

*Tourism: Creating a brilliant blend*

8–11 February 2011

The Hawke Building, City West Campus  
University of South Australia  
Adelaide South Australia

# Program and abstracts





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# Welcome

Dear CAUTHE 2011 Delegates

Welcome to the Council for Australian University Tourism and Hospitality Education (CAUTHE) 21st conference in Adelaide in February 2011. It has been a long time since we hosted the conference in 1999!

The 2011 CAUTHE National Conference, 'Tourism: Creating a brilliant blend', is being held in the Hawke Building at the University of South Australia in Adelaide, South Australia from February 8th – 11th.

Our conference committee is a small but dedicated team who all rallied to the call as needed. Thank you to all on the committee – your support has been very much appreciated. Members of the organising committee are:

- Professor Graham Brown
- Dr Michael Gross
- Associate Professor Vivienne McCabe
- Paul Reynolds
- Dr Aise Kim
- Dr Rob Hallak
- Emma Combey (DBTM student)
- Elisabeth Eaton (PCO - Festival City Conventions)

Researchers were invited to submit papers examining aspects related to the notion of a brilliant blend, reflecting implications of the product and services mix needed by destinations to achieve optimum tourist experiences. Themes were sufficiently flexible and therefore universal in their relevance and of interest to scholars throughout Australia and internationally. Thank you to all of the authors; we were thrilled to receive your papers and to see your creative approach to the conference theme and we hope you enjoy participating in the presentations.

All refereed research papers were subject to a double-blind peer review process. This was most ably managed by Dr Michael Gross who is the Chair of the Conference Paper Review Committee. I would like to thank Michael and the reviewers sincerely for all of the work – particularly Michael without whom we would not have survived the paper management processes. Also many thanks to our editors, Barbara Brougham and Tina Morganella, who managed to transform the papers into a professional publication in a very short time frame, and Andrew Vincent, who was responsible for the graphic design work and most of the photography.

## Welcome *cont...*

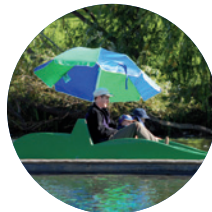
We are grateful to our sponsors, particularly the School of Management at the University of South Australia, Le Cordon Bleu and La Trobe University. The School of Management has fully supported the conference from organising the bid to execution of the conference. Sponsorship is vital for the successful running of the conference and we thank the sponsors for coming on board.

The conference committee looks forward to giving you a warm welcome to the University of South Australia and the School of Management at City West Campus. This conference has been innovative yet traditional; an exciting and challenging program has been developed with excellent keynote speakers and a social program that will reflect what South Australia is known for – fantastic food and wine. Delegates will enjoy what Adelaide has to offer as well as experiencing the Adelaide Hills wineries as part of the academic program.

I welcome you to CAUTHE's 21st conference with enthusiasm!

***Jenny Davies***

***Chair CAUTHE 2011 Conference Committee***



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## Published 2011 by CAUTHE

This booklet contains abstracts of both refereed research and working papers. Papers that have been accepted as refereed research papers have been subject to a double blind peer reviewing process. Refereed research paper abstracts are in Palatino Linotype font and have a line separating the author/s and the abstract. Working papers abstracts are in Calibri font with no line.

**[RR]** Refereed research papers which have been accepted after being subject to a double blind peer reviewing process.

**[WP]** Working papers which have not been subjected to a reviewing process.

Copies of full papers are available on the USB supplied at the CAUTHE 2011 conference and from the CAUTHE Secretariat [www.cauthe.com.au](http://www.cauthe.com.au)

Edited by Michael Gross, Barbara Brougham and Tina Morganello

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## Conference Organisers

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## About CAUTHE

The Council for Australian University Tourism and Hospitality Education (CAUTHE) began in the late 1980's and was formally established in Sydney on 19 June 1992.

It was established to represent the interests of its members who are University providers of Tourism and Hospitality Education, including teaching, learning, scholarship and research. As well as its University (Chapter) memberships CAUTHE offers Associate, Affiliate and Student memberships.

A CAUTHE conference is held each year and is organised by a host committee drawn from a single university or a consortium of closely located universities. The first annual CAUTHE conference was held in 1993, with two conferences having been held prior to the formalisation of CAUTHE in 1991 and 1988.

### *Our Mission*

CAUTHE aims to promote the development of tourism and hospitality education and research in Australia.

### *Our Structure*

CAUTHE is an incorporated body whose membership comprises all Universities in Australia which teach and research in tourism and hospitality.



## Executive Committee

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University of Queensland

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### **Immediate Past Conference Chair**

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Michael Hughes  
Curtin University  
Fiona Wheeler  
Monash University

### **CAUTHE Secretariat**

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## Editor's Report

Dear CAUTHE 2011 delegates

It has been a pleasure and a privilege to serve as the Conference Paper Review Committee Chair for this year's conference.

We have assembled an exciting collection of papers that I trust you will find informative and stimulating. In keeping with the hallmark standards of CAUTHE conferences, we have aimed for high quality and an inclusive spirit in paper selection. The papers represent a lively blend of traditional and leading edge settings, topics and methods, covering a wide variety of international issues from all corners of the globe.

I offer my sincere thanks to all colleagues who contributed to the high quality of the CAUTHE 2011 conference proceedings as:

- authors who submitted such a diverse and innovative range of papers,
- reviewers, many of whom performed multiple reviews, who helped to improve the quality of papers,
- fellow Paper Review Committee members who ably assisted with managing the paper review process, and
- Festival City Conventions who expertly facilitated submissions and author/reviewer communications.

I wish you many happy and productive hours as you explore the research stories in these proceedings.

**Michael J. Gross, PhD**

*Lecturer, Hospitality and Tourism*

*CAUTHE 2011 Conference Paper Review Committee Chair*

*Tourism: Creating a brilliant blend*







## List of refereed paper reviewers

Adao Flores	Duncan Murray	Karin Teichmann	Paul Whitelaw
Aise Kim	Elisa Backer	Keith Hollinshead	Penny McCann
Alexandra Coghlan	Eliza Hixson	Kevin Filo	Peter Balan
Alfred Ogle	Elizabeth Roberts	Kevin Lyons	Petra Glover
Alicia Stanway	Elspeth Frew	Kom Campiranon	Philip Pearce
Alison Dunn	Erica Wilson	Larry Dwyer	Philipp Boksberger
Andrew Peters	Eugene Tomlinson	Laura Jane Lawton	Pierre Benckendorff
Anoop Patiar	Faridul Islam	Leo Jago	Rajka Presbury
Anthony Bishop	Gabrielle Walters	Leonie Lockstone-	Ray Spurr
Barry O'Mahony	Gary Best	Binney	Richard McGrath
Betty Weiler	Genevieve Lovell	Les Killion	Richard Robinson
Bob McKercher	Graham Brown	Lisa Ruhanen	Richard Shipway
Brent Ritchie	Gui Lohmann	Madalyn Scerri	Rob Hallak
Brian Hay	Harmen Oppewal	Malcolm Wells	Robyn Stokes
Brian King	Heather Kennedy-Eden	Marg Deery	Roger March
Brian O'Callaghan	Heather Zeppel	Martin Robertson	Ruth Taylor
Brian Weir	Hilary du Cros	Mary Hollick	Ruth Yeung
C. Michael Hall	Ian Clark	Matthew Lamont	Sacha Reid
Catherine Prentice	Ian McDonnell	Michael Hughes	Sam Huang
Cathy Hsu	Jack Carlsen	Michael McGrath	Sharyn Rundle-Thiele
Charles Arcodia	Jacqueline Jepson	Michael Shone	Shirley Chappel
Charles Goeldner	Jaloni Pansiri	Michele Day	Simon Darcy
Christian Laesser	Janine Pierce	Michelle Whitford	Simone Faulkner
Christof Pforr	Jennifer Laing	Mike Raybould	Stephen Boyle
Claire Ellis	Jenny Cave	Miriyaam Nabeela	Stephen Wearing
Conrad Lashley	Jie Wang	Monique Brocx	Sue Beeton
Dallas Hanson	Jim Macbeth	Narelle Beaumont	Svein Larsen
Darren Lee-Ross	Jo Caust	Ngai Weng Chan	Tamara Young
David Bowen	John Bell	Nina Mistilis	Tay Koo
David Weaver	John Hatzinakoulakis	Noel Scott	Tekle Shanka
David Williamson	Joseph Cheer	Noreen Breakey	Timothy Lee
Deborah Edwards	Judith Mair	Olga Junek	Ulrike Gretzel
Diane Lee	Juergen Gnoth	Pandora Kay	Victoria Peel
Diane Phillips	Julie Carmody	Paul Reynolds	Vivienne McCabe
Dianne Dredge	Karen Hughes	Paul Strickland	Ying Wang
Dirk Reiser	Karen Smith	Paul Weeks	Yun Lok Lee





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## CAUTHE 2011 • 8–11 February • Program

### TUESDAY 8 FEBRUARY 2011

- 8.00am – 6.00pm Registration Desk Open | [H5-02](#)  
**Prof Bill Faulkner PhD & ECR Workshop** | [H5-26](#)
- 5.30pm – 7.30pm Informal barbeque & drinks

### WEDNESDAY 9 FEBRUARY 2011

- 8.30am – 6.00pm Registration Desk Open | [H5-02](#)
- 8.30am – 10.00am Adelaide Aboriginal Cultural Walking Tour | meet at registration desk at 8.10am
- 9.30am – 11.00am CAUTHE AGM | [Hawke Building H5-26](#)
- 11.00am – 11.30am **MORNING TEA** | [H5-02](#)
- 11.00am – 12.30pm Special Interest Group (SIG) Meetings
- Event Studies | [H5-26](#)
  - Tourism and Volunteering | [H6-03](#)
  - Proposed SIGs | [H6-09](#)
- 12.30pm – 1.00pm **Official Conference Opening** | [Allan Scott Auditorium H2-16](#)  
 Indigenous Welcome to Country  
 Paitya Dance Group
- Welcome to the Conference  
 Professor Peter Høj, Vice Chancellor and President, University of South Australia &  
 Professor John Benson, Head of School of Management
- 1.00pm – 2.00pm **LUNCH** | [H5-02](#)
- 2.00pm – 3.30pm **Plenary Session 1** | [Allan Scott Auditorium H2-16](#)
- Tourism: A Brilliant Blend**  
 Jenny Davies & Graham Brown, University of South Australia
- The Industry Blend: Tourism in SA**  
*Chair:* Bill Spurr
- The Arts and Tourism**  
 Paul Grabowsky, Adelaide Festival of Arts
- The Santos Tour Down Under**
- Hitaf Rasheed, General Manager, Events South Australia
  - Sally Heading, Event Manager, Santos Tour Down Under
  - Michael Schmitt, General Manager, Hilton Adelaide
  - Jaci Thorne, Regional Tourism Manager, Tourism Barossa
- 3.30pm – 4.00pm **AFTERNOON TEA** | [H5-02](#)

4.00pm – 5.40pm

### Concurrent Session 1

- 1.1 Tourism and Hospitality Education and Students | H6-03
- 1.2 Tourism Sustainability and Climate Change | H6-12
- 1.3 Destination Management and Visitor Expenditure | H5-26
- 1.4 Employment and Travel Behaviour | RR5-09
- 1.5 Tourism – Communication Channels | GK5-15
- 1.6 Culture and Tourism | GK4-30
- 1.7 Health, Wellness and VFR | RR4-11

6.00pm – 8.00pm

### Welcome Reception

Adelaide Convention Centre, North Tce, Adelaide

## THURSDAY 10 FEBRUARY 2011

8.00am – 1.00pm

Registration Desk Open | H5-02

8.30am – 10.30am

### Plenary Session 2 | Allan Scott Auditorium H2-16

#### The Scholarly Blend: International Perspectives of Tourism and Hospitality

Chair & Rapporteur: Tazim Jamal, Texas A&M University, USA

#### Tourism Scholarship: A Brilliant Blend?

John Tribe, University of Surrey, UK

#### The Going Home Experience; Opportunities for Tourism Researchers

Philip Pearce, James Cook University, Qld

#### Trends in Scholarship in Hospitality

Jean-Pierre Poulain, University of Toulouse, France

10.30am – 11.00am

### MORNING TEA | H5-02

10.30am – 11.00am

Book Launch – Channel View Publications | H5-02

10.30am – 11.00am

ALTC Education Research Project | H6-09

11.00am – 12.40pm

### Concurrent Session 2

- 2.1 Hospitality Operations | H6-03
- 2.2 Special Interest Group - Events (1) | H6-12
- 2.3 Tourism and Hospitality Education – Programs, Curricula and Students | H5-26
- 2.4 Climate Change and Corporate Social Responsibility | RR5-09
- 2.5 Special Interest Group – Critical Approaches and Methodologies | GK5-15
- 2.6 Destination Sense of Place and Strategies for Rejuvenation | GK4-30
- 2.7 Events, Festivals and SMEs | RR4-11

12.50pm

Coaches depart for Adelaide Hills Wineries for offsite sessions

### LUNCH

1.45pm – 2.45pm

### Concurrent Session 3

- 3.1 Hospitality - Service Quality | [Bird in Hand Winery](#)
- 3.2 Special Interest Group - Events (2) | [Golding Winery](#)
- 3.3 Tourism and Hospitality Education – The Programs (1) | [Longview Winery](#)
- 3.4 Tourism Concepts, Model and Theories (1) | [Hahndorf Hill Winery](#)
- 3.5 Response to Risk and Crises (1) | [Shaw and Smith Winery](#)
- 3.6 Tourism Policy Planning and Development (1) | [Howard Winery](#)

2.45pm – 3.15pm

### Break

3.15pm – 4.15pm

### Concurrent Session 4

- 4.1 Hospitality - Theory and Literature | [Bird in Hand Winery](#)
- 4.2 Events and Festivals | [Golding Winery](#)
- 4.3 Tourism and Hospitality Education - The Programs (2)  
| [Longview Winery](#)
- 4.4 Tourism Concepts, Models and Theories (2) | [Hahndorf Hill Winery](#)
- 4.5 Response to Risk and Crises (2) | [Shaw and Smith Winery](#)
- 4.6 Tourism Policy Planning and Development (2) | [Howard Winery](#)

4.15pm – 5.15pm

Wine and Food Tastings

5.15pm

Coaches depart for return to City

6.00pm

Return to City West Campus, University of South Australia

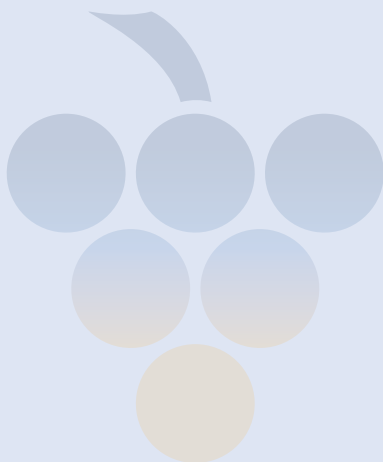
6.30pm – 8.00pm

CAUTHE Fellows Meeting | [H6-10](#)

6.30pm – 8.00pm

### Special Interest Group (SIG) meetings

- Critical Approaches in Tourism and Hospitality | [H5-26](#)
- The Student Experience | [H6-03](#)
- Service Sector Innovation | [H6-09](#)



**FRIDAY 11 FEBRUARY 2011**

8.30am – 5.00pm	Registration Desk Open   <a href="#">H5-02</a>
7.30am – 8.45am	Adelaide Aboriginal Cultural Walking Tour
7.30am – 9.00pm	Heads of School Breakfast Meeting   <a href="#">H5-26</a>
9.00am – 10.40am	<b>Concurrent Sessions 5</b> <ul style="list-style-type: none"> <li>5.1 Media and Communication in Travel and Tourism   <a href="#">H6-03</a></li> <li>5.2 Research Methodologies - The Techniques   <a href="#">H6-12</a></li> <li>5.3 Destination Branding   <a href="#">H5-26</a></li> <li>5.4 Human Resources and Volunteers   <a href="#">RR5-09</a></li> <li>5.5 Tourist Behaviour and Visitor Experience (1)   <a href="#">GK5-15</a></li> <li>5.6 Tourism and Hospitality - Frameworks, Meta-analysis   <a href="#">GK4-30</a></li> <li>5.7 Tourism Planning and Development and Responses to Disasters   <a href="#">RR4-11</a></li> </ul>
10.40am – 11.10am	<b>MORNING TEA</b>
11.10am – 12.40pm	<b>Concurrent Session 6</b> <ul style="list-style-type: none"> <li>6.1 Critical Issues and Campers   <a href="#">H6-03</a></li> <li>6.2 Special Interest Group - Volunteering and Tourism   <a href="#">H6-12</a></li> <li>6.3 Tourist Behaviour and Visitor Experience (2)   <a href="#">H5-26</a></li> <li>6.4 Cultural Issues and Ethical Behaviour   <a href="#">RR5-09</a></li> <li>6.5 Research Methodologies - The Challenges   <a href="#">GK5-15</a></li> <li>6.6 Travel, Transport and Destination Competitiveness   <a href="#">GK4-30</a></li> <li>6.7 Tourism and Technology   <a href="#">RR4-11</a></li> </ul>
12.40pm – 2.00pm	<b>LUNCH</b>
2.00pm – 4.00pm	<b>Plenary Session 3</b>   <a href="#">Allan Scott Auditorium H2-16</a> <b>An Innovative Blend: Wildlife and Tourism</b> <i>Chair:</i> Graham Brown <b>Adelaide Zoo: The Tourist Experience</b> Chris West, Zoos South Australia <b>Ecotourism and Development: Insights from International Projects</b> Phil Dearden, University of Victoria, Canada <b>Using Wildlife Tourism Research to Foster Pro-environmental Behaviour</b> Betty Weiler, Southern Cross University, NSW
4.00pm – 4.30pm	Handover & Thank you   <a href="#">Allan Scott Auditorium H2-16</a>
6.00pm	Bus to dinner venue
6.30pm - late	Conference Dinner   <a href="#">Adelaide Zoo</a>

<b>Wednesday 9 February: 4.00pm – 5.40pm Concurrent Session 1</b>			
<b>1.1 Tourism and Hospitality Education and Students</b>	<b>1.2 Tourism Sustainability and Climate Change</b>	<b>1.3 Destination Management and Visitor Expenditure</b>	<b>1.4 Employment and Travel Behaviour</b>
<b>Venue:</b> H6-03	<b>Venue:</b> H6-12	<b>Venue:</b> H5-26	<b>Venue:</b> RR5-09
<b>Panel Chair:</b> Shirley Chappel	<b>Panel Chair:</b> Geoffrey Crouch	<b>Panel Chair:</b> David Williamson	<b>Panel Chair:</b> Paul Whitelaw
<p><b>Burnt at the Student Evaluation Stake – The Penalty for Failing Students [WP]</b> Elisa Backer</p> <p><b>Student Centred Learning: Food and Wine for Thought! [RR]</b> Aise Kyoungjin Kim, Jenny Davies</p> <p><b>Is the Capstone Subject “Industry Based Action Research Project” Delivering the Expected Outcomes at Carrick Higher Education? A Survey of Past Students [WP]</b> John van Beveren, Mariyam Nabeela, Jan Stewart</p> <p><b>Undergraduate Tourism Student Research Skills: Preparation for Lifelong Learning [WP]</b> W Glen Croy</p> <p><b>Determining the Influence of Tourism Related Opportunities on the Destination Choices of Study Abroad Students [WP]</b> Rebecca Martin, Ewen Michael</p>	<p><b>Climate Change and Dive Tourism: Understanding the Vulnerability of Luganville's Dive Tourism System to Climate Change [WP]</b> Louise Munk Klint, Min Jiang, Alexandra Law, Emma Calgaro, Terry DeLacy</p> <p><b>Tourism and Fresh Water, an Essential Blend! [RR]</b> La Vergne Lehmann</p> <p><b>Towards an Understanding of Tourist Responses to Destination Adaptation to Climate Change [WP]</b> Ryan Jopp, Terry Delacy, Martin Fluker, Judith Mair</p> <p><b>Organic Innovation in the Informal Tourism Sector: The Case of the Becak Wisata, Yogyakarta [RR]</b> Maya Damayanti, Noel Scott, Lisa Ruhanen</p> <p><b>Tourism Livelihoods in the South Pacific [WP]</b> Joseph M. Cheer, Keir Reeves, Jennifer Laing</p>	<p><b>Knowledge Transfer in a Turbulent Context: The Case of Cruise Tourism Development in Newcastle, Australia [RR]</b> Patricia Johnson, Kevin Lyons</p> <p><b>Cruise Line Passengers' Expenditures [WP]</b> Svein Larsen, Torvald Øgaard, Wibecke Brun, Einar Marnburg</p> <p><b>Destination Marketing Post Disaster: What Works? [WP]</b> Gabrielle Walters, Judith Mair</p> <p><b>Blending the Past with the Future: A Future for Wales' Industrial Past – Lame Duck or Cultural Tourism Asset? [WP]</b> Andrew Jones</p> <p><b>Blending My Way: Organisational Readiness for Stakeholder Engagement [WP]</b> Pascal Scherrer</p>	<p><b>Employing Students in Bars and Restaurants: Observations from a Study in Nottingham [RR]</b> Conrad Lashley</p> <p><b>The Effect on a Peripheral Destination from Changes to the Working Backpacking Market in Australia [RR]</b> Alana Iles, Bruce Prideaux</p> <p><b>What Makes People Stay? An Investigation of the Job Embeddedness Construct in the Australian Hospitality Industry [WP]</b> Laurina Yam</p> <p><b>A Brilliant Blend: A Socially Diverse Solution to the Employment Paradigm of the Western Australian Restaurant Industry and the Impacts of Enacted Change [RR]</b> Catherine Higgins, Christina Howe, Ruth Taylor</p> <p><b>The Travel Behaviours of International Students in Australia [WP]</b> Michael Davidson, Hugh Wilkins, Brian King, Perry Hobson, Stephen Craighsmith., Sarah Gardner</p>

## Wednesday 9 February: 4.00pm – 5.40pm Concurrent Session 1

1.5 Tourism – Communication Channels	1.6 Culture and Tourism	1.7 Health, Wellness and VFR
<b>Venue:</b> GK5-15	<b>Venue:</b> GK4-30	<b>Venue:</b> RR4-11
<b>Panel Chair:</b> Jennie Small	<b>Panel Chair:</b> Tony Nankervis	<b>Panel Chair:</b> Marg Deery
<p><b>Organisational Identity and the Increasing Importance of Communication Channels [RR]</b> Olivia Wagner, Mike Peters, Philipp Boksberger</p> <p><b>Blending Environmental Management and Service Quality in Five-Star Hotels: A Conceptual Model Design [RR]</b> Madalyn Anne Scerri, Genevieve Lovell</p> <p><b>Broadcasting News towards Travel to Australia in Korean Television Networks [RR]</b> Hong Chul Lee, Michael J. Gross, Sang Ho Lee</p> <p><b>Seriously Misguided: Mapping a Research Agenda for the Travel Guidebook in Contemporary Tourism [RR]</b> Victoria Peel, Anders Sorensen, Adam Steen</p> <p><b>Tourism Products in Chiangrai Province: Potential Market for Religious Artistic and Cultural Tourism [WP]</b> Chawannuch Uthayan</p>	<p><b>Tourism and Tradition in Vanuatu [WP]</b> Joseph M. Cheer</p> <p><b>The Prospects for a Community-Based Tourism Network in Timor-Leste [WP]</b> Denis Tolkach, Brian King, Michael Pearlman</p> <p><b>Community-Based Tourism in Thailand: The case of the Amphawa Floating Market [WP]</b> Sutthanuch Wiriapinit, Lisa Ruhanen, Panpim Cheaupalakit</p> <p><b>The Local Gaze: Social Inhibitors to Engagement in the Maldivian Tourism Industry [RR]</b> Lisa Ruhanen, Aishath Shakeela, Noreen Breakey</p> <p><b>Lebanese Cuisine in Australia: A Proposed Authentication Rubric [RR]</b> Mohamad Karaki, Alfred Ogle</p>	<p><b>'Riding a Wave of Constraint': Women and Surf Tourism [WP]</b> Laura Sophia Fendt</p> <p><b>The Ideal and the Reality of Wellbeing Travel in Australia [WP]</b> Alison van den Eynde</p> <p><b>Nature and Scope of Wellness Tourism in Western Australia: The Case of the Margaret River Region [RR]</b> Melanie Dawkins, Emma Gaunt, Christof Pforr</p> <p><b>VFR Travel: It IS Underestimated [RR]</b> Elisa Backer</p> <p><b>VFR Purpose of Trip Does not Always Mean Staying with Hosts- Predicting VFR Purpose of Trip and Choice of Accommodation [WP]</b> Elisa Backer, Christian Laesser</p>



Thursday 10 February 11.00am – 12.40pm Concurrent Session 2			
2.1 Hospitality Operations	2.2 Special Interest Group – Events (1)	2.3 Tourism and Hospitality Education – Programs, Curricula and Students	2.4 Climate Change and Corporate Social Responsibility
<b>Venue:</b> H6-03	<b>Venue:</b> H6-12	<b>Venue:</b> H5-26	<b>Venue:</b> RR5-09
<b>Panel Chair:</b> Michael Gross	<b>Panel Chair:</b> Aise Kim	<b>Panel Chair:</b> Perry Hobson	<b>Panel Chair:</b> Malcolm Wells
<p><b>Behind the Curtain: Guests Suicides in Hotels and Tourist Attractions [RR]</b> Brian Hay</p> <p><b>The Emergence of Casino Domination in Asia – the Case of Macao [RR]</b> Glenn McCartney</p> <p><b>Do Space Hotels Differ from Hotels on Earth? The Mystery is Solved [WP]</b> Paul Strickland</p> <p><b>Designing and Delivering Memorable Experiences in the Luxury Hotel Sector [WP]</b> Jörn H Bühring, Barry O'Mahoney, Jukka M. Laitamaki</p> <p><b>Hotel Restaurant Co-branding: Consumer Evaluation of Perceived Risk and Intention to Purchase [WP]</b> Ann Suwaree Ashton</p>	<p><b>Splitting the Peleton: Segmenting Attendees at a Participatory Cycling Event using Recreation Specialisation [RR]</b> Matthew Lamont, John Jenkins</p> <p><b>Food, Wine ... Heritage, Identity? Two Case Studies of Italian Diaspora Festivals in Regional Victoria [WP]</b> Jennifer Laing, Warwick Frost</p> <p><b>Blending Organizations and Technologies for Effective Event Management [RR]</b> Heather Kennedy-Eden, Ulrike Gretzel</p> <p><b>Selfish Leisure? Competing Priorities and Constraints in Triathlon Event Travel Careers [RR]</b> Matthew Lamont, Millicent Kennelly, Erica Wilson</p>	<p><b>Fusion or Confusion? The Amalgamation of Hospitality and Tourism Programmes [WP]</b> Julie Nyanjom</p> <p><b>Evolution of Tourism Studies: Developing Generation T Knowledge [WP]</b> Sebastian Filep, Michael Hughes, Fiona Wheeler</p> <p><b>Conceptualising the Perfect Blend in the Tourism and Hospitality Curriculum Space [RR]</b> Dianne Dredge, Pierre Benckendorff, Michele Day, Michael J. Gross, Maree Walo, Paul Weeks, Paul Whitelaw</p> <p><b>Blending the Vocational and the Liberal: A Snapshot of Tourism and Hospitality Undergraduate Degrees at Australian Universities [WP]</b> Michele Day, Maree Walo, Paul Weeks, Dianne Dredge, Pierre Benckendorff, Michael Gross, Paul Whitelaw</p> <p><b>Eight Destinations, Three Rollouts, One 'Brilliant' TRIP - Lessons from the Tourism Regional Internship Program [WP]</b> Noreen M. Breakey, Richard N. S. Robinson, Lisa Ruhanen</p>	<p><b>Designing Robust Tourism Industry Responses to Climate Change Impacts on the Great Ocean Road Destination and Tourism System [WP]</b> Tulsi Bisht, Terry DeLacy, Emma Calgaro, Ryan Jopp</p> <p><b>Green Tourism Futures: Climate Change Responses by Australian Government Tourism Agencies [RR]</b> Heather Zeppel, Narelle Beaumont</p> <p><b>Tourism Destinations in the Emerging Green Economy: Towards Blending in Brilliantly [WP]</b> Alexandra Law, Terry DeLacy, Mike McGrath, Paul Whitelaw</p> <p><b>Valuing Corporate Social Responsibility Actions in Tourism: Do the Status Quo Matter? [WP]</b> Carmelo J. León, Jorge E. Araña, Sergio Moreno, Matías González</p> <p><b>Who Bothers about Sustainability? Applying Rogers' Diffusion of Innovation Model to the Issue of Ecolabel Adoption Rates in Tourism [RR]</b> Min Juan Deng-Westphal, Sue Beeton</p>

