

CBS TOURISM RESEARCH CLUSTER

Newsletter, Issue 8, Sept / Oct 2013

TRC Seminar News

Dr Lisa Marie-King presents: "Communicating World Heritage"



Dr Lisa M. King, Senior Research Fellow at Curtin Sarawak Research Institute presented our winter seminar on the subject of branding World Heritage sites.

Lisa has been studying visitor awareness of the World Heritage brand in Australia, Malaysia and her native Hawaii and its influence in the decision to visit a protected area. Lisa outlined how poor brand management brands inside protected areas can send confusing messages to visitors and dilute visitor awareness and knowledge of World Heritage listing for these unique resources.

She identified the roles protected area brands play for some of their major stakeholders. Finally, Lisa presented an example of good practice, Gunung Mulu National Park in Sarawak in Malaysian Borneo. Surprisingly, Gunung Mulu is privately administered and the park manager has used the World Heritage brand in a range of novel ways, which successfully communicates the brand and its values to visitors. She recommended three strategies to build stewardship for the World Heritage brand among visitors and the broader public-build visitor awareness, teach brand meaning and grow positive brand equity over time.

The Tourism Research Cluster hosted Lisa for a two week visit to Curtin's Bentley campus in Perth in August. As part

of her visit, Lisa has met with academic staff, given guest lectures to tourism and hospitality students and worked towards building stronger links between Curtin Bentley and Curtin Sarawak staff.

About Lisa

Lisa completed her PhD at James Cook University, Cairns, before taking up her post at Curtin Sarawak where she is involved on a number of tourism and community research projects. Lisa is a member of the IUCN World Commission on Protected Areas - Tourism and Protected Areas Specialist Group, She has recently contributed to several IUCN publications, including *Parks Journal*, the *Managing Natural World Heritage Resource Manual* and the new book, *Keeping the Exceptional Outstanding: The Future of World Heritage in Australia* (<http://aciucn.org.au/index.php/publications-world-heritage/>).

She has served as a consultant for the Asian Development Bank, the U.S. National Park Service and the Queensland Parks and Wildlife Service. Dr King's research on the status of World Heritage branding across Australia has informed UNESCO's World Heritage Committee and the Australian World Heritage Advisory Committee, helping move branding policies forward at the international to local level.

[DOWNLOAD PRESENTATION](#)

Prof Steve Turton presents: "Climate Change and Rainforest Tourism in Australia"

On July 5th Professor Steve Turton, Discipline Leader for Environmental Management, Geography and Sustainability at James Cook University, Cairns and Vice President of the Institute of Australian Geographers presented a TRC Seminar on Climate Change and Rainforest Tourism in Australia.

The seminar was well attended from across and beyond the university and a lively discussion ensued.

[DOWNLOAD PRESENTATION](#)



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Upcoming TRC Seminar

Assessing the Benefits and Challenges of Alternative Land Use Trajectories in Dynamic Multi-Stakeholder Settings.

Exploring similarities and differences in Australia and Canada using Web-Delivered Landscape Simulators.

Presented by guest speaker,

Dr Brad Stelfox (PhD), Canada

Principal, ALCES Landscape and Land-Use Ltd.

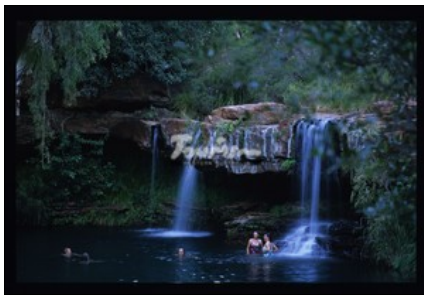
Adjunct Professor, University of Alberta.

Date: Wednesday, 23 October 2013

Time: 4.00pm followed by networking drinks

Location: Curtin Business School (CBS) Boardroom (Building 408 Level 4)

Please **RSVP** to trc@curtin.edu.au.



KARIJINI
National park,
Western
Australia.
Photo courtesy
of
TourismWA

About presentation

Australia and Canada share many similarities – including massive scale, impressive natural beauty, relatively low-density national populations distributed in large, geographically distant cities, and economies driven by natural resource sectors. The Australia example is the West Kimberley region – which supports existing natural resource sectors and the specter of significant expansion. Both regions are renowned for their natural aesthetics, relatively sparse human populations, their prosperous tourism sectors, and conflicts between industrial land use and aboriginal populations. The West Kimberley example is part of a broader Kimberley Research Program in partnership with WAMSI. This program seeks to build knowledge and develop capability using a range of models, including ALCES, to assist planning and management in the Kimberley region. The presentation will illustrate the utility of strategic-level, fast, and web-based landscape simulators intended to capture key system dynamics from a broader community of mechanistic models. Flexibility in model scenario development and the speed at which model results can be conveyed to stakeholders can be key to arriving at acceptable land use solutions that meet the needs of diverse communities.

