



Curtin University

Tourism 
Research Cluster

TRC

Newsletter

Issue 17, 2018

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Directors' Message

Welcome to our second newsletter for 2018. It has been a busy six months, with a number of developments and achievements. The newsletter summarises an impressive set of activities and initiatives carried out by staff members individually and collectively. In this message, we would like to highlight the key achievements of the TRC and its members.

As it directly concerns our understanding of tourism research, we are proud that we were able to further strengthen the interdisciplinary character of the TRC with the appointment of **Dr Tod Jones**, Senior Lecturer in the School of Design and Built Environment, Faculty of Humanities, as a Co-Director. We would also like to welcome **Dr Katharina Wolf**, a Senior Lecturer from the School of Marketing, who has research expertise in the areas of social media, PR and activism.

Our plans to expand research on Asian tourism and Aboriginal tourism have advanced, with multiple research grants on both topics and a number of dedicated events. In particular, we witnessed a well-attended **TRC Symposium** (co-organised with the Bankwest Curtin Economics Centre) on "*Growing the Asian market for tourism in WA*", hosted by Professor Kirsten Holmes, with a number of topical presentations as well as the launch of the BCEC report on "*Are we China-ready? Chinese tourism in Western Australia*" written by Associate Professor Jianhong (Cecilia) Xia and colleagues. Both the symposium and

the report launch generated widespread interest amongst the media and tourism stakeholders. We were particularly glad to welcome the Tourism Minister, Hon. Paul Papalia MLA, to give some introductory reflections at our Symposium. The event was also attended by Shadow Tourism Minister Libby Mettam MLA.

In addition, we held three TRC Seminars on important topics for WA's tourism, with a range of international and industry speakers. Among the topics covered were "*Current issues in management and development of regional airports*" (Ms Emma Heys, City of Busselton; Dr Mirjam Wiedemann, WiedemannConsultants & Curtin University Adjunct; Dr Piotr Niewiadomski, University of Aberdeen), and "*Online booking portals and their significance*" (Ms Natalie Olbrich (Catholic University Eichstätt-Ingolstadt, Germany)).

The TRC also hosted a seminar where the CEO of WAITOC, Mr Robert Taylor, presented on the strengths and barriers for Aboriginal operators, and the role of WAITOC in supporting the growth of Aboriginal owned tourism businesses in Western Australia. Robert's seminar aligns with a growing engagement between the TRC with WAITOC and Tourism WA to understand tourists' engagement with Aboriginal people and culture in Western Australia.

Associate Professor Christof Pforr and Dr Michael Volgger were appointed members of the Tourism Think Tank WA, whose inaugural meeting was

hosted by the Tourism Minister and held in March 2018. The think tank is a regular quarterly forum, bringing together key thought leaders to provide research-based advocacy and evidence-based commentary on tourism related issues relevant to Western Australia. Other think tank members include Tourism Minister, the Hon. Paul Papalia, together with ministerial staff, senior executives from Tourism WA and university representatives.

One of our strategic priorities has been to boost dialogue between the TRC and Tourism, Hospitality and Events students. We are excited to witness the founding of THESA, the Curtin Tourism, Hospitality and Events Student Association. In addition, the TRC succeeded in establishing a new event format, the “Tourism Research Sips”, which allows students to connect with industry, and combines a short presentation with a tasting of local produce along with networking. We were thrilled to host Mr Mark Exeter (SWDC) for a talk on “*Cruise ship impact on WA tourism*” and Mr Adrian Kenny (Core Cider) for a Cider tasting, and Paul Edwards (Full Bottle) for a talk and hands-on experience around “*Tuning into taste: communicating about wine*”.

To further strengthen its local and regional industry connectedness, the TRC has signed a MoU with Australia’s South West Inc. (ASW). Australia’s South West Inc. is the peak regional tourism organisation for the Australia’s South West region and a strong partner of the TRC in its applied research activities.

In order to facilitate international expert collaboration with local and regional research and researchers, the TRC hosted a number of renowned

international visitors, including Professor Dr Wolfgang G. Arlt (China Outbound Tourism Research Institute, Germany and China; West Coast University of Applied Sciences, Germany) as well as Ms Natalie Olbrich (Catholic University of Eichstätt-Ingolstadt, Germany) and a delegation from Golf College, Shenzhen University. Later this year we will welcome additional international visitors, including Dr Lanlan Huang (Shanghai Urban Construction Vocational College, China), Professor Dr Monika Bachinger (Rottenburg University of Applied Sciences, Germany) and Dr Meng Wei (South China Agricultural University, China).

As always, a sincere thank you goes to the supporting Schools and Faculties, in particular the School of Marketing for hosting the TRC!

Most importantly, a big thank you and congratulations to all the TRC members and especially the Executive Members who have made these unprecedented achievements possible. It is through your efforts that Curtin has been able to make this spectacular and productive contribution to tourism research, networking and debates in Western Australia.

We look forward to building on this good work in the second half of 2018.

Best wishes,

Michael Volgger and Tod Jones
TRC Co-Directors

Breaking News

Curtin's Tourism and Hospitality Confirmed to be Global Top 50 (2018)



Tourism & Hospitality at Curtin was confirmed to be **among the World's Top 50** in the recently released Shanghai Ranking's Global Ranking of Academic Subjects 2018.

The results are **based on five indicators** which look at publications, citation impact, international collaborations, top journal papers and the number of award-winning staff.

Latest News

TOURISM THINK TANK WA

Associate Professor Christof Pforr (Discipline Leader, Tourism, Hospitality & Events) and Dr Michael Volgger (Co-Director, Tourism Research Cluster) represented Curtin University at the newly established Tourism Think Tank WA (TTTWA). The think tank will be a regular forum, which brings together Tourism Minister Paul Papalia, ministerial staff and Senior Executives from Tourism Western Australia, as well as representatives from universities (Curtin, ECU and Murdoch) to provide research-based advocacy and evidence-based commentary on tourism related issues relevant to Western Australia. The inaugural meeting was held on 8 March and proved the viability of the Tourism Think Tank as an open forum of ideas. Some of the identified high-priority items for the future improvement of WA's tourism sector focused on the sustainable development of attractions, getting fit for emerging source markets, the delivery of regional tourism and a particular focus on building workforce capability in the tourism and hospitality industry in regional areas. An improved and targeted storytelling around some of WA's key attraction points has also been outlined as a priority. The Tourism Minister concluded the Tourism Think Tank by emphasising its value in providing independent feedback nurtured from the expertise of researchers and the worldwide reach of WA's universities. With its current research projects as well as its teaching foci, Curtin University's tourism, hospitality and events team is thus greatly positioned to make a valuable contribution to capturing these opportunities for Western Australia. This also helps to underscore the societal impact and relevance of Curtin's research and teaching.



From the left: Dr Mike Hughes, Murdoch University; Dr Michael Volgger, Curtin University; A/Prof Christof Pforr, Curtin University; Hon Paul Papalia MLA, Minister for Tourism; Mr Nathan Harding, Tourism WA Board Chairman; Mr Stephen Wood, Department of Jobs, Tourism, Science and Innovation; Prof Ross Dowling, Edith Cowan University; Dr Diane Lee, Murdoch University; Prof Sam Huang, Edith Cowan University
(photo source: <https://twitter.com/papsmla?lang=en&lang=en>)

Latest News

The TRC has signed an MoU with Australia's South West Inc.

Australia's South West Inc. is the peak regional tourism organisation for the Australia's South West region. ASW promotes the region as a desirable tourism destination to domestic and international markets, with the aim of increasing visitor numbers, yield and dispersal. To achieve this, a comprehensive schedule of intrastate, interstate and international marketing activities is undertaken each year. The activities of ASW are undertaken with assistance and financial support from Tourism Western Australia, tourism operators, and co-operative buy-in. Australia's South West region is organised into four sub-regions for implementation of co-operative marketing activities and liaison on a local level: Bunbury Geographe, Margaret River Region, Southern Forests and Valleys and the Great Southern.



Ms Catrin Allsop, CEO of Australia's South West, A/Prof Christof Pforr and Dr Michael Volgger

ERRATA:

On behalf of the TRC, we would like to correct an error found in the previous newsletter (Issue 16, pg. 15) about the workshop "*Where do Chinese tourists go in Australia's Southwest and Why?*", by stating that Dr Lesley Crowe-Delaney also presented at the workshop in Bunbury.

