*Photo: Parker Point, Rottneest Island, courtesy TourismWA*  
*Rottneest Island are recent winners of the 'Sustainable Tourism' award at the 2012 WA Tourism Awards*

**The TRC will commence 2013 with its annual Symposium, themed 'The Business of Sustainable Tourism' with local and international researchers.**

*The Business of Sustainable Tourism: past, present and future research* symposium is hosted by the Curtin University Tourism Research Cluster. It will examine the development of sustainable tourism knowledge, policy and practice within a global as well as local context. The Symposium will provide a forum to discuss the origins and previously predicted future, the actual current status and potential future directions of sustainable tourism.

The program include local and international researchers and invited operators and industry representatives presenting on areas within Sustainable Tourism.

Interested researchers are invited to submit a paper abstract (1000 words) by December 16, 2012 to [trc@curtin.edu.au](mailto:trc@curtin.edu.au) Submission of an abstract will be taken to imply that it is not under consideration for publication elsewhere and is original work.

The Symposium day will follow with a Tourism Research Exchange to cover a variety of tourism research topics to be shared amongst local researchers. If you are interested please email [trc@curtin.edu.au](mailto:trc@curtin.edu.au)

If you would like to discuss the Symposium program further, contact Michael Hughes on +61 8 9266 7751 or [M.Hughes@curtin.edu.au](mailto:M.Hughes@curtin.edu.au)

## Latest News

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### Congratulations to PHD Students

#### **Hafez Mansour - PhD Candidacy**

Hafez Mansour, who successfully presented his PhD candidacy in September. Hafez's PhD title is 'Firms' adaptation to turbulent environments: the case of the Libyan tourism sector'. Hafez is supervised by Dr Subra Ananthram, Dr Bella Butler and Dr Kirsten Holmes. We also congratulate Hafez as he has now returned to Libya briefly to get married! See below abstract.

#### **Fidella Tiew - PhD Candidacy**

Fidella Tiew who has just presented her PhD candidacy titled 'Stakeholder salience and influence in event tourism: perspectives from Borneo'. Fidella is supervised by Professor Nigel de Bussy, Dr Kirsten Holmes and Professor Jack Carlsen. See below abstract.

#### **Donald Cooper - New PhD Student**

Welcome a new PhD student to the TRC: Donald Cooper who will be working with Assoc. Professor Christof Pforr and Dr Kirsten Holmes on the topic 'The impact of generational change on future demand for tourism destinations: Generation X and continental Europe.'

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#### **Hafez Mansour: 'Firms' adaptation to turbulent environments: the case of the Libyan tourism sector'**

A grand challenge for emerging economy firms in turbulent environments is to adapt to changing environmental conditions. The Libyan civil war of 2011 has created a high degree of turbulence and uncertainty for the Libyan tourism sector. The challenges from the fast pace of institutional changes in emergent economies and market complexity in Libya were multiplied by the turbulence of the tourism environment. In such conditions firms need to co-evolve with their environment as complex adaptive systems and develop dynamic capabilities as the means for dealing with turbulent environments by helping firms reshape, reconfigure and renew their extant operational capabilities into new ones so as to respond to the turbulent environment.

The proposed research is on Libyan tourism firms. It is aimed at developing a model of firms' adaptation to the environmental turbulence in newly emerging economies. The research will explore the characteristics of newly emerging economies and investigating the impact of institutional changes on the tourism environment. Finally, it will examine the role of the turbulent tourism environment in enforcing Libyan tourism firms to respond to environmental changes in a prompt manner. The data will be collected in the cities of Benghazi and Tripoli. A mixed method of study will be used, in two stages. The first stage will be based on case studies to develop the proposed model, while a survey will be implemented at the second stage to test the generalizability of the findings from the case studies.

#### **Fidella Tiew: 'Stakeholder salience and influence in event tourism: perspectives from Borneo'**

Events and festival are important part of tourism strategy in Malaysia. The support and collaboration of various stakeholders will determine the success of event tourism. It is important that the events embrace both the interests of the organisers as well as those who are affecting and affected by the events. However, due to the large number of potential stakeholders that can be involved, event organisers find it difficult to distinguish and manage between their conflicting aims and values. Therefore, the primary aim of this thesis is to develop a framework of stakeholder salience and strategy in event tourism. Specifically, the thesis seeks to identify and categorise event stakeholders and their strategies, and examine stakeholder goals in events from economic, social and environmental perspectives. Given the topic is relatively under-researched, the use of a qualitative, multiple-case study design is deemed an appropriate approach for achieving the research objectives.

