



Curtin University

Tourism 
Research Cluster

TRC Newsletter

Issue 19, 2019

A photograph of a person sitting on a large, rugged rock formation, looking out over a vast, flat landscape that appears to be a beach or coastal plain. The sky is clear and blue.

Directors' Message
Latest News
Members' Achievements
Recent Events
Student Updates
and more!

Directors' Message

Michael Volgger and Tod Jones
TRC Co-Directors

Dear TRC members,

Welcome to our first TRC newsletter of 2019, covering the initial semester of what has been an exciting and eventful year thus far. Looking back on the past six months, a lot has been accomplished thanks to the hard work of all TRC executives, to our growing network of industry and academic partnerships, and to our commitment to further contribute to the development of tourism practices in WA through innovative research.

Firstly, we would like to begin by introducing you to our two new TRC Executive members: Dr Christina Lee, Senior Lecturer in the School of Media, Creative Arts and Social Inquiry, Faculty of Humanities, and Dr Mingming Cheng, Senior Lecturer at the School of Marketing, Faculty of Business. We are proud of the interdisciplinary character of the TRC and are certain that Christina and Mingming will add great value to our pool of research expertise.

As you may remember, we kick-started the year with the high-profile International Tourism Research Cluster Symposium on the topic of over- and under-tourism throughout the world. We couldn't be more pleased with the turnout: a full house of academic, industry and government representatives together discussing pathways to promote balanced tourism development in WA under the guidance of international and local expert speakers. During this time, the TRC was happy to host a range of illustrious international visiting academics including Professor Bao Jigang, Professor Harald Pechlaner, Professor Geoffrey Wall, Professor Helene Cristini and Natalie Olbrich (more information on page 5).

Additional achievements this semester include Curtin University's successful bid to host Australia's preeminent tourism, hospitality and events education conference 'CAUTHE 2021' in Fremantle, the TRC's fourth consecutive world class research rating through the Excellence in Research for Australia (ERA) Ranking results, and the Shanghai Ranking confirming Curtin's TRC as the highest ranked tourism and hospitality research unit in Western Australia and as one of three Curtin research areas gaining a Top 50 position worldwide. As usual, TRC members have been busy with projects, publications, reports and events. Furthermore, the HBF Academic Awards 2019 hosted by the School of Marketing rewarded two Tourism and Hospitality students for concluding their outstanding academic performance. Information on these achievements (and much more!) is included in this issue.

We thank all of those involved in making the first half of 2019 a success. We sincerely hope you've had a wonderful year so far too, and look forward to working with you in the upcoming months.

Kind regards,

Michael and Tod



Dr Michael Volgger
TRC Co-Director and Senior Lecturer
E-mail: michael.volgger@curtin.edu.au



Dr Tod Jones
TRC Co-Director and Associate Professor
E-mail: t.jones@curtin.edu.au

World Indigenous Tourism Summit

The TRC will be a partner of WAI-TOC/WINTA for the “World Indigenous Tourism Summit” which will take place in Perth from April 5-9, 2020. The TRC will co-host the scientific part of the Summit. To learn more about this important event, please visit wits2020.com.au



Bid Success: CAUTHE 2021 in Perth

Curtin University along with Murdoch and Edith Cowan University won the bid to host the Council for Australasian Tourism and Hospitality Education Conference in 2021. A joint venture between 3 hosts has secured Fremantle as the destination for the CAUTHE Conference “West, East, South, North: New directions for Tourism, Hospitality and Events Research” that will take place on February 8-11, 2021 at the Esplanade Hotel in the

port city. We invite readers to save the date as this event is not to be missed. Additionally, Professor Kirsten Holmes, Dean of Research of the Faculty of Business and Law, Curtin University, was elected chair of CAUTHE at the AGM at the annual conference in March this year. This is exciting news as CAUTHE represents tourism, hospitality and events research and teaching across Australia and New Zealand.



ERA Ranking

The Excellence in Research for Australia (ERA) is a national research evaluation framework designed to promote excellence in research activity in higher education institutes. ERA compares Australian university research efforts against international benchmarks, and thus seeks to improve the quality of research.

With its fourth consecutive ERA-3 world class ranking (2010, 2012, 2015, 2018), the TRC has been able to consolidate its reputation as a nationally and internationally recognised hub for tourism research.



Australian Government
Australian Research Council

Shanghai Ranking's Global Ranking of Academic Subjects 2019

Tourism and Hospitality at Curtin University has been confirmed as WA's highest ranked tourism and hospitality research unit, and has achieved once again a World's top 50 ranking. Curtin has seven subjects ranked in the world's top 100; hospitality and tourism management is one of these and is among the three Curtin subjects listed in the World's top 50.