## Thursday 10 February 11.00am – 12.40pm Concurrent Session 2

2.5 Special Interest Group – Critical Approaches and Methodologies	2.6 Destination Sense of Place and Strategies for Rejuvenation	2.7 Events, Festivals and SMEs
<b>Venue:</b> GK5-15	<b>Venue:</b> GK4-30	<b>Venue:</b> RR4-11
<b>Panel Chair:</b> Candice Harris	<b>Panel Chair:</b> Andrew Peters	<b>Panel Chair:</b> Sue Beeton
<p><b>Tourism Studies and the 'Soft Science' Emporium: Opportunities in Emergent Qualitative Approaches [WP]</b> Erica Wilson, Keith Hollinshead</p> <p><b>Tourism Studies as a Reflexive Work of Art: The Creative Blend of Discourse and Praxis [WP]</b> Keith Hollinshead</p> <p><b>'Soft Power' in Action: The New – or Old? – Declarative and Diplomatic Function of Tourism [WP]</b> Keith Hollinshead</p> <p><b>'Blending' Social Constructionism and Labour Mobility [RR]</b> Richard N.S. Robinson</p> <p><b>Beyond 50: Do Women Care About their Physical Appearance on Holidays? [WP]</b> Jennie Small</p>	<p><b>Community-driven Rural Tourism Development in Suburban Beijing [RR]</b> Tongqian Zou, Songshan (Sam) Huang, Peiyi Ding</p> <p><b>Place Perception and National Identity: Exploring Dark Tourism Sites in Australia [WP]</b> Elspeth Frew, Leanne White</p> <p><b>Revealing Local Sense of Place: A Reconstruction of Place Identity in Tourism Destination [WP]</b> Luh Micke Angraini</p> <p><b>Battlefield Tourism: The Visitor Experience [WP]</b> Paul Willard, Warwick Frost, Clare Lade</p> <p><b>An Advisory Decision Support System for the Identification and Evaluation of Destination Rejuvenation Strategies [RR]</b> Putsadee Pornphol, G. Michael McGrath</p>	<p><b>Event Marketing: An Insight from ZAIA in Macau [WP]</b> Wallace M. S. Yee, Ruth M. W. Yeung, Melody R. J. Xu, Sarah S. D. Jiang, Lancy J. J. Liu, Coca J. F. Zhang, Jessie F. Xia</p> <p><b>Service Quality at Arts Events: A Scoping Study of a Film Festival and a Theatre Performance [WP]</b> Aaron Tkaczynski, Xiaonan (Stacey) Song</p> <p><b>Visitors' Emotional Responses to Festival Atmospherics [WP]</b> Jenny (Jiyeon) Lee</p> <p><b>Small and Medium-sized Enterprises, Partnerships and Networks: Hospitality, Tourism and Leisure Industries [RR]</b> Andrew Lockwood, Peter Jones, Alison Morrison</p> <p><b>Examining SMTE Owners' Support for their Communities [WP]</b> Rob Hallak, Graham Brown</p>

Thursday 10 February 1.45pm – 2.45pm Concurrent Session 3			
3.1 Hospitality – Service Quality	3.2 Special Interest Group – Events (2)	3.3 Tourism and Hospitality Education – The Programs (1)	3.4 Tourism Concepts, Model and Theories (1)
<b>Venue:</b> Bird in Hand Winery	<b>Venue:</b> Golding Winery	<b>Venue:</b> Longview Winery	<b>Venue:</b> Hahndorf Hill Winery
<b>Panel Chair:</b> Songshan (Sam) Huang	<b>Panel Chair:</b> Elspeth Frew	<b>Panel Chair:</b> Michael Hughes	<b>Panel Chair:</b> Graham Brown
<p><b>The Conceptualisation of Electronic Service Quality in the Hotel Industry [WP]</b> Songee Hahn, Beverley Sparks, Hugh Wilkins</p> <p><b>The Management of the Service Encounter in a Religious Context [WP]</b> Maureen Griffiths</p> <p><b>Exploring the Concept of the Zone of Tolerance in a Service Failure Context [WP]</b> Nana Trianasari, Beverley Sparks, Ken Butcher</p>	<p><b>Events and Climate Change – An Australian Perspective [RR]</b> Judith Mair</p> <p><b>Exploring the Role of ‘Greening’ in Festival Planning and Management [WP]</b> Jennifer Laing, Judith Mair</p> <p><b>The Use of Special Legislation for Events in Australia: If you only have a hammer, is every event a nail? [RR]</b> Dianne Dredge, Michelle Whitford</p>	<p><b>Indigenising Curricula: Lessons from Tourism Studies [RR]</b> Tamara Young, Annona Pearse, Kathleen Butler</p> <p><b>Australian Hospitality Education - A ‘Brilliant Blend’ of Degree Programs [RR]</b> Noreen Breakey, Richard Robinson, Stephen Craig-Smith, Dominic Szambowski</p> <p><b>Creating a Brilliant Blend? The Changing Offerings of Tourism, Hospitality, Events and Leisure Degree Programs in Australia [WP]</b> Noreen M. Breakey, Stephen Craig-Smith</p>	<p><b>Conceptualizing Residents’ Place Citizenship Behaviour Formation [RR]</b> Ning Chen, Larry Dwyer</p> <p><b>Theory of Social Influence in Tourism Context – A Network Perspective [RR]</b> Ehsan Ahmed, Larry Dwyer</p> <p><b>A Parsimonious Destination Loyalty Model of Cox’s Bazar, Bangladesh [RR]</b> Mohammed Quaddus, Tekle Shanka, Md Enayet Hossain</p>



## Thursday 10 February 1.45pm – 2.45pm Concurrent Session 3

### 3.5 Response to Risk and Crises (1)

#### Venue:

Shaw and Smith Winery

#### Panel Chair:

Brent Ritchie

### 3.6 Tourism Policy Planning and Development (1)

#### Venue:

Howard Winery

#### Panel Chair:

Erica Wilson

**International Traveller's Perception of Physical-Related Risk When Holidaying in Japan: The Case of International Students in Australia [WP]**

Hayato Nagai, Aaron Tkaczynski

**The Integration of Emergency Management and Tourism [WP]**

David Beirman

**Environmental Governance Networks in Small Island Destinations: Applications in Gili Trawangan and Nusa Lembongan Islands, Indonesia [RR]**

Charlie Charlie, Michael Pearlman

**A National Government's Tourism Innovation Initiatives: A Review of Tourism Development Policies in Norway [RR]**

Charles Arcodia, Lisa Ruhanen, Xiang Ying Mei

**World Heritage, Tourism and Communities [WP]**

Amy Louise Bott



Thursday 10 February 3.15pm – 4.15pm Concurrent Session 4			
4.1 Hospitality – Theory and Literature	4.2 Events and Festivals	4.3 Tourism and Hospitality Education – The Programs (2)	4.4 Tourism Concepts, Models and Theories (2)
<b>Venue:</b> Bird in Hand Winery	<b>Venue:</b> Golding Winery	<b>Venue:</b> Longview Winery	<b>Venue:</b> Hahndorf Hill Winery
<b>Panel Chair:</b> Mike Davidson	<b>Panel Chair:</b> Dianne Dredge	<b>Panel Chair:</b> Steve Brown	<b>Panel Chair:</b> Jenny Davies
<p><b>Digging for (Fool's?) Gold: An Exploration of the Hospitality Management Literature [WP]</b> Tom Baum</p> <p><b>China Hotel Research: A Meta Review of the English Language Academic Literature [WP]</b> Hailian Gao, Songshan (Sam) Huang, Michael J. Gross</p>	<p><b>Let's Go A-Waltzing: An Examination of Dance Tourism in Australia [WP]</b> Elspeth A. Frew, Kim W. Williams</p> <p><b>Transformational Benefits from a Visit to a Multicultural Festival: The Case of South Korea [RR]</b> Insun Lee, Charles Arcodia, Timothy J. Lee</p> <p><b>Understanding Event Attendees: An Examination of Involvement [RR]</b> Eliza Hixson, Vivienne McCabe, Graham Brown</p>	<p><b>The Way Forward for Education and Training in Hospitality and Tourism? [RR]</b> Conrad Lashley</p> <p><b>An Exploratory Pedagogy: 'Gaze' and Tourism Hospitality Fieldwork. ... A Brilliant Blend! [WP]</b> Genevieve Lovell, Paul Weeks</p> <p><b>Sustainability in the University Tourism Curriculum [WP]</b> Dale Sanders, Megan LeClus</p>	<p><b>An Interpretive Investigation into Generational Winery Expectations and Future Services: A Case Study of Three Victorian Wineries [WP]</b> Bertrand Sinssaine, Paul Strickland</p> <p><b>Cooperation, Competition, Spatial Proximity and Stage of Development of Tourist Destinations [WP]</b> Richard Butler, Adi Weidenfeld</p> <p><b>Destination Involvement: Conceptualization and Operationalization [WP]</b> Nan Chen, Daniel C. Funk, Ceridwyn King</p>



## Thursday 10 February 3.15pm – 4.15pm Concurrent Session 4

### 4.5 Response to Risk and Crises (2)

#### Venue:

Shaw and Smith Winery

#### Panel Chair:

David Beirman

### 4.6 Tourism Policy Planning and Development (2)

#### Venue:

Howard Winery

#### Panel Chair:

Freya Higgins-Desbiolles

#### Tourism in Turbulent Times: A Crisis Management Approach to Natural Disasters [WP]

Jessica Derham, Gary Best, Warwick Frost

#### Are Organisations Prepared for Crisis? An Evaluation of

Crisis Planning in the Accommodation Industry in Australia [RR]

Jie Wang, Brent Ritchie

#### Identifying Key Characteristics of Crisis Types and Their Impacts on the Tourism Industry in Thailand [RR]

Kom Campiranon

#### Addressing Global Trends in an Emerging Tourism Destination: Evidence from Slovenia [RR]

Larry Dwyer, Ljubica Knezevic Cvelbar, Deborah Edwards, Tanja Mihalic

#### Compromising Sustainable Tourism Development: The Absence of Legislation in Tourism Destination Planning [WP]

Lisa Ruhanen, Sacha Reid, Mike Davidson

#### Tourism and Taxes: Implications for the Australian Economy and the Tourism Industry of an Increase in the Passenger Movement Charge [WP]

Peter Forsyth, Serajul Hoque, Ray Spurr, Larry Dwyer, Tien Duc Pham



Friday 11 February 9.00am – 10.40am Concurrent Session 5			
5.1 Media and Communication in Travel and Tourism	5.2 Research Methodologies – The Techniques	5.3 Destination Branding	5.4 Human Resources and Volunteers
<b>Venue:</b> H6-03	<b>Venue:</b> H6-12	<b>Venue:</b> H5-26	<b>Venue:</b> RR5-09
<b>Panel Chair:</b> Eliza Hixson	<b>Panel Chair:</b> Michael McGrath	<b>Panel Chair:</b> Colin Sheringham	<b>Panel Chair:</b> Kirsten Holmes
<p><b>Is Film Tourism All The Same? Exploring Zhang Yimou's Films' Potential Influence on Tourism in China [WP]</b> Yuqun Ji, Sue Beeton</p> <p><b>Touristic Processing of 'Travel Narrations' [WP]</b> Madelene Rose McWha, Ewen J. Michael</p> <p><b>Television Drama, Audience Engagement and Screen-Tourism Experience [RR]</b> Sangkyun Kim</p> <p><b>Short Study Tours Abroad: Gaining a Cross Cultural Viewpoint [WP]</b> Kim Williams, Gary Best</p> <p><b>Understanding the Travel Information Needs of People with Disabilities [WP]</b> BongKoo Lee, Sheela Agarwal</p>	<p><b>Quality of Life Research in Tourism – Relevance and Key Directions for the Future [WP]</b> Venkata Yanamandram, Sara Dolnicar, Katie Cliff</p> <p><b>Does Providing More Prompts in Visitor Expenditure Surveys Result in Higher Reported Expenditure? [WP]</b> Mike Raybould, Liz Fredline</p> <p><b>Three Good Reasons NOT to Use Factor-Cluster Segmentation [WP]</b> Sara Dolnicar, Bettina Grün</p> <p><b>Three Good Reasons NOT to Use Five and Seven Point Likert Items [WP]</b> Sara Dolnicar, Bettina Grün, Friedrich Leisch, John Rossiter</p>	<p><b>Requiem for a Market: Identifying Factors in the Collapse of Japanese Tourism Market to Australia [RR]</b> Roger March</p> <p><b>Destination Brand Architecture [RR]</b> Juergen Gnoth</p> <p><b>Branding New Zealand to Chinese Tourists: Case Study of Shanghai World Expo [WP]</b> Pola Wang</p> <p><b>The Tourism Destination Image Formation Process: South Korean Independent Travellers to Australia [RR]</b> Hong Chul Lee, Michael J. Gross</p> <p><b>Revisiting Tourism Carrying Capacity as a Brilliant Blend of Conservation and Visitor Experience Values: Prospects for Fraser Island [WP]</b> Terry J. Brown</p>	<p><b>Adventure Tour Leaders – A Brilliant Blend of Identities? [RR]</b> Monica Torland</p> <p><b>Work-Life Balance: Comparative International Perspectives from Hospitality Workers [WP]</b> Margaret Deery, Candine Harris, Tom Baum, David Williamson, Leo Jago</p> <p><b>Adventure Philanthropy Trialling a New Blend of Tourism and Volunteering [RR]</b> Alexandra Coghlan</p> <p><b>Application of Sustainability Indicators to Tour Guiding Practice: The Need for a Broader Perspective [WP]</b> Aise KyoungJin Kim, Betty Weiler</p> <p><b>Using Communication to Enhance the Visitor Experience: A Case Study of a Volunteer Tourism Broker [WP]</b> Betty Weiler</p>



**Friday 11 February 9.00am – 10.40am Concurrent Session 5**

5.5 Tourist Behaviour and Visitor Experience (1)	5.6 Tourism and Hospitality – Frameworks, Meta-analysis	5.7 Tourism Planning and Development and Responses to Disasters
<b>Venue:</b> GK5-15	<b>Venue:</b> GK4-30	<b>Venue:</b> RR4-11
<b>Panel Chair:</b> David Airey	<b>Panel Chair:</b> Paul Reynolds	<b>Panel Chair:</b> Gayathri (Gee) Wijesinghe
<p><b>Balancing the Blend - Tourist Motivations, Experiences, and Satisfaction at Remote World Heritage Areas: The Case of Australia's Riversleigh Fossil Site WP]</b> Noreen M. Breakey</p> <p><b>The Priming of Self-Concept in Destination Choice Behaviour WP]</b> Geoffrey I. Crouch</p> <p><b>Toward a Better Understanding of Motivations for a Geotourism Experience: A Self-Determination Theory Perspective WP]</b> Mamoon Allan, Ross Dowling, Dale Sanders</p> <p><b>Engaging with Skippy and Friends: the Wildlife Feeding Phenomenon [RR]</b> Melissa Allery, Barbara A. Koth</p>	<p><b>Where's the 'H' in CAUTHE Research?: An Analysis of Conference Proceedings (1993 - 2010) [WP]</b> Elizabeth Roberts</p> <p><b>In Search of a Better Understanding of Generation Y Work Attitudes in the Hospitality Industry [WP]</b> David Solnet, Anna Kralj</p> <p><b>A Review and Preliminary Analysis of Tourism Impacts Research [WP]</b> John Ap, Dan Musinguzi, Candace Fu</p> <p><b>The Blending of Wine and Tourism Experiences: A Meta-Analysis [WP]</b> Jack Carlsen, Philipp Boksberger</p> <p><b>A Framework to Analyze Travel by Ethnic Minorities: A Concept Paper [RR]</b> Bob McKercher</p>	<p><b>Protected Areas, Tourism Development and Poverty in Bangladesh [RR]</b> Md. Faridul Islam, Professor Jack Carlsen</p> <p><b>Placing People to the Forefront of National Tourism Strategies: The Role of HRD in Tourism Planning and Development [WP]</b> Tom Baum</p> <p><b>Tourism Demonstration Effect and Behaviour Change: Re-blending Theory with Reality [RR]</b> Paradee Yasothornsrikul, David Bowen</p> <p><b>A Lesson Learnt from the Philippines Hostage Incident [WP]</b> Ruth M. W. Yeung, Wallace M. S. Yee</p>

Friday 11 February 11.10am – 12.40pm Concurrent Session 6			
6.1 Critical Issues and Campers	6.2 Special Interest Group – Volunteering and Tourism	6.3 Tourist Behaviour and Visitor Experience (2)	6.4 Cultural Issues and Ethical Behaviour
<b>Venue:</b> H6-03	<b>Venue:</b> H6-12	<b>Venue:</b> H5-26	<b>Venue:</b> RR5-09
<b>Panel Chair:</b> Keith Hollinshead	<b>Panel Chair:</b> Sacha Reid	<b>Panel Chair:</b> Elizabeth Roberts	<b>Panel Chair:</b> Vivienne McCabe
<p><b>Indigenous Australians as Tourists: Making the Invisible Visible [RR]</b> Freya Higgins-Desbiolles, Andrew Peters</p> <p><b>Blending Research with Industry: Reflections from the Field [WP]</b> Tiffany Low, Sally Everett</p> <p><b>Assessing the Preferences of Campers Along the Ningaloo Coast, Western Australia [WP]</b> Michael Hughes, Anna Lewis</p>	<p><b>Cultural Learning or Learning Culture? Backpacker Experiences with Aboriginal Culture and the Implications for Volunteer Tourism [RR]</b> Tamara Young, Kevin Lyons</p> <p><b>Why Do Backpackers Come to New Zealand? A Blend of Motivating Factors [RR]</b> Jane Godfrey</p> <p><b>Volunteer Tourism, Acculturation and Re-Entry: The Blend of Three Concepts [WP]</b> Simone Grabowski</p> <p><b>Can Tourism Volunteering Improve Your Quality of Life? [WP]</b> Kirsten Holmes</p> <p><b>Exploring 'Religiosity' as an Influence in the Motivations of Volunteer Tourists [WP]</b> Veronica Sahabu, Stephen Wearing, Simone Grabowski</p>	<p><b>Conceptualising and Quantifying the Visitor Experience: 'Personality' Profiles of Five Cultural Attractions in London [WP]</b> Jan Packer, Roy Ballantyne, Nigel Bond</p> <p><b>Murder in the Cathedral: Using Interpretation to Enhance Visitor Experiences at Canterbury Cathedral [WP]</b> Nigel Bond, Karen Hughes, Roy Ballantyne</p> <p><b>Is a Consumer an Ecotourist? A Theoretical Framework for Empirical Research on Tourists' Behaviour as Consumers [RR]</b> Masahiro Yabuta, Noel Scott</p> <p><b>Examining the Role of Cues in Developing Tourism Destination Loyalty Behaviour Model: Perspective of Cox's Bazar, Bangladesh [RR]</b> Md Enayet Hossain, Mohammed Quaddus, Tekle Shanka</p> <p><b>Blending Amenity Migrants with Locals in Host Destinations: 'Residential Tourism' in British Columbia [WP]</b> Peter W. Williams, Alison Gill</p>	<p><b>An Investigation to Determine the Role of Culture Brokers in the Indigenous Community of Taquile Island in Puno, Peru [WP]</b> Sandra Guisela Cherro Osorio</p> <p><b>The Arts of Tourism and Living Museum: Re-interpreting Mekong's Representations of Cultural Heritage and Community Identity [WP]</b> Polladach Theerapappisit</p> <p><b>Key Implementation Factors in Pro-Poor Tourism [RR]</b> Denis Tolkach, Michael Pearlman</p> <p><b>Socio Economic Determinants of Child Sexual Exploitation in Brazil [WP]</b> Jose Angelo Divino, Joaquim Pinto de Andrade</p>

## Friday 11 February 11.10am – 12.40pm Concurrent Session 6

6.5 Research Methodologies – The Challenges	6.6 Travel, Transport and Destination Competitiveness	6.7 Tourism and Technology
<b>Venue:</b> GK5-15	<b>Venue:</b> GK4-30	<b>Venue:</b> RR4-11
<b>Panel Chair:</b> Roger March	<b>Panel Chair:</b> Rob Hallak	<b>Panel Chair:</b> Bob McKercher
<p><b>It's Not a Survey!?</b> Experiences with the Development of a Community Website for Qualitative Tourism Research [WP] Ulrike Kachel</p> <p><b>An Analysis of the Methods Apparent in the Three Leading Tourism Journals: 2000-2009 [RR]</b> Alison Dunn, Mark Wickham</p> <p><b>A Five-Tiered Textual Blend of Phenomenology and Hermeneutics for Portraying and Interpreting the Lived Experience of Tourism and Hospitality Practitioners [RR]</b> Gayathri (Gee) Wijesinghe</p> <p><b>Identifying Tourism Value: The Challenges of Measurement and Interpretation [WP]</b> Lisa Melsen, Peter Murphy</p>	<p><b>Comparing Airline Network Structures: The Case of Australia [WP]</b> Andreas Wittmer, Pietro Beritelli</p> <p><b>Transfer Passengers' Perceptions of Airport Service Quality [WP]</b> Jin-Woo Park, Se-Yeon Jung</p> <p><b>Domestic Air Transport Factors and Tourism Destination Competitiveness Indices: Examples from Australia and Brazil [RR]</b> Tay T.R. Koo, Gui Lohmann</p> <p><b>Tourism Diversification: Building on Competitive Potential in the Destination [RR]</b> Ruth M. W. Yeung, Wallace M. S. Yee</p> <p><b>An Evaluation of International Tourist Motivation and Tourism Destination Competitiveness [RR]</b> Jaloni Pansiri, Renaba N. Mmereki</p>	<p><b>Predicting Online Travel Purchases: The Case of Switzerland [RR]</b> Christian Laesser, Anita Zehrer</p> <p><b>A Conceptual Paper Towards E-Commerce Capability and Business Performance of Professional Conference Organizers [WP]</b> Ce Mo, Nina Mistilis</p> <p><b>Blending Information and Communication Technology and Tourism - An Explorative Study of the Impact of Mobile Communication Technology on Tourism Experience [RR]</b> Philipp E. Boksberger, Abiola D. Akinsola, Cheng Nan, Rajesh Unnikrishnan</p> <p><b>Will Consumers Pay for News Content Online: The Implications for Tourism [RR]</b> Kevin Filo, Ying Wang</p> <p><b>Measuring Ongoing Travel Information Search [RR]</b> Ulrike Gretzel, Myunghwa Kang</p>



## Keynote Speakers



### Dr Phil Dearden

University of Victoria, Vancouver, Canada

Philip Dearden is an internationally recognised expert in tourism and conservation planning and implementation. With over 250 academic articles and 9 books to his name he is frequently called upon to advise international and national governments on conservation and tourism matters. Active research interests include whale shark tourism, coral reef tourism and protected area livelihood strategies and occur in countries ranging from Thailand and Mexico through to Ghana and Tanzania. Professor Dearden is also Chair of the Department of Geography at the University of Victoria, and a member of the World Commission on Protected Areas.



### Paul Grabowsky

Artistic Director, Adelaide Festival 2010 – 2012, SA

Paul Grabowsky is a pianist, composer, arranger, conductor - and is one of Australia's most distinguished artists. He was Artistic Director of the Queensland Music Festival from 2005-2007 before being appointed as Artistic Director for the 2010 and 2012 Adelaide Festivals. He is the founder and Artistic Director of the Australian Art Orchestra (AAO), with which he tours both nationally and internationally. Recent AAO projects have concentrated on collaborations with traditional and contemporary indigenous performers, something which Paul passionately advocates.

During the late 1970s he became prominent in the music scene in Melbourne, working on various jazz, theatre and cabaret projects. He lived and worked in Europe and the US from 1980-85, during which time he performed with many jazz luminaries including Chet Baker, Art Farmer and Johnny Griffin. He returned to Australia in 1986 and established a reputation as one of Australia's leading jazz musicians with such bands as his own trio and sextet, the Wizards of Oz, and as musical director for singer Vince Jones. He has written the scores for over twenty feature film scores in Australia, the UK and US including 'Innocence' (Paul Cox), 'Last Orders' (Fred Schepisi) and 'Shiner' (John Irvin). His television credits include the series 'Phoenix' and 'Janus' and the Emmy-winning 'Empire Falls'. His works for the theatre include two operas and various multimedia works.

## Keynote Speakers *cont...*



### **Professor Philip Pearce**

James Cook University, Townsville, Australia

Philip Pearce has taught in Australian Universities for over 30 years. He is the first Professor of Tourism in Australia and is based at James Cook University. He has a First Class Honours degree in Psychology and Diploma of Education from the University of Adelaide and earned a Doctorate from the University of Oxford studying tourists in Europe. He has held a Fulbright scholarship at Harvard University. In his position at James Cook University he teaches at all levels with a focus on tourist behaviour and experience. In 2008 he won an ALTC award for advancing tourism education and for the supervision of Doctoral level students, having successfully supervised 30 such students. He has 200 publications and 8 books on tourism. He was the founding editor of *The Journal of Tourism Studies* (1990-2005) and now reviews and edits manuscripts for other journals on a regular basis. He is a frequent keynote speaker at tourism conferences particularly in Asia. His special interest areas are tourist behaviour, tourism and communities and tourism education and research.



### **Professor Jean Pierre Poulain**

University of Toulouse, France

Jean-Pierre Poulain is Professor of Sociology at the University of Toulouse le Mirail, where he directs the CETI (Centre for Tourism, Hotel and Food studies) and manages the CAS cluster (tourism, food, health) at CERTOP. His research is centred on the socio-anthropology of food, especially the sociology of gastronomy and the social dimensions of eating and drinking disorders. He has received numerous awards for his publications, the most recent being the Jean Tremolières award for his books *Eating Today* and *The Sociology of Food*.



## Keynote Speakers *cont...*



### **Professor John Tribe**

University of Surrey, UK

John Tribe is head of tourism at the University of Surrey, UK. His undergraduate, postgraduate and doctoral studies were all undertaken at the University of London. He is a Fellow of the Higher Education Academy, Fellow of the International Academy for the Study of Tourism and Academician of the Academy of the Social Sciences. His research concentrates on sustainability, epistemology and education and he has authored books on strategy, philosophy, economics, education and environmental management in tourism. Funded research projects have included sustainable tourism and forests in the European Union, curriculum development in Moldova, quality in tourism education and the use of visual images in tourism. He is past Chair of the UK Association for Tourism in Higher Education was the specialist advisor for tourism for the UK 2008 Research Assessment Exercise. He is co-chair of the United Nations World Tourism Organisation Education and Science Council and editor of Annals of Tourism Research and The Journal of Hospitality, Leisure Sport and Tourism Education (JOHLSTE).



### **Professor Chris West**

Zoos SA

Chris is currently CEO of Zoos SA, Professor of Zoology at Adelaide University and Professor of Biodiversity Conservation at Flinders University. He qualified as a vet nearly 25 years ago and has worked in academia, the corporate world (as a General Manager in an international Pharmaceutical company) and was previously Zoological Director at London Zoo. He describes himself as a conservationist and environmentalist but also a pragmatist, consensus seeker and optimist. Widely travelled, he is fascinated by all cultures, perhaps because he spent his early years in West Africa. Africa remains in his blood, along with malaria. He has also spent some time in uniform, army uniform, learning about how to stay alive in tight spots: something that has never been tested in real life ...luckily. Chris is adapting to an Australian way of life and getting used to the idea that national teams can win.

## Keynote Speakers *cont...*



### **Professor Betty Weiler**

Southern Cross University, NSW, Australia

Betty Weiler holds a PhD from the University of Victoria (Canada) has been researching and teaching tourism in Australian universities for the past 22 years. During that time, much of Betty's research has focused on nature-based and heritage tourism, interpretation, and especially tour guiding, including guide roles, competencies, training, accreditation, perceptions of quality, contributions to sustainability, and evaluation of outcomes. She has undertaken research on tour guides and tour guiding in several locations, including North America, Latin America, Southeast Asia, and several places in Australia including in national parks, zoos, heritage attractions and with domestic and international tourists and inbound Chinese tour groups. More recently her work has focused on the use of persuasive communication by guides and others to influence tourist behaviour. In addition to some 150 publication, Betty is a multi-award winning PhD supervisor, an editorial board member of five international tourism journals, and a Fellow of CAUTHE. However, she is best known for her team-based approach to research and scholarship, and her collaborations with a range of industry partners particularly managers of protected areas, heritage and wildlife attractions.







## Guest Chairs and Rapporteurs



### **Associate Professor Tazim Jamal**

Texas A&M University in College Station, Texas

Tazim Jamal is an Associate Professor in Recreation, Park and Tourism at Texas A&M University in College Station, Texas. Her study areas include community-based tourism planning, heritage tourism, and collaborative processes for sustainable development and climate change adaptation. Her current research focuses on small rural communities in Texas, mountain communities in Canada, and coastal as well as cultural heritage destinations in Mexico. She instructs undergraduate and graduate courses in tourism, and serves extensively on graduate student committees spanning multi-disciplinary perspectives. Tazim also works on theoretical, methodological and pedagogic issues related to tourism and sustainability, and is the co-editor of *The Handbook of Tourism Studies* (SAGE, 2009).