Latest News



Dr Samuel Adeyinka-Ojo from Curtin Malaysia Campus and Dr Michael Volgger

Tourism Research Cluster (TRC) Curtin University Malaysia Chapter is affiliated to the TRC at the Curtin Business School Bentley Campus, Perth Australia. The Malaysia Campus Chapter came into existence as a result of discussion with the Co-Director of TRC Dr Michael Volgger and Associate Professor Christof Pforr by Dr Samuel Adeyinka-Ojo from Malaysia Campus while on an academic visit to Bentley campus in July 2018.

The Malaysia Chapter is aimed to collaborate with TRC Bentley Campus on cutting-edged innovative research in global hospitality, tourism and events research. This strategy will also help us to develop synergies in our expertise and the available resources in view of the disruptive digital innovation, social media and new trends in the global hospitality and tourism industry.

Our research interests include sustainable events management, destination branding and marketing; employability skills and skills for disruptive digital innovation in hospitality and tourism; public relations in hospitality and tourism; green marketing; sharing economy; food and cultural festival tourism; guest behaviour; community-based; rural and ecotourism; indigenous tourism; medical and wellness tourism among others. The Malaysia Chapter consists of faculty members that include Dr Shamsul Kamariah, Dr Joseph, Dr Fidella, Associate Professor Dr Yap, Dr Samuel, Dr Khan, Dr Adamu and Md Kamrul Hassan (HDR student). We hope to attract more academic staff, industry practitioners and HDR students in future.

Contact: samuel.adey@curtin.edu.my

Members' Achievements

'Singapore Visitors to Swan Valley' Grant

The '*Singapore Visitors to Swan Valley*' (SV2SV) Consortium consisting of Curtin University, the Swan Valley and Regional Winemakers Association, Experience Perth, Tourism WA, the City of Swan, the Swan Valley Tourist Alliance and Wines of WA was successful in securing a \$250,00 grant through the Federal Government's International Wine Tourism Competitive Grants Program. The SV2SV project aims to attract more international tourists to the Swan Valley, and further strengthen the Swan Valley's wine reputation at an international level. **Associate Professor Christof Pforr**, **Associate Professor Jeremy Galbreath** and **Ms Kristina Georgiou** from Curtin are part of the successful Consortium team. The SV2SV project was launched by Hon Christian Porter and Hon Ken Wyatt MP on 15 May this year.



From the left: Mr Brian Hunt, SVRWA Board Member; Dr Steve Crawford, Co-Chair, Forum Advocating Cultural and Ecotourism ("FACET"); A/Prof Christof Pforr, Tourism Research Cluster, Curtin University; Mr Nathan Harding, Chair of Tourism WA; Hon Christian Porter, Attorney General, Member for Pearce; Cr David Lucas, Mayor City of Swan; Mr Yuri Berns, President of SVRWA; Mr Larry Jorgensen, CEO Wines of WA

Members' Achievements

'Perth as a Study Destination' Grant



Dr Michael Volgger, Associate Professor Sonia Dickinson and Associate Professor Christof Pforr are working with **StudyPerth** to research the attractiveness of Perth as a study destination.

The study on *"The evolution of image, brand awareness and perceived quality of study destinations"* will make use of Curtin University's premium social media analytics facility "The Agency" to monitor perceptions of Perth as a place to live, as a tourism destination and as a study destination. The study has strong strategic relevance and is long overdue as it is among the few to explicitly recognise the strong and reciprocal nexus between higher education and tourism in Western Australia (WA). The research will contribute to improve the knowledge basis for improving the attractiveness of Perth as a study destination for the benefit of both sectors.

In collaboration with governments, educational institutions and stakeholders, the mission of StudyPerth is to provide a leadership role in building the profile of international education in WA and overseas. StudyPerth is strongly supported by the Government of Western Australia through the Department of Jobs, Tourism, Science and Innovation and covers a number of member institutions including the State's six world class universities, plus numerous vocational education providers, primary and secondary schools, and English language colleges – both from the public and private sectors. 92% of the more than 56,000 international student enrolments in Western Australia are hosted by one of StudyPerth's member institutions.

Members' Achievements | Notice Board

Associate Professor Haywantee Ramkissoon (Rumi):

- Keynote Presentation at the 'Chinese Tourism Management Association' conference, Taiwan, November 2017.
- Recognised for Outstanding contribution to Sustainable tourism, Chinese Tourism Management Association, Taiwan
- Honoured for significant contribution to the 2017 *Innovative Teaching* program, administered by the Ministry of Education, Taiwan.
- Served on the International Committee for 9th International Conference on Measure, Manage, Facilitate Change to Harness Organisational Potential, Prestige Institute of Management, Gwalior, India, 6-8, January 2018.
- Invited and hosted as Visiting Professor at Stenden University of Applied Sciences, the Netherlands, February, 2018.
- Invited as Panellist on 'How to Publish in Top-Tier Journals' at the 8th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference in Bangkok, June 2018.
- Best paper award: *An Investigation of how User Generated Content Influences Place Affect towards an Unvisited Destination*; presented to Kanruthai Chanchaichujit, Kirsten Holmes, Sonia Dickinson, and Haywantee Ramkissoon Paper presented at the 8th Advances in Hospitality and Tourism Marketing and Management Conference, Bangkok, Thailand: June 25-29, 2018.
- Served on the International Scientific Committee for the 8th AHTMM Conference, organised by Washington State University, University of the Thai Chamber of Commerce, and Chiang Mai University, June, 2018 Location: Bangkok, Thailand; Date: 25-29 June 2018
- Outstanding Reviewer awards for highly-ranked journals in Tourism and Marketing; Tourism Management (A* -ABDC Ranking), Journal of Business Research (A - ABDC Ranking)
- Recognised Reviewer for Annals of Tourism Research (A* - ABDC Ranking); Journal of Social Theoretical Psychology



A/Prof Haywantee Ramkissoon was awarded for outstanding contribution to sustainable tourism at the Chinese Tourism Management Association Conference in Taiwan, November 2017



A/Prof Haywantee Ramkissoon (right) with the Hospitality Group at Stenden Hotel School, Stenden University of Applied Sciences, The Netherlands

Members' Achievements | Notice Board



Dr Paul Stolk (University of Newcastle) and Dr Michael Volgger (Curtin University)

To the left, **Dr Michael Volgger** was awarded the 2017 CAUTHE Award for Early Career Researcher Bursary for his paper presentation on “*Smartly reconfiguring a tourism destination: Learnings from an innovation case*” at the 28th Annual CAUTHE Conference hosted by the University of Newcastle in February 2018.



A/Prof Christof Pforr and Acting Dean, Umaphorn Somkai

To the right, **Associate Professor Christof Pforr** was invited as a Visiting Professor at Phuket College of International Tourism, Phuket Rajabhat University, Thailand.

To the left, **Dr Michael Volgger** was invited to give a keynote address entitled “*How to deal with Airbnb from the perspective of tourism destinations*” at the Yearly Conference of the Young Hoteliers Association, held in Italy on 23 January 2018.



Prof Harald Pechlaner and Dr Michael Volgger together with representatives from the Hoteliers' Association and the second keynote speaker Carsten Hennig

Members' Achievements | Notice Board

Associate Professor Christof Pffor:

- Appointed as the Discipline Leader for 'Tourism, Hospitality & Events' at the School of Marketing, Faculty of Business & Law, Curtin University
- Invited to join the Editorial Board of the *Journal of Sustainable Geoscience and Geotourism*
- Invited to become an inaugural member of *Geoparks WA*
- Appointed to the advisory panel of the Australian Consortium for 'In-Country' Indonesian Studies (ACICIS) Sustainable Tourism Professional Practicum (STPP)
- invited as Track-Chair 'International Tourism' at the 2019 ANZIBA (Australian and New Zealand International Business Academy) Annual Conference, Perth.

Associate Professor Kirsten Holmes was re-elected as First Vice Chair of CAUTHE at the AGM in February and recently attended the CAUTHE mid-year meeting. As Vice Chair her main role is advocacy for tourism, hospitality and events research and is currently discussing ways in which CAUTHE can work more closely with Tourism Research Australia.