Six different types of recurring events from four major cities in Borneo will be purposely selected, primarily using interviews with event organisers and their stakeholders as the data collection method. Repertory Grid analysis will be also used as a conversational tool during interviews with the event managers. Other documentary evidence and on-site observation will also be used to allow triangulation of data sources. All interview transcription and other documents will be uploaded into Nvivo software for textual analysis. Cross-case analysis will be conducted to find similar constructs and relationships across multiple cases.

For further details contact Dr Kirsten Holmes [K.Holmes@cbs.curtin.edu.au](mailto:K.Holmes@cbs.curtin.edu.au)

## Latest News : Tourism Program

### Sustainable Tourism Students Experience Yanchep National Park

Sustainable Tourism Management 200 travelled up to Yanchep National Park, on the northern fringe of Perth, to look at how they balance conservation and tourism management. Students met park staff in the Wangi Mia ('Talking Place'), an outdoor setting in the historic park near the Old Yanchep Inn.

The half day trip included a discussion session with the head ranger about managing Yanchep National Park. The park is popular with locals and international tourists but is facing a range of pressures from encroaching urban areas, climate change and growing visitor numbers. This was followed by a guided tour experience of the Koala enclosure. The small colony of Koalas at Yanchep has heritage value and also forms an important part of a national conservation program. The highlight of the trip was an engaging and interactive presentation by Derek Nannup on Noongar culture back at the Wangi Mia.

Students said they greatly enjoyed the presentation and that it gave them a better understanding of both Noongar culture and the Southwest WA environment.

The student then had an hour and a half to explore the park before heading back to Curtin University on the bus.



Sustainable Tourism Management students at Yanchep National Park



### Fremantle and the 1987 America's Cup

Sustainable Event Development students travelled to Fremantle to see firsthand the legacy of the 1987 America's Cup Challenge. The unit explores how events impact on the locations where they are hosted. IT was a clear, warm and sunny day in Fremantle, perfect for a walking day out. First stop was the Fremantle maritime Museum where student could view the Australia II yacht that won the Cup off the Americans in 1983. It was the first time America had lost the cup in more than a century. After learning about the history of the race, students were taken on a guided walking tour of Fremantle's historic west end to witness how the event contributed to regenerating the formerly run down area of the city. Adjunct Prof Jim Macbeth of Murdoch University, a keen yachtsman and expert on Fremantle and the America's Cup Challenge. presented a talk on the History of Fremantle, how it has been developed and the role the America's Cup played in the waves of regeneration that have occurred over time. Students were then free to explore the Fishing Boat Harbour and surrounding tourist precincts.

### Latest News: Tourism & Hospitality Program and Tourism Research

#### Students from Singapore Republic

In October, following on from last year's visit, Curtin Business School (CBS) welcomed again students from Singapore Republic Polytechnic's School of Hospitality. Program Coordinator Associate Professor Christof Pforr promoted the new Tourism and Hospitality major which will be available as a single or double major with Marketing, Public Relations or Asian Studies from Semester 1, 2013. The long term view is to develop an academic partnership between CBS and Singapore Republic Polytechnic.

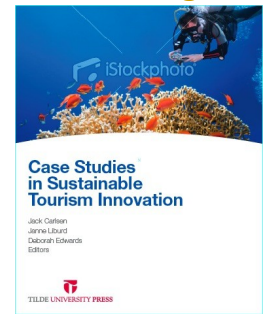


#### Coastal tourism planning and development in theory and practice

On 17 September A/Prof Pforr took his 3<sup>rd</sup> year students on a field trip to the Sunset Coast to give his class the opportunity to apply some of the theory they learnt in the class room to a 'real world' context.



### New Book: Networks for Innovation in Sustainable Tourism: Case Studies and Cross-Case Analysis



**Editors:** Janne J Liburd, Jack Carlsen and Deborah Edwards  
**Publisher:** Tilde University Press

In an era of ongoing economic, social and ecological crisis, innovation is key to responding to the future challenges that confront all businesses, and especially those in the tourism sector. There are numerous businesses in destinations around the world that are responding to the challenges by making the transformation toward sustainability through innovation. Networks of businesses, organisations, professional associations, universities, government, non-government and community organisations all play a vital role in innovation for sustainable tourism. Hence, an understanding of these networks and the economic, social and natural environment supportive of innovative ideas and opportunities is essential. The aim of this book is to make a significant contribution to the importance, role and functions of networks for innovation in sustainable tourism.

The book presents ten case studies of large and small enterprises in destinations located in developed and developing countries that are pursuing innovative practices in tourism to enhance the sustainability of their operations. The cases have been prepared for use in research and teaching of innovation in tourism, and the analysis and case notes are both designed to facilitate discussion and further investigation of innovation, not only in tourism, but in other economic sectors as well.

