

CBS TOURISM RESEARCH CLUSTER

Newsletter, Issue 7, April 2013

2013 TRC Symposium

The Business of Sustainable Tourism

The Tourism Research Cluster successfully hosted their second international symposium, the **Business of Sustainable Tourism**, on 18-19 February. We welcomed over 50 local, national and international delegates including representatives from State and Federal government, industry and academia for the one and a half day event. [DOWNLOAD PRESENTATIONS](#)

The 2nd annual TRC symposium provided a forum to explore the historical context, current status and potential future directions of sustainable tourism. This was placed in the context of sustainable tourism businesses and the need for new knowledge on policy and practice in a global and local context. We also sought to practice sustainability at the symposium, making good use of innovative technology to enable international speakers to present and discuss their views with the audience via web



(L to R): Prof. David Weaver and Alan Briggs



based live and pre-recorded presentations from Canada, New Zealand and Sweden.

DAY ONE HIGHLIGHTS

Day one began with reflections on the history and current status of sustainability and tourism. **Prof. Peter Newman** (Curtin University Sustainable Policy Institute), a well-known WA identity and leading expert in sustainability, set the scene with a discussion of sustainability trends in Western Australia. This was followed by the TRC's own **Adjunct Prof. Jack Carlsen** (Curtin University) who used island tourism as a useful microcosm of broader issues regarding limited resources and tourism development.

Prof. Jackie Dawson (University of Ottawa) provided her insights into a phenomenon known as 'last chance tourism'. This is tourism demand for disappearing attractions, motivated by being known as the last person to see them. Jackie sent us her presentation from deep in the Canadian Arctic and focused on polar bear viewing. This provoked animated discussion amongst delegates regarding the consequences of this type of tourism and the ex-

tent to which it is driven by fact or perception. We tried to connect with Jackie via Skype to join the discussion but remoteness and a narrow bandwidth meant it was not to be!

Dr Leo Jago (General Manager and Chief Economist, Tourism Research Australia) kicked off the session after morning tea with an Australian national perspective on sustainable tourism, which was followed by a series of presentations on sustainable tourism concepts. These included **Prof. David Weaver** (Griffith University) presenting on sustainable mass tourism as a step beyond the idea of alternative tourism; **Prof. Michael Hall** (University of Canterbury) presented his views on the idea of 'slow tourism' via Skype from his home in Canterbury, New Zealand; and **Prof. Ross Dowling** (Edith Cowan University, Perth) presented his work on Geotourism as a form of sustainable tourism...*Article continues on p2*

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2013 TRC Symposium Tourism *CONT....*

After lunch, **Prof. Susanne Becken** (Griffith University) talked about the aviation sector and past and present responses to climate change, particularly regarding carbon pricing and travel preferences. Her argument is that increasing energy costs will outstrip any form of carbon price when it comes to airline seat pricing. The presentation was video recorded by Michael Hughes at the 2013 CAUTHE conference in New Zealand, as an interview with Prof Becken.

The afternoon session welcomed the industry and government perspective with **Stephanie Buckland** (CEO Tourism WA) outlining challenges to tourism businesses in WA while **Colin Ingram** (FACET, WA's tourism sector network) discussed the importance of volunteers and the not-for-profit sector. **Roland Mau** (Manager, marine and terrestrial reserves, Rottnest Island) presented a case study on Rottnest Island and how it is shifting toward sustainable practices, which enabled Rottnest Island to win the Qantas Award for Excellence in Sustainable Tourism at the 2012 WA Tourism Awards.

Prof. Peter Newman returned to discuss sustainable cities followed by **Dr Angus Morrison-Saunders** (Murdoch University) outlining the parallels between evolution of environmental impact assessment and sustainable tourism. The afternoon session also included **Prof. Stefan Gossling** (Lund University) presenting from Sweden on his well-known work relating to tourism and climate change. The day concluded with a video of interviews with leading tourism researchers at the annual CAUTHE conference and their views on sus-

Reflections on the symposium

Dr Leo Jago (Chief economist – tourism; general manager Tourism Research Australia)

“Congratulations on the success of the TRC Workshop; both days went extremely well and provoked some very interesting discussion. Many thanks for the opportunity to participate in this workshop...”



(L to R): Dr Steve Crawford, Mark Exeter & Dr Judith Mair



(L to R): A/Prof Christof Pforr (TRC), Prof David Weaver, Dr Leo Jago and Prof Jack Carlsen (TRC)

DAY TWO HIGHLIGHTS— Tourism Research Exchange

Day two featured presentations from **Dr Leo Jago** on the National Tourism Research Agenda, the latest research into sustainable tourism by **PhD scholars from WA universities** as well as presentations from **Dr Judith Mair** (Monash University) on events and sustainability, **Dr Brad Stelfox** (ALCES, Canada) presenting from Calgary on land use planning and tourism in Alberta and **Assoc. Prof. Heather Zeppel** (University of Southern Queensland) critiquing carbon mitigation practices by tourism operators.