CAUTHE Mid-Year Meeting: Engaging Industry

The Council for Australasian University Tourism and Hospitality Education (CAUTHE) held its annual midyear meeting on August 2 hosted by the University of Canberra on the Belconnen campus.

The event includes two parts with a morning meeting of the CAUTHE executive, chaired by Dr Michael Hughes, provides a forum to report on the various activities undertaken by CAUTHE. This is followed by an afternoon industry engagement workshop after a networking lunch.

The interactive industry workshop included attendees from various universities as well as government and industry representatives associated with tourism. The workshop examined how to improve demand for tourism-related undergraduate places and how to increase employment opportunities and career pathways for graduates. This took the form of groups formulating ideas and spruiking them to an expert panel in a professionally facilitated “Dragon’s Den” format.

See the [CAUTHE website](#) for more details.



(L to R): Judith Mair (Monash Uni); Michael Hughes (Curtin Uni); Ruth Weir (Tourism Research Australia)

Latest News : From the TRC Executive members



L to R: Ass. Professor Christof Pforr (TRC Executive member) and Professor Dirk Reiser

Assoc. Professor Christof Pforr connecting internationally...

During a visit to the Cologne Business School (CBS) at the beginning of September 2013, Associate Professor Christof Pforr met with Professor Dirk Reiser to discuss various research projects. A/Prof Pforr gave also two seminars to students and staff on the Australian Ecotourism Certification Program and on the Meaning of Sustainable Development and Sustainable Tourism.

Associate Professor Christof Pforr was invited to present at the Symposium 'Die Gesellschaft auf Reisen – Eine Reise in die Gesellschaft' (Society on a journey – A journey into society) which will be organized by the Catholic University of Eichstaett- Ingolstadt, Germany.

Emeritus Professor Roy Jones recent contributions

[Emeritus Professor Roy Jones](#) was co-organiser of the Institute of Australian Geographers conference which was held at UWA from July 1st-4th. In the course of the conference he was awarded the Distinguished Fellowship of the Institute. Only 15 such awards have been made since its inauguration in the 1980s.

On July 29th, Roy Jones delivered a presentation on "The Politics of Sustainability in Two Western Australian Coastal Shack Settlements" at a Symposium of the International Geographical Union Commission on the Sustainability of Rural Systems at the University of Nagoya. He also attended this meeting as the Australian member of the Commission's Steering Committee.

Further news, an interview between Roy Jones and John Doyle for the "Weekenders" episode of the series "Building Australia" was shown on the Foxtel History Channel on Tuesday August 20th.



Emeritus Professor Roy Jones, (TRC Executive member)



Dr Kirsten Holmes, (TRC Executive member)

Volunteering to Learn project

Dr [Kirsten Holmes](#) is part of a team led by Murdoch University and including Curtin, Edith Cowan, Macquarie Universities and UWA, which was awarded a Federal Government Office of Teaching and Learning Grant to examine student volunteering. The project, Volunteering to Learn, will examine models of student volunteering at universities across Australia; how programs lead to benefits for students, universities and host organisations; and establish guidelines for good practice. The project is worth \$250, 000 over two years and also involves partners Volunteering Australia and Volunteering Western Australia – more information is available here: <http://volunteeringwa.org.au/about/research/volunteering-to-learn.aspx>.

The project team are conducting a pilot study of student volunteering in WA, funded by the WA Department for Communities, involved a workshop at the recent National Volunteering Conference, September 2013.

Latest News and Students update

Prof Marg Deery conference presentation

Professor Marg Deery gave an invited presentation at [Museums Australia's](#) annual conference in Canberra, May 2013. Marg's paper was called 'Managing older volunteers and "converting" the non-volunteers to volunteers' and her presentation was sponsored by the Evaluation and Visitor Research National Network (EVRNN).