Each of the cases addresses the following key questions:

1. Why do organisations innovate?
2. What are the key features and drivers of innovation within organisations?
3. What are the internal and external barriers to innovation that organisations face?
4. How do organisations innovate? What processes are associated with innovation?
5. How important are networks for innovation?

Cross-case analysis is applied to the case studies to compare and contrast the different types and contexts of innovation and to provide an integrated overview of the network drivers, processes and barriers for innovation. The chapters in this book are based on primary and secondary qualitative research by the contributing authors and each chapter has been peer reviewed prior to publication. For further details contact Prof Jack Carlsen [Jack.Carlsen@cbs.curtin.edu.au](mailto:Jack.Carlsen@cbs.curtin.edu.au)

## New Publications: Sept—Dec 2012

### JOURNAL ARTICLES:

- Caitlin, J., **Hughes, M.**, **Jones, T.**, **Jones, R.** and Campbell, R. (2012). Valuing individual animals through tourism: Science or speculation? *Biological Conservation*. 157: 93-98.
- Fredline, L. **Deery, M.** and Jago, L. (accepted). A longitudinal study of the impacts of an annual event on local residents, *Tourism Planning and Development*

### BOOK

- Liburd, J., **Carlsen, J.** and Edwards D.,. (2012) *Networks for Innovation in Sustainable Tourism: Case Studies and Cross-Case Analysis*, Tilde University Press.

### BOOK CHAPTERS:

- **Deery, M.**, Filep, S. and **Hughes, M.** (accepted) Exploring visitor well being in parks and nature reserves, in C. Pforr and C. Voight, *Wellness Tourism: A Destination Perspective*, Routledge
- **Hughes, M.** (accepted) Parklands and health, in C. Pforr and C. Voight, *Wellness Tourism: A Destination Perspective*, Routledge
- **Hughes, M.** (in press 2012) Ecocean: conservation through technological innovation. In Liburd, **J.**, **Carlsen, J.** & Edwards, D. (eds) *Networks for sustainable tourism innovation: Case studies and cross-case analysis*. Australia: Tilde University Press.
- **Hughes, M.** (in press 2012). Ecotourists and views of nature. In Ballantyne, R. and Packer, J. (Eds) *The international handbook on ecotourism*. Edward Elgar Publishing Ltd, UK.
- Jago, L. and **Deery, M.** (in press 2012). The Social Impacts of Sports Events, in A Fyall and B. Garrod (eds) *Contemporary Cases in Sport Tourism – Volume 1*, Good Fellow Publishing.
- **Pforr, C.**, Pechlaner, H., Locher, C. and Jochmann, J. (2012). "Health regions as tourism destinations: A new approach to regional development?" In *Proceedings of the International Conference on Tourism (ICOT2011) - Tourism in an Era of Uncertainty*, edited by K. Andriotis; A. Theocharous and F. Kotsi, Rhodes: International Association for Tourism Policy (IATOUR, ISBN 978-9963-9799-3-6 / ISSN 1986-4256), (pp.276-283).

### CONFERENCES:

- **Jones, T.**, **Jones, R.**, **Hughes, M.** & Christensen, J. (2012). World heritage on the Quarrel Coast. *Conference on coastal planning and management in WA*. Curtin University, Perth: August 30-31.
- **Pforr, C.** and Brueckner, M. (2012). "Tourism strategy through partnership rhetoric or reality? A case example from Australia". In *Proceedings of the International Conference on Tourism (ICOT2011) - Tourism in an Era of Uncertainty*, edited by K. Andriotis; A. Theocharous and F. Kotsi, Rhodes: International Association for Tourism Policy (IATOUR, ISBN 978-9963-9799-3-6 / ISSN 1986-4256), (pp.270-275).

### REFEREED CONFERENCE PAPER:

- **Holmes, K.**, Lockstone, L. and **Deery, M.** (accepted) Constraints across the volunteer life cycle: Implications for Australian tourism organisations, CAUTHE 2013, Christchurch New Zealand

## Upcoming Events

### TRC EVENTS

**2013 'The Business of Sustainable Tourism' – Tourism Research Exchange  
February, 18 & 19 2013, Curtin University**

If you would like further information see p2 or email [trc@curtin.edu.au](mailto:trc@curtin.edu.au)

**The TRC wishes you a Merry Christmas and  
looks forward to sharing further Tourism Research in 2013.**

# CBS TOURISM RESEARCH CLUSTER

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## 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](mailto: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](http://business.curtin.edu.au/tourism-research)**

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