From the left: Ms Penny Jose, CAUTHE secretariat; Prof Kirsten Holmes, first vice chair of CAUTHE; Dr Wendy Hillman, CAUTHE executive member; A/Prof Leonie Lockstone-Binney, CAUTHE executive member; Ms Elspeth Frew, Chapter Director; A/Prof Judith Mair, CAUTHE chair; Dr Paul Whitelaw, Chapter Director; Ms Mieke Witsel; Prof Philip Pearce, CAUTHE Fellow; Dr Kylie Radel, 2019 Conference chair; with CAUTHE institution Chapter Directors at the CAUTHE mid-year meeting.

Dr Tod Jones was elected Membership Secretary of the Institute of Australian Geographers for the next two years, which follows a two-year term as a Councillor of the IAG.

OTHER GRANTS

- *2028-2019: Developing traditional culinary tourism experiences for the China outbound market in Australia and Germany* (\$22,000). Australia-Germany Joint Research Co-operation Scheme (Curtin University (C. Pffor & M. Volgger) and Catholic University Eichstätt-Ingolstadt, Germany (H Pechlaner & N Olbrich); West Coast University of Applied Sciences and China Outbound Tourism Research Institute (W.G. Arlt, Germany)
- 2019-2021: ACICIS Sustainable Tourism Practicum Grant [\$45,000], New Colombo Plan Grants to study in Indonesia.

TRC Symposium

Growing the Asian Market for Tourism in WA

On 25 June 2018, the TRC held its yearly symposium “Growing the Asia market for tourism in WA”, which was jointly hosted with the Bankwest Curtin Economics Centre (BCEC), in the Curtin Council Chambers. The symposium, which was moderated by Professor Kirsten Holmes (Dean Research, Faculty of Business and Law), presented innovative research on how to further promote the attractiveness of Western Australia to Asian markets.

The symposium was opened by WA’s Tourism Minister Hon Paul Papalia MLA and the Pro Vice-Chancellor, Faculty of Business and Law at Curtin University, Professor Nigel de Bussy. The Tourism Minister acknowledged the important work being done by TRC and BCEC to promote international tourism. The event was well attended by tourism industry representatives and policy makers. Among the other high-profile attendees were, next to the Tourism Minister and his main policy advisor, also the Shadow Tourism Minister Ms Libby Mettam MLA and many other WA tourism stakeholders from WA tourism businesses, government departments and tourism organisations.

Contributions to the symposium included amongst others an international keynote from Professor Wolfgang G. Arlt (China Outbound Tourism Research Centre, Germany and China), a BCEC project launch (Associate Professor Cecilia Xia et al.) and presentations by Dr Michael Volgger, Associate Professor Christof Pforr, Dr Lesley Crowe-Delaney, Associate Professor Vanessa Quintal and Ms Zorana Soldat.



TRC Symposium Speakers

From the left: Ms Zorana Soldat, PhD Candidate, School of Marketing; A/Prof Vanessa Quintal, School of Marketing; Dr Michael Volgger, Senior Research Fellow, School of Marketing; A/Prof Christof Pforr, School of Marketing; Mr Yan Lyu, Liaison Officer, Bunbury-Jiaxing Business Office; Prof Kirsten Holmes, Dean Research at Faculty of Business and Law; Dr Lesley Crowe-Delaney, Research Fellow, CUSP Institute; A/Prof Jianhong (Cecilia) Xia, School of Earth and Planetary Sciences; Prof Dr Wolfgang Georg Arlt, Director, China Outbound Tourism Research Institute, Germany; and Prof Alan Duncan, Director, Bankwest Curtin Economics Centre.

Summary of Program

The symposium hosted the launch of a BCEC-funded report *'Are we China Ready? Chinese Tourism in WA'* authored by Associate Professor Jianhong (Cecilia) Xia from the School of Earth and Planetary Sciences and her cross-disciplinary team at Curtin University.

Professor Dr Wolfgang Georg Arlt from the China Outbound Tourism Research Institute in Germany and China delivered a captivating keynote and shared his extensive expertise on China's outbound tourism market.

Dr Michael Volgger and Associate Professor Christof Pforr from Curtin's School of Marketing presented preliminary findings from their South West Development Commission (SWDC), Australia's South West (ASW) and BCEC co-funded research into tourism product development for Asian markets in Australia's South West region, emphasising a need for tailored product adaptation and development.

Dr Lesley Crowe-Delaney from the Curtin University Sustainability Policy Institute talked about Japanese tourist culture and its link to Western Australia.

Associate Professor Vanessa Quintal and Ms Zorana Soldat from Curtin's School of Marketing shared their research into the binge travelling behaviour of Asian tourists who visit Western Australia for luxury vacations.

The symposium also featured an industry panel comprising Ms Lisa Shreeve (Busselton Jetty) and Mr Yan Lyu (Bunbury Jiaxing Business Office), as well as academic panellists Professor Dr Arlt and Associate Professor Xia. The panel was chaired by BCEC Director Professor Alan Duncan. Ms Lisa Shreeve, Chief Executive Officer, Busselton Jetty, discussed initiatives to attract Asian visitors to the Busselton Jetty. Mr Yan Lyn, Liaison Officer at the Bunbury-Jiaxing Business Office, shared his insights into understanding the importance of Chinese business etiquette.

To close the event, the book *Food, Wine & China: A Tourism Perspective* (co-edited by Associate Professor Christof Pforr and Professor Ian Phau) was launched, which specifically focuses on a growing demand for food and wine tourism experiences by Chinese visitors. The book was introduced by Professor Wolfgang G Arlt, Director of the China Outbound Tourism Research Institute.



Click [HERE](#) for the full program!

Launch of BCEC Report: Are We China-Ready? Chinese Tourism in WA



As part of the event, the report funded by the Bankwest Curtin Economic Centre which examines Chinese tourists' detailed travel experiences in WA, by **Associate Professor Jianhong (Cecilia) Xia, Mr Rodel Adriano, Mr Mikhail Prude Carcausto Zea, Dr Lesley Crowe-Delaney, Ms Yudan Liu, Professor Kirsten Holmes, and Ms Zhirong Cheng**, was launched. Associate Professor Cecilia Xia's presentation covered the report's major findings and provided consumer and market insights that in turn can inform businesses and government policies and strategies.

Associate Professor Cecilia Xia made recommendations of trip itineraries suitable for Chinese visitors, and also shared that most Chinese visitors are young, aged between 20-40 years, and spend on average nearly \$500 per night whilst in Australia. Furthermore, Chinese visitors perceive WA as a destination in which to enjoy a pristine clean environment, see unique wildlife and experience the natural beauty of the coast and inland regions.

The research shows WA may not yet be China-ready, but suggests policy changes that can accommodate for this growing market, such as extending trade hours on weeknights and Sundays. The study showed that majority of tourism providers did not have Asian training or experience, thus, engaging in learning experiences and accreditation programs could aid in increasing Chinese visitor numbers.

To find out more about the publication, click on the following link:
<http://bcec.edu.au/publications/are-we-china-ready/>

or, alternatively, to view the publication, please go to:
<http://bcec.edu.au/assets/BC-EC-Are-we-China-ready-Report-WEB.pdf>

Recent Events | TRC Seminar

“Current issues in management and development of regional airports”



Dr Mirjam Wiedemann, Wiedemann Consultants and Dr Piotr Niewiadomski, University of Aberdeen

Presented by:
Ms Emma Heys,
City of Busselton;
Dr Mirjam
Wiedemann,
Wiedemann
Consultants;
Dr Piotr
Niewiadomski,
University of
Aberdeen
Day: Wed
Date: 14 February
2018

The TRC hosted an extended **TRC Seminar** on the topic of “**Current issues in management and development of regional airports**”, which is of high and current importance for WA’s tourism (and regional development). The seminar’s guest speakers were Ms Emma Heys, Dr Mirjam Wiedemann and Dr Piotr Niewiadomski.

Ms Emma Heys from the City of Busselton provided an update on the Busselton Margaret River Airport project. Dr Mirjam Wiedemann, a Europe-based consultant and TRC Adjunct, discussed the importance of regional air traffic and reflected on how to develop and maintain regional airports. Dr Piotr Niewiadomski from the University of Aberdeen explored the impacts of the airport industry on regional development.

