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Issue 14, 2016

Welcome to Curtin's Tourism Research Cluster

2016 has been a very productive year for the Tourism Research Cluster (TRC). We continue to work with dedication to achieve our overarching research goals. Building research capacity and working together in partnerships, TRC's vision is aligned with sustainable tourism development goals. We are increasing our capacity to connect with local, state, national and international industry partners, government, academic institutions and the local community, providing advice on a range of projects related to sustainable tourism. We are expanding our scope both nationally and internationally in the area. These collaborations have resulted in research funding, quality publications, engagement and impact, furthering TRC's reputation as a recognised local, national and global group of researchers producing research contributing not only to the academic community, but well beyond.

TRC values the relationships we have developed with our industry partners, benefitting our group of researchers and students. We have partnered with the University of Bologna, Italy, and planning student exchanges and further research collaborations. The Food, Wine, & China symposium at Margaret River in February featured academic and industry experts providing motivating and challenging discussions on the theme.

The TRC hosted national and international scholars as part of its 2016 seminar series providing opportunities for collaborative learning and new networks of partnerships encouraging the nexus between research, teaching and industry outreach. We are welcoming Professor Jane Ali-Knight from University of Napier, Edinburgh for our first 2017 seminar series, and co-hosting a networking event with Murdoch University and Forum Advocating Cultural and Ecotourism (FACET) in February 2017. The last TRC event for 2016 is the co-hosted Australia-China Forum, with University of South Australia, and Sun Yat-Sen University in Adelaide this December. Stay tuned.

Thank you for your ongoing support to the TRC.
Enjoy the festive season, and have a wonderful New Year.

Best wishes,

Associate Professor Haywantee Rumi Ramkissoon
Director, Tourism Research Cluster



A GREAT SUCCESS

2016 INTERNATIONAL TOURISM RESEARCH CLUSTER SYMPOSIUM

Curtin Tourism Research Cluster and Asia Business Centre, recently hosted the “Food, Wine and China: A Tourism Perspective” Symposium in February 2016. The symposium was attended by more than 80 delegates from academia, government, industry and the community. Leading academics and industry representatives from Australia and abroad, discussed this year’s theme on food and wine tourism.

Day 1 of the symposium was opened by Koomal Dreaming’s Josh Whiteland performing a Welcome to Country ceremony followed by an opening from Curtin University’s Head of School of Marketing, Prof. Nigel de Bussy and former Asia Business Centre Director, Prof. John Evans.



Josh Whiteland, Koomal Dreaming:
Welcome to Country Ceremony



Prof. Nigel de Bussy opened the Food, Wine & China Symposium

WA Shadow Minister for Tourism Paul Papalia also welcomed the delegates.

WA Tourism Shadow Minister Papalia expressed his delight in addressing the symposium. “The state needs to grow tourism businesses and provide opportunities and jobs, but we are confronting a very competitive environment”, he said.

Additionally, through a pre-recorded message, China Tourism Academy Director Prof. Dai Bin opened the ceremony with a message, stating that the symposium could act as a catalyst in intensifying interactions with China’s academics and industry representatives.

Highlights of Day 1 were as follows:



Prof. Michael C Hall (University of Canterbury, New Zealand)



From left to right: Prof. Sam Huang and Prof. Richard Chang



Chef Tony Howell, A/P Christof Pffor, Dr Kim Hames & Bernhard Staggl

- 1.) Prof. Michael Hall (NZ) opened the session with a presentation titled “*Food & Wine Tourism: Challenges, Issues and Opportunities*”.
- 2.) Prof. Sam Huang from The University of South Australia, discussed how Australia can develop its food & wine tourism towards the Chinese visitor market.

responses to Chinese wine tourists from an Italian perspective.

- 8.) Prof. Steve Charters (Burgundy School of Business) gave an insight into Chinese wine tourists in France.

“The program brought together Academia, Industry and Government, which was compelling. The speakers were excellent and knowledgeable with the information presented highly applicable to my region in Margaret River. It presented informative statistics and concepts that we have never heard before and was packed with fresh ideas and practical suggestions that we hope to implement over time. Thank you to all the speakers for their messages and wealth of knowledge which was amazing. It was a highly motivational symposium! Well done to Curtin University!”

–Pip Close

- 3.) Prof. Richard Chang from National Dong Hwa University focused on dining behaviour of Chinese tourists.
- 4.) Prof. Hanqin Qiu from Hong Kong Polytechnic University discussed the travel barriers for Chinese tourists in visiting Australian wineries.
- 5.) Derryn Belford (Tourism WA), Pip Close (Margaret River Busselton Tourism Association), Senior Industry Advisor Julia Tolj (Tourism Council WA) and Managing Director Meng Wong (Blue Travel) discussed the theme in the context of the increasing visitation from China.
- 6.) Dr David Lamb and Dr Alfred Olge from Edith Cowan University, put forward a thought provoking question in the context of restaurant menus; “Are we China ready?”
- 7.) Chair of Tourism and Head of the Centre for Entrepreneurship at the Catholic University of Eichstätt-Ingolstadt Prof. Harald Pechlaner and Research Fellow Dr Michael Volgger, explored the

- 9.) Day 1 was concluded by a presentation by Dr Ben Thomas (Curtin University) titled “Winescapes and Perspectives from New World Wine Economies: Australia, USA & Taiwan.”

Day 1 Symposium Chair A/P Christof Pffor highlighted that the annual international symposium has become a key research and industry event in Western Australia. He pointed out that without support from outside the university and the assistance of sponsors like *Tourism Western Australia, Australia’s South West, the Margaret River Busselton Tourism Association, the Bankwest Curtin Economics Centre, Vine Collective, Sandalford Winery and Polytechnic West*, this year’s symposium would not have been possible.

Day 1 of the symposium was closed with a dinner organised in partnership with Polytechnic West’s Manager of Culinary Arts & Hospitality, Bernhard Staggl, at the White Elephant Café in Gnarabup.

Chef Tony Howell from Margaret River Hospitality Group and WA Tourism Minister Dr Kim Hames, prepared dinner showcasing 10 dishes from some of the best South West produce. With his passion on WA's food, wine and tourism, Dr Hames said he was delighted to be a part of the event. "WA's alliance with markets such as China is something I think we can grow through tourism and business relationships. Events like this, really showcase what WA has to offer. From our produce to our people", he said.