### **W T (Bill) Spurr**

SA

Bill Spurr's extensive experience in the tourism and hospitality industries dates back to the early '80s when he was the Executive Director of the Australian Hotels Association. He held the position as Chief Executive of the South Australian Tourism Commission from 1999 until July 2007. Mr Spurr is currently Chair of Education Adelaide; Chair of the SA Government Task Force examining International Student Services in SA; a Board member of the Adelaide Entertainment Centre; the Adelaide Festival Centre Trust; Sealink Travel Group; the Adelaide Fringe and is an adjunct Professor of Tourism at Flinders University.



### **Professor Graham Brown**

University of South Australia, Adelaide

After working at Bournemouth and Southern Cross Universities, Graham Brown was appointed Professor of Tourism Management at the University of South Australia in 2001. He teaches courses on the Bachelor of Tourism and Event Management and the Master of Management (Tourism) degrees and has developed a successful doctoral program in the School of Management. He serves on a number of editorial boards and is the Vice President for the Academic Board of the International College of Hotel Management. He has published widely on Tourism Marketing and Event Tourism with a particular focus on the impact of Olympic Games.

## Best Paper Awards

*The 2011 CAUTHE conference has two contributor awards:*

- Best Refereed Paper
- Bill Faulkner Best PhD Paper

Papers will be judged by the CAUTHE 2011 Organising Committee and the prizes will be awarded at the Conference Dinner.

Each prize consists of a framed certificate.

## Special Interest Groups

The CAUTHE organisation has encouraged the formation of Special Interest Groups (SIGs) within its membership. These groups provide an opportunity for interested researchers to discuss their research in an open and informal manner with the opportunity of creating future research collaborations. There are currently five Special Interest Groups supported by CAUTHE:

*The Special Interest Groups are scheduled to meet as follows:*

### **Wednesday 9 February, 11.00am-12.30pm**

- Event Studies – [Hawke Building H5-26](#)
- Tourism and Volunteering – [Hawke Building H6-03](#)
- Proposed SIGs – [Hawke Building H6-09](#)

### **Thursday 10 February, 6.30pm-8.00pm**

- Critical Approaches in Tourism and Hospitality – [Hawke Building H5-26](#)
- The Student Experience – [Hawke Building H6-03](#)
- Service Sector Innovation – [Hawke Building H6-09](#)



## Prof Bill Faulkner PhD & ECR Workshop 8 Feb 2011

The Annual Prof Bill Faulkner PhD and ECR Workshop was held as a one day event prior to the conference on Tuesday 8 February 2010 at the University of South Australia City West Campus. It provided an opportunity for PhD students to discuss their progress with experienced academics and gain insights into various aspects of the PhD experience.

### Program

9am	Welcome, Acknowledgements & Introduction
9.10	<b>Group Activity</b>
9.30-12.30 (incl. break for morning tea)	<b>Core Session 1:</b> 'Turbo-charge your Writing' with Hugh Kearns from ThinkWell
12.30-1.30pm	<b>Lunch</b>
1.30-3.00	<b>Breakout Session:</b> Small Group Discussions between PhDs, ECRs & Senior Academics
3.00-3.15	<b>Afternoon Tea</b>
3.15	<b>Core session 2:</b> Panel discussion – Career Advancement
4.30-5.00	<b>Workshop Summary &amp; Close</b>
5.30+	<b>Drinks &amp; BBQ Dinner</b>

### 'TURBOCHARGE YOUR WRITING', BY HUGH KEARNS FROM THINKWELL

Would you like to know the secret to high output, low stress scholarly writing? In academia it is often assumed that writing comes naturally. However, an overwhelming body of research shows that there are very clear and practical strategies that can greatly increase your writing productivity.

This workshop will help you to understand:

- why it's hard to get started
- how we deliberately use distractions to slow down writing
- the principles of quick starting
- how to deal with destructive internal beliefs
- how to set a writing plan and stick to it
- how to set achievable goals by writing in a silo
- how to greatly increase the number of actual words you produce
- how to clarify your thinking, and improve the quality of your work

### Who is it for?

- Research higher degree students at any point in their candidature and academic/ research staff wishing to increase their writing output.

## Sponsors

*CAUTHE and the 2011 Conference Organising Committee  
would like to thank the following sponsors*

### Major Sponsor and Host Organisation / USB Sponsor



### Platinum Sponsor/Satchel Sponsor



### Bronze Sponsor



### Invited Speaker Gifts





## Displays

CAUTHE and the 2011 Conference Organising Committee would like to thank the following organisations who have displays during the conference. Please take the time to visit them.

### The University of South Australia – School of Management

**Contact:** Jenny Davies

**E:** [jenny.davies@unisa.edu.au](mailto:jenny.davies@unisa.edu.au)

### Le Cordon Bleu

**Contact:** Damien Cooke

**E:** [dcooke@cordobleu.edu](mailto:dcooke@cordobleu.edu)

### CAUTHE

**Contact:** Penny Jose

**E:** [penny.jose@vu.edu.au](mailto:penny.jose@vu.edu.au)

### Channel View Publications

**Contact:** Elinor Robertson

**E:** [Elinor@channelviewpublications.com](mailto:Elinor@channelviewpublications.com)

### THE-ICE (The International Centre of Excellence in Tourism & Hospitality Education)

**Contact:** Perry Hobson

**E:** [perry.hobson@the-ice.org](mailto:perry.hobson@the-ice.org)

### Victoria University – School of Hospitality, Tourism & Marketing

**Contact:** Anne-Marie Hede

**E:** [anne-marie.hede@vu.edu.au](mailto:anne-marie.hede@vu.edu.au)

### Taylor & Francis - Australasia

**Contact:** Priscilla Holmes

**E:** [Priscilla.holmes@ret.gov.au](mailto:Priscilla.holmes@ret.gov.au)

### Tourism Research Australia

**Contact:** Ingrid Sjolund

**E:** [Ingrid.sjolund@tandf.com.au](mailto:Ingrid.sjolund@tandf.com.au)



## General Information

### Registration Desk

The Registration Desk will be located in the Bradley Forum (H5-02) and will open at the following times:

Tuesday 8 February	8.00 am – 6.00 pm
Wednesday 9 February	8.30 am – 6.00 pm
Thursday 10 February	8.00 am – 1.00 pm
Friday 11 February	8.30 am – 5.00 pm

### Notice Board

Messages and program changes will be posted on the noticeboard near the registration desk. No announcements will be made during sessions unless absolutely necessary. Please check the notice board at regular intervals.

The contact number on site for the Conference Manager is 0414 828 731

### Location of Sessions

Plenary sessions will be held in the Allan Scott Auditorium in the Hawke Building. Concurrent sessions will be held in meeting rooms close by – these will be signposted and student volunteers will be stationed at key points to assist delegates to locate the rooms.

### Lunches, Morning and Afternoon Teas

These are included in the registration fees for all delegates. They will be served in the Bradley Forum (H5-02) in the Hawke Building.

The caterers have been notified of delegates' special dietary requirements. If you have a special diet, please make yourself known to a member of the waiting staff.

### Speaker Preparation

All speakers must load their presentations on to the computer in the room in which they are due to speak. Please do this no later than the break preceding the session in which you are due to speak.

### Thursday Afternoon Sessions

The Thursday afternoon sessions will be held off-site at six wineries located in the Adelaide Hills. If you have not selected your preferred session prior to the conference, please contact the Registration Desk no later than morning tea time on Thursday 10 February. Please make your way promptly to the coaches which will be waiting on North Terrace outside the Hawke Building at the end of the final morning session. Lunch boxes will be provided for each delegate in the coach.

### Mobile Phones

Please ensure that all mobile phones and pagers are switched off or set to a silent mode during sessions.

### Entrance to all Sessions

Each conference delegate will receive a name badge upon registering. This badge will be your official pass and must be worn to gain entry to all sessions, lunches, and the social functions. If you require a name badge for a partner attending the social functions, please enquire at the Registration Desk.

### Smoking

Smoking is not permitted inside the University precinct.

### Doctor

If you require medical assistance, please contact the Registration Desk.



## Social Program

### Informal BBQ Mixer

**Tuesday 8 February**

Join us for an informal barbeque. Here is your chance to be the early bird that catches the chop and sausage! We look forward to meeting new friends and reacquainting with old.

**Venue:** University of South Australia,  
Student Lounge, City West Campus, North Terrace

**Time:** 6.00 - 8.00 pm

Cost: Included for all full conference delegates and PhD ECR workshop delegates. Tickets for accompanying person **A\$45** per person

### Adelaide Aboriginal Cultural Walking Tour

**Wednesday 9 February (8:30am to 9:45am)**

**Friday 11 February (7:30am to 8:45 am)**

Join Frank Wangutya Wanganeen, share the Dreaming Stories of Tarnda the Red Kangaroo, and hear about the significance of sites as you walk along the River Torrens. Trace the footsteps of 40,000 years of Aboriginal culture, and explore the rich, ancient cultural heritage of the Kurna people, the traditional owners of the Adelaide Plains. The CAUTHE 2011 conference has provided this tour free of charge to all delegates.

Numbers for the tour are limited. If you have not pre-booked, please check at the Registration Desk regarding availability.

### Paitya Dance Group Welcome to Country

**Wednesday 9 February (12.30-12.45pm)**

Paitya (But-cha) are a dance group that have been based in Kurna (Gar-Na) country for over a decade and are lead by senior Kurna culture bearer, Karl Winda Telfer. Karl is joined by his mother Georgina Yambo Williams in their greetings from country. Georgina, Nganke burka, is a Kurna Senior Woman and Dreamer who has become a leading activist in Kurna spiritual and cultural renewal.



## Social Program *cont...*

### Welcome Reception

#### Wednesday 9 February

At the end of the first day we will give you a very warm welcome to the University of South Australia and Adelaide. This will be a time to enjoy our hospitality at the Adelaide Convention Centre where we will experience a great venue, fantastic food and wine and the very best of company.

**Venue:** Adelaide Convention Centre,  
North Terrace, Adelaide

**Time:** 6.00 - 8.00 pm

**Cost:** Included for all full delegates.  
Tickets for day delegates or accompanying person **A\$60** per person

### 21st Birthday Conference Dinner

#### Friday 11 February

Get dressed in your finest outfit. Add the bling. Bring the animal in you. Put on the dancing shoes. Join us at the Zoo to celebrate 21 years of CAUTHE conferences. A night not to be missed!

**Venue:** Sanctuary, Adelaide Zoo, Frome Road, Adelaide

**Time:** 7pm for 7.30pm - midnight

**Cost:** Included for all full delegates. Tickets for day delegates or accompanying person **A\$120** per person Includes: Three course meal and drinks, transfers both ways from conference venue, and entertainment

**Dress:** Party attire

### Post-conference Winery Tour (optional extra)

#### Saturday 12 February (9.00 am - 5.00 pm)

Join us on the Great Barossa Valley Food, Wine and Tourism Adventure – it is a Brilliant Blend! Visit major and boutique wineries and taste their remarkable wines. Meet the minds and heart behind a range of Barossa wineries, festivals, events, tours and foods. Shop at the Farmers' Market and sample the extraordinary range of the best local produce. Lunch in the picturesque surrounds of a winery and hear the stories of the region and its people. Play croquet amongst the roses at an amazing chateau while tasting wines from the region's independent vignerons. This is a full day journey into one of the world's premier wine regions.

Open to delegates and partners.

**Cost on site: \$120**

(Program correct at time of printing. Program subject to change according to weather conditions and numbers on the tour.)





***Tourism:***  
***Creating a brilliant blend***

**8–11 February 2011**

The Hawke Building, City West Campus  
University of South Australia  
Adelaide South Australia

# Abstracts







# Abstracts

Wednesday 9 February



**Official Conference Opening**

**12.30pm-1.00pm**

## **Indigenous Welcome to Country Paitya Dance Group**

Paitya (But-cha) are a dance group that have been based in Kurna (Gar-Na) country for over a decade and are lead by senior Kurna culture bearer, Karl Winda Telfer. Karl is joined by his mother Georgina Yambo Williams in their greetings from country. Georgina, Nganke burka , is a Kurna Senior Woman and Dreamer who has become a leading activist in Kurna spiritual and cultural renewal.

## **Welcome to the Conference**

Professor Peter Høj, Vice Chancellor and President, University of South Australia

Professor John Benson, Head of School of Management,  
University of South Australia



## **Plenary Session 1: The Industry Blend: Tourism in SA** **2.00pm-3.30pm**

### **The Arts and Tourism**

#### **Paul Grabowsky, Artistic Director, Adelaide Festival, SA**

An arts festival gives a community an opportunity to celebrate its uniqueness, its aspirations, its diversity and its place in the world. It aims to tap into a collective dreaming, an inchoate sense of significance expressed through individual and collective forms of expression brought into the city from the world around it, and generated within it. It focuses on an aspect of human experience which would seem to be unique to our species: the ability to project parallel realities, which themselves become the focus of the city's celebration. As a destination, the city takes on an alluring resonance, bold, unafraid, self-examining. Over 50 years ago, the founders of the Adelaide Festival, patrician and largely conservative, saw their role in terms of a civilising mission. This festival was embraced during the progressive Dunstan years as a point of difference, a defining metaphor for Adelaide's identity in Australia. Now its task is to redefine its separateness in an Australia where every major centre has an arts festival, many based in whole or in part on the Adelaide model.



**Plenary Session 1: The Industry Blend: Tourism in SA**  
**2.00pm-3.30pm**

**The Santos Tour Down Under**

**Hitaf Rasheed, General Manager, Events South Australia**

**Sally Heading, Event Manager, Santos Tour Down Under**

**Michael Schmitt, General Manager, Hilton Adelaide**

**Jaci Thorne, Regional Tourism Manager, Tourism  
Barossa**

This session will bring the major Santos Tour Down Under players together to discuss their respective activities, their roles, the relationships with each other, the mix and blend of activities, what actions need to be in place to make it work and the benefits this provides for tourism in SA.



**Concurrent Session 1.1: Tourism and Hospitality Education  
and Students 4.00pm-5.40pm**

**Burnt at the Student Evaluation Stake – The Penalty for Failing  
Students**

**Elisa Backer**

Student Evaluations of Teaching (SET) are a common tool used to evaluate teaching for subjects at the end of each semester. The merits and limitations of these instruments have been discussed since the 1920s. However, despite the criticisms regarding SETs, their use continues. In particular, the importance of SETs for use in making decisions regarding tenure and promotion is increasing. With so much emphasis on the scores on teaching ability, understanding how valid SETs may be is important. Despite the substantial body of literature that does exist on this topic, lacking is an understanding of how students perceive SETs and whether they use them as a tool to punish lecturers for giving them low grades. Based on 235 surveys undertaken in the School of Business where tourism is taught, this research found that students have a low perception of SETs and 29.7% believe that students give lecturers low SET scores as punishment for giving low grades.

**Key words:** Student Evaluation of Teaching, SETs





**Concurrent Session 1.1: Tourism and Hospitality Education  
and Students 4.00pm-5.40pm**

**Student Centred Learning: Food and Wine for Thought!**

**Aise KyoungJin Kim & Jenny Davies**

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In higher education student-centred learning has received increasing attention in recent years. Educators are encouraged to develop and implement various student-oriented teaching practices beyond conventional teacher-directed approaches. This exploratory study investigates teaching practices using student-centred learning that could result in better-desired outcomes. Using an undergraduate tourism course from the University of South Australia, this study focuses on how teachers integrate this concept into their classroom practices and how students experience their teaching and learning process. The key teaching strategies employed for this study included stimulating students' interest and motivation to actively engage in self-directed learning activities, and encouraging them to reflect on their active participation. The results of the teachers' observation and reflections and students' feedback supported significant benefits of the student-centred approach. Several problems and difficulties were identified, and this paper gives a number of strategies and recommendations for improvement. This study suggests that effective teaching requires the adoption of a more collaborative teaching and learning process between teachers and learners to maximise high quality of learning outcomes for students.

**Keywords:** student-centred learning; teacher-directed learning; tourism education



**Concurrent Session 1.1: Tourism and Hospitality Education  
and Students 4.00pm-5.40pm**

**Is the Capstone Subject “Industry Based Action Research  
Project” Delivering the Expected Outcomes at Carrick Higher  
Education? A Survey of Past Students**

**John van Beveren, Mariyam Nabeela & Jan Stewart**

This study aimed to investigate, from the student's perspective, whether the objectives of the capstone subject – Industry Based Action Research Project at Carrick Higher Education have been achieved. A telephone survey was conducted to question students of their experience and assessment of the graduate outcomes and goals intended from the IBARP subject. This study found that the IBARP subject is meeting its intended purpose. Insights into the student's perceptions of the value of the IBARP to their learning and preparation for work were attained from the survey which provides possible direction for future policy in relation to how the subject could be managed and for future research as a means to benchmark this subject against others offered at other institutions.

**Key words:** Workplace Learning, Hospitality and Tourism, Student experience.



**Concurrent Session 1.1: Tourism and Hospitality Education  
and Students 4.00pm-5.40pm**

**Undergraduate Tourism Student Research Skills: Preparation  
for Lifelong Learning**

**W Glen Croy**

Lifelong learning, a graduate attribute for many institutions, is encapsulated in research skill development. Willison and O'Regan (2007) have introduced the Research Skill Development (RSD) Framework to explicitly develop students' research skills. The RSD framework creates a matrix of facets of research and increasing student autonomy, implemented primarily as marking rubrics. The RSD has proved beneficial in a variety of tertiary contexts. Implemented in undergraduate tourism, the RSD provided similar benefits, particularly in, research skill development, time saved in instruction and marking, and clarity of expectations.

**Key words:** RSD framework, graduate outcomes, employability, assessment, marking rubric



**Concurrent Session 1.1: Tourism and Hospitality Education  
and Students 4.00pm-5.40pm**

**Determining the Influence of Tourism Related Opportunities  
on the Destination Choices of Study Abroad Students**

**Rebecca Martin & Ewen Michael**

The provision of tertiary education services has become a major source of export earnings in Australia, where the availability of study abroad places has a range of significant economic and social effects. This paper reports the first results for an on-going project determining the influence of tourism related opportunities on the destination choices of study abroad students. It adopts a model that seeks to segment the *study abroad* market into *international students* and *exchange students*, to demonstrate the effect of different push-pull factors, which motivate them to choose a particular destination as the place for their future study programme. Even though the project is yet to be completed, the results suggest that the factors determining choice by a student, of a destination for study, are substantially different between those who are on 'exchange', and hence in Australia for a shorter time-period, and those who are 'international' students and likely to be in the destination for a longer duration. The preliminary findings suggest that *exchange students* are particularly focused on exploring tourism opportunities during their stay, and include these possibilities as part of their destination selection, while *international students* seem more focussed on *pull factors* derived from the reputation of the destination as an education provider.

**Key words:** study abroad; international students; exchange students; tourism; destination selection; spending



**Concurrent Session 1.2: Tourism Sustainability and Climate Change**

**4.00pm-5.40pm**

**Climate Change and Dive Tourism:  
Understanding the Vulnerability of Luganville's Dive Tourism  
System to Climate Change**

**Louise Munk Klint, Min Jiang, Alexandra Law, Emma  
Calgaro &  
Terry DeLacy**

The Earth's climate is changing. Tourism is an important economic sector in Vanuatu and is highly vulnerable to climate change. Luganville is a key dive tourism destination in the SANMA province of Vanuatu. This working paper aims to ascertain the current shocks and stressors faced by Luganville's tourism sector and how climate change can exacerbate these. Although data is still in process of being analysed, key shocks that have been identified include cyclones, effect on demand due to media footage and changes to direct international flights whilst notable stressors include Crown of Thorn Starfish outbreaks and environmental degradation. A majority of the tourism sector in Luganville is run by the expatriate community, which is fairly sceptical towards climate change risks and the majority of members of this community show little concern for the consequent impact on their business. On the other hand, the Ni-Vanuatu (Indigenous) communities are terrified about the impacts of climate change and feel limited in their capacity to address these changes. There is a clear need to disseminate information about the challenges tourism will face, as a result of climate change, and to develop effective adaptation options for implementation at different levels.

**Key words:** climate change, tourism, Vanuatu, shocks, stressors, stakeholder perceptions



**Concurrent Session 1.2: Tourism Sustainability and Climate Change**

**4.00pm-5.40pm**

**Tourism and Fresh Water, an Essential Blend!**

**La Vergne Lehmann**

It has been recognised around the world that there is an increasing need to improve the management practices for fresh water use in tourism accommodation developments. Water issues have become even more critical when considering the number of regions that are now impacted by increasingly dry conditions. Evidence presented at the Climate Change and Tourism Conference held at Djerba, Tunisia in 2003, brought to the attention of researchers the complexity of the inter-relationship between fresh water and tourism in dryland regions and to date there has been little research into the relationship that dryland regional accommodation enterprises have with fresh water and how this has changed in an increasingly water constrained environment. This gap in the research, coupled with the development of a range of different styles of tourism accommodation that has accompanied the development of regional tourism destinations in Australia, has provided the rationale for this case study.

The results of an initial survey involving tourism accommodation operators in the Grampians and Wimmera Mallee regions in western Victoria, Australia, suggest that despite ongoing drought conditions relatively few operators have developed sustainable water management practices. Those who have engaged in sustainable management practices have recognised the need for innovation, the importance of understanding local environmental issues and the opportunity to create new markets while educating their visitors.

Through identifying the extent to which these factors influence freshwater use in different styles of tourism accommodation enterprises it has been possible to identify the relationship between the dependent variable; tourism accommodation water consumption and the independent variables; accommodation operator values; and perceived guest values. This has informed the development of a range of strategies to guide sustainable fresh water use across tourism accommodation enterprises in dryland regions, recognising that tourism and freshwater are indeed an essential blend!

**Keywords:** sustainable water management, sustainable tourism



**Concurrent Session 1.2: Tourism Sustainability and Climate Change**

**4.00pm-5.40pm**

**Towards an Understanding of Tourist Responses to  
Destination Adaptation to Climate Change**

**Ryan Jopp, Terry DeLacy, Martin Fluker & Judith Mair**

A large amount of literature is available that addresses climate change adaptation, including numerous tourism-related studies. However, few if any, of the adaptation models or frameworks developed for tourism destinations consider visitor preferences. This article will examine the adaptive capacity of tourists and discuss why a consumer behaviour element is important to any comprehensive framework for tourism destination adaptation.

**Key words:** Climate change, Destination adaptation, Consumer behaviour.



**Concurrent Session 1.2: Tourism Sustainability and Climate Change**

**4.00pm-5.40pm**

**Organic Innovation in the Informal Tourism Sector:  
The Case of the Becak Wisata, Yogyakarta**

**Maya Damayanti, Noel Scott & Lisa Ruhanen**

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The interaction of actors in a network is of increasing attention in tourism research, as is the ways in which innovations are facilitated by such networks. While there has been attention on formal networks, less focus has been given to how informal sectors create and share innovation to gain competitive advantages. Although it has been claimed that informal sectors lack innovation capacity, the Indonesian case of the pedicab (*becak wisata*) that services tourists in Yogyakarta is an interesting case to explore these issues. This is because the product itself is an innovation in response to a series of crises in the country including economic downturn and natural disaster. Further, the history and evolution of *becak wisata* in Yogyakarta illustrates the evolution from organic innovations driven through informal networks to more formal systems of governance and institutional innovation. This paper provides an exploratory case study of the *becak wisata* of Yogyakarta to demonstrate the evolution of innovations and their dissemination through informal to formal networks. The paper concludes with directions for future research and policy recommendations.

**Keywords:** informal actor networks, innovation, tourism development





**Concurrent Session 1.2: Tourism Sustainability and Climate Change**

**4.00pm-5.40pm**

**Tourism Livelihoods in the South Pacific**

**Joseph M. Cheer, Keir Reeves & Jennifer Laing**

The place of tourism in South Pacific island economies is undoubted, and the prospects of many countries in the region are heavily tied to tourism growth. International arrivals and international tourist expenditure are on a growth trajectory, and infrastructure and private sector investment vital to underpin this growth continues unabated also. While regional governments enthusiastically back tourism sector development, a firm understanding of tourism's impacts on host communities is vastly unknown. This paper argues that substantiating tourism's impacts on livelihoods is pressing, especially at the periphery (includes outer island and peri-urban areas) where livelihood opportunities are constrained. It is submitted that non-financial and financial impacts must be examined in order to guide tourism policy and planning, and to ensure that South Pacific islanders are accruing substantive benefits from tourism growth.

**Key words:** Vanuatu, Fiji, Periphery, tourism livelihoods, value chain analysis, sustainable livelihoods framework



**Concurrent Session 1. 3: Destination Management and  
Visitor Expenditure 4.00pm-5.40pm**

**Knowledge Transfer in a Turbulent Context: The Case of  
Cruise Tourism Development in Newcastle, Australia**

**Patricia Johnson & Kevin Lyons**

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This paper explores the development of cruise tourism in Newcastle, Australia by examining stakeholder perspectives. A qualitative study of key stakeholders' views on the development of the cruise industry in Newcastle used conceptual constructs of 'turbulence' and 'knowledge transfer' as a central focus. Turbulence both enhanced and hindered knowledge transfer processes depending upon the relative strength of the tacit knowledge stakeholders held about cruise tourism. Stakeholders directly involved in the tourism industry demonstrated strong tacit knowledge about cruise tourism and differentiated between the impact and value of its forms: home porting (port of embarkation) and day visits (port of call). As a result city-image and destination image debates were seen as less important than the development of services and infrastructure to support home porting. The tacit knowledge of stakeholders not directly involved in tourism did not differentiate between home porting and day visits as distinct forms of cruise tourism. Instead, cruise tourism was seen as a single undifferentiated product that could contribute to city reimagining and knowledge turbulence generated around these issues created knowledge noise. Implications of the differing perspectives are discussed, specifically how tacit knowledge informs explicit knowledge according to differing stakeholder priorities.

**Keywords:** cruise, Newcastle, cruise tourism



**Concurrent Session 1. 3: Destination Management and  
Visitor Expenditure 4.00pm-5.40pm**

**Cruise Line Passengers' Expenditures**

**Svein Larsen, Torvald Øgaard, Wibecke Brun & Einar  
Marnburg**

Although few studies has been done comparing cruise passengers to other tourists in terms of expenditures, the economic consequences of cruise ships visiting harbours has been questioned. Therefore the present study addressed the issue of cruise passengers expenditures as compared to other tourists expenditures.

Tourists, of who 165 of the 1891 were cruise tourists, visiting Norway during the summer of 2010 were asked about their expenditures. The results show that cruise passengers on the average spend less money on a destination than the other tourist does. Cruise passengers leave approximately the same amount per capita as campers and guests at HI-facilities do.

A few suggestions can be made based on these findings concerning tourism planning.

**Key words:** Tourism planning, economic impact, cruise lines, cruise passengers, expenditures



**Concurrent Session 1. 3: Destination Management and  
Visitor Expenditure 4.00pm-5.40pm**

**Destination Marketing Post Disaster: What Works?**

**Gabrielle Walters & Judith Mair**

One of the key roles of destination marketing organisations (DMOs) is to portray their destinations in such a way that is both appealing and inviting to their existing and potential tourism market. When a destination is struck by a disaster, destination marketers need to immediately commence their recovery marketing efforts in a quest to preserve their destination image. Given the need for a 'quick fix' solution, marketers tend to take an ad hoc approach to this task, attributing little thought to the audience's likely response to the messages they create. The aim of this paper is to present a work in progress designed to identify the most effective means of communicating with the tourism market in the wake of a disaster, looking specifically at print media.

**Key words:** Tourism Disaster Recovery, Destination Marketing, Experimental Design



**Concurrent Session 1. 3: Destination Management and  
Visitor Expenditure 4.00pm-5.40pm**

**Blending the Past with the Future: A Future for Wales'  
Industrial Past – Lane Duck or Cultural Tourism Asset?**

**Andrew Jones**

The main focus of the paper will aim to illustrate the development of industrial heritage as tourist attractions, and how such attractions have contributed and impacted upon former industrial communities. The study is focussed upon the former industrial communities of South Wales which have experienced, in the last fifty years, transition from reliance on heavy industries to economic and social decline and more recently economic regeneration more focussed on service sector industries including, culture, tourism and heritage. The research concentrates on this transitional change and questions how economic and cultural regeneration strategies can help blend new policy initiatives, particularly focussed on tourism and heritage, in providing policy alternatives to these declining industrial communities.

**Key words:** Heritage, culture, museums, industrial heritage, industrial communities, cultural and economic regeneration, South Wales



**Concurrent Session 1. 3: Destination Management and  
Visitor Expenditure 4.00pm-5.40pm**

**Blending My Way: Organisational Readiness for  
Stakeholder Engagement**

**Pascal Scherrer**

This paper uses the case of a popular small island destination in Western Australia (WA), Rottnest Island, to explore the management challenges arising from the inherent tension of the protected area dual mandate of conservation and public use. This tension is exacerbated by the historical and political context and the island's proximity to, and accessibility from, the rapidly growing population centre of Perth, WA's capital city. In 2008, the island's management body, the Rottnest Island Authority (RIA), committed to the implementation of the Sustainable Visitor Capacity (SVC) framework as a process to enable a strategic and consistent assessment of key sites that would inform decision making and management. The principal strength of the SVC framework is its highly collaborative approach built on the underlying tenet of communicative action – the notion that free communication between stakeholders can develop a shared understanding and willingness to make tradeoffs which can ultimately produce consensus. This study tracks the gradual stakeholder exclusion from the SVC process and its organisational internalisation. The analysis of the reasons for this withdrawal draws on the notions of power, wicked problems and adaptive management to understand the factors influencing the relationships between protected area managers, stakeholders and political decision makers with a view towards exploiting the transformative potential of participatory processes.

**Key words:** stakeholder engagement, communicative action, leadership, sustainable visitor capacity, Rottnest.



**Concurrent Session 1.4: Employment and Travel Behaviour**  
**4.00pm-5.40pm**

**Employing Students in Bars and Restaurants:  
Observations from a Study in Nottingham**

**Conrad Lashley**

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The paper reports on findings from a survey of employers in Nottingham. The research suggests that a majority of students are employed in bars and restaurants, and/or retailing. The survey explored employers' motives, experiences and evaluations of employing students in their businesses. The research confirms that the decision to employ students is often, in part, to meet the extra demand created by the student economy in Nottingham. Some employers make a conscious decision to recruit students to meet demand created by the student economy. Most employers are concerned to recruit casual labour, some of whom happen to be students. They look for qualities which indicate an awareness of customer service needs and most recruitment process are dominated by informal methods. In most cases, employers are very satisfied with the contribution that student/employees make, though few consider developing a long term relationship with them. Consequently, most students are employed in routine frontline roles, and few are promoted to supervisory or managerial positions. In these circumstances, only about one in five would consider a career in the industry after graduation. Collectively, they represent a lost opportunity for the sector!

**Keywords:** student employment, casual labour, recruitment, training and development



**Concurrent Session 1.4: Employment and Travel Behaviour  
4.00pm-5.40pm**

**The Effect on a Peripheral Destination from Changes to the  
Working Backpacking Market in Australia**

**Alana Iles & Bruce Prideaux**

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This study examines aspects of the backpacker market in Cairns in Far North Queensland, Australia using the push-pull model. Using a qualitative approach, interviews were conducted with hostel managers and focus groups were run with backpackers to identify gaps between the destination supply side and the demand side using the push-pull model. The main findings were that the backpacker market to Australia has changed in recent years as the 'push' or motivating factors of backpackers have shifted. At the same time the attributes or 'pull' factors of Cairns as a destination have not changed sufficiently to meet these changes. Three main areas contributing to this gap were identified: communication, product and services. Strategies to address these issues were explored and the implications for other periphery destinations were discussed in light of this gap. The study also identifies areas for further research including using the results to provide the basis for quantitative studies into the 'push' and 'pull' factors identified in the research and measuring the impact of the identified gap on other outlying peripheral destinations.

**Keywords:** backpackers, push-pull, periphery destinations, Cairns





**Concurrent Session 1.4: Employment and Travel Behaviour  
4.00pm-5.40pm**

**What Makes People Stay? An Investigation of the Job  
Embeddedness Construct in the Australian Hospitality  
Industry**

**Laurina Yam**

This study investigates the job embeddedness construct, developed by Mitchell, Holtom, Lee, Sablinski & Erez (2001), which drew attention to both on-the-job and off-the-job factors impacting on employees' intention to *stay*. The job embeddedness construct measures the extent to which employees feel "stuck" or embedded in their jobs. It will investigate the validity of the job embeddedness construct in the Australian hospitality environment. Furthermore, it will explore if employees' intention to stay is affected by gender, seniority or property location (ie. remote vs urban locations), and how these variables relates to the job embeddedness construct and employees' intention to stay within the hospitality industry. Identification of factors that influence employees to stay in this industry, as opposed to those that cause them to leave, will enable employers and representative industry bodies to promote the positive aspects of employment, and promote hospitality organisations as employers of choice.

**Key words:** job embeddedness, employee retention, hospitality



**Concurrent Session 1.4: Employment and Travel Behaviour**  
**4.00pm-5.40pm**

**A Brilliant Blend: A Socially Diverse Solution to the  
Employment Paradigm of the Western Australian  
Restaurant Industry and the Impacts of Enacted Change**

**Catherine Higgins, Christina Howe & Ruth Taylor**

The Western Australian economy is booming as a consequence of a resurging mining industry. A severe lack of prospective employees and skills shortages, however, has resulted in significant competition for entry level staff across many industries. The labour intensive restaurant industry has long utilised marginalised employees and is now reliant on secondary labour markets to meet its human resource requirements. The industry, predisposed to domestic students as employees, is now increasingly reliant on the more marginal employee cohort of international students. This research paper is an exploratory study investigating the value of international students as a reliable source of labour for the Western Australian restaurant industry as perceived by industry employers and industry representatives inclusive of Hospitality Training Providers, the Australian Hotels Association (Western Australia) and the Restaurant and Catering Association. Findings from the respondents suggested that should delinking student visas from permanent migration status occur, the number of international students intending to study in Australia will reduce considerably resulting in reduced numbers of international students available to be employed by the restaurant industry. Respondents further believed that diminishing international student numbers would further labour shortages resulting in unmet customer expectations, increased food and beverage costs and shrinkage to both restaurants individually and the Western Australian restaurant industry as a whole.

**Keywords:** skill shortages, attraction, retention, international students, student visas, restaurant industry



**Concurrent Session 1.4: Employment and Travel Behaviour  
4.00pm-5.40pm**

**The Travel Behaviours of International Students in Australia**

**Michael Davidson, Hugh Wilkins, Brian King, Perry Hobson,  
Stephen Craig-Smith & Sarah Gardiner**

This paper presents on a comprehensive tourism study of international students and their visiting friends and relatives (VFRs). Whilst education is their primary reason for studying in Australia, international students may also be motivated by the various travel activities that they undertake prior to, during and on completion of their studies. The role that tourism and travel plays in the international student experience, and the tourism significance of the associated VFR market, is however little understood. The research included focus groups and a survey of over 5,500 international students studying in Australia at higher education, VET and English language institutions. The findings provide a comprehensive picture of the tourism opportunities associated with the international student market in Australia and their VFRs. It profiles travel behaviours and reports on international student expenditures and the mix of study, work and travel while in Australia.

**Key words:** International students, VFRs, Australia, travel.



**Concurrent Session 1. 5: Tourism - Communication Channels**

**4.00pm-5.40pm**

**Organisational Identity and the Increasing Importance of Communication Channels**

**Olivia Wagner, Mike Peters & Philipp Boksberger**

Communication can strengthen organisational identity as it provides organisational members with an opportunity to create and enhance their subjective perception of the organization. Nevertheless, it remains unclear how communication can be defined. Yet researchers and professionals assume, and investigations have confirmed, that the way management communicates the organisation's identity to their organisational members has consequences for company identity attractiveness (Bhattacharya & Sen, 2003). Organisational identity in turn influences customers' and employees' identification with the company (Ahearne, Bhattacharya & Gruen, 2005; Bhattacharya, Roe, & Glynn, 1995; Dutton, Dukerich & Harquail, 1994), their loyalty towards it (Bergami & Bagozzi, 2000), and the advocacy of the company (Stokburger-Sauer, Ratneshwar, Sen & Bauer, 2007) and thus the financial performance of the company (Bhattacharya & Sen, 2003; Homburg, Wieseke & Hoyer, 2009). In this context, internal communication channels such as emails or documents are neglected management instruments (Smidts, Pruyn & van Riel, 2001). The more positively organisational members perceive the communication, the more they know about the company and thus the better the organisational identity (Dolphin, 2005).

**Keywords:** organisational identity, communication, email, internal communication



**Concurrent Session 1. 5: Tourism - Communication Channels**

**4.00pm-5.40pm**

**Blending Environmental Management and Service Quality in Five-Star Hotels: A Conceptual Model Design**

**Madalyn Scerri & Genevieve Lovell**

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This paper discusses the brilliant blend of environmental management, luxury and service quality. As a result of societal influences for environmental performance and luxury, a five-star hotel is required to blend concepts of environmental management with superior service quality products. While the concepts have been explored independently in the literature, their integration is under theorised. Therefore this paper explores the relationship between environmental management and service quality. A conceptual model is developed illustrating how hotels can operationally blend environmental initiatives with service quality. Data were obtained from five five-star hotels using semi-structured interviews. The findings revealed that environmental management, and specific environmental initiatives, could have positive implications for service quality in hotels if strategically managed.

**Keywords:** five-star hotels; environmental management; service quality; luxury; competing values



**Concurrent Session 1. 5: Tourism - Communication Channels**

**4.00pm-5.40pm**

**Broadcasting News towards Travel to Australia  
in Korean Television Networks**

**Hong Chul Lee, Michael J. Gross & Sang Ho Lee**

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Due to its diverse visual contents, news broadcast by television has potential for significant impact by comparison with other media such as newspapers. This paper examines how Korean television news influences outbound travel to Australia by Korean tourists. The purpose of the present study is to examine the differences in broadcasting topics, attitudes and news frames among Korean television news networks towards travel to Australia. The study incorporated media and tourism research areas using quantitative content analysis, cross-tab and ANOVA. The study found that there were no significant differences in broadcasting topics, attitudes and news frames among three television networks. However, broadcasting topics showed significant differences in attitudes and news frames among the networks. The study contributes to understanding of the effect of television network news broadcasts on international travel, so that destination marketers may better understand how to integrate such knowledge in marketing planning.

**Keywords:** broadcasting topics, attitudes, news frames, Korean television networks, travel to Australia, quantitative content analysis



**Concurrent Session 1. 5: Tourism - Communication Channels**

**4.00pm-5.40pm**

**Seriously Misguided: Mapping a Research Agenda for the Travel Guidebook in Contemporary Tourism**

**Victoria Peel, Anders Sørensen & Adam Steen**

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The ubiquitous presence of the guidebook at travel sites worldwide and, in some cases, its status as an icon of contemporary tourism, is widely accepted. However, while frequently mentioned *in passim* in the tourism research literature, tourist guidebooks have received little focused scrutiny. This exploratory analysis of the guidebook as it is represented through both the tourism literature and the popular press argues for a more rigorous examination of the guidebook phenomenon in modern tourism. The paper presents a research agenda highlighting guidebook users and utility, and the cultural and economic functioning of guidebooks in tourism past, present and future as productive lines of inquiry.

**Keywords:** guidebooks, travel literature, mediation, tourism history, information search



**Concurrent Session 1. 5: Tourism - Communication Channels**

**4.00pm-5.40pm**

**Tourism Products in Chiangrai Province: Potential Market for Religious Artistic and Cultural Tourism**

**Chawannuch Uthayan**

This project's objective was to determine the capacity and availability of religious, artistic and cultural tourism in Chiangrai province. The project revealed the following results; Chiangrai's religious, artistic and cultural tourism consists of many fields: temples, ancient sites, museums, art, traditions and culture. From the questionnaire's result, tourist interest in religious, artistic and cultural aspects is very high. Thai tourists have a great interest in antiqueness and significance of art. They are interested in Chiangrai's cultural diversity, the local people's friendliness and the uniqueness of the area. Foreign tourists, on the other hand, pay more attention to nature. They are interested in sight-seeing around Chiangrai and the Golden Triangle, visiting the many culturally diverse ethnic groups, learning about the people's way of life and experiencing their friendship. The project studied the capacity and availability of community cooperation and networking regarding religious, artistic and cultural tourism activities. From the research it was determined that the natural surroundings and the attractions possess a high capacity and ready availability. Transportation to these places had high capacity and was very available. On the other hand the personnel, the management processes and the participation of the general public at these venues have low capacity and availability.

**Key words:** tourism, religious, artistic, cultural, Chiangrai, Thailand, potential market





**Concurrent Session 1. 6: Culture and Tourism 4.00pm-5.40pm**

**Tourism and Tradition in Vanuatu**

**Joseph M. Cheer**

Tensions inherent in the transition from a traditional economy to a postcolonial monetised one is at the heart of this paper. Perspectives of the *Insider* are drawn on and particular focus is placed on understanding the prevailing dynamics that facilitate the commercialisation of the *naghol* or land diving ritual for tourism. The contestations surrounding *kastom* and the commodification of traditional rituals for indigenous tourism are examined. Tourism in traditional societies raises a number of tensions; in particular the tension inherent between maintaining traditions and enhancing livelihoods through tourism. Finding equilibrium between competing positions is critical, particularly in remote island communities devoid of economic alternatives. It is contended that the legitimate guardians of the *naghol* are the customary owners and not bureaucrats, policy makers or the intelligentsia. Tradition or *kastom*, while still intrinsically critical to the way of life in Vanuatu must adapt to the realities of contemporary village life where the acquisition of cash incomes is critical.

**Key words:** Land Diving, Nagol, Vanuatu, ni-Vanuatu, Kastom, Indigenous Tourism



**Concurrent Session 1. 6: Culture and Tourism 4.00pm-5.40pm**

**The Prospects for a Community-Based Tourism Network in  
Timor-Leste**

**Denis Tolkach, Brian King & Michael Pearlman**

This working paper examines the prospects for maximising community benefits through the creation of collaborative community-based tourism (CBT) networks. It outlines a proposed research approach to explore opportunities to strengthen CBT in the case of Timor-Leste, one of the world's most recently established nations and a least developed small island state.

**Key words:** Community-Based Tourism, Timor-Leste, tourism network



**Concurrent Session 1. 6: Culture and Tourism 4.00pm-5.40pm**

**Community-Based Tourism in Thailand:  
The Case of the Amphawa Floating Market**

**Sutthanuch Wiriapinit, Lisa Ruhanen & Panpim  
Cheaupalakit**

Amphawa Floating Market (AFM) is based in a small water-based community located in central Thailand. With outstanding natural and cultural resources, traditional way of life, and, a strong community organization under an interdependent social system AFM is considered to be one of Thailand's leading community tourism sites; promoted as the country's number one community based tourism (CBT) destinations in 2010. Tourism development has led to both positive and negative impacts on the community; certainly the rapid growth has changed the local's way of life and caused some concern regarding the sustainability of the destination and experience. Over time, local participation has been greatly reduced with decision-making increasingly resting heavily with officials and unbalanced profit sharing amongst stakeholders. Local government's lack of knowledge and experience with tourism further contributes to a blurred CBT management model. To ensure the sustainability of this site, there is a need to clearly define the direction and purpose of CBT within the AFM. Research and education is also necessary to influence and direct both current and future operations and practices.

**Key words:** Community-based tourism, stakeholders, sustainable development



**Concurrent Session 1. 6: Culture and Tourism 4.00pm-5.40pm**

**The Local Gaze: Social Inhibitors to Engagement in the  
Maldivian Tourism Industry**

**Lisa Ruhanen, Aishath Shakeela & Noreen Breakey**

Advocators of tourism development in small island developing states (SIDS) promote tourism in policy agendas on the grounds that it can enhance the lives of local people through the creation of employment and income streams. However, empirical research conducted in the Maldives, a SIDS in the Indian Ocean, highlighted an array of social, human resource, economic, institutional and religious factors that inhibit the participation of the local community in the Maldivian tourism labour market. This paper specifically examines the findings related to the social factors that were identified as: negative images of the industry; proximity to home and work; social isolation; parental influence; effect on family life while working away from home island; role of woman as mother; the lack of awareness of tourism jobs; social problems at workplace; disinterest in tourism employment; tourism industry being male dominated; and issues with safety and security at the workplace. A number of these findings are discussed, as is the role of tourism operators and the Government in addressing the social inhibitors to tourism employment in the Maldives.

**Keywords:** tourism employment, sustainable tourism, SIDS, Maldives



**Concurrent Session 1. 6: Culture and Tourism 4.00pm-5.40pm**

**Lebanese Cuisine in Australia: A Proposed Authentication Rubric**

**Mohamad Karaki & Alfred Ogle**

Culinary authenticity is a highly subjective topic thereby making it problematically contentious especially when considered in the national or place-of-origin context. However, it cannot be ignored in today's global village. This paper proposes that culinary authenticity per se can be qualified, and therefore objectivised, by using cultural gastronomic semantics as a means to mitigate the subjectivity of what food means to the individual. This qualification provides a tenable objective baseline for evaluating the degree of authenticity of ethnic cuisine. The authors propose an authentication rubric, PIPS, that via the human senses, provides a measure resembling a checklist of core attributes of a dish, i.e. Presentation (appearance), Ingredients, Preparation, and Service (manner in which the food is delivered). The attributes are derived from synthesis of the quintessential characteristics of Lebanese cuisine found in the literature. The design of PIPS is underpinned by culinary semantics fusing both the Arabic and French languages which 'flavour' Lebanese cuisine. It is proposed that making sense of cuisine can be strongly anchored and qualified by normative definitions easily related to by the lay person, and would be applicable in authenticating other types of ethnic cuisines. This study has implications on firstly how ethnic cuisine is be optimally marketed without identity/character dilution and secondly how it is to be assembled 'properly' outside of its home country. The next step is to quantify PIPS as an easy to use index that can be widely adopted in industry as a standards and/or marketing tool. PIPS potentially could, either alone or in combination with other factors, become an industry benchmark of quality and a gauge of culinary enjoyment/satisfaction.

**Keywords:** Lebanese, cuisine, authenticity, Australia, rubric



**Concurrent Session 1.7: Health, Wellness and VFR**  
**4.00pm-5.40pm**

**'Riding a Wave of Constraint': Women and Surf Tourism**

**Laura Sophia Fendt**

Surf tourism has positioned itself as a major industry within the worldwide tourism sector that is worth more than eight billion dollars. It involves millions of surfers travelling both, domestically and internationally and therefore generates considerable contributions to economies in surfing destinations. Furthermore there are an increasing number of women that engage in surf tourism. Given the size and growth of the industry, only very limited amount of research investigates surf tourism, and literature concerned with the experiences of female surf tourists is nonexistent. This paper aims to explore the experiences of female surf tourists based on an analysis of their constraints and negotiation processes associated with surf tourism. A qualitative, interpretive research paradigm further undergird by feminist perspectives was utilized. Twenty female surf tourists were interviewed in an effort to address the study's objectives. Semi-structured in-depth interviews were the main tool of data collection allowing women to freely speak about their experiences. In this way, women's life worlds and an in-depth understanding of their values and meanings could be explored. The outcomes of this study demonstrate the constraints that women faced when participating in surf tourism carried little weight. Personal, socio-cultural and practical constraints limited these women prior or during the engagement in the phenomenon. Amongst constraints, it became evident that 'the unknown' and management of 'logistics' hindered women the most. Constraints were counteracted with a number of negotiation strategies. Dominant across women's stories was a positive attitude and determination not to 'miss out' on the benefits that surf tourism provides them with. Further, women thoroughly planned and prepared for their journeys in order to decrease the risk of occurrences that might limit their surf tourism experience. For some women, a strong passion for surfing and surf tourism was enough to push through barriers which were simply not seen as major deterrents.

**Key words:** gender, surf tourism, constraint, negotiation



**Concurrent Session 1.7: Health, Wellness and VFR**  
**4.00pm-5.40pm**

**The Ideal and the Reality of Wellbeing Travel in Australia**

**Alison van den Eynde**

When blending 'tourism' with 'wellbeing', tensions arise both in theory and practice. In the haste to cater for the consumer trend towards health consciousness in Australia, the opportunity for wellbeing travel to truly contribute to wellbeing, has become misplaced or distorted. The wellbeing travel trend thus far, appears to be deviating from both the core concept of wellbeing and the wellbeing travel definition discussed in literature. Wellbeing travel in Australia is for the most part associated with luxury and exclusivity via spa visitation and beauty treatments. In other parts of the world, these activities are more common place and affordable. The consequence for wellbeing travel in Australia is the risk of it being available to a specific market, and perhaps not contributing to wellbeing at all.

**Key words:** wellbeing travel, wellbeing, non-participation



**Concurrent Session 1.7: Health, Wellness and VFR**  
**4.00pm-5.40pm**

**Nature and Scope of Wellness Tourism in Western Australia:  
The Case of the Margaret River Region**

**Melanie Dawkins, Emma Gaunt & Christof Pforr**

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This paper aims to contribute to a better understanding of the nature and scope of the wellness tourism market in Western Australia. The case study presented here explores the Margaret River region in the south west of Western Australia as one of the state's leading wellness destinations. It is in particular the spectacular natural resources of the region that form the basis of its tourism product offerings, including wellness tourism. With this in mind the paper investigates the relationship between the natural environment and wellness experiences as well as the motivations and profile of wellness tourists to the region.

**Keywords:** wellness tourism, Margaret River, Western Australia, wellness tourists, nature-based experience





**Concurrent Session 1.7: Health, Wellness and VFR**  
**4.00pm-5.40pm**

**VFR Travel: It IS Underestimated**

**Elisa Backer**

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Visiting friends and relatives (VFR) travel is a substantial form of tourism worldwide. In Australia, official data measure VFR in one of two ways: purpose of visit or accommodation. This is only a measurement of those factors, yet tourism practitioners often mistakenly use these data to state the size of VFR travel in their destination. Based on quantitative research undertaken in three contrasting destinations in Australia, estimates for the size of VFR travel in those destinations is provided. These results highlight that using official data for measuring VFR travel will underestimate this segment in any Australian destination. Using the VFR definitional model as a conceptual model, this research has estimated that VFR travel represents 48 percent of Australia's total overnight tourism market.

**Keywords:** VFR, visiting friends and relatives, VFR definition



**Concurrent Session 1.7: Health, Wellness and VFR**  
**4.00pm-5.40pm**

**VFR Purpose of Trip Does Not Always Mean Staying with  
Hosts- Predicting VFR Purpose of Trip and Choice of  
Accommodation**

**Elisa Backer & Christian Laesser**

Whilst destination marketing organisations around the world invest many resources into tourism marketing, little focus is placed on Visiting Friends and Relatives (VFR) travel. A primary reason for this has been linked to the assumed lack of benefits to commercial accommodation operators. However, not all VFR travelers stay with the friends or relatives that they travel to see. This research aims to contribute to the small body of literature that has considered the behaviours of those VFR travellers who select commercial accommodation. Focusing on the Swiss market as a typical mature travel market, this research has found several key differences between VFR travelers who stay with their friends or relatives and those who choose commercial accommodation. A key finding has been a significant difference in length of stay, whereby VFRs staying in commercial accommodation enjoy longer periods of stay in the region. Those VFRs also travel greater distances.

**Key words:** VFR, visiting friends and relatives, commercial accommodation, purpose of visit



# Abstracts

Thursday 10 February



## **Plenary Session 2**

**8.30am-10.30am**

### **The Scholarly Blend: International Perspectives of Tourism and Hospitality**

**Chair & Rapporteur: Tazim Jamal, Texas A&M University, USA**

This session will compliment the first plenary which focuses on blends and the way they affect business applications i.e. an industry perspective. The focus here will be on blends related to scholarship. We are particularly keen for delegates to be exposed to the way research draws on different disciplinary foundations and the way this contributes to our understanding of key concepts that affect tourism & hospitality.



**Plenary Session 2**

**8.30am-10.30am**

**The Scholarly Blend: International Perspectives of Tourism and Hospitality**

**Tourism Scholarship: A Brilliant Blend?**

**Professor John Tribe**  
**University of Surrey, UK**

As this presentation is part of a conference themed around “Brilliant Blend” and a larger session “The Scholarly Blend: International Perspectives of Tourism and Hospitality” it is worth initially unpacking the notion of a scholarly blend. A blend suggests two things. First a good blend (e.g. of tea) can indicate that there has been a selection of the best ingredients from a range of possibilities. Second a blend (e.g. a fruit smoothie) can result from such a thorough mixing that the component ingredients lose their initial identities and become a new substance with its own distinctive taste.

Relating this to tourism studies generates three sets of questions:

1. What is the subject blend? What knowledge has been selected for the canon of tourism studies and how has this changed over time? Is it brilliant?
2. To what extent does tourism studies represent a thorough mixing of its underlying disciplines. Has it moved from multidisciplinary to interdisciplinarity? Does this matter?
3. What is the communications blend of the subject? How is the complexity of the subject communicated to its various audiences?

In order to grapple with these issues a number of recent works will be deployed. These include:

- Aramberris’s exposition of the “scissor crisis” in tourism studies and of “Mutually Accepted Disregard” amongst counterposed research camps
- Hall and Brown’s exploration of the links between post-colonialism, responsibility and tourism academics
- Pritchard, Morgan and Ateljevic’s work on hopeful research



# Abstracts

Thursday 10 February



- Franklin's perceived troubles with tourism and travel theory
- Hall and Williams' conceptualisation of tourism studies
- Cooper's examination of knowledge management
- Xiao's enquiry into the making of tourism research
- My own work on the epistemology, sociology and networks of tourism knowledge.

As these questions are scrutinised the notion of a brilliant blend becomes challenged by a number of counterclaims arranged around four alternative "B"s. Perhaps

1. The subject blend although now quite mature and demonstrating a burgeoning weight might be somewhat over **bloated** by common-place research and **blind** to some key issues.
2. Rather than a smooth liquid blend, tourism studies might be better conceptualised as a series of disconnected **blobs** of knowledge with few commonalities.
3. Communication of tourism studies might be characterised as **bland**. Specifically it has not captured the full richness of the subject nor fully engaged with its major stakeholders.

Universities in many parts of the world have been squeezed by the consequences of the financial crisis and their fringe activities are under close scrutiny. Hence a serious health-check of tourism studies is especially crucial for its long term prosperity or even survival.



**Plenary Session 2**

**8.30am-10.30am**

**The Scholarly Blend: International Perspectives of Tourism and Hospitality**

**The Going Home Experience; Opportunities for Tourism Researchers**

**Professor Philip Pearce**  
**James Cook University, Townsville, Australia**

Three broad claims can be made about tourism research. These suggested directions are supported by extensive recent reviews of the origins of tourism literature (Nash, 2007; Smith, 2010; Pearce, 2011).

First, it can be argued that tourism research overall has mainly been concerned with travel to dominant tourism destinations (cf. Morrison, 2010). Secondly, when repeat visit and loyalty studies have been pursued, they too have been mostly examined in relation to commonly visited tourism regions, destinations or businesses (Kozak et al., 2010). Thirdly, tourism research concerned with the VFR (visiting friends and relatives market) has neglected the wider experiential components of this “motive” category (Pearce and Moscardo, 2005).

The composite outcome of these emphases, valuable as they have been, is that there is an understudied category of travel which involves individuals who return with varying degrees of frequency to places which were significant in earlier periods of time in their lives. This return travel to significant places may be broadly captured by the title: VHFP- Visiting Home and Familiar Places. Our interest in going home in this context is defined as visits to a constellation of locations and associations individuals form during periods of growing up (cf. White and White, 2007). Additionally we are also concerned with locations where individuals have had repeated exposure such that they feel familiar and comfortable with the core orientation issues and the structure of the setting. The main distinction here is that we are less interested in tourists and visitors going home to their current place of residence.



# Abstracts

## Thursday 10 February



An analysis of the going home experience- or more broadly the VHFP experience- offers the opportunity to combine insights about experiences from a number of innovative thinkers.

Six interwoven contributions will be built around Schmitt's (2003) structure of the need to consider all of the following components of experience -sensory, affective, cognitive relationship and behavioural domains. It will be argued that the process of revisiting home and familiar places is at first a sensory experience which triggers affective responses embedded in human memory stores. Panskepp's (1998) work concerning affective neuroscience will provide some associated ideas about basic emotions. It will be supplemented by Frederickson's (2001) key ideas about emotional range and her "broaden and build" theory of emotions. But the going home experience is not simply emotional even though it may offer particularly strong cues to a part of the human emotional range. It is also a cognitive process.

Environmental cues trigger mindfulness and confront tourists and visitors with their perception and image of time and change. The ideas of Lynch (1976) and Langer (2009) are powerful here and will be linked to the positive perception of time expressed by Zimbardo and Boyd (2008) where a sense of well being is enhanced if people can enlarge the present while viewing the past positively and the future strategically. The intersection between VFR studies and VHFP studies is to be encouraged and routes to develop research in this field through multiple methodologies offer generic insights into the study of experiences.



**Concurrent Session 2.1: Hospitality Operations**

**11.00am-12.40pm**

**Behind the Curtain: Guests Suicides in Hotels and Tourist Attractions**

**Brian Hay**

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There is an unwillingness by managers and owners in the tourism industry to acknowledge that suicides take place on their premises. And this, along with the industry's reluctance to recognise that their guests' emotional baggage is not discarded at the entrance to tourism premises, has limited the exploration of suicides in hotels and attractions as a research topic.

The aim of this paper is to investigate suicides by tourists at hotels and tourist attractions, with the objectives of: (1) exploring the impact of suicides on housekeeping staff, (2) discussing the management's responses to suicides, and (3) investigating whether design changes to the physical and service environment could prevent suicides. Following a literature review of suicides in both hotels and tourism attractions, a postal survey of housekeeping staff, along with in-depth interviews with their managers in two capital cities was undertaken. The paper concludes that, while some changes could be incorporated in the design of facilities, from a human resources perspective there is a clear need to better understand the impact of suicides on staff both directly and indirectly involved, and that more pre and post suicide staff training and support could be provided. However, because of the anonymity provided by tourism facilities, they will always be attractive to those who are intent on committing suicide. The paper concludes by outlining some areas for possible further research, particularly in order to gain a better understanding of the motivation for such acts on tourism premises, and their psychological impact on staff.

**Keywords:** hotels, tourist attractions, suicides, HR management





**Concurrent Session 2.1: Hospitality Operations**

**11.00am-12.40pm**

**The Emergence of Casino Domination in Asia –  
the Case of Macao**

**Glenn McCartney**

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Often termed alongside and compared to Las Vegas, Macao surpassed the famous Las Vegas Strip in terms of revenue in 2006, and with revenues continuing to increase exponentially, Macao's position to remain the world's leading casino destination in the long term seems assured with revenues in 2009 triple that of Las Vegas. In contrast, Las Vegas has seen decreasing revenues and ambitious casino projects being shelved. Macao's success is largely due to casino gambling being illegal in its two major feeder markets of Mainland China and Hong Kong and the increasing outbound China travel market that ensued after Macao's Handover in 1999. The strategic decision to open Macao's casino industry from a monopoly to closed competition a few years later was to catapult Macao into top position.

However, the issuing of two casino licenses within the new integrated resorts in Singapore has sent a signal that the flood-gates of Asian casino expansion are now opening. Macao has been an important reference point in Asia as Las Vegas has been to the USA casino expansion. As more Asian jurisdictions ultimately look at casino tourism packaged within the integrated resort concept, Macao will need to take further measures to solidify its leadership position. This will mean developing a tourism industry relying less on gaming centric travellers but in diversifying tourism to create a resort destination in line with the vision of the mega resort developers, particularly on the Cotai Strip. Several challenges to make this transition are discussed in light of Macao's losing its casino competitive advantage and increasing competition for regional tourism.

**Keywords:** Asian casino development, tourism diversification



**Concurrent Session 2.1: Hospitality Operations 11.00am-12.40pm**

**Do Space Hotels Differ from Hotels on Earth?  
The Mystery is Solved**

**Paul Strickland**

Although not yet available, space hotels will become another product offering by the tourism and hospitality industry. This reality might just be a few years away. It is therefore appropriate to start exploring this fast growing phenomenon and conceptualise just what types of products and services are going to be offered. Firstly, there is much speculation and debate regarding what paying customers would like and what is financially achievable. This leads to the question *Do space hotels differ from hotels on Earth?* This paper therefore explores the current literature defining hotels on Earth and current ideology for space hotels. The literature uncovers four key areas that space hotels can be defined and offers a useful definition highlighting the distinction between space hotels and commercial lodgings on Earth.

**Key words:** space, hotel, accommodation, space tourism



**Concurrent Session 2.1: Hospitality Operations 11.00am-12.40pm**

**Designing and Delivering Memorable Experiences in the  
Luxury Hotel Sector**

**Jörn H Bühring, Barry O'Mahony & Jukka M. Laitamaki**

Over the last three decades managerial interest in hospitality and tourism has begun to centre on the link between customer satisfaction and the experiential elements of service consumption (Janiszewski, 2009). Indeed, profound changes in travel behavior have been observed in terms of how tourists engage with destinations, attractions and hotels that inspire the emotions, satisfy the individual's quest for psychological self-determination and wellbeing and produce meaningful experiences (Van Doorn 2006) in what has been termed the "experience economy" (Pine and Gilmore 1999). With the tourism industry said to be closely linked to the origin and implications of the experience economy (Morgan, Elbe & de Esteban Curiel 2009) this study aims to investigate the factors that impact both the 'producers' (e.g. owners, architects, designers, hotel brands, hotels and service providers) and 'consumers' (guests) within this economy. The study seeks to explore both the supply and demand sides of the 'experience economy', placing prime focus on the hotel guest room within the luxury hospitality sector. The results will show how organizations are responding to this phenomenon and will be of interest to hospitality providers, marketers and academics.

**Key words:** Hotels; Experiential Consumption; Memorable Experiences Added Value



**Concurrent Session 2.1: Hospitality Operations 11.00am-12.40pm**

**Hotel Restaurant Co-branding: Consumer Evaluation of  
Perceived Risk and Intention to Purchase**

**Ann Suwaree Ashton**

Hotel restaurant co-branding refers to the pairing of two recognized brands within one space. This study investigates the relationship between perceived risk and intention to purchase in a co-branded hotel restaurant context to provide insight into the effects of, perception of the uncertainty of loss as well as product and service performance. A quantitative approach by random surveying of guests was used in this investigation. Data for this study was collected in the Hotel Resort & Tower located in Pattaya, a four/five star hotel co-branded with the Henry J Bean Bar & Grill restaurant from the United Kingdom.

**Key words:** Hotel Restaurant Co-branding, Risk perception, Intention to Purchase



**Concurrent Session 2.2: Special Interest Group - Events (1)**  
**11.00am-12.40pm**

**Splitting the Peleton: Segmenting Attendees at a Participatory Cycling Event Using Recreation Specialisation**

**Matthew Lamont & John Jenkins**

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This paper argues that recreation specialisation is a useful means for segmenting participants in participatory cycling events, particularly for event evaluation research. Segmenting event participants according to their level of recreation specialisation may contribute to a more comprehensive insight into attendees' needs, preferences and satisfaction than segmentation based on elementary demographic variables. In this paper, a two-step clustering method for segmenting attendees at a participatory cycling event according to level of recreation specialisation is tested. The research used data collected from the 2010 Audax Alpine Classic, a participatory cycling event that is an important Summer-time tourism drawcard for Victoria's Alpine region. Results indicated that although participants in this event generally exhibited high levels of recreation specialisation in relation to cycling, this population could be segmented into two distinct clusters: 'intermediate' and 'expert'. Management implications are discussed along with suggestions for future research.

**Keywords:** recreation specialisation, cycling, segmentation, participatory events



**Concurrent Session 2.2: Special Interest Group - Events (1)**  
**11.00am-12.40pm**

**Food, Wine ... Heritage, Identity? Two Case Studies of Italian  
Diaspora Festivals in Regional Victoria**

**Jennifer Laing & Warwick Frost**

Festivals are increasingly favoured as mechanisms for bringing people together, giving them a sense of connection with their city or region. They may also act as a catalyst for enhancing or regenerating heritage areas and facilitating the understanding and appreciation of local culture and heritage (Arcodia & Whittford, 2006; Chappel & Loades, 2006; De Bres & Davis, 2001). Festivals have a particularly important role in rural areas struggling to arrest or prevent economic decline and seeking to develop vibrant, liveable communities (Brennan-Horley, Connell & Gibson, 2007). Some of these places are looking to their immigrant past for inspiration; developing festivals or events which leverage off a distinctive cultural heritage linked to a diaspora community. Australia has a rich history of immigrant settlement in rural areas and there is a growing interest in using this diaspora heritage as a source of distinctiveness and potential competitive advantage for tourism purposes. This paper examines two festivals in regional Victoria, Australia. The first is the Swiss-Italian Festa, which celebrates the immigration during the gold rush era of the 1850s of Swiss-Italians to Daylesford and Hepburn Springs. The second is the La Dolce Vita festival, which is themed on the wine and food of the post-World War II Italian migrants who settled in the King Valley.

**Key words:** heritage; diaspora; identity; food; wine; festival



**Concurrent Session 2.2: Special Interest Group - Events (1)**  
**11.00am-12.40pm**

**Blending Organizations and Technologies for Effective Event Management**

**Heather Kennedy-Eden & Ulrike Gretzel**

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Advances in information technology (IT) have created opportunities for event management organizations to incorporate systemic procedures and standardization of terms in regards to the planning and implementation of events. These technology enhancements create the impetus for structural changes in organizations and increased communication and collaboration with customers. Using a case study methodology, this study sought to observe the structural changes in an event management office with the addition of an enterprise level event management system. Specifically, the study analyzes the process of organizational change as well as the effect that the organization had on adapting the technology to their needs. The results confirm adaptive structuration assumptions provide insights as to how such processes can be successfully managed. Additionally, this paper will show the importance of the emergence of technology in the event management field.

**Keywords:** event management, organizational change, technology implementation, adaptive structuration theory



**Concurrent Session 2.2: Special Interest Group - Events (1)**  
**11.00am-12.40pm**

**Selfish Leisure? Competing Priorities and Constraints  
in Triathlon Event Travel Careers**

**Matthew Lamont, Millicent Kennelly &  
Erica Wilson**

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The term *event travel career* refers to a potentially lifelong desire to travel to events pertinent to an individual's preferred leisure activity that is characterised by progression, evolving preferences, and modified behaviour. This paper applies the concept of an event travel career to non-elite triathletes. It is argued that for these serious sport tourists, ongoing pursuit of an event travel career is constrained by competing priorities that intervene between their day-to-day life and their event life. In-depth interviews were conducted with 10 non-elite triathletes engaged in a triathlon event travel career. Interpretive analysis of the interview data revealed seven domains of competing priorities that constrained the nexus between day-to-day life and pursuit of an event travel career. These domains included relationships, sociability, domestic, financial, leisure, wellbeing and work/education. The theoretical implications of this research are discussed, along with avenues for future enquiry.

**Keywords:** competing priorities, constraints, event travel career, serious sport tourism, triathlon





# Abstracts

Thursday 10 February



## **Concurrent Session 2.3: Tourism and Hospitality Education - Programs, Curricula and Students 11.00am-12.40pm**

### **Fusion or Confusion? The Amalgamation of Hospitality and Tourism Programmes**

**Julie Nyanjom**

A decade ago, McKercher (2001) observed that the hospitality and tourism programmes of the future would likely have to reinvent themselves to survive. Today, the reinvention of these programmes and the courses that make them up appears inevitable. This is more clearly portrayed in the delivery of special interest tourism units. There are many who have researched and written on the area of the progress of hospitality and tourism education in Australia. However few have dwelt on the curriculum content of these programmes. Whilst curriculum setting for these two industries separately has presented challenges to educators and curriculum planners alike, planning a curriculum for a combined discipline presents even more of a challenge. Employing desk research, this working paper attempts to explore the progress of combined hospitality and tourism programmes, with the focus of evaluating the units that make up the programmes. An exploration is made of the type of units within the programmes, more specifically, the special interest tourism units and whether these units are also combined or only focus on either hospitality or tourism. Initial findings indicate that units that make up a combined hospitality and tourism programme usually lean towards one industry more than the other. Whatever the case may be, the amalgamation of hospitality and tourism disciplines and how this informs the content of our curriculum is a subject that is certainly of interest to hospitality and tourism educators, and thus one worth exploring.

**Key words:** hospitality, tourism, curriculum, unit content



**Concurrent Session 2.3: Tourism and Hospitality Education  
- Programs, Curricula and Students 11.00am-12.40pm**

**Evolution of Tourism Studies: Developing Generation T  
Knowledge**

**Sebastian Filep, Michael Hughes & Fiona Wheeler**

Tourism as an academic field is at a generational crossroad. The founders are retiring and being succeeded by a new generation of scholars often with tourism focussed undergraduate and postgraduate degrees. This new generation could be labelled Generation T and is characterised by a multidisciplinary education associated with a broad field of study. This generation is commonly considered to lack the advantages of a specific discipline focussed education in terms of theoretical and methodological foundations. Theoretical and methodological development in tourism however will become a primary responsibility of this new generation and there is uncertainty about how Generation T could contribute constructively to this development. This paper outlines the potential of Generation T to contribute to the evolution of tourism studies through the development of tourism theory and adoption of mixed methodological perspectives.

**Key words:** tourism evolution, Generation T, theoretical, methodological



**Concurrent Session 2.3: Tourism and Hospitality Education  
- Programs, Curricula and Students 11.00am-12.40pm**

**Conceptualising the Perfect Blend in the Tourism and  
Hospitality Curriculum Space**

**Dianne Dredge, Pierre Benckendorff, Michele Day,  
Michael J. Gross, Maree Walo, Paul Weeks & Paul Whitelaw**

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The aims of this paper are firstly to identify and critically examine the range of issues currently facing Australian tourism and hospitality education curriculum planners and secondly to conceptualise the curriculum space as a first step in identifying opportunities and choices available to curriculum planners. The paper is conceptual in nature and makes two key contributions: Firstly the paper draws together a broad range of influences faced by curriculum planners and designers in considering the future of tourism and hospitality education. To date efforts to make sense of the range of competing forces on Australian tourism and hospitality education have not taken into account that different groups of stakeholders perceive and value these influences differently. Secondly, this paper critically examines and builds upon the philosophic practitioner education proposed by Tribe (2002), offering an alternative conceptualisation of the curriculum space that acknowledges it as socially constructed, dynamic and flexible.

**Keywords:** philosophic practitioner



# Abstracts

Thursday 10 February



## **Concurrent Session 2.3: Tourism and Hospitality Education - Programs, Curricula and Students 11.00am-12.40pm**

### **Blending the Vocational and the Liberal: A Snapshot of Tourism and Hospitality Undergraduate Degrees at Australian Universities**

**Michele Day, Maree Walo, Paul Weeks, Dianne Dredge,  
Pierre Benckendorff, Michael J. Gross, & Paul Whitelaw**

As part of a wider study attempting to clarify the liberal and vocational blend within tourism and hospitality degree curricula, this paper reports on interim findings of an analysis of tourism and hospitality programs at Australian universities. While issues have been identified such as complex degree structures, cumbersome university websites and inconsistency of terminology used, some preliminary observations have emerged. There appears to be a move towards business-oriented units (with these often being generic units provided on a faculty- or university-wide basis), increasing evidence of pathways in conjunction with other education providers, minimum research and project units as well as minimal evidence of internship/industry placement as core components of degrees. The limitations of this type of analysis are also identified: it can provide a snapshot of degree content, but deeper understanding must be gained from those making decisions about course content.

**Key words:** tourism; hospitality; university; curriculum; liberal; vocational



# Abstracts

Thursday 10 February



## **Concurrent Session 2.3: Tourism and Hospitality Education - Programs, Curricula and Students 11.00am-12.40pm**

### **Eight Destinations, Three Rollouts, One 'Brilliant' TRIP - Lessons from the Tourism Regional Internship Program**

**Noreen M. Breakey, Richard N.S. Robinson & Lisa Ruhanen**

Tourism destinations rely on collaboration from numerous stakeholders, including universities. A common arrangement between industry and tourism education providers is the 'internship'. This paper reflects on three iterations of the Tourism Regional Internship Program (TRIP), an initiative of the School of Tourism at The University of Queensland. TRIP aims to provide a 'destination immersion experience' for students to live, work and interact with the broader community in a regional tourism destination. Key developments of the program relate to the rise in the number of students, the spread across additional destinations, embedding the program in the professional development course, an increasing focus on the research project, and building the TRIP brand to engage destinations. It remains to be seen whether these changes improved or diminished the TRIP experience for the various stakeholders.

**Key words:** Tourism education, internship, industry partnerships



**Concurrent Session 2.4: Climate Change and Corporate  
Social Responsibility 11.00am-12.40pm**

**Designing Robust Tourism Industry Responses to Climate  
Change Impacts on the Great Ocean Road Destination and  
Tourism System**

**Tulsi C Bisht, Terry DeLacy, Emma Calgaro & Ryan Jopp**

This working paper is based on a research work in progress. A case study research is being undertaken in the Great Ocean Road region, a major tourist destination in the state of Victoria, to develop a practical toolkit to facilitate the assessment of risk, vulnerability and resilience levels and to further the tourism industry's ability to adapt to various shocks and stressors including those related to climate change. Underlining the tourism sector's vulnerability to natural hazards, a framework named as Destination Sustainability Framework (DFS), has been developed and is being administered within the Great Ocean Road region. The study also aims to appraise critically the use of case study as a method to assess climate change impact on tourism destination and system.

**Key words:** climate change, vulnerability, adaptation, Australia, tourism



**Concurrent Session 2.4: Climate Change and Corporate  
Social Responsibility 11.00am-12.40pm**

**Green Tourism Futures: Climate Change Responses by  
Australian Government Tourism Agencies**

**Heather Zeppel & Narelle Beaumont**

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The National Climate Change Adaptation Framework identified tourism as one key sector vulnerable to the impacts of climate change in Australia. This paper evaluates how nine government tourism agencies are responding to the issue of climate change in Australia. Information on climate change, sustainability and going green is drawn from the corporate websites, annual reports, tourism plans, fact sheets, and case studies produced by these government tourism agencies from 2007 to 2010. The paper critically evaluates how government tourism agencies are addressing climate change issues, by promoting carbon reduction initiatives and carbon offsetting schemes for tourism operators. Climate change tourism responses are more developed in Australian states with climate change policies and in destinations vulnerable to the impacts of climate change or dependent on long haul travellers.

**Keywords:** climate change, Australia, government tourism agencies, mitigation, carbon offset



# Abstracts

Thursday 10 February



## **Concurrent Session 2.4: Climate Change and Corporate Social Responsibility**

**11.00am-12.40pm**

### **Tourism Destinations in the Emerging Green Economy: Towards Blending in Brilliantly**

**Alexandra Law, Terry DeLacy, Mike McGrath & Paul  
Whitelaw**

With the emergence of a low-carbon, 'green' economy, tourism destinations need to adapt to the challenges presented by this new reality and take advantage of the opportunities this will bring. Based on existing models and theoretical frameworks for destination sustainability, the authors have developed a model for a 'Green Economy Tourism System' (GETS), a simulation tool that will assist tourism destinations with the development of appropriate strategies. The GETS model described in this paper incorporates the integrative nature of the factors involved in 'greening' the tourism economy and this holistic approach of the model makes it particularly relevant to destination policymakers and managers.

**Key words:** Green Economy, Climate Change, Tourism Destinations





**Concurrent Session 2.4: Climate Change and Corporate Social Responsibility**  
**11.00am-12.40pm**

**Valuing Corporate Social Responsibility Actions in Tourism:  
Do the Status Quo Matter?**

**Carmelo J. León, Jorge E. Araña & Sergio Moreno**

In this paper we study the valuation of policy measures of corporate social responsibility (CSR) in sun and beach tourist destinations, utilizing discrete choice experiments (DCE). Moreover, the study was also aimed at considering the role of status quo effect on CSR actions in tourist destinations. The status quo effect occurs because people generally put much more value on avoiding a loss than on acquiring a gain. Visitors to the Canary Islands were presented with alternative profiles of CSR measures and were divided in two treatments that varied according to the definition of the status quo alternative and the valuation question. The design of the experiments allowed us to compare the willingness to pay (WTP) a higher price for a product undertaking CSR measures and the willingness to accept (WTA) a lower price for a product with a lower CSR profile. The data are model utilizing a flexible approach that allows for the consideration of alternative decision rules in the visitors decision process. The results show that tourist care about CSR attributes and are likely to decide their vacations choices on such attributes. Moreover, it is found that in this context the standard economic theory assumption of preferences symmetry is not satisfied. In other words, the cost of not implementing CSR actions is higher than the benefits of implementing it. When a destination increases CSR actions the number of visitors and their WTP for their visit are likely to be increased, but a substantially lower rates than the WTP for alternative destinations (WTA) when the destination reduces their CSR actions. These results may explain why conventional studies find ambiguous effects of CSR action of tourist choices.

**Key words:** Corporate social responsibility, Status quo effect, Discrete choice experiments, Heuristics, WTA, WTP



**Concurrent Session 2.4: Climate Change and Corporate  
Social Responsibility 11.00am-12.40pm**

**Who Bothers About Sustainability? Applying Rogers'  
Diffusion of Innovation Model to the Issue of Ecolabel  
Adoption Rates in Tourism**

**Min Juan Deng-Westphal & Sue Beeton**

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The interest in operating in a sustainable manner is one of the primary foci of tourism today. However, green certification has not been adopted as quickly as early commentators assumed it would be. Tourism ecolabels are a case in point, being recognised as a potentially strong voluntary initiative yet having a low adoption rate. This paper proposes that this issue can be examined by utilising Rogers' theory of *innovation diffusion*, thereby enabling us to study whether environmental awareness and actions are passed along the tourism distribution chain from supplier to consumer.

**Keywords:** ecolabels, innovation diffusion, tourism distribution



# Abstracts

Thursday 10 February



## Concurrent Session 2.5: Special Interest Group - Critical Approaches and Methodologies 11.00am-12.40pm

### Tourism Studies and the 'Soft Science' Emporium: Opportunities in Emergent Qualitative Approaches

**Erica Wilson & Keith Hollinshead**

This paper aims to distil the under-recognised value and applied use of emergent qualitative approaches for tourism studies and related fields. The authors present a suite – or 'emporium' – of 10 new/emerging/freshly energised methodologies and methods used in the social sciences and humanities, and then outline their application to the study of tourism/leisure/hospitality management. Many of the approaches that will be discussed in this paper are drawn from the *Sage Handbooks of Qualitative Research* by Denzin and Lincoln, particularly the second (2000) and third (2005) editions, as well as other contemporary publications in the social sciences field.

**Key words:** soft sciences, qualitative research, interpretive research, methodology, emporium, critical theory



**Concurrent Session 2.5: Special Interest Group - Critical Approaches and Methodologies** 11.00am-12.40pm

**Tourism Studies as a Reflexive Work of Art: The Creative Blend of Discourse and Praxis**

**Keith Hollinshead**

This presentation seeks to encourage the more commonplace adoption of Foucauldian lines of inquiry in Tourism Studies. It seeks to render Foucault's important continental philosophy on the governmentality of things less 'distant' and more 'accessible'. It comprises a reflexive translation of Foucault's conceptual vocabulary to 'the order of things' in Tourism Management / Tourism Studies. In thus generating **a glossary of Foucauldian terms and concepts** on the force field of institutions, groups, and organizations, the paper shows how Foucault's ideas on 'everyday power', 'carceral knowledge', and 'practical vision', for instance, can indeed be utilized within Tourism Studies research. This working paper thereby constitutes an attempt to produce a glossary of some seventy constructions (from Foucault's so called counter-philosophy) to help generate more penetrative contextually-relevant and historically-fit interpretations of *whose* will is indeed doing that *what* to *whom* in and through the everyday enactments of Tourism Management / Tourism Studies. The presentation is designed to emphasise how Foucault himself was suspicious of studies of discourse (talk) which were not complemented by (i.e., blended in with) salient studies of practice (deeds) in action.

**Key words:** The apparatus of tourism; discursive practices; dominance; governmentality; production; will-to-truth.



# Abstracts

Thursday 10 February



## Concurrent Session 2.5: Special Interest Group - Critical Approaches and Methodologies 11.00am-12.40pm

### 'Soft Power' in Action: The New – or Old? – Declarative and Diplomatic Function of Tourism

**Keith Hollinshead**

All too commonly, tourism is treated as a matter of visitation – a mere act of travel to distinctive drawcards and destinations. All too frequently, tourism is seen to be an uncomplicated process through which places are promoted, and by which visitors 'voyage' in some way to their self-chosen holiday haven.

In recent years, however, tourism has been increasingly found to be not just the industry which scripts already-known places in already-known (time-honoured) ways, but a rather dynamic and creative mix of projective activities through which places (and peoples) are not only mediated, but variously made, de-made, and re-made. Thus, commentators within and overlooking Tourism Studies like Buck, Thomas, Kirshenblatt-Gimblett, Meethan, Franklin, and Hollinshead have drawn attention to the immense invocative authority and fabricative agency of tourism. One may thereby draw a conclusion from the work of this new wave of (largely) transdisciplinary / postdisciplinary conceptualists that just as the world out-there is full of 'artful' institutions and individuals, so tourism is itself loaded with 'artful' endeavour for 'places', for 'populations', for 'pasts', and for 'presents'.

**Key words:** The national imaginal; the coordinate geometry of tourism; worldmaking; the tourism state; state ortholalia; symbolic orthopraxy.



**Concurrent Session 2.5: Special Interest Group - Critical Approaches and Methodologies** **11.00am-12.40pm**

**'Blending' Social Constructionism and Labour Mobility**

**Richard NS Robinson**

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Embracing a social constructionist approach to the analysis of a (costly) hospitality, and hence tourism problem, labour mobility, this paper reports on a study of Australian chefs. This article's purpose is twofold. Predominantly, it aims to legitimate the adoption of investigating occupational and career phenomena from within a social constructionist framework. Secondarily, it aims to summarily report the findings of a qualitative study, using semi-structured interviews, designed to reveal violations of the occupational culture of chefs which might precipitate labour mobility. The paper concludes with theoretical implications for future research, for hospitality and tourism industry practitioners, professional bodies, vocational educators and for policy makers.

**Keywords:** hospitality and tourism, social constructionism, labour mobility, occupational culture, rhetoric analysis



**Concurrent Session 2.5: Special Interest Group - Critical Approaches and Methodologies** **11.00am-12.40pm**

**Beyond 50: Do Women Care About their Physical Appearance on Holidays?**

**Jennie Small**

While the representation of bodies in the tourism media has been studied, little is known of how tourists themselves experience their bodies on holiday. The present study examines women's experience of their physical appearance on holiday, extending previous research on younger women to examine older women's experiences. Employing the research method, memory-work, fifteen women, aged 50 to 64 years, individually wrote memories of recent experiences of physical appearance while on holiday and discussed them in collectives. The findings suggest that for many women, their body size is a major concern, confirming that the societal ideal of the thin body is internalised amongst older women. The adornment of the body through clothing is also an important feature of how physical appearance is experienced on holiday. On the other hand, there are women who have rejected, and others who have partially rejected, the cultural ideal regarding their physical appearance. The study highlights the complexities of the multifaceted construct of appearance for older women. Whether or not women can challenge core societal beliefs about appearance has implications for whether they can experience the freedom and lack of constraints popularly associated with a holiday.

**Key words:** physical appearance, older women, holiday



**Concurrent Session 2.6: Destination Sense of Place and  
Strategies for Rejuvenation 11.00am-12.40pm**

**Community-driven Rural Tourism Development  
in Suburban Beijing**

**Tongqian Zou, Songshan (Sam) Huang & Peiyi Ding**

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Based on three case studies of rural tourism practices in suburban Beijing, China, this paper proposes a community-driven development (CDD) approach in developing rural tourism. The paper illustrated three principles of the CDD approach: localisation of supply chain, community-external investor symbiosis and democratisation of decision making. The three principles serve as a key to understanding and successfully implementing the CDD approach in China. Although the three principles come from the practice of rural tourism development in China, it is hoped that theoretical implications generated from this study could be recommended to direct tourism planning exercises in other countries, especially those developing countries with similar economic development backgrounds to China.

**Keywords:** rural tourism, community-driven development, sustainable development, community participation, case study, China





# Abstracts

Thursday 10 February



## **Concurrent Session 2.6: Destination Sense of Place and Strategies for Rejuvenation** 11.00am-12.40pm

### **Place Perception and National Identity: Exploring Dark Tourism Sites in Australia**

**Elsbeth Frew & Leanne White**

This working paper discusses the interpretation and management of Australian contemporary and historic sites associated with death, disaster and atrocity. The paper then reflects on the contribution made by such sites to Australian national identity and introduces a conceptual model for the examination of national identity and dark tourism.

**Key words:** dark tourism, Australia, national identity, perception, place



# Abstracts

Thursday 10 February



## **Concurrent Session 2.6: Destination Sense of Place and Strategies for Rejuvenation** 11.00am-12.40pm

### **Revealing Local Sense of Place: A Reconstruction of Place Identity in Tourism Destination**

**Luh Micke Anggraini**

In order to make the tourism products distinguishable, place identity has been acknowledged to play a vital role in determining the success of tourism destination. The local sense of place, as the emotional bond between residents and their spatial localities, requires to be revealed to reflect the characteristics of a particular location. This paper is a conceptual work to addresses the importance of local sense of place in reconstructing place identity to guide the future development of tourism destination.

**Keywords:** sense of place, place identity



**Concurrent Session 2.6: Destination Sense of Place and  
Strategies for Rejuvenation 11.00am-12.40pm**

**Battlefield Tourism: The Visitor Experience**

**Paul Willard, Warwick Frost & Clare Lade**

Smith (1996) suggests that war-related phenomena are now perhaps the single largest category of tourist attractions. Battlefields are poignant landscapes whereby physical geography has been transformed into a symbolic space through pilgrimage, memorialisation, and tourism (Bull and Panton, 2000). The emphasis on key constructs including quality, satisfaction, and the tourism experience in general, suggests that a quality visitor experience is essential in maximising consumer satisfaction. In quantifying the tourism experience, there is evidence to suggest that the four realms (*entertainment, education, aesthetic, and escapism*) of Pine and Gilmore's (1998) experience economy provides a conceptual fit in the tourism context as it encompasses important aspects related to visitor experiences. Focusing on niche markets creates opportunities for curators and marketers to competitively position battlefield sites in the marketplace, while promoting long-term growth. More importantly, this creates the ideal experience where both site interpretation and supporting infrastructure allows for a quality tourist experience.

**Key words:** battlefield tourism, visitor experience, experience economy.



**Concurrent Session 2.6: Destination Sense of Place and  
Strategies for Rejuvenation 11.00am-12.40pm**

**An Advisory Decision Support System for the Identification  
and Evaluation of Destination Rejuvenation Strategies**

**Putsadee Pornphol & G. Michael McGrath**

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In this paper we discuss the implementation of the *tourism area life cycle* (TALC) as an advisory *decision support system* (DSS). The DSS is designed to assist destination managers (and other stakeholders) to determine: i) just where they might be within the TALC cycle; ii) to determine appropriate rejuvenation strategies if this is deemed necessary; and iii) to evaluate possible impacts of these strategies through a powerful (holistic) systems-based simulator. The paper is, essentially, conceptual in nature. An initial prototype has been developed and subjected to some preliminary systems testing. Detailed field-testing is scheduled for early 2011, in Phuket, Thailand and will take place with the assistance of Thai tourism authorities.

**Keywords:** tourism area life cycle, decision support system, destination rejuvenation strategies



**Concurrent Session 2.7: Events, Festivals and SMEs**  
**11.00am-12.40pm**

**Event Marketing: An Insight from ZAIA in Macau**

**Wallace M S Yee, Ruth M W Yeung, Melody R J Xu,  
Sarah S D Jiang, Lancy J J Liu, Coca J F Zhang & Jessie  
F Xia**

ZAIA highlights dance, movement and aerial acrobatics. It tells about a young girl who journeys into space on a strange, yet familiar voyage of self-discovery. It was so popular and almost every show was fully booked in the first few months but the booking rate dropped and the show was eventually reduced from twice a day to four times a week. The research aims to find out the attributes associated with the success/failure of the ZAIA in Macau using a mixed methods approach. The regression analysis reveals that price, performance and meeting expectation were important for word of mouth. This study, using non-probability sampling method, serves as a pilot study and could be generalized to event marketing with caution.

**Key words:** service expectation, aesthetic, sculpt, length of show, price, word of mouth



**Concurrent Session 2.7: Events, Festivals and SMEs**  
**11.00am-12.40pm**

**Service Quality at Arts Events: A Scoping Study of a Film  
Festival and a Theatre Performance**

**Aaron Tkaczynski & Xiaonan (Stacey) Song**

Since the 1980s, there been an increase in the diversity and number of special events. Despite this growth, it has been acknowledged that many special events fail due to poor marketing, and service quality is an imperative contributor to success. Recently, Tkaczynski and Stokes (2010) developed FESTPERF (FESTival PERFormance) which is a service quality measurement scale that was designed for a jazz and blues festival. This research adapted the FESTPERF scale to a film festival and a theatre performance. This study identified three factors, *human service*, *venue*, and *performance* that represented attendees' perception of service quality. Results from this study provided justification for the usage of the items proposed in the FESTPERF instrument to be applied to different special event settings with some minor modifications.

**Keywords:** FESTPERF, service quality, special event



**Concurrent Session 2.7: Events, Festivals and SMEs**  
**11.00am-12.40pm**

**Visitors' Emotional Responses to Festival Atmospherics**

**Jenny (Jiyeon) Lee**

The purpose of this study was to examine how emotions engendered through tourism product consumption influence visitors' satisfaction with, psychological commitment and loyalty to festivals within the Mehrabian-Russell (M-R) framework. Data were collected from festival goers using an onsite and post-visit survey in Spring/Summer 2008 at three Texas community festivals. Our results provided empirical evidence in support of the M-R model within the festival contexts. The study results also demonstrated that festival atmospherics had a positive indirect effect on festival satisfaction, psychological commitment, and loyalty via positive emotions. Based on the findings, we provide practical and theoretical insights and offer suggestions for future research.

**Key words:** festival atmospherics, consumption emotions, satisfaction, psychological commitment, loyalty



**Concurrent Session 2.7: Events, Festivals and SMEs**  
**11.00am-12.40pm**

**Small and Medium-sized Enterprises, Partnerships and  
Networks: Hospitality, Tourism and Leisure Industries**

**Andrew Lockwood, Peter Jones & Alison Morrison**

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This paper reports on a study of independently owned and operated hotels, restaurants, pubs, leisure and visitor attractions in the UK. The aim is to identify to which partnerships and networks these small and medium-sized enterprises (SMEs) belong and how they can exploit them successfully. Multiple research methods were employed including: a survey of 460 hotels to identify the range of partner organisations and networks; critical incident technique to facilitate categorisation of partnerships types; and owner and membership organisation interviews to surface perceptions of the benefits of partnering and networking, and associated issues and problems. Findings demonstrate a significant advancement of knowledge pertaining to SME partnerships and networks and conclusions drawn relative to optimising best practice success impact factors.

**Keywords:** SMEs, networks, partnership, best practice, management





**Concurrent Session 2.7: Events, Festivals and SMEs**  
**11.00am-12.40pm**

**Examining SMTE Owners' Support for their Communities**

**Rob Hallak & Graham Brown**

This research examines small and medium tourism enterprise (SMTE) owners' support for their local communities. Data was collected from SMTE owners operating in small towns across regional South Australia. The 234 responses used for the data analysis came from three sectors of the tourism and hospitality industry: (1) Restaurant and cafe businesses (n= 59); (2) Pubs (n= 38); (3) Accommodation establishments (n = 137). One-way analysis of variance (ANOVA) was conducted to test for statistically significant differences among these three sectors. Results suggest that SMTE owners from the three sectors differ with regard to the level of support they provide to the community.

**Key words:** Small and medium tourism enterprises, entrepreneurs, support for community, South Australia, ANOVA



**Concurrent Session 2.7: Events, Festivals and SMEs**  
**11.00am-12.40pm**

**The Conceptualisation of Electronic Service Quality in the  
Hotel Industry**

**Songee Hahn, Beverley Sparks & Hugh Wilkins**

This study investigates the conceptualisation of e-SQ in the hotel industry. The study examines the e-SQ attributes of hotel websites by identifying customers' needs through interviews. Based on the literature reviews and the interview results, this study conceptualised hotel e-SQ in the hotel context. Participants were drawn from two countries: Australia and Korea. It was found that e-service quality attributes of hotel websites can be conceptualised using two main categories; Environment Quality: (1)Information quality, (2)Audio-visual appearance and (3)Atmosphere; and Process Quality: (1)Usability, (2)Online Trust, (3)Responsiveness, (4)Accessibility, (5)Customer review, (6)Emotional engagement and (7)Personalisation. Australians seemed to value the dimensions which make a website simple to use while Koreans relatively valued the dimensions which are related to website features such as visual appearance.

**Key words:** Electronic service quality, Hotel websites, NVivo



**Concurrent Session 3.1: Hospitality - Service Quality**  
**11.00am-12.40pm**

**The Management of the Service Encounter in a  
Religious Context**

**Maureen Griffiths**

Service encounters have been compared to drama in the way that they are made up of actors, audience, script and setting. In the tourism context these 'dramas' are even more readily in evidence and it has been noted that the parts of the performance that the tourist sees are often kept separated from the 'behind-the-scenes' processes. The importance of managing the service encounter by the use of dramaturgy has been studied in many different settings from retail to theme parks but has not so far been applied to religious tourism. This paper explores the use of dramaturgy in a religious tourism context, specifically in a cathedral setting. The roles of the actors, audience, script and setting need to be considered to adequately manage the visitor experience in this type of context.

**Key words:** dramaturgy, actor, audience, script, setting, religious tourism.



**Concurrent Session 3.1: Hospitality - Service Quality**  
**11.00am-12.40pm**

**Exploring the Concept of the Zone of Tolerance in a  
Service Failure Context**

**Nana Trianasari, Beverley Sparks & Ken Butcher**

The study aimed to explore the variability of the *zone of tolerance* (ZOT) in a service failure context. Prior study has investigated the ZOT using the pre-process stages of a service encounter rather than in-process stages. Accordingly, in-process service encounters can be either satisfactory or unsatisfactory. Six focus groups were conducted with 29 participants to explore how customer felt about some unsatisfactory services. In particular, normative service standards expectations were discussed and what might moderate these expectations was explored. Respondents were exposed to two vignettes illustrating functional and interpersonal service failures in a hospitality setting, occurring in different locations (home and foreign country). The results showed that respondents reacted differently for each type of service failure (functional / interpersonal). Three themes emerged from respondents' comments: emotional/affective, thinking/cognitive, and behavioural evaluations. As the severity of a service failure event increased, the ZOT was considerably lower. Furthermore, a cultural familiarity pattern effect was found for each type of failure (functional / interpersonal). For example, respondents expressed less anxiousness if the functional failure occurred in their home country versus an overseas country, but were less likely to complain when interpersonal failure occurred overseas.

**Key words:** zone of tolerance, service failure, severity of failure, cultural familiarity



**Concurrent Session 3.2: Special Interest Group - Events (2)**  
**11.00am-12.40pm**

**Events and Climate Change – An Australian Perspective**

**Judith Mair**

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Little research attention has been focussed on the potential issues for special and major events that may result from our changing climate. Given the significance of events to community, society and the economy, it seems imperative that the risks of any potential negative effects of climate change on this sector are understood, and that the capacity of events to adapt to and mitigate climate change is identified. This exploratory conceptual paper considers some of the issues of vulnerability and risk, mitigation, adaptation and the adaptive capacity of events in Australia, and highlights the fact that different types of events are likely to be affected unequally by climate change. Hallmark and community events appear most likely to be negatively impacted by climate change because of their close connection with the event location. The paper concludes by calling for further research in this area.

**Keywords:** events, climate change, sustainability, mitigation, adaptation, Australia.



**Concurrent Session 3.2: Special Interest Group - Events (2)**  
**11.00am-12.40pm**

**Exploring the Role of 'Greening' in Festival Planning and Management**

**Jennifer Laing & Judith Mair**

The growing interest in sustainable events is now attracting attention from researchers. This paper considers greening in a festivals context and examines the role that this plays in their planning and management, in order to understand the drivers for creating sustainable festivals. It uses data collected from in-depth semi-structured interviews with the managers of six festivals in Australia and the United Kingdom that have won awards for environmental sustainability, supplemented by observations from site visits and secondary data sources such as Websites and reports. Findings suggest that environmental sustainability is given a high priority by these managers, based largely on their own personal values. While they acknowledge the potential for creating competitive advantage and enhancing the reputation of their festival, neither of these are the main driver for greening. Future research might explore these findings further; including the role that greening plays in demand for attending festivals.

**Key words:** greening; event; festival; environmental behaviour; sustainability



**Concurrent Session 3.2: Special Interest Group - Events (2)**  
**11.00am-12.40pm**

**The Use of Special Legislation for Events in Australia:  
If you only have a hammer, is every event a nail?**

**Dianne Dredge & Michelle Whitford**

Legislation is increasingly being used to override complex legal, administrative and operational requirements and streamline approval processes for the implementation of major events. In Australia, recently introduced major event legislation in Victoria, Western Australia and Queensland illustrates a trend towards government involvement in streamlining event approval processes. Often such special legislation overrides a range of existing legislation, developed after extensive community engagement and which address broader sustainability and public interest objectives. This paper discusses the trend towards the use of special legislation for major events in Australia and seeks to bring some depth of understanding to questions about the role of government and the characteristics of government intervention in the events sector. In particular, this paper is based on the premise that deeper understandings about the type and characteristics of intervention and the rationale underpinning government involvement in events are needed in order to improve current practices. Although the increasing use of special legislation for major events in Australia appears to be a tool of choice in governments' toolkit to streamline the right conditions for the staging of the event, there is a suite of tools, approaches and mechanisms available that might compliment events, and that might achieve a more holistic set of outcomes over and above the economic and commercial focus that underpins much of the legislation.

**Keywords:** event policy, legislation, policy instruments, government roles, sustainability, policy instruments



**Concurrent Session 3.3: Tourism and Hospitality Education  
- The Programs (1)**

**11.00am-12.40pm**

**Indigenising Curricula: Lessons from Tourism Studies**

**Tamara Young, Annona Pearse & Kathleen Butler**

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This paper outlines research being conducted within the discipline of Tourism Studies at a regional University in New South Wales with regard to the Indigenisation of curricula. Courses on offer to students of Tourism Studies include content on Indigenous cultural tourism planning and development, however, an Indigenous perspective embedded in the curricula is largely absent. While Indigenisation of curricula has increasingly become a priority in the Australian tertiary sector, the modes of practice associated with the necessary forms of curriculum renewal, and literature considering it, are thus far limited. This paper presents a case for more open debate on the need to Indigenise curricula currently on offer to students studying tourism at tertiary institutions.

**Keywords:** Indigenisation, curriculum, tourism studies, education





**Concurrent Session 3.3: Tourism and Hospitality Education  
- The Programs (1)**

**11.00am-12.40pm**

**Australian Hospitality Education - A 'Brilliant Blend' of  
Degree Programs**

**Noreen M. Breakey, Richard N.S. Robinson,  
Stephen J. Craig-Smith & Dominic Szambowski**

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Although there is an ongoing debate about the extent to which hotel/hospitality curricula address the current and future needs of the industry and the appropriateness of the various educational programs on offer, there is limited literature on the specific approaches taken to the design and delivery of hotel/hospitality programs. This paper reports on an exploratory study which aimed to develop a conceptual model consolidating hotel/hospitality educational approaches. A comprehensive and critical review of the literature on hotel/hospitality educational perspectives informed the model development. The resultant model reveals a dichotomous relationship within hotel/hospitality educational approaches according to both the general orientation of the hospitality program as a whole and the aspects that influence the actual design, delivery and structure of the curriculum. This information provides a clearer understanding of how hotel/hospitality programs are developed and the pressures that influence their design. The paper further considers the need to test this model on existing hotel/hospitality education providers.

**Keywords:** hospitality, hotel, education, curricula, orientation



**Concurrent Session 3.3: Tourism and Hospitality Education  
- The Programs (1)**

**11.00am-12.40pm**

**Creating a Brilliant Blend? The Changing Offerings of  
Tourism, Hospitality, Events and Leisure Degree Programs in  
Australia**

**Noreen M. Breakey & Stephen Craig-Smith**

There have been a number of changes to the offerings of tourism, hospitality, events and leisure undergraduate degree programs throughout Australia, since the initial hospitality programs of the mid 1970s. In addition there is increasing complexity within this educational market place, with varying provider types, agreements between institutions, multiple campus offerings, and program nesting to name a few. While studies have considered the growth of program offerings, many studies focus on one, or occasionally two, of these related program areas, such as tourism, and/or hospitality. This paper reviews the changes in the bachelor degree offerings throughout Australia across all four areas: tourism, hospitality, events and leisure, considering the changes between 2005 and 2010. Such an analysis is of value to program directors reviewing their offerings in this increasingly competitive and ever-changing arena.

**Key words:** Tourism, hospitality, events, leisure undergraduate degree education, Australia



**Concurrent Session 3.4: Tourism Concepts, Models and Theories (1)**

**11.00am-12.40pm**

**Conceptualizing Residents' Place Citizenship Behaviour Formation**

**Ning Chen & Larry Dwyer**

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Because of the development of information and communication technologies (ICT) residents are playing increasingly important roles in the place branding process. This paper proposes a conceptual framework for the formation of place citizenship behaviour such as word-of-mouth (WOM) etc from a resident perspective based mainly on internal and external branding theories. In the four-stage conceptual model an essential concept of place attachment is argued to be the key construct influencing the residents of a destination to generate place citizenship behaviour. Place brand communication and place satisfaction are identified as significant determinants of place attachment as well as most important constructs representing how well residents' needs are met. The research indicates that besides residents' psychological elements some external factors can affect residents' place related behaviour and these are important in destination marketing communication and improving tourists' destination experiences etc, and thus provides implications for destination marketing organization (DMO) managers to enhance their place brands through both internal and external branding.

**Keywords:** place branding, place citizenship behaviour, place attachment, resident, transnational connections.



**Concurrent Session 3.4: Tourism Concepts, Models and Theories (1)**

**11.00am-12.40pm**

**Theory of Social Influence in Tourism Context – A Network Perspective**

**Ehsan Ahmed & Larry Dwyer**

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This paper conceptualises the tourism industry as a social system where tourism firms are embedded in a wide range of intra- and inter-organisational networks of relationships. We emphasise the significance of these relationships and therefore try to explicate potential empirical dimensions to understand the influence by relationship at the firm-level of the tourism industry. It is argued that investigation of this nature is comparatively new in tourism and there are enormous research opportunities available in this field for the tourism researchers. The aim of this paper is to explore one such research opportunities and demonstrate a theoretical groundwork to the operationalisation and empirical investigation of relational attributes (RI) in tourism supply. Our anticipation is that tourism scholars and researchers will find the operationalisation of the RI constructs useful and may use it as a preliminary groundwork to extend their effort in the field of tourism network studies.

**Keywords:** tourism system, relational influence, network autocorrelation model



**Concurrent Session 3.4: Tourism Concepts, Models and Theories (1)**

**11.00am-12.40pm**

**A Parsimonious Destination Loyalty Model of Cox's Bazar, Bangladesh**

**Mohammed Quaddus, Tekle Shanka & Md Enayet Hossain**

This paper has focused in developing a parsimonious tourism destination loyalty model based on theoretical and empirical evidence. Information Processing Theory, Theory of Reasoned Action, and Theory of Planned Behaviour have been considered as ground for developing the model. Nine factors — perceived intrinsic cue, perceived destination brand image, perceived warranty, perceived price, perceived quality, perceived risk, perceived sacrifice, perceived satisfaction, and perceived destination loyalty — have been adopted to develop the model. To test the proposed model, data will be collected from the world's longest sandy beach Cox's Bazar, Bangladesh as a case application. The expected outcome of the study will contribute in enhancing the causal relationship among the factors, theoretically. Besides, these factors may be appeared as important in order to examine the structured destination loyalty model. This study will be helpful for destination operators and policy makers in formulating policies and business strategies. It will thus be supportive to improve present condition of tourism destination loyalty factors, particularly beach based destinations of Least Developed Countries (LDC's) like Bangladesh.

**Keywords:** intrinsic cues, extrinsic cues, parsimonious destination loyalty model



**Concurrent Session 3.5: Response to Risk and Crises (1)**  
**11.00am-12.40pm**

**International Traveller's Perception of Physical-Related Risk  
When Holidaying in Japan: The Case of International Students  
in Australia**

**Hayato Nagai & Aaron Tkaczynski**

Perceived risk is identified in the tourism literature as a major deterrent to a potential traveller's likelihood of visiting a destination. However, research exploring traveller's perceptions of physical-related risk is limited. This research surveyed international students in Australia with an interest in holidaying in Japan. Three factors, *disorder*, *hygiene*, and *impairment*, were identified that represented physical-related risk as perceived by international students. Several travellers' characteristics significantly differentiated the potential travellers based on the identified factors. Limitations of this study and opportunities for future research have been provided.

**Key words:** international students, Japan, perceived risk, physical-related issues



# Abstracts

Thursday 10 February



## Concurrent Session 3.5: Response to Risk and Crises (1) 11.00am-12.40pm

### The Integration of Emergency Management and Tourism

**David Beirman**

A key gap in research and action in the tourism industry's developing sophistication in dealing with risk and crisis management issues has been the patchy integration between the tourism industry and emergency service providers. This paper addresses a key concern of the UN World Tourism Organisation in seeking to close that gap.

**Key words:** Emergency management, crisis management, Tourism security and Safety



**Concurrent Session 3.6: Tourism Policy Planning & Development (1)**

**11.00am-12.40pm**

**Environmental Governance Networks in Small Island Destinations: Applications in Gili Trawangan and Nusa Lembongan Islands, Indonesia**

**Charlie & Michael Pearlman**

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The natural environment plays a major role in determining destination attractiveness, particularly in the case of small island destinations characterised by sparse natural resources and by limited environmental carrying capacity. Some small island destinations in developing country settings have developed collaborative environmental governance networks as a means of protecting environmental resources. However, little is known about the operations of such networks. This paper explains how environmental governance networks can achieve more effective environmental conservation in the context of tourism development on small islands in developing countries. Three research phases are reported in the paper: the first is a literature review on environmental conservation, governance, and environmental governance networks and a conceptual framework for the analysis of environmental governance networks. Secondly, two case studies in Gili Trawangan Island and Nusa Lembongan Island, Indonesia are analysed to show the application of collaborative environmental governance networks in particular settings. Finally a modified conceptual framework is proposed in order to explain the operations, characteristics and effectiveness of environmental governance networks in the two case study destinations. A preliminary analysis is provided of the environmental governance networks in the two settings.

**Keywords:** developing country, environmental protection, framework, governance, networks, small island, tourism





**Concurrent Session 3.6: Tourism Policy Planning & Development (1)**

**11.00am-12.40pm**

**A National Government's Tourism Innovation Initiatives:  
A Review of Tourism Development Policies in Norway**

**Charles Arcodia, Lisa Ruhanen & Xiang Ying Mei**

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Innovation in tourism has becoming increasingly important to create destination competitiveness. There is however poor understanding of the national government's initiatives and role in tourism innovation. This study has reviewed tourism development policies in Norway using content analysis. The result indicates that the government recognises the importance of innovation in tourism and innovation is also encouraged. Nevertheless, through the three significant themes including network and collaboration, innovation in SMEs, and funding and support it has been revealed that government initiatives in developing an innovative tourism industry are not entirely new. In addition, the government may also be playing a too passive role as many of the innovation initiatives are emphasised as the responsibility of the private sector. Further studies which consider policies as well as perspectives of both Government officials and industry representatives or operators are needed in order to further understand government's role in tourism innovation.

**Keywords:** Norway; innovation; policy; tourism; competitiveness



# Abstracts

Thursday 10 February



## Concurrent Session 3.6: Tourism Policy Planning & Development (1)

11.00am-12.40pm

### World Heritage, Tourism and Communities

**Amy Louise Bott**

This paper explores the changing nature of heritage management through the evolution of the World Heritage Convention (WHC). This paper uses tourism and heritage literature to establish when local communities were recognised as legitimate stakeholders in development. A case study is presented which explores the collaboration efforts of key stakeholders of the Kokoda Track and Owen Stanley Ranges, in Papua New Guinea (PNG). A key emerging theme is that of community development through tourism specifically in preparation for potential World Heritage listing.

**Key words:** World Heritage, communities, tourism, stakeholders, Kokoda Track



**Concurrent Session 4. 1: Hospitality - Theory and Literature**  
**11.00am-12.40pm**

**Digging for (Fool's?) Gold: An Exploration of the Hospitality  
Management Literature**

**Tom Baum**

This working paper addresses issues relating to the quality and focus of the literature in the area of hospitality management. This literature has emerged alongside related themes within that in the wider business field and, in many respects, has cloned many of the key discourse strands from business. The paper will present the outcomes of an analysis of this hospitality management literature, based on a search for the "best" contributions under four key themes – the nature of hospitality; the industry and its structure and markets; people and service; and operations and finance. On the basis of this analysis, conclusions are drawn with respect to the contribution of hospitality research to theory and application.

**Key words:** hospitality; hospitality management; social science



# Abstracts

Thursday 10 February



## Concurrent Session 4. 1: Hospitality - Theory and Literature 11.00am-12.40pm

### China Hotel Research: A Meta Review of the English Language Academic Literature

**Hailian Gao, Songshan (Sam) Huang & Michael J. Gross**

This paper outlines the findings of a content analysis performed on 115 academic papers published from 1984 to 2009 and provides an overview of research themes and the changing trends in China hotel research. The findings reveal that *hotel management and performance* is the most frequent research theme, followed by *hotel development strategy*, and *hotel business environment analysis*. This analysis also indicates some shifts in research methods, trend of publication, journal outlets and authorship information.

**Key words:** hotel development, China, meta review



**Concurrent Session 4. 1: Hospitality - Theory and Literature**  
**11.00am-12.40pm**

**Understanding the Travel Information Needs of  
People with Disabilities**

**Bongkoo Lee & Sheela Agarwal**

The purpose of this study is to examine the travel information needs of people with different types of disabilities. More specifically, an attempt is made to ascertain the attributes of information on destination accessibility and accessible information that people with disabilities consider to be most important when they plan their travel, and to identify variance (if any) in these perceptions of importance amongst travellers with different disabilities. Moreover, this study will also determine whether the identified attributes are associated with broader factors related to destination accessibility and accessible information and if so, whether differences occur in the structure of each factor across the range of disabilities. In addition, this study will analyse which aspects of information accessibility have the greatest influence on overall satisfaction with ATISs, and will deduce whether there are differences depending on the type of disability experienced.



# Abstracts

Thursday 10 February



## Concurrent Session 4. 2: Events and Festivals 11.00am-12.40pm

### Let's Go A-Waltzing: An Examination of Dance Tourism in Australia

**Elsbeth A. Frew & Kim M. Williams**

This working paper presents the results of a study of dance participants and spectators at a competitive dance event in Melbourne and, discusses the characteristics and experiences of these event attendees.

**Key words:** dance tourism, spectators, fans, event, dancesport



**Concurrent Session 4. 2: Events and Festivals 11.00am-12.40pm**

**Transformational Benefits from a Visit to a Multicultural Festival: The Case of South Korea**

**Insun Lee, Charles Arcodia & Timothy Jeonglyeol Lee**

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This paper investigates the benefits the dominant population has gained from a visit to a multicultural festival in South Korea. The paper aims to improve the understanding of these festivals and explores the contribution of multicultural festivals to building a better multicultural society. The transformational benefit is recognised as the greatest benefit the dominant population gained from attending a multicultural festival concerning the four factors identified (transformational, cognitive, social and affective benefits). Differences were found in the benefits from a visit to a multicultural festival between the dominant population exposed to multiculturalism and one that is not exposed to multiculturalism. It is believed that the findings of this study will help all key stakeholders to more fully understand how multicultural festivals contribute to social harmony and social integration.

**Keywords:** multicultural festival, multicultural society, transformational benefit, visitor benefit, South Korea



**Concurrent Session 4. 2: Events and Festivals 11.00am-12.40pm**

**Understanding Event Attendees: An Examination of  
Involvement**

**Eliza Hixson, Vivienne McCabe & Graham Brown**

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In recent years, the event studies literature has increased as the number of events has grown and their importance has gained greater recognition. Definitions of events have been proposed (Allen, O'Toole, McDonnell & Harris, 2005; Crompton & McKay, 1997; Getz & Cheyne, 2002) and studies have sought to develop a profile of event attendees and identify their motivations (Backman, Backman, Uysal & Mohr Sunshine, 1995; Bowen & Daniels, 2005; Crompton & McKay, 1997). This study applies an involvement scale that has been widely used in leisure research to assess the importance of centrality, self-expression and attraction factors in activity participation.

A study was conducted of the Clipsal 500 V8 car race (a sports events) and the Adelaide Fringe Festival (an arts event) in order to determine the attitudes of young people to these events and their level of attendance. It was found that attraction was the highest involvement component for each event, followed by self-expression and centrality. The infrequent nature of events could explain the fact the neither of the events were perceive to be central to young people's lives. Some significant differences were found based on gender amongst those who attend the Clipsal 500.

**Keywords:** event attendance, involvement, young people, Adelaide





**Concurrent Session 4. 3: Tourism and Hospitality Education  
- The Programs (2) 3.15pm-4.15pm**

**The Way Forward for Education and Training in  
Hospitality and Tourism?**

**Conrad Lashley**

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The study of hospitality and tourism are intertwined. Ultimately, the study of tourism is concerned with relationships between guest and hosts, and the study of hospitality engages with the receiving of strangers. The paper argues that this insight needs to be more widely accepted by both tourism and hospitality academic communities. Fundamental to both fields is the need to develop critical perspectives to better inform research as well as teaching and learning. Both hospitality and tourism have industrial applications producing programs chiefly concerned with management, and much research as well as teaching, is principally focused on the study for hospitality and tourism management. In addition, both also engage in studies of their respective fields. The study of focus invites critical thinking both of applied management practice but also of wider social science insights into the process involved in acts of hospitality and tourism. It is through this study of focus that the paper argues that both hospitality and tourism studies are principally concerned with relationships between hosts and guests at micro personal and domestic levels, and at macro locality, regional and national levels. Hence there is a need for both sets of academics to engage more actively the emerging literature concerned with hospitality and acts of hospitableness.