The seminar was not only well-attended but included some high-profile experts among its attendees, as for example the former CEO of Perth Airport, Graham Muir.

The full program can be found under: <https://businesslaw.curtin.edu.au/wp-content/uploads/sites/5/2018/02/TRC-Regional-Airports-Seminar-2018.pdf>

Recent Events | TRC Seminar

“Developments in Aboriginal Tourism”



Mr Robert Taylor, West Australian Indigenous Tourism Operators Council; Dr Tod Jones, School of Design and Built Environment, Curtin University

On 16 May, the TRC hosted a **TRC Seminar** on “**Developments in Aboriginal tourism**” with presentations from Mr Robert Taylor and Dr Tod Jones. Robert Taylor is the CEO of the Western Australian Indigenous Tourism Operators Council (WAITOC) and founding director of Forte Hospitality. He is a Nanda man from the Murchison Midwest region. Dr Tod Jones is a Senior Lecturer and Discipline Lead for Geography in the School of Design and Built Environment, Curtin University.

Mr Robert Taylor informed about current WAITOC initiatives in the promotion of Aboriginal tourism and highlighted the significant potential of this specific tourism sector. He also identified barriers and further development needs. Dr Tod Jones discussed recent research on shifts in the Aboriginal art industry that have led to the rise of large art fairs across Australia, and greater opportunities for the creation of a larger relational market for Aboriginal & Torres Strait Islander art.

The full program can be found under:
<https://businesslaw.curtin.edu.au/wp-content/uploads/sites/5/2018/05/TRC-Seminar-Flyer-16-May-3.pdf>

Presented by:
Mr Robert Taylor, CEO
Western Australian
Indigenous
Tourism
Operators
Council; *Dr Tod Jones*, Curtin
University
Day: Wed
Date: 16 May
2018

Recent Events | TRC Seminar

“Online booking portals and their significance”



Ms Natalie Olbrich (Catholic University Eichstätt-Ingolstadt, Germany)

On 20 June, the TRC hosted a **TRC Seminar** on **“Online booking portals and their significance”** with a presentation from Ms Natalie Olbrich. Ms Natalie Olbrich is a PhD student and Research Associate at the Chair of Tourism at the Catholic University of Eichstätt-Ingolstadt (GER). Before Ms Olbrich became a member of the chair team she had worked for HRS-Hotels Reservation Service as Account Support Manager.

Natalie’s talk centred around increasing digitalisation which has been creating long-term challenges for tourism in Germany. She reported that many tourism SMEs had to leave their comfort zones and adapt their business models. Natalie focused on today’s guests becoming more and more digital and addressed the market dominance of online booking portals in hotel distribution.

The full program can be found under:

<https://businesslaw.curtin.edu.au/wp-content/uploads/sites/5/2018/06/TRC-Seminar-Flyer-20-June-3.pdf>

Presented by:
Ms Natalie Olbrich Catholic University Eichstätt-Ingolstadt, Germany
Day: Wed
Date: 20 June 2018

Recent Events | *Symposiums*

Imagined Spaces in Real Places: Screen Tourism, VR & Cultural Heritage Symposium



The Symposium '*Imagined Spaces in Real Places: Screen Tourism, VR & Cultural Heritage*' brought together scholars and industry presenters to discuss how screen-based tourism can augment local economies, regional branding and promote cultural heritage with VR and AR technologies. Furthermore, the symposium explored the potential and practical application of technology, namely virtual reality, locative apps and interactive media, in facilitating an immersive tourism experience, visualising place and creating narrative. Dr Christina Lee and Professor Erik Champion co-organised the event, and **Dr Tod Jones** opened the event as Co-Director of the Tourism Research Cluster.

Presenters include Mr Ian Brodie (film tourism consultant, author of *The Lord of the Rings Location Guidebook*), Dr Christina Lee, Professor Erik Champion and Mr Mat Lewis (Southwest Development Commission). Major highlights encompass hearing from Ian Brodie, who is a photographer, author and film tourism guru at the centre of New Zealand's development of *Lord of the Rings* tourism; and hearing about the use of media and film in the South West of WA to improve tourist's experiences and draw them to a broader range of attractions and places.

For further information, contact the Conference Chair Dr Christina Lee: c.lee@curtin.edu.au

Recent Events | *Tourism Research Sips*

With the “**Tourism Research Sips**”, the TRC introduced a new event format primarily aimed at tourism, hospitality and events students. The Tourism Research Sips series provides students with a unique opportunity to connect with representatives of WA’s tourism and hospitality industry in a casual atmosphere. This event usually combines a short presentation of an industry guest who delivers contemporary insights into the tourism industry with the tasting of local produce and extensive networking opportunities.

“*Cruise ship impact on WA tourism*”

Speaker: *Mark Exeter, South West Development Commission; Adrian Kenny, Core Cider House*
Date: 23 March 2018



Mark Exeter, South West Development Commission

The first Tourism Research Sips focused on the topic of “Cruise ship impact on WA tourism” and were hosted on Friday, 23 March. Mr Mark Exeter, the Industry Development Officer at the South West Development Commission and Board member on the Western Australian Cruise Association, gave an insightful presentation on current developments in cruise shipping in WA. Mark Exeter discussed the potential as well as challenges for cruise shipping in WA.

His presentation was paired with a cider tasting from Core Cider’s head cider-maker Mr Adrian Kenny, who also emphasised the opportunities of the Perth Hills as a tourism destination and gave insights about similarities between cider- and wine-making

The event was sold-out and created a lot of interest among tourism, hospitality and events students.

“*Tuning into taste: Communicating about wine*”

Speaker: *Paul Edwards, Wine Educator/Director Full Bottle*
Date: 18 May 2018

On 18 May, the TRC hosted the Tourism Research Sips edition on “Tuning into Taste: Communicating about Wine” with a presentation from Mr Paul Edwards, Director and Wine Educator at Full Bottle.

Paul Edwards gave a well-attended and entertaining insight into the techniques and pitfalls of wine appreciation and discussed its role in hospitality services. Attending students enjoyed hands-on learning and took away some basic skills in wine tasting.



Paul Edwards (Wine Educator/Director Full Bottle)

Recent Events | *Conferences*

T-FORUM 2018



In March 2018 **Associate Professor Haywantee Ramkissoon** attended the *Tourism Intelligence Forum (t-Forum)* in Palma, Spain. This Global Exchange Conference offers members of destination organisations, tourism and hospitality businesses and academic institutions a meeting ground to come together and interact, moving beyond customary programs and bringing life to new collaborative styles for the mobilisation of the tourism intelligence.

Along with an industry partner from IRISS-CNR, Associate Professor Haywantee Ramkissoon presented the paper '*Striking a balance between consumption and conservation: Promoting Sustainable behaviours of heritage visitors*'.

Recent Events | *Conferences*



Attendees at the *Mystique of Luxury Brands Conference* in Singapore

The *Mystique of Luxury Brands Conference 2018* in Singapore

Dr Sean Lee was the Chair of the Steering Committee that organised *The Mystique of Luxury Brands Conference 2018* in Singapore (8-9 May 2018). The event presented an opportunity for academics and luxury industry professionals convene to network, discuss research findings and highlight trends.

- Day 1 comprised of industry keynotes, panel discussions and a networking lunch.
- Day 2 comprised fully of academic presentations and research workshops, with the event closing with a reception and an awards ceremony.
- This year's conference was a collaboration between The Luxury Branding Research Centre (Curtin University), Singapore University of Social Sciences and Louken Group.

Recent Events | *Conferences*

The 6th International Conference on Heritage and Sustainable Development



Prof Roy Jones participating in closing plenary session of HERITAGE 2018

In June, **Professor Roy Jones** was invited to speak at the ‘6th International Conference on Heritage and Sustainable Development’ organised by Green Lines Institute for Sustainable Development and held at Universidad de Granada, in Spain. Roy was also a member of the Scientific Committee for this conference and panellist at the closing plenary session.

HERITAGE 2018 aims at maintaining a state of the art event regarding the relationships between forms and kinds of heritage and the framework of sustainable development concepts, namely the framework of the 2030 Agenda for Sustainable Development. Furthermore, the conference proposes a global view on how heritage is being contextualised in relation with the four dimensions of sustainable development.