Day 2 of the symposium, chaired by Prof. Pechlaner and Dr Volgger, mainly focused on wine exports. Highlights of the presentations were as follows:

- Prof. Pechlaner and Dr Volgger used a case example of South Tyrol in discussing issues of whether and how tourism & the export of agricultural products may provide mutual benefits.
- Curtin University's Luxury Branding Research Cluster represented by Dr Graham Ferguson and team, alongside wine producers; Dr Ben Thomas, Founder of Vine Collective; Larry Jorgensen, Wines of WA CEO, Mat Lewis, South West Development Commission and Paul McArdle, Fraser Gallop Estate CEO; discussed ideas to build brand positioning in the China market.
- Merano Wine Festival CEO Dr Helmuth Köcher's presentation titled "Current Trends in the World of Wine from a Consumer & Producer Perspective."
- Curtin University Prof. Piyush Sharma's presentation titled: "Great Wall or Red Carpet? Challenges & Opportunities for Australian Wines in China."
- Prof. Jeremy Galbreath presented the launch of The Bankwest Curtin Economics Centre report; "WA Wine Exports: Building an Economic Future with China".

The symposium was concluded with discussions, lunch and wine tastings.

"The Symposium, organised by Curtin's Tourism Research Cluster was one of the best I have ever attended. It included world class speakers from industry and academia from a host of countries. The information shared has much value for understanding the China Tourist market to Western Australia and is significant for the entire food, wine and tourism industry at all levels. The exchange of ideas, workshop and networking opportunities were all outstanding. Finally, the Conference Dinner at Gnarabup Beach was the best I have ever participated in anywhere in the world with a stunning range of local dishes prepared by White Elephant Café owner and Chef Tony Howell as well as WA Minister of Tourism Dr Kim Hames. Overall Curtin's TRC is to be highly commended for this excellent contribution to research and engagement in the wine & food industries and their relationship with Chinese tourism"

– Prof. Ross K. Dowling OAM (Foundation Professor of Tourism, Edith Cowan University)

"I experienced the Symposium in Margaret River as a wonderful conference about food and wine tourism in the context of the growing China market. The spirit of the conference was based on a highly applied focus since representatives from politics, academia and entrepreneurs from within the region and beyond discussed not only problems, but also specific solutions."

– Prof. Harald Pechlaner



Minister for Tourism Dr Kim Hames addressed the symposium dinner

The Symposium presentations are now available on:

<http://business.curtin.edu.au/our-research/centres-and-institutes/tourism-research-cluster/2016-trc-symposium/>

In the Press:

INDUSTRY WORKSHOP IN MARGARET RIVER

Following on from the 2016 TRC Symposium on Food Wine & China in Margaret River, A/P Christof Pfforr, Prof. Harald Pechlaner, & Dr Michael Volgger were invited by the Margaret River Busselton Tourism Association, in collaboration with the South West Development Commission, to return to the region to present and participate at workshop on Umbrella Branding.

This was followed by a panel discussion on its relevance and potential for the Margaret River Region. Their presentation on 'Regional Umbrella Brands as a Mean to Generate Synergies Between Tourism & the Export of Agricultural Products' was well received by more than 100 industry & government representatives from the Margaret River Region. This special event took place on 22 February 2016 at Wyndham Resort in Busselton.



Cafe: Tony Howell, Kim Hames

CHEF COMES OUT

It's widely known that Tourism Minister Kim Hames is a chef trapped in a politician's body, so it's a good thing his ministerial portfolio allows him the opportunity to indulge his passion for cooking.

We've previously reported Hames has catered for the Premier's annual Christmas drinks event, swapped truffle recipes with celebrity chef Marco Pierre White and served a homemade creme brulee to *The West's* food critic Rob Broadfield.

The minister's latest foodie feat took place last week at the White Elephant Cafe in Gnarabup, when he joined executive chef Tony Howell in the kitchen to cook dinner for 80 attendees of the 2016 Tourism Research Cluster Symposium.

We hear Hames acquitted himself admirably during the dinner service, preparing dishes that included ceviche of Esperance scallops, Pemberton marron and Margaret River venison.



Food, wine plan unveiled

The Margaret-River Busselton Tourism Association will unveil its new food and wine strategy at an event with international guests on Monday.

Following its recent tourism symposium, the tourism group is bringing German academic Harald Pechlaner and Italian researcher Michael Volgger to speak to members as the MRBTA unveils its new approach to promoting the region as a premium destination on the back of the WA Government's as-yet untested Taste 2020 initiative.

MRBTA chief executive Pip Close said the Wine and Food Promotion Plan, developed in partnership with the South West Development Commission, would position the region to lure more travellers from other premium destinations.

"What we now have is a world-leading sustainable tourism product in

one of the world's most pristine and non-polluted environments, and an opportunity for the Margaret River region to become a destination envied by other wine regions world-wide ...

While wine is the dominant factor, there is a need to offer additional experiences not simply to lure visitors to a particular winery, but to entice

visitors to the region. The food and wine plan was unveiled at a dinner hosted at the White Elephant Cafe in Gnarabup on Monday.

Professor Christof Pfforr, director of the Curtin University Centre for International Tourism, said the plan was a "game-changer" for the region.

"With China being such a huge and growing tourism market, it makes good business sense for industry leaders to discuss and learn how to attract more Chinese visitors to the region," Mr Pfforr said.

The social highlight of the symposium program will be the dinner prepared by Margaret River Hospitality Group executive chef Tony Howell.

"The menu we've put together is the South West on a plate: the local and seasonal ingredients will showcase the exceptional quality of produce we have in the region," Mr Howell said.

"We're really fortunate to have access to some of the best produce in the world; it makes my job as a chef so rewarding.

"But at the same time, I respect our produce and pre-

Symposium focuses on China

Declan Bush

The Margaret River Education Campus will host a symposium on food and wine tourism from China on Thursday with experts from around the world expected to attend.

The two-day seminar will focus on the growing Chinese market for food and wine tourism, and ways local industry groups can benefit from the trade.

Symposium chair Christof Pfforr said the seminar would present research and allow winemakers to discuss issues with Chinese wine exports.

"We want to actually look at food and wine tourism in the context of the growing market from China," he said.

Mr Pfforr is an associate professor at the Curtin Business School's school of marketing and said the seminar would address the need to make businesses

the growth and needs of the China outbound market," she said.

Ms Close said international tourists' spending on food and wine in Australia had grown by almost \$700 million since the launch of Restaurant Australia campaign in May 2014.