Adjunct Professor Marg Deery (left)

Student visits and industry connection

In Semester 1, **Contemporary Issues in Tourism** focused on coastal tourism development, which is particularly relevant to Australian students and also many international students from South East Asia. In their final class, students went on a site visit to Cottesloe, one of Perth's iconic beaches to examine coastal tourism in practice. Our visit began with a visit to Cottesloe Town Council, where Andrew Jackson, Manager of Development Services spoke to students about tourism development issues in the area. The group then moved to the sea front, where students gave presentations on mass tourism development in Cottesloe and nearby Scarborough.

Hospitality Industry Management 200 students visited the Crown resort in May as part of their unit. The site visit began with an early start and an amazing buffet breakfast, which was followed by a tour of all the facilities. We visited the casino, a number of different bars, the hotels and the different restaurants. The focus of the visit was the rebranding of the resort under the Crown group and while we visited the carpet was being replaced to represent the new, brighter and more glamorous image. We also got some insights into the exciting new developments planned at the site, including the new hotel and restaurants.

Sustainable Tourism Management 200 students visited the Perth Zoo in Semester 1 this year. A Perth Zoo education officer, Wayne, presented "Zoo Biz", an interactive seminar that focussed on how the Zoo balances business needs with its emphasis on conservation and animal welfare. It got the students thinking about the requirements of running a viable business based on captive wildlife tourism without undermining fundamental messages about nature conservation and ensuring the welfare of wildlife in captivity. Students also got up close to some not so furry, but still cute, animals! Afterwards, the students had some time to experience the zoo and observe how it operated and how the animals are presented to visitors.



Students at Cottesloe



Students at the Perth Zoo

New Publications: May—October 2013

JOURNAL ARTICLES:

- **Hughes, M. P.**, and D. E. Bennett. 2013. "Survival skills: the impact of change and the ERA on Australian researchers." *Higher Education Research and Development* 32 (3): 1-15
- Filep, S., **Hughes, M.**, Mostafanezhad, M. & Wheeler, F. 2013. "Generation Tourism: Towards a Common Identity." *Current Issues in Tourism*. In press.
- **Quintal, V. Phau**, I. Aleksandra Polczynski, A. 2013 "Destination Brand Image of Western Australia's (WA) South-West Region: Perceptions of Local versus International Tourists." *Journal of Vacation Marketing*. In press.
- Hossain, E. Quaddus, M. **Tekle, S** A field study of factors and variables regarding tour destination loyalty of Cox's Bazar in Bangladesh. *Tourism Analysis* (2013): In press.
- 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*, 10 (4) 416-432

BOOK CHAPTERS:

- Nichols, G. and **Holmes, K.** with Baum, T. (2013). Volunteering and leisure. In Blackshaw, T. (Ed.) *The Routledge handbook of leisure studies*. London: Routledge (pp456-467).
- **Hughes, M. P.** 2013. "Ecotourists and Views of Nature." In *International Handbook on Ecotourism*, ed. Roy Ballentyne, Jan Packer, 108-116. Cheltenham, UK: Edward Elgar.
- Jago, L., **Deery, M.** & Fredline, L. (2013) The Social Impacts of Sports Events, in A Fyall and B. Garrod (eds) *Contemporary Cases in Sport Tourism – Volume 1*, Good Fellow Publishing, 109-134

CONFERENCES:

- Volgger, M., Pechlaner, H. & **Pfarr, C.** (2013), "Governance of transnational health regions: Realizing potentials for health tourism and regional development", paper presented at the Transnational Health Care conference in Wageningen, Netherlands, (20-21/06/2013).

OTHER RELATED NEWS:

- **Associate Professor Christof Pfarr** was appointed to the Scientific Committee of the *Tourism and Hospitality International Journal*;
- **Associate Professor Christof Pfarr** was appointed to the Scientific Committee and Organising Committee of the 5th International Tourism Studies Association Biennial Conference in 2014

TRC October Events

The TRC seminars are scheduled for Semester 2, members will be sent invitations for events

9 October 2013

Human Resources Development (HDR) in Emerging Tourism Destinations

Guest speaker: [Prof Tom Baum](#), Strathclyde Business School, University of Strathclyde UK

23 October 2013

Assessing the Benefits and Challenges of Alternative Land Use Trajectories in Dynamic Multi-Stakeholder Settings.

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Principal, ALCES Landscape and Land-Use Ltd.,
Adjunct Professor, University of Alberta

For further details and previous presentations, visit the [TRC events page](#)



Professor Tom Baum

CBS TOURISM RESEARCH CLUSTER

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

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Othe publication news: