

# CBS TOURISM RESEARCH CLUSTER

Newsletter, Issue 9 , February 2014

## News from the TRC

The Tourism Research Cluster (TRC) looks forward to 2014 and a fourth year of Faculty Research Cluster funding. Some key events highlights for 2014 are outlined below.

### TRC enters its 4th year

Much to the delight of the TRC core members as well all members and industry who benefit from the activities of the TRC, Curtin Business School Research & Development has approved a fourth year of funding for the TRC based on its successful performance over the past 3 years.

This has enabled the TRC to continue with its seminar and symposium program as well as maintain its website, regular newsletters and role as a point of contact for tourism related research in CBS.

The TRC is pleased to be part of CBS's School of Marketing who are supportive of TRC's role between tourism research and industry relations. As part of the 2014 program, we will continue to support opportunities for research fellows to take part in the TRC seminar series and annual Symposium.

### 2014 Seminar Series

So far the TRC have two visitors lined up for 2014: Prof Harald Pechlaner (Catholic University of Eichstatt-Ingolstadt, Germany), who is scheduled to visit in March to work with Assoc. Prof. Christof Pforr. The TRC welcomes back Harald after visiting us for the 2012 Symposium, The Business of Health and Wellness Tourism.



TRC connecting research & industry through its annual Symposium. The next will be held in June 2014, on 'Events, festivals & communities.'

Campbell Fletcher, Policy Manager at Tourism WA, will also be joining us as a University Associate to conduct a research project on indigenous involvement in eco-tourism development during his long service leave. We look forward to hearing about his research in a TRC seminar later this year.

The TRC will keep you informed about future seminars as they are confirmed.

### TRC Symposium

The TRC annual symposium, 'Events, festivals and communities', is planned for June 11 & 12, 2014 and will examine issues related to small community events and festivals. As with past symposia, nationally and internationally respected speakers will be invited with a focus both on academic and industry perspectives.

### CALL FOR PAPERS + INDUSTRY PRESENTATIONS

The TRC are currently calling for papers from researchers and relevant industry representatives who may be interested in contributing.

*Day 1, full day program.* This will also include invited national and international speakers.

*Day 2 of the half day program* will be dedicated to a 'Tourism Research Exchange' open for PhD students in related areas as per 2013's format.

For further details about the Symposium background and call for paper submission [CLICK HERE](#) for flyer.

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## TRC Seminars & Visitors

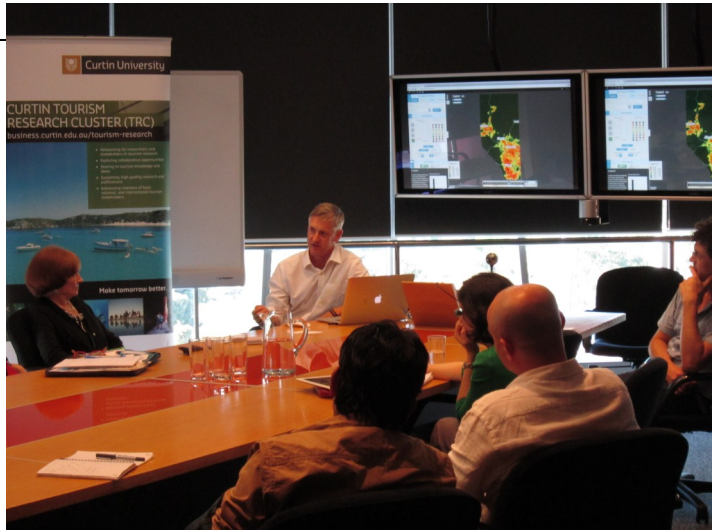
The TRC hosted two seminars to end the 2013 seminar series with Dr Brad Stelfox from Alberta University, Canada and Professor Tom Baum from Strathclyde University in Glasgow, Scotland. Here is a recap on what was presented;