The TRC would like to thank all the research and industry contributors involved and all delegates attendees who together made this a successful, memorable tourism event to support the TRC's initiatives to promote Tourism industry research, view 2013 program.

All the presentations from the symposium have been recorded and will be available through the TRC website soon. The presentations will also form the basis of an edited book on the topic, to be published in 2014. In the interim the PowerPoint presentations can be viewed as a PDF. To view these

[**DOWNLOAD - 2013 SYMPOSIUM PRESENTATIONS**](#)



(L to R): Kim Grljusich, Prof Ross Dowling and Huilin Sun

TRC Seminar— Curtin Visit by Emeritus Professor John Tunbridge

Prof. John Tunbridge, Emeritus Professor of Geography at Carleton University, Ottawa and Adjunct Professor of Tourism at the University of Brighton UK visited Curtin's Tourism Research Cluster from March 6th -20th. Professor Tunbridge is the author of numerous works on tourism and heritage including the classic, 'The Tourist-Historic City' and he has consulted on tourism issues in Canada, Malta and elsewhere. While he was at Curtin he gave a seminar organised by the Tourism Research Cluster on 'From Blue (and Green) to Grey Tourism? Some perspectives from Bermuda'.

This luncheon seminar was well attended, by academics from across Curtin and from Perth's other universities and gave rise to a lively discussion. He gave a second seminar on 'Australians and Convict Heritage: a Theft Worthy of Transportation?' to the School of Built Environment and met with several staff and postgraduate students to discuss tourism research issues. He has agreed to work with Emeritus Professor Roy Jones from the Tourism Research Cluster and several other Curtin academics on a comparative study of Indigenous tourism and heritage issues in Perth and Ottawa.

News from CAUTHE 2013 Conference

The annual CAUTHE conference was held at Lincoln University near Christchurch in February this year. The recent earthquakes that have severely affected Christchurch and its community have also meant tourism to the region is in a slump. The conference brought about 200 delegates to the region and had strong support from local business and government as well as Lincoln University. Lincoln University submitted a proposal, prior to the earthquakes, to host the conference.

A decision was made by the conference convenors and CAUTHE executive to support Lincoln's hosting of the conference despite the significant damage caused by the earthquake. The Mayor of Christchurch also strongly supported retaining the conference in the region. The venue was shifted from the Christchurch CBD to the Lincoln Campus and the rest is history. CAUTHE conference 2013 was a considerable success much to the delight of the CAUTHE executive, Lincoln University and local community, including the Lincoln village pub and nearby restaurants. More information can be found at <http://www.cauthe2013.com/>

Congratulations Dr Michael Hughes elected as CAUTHE chair

TRC Co-Director Dr Michael Hughes was elected Chair of CAUTHE at the AGM, held at Lincoln University in February 2013.

Michael has been a member of the CAUTHE executive committee for several years, most recently serving as 2nd Vice Chair and co-organising the annual PhD and ECR workshop, which is held immediately before the main conference.

TRC Executive members presented 5 papers at the international tourism conference:

Filep, S. **Deery, M.** & Junek, O. (2013). Wellbeing of tourism students

Holmes, K., Lockstone-Binney, L. & **Deery, M.** (2013). Constraints across the volunteer life cycle: implications for Australian tourism organisations

Hughes, M., Catlin, J., **Jones, T.**, **Jones, R.** Campbell, R. (2013). Does the end justify the means? Valuing individual wildlife for tourism.

Kim, A.K. & **Hughes, M.** (2013). Environmental management practices in the green accommodation sector: a cross-cultural tourism perspective

Smith, K., **Holmes, K.**, Storer, C., Lockstone-Binney, L. & Baum, T. (2013). Models of sports event management and volunteer motivation.



(L to R): Dr Michael Hughes (TRC Executive) with previous chair Dr Paul Whitelaw at the 2013 CAUTHE Conference.

Latest News : From the TRC Executive members

Adjunct Professor Margaret Deery appointed as Tourism Expert by Federal Government



Adj Professor Marg Deery

[Adjunct Professor Marg Deery](#) has been appointed by the Tertiary Education Quality and Standards Agency to their register of experts. TEQSA experts are consulted on the reviews TEQSA conducts to ensure quality across the Higher Education sector.

Marg is a registered expert for Hospitality Management, Tourism, Research Training, Research Management and Curriculum Development and Design. This is a valued recognition of Marg's academic leadership in the tourism and hospitality fields. The input from external experts is used to inform TEQSA analysis and recommendations to the Commission and so the position of a registered expert is testimony to the esteem in which the experts are held.

Welcome to new 2013 TRC Executive Members and announcing the 2013 TRC Co-directors

The TRC would like to welcome new TRC Executive members [Assoc Professor Jochen Hoffmann](#) and [Dr Tekle Shanka](#) who join the TRC executive team from the School of Marketing at Curtin Business School.