High Impact Tourism Event

2019 International Tourism Research Cluster Symposium

'From Under-Tourism to Just-Right-Tourism: Asian, European, American and Australian Perspectives'

The Curtin Tourism Research Cluster held its annual international symposium on the topic *"From Under-Tourism to Just-Right-Tourism: Asian, European, American and Australian Perspectives"* on February 20, 2019 at Curtin University's Bentley campus in partnership with the Department of Biodiversity, Conservation and Attractions (Parks and Wildlife Service), Curtin's Asia Business Centre, Millbrook Winery, the Tourism, Hospitality and Events Student Association (THESA) and the School of Marketing. During the one day symposium, which was co-chaired by Professor Christof Pforr (Discipline Leader for Tourism, Hospitality & Events) and Dr Michael Volgger (Co-Director Tourism Research Cluster), international and national experts discussed Western Australia's often perceived 'under-tourism' situation by advocating pathways to promote a balanced development of tourism in the state by highlighting its many unique natural and cultural assets.

The symposium was opened by WA's Tourism Minister the Hon Paul Papalia MLA, WA's Shadow Minister for Tourism Ms Libby Mettam MLA, and the Pro Vice-Chancellor of the Faculty of Business and Law at Curtin University, Professor Nigel de Bussy. Both the Tourism Minister and the Shadow Minister explicitly acknowledged the important work being done by the TRC to promote tourism in Western Australia. The event was very well attended with

more than 100 delegates from academia, industry and government. Among the high-profile attendees were the Tourism Minister's main policy advisor, WA tourism businesses and their representations (such as the Australian Hotels Association, Expedia) who attended the event together with state government departments and agencies (including DBCA, Tourism WA, several Development Commissions), local governments with a strong interest in tourism (such as the City of Perth, City of Fremantle, City of Armadale – Perth Hills), key attraction points (such as Rottnest Island, Perth Zoo, Fremantle Prison) and tourism organisations (such as Australia's South West, Destination Perth, Mandurah and Peel Tourism Organisation).

Distinguished international speakers at the TRC Symposium included Professor Bao Jigang from the Sun-Yat-Sen University in China, Professor Helene Cristini from the International University of Monaco, Professor Geoffrey Wall from the Waterloo University in Canada, Dr Dirk Glaesser (Director, Sustainable Development of Tourism) from the United Nations World Tourism Organisation (UNWTO) in Spain, as well as Professor Harald Pechlaner from EURAC Research in Italy and Natalie Olbrich from the Catholic University of Eichstaett-Ingolstadt in Germany. Australian viewpoints were

provided by Ann Sherry AO, Executive Chairman at Carnival Australia, brand strategist Guy Taylor, Rob Taylor, who is CEO at the Western Australian Indigenous Tourism Operators Council (WAITOC), Dr Steve Crawford from the Department of Biodiversity, Conservation and Attractions, Gavin Treasure, CEO of the Mid West Development Commission, Professor Sam Huang from Edith Cowan University and Dr Meng Wei from the South China Agricultural University.

The symposium also hosted a high profile industry and government panel (moderated by Professor Kirsten Holmes, Dean of Research, Faculty of Business and Law, Curtin University), which jointly considered challenges and opportunities for tourism in WA in the realm of cruise shipping, aviation access and sustainable development. The panel featured Kevin Brown, CEO of Perth Airport, Christine Cole from Tourism WA, Rob Taylor, CEO of WAITOC, Michelle Reynolds, CEO of the Rottnest Island Authority, and WA Scientist of the Year Professor Peter Newman AO from Curtin University.

To close the event, Paul Iskov and his Fervor team treated symposium guests to a delightful pop-up dinner. Ingredients native to the region which have been used for millennia by Aboriginal people were showcased and served with a modern twist.



Recent Events

2019 CAUTHE Conference Cairns

Professor Christof Pforr and Dr Michael Volgger presented a joint paper (co-authored with Professor Pechlaner) at the 2019 CAUTHE conference titled “*Scope and Limits of Destination Design: The Case of the Margaret River Region, Western Australia*”.

As part of the Council for Australasian University Tourism and Hospitality Education (CAUTHE) Conference, Professor Pforr, as Curtin Chapter Director, attended the CAUTHE AGM and Director’s Meeting as well as the Chapter Directors’ Breakfast where representatives from each university and private education providers shared issues related to research and teaching in tourism, hospitality and events. Furthermore, Professor Pforr participated as Mentor at the PhD/ECR and MCA workshop.



During the conference, Christof and Michael had an opportunity to re-connect with Pip Close, former CEO of the Margaret River Busselton Tourism Association. Pip Close is now the Chief Executive Officer of Tourism Tropical North Queensland.