**eywords:** hospitableness, critical studies, host, guest



# Abstracts

Thursday 10 February



## **Concurrent Session 4. 3: Tourism and Hospitality Education - The Programs (2) 3.15pm-4.15pm**

### **An Exploratory Pedagogy: 'Gaze' and Tourism Hospitality Fieldwork. ... A Brilliant Blend!**

**Genevieve Lovell & Paul Weeks**

This paper considers the concept of tourism and hospitality fieldwork as a contribution to an 'exploratory pedagogy'. Exploratory pedagogy for the purpose of this study considers the elements of shallow and deep learning styles, the element of 'gaze' as a look and see visual data method, and cognitive and affective learning as making a contribution to the pedagogical style. The paper is based on fieldwork undertaken by tourism and hospitality students from The Hotel School Sydney as a non assessable unit of study.

**Key words:** Tourism and hospitality, fieldwork, exploratory pedagogy, learning styles, gaze.



**Concurrent Session 4.3: Tourism and Hospitality Education  
- The Programs (2) 3.15pm-4.15pm**

**Sustainability in the University Tourism Curriculum**

**Dale Sanders & Megan Le Clus**

Learning about and for sustainability has become an important agenda in Universities across Australia. Accordingly, the higher education sector and its many disciplines and fields of study have introduced a number of strategies and ways for both introducing new sustainability units, and also integrating sustainability concepts and principles into existing curricula. Tourism, as a field of study in Australian universities, has largely grown with this trend toward the inclusion of sustainability content in core teaching and research practice. This research sought to investigate the extent of the incorporation of sustainability into the tourism curricula in higher education by undertaking a course description analysis based on an exploration of course related data published on the websites of the 26 Australian Universities that currently offer tourism programs. The results of this research indicate that most undergraduate tourism programs have a very strong business focus, with only a few describing specific units related to the study of sustainability in their course outlines. Whilst the proportion of identifiable sustainability units and sustainability content in this study was low, it is recommended that further research be undertaken to uncover and map the scope and scale of the integration of sustainability concepts within individual units. This will provide a clearer indication of whether tourism as a discipline or area of study has moved beyond the rhetoric to be fully inclusive of sustainability policy and practice.

**Keywords:** Sustainability, generation Y, student learning, curriculum development, tourism.



**Concurrent Session 4.4: Tourism Concepts, Models and Theories (2)**  
**3.15pm-4.15pm**

**An Interpretive Investigation into Generational Winery Expectations and Future Services: A Case Study of Three Victorian Wineries**

**Bertrand Sinssaine & Paul Strickland**

The focus of this paper is on enhancing the understanding of generational belonging for wine tourism research, as well as market development and product development for the wine tourism industry. In conducting this research, participative observation was used in three Victorian wine tourism facilities. The motivation of wine tourists sometimes varies from the industry perceptible. It is worthy of note that tourists decide to visit wine regions primarily to relax (91%), to experience regional setting and scenery (83%), to taste wine (81%), to spend quality time with partner (73%) and finally to buy wine (63%). Generational belonging is a relevant demographic variable to group winery visitors with similar characteristics and behaviours. The findings of this research outline the patterns of the generational behaviour of wine tourists and the consequences in term of facilities sought which is important in marketing to the emerging Generation Z sector.

**Key words:** wine, tourism, generations, baby boomers, X, Y, Z



**Concurrent Session 4.4: Tourism Concepts, Models and Theories (2)**  
**3.15pm-4.15pm**

**Cooperation, Competition, Spatial Proximity and Stage of Development of Tourist Destinations**

**Richard Butler & Adi Weidenfeld**

The Tourism Area Life Cycle (TALC) model of destination development (Butler 1980) has been used on numerous occasions to describe the process of destination development in many different situations (Butler 2006<sup>1,b</sup>). In most cases the model has been used to describe the development process in relatively simple terms rather than to explore more sophisticated and possibly causal relationships between the stages of development and other characteristics of the destinations concerned. In this paper the model is used in the context of illustrating the relationship between the stage of development of a destination and cooperative and competitive behaviour between specific elements in destinations. This is combined with the spatial variable of proximity between these elements in order to produce a conceptual model incorporating these elements. The particular elements in question in this paper are tourist attractions (defined below) that are located in two areas in the United Kingdom. These areas have different densities of attractions, thus allowing spatial proximity to be included in the conceptual model illustrated here.

**Key words:** Competition, cooperation, proximity, development stage, attractions



**Concurrent Session 4.4: Tourism Concepts, Models and Theories (2)**  
**3.15pm-4.15pm**

**Destination Involvement: Conceptualization and Operationalization**

**Nan Chen, Daniel C. Funk & Ceridwyn King**

Existing leisure involvement studies ignore an important consuming product – the travel destination. This paper conceptualized and operationalized destination involvement (DI) as a new construct, in order to better understand travellers' destination-related attitudes and decision-making. Within a sport-tourism context, this study conceptualized DI as a tri-facet construct representing the degree to which visiting a destination becomes a central component of a sport traveller's lifestyle, providing hedonic and symbolic value. The hierarchical framework of Psychological Continuum Model (PCM) was used to operationalize DI as a developmental construct containing four progressive stages. A staging algorithm using involvement facets was conducted on non-local participants of an international Marathon event ( $N = 1030$ ) to allocate them into four distinctive PCM stages. The ANOVA results indicated the progressive development of travellers' DI resulted in increasingly high place attachment and revisit intention. Therefore DI can serve as a rational and practical tool in understanding travellers' destination attitudes and predicting their behavioural intentions.

**Key words:** Destination Involvement, Psychological Continuum Model, Place Attachment, Revisit Intention



**Concurrent Session 4.5: Response to Risk and Crises (2)**  
**3.15pm-4.15pm**

**Tourism in Turbulent Times: A Crisis Management Approach  
to Natural Disasters**

**Jessica Derham, Gary Best & Warwick Frost**

Research to date has suggested Faulkner's TDMF (Tourism Disaster Management Framework) and Ritchie's (CDMF) Crisis Disaster Management Framework requires further testing and analysis of specific crisis such as natural disasters. This relates directly to the continued need for the tourism industry to understand and apply the optimal approach to dealing with a crisis, an understanding of which is still lacking. Although significant research has been completed in the field of crisis management for destinations, limited research has focused on tour operators.

This paper focuses on tour operators as a specific sector of the industry, and aims to identify what form of crisis management strategies were utilised during a large scale natural disaster. Both frameworks propose six phases of crisis management: Pre Event; Prodromal; Emergency; Intermediate; Long-term recovery; and Resolution. An adapted model has been applied to Australian based tour operators in the context of the Indian Ocean Tsunami (2004).

The use of Faulkner and Vikulov's (2001) and Ritchie's (2004) frameworks permitted an exploration of the challenges, actions and strategies employed by these operators. The results from these interviews identified a range of recommendations for tour operators, who were found to be deficient in appropriate crisis management measures.

**Key words:** Crisis Management, Disaster Management, Natural Disasters, Tsunami, Tour Operators.



**Concurrent Session 4.5: Response to Risk and Crises (2)**  
**3.15pm-4.15pm**

**Are Organisations Prepared for Crisis? An Evaluation of Crisis Planning in the Accommodation Industry in Australia**

**Jie Wang & Brent W. Ritchie**

Crisis planning is expected to be an important strategy in business in turbulent times and it could determine the sustainable development of organisations. However, the majority of the accommodation crisis management studies are concerned with crisis response or recovery rather than crisis planning. Furthermore, only a limited number of former studies used quantitative methods to inform accommodation crisis planning, and few are explanatory. With the aim of evaluating the current level of crisis planning, as well as the relationship between organisational factors and crisis planning and crisis preparedness within the accommodation industry in Australia, an online survey was used to measure managers' perceptions of their organisations' level of crisis planning and crisis preparedness. In the sample of 384 managers surveyed, two thirds of respondents indicated that their organisation had undertaken crisis planning activities in the past six months. This study found strong support for the hypotheses that organisational type and organisation size had an impact on the implementation of crisis planning and the perceived level of crisis preparedness. It also found support for the hypothesis that increasing organisational age is associated with increasing crisis planning activities; however, increasing age is not associated with increasing crisis preparedness. Data on these relationships are useful in determining which factors influence accommodation crisis planning and offer suggestions for accommodation operators interested in increasing their crisis preparedness.

**Keywords:** crisis planning, accommodation industry, manager, Australia





**Concurrent Session 4.5: Response to Risk and Crises (2)**  
**3.15pm-4.15pm**

**Identifying Key Characteristics of Crisis Types and Their  
Impacts on the Tourism Industry in Thailand**

**Kom Campiranon**

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Tourism is the major export service of Thailand which has benefited from its hospitality, rich culture, cultural heritage, and historical tourist destinations. However, the tourism industry in Thailand has been negatively influenced in recent years by a number of crises. This means tourism organisations in Thailand will need to understand key characteristics of each crisis type, as literatures have shown that not all types of crisis lead to the same consequences, differing from one another in terms of the scope and extent of damage caused. Consequently, the aim of this research was to identify key characteristics of crisis types and their impacts on the tourism industry in Thailand. Qualitative data collection and content analysis of in-depth interviews with tourism organisations in Thailand were used, and crises were classified into four categories: natural disaster, outbreak, terrorism, and political crises. Each category has been examined in the following dimensions: probability of occurrence, duration of media attention, public reaction, and damage to the destination image.

**Keywords:** Thailand, tourism, crisis management



**Concurrent Session 4.6: 4.6: Tourism Policy Planning and Development (2)**  
**3.15pm-4.15pm**

**Addressing Global Trends in an Emerging Tourism Destination:  
Evidence from Slovenia**

**Larry Dwyer, Ljubica Knežević Cvelbar,  
Deborah Edwards & Tanja Mihalic**

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The aim of this study was to better understand Slovenian tourist industry stakeholders' satisfaction with their actions in meeting global trends in the management categories of risk management, product innovation and development, marketing, tourism and hospitality education, climate change, and sustainable development. The results indicate that Slovenia is currently focusing on marketing and sustainable development issues while others are relatively neglected. The paper further explores some of the implications of the findings on destination development strategy.

**Keywords:** emerging tourism destinations, destination competitiveness, Slovenia, global trends



**Concurrent Session 4.6: 4.6: Tourism Policy Planning and Development (2)**  
**3.15pm-4.15pm**

**Compromising Sustainable Tourism Development: The Absence of Legislation in Tourism Destination Planning**

**Lisa Ruhanen, Sacha Reid & Michael Davidson**

The advent of the sustainable development concept has arguably influenced the scope and nature of tourism destination planning in the years since the Brundtland Commission. However, there is a missing link in both research and planning practice; oversights that may in fact compromise broader sustainable development objectives. That is, the relevant legislation and regulatory frameworks which provide for, control, and regulate many aspects of tourism development. Indeed, much confusion and ambiguity surrounds the legal basis for tourism planning in countries such as Australia. It is within this context that this study sought to examine the legal basis for tourism planning in Australia. The study identified 222 current Acts that support, or otherwise, the development and implementation of tourism planning. The junction where regulation meets tourism planning can be categorised into four broad categories - land use and development; nature based tourism; tourism organisations; and miscellaneous tourism operations and services.

**Key words:** tourism planning, legislation, regulation



**Concurrent Session 4.6: 4.6: Tourism Policy Planning and Development (2)**  
**3.15pm-4.15pm**

**Tourism and Taxes: Implications for the Australian Economy and the Tourism Industry of an Increase in the Passenger Movement Charge**

**Peter Forsyth, Serajul Hoque, Ray Spurr, Larry Dwyer & Tien Duc Pham**

This paper estimates the economic impacts of the Australian Passenger Movement Charge (PMC). The PMC is a charge currently levied \$47 per passenger for nearly all outbound travellers. It covers both visitors to Australia when they make their return journey and outbound travellers from Australia. It thus represents a tax on inbound tourism to Australia and on outbound tourism from Australia. The study proceeds by examining the impacts of a 20% increase in the PMC. A computable general equilibrium (CGE) model is used to assess the impacts of the PMC on key economic variables. For the Australian economy as a whole, a rise in the PMC is found to be positive, although it is negative for the tourism industry. This comes about because Australia gains from foreign tourists paying Australian taxes rather than Australian residents. This effect is sufficient to outweigh impacts on the tourism industry.

**Key words:** tourism taxes; departure tax, passenger movement charge; tourism economic modelling; computable general equilibrium



**Concurrent Session 5.1: Media and Communication in  
Travel and Tourism**

**9.00am-10.40am**

**Is Film Tourism All The Same? Exploring Zhang Yimou's  
Films' Potential Influence on Tourism in China**

**Yuqun Ji & Sue Beeton**

This working paper looks at the relationship between film, tourism and the government of China by looking at the work of renowned Chinese film director, Zhang Yimou, and the ways in which his films have presented touristic images of China. His films have been seen in Western as well as Asian countries and provide a strong case study to examine the reality and potential of film tourism in China. Based on local cultural understanding, we propose a Product Development model for film tourism, which we plan to explore further and test empirically.

**Key words:** Film tourism, movie-induced tourism, Zhang Yimou, China tourism.



**Concurrent Session 5.1: Media and Communication in  
Travel and Tourism 9.00am-10.40am**

**Touristic Processing of 'Travel Narrations'**

**Madelene Rose McWha & Ewen J. Michael**

This project explores a range of issues associated with the touristic processing of 'travel narrations'. It asks if travel writing is actually a factor in persuading potential tourists to travel. 'Travel narrations' are perceived as written accounts that adopt non-fictional modes of story-telling, similar to those in commercial publications. Because they use romantic descriptions and persuasive language, 'travel narrations' can persuade individuals to travel by creating appealing images for a destination. In some circumstances, they may induce a 'vicarious experience', transporting the reader by means of a narrative to a place using extraordinary accounts and imagery. Possibly, readers may seek to recreate this experience by visiting the physical destination, but it is also arguable that the writing and empathetic transportation might replace the need for physical travel as the reader has already mentally visited the destination. The analysis of travel narrations covers (1) tourist perceptions, (2) destination image, (3) media psychology, and (4) the affects upon different tourist types. These issues are explored through a number of themes, including the mediation of textual representations, the construction of a destination's image, and the ability of text to transport the reader to an imaginary place. The research to date confirms the suggestion that 'travel narrations' possess some persuasive power, embodied in the notion of 'narrative transportation', which enhances the reader's desire to travel. Hence, a 'travel narration' does not replace the need to travel to the physical destination, but may well serve as the persuasive source for a potential tourist to do so.

**Key words:** travel narration, travel writing, narrative transportation, tourism, interpretation



**Concurrent Session 5.1: Media and Communication in  
Travel and Tourism**

**9.00am-10.40am**

**Television Drama, Audience Engagement and Screen-Tourism  
Experience**

**Sangkyun Kim**

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This study aims to investigate the extent to which audience involvement with a serialised television drama affects their actual on-site screen-tourism experiences at its former filmed location(s) in the context of screen-tourism phenomenon. An on-site survey was conducted to examine (international) screen-tourists' on-site screen-tourism experiences in relation to the emotional, cognitive and behavioural involvement with the mediated contents of their preferred television drama. The research data was collected at Daejanggeum Theme Park, the outdoor filming set of a serialised Korean historical television drama entitled *Daejanggeum*, known in English *Jewel in the Palace*, in Yangju, South Korea. The results corroborated the hypothesised relationships. Audience's emotional and behavioural involvement with the television drama was the main factor that positively affected their on-site screen-tourism experiences. The results also indicated that to some extent the level of exposure to the drama influenced audience viewing experiences and on-site screen tourism experiences at its former filmed locations. This study furthers researcher's understanding to the complexity of screen-tourism phenomenon.

**Keywords:** involvement, level of exposure, audience, tourist experience, screen-tourism, Korea



**Concurrent Session 5.1: Media and Communication in  
Travel and Tourism**

**9.00am-10.40am**

**Short Study Tours Abroad: Gaining a Cross Cultural  
Viewpoint**

**Kim Williams & Gary Best**

Globalisation has influenced educational institutions to establish procedures to foster contacts and associations with global enterprises and industries. Short study tours abroad provide a means to assist with this emerging trend of internationalisation tertiary education. This paper describes a research study to examine if cross cultural attitudinal changes occur for Australian management students who participate in a short study tour abroad. The study participants will be Australian management students completing an elective subject in International Human Resources Management via an intensive two weeks program in Bordeaux, France. The study will utilise both quantitative and qualitative research methods via the use of the Cross Cultural Adaptability Inventory and one to one student interviews. An enhanced comprehension of the conscious and subconscious learning acquired during a short study tour abroad has the potential to enrich teaching and learning approaches and models in future Australian management courses.

**Key words:** Cross cultural awareness; Internationalisation; Tertiary education; Study tours abroad.





**Concurrent Session 5.2: Research Methodologies - The Techniques**

**9.00am-10.40am**

**Quality of Life Research in Tourism – Relevance and Key Directions for the Future**

**Venkata Yanamandram, Sara Dolnicar & Katie Cliff**

Quality of Life research has a long tradition in Psychology. Quality of Life generally refers to an evaluation of the general well-being of individuals (Derek et al., 2009) with the key well-being indicator of life satisfaction (Ryff and Keyes, 1995). The key aim is to determine which factors in a person's life matter to his/her overall happiness and how different people in different situations assess their Quality of Life along those factors. These factors could include physical health, psychological well-being, social well-being, financial well-being, family relationships, friendships, work, and the like.

Interestingly, while many scales measuring Quality of Life include a Leisure factor, thus acknowledging that leisure time is important for people and contribute to their Quality of Life, Vacations rarely get a mention, thus begging the question whether Vacations should be considered as a separate domain in Quality of Life studies.

The aim of this paper therefore is to empirically investigate if Vacations play a role in people's Quality of Life. Investigating the distinct contribution of Vacations towards Quality of Life would provide insights into target markets and elasticity of demand and the empirical foundation for the further investigation of Quality of Life in tourism. Practically, it opens a new avenue of tourism marketing: "vacations make you happy – do it!"



**Concurrent Session 5.2: Research Methodologies - The Techniques**

**9.00am-10.40am**

**Does Providing More Prompts in Visitor Expenditure Surveys Result in Higher Reported Expenditure?**

**Mike Raybould & Liz Fredline**

It has been claimed that providing more prompts or categories in the expenditure module of a visitor survey should assist respondents to recall their expenditure more accurately though this does not appear to have been supported by the few field tests conducted to date. This paper describes an experimental examination of the effects on reported expenditure of providing additional cues in the expenditure module of an event visitor survey. In this study aggregate and disaggregate formats result in significant differences in reported expenditure in key expenditure categories. In the context of the total survey error model it considers the trade-off between minimising measurement error and the cost of increased non-response bias caused by longer survey instruments.

**Key words:** Visitor survey, Visitor expenditure, Respondent error



**Concurrent Session 5.2: Research Methodologies - The Techniques**

**9.00am-10.40am**

**A Tourist Driven Approach to Understanding Destination  
Positioning: The Application of Leximancer**

**Aaron Tkaczynski, Sharyn R Rundle Thiele & Julia Cretchley**

Research efforts relating to the positioning of a tourism destination have centred upon understanding the image of a destination and/or its attributes as perceived by tourists through applying a researcher driven approach. This paper showcases a tourist driven approach that enables tourists to drive the attributes and sentiments of importance. Tourists were asked about their perceptions of a regional tourism destination before and after their visit. Through applying the content management tool, Leximancer, it was concluded that tourists perceive the destination differently based on their stage of holiday.

**Key words:** destination, Leximancer, positioning



**Concurrent Session 5.2: Research Methodologies - The Techniques**

**9.00am-10.40am**

**Three Good Reasons NOT To Use Factor-Cluster Segmentation**

**Sara Dolnicar & Bettina Grün**

Market segmentation is very popular both in tourism industry and among tourism researchers. Tourism industry uses it to identify homogenous subsets of tourists and to select the most suitable of them to target over the medium and long term. Tourism researchers use it to gain a deeper understanding of the heterogeneity of consumer behaviour among tourists.

One of the problems that data-analysts frequently face with data-driven segmentation is that the number of variables in the data set (or the number of questionnaire questions selected to be included in the segmentation base) is too high for the sample size. The typical way of dealing with this problem is to conduct something referred to as “factor-cluster segmentation”. There are (at least) three good reasons why this approach should not be used: (1) factor analysis leads to discarding a substantial amount of the information contained in the data set, (2) segments are identified in a transformed space and can thus not be interpreted using the original variables, (3) factor-cluster analysis has been shown to perform worse in identifying the correct data structure in experiments with artificial data (Sheppard, 1996; Dolnicar and Grün, 2008) than running cluster analysis directly on the raw, untransformed data. Alternative approaches are suggested.



**Concurrent Session 5.2: Research Methodologies - The Techniques**

**9.00am-10.40am**

**Three Good Reasons NOT to Use Five and Seven Point Likert Items**

**Sara Dolnicar, Bettina Grün, Friedrich Leisch & John Rossiter**

One of the main sources of knowledge development in tourism has been survey research. Through surveys of tourists, surveys of the tourism industry and surveys of residents living in tourism destinations, our understanding of the positive and negative impact of tourism has increased and we are now better able to understand and respond to tourists' needs. The underlying measure in survey research is the question respondents are asked or, more specifically, the answer options that respondents are offered. The most popular answer formats in tourism are the seven and the five point answer formats (based on a review of JTR publications over the past 5 years). We challenge the currently dominant belief that five and seven point Likert items are the single best measure to capture human beliefs. There are (at least) three good reasons why they can be a dangerous default choice for survey researchers: (1) five and seven point Likert items suffer from response style bias, It is widely acknowledged that not only do individuals differ in their response styles, but, more critically, groups of respondents coming from different cultures display different response styles. This is particularly problematic in tourism research where often respondents from a range of countries of origin are surveyed. (2) seven point Likert items are inherently unstable: respondents chose different answer options when asked to complete a survey twice in a row. (3) Both five and seven point Likert items take relatively long to complete thus increasing the danger of respondent fatigue and, as a consequence, reduced data quality. An alternative measure is recommended and empirical evidence for its superiority presented.



**Concurrent Session 5.3: Destination Branding 9.00am-10.40am**

**Requiem for a Market: Identifying Factors in the Collapse of  
Japanese Tourism Market to Australia**

**Roger March**

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Through much of the 1990s Japan was Australia's largest and most lucrative inbound market. Driven largely by the high-spending honeymooner and office ladies (OLs) segments and underpinned by its position as a highly aspirational destination, Australia's continued success in the market appeared assured in 1997 when the market climbed to 814,000 with forecasts of growth to reach one million within two years (Tourism Forecasting Council, 1997). The year 1997 turned out, however, to be Australia's high-water mark. In 2000, a little over 700,000 Japanese visited Australia and by 2009 the number had collapsed to 332,000, the smallest visitation since 1987. The market's demise has accelerated in the last four years in which inbound numbers have fallen 54 percent (compared to a 12 percent drop in the overall Japanese outbound market). This paper provides an overview of Australia's Japanese market and posits several explanatory factors for the dramatic decline.

**Keywords:** Japanese tourism, international marketing,  
Australian inbound



**Concurrent Session 5.3: Destination Branding 9.00am-10.40am**

**Destination Brand Architecture**

**Juergen Gnoth**

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Destination branding and place branding are relatively new concepts but get widely used interchangeably. In particular, both take their lead from the literature on corporate branding although places are not corporations. This theoretical paper, underpinned by some empirical research, develops a phenomenological understanding as to how a destination is embedded in a place and what this means for shared and unique attributes to add to the destination brand (DB). These deliberations result in a model of a generic DB architecture from which all destination brands can evolve. At the functional brand level, place and destination brand share attributes that add to the depth of the DB but can be attributes of the place brand at a different level. At the experiential level of the DB, tourism operators can function as the facilitators to the destination experience (excluding the icons) but need not necessarily support the brand. At the symbolic level, tourism operators extend the brand by 'being' the icon of the brand. Consequences and managerial issues for the brand and DMOs are delineated if operators target tourists but fail to support the brand.

**Keywords:** destination brand; brand levels; brand extension; architecture



**Concurrent Session 5.3: Destination Branding 9.00am-10.40am**

**Branding New Zealand to Chinese Tourists: Case Study of  
Shanghai World Expo**

**Pola Wang**

The Ministry of Tourism New Zealand forecasts a total of 62.6 percent increase with Chinese tourists' arrivals between 2009 and 2015. With more than 30 million NZD investment in Shanghai World Expo and a new campaign "Experience New Zealand, right now!" to attract smaller group of Chinese tourists since April 2010, New Zealand aims at positioning itself as a tourism destination to Chinese people. Shanghai World Expo 2010 was held from 1<sup>st</sup> May to 31<sup>st</sup> October 2010 on both banks of Huangpu River. It involved more than 200 countries and 50 international organisations and attracted more than 73 million visitors from China and across the world. With approximately NZD \$80 billion investment from both the Chinese and Shanghai City government, Shanghai World Expo is by far the most expensive expo in the event's history. As a participant, the New Zealand government invested more than 30 million New Zealand dollars to build its pavilion which doubled the spending in Aichi Expo in Japan 2005. The New Zealand Pavilion held its grand opening ceremony in late April 2010 and around 4.5 million people visited the pavilion during the six months' Shanghai World Expo.

This paper evaluates the performance of the New Zealand pavilion and its team in the Shanghai World Expo through secondary data collected from comments posted to Dianping website, one of the most popular public websites famous for its ratings and firsthand comments from users in hospitality and tourism field, to give feedback and future reference to New Zealand's understanding of Chinese market and the strategy New Zealand adopted to present itself as a tourism destination in Shanghai World Expo. The outcomes of this research will contribute to the strategic planning of promoting New Zealand at future World Expos and other international events such as Rugby World Cup 2011.

**Key words:** Tourism, Shanghai World Expo, New Zealand, Chinese tourists, Destination branding





**Concurrent Session 5.3: Destination Branding 9.00am-10.40am**

**The Tourism Destination Image Formation Process:  
South Korean Independent Travellers to Australia**

**Hong Chul Lee & Michael J Gross**

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This study investigated tourism destination images by Korean independent travellers to Australia. The purpose of the study is to examine aspects of travel motivations, socio-demographic variables and Internet sources that contribute to the destination image of Australia held by Korean independent travellers. A path model was developed using important determinants of the Australian destination image formation process. The study found that destination images were significantly influenced by travel motivations, socio demographics and Internet sources. The results provide a better understanding of the relationship between the variables in the destination image formation process in a Korea and Australia context, and highlight the growing significance of Internet sources.

**Keywords:** tourism destination image formation process, South Korean independent travellers, path model, Australia destination image, Internet



**Concurrent Session 5.3: Destination Branding 9.00am-10.40am**

**Revisiting Tourism Carrying Capacity as a Brilliant Blend of  
Conservation and Visitor Experience Values: Prospects for  
Fraser Island**

**Terry J. Brown**

The concept of carrying capacity and its relevance as a visitor management tool at natural tourism sites has come under increasing scrutiny in recent years. However, this critique does not render the concept meaningless, but rather challenges us to apply it more effectively for controlling visitor numbers and activities in order to sustain the optimum blend of conservation and experience values into the future. This paper summarises the concerns with carrying capacity and introduces a new Australian visitor management framework developed by Queensland Parks and Wildlife Service for addressing capacity issues in protected areas. The Sustainable Visitor Capacity (SVC) methodology is a collaborative, multi-stakeholder approach to assessing visitor sites for landscape quality, values and impacts so that these may be linked to requirements for more effectively managing visitor engagement with the resource. A recent trial of the approach on Fraser Island was used to inform infrastructure and education needs, visitor use patterns, desired behaviours and appropriate visitor numbers.

**Key words:** tourism carrying capacity, visitor management, sustainable visitor capacity, Fraser Island



**Concurrent Session 5.4: Human Resources and Volunteers**  
**9.00am-10.40am**

**Adventure Tour Leaders – A Brilliant Blend of Identities?**

**Monica Torland**

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This study has two main purposes. The first purpose is to explore how adventure tour leaders in Australia comprehend their identity construction. The second purpose is to examine what impact emotional labour could have on adventure tour leaders' job satisfaction. Data were collected through the methods of an online survey and email interviews. The results show that adventure tour leaders can take on multiple identities, although they still believe that they possess one core 'self'. Consistent with this view, identity theory advises that multiple identities could be arranged in a hierarchy where higher-order identities representing individuals' core values, morals and traits oversee the activation of lower-order identities. It is suggested that the emotional labour that adventure tour leaders perform could be arranged along a continuum where surface acting causes adventure tour leaders to feel inauthentic due to non-verification of their higher-order identities; deep acting causes them to feel mostly authentic due to a near verification of their higher-order identities; and genuine emotion display causes them to feel authentic due to verification of their higher-order identities. Given this relation between identity and emotional labour, it is proposed that verification of higher-order identities plays an important role in regards to the positive effect that deep acting has on adventure tour leaders' job satisfaction. This, in turn, has implications for the manner in which adventure tour operators manage their human resources in order to assist future success of the adventure tourism industry.