We are looking forward to their contributions to the TRC for 2013. Jochen's research background is in public relations, political communication and cross-cultural communication with tourism interest in these areas also. Tekle brings tourism specific research and experience in tourism marketing, destination branding, special interest tourism, cross-cultural tourism, tourism in developing countries, island tourism and student travel.

The TRC Co-Directors for 2013 are [Dr Michael Hughes](#) and [Dr Kirsten Holmes](#), both senior lecturers of the tourism and hospitality program in the School of Marketing, CBS. Both Co-Directors are founder members of the TRC. The TRC would also like to thank the 2012 TRC Co-directors [Prof Jack Carlsen](#) and Dr Michael Hughes for their commitment, time and efforts to assisting with TRC achievements in 2012 supporting tourism research and industry.



Dr Tekle Shanka, new TRC Executive member



A/Professor Jochen Hoffmann, new TRC Executive member

Roy and Roy (without H.G. Nelson)

On March 18th [Emeritus Professor Roy Jones](#) was filmed in conversation with John Doyle (aka 'Rampaging Roy Slaven' of Roy and HG fame) among the heritage listed "shacks" at Naval Base Caravan Park.

This interview will be included in an episode on shacks (or 'weekenders') for a television series on homes in Australia. Other episodes will focus on classic home types such as the Queenslander and the nineteenth century terrace house. The series will be broadcast on the History Channel later this year.



Emeritus Professor Roy Jones , (TRC Executive member)

New Publications: Jan—April 2013

JOURNAL ARTICLES:

- Fredline, L. **Deery, M.** and Jago, L (2013). A longitudinal study of the impacts of an annual event on local residents, *Tourism Planning and Development* [view](#)
- Hughes, M., Tye, M. & Jones, R. (2013) Whose Land is it Anyway? Contesting Urban Fringe Nature-based Tourism and Recreation in Western Australia. *Tourism Recreation Research*, 38(1): 29-41

BOOK CHAPTERS:

- **Hoffmann, Jochen** 2013: Die kommunikative Vernichtung kultureller Kontingenz. Eine Theorie der Tourismus-PR [The Communicative Destruction of Cultural Contingency. A Theory of Public Relations in Tourism], Diana Ingenhoff (ed.), Internationale PR- Forschung [International Public Relations Research] Konstanz: UVK.

CONFERENCES: Presented at CAUTHE 2013 Conference

- Filep, S. **Deery, M.** & Junek, O. (2013). Wellbeing of tourism students
- **Holmes, K.**, Lockstone-Binney, L. & **Deery, M.** (2013). Constraints across the volunteer life cycle: implications for Australian tourism organisations
- **Hughes, M.**, Caitlin, J., **Jones, T.**, **Jones, R.** Campbell, R. (2013). Does the end justify the means? Valuing individual wildlife for tourism.
- Kim, A.K. & **Hughes, M.** (2013). Environmental management practices in the green accommodation sector: a cross-cultural tourism perspective
- Smith, K., **Holmes, K.**, Storer, C., Lockstone-Binney, L. & Baum, T. (2013). Models of sports event management and volunteer motivation.

Events and Call for papers

The TRC has upcoming seminars scheduled for Semester 2, members will be sent invitations closer to the event. The TRC would like to support the following industry events:

Institute of Australian Geographers Conference, 1-4 July, 2013 in Perth, Western Australia.

On behalf of the Institute of Australian Geographers we would like to inform you of the upcoming Institute of Australian Geographers Conference, 1-4 July, 2013 in Perth, Western Australia. Call for papers for the session on 'Tourism Geographies,' has already been requested however, if you are yet to submit please contact immediately TRC Executive member Professor Roy Jones R.Jones@curtin.edu.au and for further details on this event.

Australian Regional Tourism Network, 2013 Convention in Margaret River – October 2013.

Call for papers. Theme 'Emerging Opportunities'

The [ARTN](#) is now calling for expressions of interest to present at the 2013 Convention in Margaret River in October. 'Emerging Opportunities' is the theme for 2013 and ARTN would love to hear from individuals, organisations, destinations, local government or regions who have identified opportunities and have a case to present. For 'call for papers' information [click here](#). Further information on this event contact about the conference [click here](#) or contact Tracey Valenzisi, ARTN Executive Officer email manager@artn.com.au

Volunteering Western Australia—25th Anniversary

On 11 April [Volunteering Western Australia](#) (VWA) held its 25th anniversary celebrations at Perth Town Hall. As part of their celebratory year, VWA are asking all the volunteers in WA to sign a red ribbon which will eventually be sewn together and wrapped around Government House for International Volunteer Day in December. The ribbons will be sent all around the state to get signatures. TRC Executive Member, Dr Kirsten Holmes attended and was part of the ribbon signatures.



Ribbon signatures including Dr Kirsten Holmes (TRC)

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Who are 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 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

business.curtin.edu.au/tourism-research

CONTACT US

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