Conference on Culinary Tourism in Munich



On March 26, Professor Pforr and Dr Volgger were invited to present a keynote at a conference on Culinary Tourism (*Kulinarisches Erbe als Erfolgsfaktor für den internationalen Tourismus*) in Munich, Germany. The event was organised by the Catholic University Eichstaett-Ingolstadt in collaboration with the Bavarian Hotel and Gastronomy Organisation (DEHOGA Bayern) and the Bavarian Ministry of Food, Agriculture and Forestry. During the conference, Professor Pforr and Dr Volgger met Professor Wolfgang G. Arlt (China Outbound Tourism Research Institute), Professor Harald Pechlaner and Natalie Olbrich (Catholic University Eichstätt-Ingolstadt) to discuss the progress of a joint international research project titled “*Developing traditional culinary tourism experiences for the China outbound market in Australia and Germany*” which is funded by the Australia-Germany Joint Research Cooperation Scheme.



Above photo shows Prof. Dr. Harald Pechlaner (KU Eichstätt-Ingolstadt), Dr. Michael Volgger (Curtin University), Prof. Dr. Wolfgang Arlt (COTRI), Prof. Dr. Christof Pforr (Curtin University), & Natalie Olbrich (KU Eichstätt-Ingolstadt) along with other conference delegates.

Taste With THESA

Each semester the Tourism, Hospitality and Events Student Association (THESA) hosts an event that brings together industry professionals, academics and students.



This semester, THESA was proud to host Ben Kershaw from Sage Hotels West Perth (photo above) at “*Taste with THESA*” on March 28 at Curtin University’s Bentley campus. As the event’s guest speaker, Ben offered a deep insight into the hotel industry in Perth. Students who came to the event left knowing what to expect if they choose to enter this industry, and that it is not always as pretty as it might seem to the untrained eye.

The industry partner for the event was Terra Forma, a recently established microbrewery operating in West Leederville. Their main products are Indica Pale Ales which come in a variety of funky and eclectic flavours, from sweet raspberry to bitter deep original pale ales. Keep an eye out for their liquid gold!

Catholic University Eichstaett-Ingolstadt

In July, Dr Michael Volgger was invited to teach a unit on *“Innovation and product development in tourism”* to postgraduate tourism and business students at the Catholic University Eichstaett-Ingolstadt (KU) in Germany. The unit focussed on instruments and methods of experience design and discussed the underlying mechanisms of current trends in tourism and hospitality including the sharing economy, innovative accommodation concepts and emerging source markets. Students were requested to develop a tangible product idea and prove its feasibility with as focus on business models and prototyping.

Students then had to pitch their ideas to a panel of industry and academic experts in entrepreneurship and start ups. The winning team outperformed six competitors with their product idea *“China – Choose a gift”*, an app designed for Chinese visitors coming to Germany and interested in buying local gifts to take home. Students presented a prototype of the app which helps Chinese visitors prepare a personalised wish list and helps them implement the purchase of gifts by guiding them to the respective shops. Interestingly, the app does not allow for online purchases but considers the in-shop experience as being an important component of the travel experience.

The judging panel included Dr Wolf von Holzschuher (Investor), Anette Kainz (Business Incubator Ingolstadt), Alexander Heil (Young Entrepreneurs Ingolstadt), Prof Dr Harald Pechlaner (Chair in Tourism/Centre for Entrepreneurship, KU) and Benedikt Bauer (Chair in Tourism/Centre for Entrepreneurship, KU).



Above, Dr Michael Volgger with jury members Prof Dr Harald Pechlaner, Dr Wolf von Holzschuher, Anette Kainz, Alexander Heil and Benedikt Bauer as well as student participants in the idea pitch.

Conference Updates from Dr Crowe-Delaney

From July 1-4, TRC Adjunct Dr Lesley Crowe-Delaney attended the 2019 Japanese Studies Association of Australia Biennial Conference *“Celebrating Diverse Perspectives”* at Monash University, Caulfield, where she presented the paper *“Making Japanese accountable? Chinese tourist demands on Japanese predictions of nature’s performance”*. Later that month Dr Crowe-Delaney participated in the Institute of Australian Geographers Conference *“Geographies of Emergence, Divergence and Convergence”* at the University of Tasmania in Hobart. There she presented two papers respectively titled *“When nature does not keep her promises: Legal implications and tourist expectations”* and *“Politics and tourism for WA”*.

Members' Achievements

BCEC Report Launch

In February, Professor Kirsten Holmes launched the BCEC report *"The Social and Economic Sustainability of WA's Rural Volunteer Workforce"* at Volunteering WA. Professor Kirsten and Associate Professor Amanda Davies presented their findings and offered recommendations for policy and practice, with general tips helpful for organisations. To view the full publication follow the link [here](#).

Best Article Award

Dr Ben Thomas, Associate Professor Vanessa Quintal, Professor Ian Phau and Ms Zorana Soldat received an Emerald Group Publishing 2018 Highly Commended Award for their paper *"Using push-pull winescape attributes to model Australian wine tourist segmentation"*. The article was one of the top 4 articles published in the *International Journal of Wine Business Research* for 2018.

International Geography Commission Update

TRC Adjunct Dr Lesley Crowe-Delaney has been invited onto the committee of the Advisory Board of the Political Geography Commission of the International Geographers' Union, and is the commission's only Australian university representative. Dr Crowe-Delaney has also been invited by Professor Gordon Blake, CEO of the PerthUSAsia Centre of UWA, to be a part of an upcoming roundtable dialogue on Japan.

Parliamentary Inquiry

Professor Christof Pforr and Dr Michael Volgger were invited to present to the Western Australian Parliament - Economics and Industry Standing Committee's Short-Stay Accommodation Inquiry. They delivered their presentation to the five MLA panel members in the format of a public hearing on April 10 2019. The purpose of the hearing was to provide an opportunity for the Committee to discuss Professor Pforr and Dr Volgger's Bankwest Curtin Economics Centre report on Airbnb published in 2017, particularly the impact of short-stay accommodation on WA's tourism sector.

The Economics and Industry Standing Committee is inquiring into and will report on matters relating to the regulation of short-stay accommodation in WA, with particular reference to: 1) The forms and regulatory status of short-stay accommodation providers in regional and metropolitan Western Australia, including existing powers available to local government authorities; 2) The changing market and social dynamics in the short-stay accommodation sector; 3) Issues in the short-stay accommodation sector, particularly associated with emerging business models utilising online booking platforms; and 4) Approaches within Australian and international jurisdictions to ensure the appropriate regulation of short-stay accommodation.

Other witnesses present included representatives from Tourism WA, Tourism Council WA, the Australian Hotel Association, Airbnb and a number of providers and local councils. See <https://bit.ly/2ziq7tz> for more details.

City of Fremantle Visitor Population Estimate

TRC researchers Dr Sean Lee, Dr Michael Volgger and Prof Christof Pforr along with project leader Dr Billy Sung concluded a review of population estimation methodologies and identified visitor population estimates for the City of Fremantle. The project identified gaps in the City's current estimation methods and ultimately developed a more robust estimation model for future estimations and modelling.

SV2SV Project

Kristina Georgiou and Associate Professor Jeremy Galbreath recently completed a market research study for the Singapore Visitors to the Swan Valley Research Consortium (SV2SV). The SV2SV project is a \$1.2M project funded by Wine Australia and consortium partners including Curtin University. Their findings provided a comprehensive profile on the various segments of the Singaporean wine tourist market and the typical Singaporean visitor to the Swan Valley cellar door. The market profiles outlined demographic, psychographic and behavioural characteristics of the various segments.

In June, Kristina and Jeremy submitted their final report to the SV2SV Wine Consortium entitled *"Leveraging Social Media Influencers to Increase Singaporean Tourists to the Swan Valley Wine Region"*, thus completing the year-long project.



HBF Academic Excellence Awards 2019

On June 6 2019, the School of Marketing hosted the HBF Academic Excellence Awards 2019 at the Bankwest and John Curtin Gallery foyer.

Amongst the five top performing students within the School of Marketing who were awarded for their outstanding achievements with an Undergraduate Student Award, two were from the Tourism, Hospitality & Events Discipline: Victor Vermeer and Paige Newman who both graduated with a Bachelor of Commerce (Tourism and Hospitality) in 2018.

Paige Newman completed her undergraduate degree in Tourism and Hospitality in 2018, minoring in Journalism and Marketing. *"I have always had a passion for travel and marketing destinations and this degree was ideal for gaining invaluable knowledge and insight into the industry. Not only does this degree teach you about the many current issues that are affecting the industry, but it also builds up your marketing and management skills to further prepare you for the real world"*.

This year Paige continued her studies, commencing an Honours degree in Tourism & Hospitality. Paige

highlighted that *"This is a one-year structured introduction to research at an advanced level, whereby we complete a large individual research dissertation to develop both our technical and analytical skills. My dissertation is on the motivations and constraints for millennials in cruise tourism"*.



"I decided to complete this Honours program to further challenge myself and become an expert in a specialised field of tourism. This program will also provide me with advanced research capabilities and qualifications ahead of other tourism and hospitality graduates. Upon successful completion of the Honours program, I hope to gain a graduate position working in the tourism industry with organisations such as Tourism WA or Parks and Wildlife or even international tourism related jobs".

Cameila Brewster (Master of Marketing) was one of the three top performing students within the School of Marketing who received a Postgraduate Student Excellence Award. Her research topic was on medical tourism in Western Australia. At the event Cameila highlighted that *"since undertaking the Sustainable Tourism Management 200 unit during my undergraduate studies, I had an interest in medical tourism and was keen to explore this form of Special Interest Tourism more. The final Marketing Project research unit offered in the Master's course allowed me to delve into this topic deeper and conduct my own empirical study, supervised by Professor Christof Pforr"*.

Before enrolling in the Master program Cameila completed a Bachelor of Commerce in 2016 with a Double Major in Tourism and Hospitality, and Marketing.

Currently Cameila works full-time as a Marketing Assistant at Cedar Woods, a property developer. She said *"I was fortunate enough to secure a 2-month marketing internship at Cedar Woods during my last semester of the Master of Marketing, which eventually led into permanent employment"*.



Congratulations to Paige, Cameila and Victor from the Tourism, Hospitality & Events Team for their fantastic achievements!

Student Updates

Student' Visit to QT Perth and Alex Hotel

On March 19 2019, Dr Michael Volgger took his "Hospitality Industry Management" students on a field trip to two of the newest and most innovative hotels in Perth, the QT Perth and the Alex Hotel. Both hotels follow a boutique and lifestyle positioning emphasising uniqueness, and reject cost-driven approaches purely inspired by ideas of standardisation and economies of scales. They also make an effort to convey their Australian origin (QT) or Perth-based DNA (Alex Hotel). Both hotels organised a tour through the premises which allowed for behind the scenes perspectives and finished with insightful Q&A sessions. Participating students learnt about the importance of positioning in an increasingly competitive global and local accommodation market. It was a great opportunity for students to combine theory with practice in a real-world context.

We express our gratitude to the two hotels for hosting us in a very welcoming and engaged atmosphere.



Above, Tourism and hospitality students at the QT Perth, together with Malene Bertelsen (Sales & Marketing Associate, QT Perth), Lisa Parker (General Manager, QT Perth), Megan Knox (PR & Communications Executive, QT Perth), and Charlie Turnbull (Director of Sales, QT Perth).



Above, tourism and hospitality students at the Alex Hotel, together with Alan Ford (General Manager, Alex Hotel).

Fervor Guest Lecturer

On May 27, acclaimed chef Paul Iskov, who is the mastermind behind WA's pop-up dining experience Fervor, joined Dr Michael Volgger for a guest presentation to Curtin's hospitality students (Hospitality Industry Management). Very relevant for students, Paul reflected on new



trends in hospitality and shared suggestions about career pathways as a chef. Moreover, he emphasised the great potential of native Australian food for the development of authentic Australian cuisine. He reported in detail on his collaboration with traditional Aboriginal owners and urged everybody to approach this growing area of opportunities in a creative but sensitive way.

THESA'S New Branding

THESA has rolled into the new semester with a whole new brand. Including new logos, a website and social media presence devised by the students themselves. The new logo

aims to represent the three industry areas that THESA specialises in, with the overarching parent being tourism. The association believes that even though each industry acts independently, they all grow alongside each other: a trinity of industries that benefit from each other's existence and prosperity.



Airbnb Bridging Cultural Differences

Research carried out by TRC's PhD candidate and Master of Commerce (Marketing) graduate Aji Cahya Nusantar (photo below) under the supervision of Professor Christof Pffor and Dr Michael Volgger will analyse how host-tourist interactions on Airbnb compare with more traditional lodging options. Based on his findings, he will formulate recommendations hosts can use to understand their guest's cultural needs, improve guest's accommodation experience and encourage more international tourists to visit their listing. Aji's research is supported by the Research Training Program Stipend scholarship.





Chat with TRC Executive Kristina Georgiou

Q: Please tell us about yourself.

A: Well I suppose I will start with the obvious topic here, my career. I have had various marketing and management roles in both the legal and medical sectors. My interest in applied research and passion for sharing my knowledge in marketing led me to work in tertiary education and to consult for SMEs. Service marketing and digital communications management has been an area of focus; however, more recently I have had the opportunity to conduct tourism marketing research for the wine industry. On a personal level, I have two wonderful children whom I enjoy parenting, this is a full time job in itself! Finding the balance to keep all the stakeholders in my life happy is a constant challenge, however I like the diversity these different roles provide.

Q: What motivates you to be involved in tourism research?

A: The transition to conduct research in tourism was not an intentional one, I could see there was a need for the findings of the research which we proposed to Wine Australia. The

research will assist many wineries and businesses in the Swan Valley and relates directly to tourism.

Q: Tell us about any exciting research projects you are involved in at the moment.

A: The most recent research projects which I am involved in are for the wine and tourism industry. Currently I am researching social media influencers and their impact on the Singaporean tourism market. This research is very exciting as we are discovering ways to more effectively use online influencers to encourage tourists to visit Western Australia (WA) and to purchase WA wines.

Q: What has been the most accomplishing achievement you've obtained during your academic career?