"In the same period, global perceptions of Australia as a food and wine destination have improved — with the country's ranking rising from 10th to 8th," she said.

"The region is well placed to attract Chinese visitors, and so the forum is timely and topical and it is generating a lot of interest."

Registrations for the seminar closed this week.



Margaret River-Busselton Tourism Association chief executive Pip Close. Picture: Becky Felstead

A Margaret River feast

Local cafe to host dinner for international tourism experts

THE world's leading tourism academics will feast on Margaret River's best local produce at a dinner hosted at the White Elephant Beach Cafe tomorrow as part of an international tourism symposium.

Food, Wine and China: A Tourism Perspective, will run over two days at Margaret River's Curtin University campus featuring more than 20 keynote speakers.

There will also be sessions and workshops that will discuss food and wine tourism in relation to attracting Chinese visitors to the region.

Margaret River Hospitality Group managing director Anthony Janssen said it was an honour for the cafe to be chosen to host the important tourism industry dinner.

"With China being such a huge and growing tourism market, it makes good business sense for industry leaders to discuss and learn how to attract more Chinese visitors to the region," Mr Janssen said.

The social highlight of the symposium program will be the dinner prepared by Margaret River Hospitality Group executive chef Tony Howell.

"The menu we've put together is the South West on a plate: the local and seasonal ingredients will showcase the exceptional quality of produce we have in the region," Mr Howell said.

"We're really fortunate to have access to some of the best produce in the world; it makes my job as a chef so rewarding.

"But at the same time, I respect our produce and pre-

pare it in a way that allows it to star on the plate.

"We'll be preparing 10 dishes for 80 or so guests, including tourism minister Dr Kim Hames and I hear he likes to cook so I'm hoping he might pop into the kitchen to give me a hand."

The menu will include Esperance scallops, Pemberton marron, Margaret River venison, locally made tofu, Arkady lamb, McHenry Hohnen pork, Augusta whiting, locally grown vegetables and herbs, Yallingup wood fired bread and Bahen and Co chocolate.

Food, Wine and China: A Tourism Perspective is organised by Curtin University's tourism research cluster in collaboration with the Asia Business Centre.

It has attracted leading tourism academics from interstate and overseas including the United Kingdom, Germany, Italy, France, Hong Kong, Taiwan and New Zealand.

Topics on the agenda include travel barriers for Chinese wine tourists, the importance of food events, an Italian perspective in response to Chinese wine tourists, an inbound tourism operator's perspective and Chinese wine tourists in France.

Tourism WA's Taste 2020 Strategy will also be presented.

Special Honours:

A/P KIRSTEN HOLMES HONoured WITH TWO AWARDS

The Tourism Research Cluster continues to extend its national and international links working on industry funded projects, delivering high-quality publications and Higher Degrees by Research supervision. This is evidenced by the team's efforts and recent award won by Associate Professor Kirsten Holmes as the CBS Researcher of the year 2016. Associate Professor Kirsten Holmes visited Professor Karen Smith at Victoria University, Wellington and Dr. Judith Mair at the University of Queensland to collaborate on projects in the events sector.



A/P Kirsten Holmes



Associate Professor Kirsten Holmes and CBS PVC Tony Travaglione

Associate Professor Kirsten Holmes was the winner of the 'Thought Leadership' award together with Associate Professor Leonie Lockstone-Binney at the Volunteering Victoria state awards this past November. The award which recognises research that advances the knowledge and study of volunteering, was given for their work on how volunteer-involving organisations can help volunteers manage their stress. The study sought to identify the main causes of stress and burnout for volunteers, as well as effective ways for organisations to support their volunteers.

In addition to her award winning study, A/P Holmes has also recently had an article published regarding the declining numbers of people in Australia offering to volunteer, the reasons behind this decline, and what can be done to increase participation. The article is titled "Why don't more people volunteer? Misconceptions don't help". A copy of this article is available via the link below.



2016 'Thought Leadership' Award won by A/P Kirsten Holmes and A/P Leonie Lockstone-Binney

Associate Professor Kirsten Holmes' article is available here:

<http://theconversation.com/why-dont-more-people-volunteer-misconceptions-dont-help-69284>

Workshop:

THE IMPACT OF AIRBNB ON WA'S TOURISM INDUSTRY AND ECONOMY



Evan Hall - Pip Close - Bradley Woods - Alyssa Hayden - Kylie Coulson - Michael Volgger - Christof Pforr

The rapid growth of the sharing economy in recent years has challenged traditional economies in many countries around the globe. Airbnb is an online platform that enables people to list, find and book accommodations worldwide with more than 1.5 million listings in more than 190 countries. Many consider Airbnb as one of the most disruptive developments in tourism over the past decade.

A Bankwest Curtin Economics Centre (BCEC) workshop held on the 19 September 2016 featured a presentation of preliminary findings from a BCEC-funded project led by Associate Professor Christof Pforr (Curtin University) and co-investigator Dr Michael Volgger (European Academy Bolzano, Italy) on the main characteristics of Airbnb in Western Australia as well as its growth and impact.

To assist an informed decision making on the Airbnb phenomenon, a panel of key stakeholders from industry and government then discussed potential implications of this research, which was followed by a Q&A session.

Panel members were Mr Evan Hall (CEO, Tourism Council WA), Ms Pip Close (CEO, Margaret River Busselton Tourism Association); Mr Bradley Woods (CEO, Australian Hotels Association WA); Hon Alyssa Hayden MLC (Member for East Metropolitan Region) and Dr Kylie Coulson (Assistant Director, Department of Treasury).

TRC Seminar Series:

WITH WALGA'S NINA HEWSON

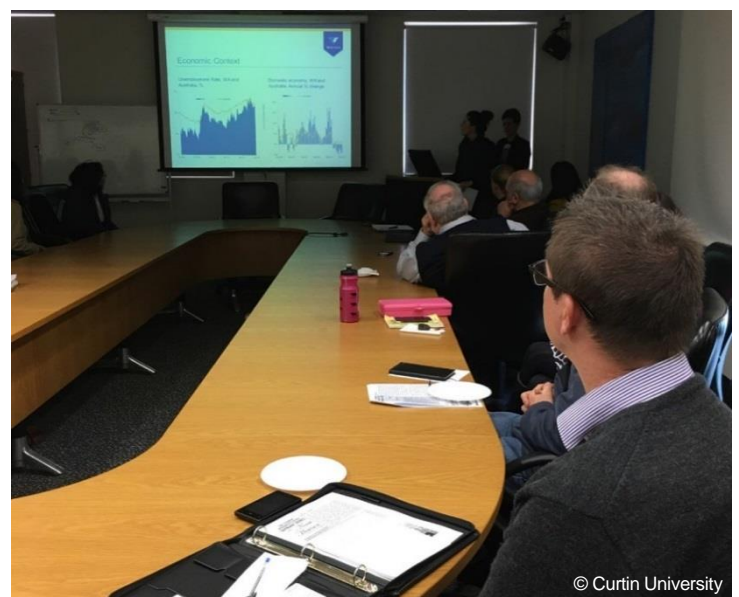


Local Government is at the forefront of tourism delivery and in many ways is the linchpin to other spheres of government, industry and the community. It provides an expanse of tourism infrastructure, ranging from roads to airports, caravan camping grounds, visitor centres and parks just to name a few.