**Dr Brad Stelfox, ALCES Group, Alberta, Canada presents:**  
*“Assessing the Benefits and Challenges of Alternative Land Use Trajectories in Dynamic Multi-Stakeholder Settings.”*

On October 23, 2013, as part of a two week visit to Perth hosted by the Tourism Research Cluster, Dr Brad Stelfox presented at a co-hosted TRC and Curtin’s *Australian Sustainable Development Institute*, industry networking seminar. Dr Stelfox spoke on the importance of understanding cumulative effects of multiple land uses as a foundation for effective land use planning and management. A range of academic researchers and government agency representatives attended. During his two week stay, Brad also met with WA Dept. of Planning representatives and Curtin researchers as well as colleagues at the CSIRO.

Brad is Principal of the ALCES Group and an Adjunct Professor at the University of Alberta and the University of Calgary. Over the past 19 years, he has been developing a modelling software platform known as ALCES (A Landscape Cumulative Effects Simulator). This complex modelling platform can simulate a range of effects across numerous landscape and land use types both in terms of reconstructing the past but also providing a range of potential scenarios into the future based on a suite of variables. Brad and his group have a wealth of experience in delivery of land use cumulative effects simulation modelling tools, strategic land use planning advice, and the provision of practical strategies to assist with informed decision making.

Brad’s presentation discussed the comparable challenges for both Australia and Canada in terms of the complex and overlapping range of land uses. The presentation focussed on two study areas, Alberta, Canada, and the Kimberley region of Western Australia. Both regions are renowned for their natural aesthetics, relatively sparse human populations, their tourism sectors, and conflicts between industrial land use and aboriginal populations.

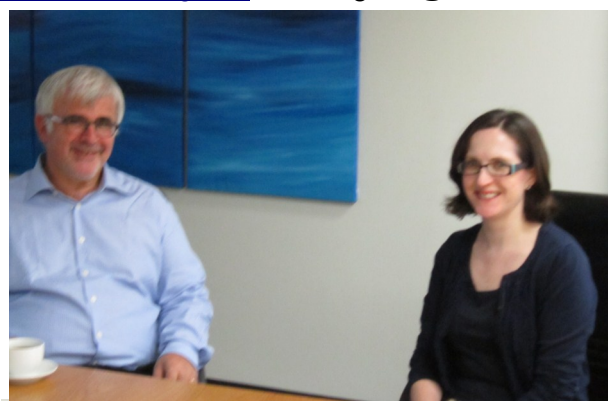


Dr Brad Stelfox presenting at co-hosted seminar

The presentation highlighted the utility of strategic-level, fast, and web-based landscape simulators, such as ALCES, intended to capture key system dynamics from a broader community of mechanistic models. Brad’s presentation emphasised that 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. In the final part of the presentation, Brad conducted a real time demonstration of the user friendly web based version of the ALCES tool (ALCES Online) that delivers rapid results using maps and graphic outputs.

In between his duties, Brad found some time to have a look around Perth and surrounds, like a real Canadian tourist. Toward the end of his visit, Brad commented that during his frequent walks along the river he noticed how “fit and healthy Western Australians look” compared to Albertans. This may have been a result of a skewed population sample of joggers, cyclists and personal fitness trainers frequenting the South Perth foreshore where Brad’s accommodation was located, but we didn’t tell him that. F

**Further details:** For a copy of the presentation email [trc@curtin.edu.au](mailto:trc@curtin.edu.au) If you would like to connect with Brad further, please contact TRC Co-Director **Dr. Michael Hughes:** [M.Hughes@curtin.edu.au](mailto:M.Hughes@curtin.edu.au)



Prof Tom Baum with Dr Kirsten Holmes



## TRC Seminars & Visitors (continued..)

Professor Tom Baum from Strathclyde University (Scotland), presents on “*Human Resource Development in emerging tourism destinations.*”

In October 2013 Professor Tom Baum visited Curtin from Strathclyde University as part of the CBS visiting fellows program. Tom has been working with TRC Co-Director Kirsten Holmes on various projects related to volunteering in tourism and events and they used this visit to finalise their edited book (with Assoc. Professor Karen Smith, Victoria University Wellington and Assoc. Professor Leonie Lockstone-Binney, Victoria University Melbourne) *Event Volunteering: International perspectives on the volunteering experience at events*, to be published by Routledge in 2014.

Tom also presented a seminar as part of the Tourism Research Cluster’s seminar program ‘Human Resource Development in emerging tourism destinations, which drew on recent experience of working on major international HRD projects within tourism in four ASEAN countries - Cambodia, Lao PDR, Myanmar and Vietnam. Tom’s presentation outlined the context of tourism development within each of these very different countries and highlighted the workforce and skills challenges faced by each, tempered by reference to cultural, economic, social and political reality.

For a copy of the presentation [CLICK HERE](#)

If you would like to connect with Tom further, please contact TRC Co-Director [Dr Kirsten Holmes](#) email: [K.Holmes@cbs.curtin.edu.au](mailto:K.Holmes@cbs.curtin.edu.au)

## New Research Book launched

### Wellness Tourism: A destination perspective

**Together with adjunct research fellow Dr Cornelia Voigt, Associate Professor Christof Pforr has co-edited the book *Wellness Tourism: A Destination Perspective* published by Routledge.**

*Wellness Tourism: A Destination Perspective* is an edited research text based on the presentations by international and national experts in the field and many very stimulating discussions during ‘*The Business of Health Tourism*’ symposium, organized by the CBS Tourism Research Cluster in 2012 at Curtin.

### About the book:

As core values of society, health and wellbeing impact today on all aspects of our lives, and have also increasingly influenced patterns of tourism consumption and production. In this context wellness tourism has developed into a significant dimension of tourism in a number of new and long established destinations. But although it is consistently re-

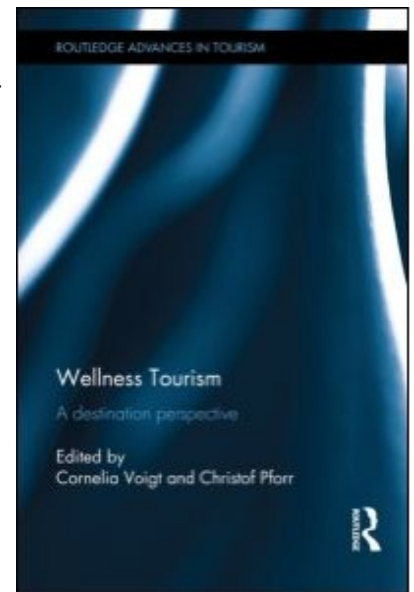
ferred to as one of the most rapidly growing forms of tourism worldwide, there is still a lack of scholarly discourse on this topic.

The book adopts a destination perspective on wellness tourism. Such a destination perspective is a novel contribution to the still limited scholarly activity on the supply side of wellness tourism. The book contributes to a better understanding of the way in which wellness tourism destinations develop and explores the specific drivers of that growth in a destination context. This perspective is also crucial since destinations increasingly compete against each other in a globalised market place.

The research text is organised into five sections and is global in scope. It focuses on both theory and practice. The introduction defines, describes and characterises wellness tourism. This is followed by 14 chapters which address a range of development and management issues of wellness tourism destinations in differing settings. The final chapter of the book provides a synthesis of the themes and findings of the various contributions. The text has been compiled for a broad audience and aims to generate further interest, debate and research on this rapidly emerging field of study.

We hope you enjoy the book *Wellness Tourism: A Destination Perspective* and will use it to further progress wellness tourism in theory and/or in practice.

For more information please [CLICK HERE](#) to download the flyer and [purchase book here.](#)



Cornelia Voigt & Christof Pforr (Eds) (2013) *Wellness Tourism: A Destination Perspective*. London: Routledge.

## Latest News : From the TRC Executive members

### Assoc. Professor Christof Pforr: Updates from European connections and visits

#### European Academy of Bozen/Bolzano in Italy:

[A/Professor Christof Pforr](#) was invited to visit the European Academy of Bozen/Bolzano (EURAC) in Italy. The Academy was established in 1992 as an independent Research Center and is home to researchers from all over Europe who work together on a wide range of interdisciplinary projects.

A/Prof Pforr gave a presentation to staff of one of EURAC's 11 research institutes, the *Institute for Regional Development and Location Management*. Prof Harald Pechlaner (Head of the Institute) and his team expressed strong interest in developing future closer research links with the CBS Tourism Research Cluster. For more information about EURAC [click here](#)



L to R: Professor Pechlaner, A/ Professor Pforr and EURAC President Werner Stuflesser)



Dr Michael Hughes (TRC Co-Director 2014) at La Trobe

### Dr Michael Hughes visits and presentations Invited to present seminar at La Trobe

Having heard he would be in Melbourne during November 2013, Dr Jennifer Laing, with the Tourism and Hospitality Research Unit at La Trobe University, Melbourne, invited [Dr Michael Hughes](#) to deliver a presentation as part of their regular seminar program. Michael happily agreed and presented some of his research into recreation experiences on the urban fringe from a bushwalking perspective. It was a great opportunity to catch up with colleagues and chat about recreation access management issues in an urbanised society. The presentation was based on a paper submitted to the *Leisure Sciences* journal in September 2013, currently under review.

### Nanyang Technical University students and sustainability

Curtin International invited Michael Hughes to present on sustainability and tourism to a group of 90 Nanyang Technical University students visiting Curtin University from Singapore. The presentation was part of a programme of presentations on sustainable development. The NTU students were interested in a range of sustainable development issues, including a group studying sustainable tourism. Michael's presentation was followed by a panel discussion session during which the NTU students asked panellists, Prof Peter Newman, Prof Ray Wills and Dr Mike Hughes questions relating to sustainability ranging from recycling, energy generation and transport through to tourism and recreation.

### Dr Kirsten Holmes presents at ANZALS conference

The Australian and New Zealand Association for Leisure Studies held their biannual conference at Monash University's Peninsular campus 4-6<sup>th</sup> December 2013. [Dr Kirsten Holmes](#) organised a special session on "Time for Leisure, Time for Volunteering, Time for Life" with Dr Geoff Nichols (University of Sheffield).

The session included papers from both academics and practitioners on topics related to event volunteering, managing volunteers, voluntary leisure groups and volunteer tourism as well as plenty of discussion on the challenges facing volunteering as a leisure activity and voluntary organisations.



Dr Kirsten Holmes,  
TRC Co-Director



## Latest News : From the TRC Executive members

### Assoc. Professor Christof Pforr: Updates from European connections and visits continued from page 4...

#### A/Professor Pforr visits the Iceman 'Ötzi'

During a visit to the South Tyrol Museum of Archaeology, [A/Prof Pforr](#) had the opportunity to see one of the key attractions, the Copper Age mummy, known as the Iceman 'Ötzi'. Ötzi was discovered in the Ötztal Alps more than twenty years ago and is one of the most important mummies ever found. People, media and science from all over the world followed the recovery of Ötzi, who had been preserved in the Alpine ice for 5,300 years along with his clothing and equipment. One of the EURAC Institutes, the *Institute for Mummies and the Iceman* coordinates all available scientific data on the Iceman and various other mummies. For more information about the museum [read here](#).



Left: A/Prof Pforr and Prof Pechlaner in front of the South Tyrol Museum of Archaeology in Bolzano, Italy

Right: photo reference <http://www.iceman.it/en/the-iceman-at-the-museum>

#### Research Colloquium: "Die Gesellschaft auf Reisen – Eine Reise in die Gesellschaft"

This year the Tourism Program of the Catholic University Eichstaett-Ingolstadt celebrates its 10th anniversary. On this occasion the University organized a research colloquium "Society on a journey – A journey into society" on 9th and 10th October 2013. During the two day event a number of high-profile guests from academia and industry discussed a range of sociological and philosophical perspectives on tourism and travel in the past, present and future. Invited speakers came from Germany, Austria, Switzerland, Italy and Australia. A/Professor Pforr presented on the issue of outbound medical tourism in Australia. For more information about the Colloquium [read here](#).

#### A Journey through the History of Tourism

The Trauttmansdorff Castle near Meran (Italy), which was once the holiday residence of the Empress Elisabeth of Austria, is now the home of the South Tyrol Museum of Tourism, the 'Touriseum'. It is the only museum of its kind devoted exclusively to the history of tourism. A/Prof Pforr experienced an exciting journey through over 200 years of tourism history. He also took the opportunity to talk with the Director of the museum, Dr Paul Rösch, about the museum's comprehensive approach to exhibit the development of tourism. The Touriseum would certainly present a very enjoyable introduction to tourism management for all tourism and hospitality students – so if you are in South Tyrol, this is an experience that should not be missed!

For more information about the Museum [read more](#)

#### Potential Future Collaboration

During a visit to the University of Eichstaett A/Prof Pforr was invited to meet the Director (Dr Martin Groos) and the Deputy Director (Philip Hockerts) International Relations of the University to discuss opportunities for a closer future collaboration between Curtin and Eichstaett. The International Office of the University of Eichstaett expressed a keen interest to develop future research and teaching ties between both organisations.



A/Professor Christof Pforr presents at the research colloquium



A/Prof Pforr & Prof Pechlaner in front of the Tourism Museum 'Touriseum'

Latest News *continued ...*

**Prof Jack Carlsen, South African Workshop**

[Adjunct Professor Jack Carlsen](#) recently attended an Events Workshop at North West University in Potchefstroom, South Africa exploring new ideas, concepts and approaches to events management.

Hosted by Tourism Research in Economic Environs and Society (TREES), the leading research entity in Tourism Management in Africa focused on event management, the workshop was a one-day intensive work session to discuss and evaluate new ideas, concepts and approaches to economically and socially sustainable approaches to event management.

A number of new collaborations with staff and experts in events management were formed that should lead to excellent journal paper submissions in the future.



L to R: Presenters - Mariana Sigala, Andrea Saayman, Judith Mair, Noëlle O'Connor, Melville Saayman, Waldo Kruggell, Elmarie Slabbert and Jack Carlsen.

**Prof Margaret Deery connects with Denmark**

[Adjunct Professor Margaret Deery](#) was recently an examiner for a professorial doctorate at the University of Southern Denmark for Dr Janne Liburd. The professorial doctorate is in addition to Dr Liburd's PhD and required a public defence for a number of hours with questions from the examination panel which included Professor David Airey from Surrey University and Professor Anne-Mette Hjalager (University of Southern Denmark).



L to R: Professor David Airey, Professor Anne-Mette Hjalager, Dr Janne Liburd, Professor Simon Møberg Torp (Dean), Professor Margaret Deery.

**Students update:**

**Students hear about Tourism Plans at Scarborough Beach**



Contemporary Issues in Tourism Management unit students at Scarborough Beach

During Semester 2, in October 2013 final year Tourism and Hospitality students visited Scarborough Beach in Perth as part of their **Contemporary Issues in Tourism Management** unit on coastal tourism planning.

As many readers will know, Scarborough is embarking on a \$57 million redevelopment designed to augment the area as the primary beach for international tourists to Perth and so provides an excellent case study for examining tourism planning in practice.

Students heard from the Filipe Vieira, the Project Manager at the Metropolitan Development Authority about the redevelopment process and plans.