A: Being Chief Investigator for a Wine Australia Incubator Project in 2017/2018. The project received substantial funding from Wine Australia matched by Curtin University and the findings will assist small to medium wineries to achieve cost efficiencies in distribution to encourage increased exports of WA

Q: What are some of your passions (apart from researching of course)?

A: Well I love the outdoors and when the opportunity arises I like to camp and hike. I am currently planning a hike on the Bibbulman Track and next year plan to go to Nepal to do a much longer hike on the Annapurna Circuit.

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

A: I would consider myself to be a relatively serendipitous traveller. I really like to have a rough plan for a journey but not be so locked into travel plans that opportunities to experience different things that are unplanned are not possible to follow. This is often about having an 'open' attitude where you not only let the universe or a random stranger present you with an opportunity of a path which you could follow, but you actually have the courage and flexibility to follow that path.

Meet our Adjuncts and Associates

Chat with Lesley Crowe-Delaney

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

A: I am a geographer of tourism policy and its politics. I originally began researching tourism and coastal development in Japan and earlier, coastal development in Fremantle. I was motivated to do research as my professional growth from a career in management, marketing and consulting in the tourism and hospitality industry and at the same time contribute to the hardworking people in the industry as well as the four and five star business excellence. What motivates me most about my research is being able to impart my extensive tourism and hospitality experience into practical and academic outcomes. There is nothing better than to be able to relate to interviewees in the workplace, empathise about what are the issues of their industry and how we can focus on improving them through research. Knowing the industry crosses several language barriers, but knowing several languages helps of course and this is a motivation in itself.

Q: What is the most memorable achievement throughout your academic career?

A: There are many for me as both an education academic and political geographer, the latest as the only Australian geographer invited to join the International Geographers Union-Political geographers' advisory committee in 2018. An earlier highlight was being asked to co-write, edit and be the sole speaker to present the Mission Statement for the 2005 World Tourism Summit in Japan which was pretty awesome. I was the only Australian academic to win its generous scholarship. We assessed several tour-

ist routes in Kyushu, participated in international based workshops, deliberated over policy and strategy, and collaborated with amazing and brilliant minds. So then being asked to be the sole speaker to present this end product of four day's hard work to this international audience of over 400 tourism academics, graduates, ECRs, and the Prime Minister and his tourism and economic ministers was memorable to say the least. It is nice to see our recommendations now infiltrating this culturally very difficult market.

Q: In what ways do you think the TRC offers synergies to your research activities? Do you find the TRC beneficial and why?

A: I think the TRC has opened up European networks and research in tourism, complementing my East Asian and Indo-Pacific focus. Personally, I get to meet wonderful people from China and network with people of excellence in the Faculty of Business and Law and the School of Marketing. Curtin University should be duly proud, as am I, being a member of the Curtin alumni since 1997.

Q: Please share with us some of your other passions (apart from researching)

A: My other passions include Japanese drumming (Taiko), learning Chinese and Classical Japanese, nature and abstract photography, interior design, soft construction and fashion. Somewhere in all of that I read, oh and definitely watch the fab five from the Queer Eye on Netflix!

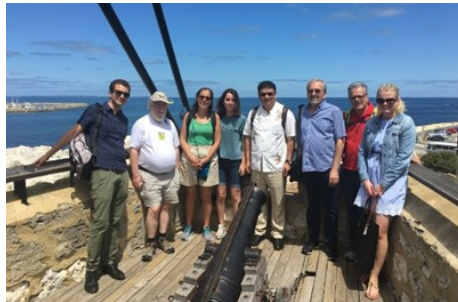
Q: What kind of traveller do you consider yourself to be?



A: I love travelling for both work and pleasure. Training teachers in the latest technologies and pedagogies in rural Victoria is great business travel. Driving the Nullabor or spending time with my friends in the wine industry is another joy of travelling, as is guiding wine specialists around the Great South West! For pleasure, it's anything from sustainable camping and hiking, to sitting back with senators sipping coffee in Rome, to negotiating language in Japan or Spain, to five star cruising. I love it all when I get to meet people on the way! I do not think however, that I have travelled enough!

Post TRC Symposium Activities

On February 21 the Mandurah and Peel Tourism Organisation and Peel Development Commission hosted the international keynote speakers from the 2019 International TRC Symposium (“*From Under-Tourism to Just-Right-Tourism: Asian, European, American and Australian Perspectives*”) on a trip to the Peel region to highlight the area’s key tourism offerings. Professor Bao Jigang (Sun-Yat-Sen University, China), Professor Harald Pechlaner (Catholic University Eichstätt-Ingolstadt, Germany), Professor Geoffrey Wall (Waterloo University, Canada), Prof Helene Cristini (International University of Monaco) and Dr Meng Wei (South China Agriculture University, China) as well as Curtin TRC Director Dr Michael Volgger and Professor Christof Pforr (Discipline Leader for Tourism, Hospitality and Events) particularly enjoyed the Wild Seafood Experience with Mandurah Cruises.