Local Government in a tourism setting is governed by legislation from the Commonwealth and State, from land-use planning through to environmental and health legislation. It is impacted by national and state tourism as well as other government strategies, and participates in and contributes to the activities of tourism organisations and networks. Industries that support tourism – such as accommodation, retail and hospitality - all have reciprocal relationships with, and exist of course within Local Government jurisdictions.

As a State, Western Australia is abundant in natural attractions with a climate conducive to tourism activity; there is a lot to celebrate. Local Governments in Western Australia have an interest in tourism as a driver for economic development.

In response, WALGA released a Local Government and Tourism Discussion Paper in 2015 including a set of recommendations which are currently being implemented and has noted that the value of tourism from a Local Government perspective is not well understood and is generally unobserved. As such, we are seeking to scope further research in this area to inform our future work.



TRC Seminar Series

INTERNATIONAL COLLABORATIONS

Associate Professor Haywantee Ramkissoon



From Left to Right: Dean - College of Hospitality, Retail and Sport Management, TRC Director, & the Smartstate – Economic Excellence in Tourism and Economic Development Director

December 2015: A/Prof. Ramkissoon was hosted as Visiting Professor at the College of Hospitality, Retail, and Sport Management. This visit has resulted in research projects with Professor Ercan Sirakaya-Turk, Associate Dean of Research and colleagues at the University of South Carolina, United States of America.

February 2016: A/P Ramkissoon was invited as Visiting Professor at the Tourism Research Centre, University of South Australia (UNISA). Her visit lead to collaborations with UNISA colleagues on research projects.



From Left to Right: Director of the TRC, Group Sustainability and CSR Manager, & Country Links Manager of Gender Links

Mauritius, April 2016: A/P Ramkissoon was invited as a Guest of Honour at the Ray of Light Charity Dinner, a Corporate Social Responsibility initiative by LUX* Resorts and GenderLinks.



Left to right: Director of IRISS-CNR, Director of the Tourism Research Cluster, & Senior Research Officer, IRISS-CNR

April/May 2016: A/P Ramkissoon worked on strategic partnerships between the Tourism Research Cluster and the National Research Council of Italy.

INTERNATIONAL COLLABORATIONS

TRC Director, Associate Professor Haywantee Ramkissoon visited University of Bologna in November 2016. She had several exchanges with Alessia Mariotti, Director of the Center for Advanced Studies in Tourism (CAST) and her team. CAST researchers are from a wide range of disciplines and scientific approaches, integrating economics, business, statistics, sociology, history, geography, law and the environment as essential aspects in tourism research. Associate Professor Ramkissoon also met with other faculty staff members across the university to discuss research synergies.

November 2016: Bologna Collaboration

Associate Professor Haywantee Rumi Ramkissoon met with Associate Professor Alessia Mariotti and her team in November at the University of Bologna, Italy. The Tourism Research Cluster and Centre for Advanced Studies in Tourism, and colleagues from other departments at the University of Bologna discussed potential collaboration in multidisciplinary lines of research.



Associate Professor Battilani and Associate Professor Haywantee Ramkissoon

November 2016: IRISS-CNR collaboration

Associate Professor Haywantee Ramkissoon, TRC Director, and Professor Jafar Jafari, Founding Editor of the Annals of Tourism Research, were hosted at IRISS-CNR (National Research Council of Italy) in November 2016. Associate Professor Ramkissoon had several meetings with partners on the project “Innovation and Sustainability in Tourism”.

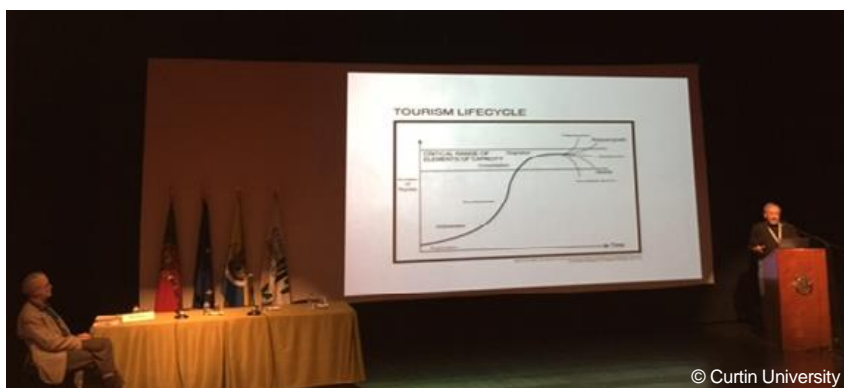


Coffee catch-up with Bologna colleagues

Associate Professor Ramkissoon and Associate Professor Battilani discussed student exchanges on tourism programs between Curtin University and Bologna University which will be led by Associate Professor Christof Pforr.



Associate Professor Haywantee Ramkissoon and Professor Jafar Jafari with IRISS-CNR team



Professor Roy Jones and Former TRC Adjunct, Professor John Turnbridge at Tourism 2016, Lagos, Portugal

Professor Roy Jones was a Scientific Committee member at the Tourism 2016 Conference, Green Lines Institute for Sustainable Development, Portugal. His presentation was titled “Socioeconomic unsustainability to environmental unsustainability? The trajectory of tourism in Australia’s south west corner.”

INTERNATIONAL COLLABORATIONS



© Curtin University

Workshop with local tourism development - China



© Curtin University

Associate Professor Haywantee Rumi Ramkissoon with researchers on innovation and sustainability at IRISS-CNR



© Curtin University

Left to Right: Associate Professor Haywantee Ramkissoon, Professor Gogan Gursoy, Associate Professor Christina Qui, Dr Tekle Shanka



Left to Right: TRC Director, and CEO, LUX* Resorts & Hotels



© Curtin University

Attending the AHTMM conference - Guangzhou, China

INTERNATIONAL COLLABORATIONS

Adjunct Professor Harald Pechlaner

Adjunct Professor Pechlaner from the University of Eichstätt-Ingolstadt (Germany) and Research Fellow Dr Michael Volgger from the Institute for Regional Development and Location Management at the European Academy Bozen/Bolzano in Italy visited the School of Marketing in February 2016, working with Associate Professor Christof Pforr on a number of research projects.



Prof. Dr Harald Pechlaner

Prof. Dr Harald Pechlaner is Chair of Tourism and Head of the Center for Entrepreneurship at the Catholic University Eichstaett-Ingolstadt (Germany) and Director of the Institute for Regional Development and Location Management at the European Academy (EURAC) in Bozen/Bolzano, Italy.

Furthermore, he is Adjunct Research Professor at the School of Marketing, Curtin University. Prof. Pechlaner is also the President of the Association Internationale d'Experts Scientifiques du Tourisme (AIEST) and was President of the German Association of Tourism Research (Deutsche Gesellschaft für Tourismus) from 2002 till 2010.

He is the author and editor of more than 40 books and approximately 150 articles for books and academic journals in the field of tourism and strategic management. Prof. Pechlaner's research interests include; strategic product development, regional value management, networks & social capital, co-operative core competencies and destination governance.

Dr Michael Volgger

Dr Michael Volgger is a Research Fellow at the Institute for Regional Development and Location Management at the European Academy Bozen/Bolzano in Italy.

His main research areas include destination governance and location management, product development and innovation in tourism, inter-organizational cooperation and qualitative research.



Dr Michael Volgger

INTERNATIONAL COLLABORATIONS

Forthcoming Events

The TRC will co-host the Australia-China Forum in Adelaide this December, with the University of South Australia, and Sun Yat-Sen University in China. The Australia-China Tourism Forum is supported by the Australian Government, providing an invaluable platform for tourism academics, industry leaders and government officials in both Australia and China to exchange their views and perspectives on a variety of topics pertaining to Australia-China tourism trade and relations.

The TRC, Murdoch University and The Forum Advocating Cultural and Ecotourism (FACET) will have a networking event end of February 2017, connecting industry and academia.

SELECTED ISSUES ABOUT INNOVATION IN THE ACCOMMODATION SECTOR: CASES FROM EUROPE

On 18 February 2016 Adjunct Professor Pechlaner from the University of Eichstätt-Ingolstadt (Germany) and Research Fellow Dr Michael Volgger from the Institute for Regional Development & Location Management at the European Academy Bozen/Bolzano in Italy presented at a well-attended TRC Seminar on 'Selected Issues about Innovation in the Accommodation Sector: Cases from Europe'.

Using case studies from Europe and linking them to the Australian context, the presenters discussed current challenges and future potential in the accommodation sector. Issues ranged from rentability to positioning, and also included architecture and regional building culture.



From Left to Right: A/P Haywantee Ramkissoon, Emeritus Prof Roy Jones, Dr Harald Pechlaner, A/P Kirsten Holmes, & Dr Michael Volgger

Other News

Guest lecturer Dr Michael Volgger



Senior Research Fellow Dr Michael Volgger from the European Academy (EURAC) in Bolzano, Italy, gave a guest lecture on innovation in the accommodation sector with case examples from Europe to our second year tourism and hospitality students.

Associate Professor Christof Pforr invited on Sharing Economy Panel

At the 2016 WA Tourism Conference (8-10 August 2016) organised by Tourism Council WA, Caravan Industry Association WA, Visitor Centres WA and the Forum Advocating Cultural and Eco Tourism (FACET), Associate Professor Christof Pforr was invited to a panel to discuss the growth and impact of the Sharing Economy, together with panel members Sam McDonagh (GM Airbnb Australia & New Zealand), John Hart (Restaurant & Catering Australia), Hon Alyssa Hayden MLC (Parliamentary Secretary to the Premier; Minister for Tourism) and Andrew Dolling (WA Department of Finance).

Guest Lecture: Associate Professor Connie Locher

A/Professor Connie Locher from the University of Western Australia (<http://www.uwa.edu.au/people/connie.locher>) gave a guest lecture on 'Medical Tourism in Australia' to our 3rd year students in the unit 'Contemporary Issues in Tourism Management'.

Professor Locher specifically outlined the implications of Australia's health care system for outbound medical tourism in Australia.



Prof. Locher during her presentation

Other News

Sam McDonagh, Airbnb Country Manager for Australia & New Zealand Visits Curtin



From Left to Right: Sam McDonagh (Airbnb Country Manager for Australia & New Zealand), Professor Richard Francis (Director, CBS Asia Business Centre), Catrin Allsop (CEO, Aistralia's South West), A/Professor Christof Pforr (CBS Tourism Research Cluster), and Brent Thomas (Airbnb Head of Public Policy for Australia & New Zealand)

Associate Professor Christof Pforr invited Sam McDonagh (Airbnb Country Manager for Australia & New Zealand) and Brent Thomas (Airbnb Head of Public Policy for Australia and New Zealand) to visit Curtin University during their brief visit to Perth. During their meeting on June 8 they discussed issues in relation to the growth of the sharing economy, in particular the development of Airbnb in Australia and specifically Western Australia over the past few years, as well as some of its challenges and opportunities.

Field Trip to Kings Park



© Curtin University

Jacqui Kennedy (Manager of Visitor Services and Community Engagement) provided insight into the sustainability practices in managing the park



© Curtin University

Tourism students presenting in Kings Park

MAY 12, 2016: A/Professor Christof Pforr took his second year students on a field trip to Kings Park, one of Perth's top tourist attractions, to give them the opportunity to apply some of the theory they learnt in the classroom to a 'real world' context. The students were able to learn more about the challenges and opportunities of developing sustainable tourism attractions.

TRC Seminars & Workshops

STEVE MATTHEWS: TOURISM RESEARCH AUSTRALIA

MAY 4 - TRC hosted a seminar workshop with a guest appearance from the Principal Analyst of Tourism Research Australia Steve Matthews. The workshop was attended by guests from within Curtin University, Tourism WA, Industry personnel, The University of Western Australia and Central TAFE.

In his talk, Mr Matthews focused in discussing the prevalence of TRA activities within the Australian tourism; domestic and international travel; alongside VFR and education related tourism. He also disseminated the contribution of domestic and international tourism towards the Australian economy.

Together, VFR and education related tourism contribution was found to make up 34% (2.3 million) of international visitors. Additionally, within the group of international tourists, 40% of them were Chinese tourists. The seminar continued on discussing the lack of dispersal of Chinese tourists, given the fact that majority of this group of tourists were found in Australian metro areas.

Views on issues regarding opportunity within Australian tourism in targeting tourists from Europe, China and other Asian countries were discussed between the seminar attendees.



From Left to Right: TRA Principal Analyst Steve Matthews, Diala Raad (TRA), and Dr Christof Pforr

TRC SEMINAR SERIES AND GUEST LECTURES

TRC Seminar August 2016

TRC Seminar August 24, 2016 with WALGA Community Policy Officer Nina Hewson – Role of Local Government in Tourism, Western Australia.

Guest lecturer Dr Michael Volgger September 2016

Senior Research Fellow Dr Michael Volgger from the European Academy (EURAC) in Bolzano, Italy, gave a guest lecture on innovation in the accommodation sector with case examples from Europe to our second year tourism and hospitality students.

MEMBERS' ACHIEVEMENTS IN 2016

Associate Professor Haywantee Rumi Ramkissoon

Director, Tourism Research Cluster

Associate Professor Haywantee Ramkissoon has been recommended as one of the three Academy Emerging Scholars 2017 by the International Academy for the Study of Tourism. The award will be conferred in 2017. Associate Professor Haywantee Rumi Ramkissoon has instigated an MOU with the Italian National Research Council. A/P Ramkissoon is working with renowned professors and scholars on a range of projects e.g. place attachment, pro-environmental behaviour, place satisfaction in national parks and overall quality-of-life, sustainable destination choice, and wine tourism among others. A/P Ramkissoon is also working with Italian Research Institute on Innovation and Development Services (IRISS-CNR) on a funded project titled "Innovation and Sustainability in Tourism", and with several other industry partners.



A/P Haywantee Ramkissoon

A/P Ramkissoon is working on building research synergies between the TRC and the Tourism Group at the University of Bologna, Italy. She is furthering research links on a range of topics related to sustainable tourism, such as subjective well-being, cultural heritage management, and wine tourism among others. She was invited as a visiting professor in Rimini/Bologna, Italy this November. She is also working closely with the University of South Australia and Sun Yat-Sen University in China, and was successful in securing funding from the Australia-China council to co-host the 1st Australia-China Tourism forum in Adelaide this December. The forum will focus on leading Chinese figures in academia, industry and government to share their knowledge, viewpoints and perspectives with their Australian colleagues on a number of sustainable tourism related issues around the theme "Strengthening Australia-China people and cultural links through tourism: Looking beyond economic ties." A/P Ramkissoon acts as assessor for prestigious International Research and Development (CRD) Grants councils. A/P Haywantee Rumi Ramkissoon continues to be active as a member of the scientific organization of good quality conferences, as a reviewer of book proposals e.g. Routledge, and peer-reviewed top-tier academic journals, and conferences both at the national and international levels. She is also supervising a number of doctoral candidates, and mentoring ECRs both at Curtin University, and beyond.

Publications:

1. Ramkissoon, H., & Mavondo, F. (in press) "Pro-environmental Behaviour: Critical link between Satisfaction and Place Attachment in Australia and Canada". *Tourism Analysis*.
2. Jiang, Y., Ramkissoon, H., Mavondo, F., & Feng, S. (in press). Authenticity: The Link between Destination Image and Place Attachment. *Journal of Hospitality Marketing and Management*.
3. Nunkoo, R., & Ramkissoon, H. (2016). Stakeholders' Views of Enclave Tourism: A Grounded Theory Approach", *Journal of Hospitality & Tourism Research* DOI: 10.11
4. Hrstov, D., & Ramkissoon, H. (in press). Bringing cross-disciplinary to the fore: A methodological framework for leadership in destination management organisations. In R. Nunkoo (ed), *Handbook of Research Methods in Tourism and Hospitality*.
5. Townsend, M., Henderson-Wilson, C., Ramkissoon, H., & Weerasuriya, R. (in press). Therapeutic landscapes, restorative environments, place attachment, and wellbeing. In W. Bird, and M. van den Bosch (eds), *Nature and Public Health*.

6. Ramkissoon, H. (2016). *Place satisfaction, place attachment and quality of life: Development of a conceptual framework for island destinations* in Sustainable island tourism: seasonality, competitiveness and quality of life, eds. P. Modica & M. Uysal. CABI.
7. Ramkissoon, H. & Mavondo, F. (2016). Managing Customer Relationships in Hotel Chains: A Comparison between Guest and Manager Perceptions, *The Routledge Handbook of Hotel Chain Management*, eds Vince Magnini, Maya Ivanova and Stanislav Ivanov, 295.
8. Hassan, A., & Ramkissoon, H. (2016). Augmented Reality Applications in Visitor Experiences, in Visitor Management, eds. Julia N. Albrecht, CABI.
9. Ramkissoon, H. (2016). Trust, Pro-environmental behaviour and Place attachment. Tourism 2016 1st International Conference on Global Tourism and Sustainability Lagos – Portugal 12 - 14 October 2016
10. Sirakaya-Turk, E, Sehmus, B., & Ramkissoon, H. (2016). Values, sustainability and destination choice of North Americans. The BEST EN Think Tank XVI, Eberswalde, Germany, 12-15 July.
11. Jiang, Y. Ramkissoon, H., Feng, S. (2016). Authenticity and place attachment to natural tourist destinations: An experiential perspective. *Advances in Hospitality & Tourism Marketing & Management*, Guangzhou, China, 14-17 July.

Co-organiser of Australia-China Forum, Adelaide, December 2016, with the University of South Australia, and SunYat-Sen University

Scientific Committee Member: Tourism 2016 1st International Conference on Global Tourism and Sustainability Lagos – Portugal 12 - 14 October 2016

Scientific Committee Member: *Advances in Hospitality & Tourism Marketing & Management*, Guangzhou, China, 14-17 July.

Co-chair of conference streams, guest of honour and speaker at national, and international conferences.

Co-editor of a special issue of the *International Journal of Contemporary Hospitality Management* on “The Sharing Economy in Tourism and Hospitality” with Prof. Levent Altinay & Prof. Jingyan Liu) to be published in 2017

Book Review Editor: *Current Issues in Tourism*

Research Note Editor: *Journal of Hospitality Marketing & Management*

Editorial Board Memberships:

On the editorial boards of 14 journals, several in top-tier category such as *Journal of Travel Research*, *Journal of Sustainable Tourism*, *International Journal of Contemporary Hospitality Management*, *Journal of Business Research*, *Tourism Analysis*.

Reviewer: More than 30 Peer-Reviewed Journals

Associate Professor Kirsten Holmes

Associate Professor Kirsten Holmes is the winner of a CBS and School of Marketing award.

A/P Holmes is working with the National Council for Voluntary Organisations to examine the volunteer legacy for the London 2012 Olympic Games providing recommendations to the International Olympic Committee. She visited Professor Karen Smith at Victoria University, Wellington and Dr Judith Mair at the University of Queensland to collaborate on projects in the events sector.



A/P Kirsten Holmes

Publications:

1. Tiew, F., Holmes, K., & de Bussy, N. (2015). Tourism events and the nature of stakeholder power. *Event Management*, 19(4), 525-541.
2. Lockstone-Binney, L., Holmes, K., Smith, K., Storer, C. & Baum, T. (2015). Are all my volunteers here to help out? Clustering event volunteers by their motivations. *Event Management*, 19(4), 461-477.

Awards:

Associate Professor Kirsten Holmes won the CBS Researcher of the Year Award 2016, as well as the 'Thought Leadership' award together with Associate Professor Leonie Lockstone-Binney at the Volunteering Victoria state awards

Current or Completed Projects:

- An evaluation of the volunteer infrastructure legacies of the Sydney and London Olympic Games – funded by the IOC and in partnership with Volunteering Australia and the NCVO (UK) and many organisations in the UK and Australia.
- Volunteer tourism development in South West Australia with the South West Development Corporation and the Dolphin Discovery Centre
- A/P Kirsten Holmes also has a number of projects in development looking at the Chinese market for food and wine tourism and (separately) agri-tourism in Australia's South West. She is also supervising a number of doctoral candidates.

Associate Professor Christof Pforr

Associate Professor Christof Pforr is working on the impact of Airbnb on WA's Tourism Industry and Economy in collaboration with Bankwest and Dr Michael Volgger from Bolzano, Italy.

A/P Pforr is coordinating the student exchange programs and is also involved in Higher Degrees by Research supervision.



A/P Christof Pforr

Publications:

1. Volgger, M., Pechlaner, H. and Pforr, C. (2015). Location. In J. Jafari & H. Xiao (eds.), *Encyclopedia of Tourism*, Springer: Berlin, DOI 10.1007/978-3-319-01669-6_1-1.
2. Pforr, C., and M. Brueckner. 2016. "The Quagmire of Stakeholder Engagement in Tourism Planning: A Case Example from Australia." *Tourism Analysis* 21 (1): 61-76.

Latest Publication:

Fletcher, C.; Pforr, C. and Brueckner, M. 2016. Factors Influencing Indigenous Engagement in Tourism Development: An International Perspective, *Journal of Sustainable Tourism*, DOI: 10.1080/09669582.2016.1173045

This paper is a direct result of a close collaboration with industry. The lead author is Campbell Fletcher from Tourism Western Australia who spent some time in 2014/2015 with the TRC working on this indigenous tourism project.

Abstract:

Indigenous tourism products, attractions and activities can offer a point of difference for tourism destinations, and consequently the role of, and opportunities for, Indigenous people in providing these tourism experiences have been recognised increasingly by government and industry alike. This paper reviews and discusses the factors influencing successful Indigenous tourism development and provides a global comparison of best practice to inform future decision-making processes in achieving sustainable Indigenous tourism development. Data was derived from interviews with key government and non-government organisations, and Indigenous tourism organisations and operators were analysed as a means of critically engaging with the sustainability problematic of Indigenous tourism development. Furthermore, a comprehensive analysis of international case studies focusing on Indigenous accommodation provision was carried out to complement the research, as were observations during site visits. By offering a framework for the Indigenous tourism development process, we contribute in a positive and flexible way to the complex, and evolving, discourse on Indigenous tourism practice. It is argued that the effectiveness of governance structures and the level of involvement of Indigenous stakeholders as well as the selection of legislative and policy instruments are key to ensuring a more sustainable approach to Indigenous tourism development.

Dr Jong-Hyeong Kim

Dr Jong-Hyeong Kim's areas of research interest are customer experiences in tourism and hospitality, particularly memorable experiences and authentic experiences. He is working on (1) Authenticity in ethnic restaurants, and (2) A neuroscience approach to understand memorable experiences. His most recent publications are in the *Journal of Travel Research*, and in the *International Journal of Contemporary Hospitality Management*



Dr Jong-Hyeong Kim

Publications:

1. Jong-Hyeong Kim and Hyewon Youn (2016) How to Design and Deliver Stories about Tourism Destinations *Journal of Travel Research* 0047287516666720, first published on September 28, 2016 as doi:10.1177/0047287516666720
2. Youn, H.-W., Kim, J.-H., & Song, H. (2017). The Leading Causes and Consequences of Citizenship Pressure in the Hotel Industry. *International Journal of Contemporary Hospitality Management*, 29 (6).
3. July 21-24, 2016: Dr Jong-Hyeong Kim was a co-chair of the “Advancing Tourism & Hospitality Marketing” session, at the Global Marketing Conference, in Hong Kong.
4. Kim, J.-H., & Jang, S.C. (in press). “Determinants of Authentic Experiences: An Extended Gilmore and Pine Model for Ethnic Restaurants” *International Journal of Contemporary Hospitality Management*
5. Kim, J.-H., & Jang, S.C. (in press). “Factors Affecting Memorability of Service Failures: A Longitudinal Analysis” *International Journal of Contemporary Hospitality Management*

Dr Tekle Shanka

Dr Tekle Shanka presented a few papers and was co-chair of conference stream for the Advances in Hospitality & Tourism Marketing and Management (*AHTMM*) conference. 2016, Guangzhou, China, 14-17 July 2016.

Publications:

1. Shanka, T., Wang, H. Y. and Wang, J. Y. 2016. *University students' perceptions of medical tourism – preliminary investigation*. In Lu, A. C. C., Yong, R. and Gursoy, D. (Eds.). Proceedings of the 6th Advances in Hospitality and Tourism Marketing and Management (AHTMM), Guangzhou, China, July 14 – 17, 2016. ISBN 978-0-9964244-1-7.

Link: <http://www.ahtmm.com/conference-proceedings/6st-ahtmm-conference-proceedings-2016/>



Dr Tekle Shanka

Professor Roy Jones

Professor Roy Jones is a Non-Member Director of the Wadjuk Boodja Gateway Aboriginal Corporation, an organisation which seeks to develop an Indigenous cultural centre with a strong tourism focus in the Swan Valley.

Publications:

1. 2016 Roy Jones. "Socio-economic unsustainability to environmental unsustainability" The trajectory of Tourism in Australia's south west corner". Conference presentation - Tourism 2016 1st International Conference on Global Tourism and Sustainability Lagos – Portugal 12 - 14 October 2016
2. 2016 Roy Jones. "Balancing the scales: learning to be a retired geographer at the edge of the world." *Arab World Geographer* 19, 77-83.
3. Cox, S., Birdsall-Jones, C., Jones, R., Kerr, T., and Mickler, S. (2016) Indigenous persistence and entitlement: Noongar occupations in central Perth, 1988-1989 and 2012. *Journal of Historical Geography* 54, 13-23.
4. Jones, R., and Bryant, C. R. (2016). Editorial: Participatory action research for rural and regional development. *Geographical Research* 54, 115-117.
5. Jones, T., Jones, R., and Hughes, M. (2016). Heritage designation and scale: a World Heritage case study of the Ningaloo Coast. *International Journal of Heritage Studies* 22, 242-260.
6. Jones, R., and Buckley, A. (2016) From the Horse and Cart to the Internet: a Century of Rural Connectivity Change in Rural Western Australia. *Sustainability of Rural Systems: Balancing Heritage and Innovation*, 24th Colloquium of the Commission on the Sustainability of Rural Systems, International Geographical Union, University of Liege.
7. Jones, R. (2016). From Tom Edwards to Mark Allen; a Century of Workers' Protest and Memorialisation in Fremantle and Perth. Australian Historical Association Conference, Federation University, Ballarat.

Award: Invited as guest of Professional Association of Romanian Geographers (22-30 October 2016) in Romania

Other Activities:

- Steering Committee Member, Commission on Sustainable Rural Systems, International Geographical Union.
- Non Member Director, Wadjuk Boodja Gateway Aboriginal Corporation.



Emeritus Professor Roy Jones

- Scientific Committee Member, Tourism 2016 Conference, Green Lines Institute for Sustainable Development, Barcelos, Portugal.
- Examining Panel Member Year 12 Geography ATAR Examination, School Curriculum and Standards Authority, Western Australia
- Appointed as Steering Committee Member, International Geographical Union Commission on the Sustainability of Rural Systems, 2016-2020.

Dr Tod Jones

Dr Tod Jones worked on the “Emerging Western Australian Aboriginal Art Showcase” for the Department of Culture and the Arts, leading to an increase in investment and moving the event to Fremantle. The research has also been published in Artlink and in the Journal of Arts Management, Law and Society. The festivals draw tourists and residents, providing satisfying interactions both between Indigenous artists and customers, and also between artists, managers, policy makers and other industry insiders.



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Dr Tod Jones

Professor Ross Taplin

Professor Ross Taplin was part of the team winning the highly prestigious ARC Discovery Grant Project titled “*Inside the black box - Intra-household resource allocations of older couples*” with a total grant of \$326,000 for the next 3 years.



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Professor Ross Taplin

Dr Amanda Davies

Dr Davies researches population demographics and migration, local leadership and rural and peri-urban development issues.

She has completed studies on a range of issues related to regional and rural change, adaptation and socio-economic viability. She is currently involved in research examining the role of local leadership, volunteering and social innovation in promoting sustainable adaptation in rural societies.



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Dr Amanda Davies

Publications:

1. Davies, A. (2016) The migration of Australians to Bali, Indonesia: More than retirees and surfers. *Geographical Research*, 54(1), 35-51.
2. Davies, A. (2015) Life after a festival: local leadership and the lasting legacy of festivals. *Event Management*, 19(4), 433-444.

Tourism Research Cluster

The Tourism Research Cluster works closely with local, state and national government departments, providing advice on a range of projects related to sustainable tourism. We are expanding our scope internationally in the area.

The TRC has built strong links with industry – both commercial and not-for-profit organisations - through the TRC Research Seminar series and annual symposia. Industry representatives are invited to present case studies at each symposium. This provides opportunities for government, industry and academics to come together to debate and propose solutions to mutual problems, leading to collaborative research projects.

TRC Executives:

Associate Professor Kirsten Holmes

Associate Professor Christof Pforr

Professor Ross Taplin

Professor Roy Jones

Dr Jong-Hyeong Kim

Dr Tekle Shanka

Dr Amanda Davies

Professor Mohammed Quaddus

Dr Tod Jones

TRC Director:

Associate Professor

Haywantee Ramkissoon

Haywantee.Ramkissoon@curtin.edu.au

The TRC is an informal network for all those interested in tourism research

Visit the TRC Online:

<http://business.curtin.edu.au/our-research/centres-and-institutes/tourism-research-cluster/>

Joining the TRC

Key Benefits:

For Interested Organisations:

- Access targeted, innovative and timely solutions to your research problems
- Share knowledge and expertise
- Explore collaborative opportunities
- Access to Curtin's undergraduate and post graduate student network for tourism fieldwork

For Tourism Researchers:

- Meet other tourism researchers
- Share ideas
- Explore collaborative opportunities
- Increase your resource network
- Upskill through professional development opportunities

Research Agenda 2016-2017

1. Health & wellness tourism as a driver for regional development.
2. Coastal tourism governance (i.e. in Australia/Western Australia).
3. Destination governance: stakeholder & network management in a wellness tourism context.
4. The volunteer legacy of events & festivals.
5. The constraints & barriers to volunteering.
6. Spatial mapping the tourism product in WA.
7. The role of social media in health tourism development, promotion & marketing.
8. Destination branding.
9. The motivations for health & sustainable tourism.
10. Sensory experiences and memory.
11. Storytelling as a driver for destination marketing.
12. Cultural tourism in island destinations.
13. Place attachment, visitor satisfaction and pro-environmental behaviour in national parks.
14. Wine Tourism
15. Corporate Social Responsibility
16. Place attachment and quality-of-life tourism
17. Climate change

TRC Membership is free, to join email
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