- Professor Roy Jones’ presentation was centred around the paper “*Changing representations of heritage in Kings Park, Perth, Western Australia*”.

Recent Events | Conferences

National Volunteering Conference



Prof Kirsten Holmes at the National Volunteering Conference, 2018

In June, **Professor Kirsten Holmes** was invited to speak at the '17th National Volunteering Conference' organised by Volunteering Australia, held in Sydney.

The National Volunteering Conference, this year under the theme of 'ignite, invigorate and inspire', is Australia's key volunteering leadership event uniting not-for-profit leaders, managers of volunteers, researchers and policy contributors to advance and strengthen the volunteering sector through knowledge sharing and discussion.

- Professor Kirsten Holmes presented a talk on her paper entitled "A self-diagnostic organisational tool for improving volunteering recruitment and retention" to 60 managers from the voluntary sector. This 3-year study developed a new online self-diagnostic tool for recruiting and retaining volunteers, built upon exemplary practices. Among the case studies used are the Adelaide Fringe Festival and the Australian Museum's Digivols program.

To access the tool, follow the link below!

<https://curtinic.github.io/cbs-volunteer-survey/#/>

Recent Events | Conferences



TRC Adjunct Prof Dogan Gursoy, Washington State University, USA and A/Prof Haywantee Ramkissoon (Rumi)

8th AHTMM Conference

Associate Professor Haywantee Ramkissoon was invited as panellist to the *8th Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference* that occurred in Bangkok, Thailand in June, 2018. The conference was hosted jointly by Washington State University, University of Thai Chamber of Commerce and Chiang Mai University, and provided attendees from academia, the chance to actively exchange, share and challenge state-of-the-art research and industrial case studies on hospitality and tourism marketing and management. The goal of the conference was to thoroughly examine contemporary hospitality and tourism issues, stimulate dialogue and develop new perspectives in the field of hospitality and tourism within the globalised environment.

Associate Professor Haywantee Ramkissoon participated in the Conference's panel on "*How to Publish in Top-Tier Journals*", along with distinguished scholars from Washington State University, Purdue University, University of Surrey and Griffith University.

Recent Events | Conferences

Joint NZGS / IAG Conference 2018



In July 2018, the School of Environment at the University of Auckland hosted the biennial joint conference of the New Zealand Geographical Society and the Institute of Australian Geographers, under the theme of 'Creative conversations, constructive connections'. The theme of the conference is aimed at setting connected agendas and to reinvigorate intra-disciplinary dialogue.

Dr Tod Jones travelled to Auckland with colleague from Curtin's Centre of Aboriginal Studies, Dr Carol Dowling, to co-present a paper titled '*Creating decolonising spaces: race, racism, and privilege in research events*', which discusses learnings from a symposium they ran last year, '*Decolonising Settler Cities*'. The conference was a fantastic opportunity to connect with geographers from across Australia and New Zealand. Keynotes by Professor Richie Howitt and Associate Professor Yvonne Underhill-Sem discussing new models of engagement in geography in the Pacific and Australia were highlights, and were focussed on Indigenous issues globally.

Recent Events | Workshops

DAAD PROJECT WORKSHOP



DAAD Project members Dr Michael Volgger, Ms Natalie Olbrich, Prof Wolfgang G. Arlt and A/Prof Christof Pforr.

Note: Photo taken in June in the Margaret River Region, posterior to workshop

In April 2018, **Dr Michael Volgger** and **Associate Professor Christof Pforr** attended a workshop at the **University of Eichstätt-Ingolstadt** (Germany) as part of the project *Developing traditional culinary tourism experiences for the China outbound market in Australia and Germany* (funded by the Australia-Germany Joint Research Co-operation Scheme).

The Australian research team met with the German project team (Professor Harald Pechlaner and Ms Natalie Olbrich from the Catholic University of Eichstätt-Ingolstadt in Germany and Professor Wolfgang G. Arlt from the West Coast University of Applied Sciences and Director of the China Outbound Tourism Research Institute COTRI).

The project's focus is on culinary and indigenous tourism at the interface with China outbound tourism. This international research collaboration will not only ensure the exchange of knowledge but will also help to establish industry connections to ensure tangible projects in both countries. In collaboration with industry and government organisations the project team will assess, evaluate and promote 'China awareness and readiness' of ongoing projects. The project is also topical in light of the EU-China Tourism Year 2018.

TRC Interview



CHAT WITH PhD Candidate CAROL MILLS

A: Please tell me about yourself.

Q: I emigrated with my family to Australia when I was eight, so I like to say I am English born but Australian made. I grew up in the hills overlooking Perth, and I think that has resulted in a conflicted desire to be in a city and live in the country.

I've lived on the east coast for the last 20 years and the last 14 on Magnetic Island. But it's time to broaden my horizons; we sold our business in 2016 and now I have the opportunity to do other things, open other doors.

Q: What is your PhD about?

A: My thesis is an interdisciplinary study (creative work and exegesis) that draws on my experience of establishing a tourism floatplane business with my husband Paul on Magnetic Island within the Great Barrier Reef Marine Park. The creative work, a memoir, describes events from the developmental stage of the business through to an Administrative Appeals Tribunal hearing in 2007 on the legality of the float plane operations within the Marine Park that was, at the time, the subject of extensive media attention and community protest, both for and against the project.

Q: What was the motivation behind your study and why is it important?

A: The study is significant because it provides new information about tourist destinations in Australia, the composition of communities within them, the causes of conflicts therein and conflict resolution processes. Rather than provide solutions, the production of the creative work offers an alternate way of researching and writing about tourism places. The study has implications for future planning procedures.

Q: What draws you to the tourism sector and how long have you been in this sector?

A: My first experience of the tourism industry was when husband was employed to fly a floatplane in Cairns. I ended up working as ground crew for the same company. The customers are always happy and the destinations are interesting. I have been involved in tourism for over 20 years (on and off) and I ran an aviation tourism business with my husband for over 10 years.

TRC Interview



A: What have you enjoyed the most from your experience in academia thus far?

Q: I started the PhD journey because I wanted to learn how write about a personal experience in an informed way, not just say “and this happened” but research the broader understandings of it and create a narrative that could reach wider audiences. The unexpected surprise is how much I have grown as a person through this experience. Because I’m researching from the “inside” of my industry I’ve had to confront my own assumptions and biases; learn not to be polemic –it’s been challenging but also rewarding.

A: What is your advice to those thinking of doing a PhD in tourism?

Q: Tourism happens everywhere. It’s one of the largest and most diverse industries in Australia. Tourism in environmentally sensitive places has enormous challenges due to climate change and the conflicting ways in which the environment is perceived and regulated. There is a vast selection of study areas to choose from – you are only limited by your imagination.

“Tourism happens everywhere. [...] There is a vast selection of study areas to choose from – you are only limited by your imagination.”

A: Apart from researching, what are some of your other passions?

I belong to a plein-air art group and we meet once a week, the beach or the bush, and draw. I’m passionate about the Reef and my environment. When we started our business, we were the only the floatplane in the Marine Park with an environmental management plan and I’m very proud of that.

A: What type of traveller do you consider yourself to be?

Q: I’m a lover of contrasts. Apart from the Reef, one of my favourite places is the Nullarbor Plain, one of the best things I’ve done was land on the snow on top of Mt Cook NZ in a ski-plane and my go-to-place is Fremantle if I want to feel immersed within an urban community.

Meet our Adjuncts



Chat with Prof Harald Pechlaner

Professor Dr Harald Pechlaner is the owner of the Chair of Tourism and head of the Centre for Entrepreneurship at the Catholic University Eichstaett-Ingolstadt. Furthermore, he is Adjunct Research Professor at the School of Marketing, Curtin Business School. He is President of the Association Internationale d'Experts Scientifiques du Tourisme (AIEST), and his research foci include Strategic Product Development, Cooperative Core Competencies and Destination Governance.

A: Please tell us about your work and what motivates you in your research?

Q: I am a professor for tourism and entrepreneurship, but have learned the basics of tourism in practice and in Destination Management. This gives me the opportunity to do a lot of applied research, which I consider essential for good research in tourism and entrepreneurship. This motivates me in particular because I consider cooperation with industry and politics as an important part of the work. Furthermore, I think this holds special importance in the area of tourism.

A: In what way do you think that the Tourism Research Clusters offers synergies to your research activities? Do you find the Tourism Research Cluster beneficial and why?

Q: I believe that the collaboration of different disciplines and fields of competence characterises the Curtin Tourism Research Cluster. In any case, this allows synergies within the clusters and enables interdisciplinary work. For me it is exciting to work with the Tourism Research Cluster to benefit from collaborating with other disciplines and fields of expertise. To look at tourism only from a disciplinary perspective would be less effective. This is why the formation of the Tourism Research Cluster is necessary for successful tourism science and research. Today's problems in the global spectrum can no longer be solved by a purely disciplinary approach. Tourism science, if organised in clusters, can be a good example for other research areas as well.

A: Please share with us some of your other passions.

Q: If you research and teach in tourism, you also need to be fond of travelling. Ultimately, it is about the competence putting oneself into the position of those who travel for different reasons. This is the reason why I like to organise excursions for students as well. Through these excursions, I have already been able to travel to many countries in the world. Multi-week excursions are not only a way to implement projects in a foreign country and get to know the cultures, but they are in the end also a physical and psychological challenge and they form the personality. An analysis of the journeys allow a view from the touristic perspective to a broader consideration of general social developments. Tourism research is not just science, it also concerns business, society, environment and politics.

Introducing THESA: Tourism, Hospitality and Events Student Association

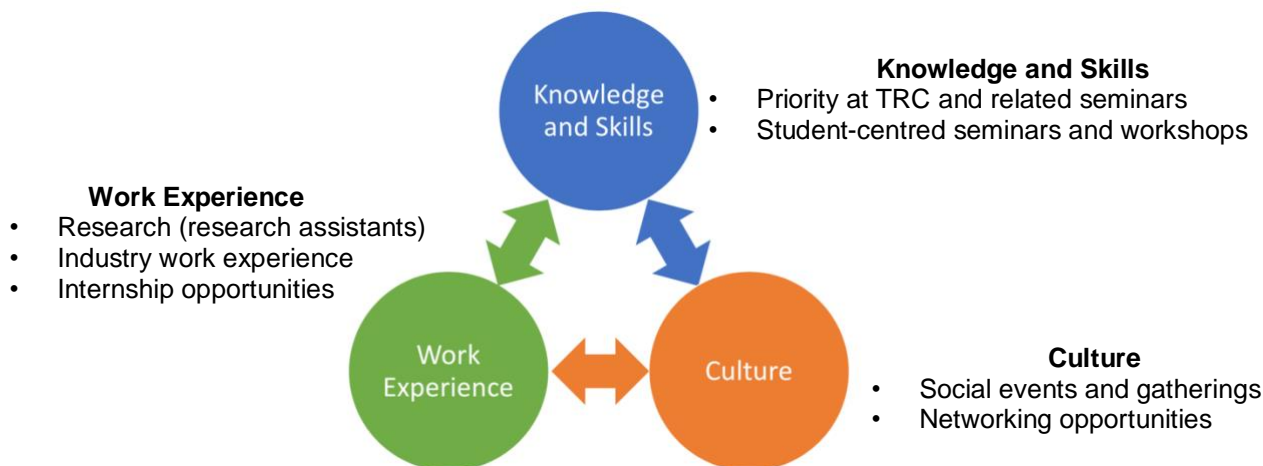


Top left to bottom right: Christopher Firns, Douglas Robertson, Shaun Guy, Md Shafiqul Islam, Julia Buchel, Garbi Lam, Tiffany Hiew, Cherry Shi

ABOUT THESA

Tourism, Hospitality and Events Student Association (THESA) is a non-profit organisation, which is committed to the ongoing development of skills and knowledge in tourism, hospitality and events for students of all walks of life. THESA will serve as a platform for developing leadership, skills training and industry-related experiences for students and will facilitate crucial links with the tourism, hospitality and events research community and industry.

THREE PILLARS OF THESA



MEET THE MEMBERS



Vice President

Garbi Lam, a Tourism and Hospitality and Marketing Double Major student at Curtin University. Garbi started to work in her family restaurant for 6 months in 2015. Garbi is currently working as a waitress at Geogre's Meze for over a year.



President

Brodon Young, a Tourism and Hospitality and Chinese Double Major student in Curtin University. Brodon has worked as an apprentice chef for 8 years and strives to gain a long-term position as a hotel manager in the hotel industry.



Cultural Team Leader

Douglas Robertson, an Entrepreneurship Major Student at Curtin University. Douglas is currently working as a waiter/bartender at Mister Walker and strives to get a long-term career related to business innovation.

For collaboration and research assistant positions, please contact: thesa.curtin@gmail.com

Student Updates | *Graduates*



Ms Fidella Tiew at her graduation ceremony.

Ms Fidella Tiew is a recent graduate from the Curtin University Miri Campus in Malaysia, under supervision of Professor Kirsten Holmes and Professor Nigel de Bussy. Her thesis is titled “*Stakeholder Salience and Strategy in Event Tourism*”. Using qualitative multiple-case study research, the thesis advances understanding of event stakeholders’ salience, interests and influence strategies in event tourism settings. It builds on existing stakeholder theory (Freeman 1984), applying the theory of stakeholder identification and salience (Mitchell, Agle and Wood 1997) and stakeholder influence typology (Frooman 1999) — which are theories largely developed in the western context — to tourism events in Borneo, an eastern context.

The findings suggest that stakeholder salience varies due to different types of stakeholder power and legitimacy, and event implementation priority, subject to individual managers’ perceptions. It seems that event stakeholders with various large, non-substitutable and critical resources, who are also highly dependable, are perceived to be more powerful, and that resource power alone could create stakeholder salience. Governments were found to be the most salient stakeholder across all cases, given their political and economic power. The study also found that managers prioritise stakeholders according to the event life-cycle – from planning and implementation, through staging to conclusion, as opposed to responding to stakeholders’ urgent claims.

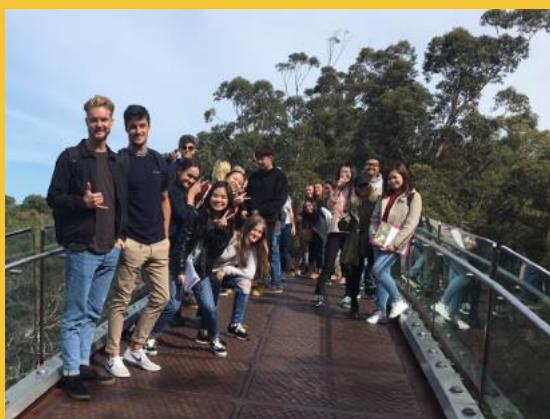
In relation to stakeholder influence strategies, the study found that salient stakeholders were largely collaborative, cooperative and supportive of events, as manifested by their continuous supply of the resources needed to sustain event production on an annual basis, to bring about

Student Updates | *STPP Program*

SUSTAINABLE TOURISM PROFESSIONAL PRACTICUM PROGRAM

For 2019-2021, Associate Professor Christof Pforr has secured a **Student Scholarship Grant** to support Curtin Tourism & Hospitality students to study on Bali, Indonesia. As part of the new Colombo Plan, the ACICIS' Sustainable Tourism Professional Practicum Program (STPP) provides Australian students with the opportunity to gain an understanding of the social, cultural and political systems that underpin the tourism industry in Indonesia, and to consider issues relating to sustainability and resource management within the sector. The six-week practicum placement allows Australian students to gain practical experience in tourism and hospitality management and other commercial practices within Indonesia's tourism and hospitality sector

Tourism and Hospitality Program



Students' Visit to Kings Park

On 7 May Associate Professor Pforr took his second-year students on a field trip to Kings Park 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.