In the photo above is Michael Volgger, Geoffrey Wall, Helene Cristini with her daughter, Bao Jigang, Roy Jones, Harald Pechlaner & Natalie Olbrich.

Visit of TRC Adjunct Prof Harald Pechlaner

For two weeks in February/March 2019, the TRC welcomed Curtin Adjunct Professor Harald Pechlaner (Catholic University Eichstätt-Ingolstadt) together with his PhD student Natalie Olbrich to discuss various research projects and the opportunity to develop a joint PhD program between Curtin University and the Catholic University Eichstätt-Ingolstadt. Prof Pechlaner and Natalie Olbrich also participated in the 2019 International TRC Symposium “*From Under-Tourism to Just-Right-Tourism: Asian, European, American and Australian Perspectives*” on February 20. During his visit, Professor Pechlaner gave a guest lecture to our third year tourism and hospitality students on ‘Destination Management in Theory and Practice’.

Lecture by Prof Harald in photo below.



(Source: Peel Development Commission linkedin post)

On February 22 Curtin University Emeritus Professor Roy Jones took on the role of an expert tour guide, providing many interesting insights into the rich history of Fremantle. The tour ended with a local beer tasting at Little Creatures.



In the photo above is Prof Christof Pforr, Dr Michael Volgger, Ms Natalie Olbrich and Prof Harald Pechlaner.

Visit to Dowering Shire

On April 9, Dr Graham Thompson, Dr Michael Volgger and Professor Christof Pforr from Curtin University visited the Shire of Dowerin and met with Rebecca McCall (CEO, Shire of Dowerin), Linda Vernon (Tourism Officer, *North Eastern Wheatbelt Regional Organisation of Councils*) and Misty Richards (Community Development Officer) to discuss tourism opportunities for the Shire of Dowerin and potential future collaborations between the TRC and the Shire.



Above, Prof Pforr, Dr Volgger & Dr Thompson with the background of ‘Rusty the Dog’ - Rusty was created in 2004 by students from the Dowerin District High School to encourage people to stop in Dowerin.