## New Publications: October 2013—February 2014

### JOURNAL ARTICLES:

- Filep, S., **Hughes, M.**, Mostafanezhad, M. & Wheeler, F. (2013). Generation Tourism: Towards a Common Identity. *Current Issues in Tourism*. Published online. (Further details [click here.](#))
- **Deery, M** ( in press) Revisiting Talent Management, Work-Life Balance and Retention Strategies, *International Journal of Contemporary Hospitality Management*

### BOOK

- **Cornelia Voigt & Christof Pforr** (Eds) (2013) *Wellness Tourism: A Destination Perspective*. London: Routledge. (Further details [click here](#))

### BOOK CHAPTERS

- **Deery, M.**, Filep, S. & **Hughes, M.** (2013). Exploring visitor wellbeing in parks and nature reserves. In Voigt, C. & Pforr, C. (Eds), *Wellness tourism: a destination perspective*.(pp. 161-175), UK: Routledge.
- **Hughes, M.** (2013). Researching the links between parklands and health. In Voigt, C. & Pforr, C. (Eds), *Wellness tourism: a destination perspective*. (pp. 147-160), UK: Routledge.
- **Hughes, M.** (in press 2014). Introducing oil and gas to a remote, iconic tourism destination: impacts on Broome and the West Kimberley. In Brueckner, M. and Pforr, C. (Eds), *Resource curse or cure?* UK: Springer.
- **Pforr, C., Hughes, M.**, Dawkins, M. & Gaunt, E. (2013). Nature-based wellness tourism: The case of the Margaret River region in Western Australia. In Voigt, C. & Pforr, C. (Eds), *Wellness tourism: a destination perspective*. (pp. 176-187), UK: Routledge.
- **Voigt, C., & Pforr, C.**,(2013) Wellness tourism from a destination perspective: why now? In Voigt, C. & Pforr, C. (Eds), *Wellness tourism: a destination perspective*. (pp. 3-18), UK: Routledge. (pp. 3-18)
- **Pforr, C.**, Pechlaner, H., Locher, C., & Jochmann, J., (2013) Health regions: building tourism destinations through networked regional core competencies. (In Voigt, C. & Pforr, C. (Eds), *Wellness tourism: a destination perspective*. (pp. 99-111), UK: Routledge.
- Locher, C., **Voigt, C.**, & **Pforr, C.**, (2013) The Kneipp philosophy – a ‘healthy’ approach to destination development. In Voigt, C. & Pforr, C. (Eds), *Wellness tourism: a destination perspective*. (pp. 188-200), UK: Routledge.
- **Pforr, C.**, & Locher, C., (2013) Health tourism in the context of demographic and psychographic change: a German perspective. In Voigt, C. & Pforr, C. (Eds), *Wellness tourism: a destination perspective*. (pp. 255-268), UK: Routledge.
- Locher, C., **Pforr, C.**, & **Voigt, C.**, (2013) Australia’s approach to health care and its implications for health tourism. In Voigt, C. & Pforr, C. (Eds), *Wellness tourism: a destination perspective*. (pp. 269-286), UK: Routledge.

## TRC Upcoming Events

All TRC members will be sent e-invites for events. For further details about upcoming events and previous presentations, visit the [TRC events page](#)

### March 2013

**Guest speaker: Professor Harald Pechlaner from Catholic University of Eichstätt-Ingolstadt, Germany**

**Topic: 'Destination Governance and Leadership'**

Further details will be sent. Lunchtime seminar on Wednesday 26 March, 12.30—1.30pm, expressions of interest to attend, please email [trc@curtin.edu.au](mailto:trc@curtin.edu.au)

### June 2013

**2014 TRC Symposium— Theme: “Events, Festivals and Communities”**

11 and 12 June 2013, two day program.

For further background, abstract submissions and industry involvement [download flyer.](#)

# CBS TOURISM RESEARCH CLUSTER

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## Who are 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 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](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

### CONTACT US

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