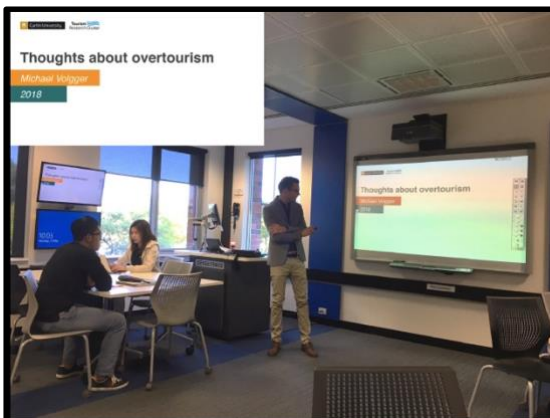
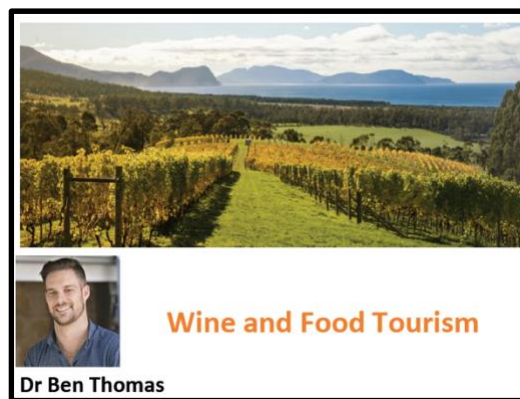
Students' Visit to Tourism WA



Third Year Tourism & Hospitality Students visited Tourism Western Australia, the State Government's agency responsible for promoting Western Australia as a holiday destination.

Hosted by Ms Derryn Belford, the Executive Director for Destination Development, students were given an overview of the role and functions of Tourism WA focusing on destination development key priorities, challenges, and opportunities. Furthermore, students were also given a particular insight into the various programs and projects undertaken by Tourism WA's Destination Development Unit, complemented by presentations on food and wine tourism (Ms Stephanie Frere) as well as indigenous tourism (Ms Caroline Vincin) as key priorities for Tourism Western Australia.

SEMESTER 1, 2018, TOURISM AND HOSPITALITY STUDENTS ENJOYED A NUMBER OF EXCITING PRESENTATIONS FROM EXTERNAL & INTERNAL GUEST LECTURERS



Recent Visits

Recent International Visitors

Professor Dr Wolfgang G. Arlt, Professor of International Tourism Management at West Coast University of Applied Sciences (Germany), Director of the China Outbound Tourism Research Institute (COTRI, in Shanghai and Hamburg) and Member of the UNWTO Expert Panel in Madrid, has visited the TRC in June. He is an expert on China outbound tourism and gave a keynote at the TRC Symposium on “China Outbound Tourism”. In addition, co-hosted by the South West Development Commission (SWDC) and the Margaret River Busselton Tourism Association (MRBTA) he gave an exclusive presentation to tourism stakeholders in the South West. He also was involved in project work on “Developing traditional culinary tourism experiences for the China outbound market in Australia and Germany” (DAAD, Universities Australia) with Associate Professor Christof Pforr and Dr Michael Volgger. Professor Dr Wolfgang Arlt was accompanied by early career researcher Ms Natalie Olbrich (Catholic University of Eichstätt-Ingolstadt), who is an expert on online booking systems in tourism.



A/Prof Christof Pforr, Natalie Olbrich, Prof Dr Wolfgang G. Arlt, Dr Michael Volgger

Delegation from Shenzhen University

On Wednesday, 18 May 2018, Dr Sean Lee, Dr Michael Volgger and Associate Professor Christof Pforr met a Delegation from Shenzhen University (SZU), China to explore teaching and research collaboration opportunities. The SZU delegation, which comprised of Zhengwu Yao (Dean of Golf College), Chengsheng Yang (Vice Dean of Golf College) Yan Chen, Wenfei Cai, was from the unique tertiary Golf education institute in China, the Golf College of SZU.



Mr Euan McMillian, Dr Sean Lee, Dr Michael Volgger, A/Prof Christof Pforr, Zhengwu Yao, Chengsheng Yang, Yan Chen, Wenfei Cai.

Upcoming International Visitors

See below the scheduled visits to the TRC:

- Dr Lanlan Huang (Shanghai Urban Construction Vocational College, China, visiting Sept 2018 – Aug 2019)

Dr Lanlan Huang is Senior Lecturer and the Director of Hospitality and Tourism Management Program at Shanghai Urban Construction Vocational College in Shanghai (China) and will visit the TRC and the School of Marketing from September 2018 to August 2019 to carry out research on sustainable rural tourism development and hospitality education.

- Professor Monika Bachinger (Rottenburg University of Applied Sciences, Germany, visiting Oct 2018 – Nov 2018)

Professor Dr Monika Bachinger, Professor in Tourism at the University of Applied Forest Sciences Rottenburg (Germany), will be visiting the TRC and the School of Marketing in October and November 2018. She will carry out research on human/nature interaction, cultural ecosystem services and real-world laboratories.

- Dr Meng Wei (South China Agricultural University, China, visiting Oct 2018 – May 2019)

Dr Meng Wei is Lecturer at the Department of Tourism Management, South China Agricultural University in Guangzhou (China) and will be visiting the TRC and the School of Marketing from October 2018 to May 2019. He will carry out research on tourism destination governance and rural tourism.

Together with **Professor Ian Phau**, **Associate Professor Christof Pforr** co-edited the book ***Food, Wine & China: A Tourism Perspective*** published by Roudledge.

The edited research text emanated from the presentations of international and national experts in the field and many very stimulating discussions during the '*Food, Wine and China*' symposium, which was organised by the Tourism Research Cluster in 2016 in Margaret River.

In addition to the Editors, a number of staff from Curtin have also contributed to this volume, specifically from the School of Marketing these were Dr Graham Ferguson, Dr Isaac Cheah, Dr Sean Lee, Dr Piyush Sharma, Dr Michael Volgger, Associate Professor Vanessa Quintal and Dr Ben Thomas.

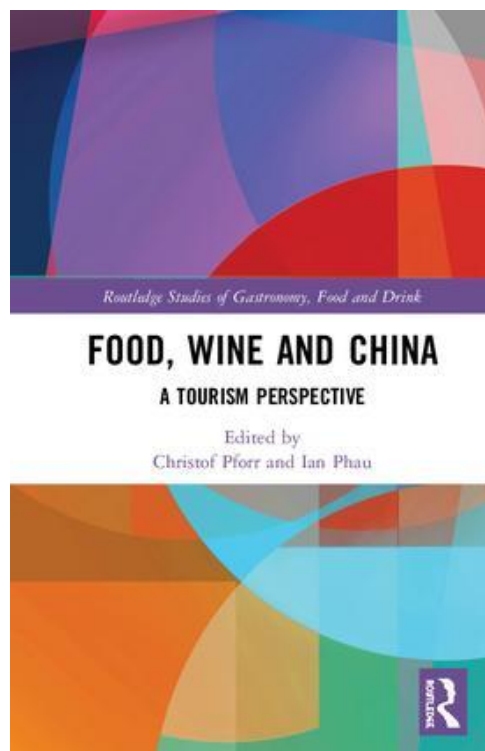
Description

Pforr, C. & Phau, I. (2018) *Food, Wine and China: A Tourism Perspective*. London: Routledge (ISBN: 978-1-13-873225-4)

This book specifically focuses on a growing demand for food and wine tourism experiences by Chinese visitors, which has become an important constituent of destination competitiveness in recent years. The topic will be explored from a demand as well as a specific destination response perspective. The aim of the book is two-fold: (1) it seeks to better understand preferences, motivations and perceptions, which drive food and wine consumption of Chinese tourists. (2) It also explores how food and wine tourism experiences have been used in a range of international destinations to specifically attract visitors from China focusing on the strategic directions adopted to guide destination development and marketing initiatives. Such a perspective provides a novel contribution to the still limited body of knowledge on China outbound tourism.

For more information about please visit the following website:

<https://www.routledge.com/Food-Wine-and-China-A-Tourism-Perspective/Pforr-Phau/p/book/9781138732254>



Get to know our TRC Co-Directors



Dr Tod Jones

Job Position: Senior Lecturer
TRC Position: TRC Executive
Email: t.jones@curtin.edu.au

Tod's interests include human geography, cultural economy, heritage, cultural policy, Aboriginal cultural enterprises, Indonesia, tourism planning and landscape planning.



Dr Michael Volgger

Job Position: Senior Research Fellow
TRC Position: TRC Co-Director
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Michael's interest is to contribute to intelligent tourism planning and marketing that ensures that tourism remains embedded into the society and the surrounding environment.