TRC Executive Members



Emeritus Professor Roy Jones
r.jones@curtin.edu.au



Professor Mohammed Quaddus
m.quaddus@curtin.edu.au



Professor Ross Taplin
r.taplin@cbs.curtin.edu.au



Professor Arch Woodside
arch.woodside@curtin.edu.au



Professor Kirsten Holmes
k.holmes@curtin.edu.au



Professor Christof Pforr
c.pforr@curtin.edu.au



Associate Professor Cecilia Xia
c.xia@curtin.edu.au



Associate Professor Haywantee Ramkissoon
Haywantee.ramkissoon@curtin.edu.au



Associate Professor Tod Jones
t.jones@curtin.edu.au



Associate Professor Jeremy Galbreath
j.galbreath@gsb.curtin.edu.au



Dr Michael Volgger
michael.volgger@curtin.edu.au



Dr Katharina Wolf
k.wolf@curtin.edu.au



Dr Christina Lee
c.lee@curtin.edu.au



Dr Paul Weber
p.weber@curtin.edu.au



Dr Tekle Shanka
tekle.shanka@cbs.curtin.edu.au



Dr Donald Cooper
donald.cooper@curtin.edu.au



Dr Sean Lee
sean.lee@curtin.edu.au



Dr Benjamin Thomas
benjamin.thomas@curtin.edu.au



Dr Kristina Georgiou
kristina.georgiou@curtin.edu.au



Dr Mingming Cheng
mengmeng.cheng@curtin.edu.au



Ms Karon Sibbritt
karon.sibbritt@postgrad.curtin.edu.au



Professor Harald Pechlaner

Academic



Professor Muzaffer Uysal

Academic



Professor Dogan Gursoy

Academic



Professor Jane Ali-Knight

Academic



Dr Lesley Crowe-Delaney

Academic



Dr Xiumei Guo

Academic



Dr Piotr Niewiadomski

Academic

University of Aberdeen



Dr Mirjam Wiedemann

Industry professional



Mr Mark Exeter

Industry professional



Ms Catrin Allsop

Industry professional

Mr Campbell Fletcher

Industry Professional

Tourism Western Australia

Journal Articles

- Cheng, M., & Edwards, D. (2019). A comparative automated content analysis approach on the review of the sharing economy discourse in tourism and hospitality. *Current Issues in Tourism*. 22(1), 35-49.
- Cheng, M., & Foley, C. (2019). Algorithmic management: the case of Airbnb. *International Journal of Hospitality Management*. 83, 33-36.
- Cheng, M., & Jin, X. (2019). What do Airbnb users care about? An analysis of online review comments. *International Journal of Hospitality Management*. 76, 58-70.
- Cheng, M., & Zhang, G. (2019). When Western Hosts Meet Eastern Guests: Airbnb hosts' experience with Chinese outbound tourists. *Annals of Tourism Research*. 75, 288-303
- Lee, S., Sung, B., Phau, I., & Lim, A. (2019). Communicating authenticity in packaging of Korean cosmetics. *Journal of Retailing and Consumer Services*, 48, 202-214.
- Mansour, H., Holmes, K., Butler, B. & Ananthram, S. (2019). Developing dynamic capabilities to survive a crisis: Tourism organisations' response to continued turbulence in Libya. *International Journal of Tourism Research*. ABDC A, Scimago: Q1.
- Nordin, S., M. Volgger, A. Gill, and H. Pechlaner. (2019). Destination governance transitions in skiing destinations: A perspective on 'resortisation'. *Tourism Management Perspectives*, 31, 24-37.
- Papadopoulou, N., Raïes, K., Mir Bernal, P., & Woodside, A. G. (2019). Gifts as conduits in choice overload environments. *Psychology & Marketing*.
- Quintal, V., Thomas, B., Phau, I., & Soldat, Z. (2018). Using push-pull winescape attributes to model Australian wine tourist segmentation. *International Journal of Wine Business Research*, 29(4), 346-372.
- Shi, X., Wu, Y., Fu, D., Guo, X and Wu, H. (2019), Effects of National Science and Technology Programs on Innovation in Chinese Firms, *Asian Economic Papers*, 18(1): 207-236.
- Sibbritt, K., Volgger, M., Weber, P., & Geneste, L. (2019). An exploration of collaborative economy entrepreneurs in the tourism industry through the novel prism of epistemic culture. *Journal of Hospitality and Tourism Management*, 40, 103-113.
- Sung, B., Pereira, B., & Lee, S. (2019). I like watching other people eat: A cross-cultural analysis of the antecedents of attitudes towards Mukbang. *Australasian Marketing Journal*, in press.
- Volgger, M., and S. S. Huang. 2019. Scoping irresponsible behaviour in hospitality and tourism: Widening the perspective of CSR. *International Journal of Contemporary Hospitality Management*, in print.
- Volgger, M., M. Herntrei, H. Pechlaner, and S. Pichler. 2019. Cooperative resorts: An analysis of creative integration strategies in community destinations. *Journal of Destination Marketing & Management*, 11, 200-210.
- Volgger, M., Taplin, R. and Pforr, C. 2019. The evolution of 'Airbnb-tourism': Demand-side dynamics around international use of peer-to-peer accommodation in Australia. *Annals of Tourism Research*, 75: 322-337.
- Zhang, G., Cui, R. Cheng, M., Chen, Q., & Li, Z. (2019). A comparison of key attributes between peer-to-peer accommodations and hotels using online reviews. *Current Issues in Tourism*.
- Zhu, L., Cheng, M., & Wong, I. (2019). Determinants of Peer-to-peer rental rating scores: the case of Airbnb. *International Journal of Contemporary Hospitality Management*. 10.1108/IJCHM-10-2018-0841

Book Chapters

- Scuttari, A., H. Pechlaner, and M. Volgger. 2019. "La governance turistica in Alto Adige. Sfide, opportunità e cambiamenti (Tourism governance in South Tyrol)." In *Rapporto sul turismo italiano – XXII edizione 2017/18 (Report on Italian tourism, 22nd edition, 2017/18)* Becheri, E., R. Micera, and A. Morvillo. Italy: Rogiosi editore, CNR (Italian National Research Council).

Reports

- Georgiou, K., & Galbreath, J. 2018. *Cellar door insights: The Singaporean tourist*. Perth: Curtin University.
- Georgiou, K., & Galbreath, J. 2018. *Singapore wine market profile*. Perth: Curtin University.
- Georgiou, K., & Galbreath, J. 2018. *How can small producers in Western Australia achieve economies of scale efficiencies in logistics and distribution?* Wine Australia Incubator Initiative Report (CUT 1701), Adelaide: Wine Australia.
- Holmes, K., Davies, A., Lockstone-Binner L.A. (2019). *The social and economic sustainability of WA's rural volunteer workforce*. Bankwest Curtin Economics Centre.
- Sung, B., Lee, S., Volgger, M., & Pforr, C. (2019). *City of Fremantle: City Centre User Estimates 2019*. City of Fremantle and Curtin Tourism Research Cluster, July 2019.
- Volgger, M., Pforr, C., Lee, S., Taplin, R., & Cavalcanti Marques, S. (2019). *Aboriginal product adaptation and integration: Promoting Aboriginal product adaptation for new markets and Aboriginal product integration into mainstream packages in Western Australia*. Tourism Western Australia, March 2019.