Get to know our Executive Members

Professor Arch Woodside



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**Associate Professor
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Get to know our TRC Adjuncts



Academics



Professor Dogan Gursoy



Professor Harald Pechlaner



Dr Jane Ali-Knight



Professor Muzafer Uysal

Professional Associates and Adjuncts



Mr Campbell Fletcher



Ms Catrin Allsop



Mr Mark Exeter



Dr Mirjam Wiedemann

Latest Publications

Books

Pforr, C. & Phau, I. (Eds). 2018. *Food, Wine and China: A Tourism Perspective*. London: Routledge

Journal Special Issues

Special issue on 'Destination Design':

TRC Adj Prof Harald Pechlaner and Dr Michael Volgger (together with Greta Erschbamer from Eurac Research in Italy) are guest-editing a special issue of the *Journal of Destination Marketing & Management* (Impact factor: 3.667; Scimago Journal Rank SJR: Q1) on **Destination Design: Aesthetics, Development and Technology**.

The detailed call for papers can be found under: <https://tinyurl.com/y9a2ytkg>

Deadline for submissions: 30 September 2018

The introduction of the concept "destination design" can help to widen the current perspective on tourism destinations for the benefit of tourism destination managers and tourism researchers. While other notions such as governance and leadership have already been successfully applied to tourism destinations and have helped to deepen our understanding of how tourism destinations work, researchers in tourism have paid much less attention to linking design thinking with tourism destinations.

Special issue on Tourism Evaluation Research

Dr Michael Volgger (together with Tzung-Cheng (TC) Huan from National Chiayi University in Taiwan and Taylor Damonte from Coastal Carolina University in the USA) is guest-editing a special issue of the *Journal of Global Scholars of Marketing Science* on **Tourism Evaluation Research**.

The detailed call for papers can be found under: <http://ama-academics.communityzero.com/elmar?qo=6138927>

Deadline for submission: 15 April 2019

This special issue is to encourage research on tourism evaluation research. Papers across a broad range of research on tourism evaluation research is appropriate for submission. Papers may be either conceptual or empirical. Conceptual papers are expected to provide strong arguments and new theoretical perspectives on tourism evaluation research.

Journal Articles

Davies, A., Lockstone-Binney, L. & Holmes, K. (2018). Who are the future volunteers in rural places? Understanding the demographic and background characteristics of non-retired rural volunteers, why they volunteer and their future migration intentions. *Journal of Rural Studies*, 60, 167-175.

Holmes, K., Nichols, G. & Ralston, R. (2018). 'It's a once in a lifetime experience and opportunity-deal with it': volunteer perceptions of the management of the volunteer experience at the London 2012 Olympic Games. *Event Management*, 22(3), 389-403.

Lee, S., and I. Phau. "Young Tourists' Perceptions of Authenticity, Perceived Value and Satisfaction: The Case of Little India, Singapore." *Young Consumers* 19, no. 1 (2018): 70-86.

Luo, Q., Xia, J. C., Haddow, G., Willson, M., & Yang, J. (2018). Does distance hinder the collaboration between Australian universities in the humanities, arts and social sciences?. *Scientometrics*, 115(2), 695-715.

Quintal, V. A., S. Lee. "Personality Attributes of Botanic Parks and their effects on Visitor Attitude and Behavioural Intentions." *Journal of Vacation Marketing* (2018): Early cite.

Latest Publications

Ramkissoon, H., Mavondo, F., & Uysal, M. (2018). Social involvement and park citizenship as moderators for quality-of-life in a national park. *Journal of Sustainable Tourism*, 26(3), 341- 361.

Volgger, M., Herntrei, M., Pechlaner, H. and Pichler, S. (2018), Cooperative resorts: An analysis of creative integration strategies in community destinations, *Journal of Destination Marketing and Management*. DOI: 10.1016/j.jdmm.2018.04.002

Volgger, M., Pforr, C., Stawinoga, A.E., Taplin, R. and Matthews, S. (2018), Who adopts the Airbnb innovation? An analysis of international visitors to Western Australia, *Tourism Recreation Research*. DOI:10.1080/02508281.2018.1443052

Yang, J., Guan, Y., Xia, J. C., Jing, C., & Li, X. (2018). Spatiotemporal variation characteristics of green space ecosystem service value at urban fringes: A case study on Ganjingzi District in Dalian, China. *Science of The Total Environment*, 639, 1453-1461.

Zhou, H., Xia, J. C., Luo, Q., Nikolova, G., Sun, J., Hughes, B., ... & Falkmer, T. (2018). Investigating the impact of catchment areas of airports on estimating air travel demand: A case study of regional Western Australia. *Journal of Air Transport Management*, 70, 91-103.

Book Chapters

Brueckner, M., Bice, S. & Pforr, C. (2018). Risky Business? On the Interplay Between Social, Actuarial and Political Risks and Licences. In: Lu, H., Schmidpeter, R., Capaldi, N. & Zu, L. (eds) *Building New Bridges Between Business and Society. Recent Research and New Cases in CSR, Sustainability, Ethics and Governance*. Heidelberg: Springer. (pp. 25-45).

Fletcher, C., Pforr, C. & Brueckner, M. 2018. Factors Influencing Indigenous Engagement in Tourism Development: An International Perspective. In: A. Carr, L. Ruhanen, M. Whitford, B. Lane (Eds). *Sustainable Tourism and Indigenous Peoples*. London: Routledge.

Holmes, K. & Mair, J. (2018). Greening events. In R. Brinkman & S. Garren (Eds.), *The Palgrave Macmillan handbook of sustainability: Case studies and practical solutions*. Palgrave Macmillan (pp.583-597).

Hristov, D. & Ramkissoon, H. (2018). 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*

Pforr, C. & Phau, I. 2018. Food, Wine and China: Opportunities and Challenges for Tourism. In: C. Pforr, C. & I. Phau (Eds.) *Food, Wine and China: A Tourism Perspective*. London: Routledge. (pp. 1-13)

Phau, I. & Pforr, C. 2018. Moving Forward: Think “Dine and Wine” with the Chinese Tourists. In: C. Pforr & I. Phau (Eds) *Food, Wine and China: A Tourism Perspective*. London: Routledge. (289-295).

Ramkissoon, H. & Uysal, M. S. (2018). Authenticity as a value co-creator of tourism experiences, in *Creating Experience Value in Tourism*, In Prebensen, N. K., Chen, J. S. and Uysal, M.S. (eds.) *Creating Experience Value in Tourism*, 3rd Edition. CABI, Wallingford, UK, pp. 98 – 109.

Latest Publications

Townsend, M., Henderson-Wilson, C., Ramkissoon H., & Weerasuriya, R. (2018). Therapeutic landscapes, restorative environments, place attachment, and wellbeing. In W. Bird, and M. van den Bosch (eds), *Nature and Public Health*

Volgger, M. (in print), "L'impatto di nuovi player nella governance turistica: il caso di Airbnb in Australia Occidentale" (The impact of new players on tourism governance: The case of Airbnb in WA), in Pechlaner, H., Angelini, P. and Scuttari, A. (Eds.), *Destination GreenItaly. Modelli di governance turistica dalle Alpi al Mediterraneo*. Aracne Editrice.

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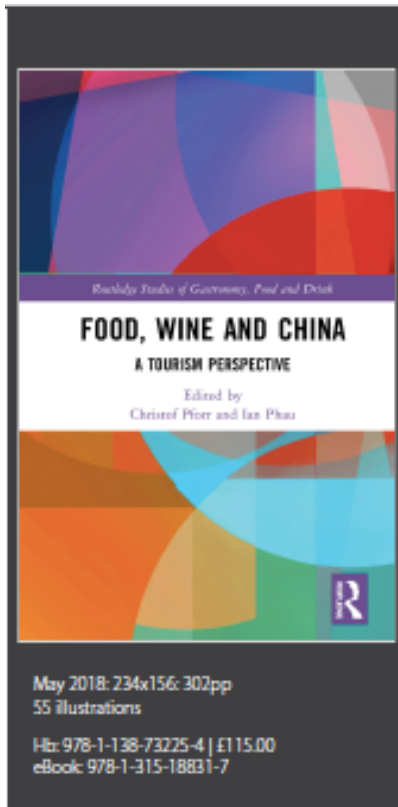


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