**Keywords:** adventure tourism, adventure tour leaders, authenticity, emotional labour, multiple identities, values



**Concurrent Session 5.4: Human Resources and Volunteers**  
**9.00am-10.40am**

**Work-Life Balance: Comparative International Perspectives  
from Hospitality Workers**

**Margaret Deery, Candice Harris, Tom Baum,  
David Williamson & Leo Jago**

The issue of work life balance (WLB) has attracted the attention of researchers for some time now, due mainly to the impact on personal and professional lives as well as the organisation's productivity. In the 24/7 labour intensive hospitality industry, balancing work, family life and other activities such as studying, the need to address the issues impacting on a work life balance is especially important. While some studies have examined WLB in the hospitality industry (see, for example, Wong and Ko, 2009; Chiang, Birtch and Kwan (2010), none have investigated whether there are variations across countries in the perceptions of WLB. This paper seeks to address this gap through a comparative study of hospitality employees' perceptions of WLB in Australia, New Zealand (NZ) and the United Kingdom (UK). Data from 513 respondents were analysed using a variety of techniques; factor analysis, for example, yielded eight robust factors that were subsequently used in regression analysis. The results from the regression analysis found that the factors of 'Stress and Frustration with Work', 'Supportive Work Colleagues', 'Balanced Time', 'Control over Work and Working Times', 'Behavioural Commitment', 'Working Hours' and 'Work Change and Flexibility' were statistically significant predictors of WLB. These results and others are discussed and the implications for industry and further academic research are provided.

**Key words:** Work life balance; hospitality industry; comparative study; employees



**Concurrent Session 5.4: Human Resources and Volunteers**  
**9.00am-10.40am**

**Adventure Philanthropy**  
**Trialling a New Blend of Tourism and Volunteering**

**Alexandra Coghlan**

In 2007 Lyons suggested that decoupling the volunteering and tourism aspects of volunteer tourism might circumvent some of the more negative aspects of this niche tourism sector. This paper provides a personal account of an adventure philanthropy event as a means of investigating the proposal made by Lyons and Wearing. Adventure philanthropy is a form of tourism that combines fundraising/charity work with adventure travel, an activity in which participants first engage in volunteer fund raising before undertaking an adventure tourism trip. In this case the event was the Hospital Foundation's Cardiac Challenge, a three day cycling event from Cairns to Cooktown. Findings based on participant observation and auto-ethnography suggest that this type of adventure philanthropy event has many of the same characteristics as volunteering, tourism and volunteer tourism. The research results provide insights into the decreased role of ambiguity and better defined outcomes that this type of tourism offers over more traditional volunteer tourism. It suggests therefore that the proposal by Lyons (2007) (and subsequently, Lyons & Wearing, 2008) does have merit and concludes that more rigorous research into this topic would be beneficial.

**Keywords:** volunteer tourism, adventure philanthropy, motivation.



**Concurrent Session 5.4: Human Resources and Volunteers**  
**9.00am-10.40am**

**Application of Sustainability Indicators to Tour Guiding  
Practice: The Need for a Broader Perspective**

**Aise KyoungJin Kim & Betty Weiler**

This paper addresses the importance of a systematic approach to researching the inter-relationship between tour guiding performance and sustainable tourism outcomes. Toward this end, the application of sustainability indicators to tour guiding practice is proposed in order to extend the contribution of tour guides beyond service quality to the broader sustainability agenda. It is noted that previous research on tour guiding practice often focuses on the economic and environmental management roles of tour guides in order to meet the needs of tourists while managing tourists' behaviour. This appears to be a narrow approach which limits tour guides' contribution to a destination's long-term sustainability. The larger interests of all stakeholders need to be considered to extend the role of tour guides in achieving the wider environmental, political and socio-cultural dimensions of sustainability. The sustainability indicators literature provides a strong basis upon which to rethink the various roles of tour guides and in turn the redesign of training programs in order to move toward this more holistic perspective.

**Key words:** sustainability indicators, sustainable tourism, tour guiding practices



**Concurrent Session 5.4: Human Resources and Volunteers**  
**9.00am-10.40am**

**Using Communication to Enhance the Visitor Experience: A  
Case Study of a Volunteer Tourism Broker**

**Betty Weiler**

Voluntourism is inherently a blend in terms of both the factors that motivate and the factors that contribute to a quality experience. This paper looks at the nature, content, timing and sources of communication with and among volunteers before, during and after travel in facilitating that blend. Two bodies of literature, volunteer tourism and quality tourist experiences, provide the backdrop to a case study of a voluntourism experience, focusing on the extent to which communication is harnessed to enhance the experience

**Key words:** volunteer, tourism, communication, broker, quality experience



**Concurrent Session 5.5: Tourist Behaviour and Visitor Experience (1)**

**9.00am-10.40am**

**Balancing the Blend - Tourist Motivations, Experiences, and Satisfaction at Remote World Heritage Areas: The Case of Australia's Riversleigh Fossil Site**

**Noreen M. Breakey**

World Heritage listing aims to provide protection for the precious natural and cultural sites on Earth. Listing can also increase awareness and visitation, particularly as 'presentation' is a tenant of the World Heritage Convention. Management, based on empirical research, is therefore required to ensure an appropriate balance between these, often conflicting, aims of protection and presentation. Many World Heritage studies have considered iconic, accessible tourism destinations with visitor congestion issues and threatened heritage values. To provide a balanced understanding of World Heritage tourism further research is required, particularly focusing on various site types. This paper reports on a survey of the motivations of visitors to the Australian Riversleigh World Heritage Fossil site, as well as their experiences and satisfaction. The outcomes of the research have informed the visitor interpretive plan developed by the State Government responsible for delivering on the Convention requirements for the Riversleigh site.

**Key words:** world heritage, tourism, visitor motivation, Riversleigh





**Concurrent Session 5.5: Tourist Behaviour and Visitor Experience (1)**

**9.00am-10.40am**

**The Priming of Self-Concept in Destination Choice Behaviour**

**Geoffrey I. Crouch**

This working paper presents some results of early research into the role of a tourism consumer's self-concept and the influence which it may exert on the choice of tourism destination. The focus of the research is to investigate the degree to which it is possible, through promotional activity, to prime sense-of-self in the minds of tourism consumers during destination selection choice behaviour. To conduct this pilot study, a choice experiment was devised to test whether the priming of sense-of-self might have a subsequent impact on stated preferences for tourism destinations whereby one of the destination's characteristics concerned its fit with the tourist's sense-of-self.

**Key words:** destination choice, self-concept, consumer experiment.



**Concurrent Session 5.5: Tourist Behaviour and Visitor Experience (1)**

**9.00am-10.40am**

**Toward a Better Understanding of Motivations for a  
Geotourism Experience: A Self-Determination Theory  
Perspective**

**Mamoon Allan, Ross Dowling & Dale Sanders**

This study provides an in depth investigation in to tourist's motivations and the relationship between these motivations and the behavioural intention of the tourists to revisit the geosite. A pilot test was conducted at Crystal Cave in Australia. It used a convenience sample of 100 tourists. The main findings of this pilot study were that relaxation, escape from the daily routine, sense of wonder were the major intrinsic motivations. Amotivation had a very weak mean. There was a positive correlation between intrinsic motivation and behavioural intention to revisit Crystal Cave. The outcome of this study will contribute in developing a survey which will distribute at pinnacles in Australia and Wadi Rum in Jordan.

**Key words:** Geotourism, Geosite, Self-determination theory (SDT)



**Concurrent Session 5.5: Tourist Behaviour and Visitor Experience (1)**

**9.00am-10.40am**

**Engaging with Skippy and Friends: the Wildlife Feeding Phenomenon**

**Melissa Allery & Barbara A. Koth**

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Feeding wildlife occurs across diverse outdoor settings, provides memorable childhood recollections, and can be an intense personal experience that builds environmental connections. The controversial practice by individual visitors is (in general) discouraged officially at public tourism settings for behavioural, adaptive and management reasons, but the industry may feed selected populations in order to increase the reliability of sightings for visitors. Field observations and mail survey of visitors to a South Australian National Park assessed public perceptions of wildlife feeding, estimated participation rates, and defined feeders and non-feeders. The majority of experienced recreationists do not feed wildlife, citing unnatural interventions as their primary objection. Eleven percent (11%) that feed in public park settings is differentiated by strong needs for close physical contact with animals. The household presence of young children is another significant explanatory factor. Negative feeding-related interactions with kangaroos, possums and emus are occurring in parks, although serious physical engagements are infrequent. However, with the exception of tourist industry actions, few policy options for feeding control receive broad public support.

**Keywords:** wildlife feeding, tourism, impacts, children, habituation



**Concurrent Session 5.6: Tourism and Hospitality -  
Frameworks,  
Meta-analysis**

**9.00am-10.40am**

**Where's the 'H' in CAUTHE Research?: An Analysis of  
Conference Proceedings (1993 - 2010)**

**Elizabeth Roberts**

This working paper is based on an analysis of 2300 CAUTHE research papers between 1993-2010. Using content analysis methodology, the aim of this research is to answer two questions: 1) has the number of hospitality (accommodation and food and beverage) research papers presented at CAUTHE conferences declined over an 18 year period? And, 2) does it matter? The findings offer implications for hospitality management pedagogy and further research.

**Key words:** hospitality research, hospitality and tourism pedagogy, CAUTHE



**Concurrent Session 5.6: Tourism and Hospitality -  
Frameworks,  
Meta-analysis**

**9.00am-10.40am**

**In Search of a Better Understanding of Generation Y Work  
Attitudes in the Hospitality Industry**

**David Solnet & Anna Kralj**

This report aims to provide the hospitality industry with a greater understanding about generational differences in employee work attitudes. The newest cohort of hospitality workers, Generation Y (Gen Y), appears to approach employment in a different manner and have markedly different work-related values than their predecessors. To date, there is little empirical evidence to support claims made about Gen Y employees. In this report, data from a survey of 914 hospitality employees across Queensland is analysed and interpreted. Significant differences between the attitudes and values of Gen y and non-Gen Y employees are highlighted, suggesting that on average, Gen Y employees are not experiencing their current workplaces as positively as older generations.

**Key words:** employee attitudes, generation, hospitality, HR



**Concurrent Session 5.6: Tourism and Hospitality -  
Frameworks,  
Meta-analysis**

**9.00am-10.40am**

**A Review and Preliminary Analysis of Tourism Impacts  
Research**

**John Ap, Dan Musinguzi & Candace Fu**

The impacts of tourism are an important aspect which needs to be considered when developing any form of tourism in a community. Scholars have, over the years, conducted numerous tourism impact studies and an analysis of previous studies according to Baloglu and Assante (1999:53) “provides an understanding of research direction and boundaries of a field”. To date, no study has reported on an analysis of tourism impact studies in a comprehensive manner. The purpose of this study is to fill this research gap by conducting a content analysis of the studies published in four leading tourism research journals, namely: *Annals of Tourism Research* (ATR), *Tourism Management* (TM), *Journal of Travel Research* (JTR) and *Journal of Sustainable Tourism* (JST) since 1977 when the first tourism impact research article appeared in JTR. A preliminary analysis of 268 studies was undertaken and it was found that although the number of tourism articles has increased considerably over the years, little has been published in our leading tourism journals on theory development as evidenced by the limited number of theoretical or conceptual papers. It was also found that the literature is dominated by descriptive and quantitative studies of an empirical nature which are conducted in the West with the majority containing no study hypotheses.

**Keywords:** tourism impacts, research analysis



**Concurrent Session 5.6: Tourism and Hospitality -  
Frameworks,  
Meta-analysis**

**9.00am-10.40am**

**The Blending of Wine and Tourism Experiences: A Meta-  
Analysis**

**Jack Carlsen & Philipp Boksberger**

Wine tourism enables wine producers and wine tourists to co-create extraordinary experiences that encapsulate the setting, service and sensory pleasures of wineries and cellar doors. This blending of tangible and intangible experiences depends on many different, but complementary, attributes that need to be defined, categorised and prioritised if the wine tourism experience is to be optimised. Meta-analysis of 11 quantitative and qualitative studies of wine tourism experiences in various wine regions around the world reveals the key attributes that are common to each study. Two key attributes emerge as critical to understanding the wine tourism experience: service and setting. Education and information are also important components. Other variables relating to authenticity, wine quality and value for money occur less frequently in the 11 studies of wine tourism experiences. The key attributes identified should provide the focus for future wine tourism experience research and also an opportunity for wineries seeking to add emotional, epistemic and conditional value to the wine tourism experience.

**Key words:** wine, tourism, experience, service quality, meta-analysis



**Concurrent Session 5.6: Tourism and Hospitality -  
Frameworks,  
Meta-analysis**

**9.00am-10.40am**

**A Framework to Analyze Travel by Ethnic Minorities: A  
Concept Paper**

**Bob McKercher**

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The relationship between tourism and migration is well established. Interestingly, though, little research has examined the travel patterns of ethnic minority immigrants and even less has attempted to conceptualize or contextualize travel within the broader migration literature. This paper proposes a framework for the development of a more comprehensive analysis of the international travel patterns of ethnic minority migrants.

**Keywords:** migration, ethnic minority, travel, framework





**Concurrent Session 5.7: Tourism Planning and  
Development and Responses to Disasters 9.00am-10.40am**

**Protected Areas, Tourism Development and Poverty in  
Bangladesh**

**Faridul Islam & Jack Carlsen**

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Surprisingly, limited academic attention has been paid to the relationship between protected areas, tourism development and poverty reduction in developing country contexts. The complex and dynamic interconnections between protected areas, tourism development and poverty in Bangladesh is the main focus of this paper. The paper is based on a case study of two protected areas of Bangladesh, Lawachara National Park and Satchari National Park, part of the Nishorgo Project of the Forest Department. The case study demonstrates that a co-management approach involving government agencies, non-governmental organisations (NGOs) and the local community can control environmental degradation due to firewood collecting, illegal logging and hunting. Co-management can also lead to alternative income generation through ecotourism which can then provide opportunities for poverty alleviation. However, these alternative income generation opportunities require adequate training for the local community members, as well as ongoing business support. Another issue is the provision of alternative fuel supplies to the adjacent villagers in order to prevent firewood collection in protected areas. Development of ecotourism can contribute to conservation through prevention of environmental degradation and through alternative income generation and hence, poverty alleviation. However an inclusive, consistent and comprehensive approach needs to be promoted if the opportunities are to be fully realised.

**Keywords:** protected areas, tourism development, poverty, Bangladesh



## **Concurrent Session 5.7: Tourism Planning and Development and Responses to Disasters 9.00am-10.40am**

### **Placing People to the Forefront of National Tourism Strategies: The Role of HRD in Tourism Planning and Development**

**Tom Baum**

This paper considers national strategic planning for HRM in tourism by assessing the focus of four different plans from Ireland, Lao PDR, Montenegro and New Zealand. The analysis addresses the provenance of the plans, their major stakeholders and intended audiences, methodologies, outcomes and conclusions and seeks to draw general lessons from these plans in terms of the applicability of the GHRM planning process to other countries and contexts.

**Key words:** tourism planning; tourism strategy; HRD; Ireland; Lao PDR; Montenegro; New Zealand



**Concurrent Session 5.7: Tourism Planning and  
Development and Responses to Disasters 9.00am-10.40am**

**Tourism Demonstration Effect and Behaviour Change:  
Re-blending Theory with Reality**

**Paradee Yasothornsrikul & David Bowen**

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This paper studies the views and opinions of local residents concerning the socio-cultural effects of tourism and concentrating on the tourism demonstration effect and its connection to behaviour change. The research applies to Pattaya, Thailand, a city that has had foreign tourist contact over a 50 year period. Changes are gleaned from qualitative in-depth interviews with local residents. The study provides evidence that focussing on different sub-groups of local residents allows us to identify the demonstration effect of foreign tourists and separate it from other modernising influences. The media emerges as a stronger influence on behaviour change than the tourism demonstration effect.

**Keywords:** Thailand, demonstration effect, foreign tourists



**Concurrent Session 5.7: Tourism Planning and Development and Responses to Disasters 9.00am-10.40am**

**A Lesson Learnt from the Philippines Hostage Incident**

**Ruth M W Yeung & Wallace M S Yee**

The impact of travel risk has been demonstrated in the hostage incident in the Philippines. Their tourism industry suffered a huge loss of revenue due to cancellations of over 1,000 travel booking from Hong Kong and China within the month of September. Obviously, when people are aware and concerned a risk, they are likely to calculate how the risk affects their life and such calculation subsequently affects their behaviour. This paper attempts to investigate how tourists from Hong Kong and Macau perceive safety and security risk in travelling to the Philippines and their willingness to travel as well as mechanism to reduce the perceived travel risk. An online survey was conducted with 112 respondents using snowball sampling method. The results reveal that insecurity in terms of hostage was considered to be the second highest possible travel risk after robbery associated with travel to the Philippines. Respondents also perceived buying travel insurance and reading tourists guidebook for safety tips were either increasing the certainty of having a good holiday or reducing the consequence when things go wrong. The study provides direction for future research.

**Key words:** security risk, willingness to travel, travel destination, risk reduction



**Concurrent Session 6.1: Critical Issues and Campers**  
**11.10am-12.40am**

**Indigenous Australians as Tourists: Making the Invisible Visible**

**Freya Higgins-Desbiolles & Andrew Peters**

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Indigenous tourism is an increasingly significant facet of tourism and it marks a new possibility for Indigenous empowerment through tourism. Defining Indigenous tourism remains open as some definitions focus on Indigenous cultural products and experiences while other definitions emphasise Indigenous involvement and control. What is absent however is any definition which includes Indigenous peoples as tourists. This paper employs an inductive approach to fill this gap in knowledge and utilises the techniques of an evolving Indigenist paradigm. It is based on a research collaboration between an Indigenous researcher and a non-Indigenous researcher who offer a preliminary exposition of topics that are made visible by examining Indigenous tourism through the lens of Indigenous peoples as active, touring and travelling agents both through historical and contemporary examples.

**Keywords:** Indigenous tourism, Indigenous Australian tourism, Indigenous Australian tourists, whiteness, postcolonialism



**Concurrent Session 6.1: Critical Issues and Campers**  
**11.10am-12.40am**

**Blending Research with Industry: Reflections from the Field**

**Tiffany Low & Sally Everett**

With increasing pressures for 'high impact' research outputs and the attainment of external funding, Universities are increasingly engaging in match-funded doctoral research programs. Seen as effective approaches for blending academia with industry, and engaging in knowledge transfer, associated issues around access and barriers to researching in this type of collaborative partnership are scarcely discussed (Okumus et al, 2007). This paper attempts to explore the challenges faced by doctoral students involved in such research programs, and asks whether or not rigorous research outcomes can in fact be achieved from a truly autonomous position. Current discussions around access are provided by experienced academics where obstacles are seen as merely tactical issues (Gummesson 2000). This paper aims to discuss such issues as access, negotiating with powerful gatekeepers, overcoming suspicion, as well as the potential barriers associated with full disclosure. In doing so, it is hoped that discussion around ways to improve these types of relationships and their research outcomes, as well as the effectiveness of engaging with industry in these types of programs will be achieved.

**Key words:** gatekeepers, funded research, access, barriers to research



**Concurrent Session 6.1: Critical Issues and Campers**  
**11.10am-12.40am**

**A Discussion of Dental Tourism: Is Porter Useful?**

**Peter J Knox, Mike Raybould & Jeffrey Kline**

Medical tourism refers to the recent phenomenon of people travelling from high to low income countries for medical treatment motivated by substantial time and cost savings. It is estimated that the sector is growing at 20-30% annually and is expected to become a US\$100 billion industry by 2012.

The medical tourism industry in general and the dental tourism industry in particular, have emerged in various parts of the world such as Eastern Europe, Asia and Central America. What these regions have in common is their ability to provide treatment at between 20-40% of the high income country costs (depending on procedure and often inclusive of travel and accommodation expenses).

In an effort to cultivate this new tourism niche, several governments such as India, Malaysia and Thailand have partnered with industry to promote their medical and dental tourism capabilities. This discussion on dental tourism will highlight why particular regions or countries have become competitive, and will compare these findings with the literature on cluster analysis and in particular Michael Porter.

**Key words:** Dental tourism; Medical tourism; Cluster theory



**Concurrent Session 6.1: Critical Issues and Campers**  
**11.10am-12.40am**

**Assessing the Preferences of Campers Along the Ningaloo  
Coast, Western Australia**

**Michael Hughes & Anna Lewis**

This study compares remote campers' preferences for campsite attributes along the Ningaloo Reef coast, Western Australia. The foundation of this study is drawn from Schafer's (1969) study which argues that the 'average' camper does not exist. Consequently, this paper tests the hypothesis that preferences of campers concerning campsite attributes have significant differences between management regimes. Methods comprised self-completed visitor questionnaires, of which 735 were returned and analysed. The findings indicate that there two levels of campsite attribute preferences are present. The first are preferences common to all campers, which reflect the remote regions' wilderness-experience camping style. The second represent differences between camping 'Clusters', which in turn identify different groups of campers with different needs and expectations

**Key words:** Tourism, Camping, Ningaloo, Preferences, Coast





**Concurrent Session 6.2: Special Interest Group -  
Volunteering and Tourism 11.10am-12.40am**

**Cultural Learning or Learning Culture? Backpacker  
Experiences with Aboriginal Culture and the Implications for  
Volunteer Tourism**

**Tamara Young & Kevin Lyons**

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This paper presents findings from a qualitative study which examined cultural learning activities undertaken by a sample of 28 backpackers in the Northern Territory and Queensland who sought out and engaged with Aboriginal culture as part of their independent travels in Australia. Although the desire to learn about Aboriginal culture was unanimous, the activities pursued by these backpackers for that learning were largely devoid of direct encounters with Aboriginal people. The findings reveal that the backpackers interviewed were aware that learning about Aboriginal culture could only occur from an 'outsider's' perspective. Conversely, cultural learning from an 'insider's' perspective was recognised by the backpackers as primarily achievable through time spent living and interacting with Aboriginal communities. The paper concludes with an exploration of the implications of this study for the emerging area of volunteer tourism that has been promoted as a vehicle for accessing deeper cultural learning opportunities. These findings contribute to research on the desire of backpackers for engagement with indigenous cultures, and the growth of alternative forms of tourism that provide young people with opportunities for these cross-cultural encounters.

**Keywords:** cultural learning; backpackers; volunteer tourism; Aboriginal Australia



**Concurrent Session 6.2: Special Interest Group -  
Volunteering and Tourism 11.10am-12.40am**

**Why Do Backpackers Come to New Zealand? A Blend of  
Motivating Factors**

**Jane Godfrey**

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This paper explores the motivations of backpackers and the reasons they give for leaving home and for choosing New Zealand specifically as a travel destination. It is based on research carried out in Queenstown in New Zealand which involved semi-structured in-depth interviews with fourteen backpackers. Those interviewed were all aged between nineteen and thirty-four years old and came from , Ireland, and Canada. Backpackers were questioned on their motivations for travel and details of their travel history and current travel behaviour.

This paper explores some of the motivations that emerged from those interviews. The main reason given for leaving home was the desire to. The main reason given for choosing New Zealand as a destination was its scenery. For several, there was no specific reason for choosing New Zealand, so much as it was perceived as a must-see stop on the backpacker route. For most of those interviewed, the decision to New Zealand was not due to a single motivating factor but instead a 'blend' of different factors.

**Keywords:** motivations, push factor, pull factor, backpacker, budget traveller, New Zealand



**Concurrent Session 6.2: Special Interest Group -  
Volunteering and Tourism 11.10am-12.40am**

**Volunteer Tourism, Acculturation and Re-Entry: The Blend of  
Three Concepts**

**Simone Grabowski**

This paper provides a brief background to a new tri-partite relationship in tourism. That is, the relationship between the experience, the process of acculturation and the process of re-entry. Generally this relationship is one that is studied in cross-cultural psychology, however, this new way of viewing tourism provides a small stepping stone in exploring the journey of a traveller which extends beyond their period of sojourn. In doing so, more will be understood about tourist experiences in the foreign country and how these influence affective, cognitive and behavioural responses upon return. Volunteer tourism is provided as the context most useful to understand these concepts as it is a form of tourism undertaken for an extended period of time in the host community. Understanding the tourist is fundamental in marketing, planning and managing for tourism, therefore this paper has multiple theoretical and practical implications for the future of tourism.

**Key words:** acculturation; community development; cultural contact; experience; re-entry; volunteer tourism



**Concurrent Session 6.2: Special Interest Group -  
Volunteering and Tourism 11.10am-12.40am**

**Can Tourism Volunteering Improve Your Quality of Life?**

**Kirsten Holmes**

This paper presents an exploratory longitudinal study to examine the relationship between tourism volunteering and personal subjective wellbeing. While previous research has identified a positive relationship between volunteering and wellbeing, it remains unclear whether this is a causal relationship or whether people who volunteer already have higher wellbeing than the general population. Data were collected in three stages from new recruits to two tourism volunteer programs. Respondents were all found to report high wellbeing at all stages of the study.

**Key words:** Tourism volunteering, personal subjective wellbeing



**Concurrent Session 6.2: Special Interest Group -  
Volunteering and Tourism 11.10am-12.40am**

**Exploring 'Religiosity' as an Influence in the Motivations of  
Volunteer Tourists**

**Veronica Sahabu, Stephen Wearing & Simone Grabowski**

The influence of religious beliefs in volunteer tourism have not yet been fully recognised and researched. This is perhaps due to the perception that studies relating to religion cause controversy and debates between organised religion and secular society. This paper will present the preliminary findings of a qualitative study which examines the motivations of Christian volunteer tourists to participate in overseas volunteer programs. It draws on a pre-determined conceptual framework which depicts religious values and beliefs to influence volunteer motivation. The paper concludes that religion plays a large part in influencing young Christians to volunteer as it develops their altruistic motives and desire to help others.

**Key words:** Volunteer tourism, religiosity, communities, motivations



**Concurrent Session 6.3: Tourist Behaviour and Visitor Experience (2)**

**11.10am-12.40am**

**Conceptualising and Quantifying the Visitor Experience:  
'Personality' Profiles of Five Cultural Attractions in London**

**Jan Packer, Roy Ballantyne & Nigel Bond**

This research aimed to increase our understanding of visitor experiences at cultural attractions such as museums, zoos and aquariums, and botanic gardens, to identify the dimensions underlying visitors' characterisations of their experiences, and to develop a tool that might be useful in capturing, and thus further studying, the visitor experience. An instrument was developed to capture visitors' perceptions of their experience during a visit to one of five cultural institutions in London. The results demonstrate that the instrument can discriminate between different sites and different visitor groups with acceptable validity and reliability.

**Key words:** visitor experiences, museums, zoos, botanic gardens, art galleries



**Concurrent Session 6.3: Tourist Behaviour and Visitor Experience (2)**

**11.10am-12.40am**

**Murder in the Cathedral: Using Interpretation to Enhance Visitor Experiences at Canterbury Cathedral**

**Nigel Bond, Karen Hughes & Roy Ballantyne**

Interpretation is often used to enhance visitors' understanding and appreciation of heritage attractions as well as manage the movement and 'flow' of visitors through these sites. This study used self-administered questionnaires to explore the motives, needs and experiences of visitors to one of the UK's most popular heritage sites, Canterbury Cathedral. Responses indicated that visits were relatively short; that visitors felt they had learnt little about the religious and heritage significance of the site; and that there was potential for conflict between different users of the site. While respondents rated the staff highly, many felt Canterbury Cathedral's interpretation and facilities could be improved. Specific areas for improvement were identified and suggestions for enhancing visitor experiences are provided.

**Key words:** heritage tourism; interpretation



**Concurrent Session 6.3: Tourist Behaviour and Visitor Experience (2)**

**11.10am-12.40am**

**Is a Consumer an Ecotourist? A Theoretical Framework for Empirical Research on Tourists' Behaviour as Consumers**

**Yabuta Masahiro & Noel Scott**

Does a consumer consistently behave in an eco-friendly manner? Does a tourist always take environmental aspects into consideration when choosing holidays? This paper investigates the behaviour of tourists as consumers and provides a conceptual framework on which empirical research may be based. After reviewing studies on tourist behaviour with respect to environmental preservation, this paper recommends that firstly, research should analyse the behaviour of an environmentally-friendly tourist (hereafter ecotourist) in relation to their wider green consumer behaviour. Secondly, a conceptual framework in which ecotourists can be identified, should capture at least four dimensions; the market system; the policy system, consumer demand and supplier production. Thirdly, in this framework, ecotourists choose tourism-related products based on their marginal willingness to pay for their environmental preservation aspects. Fourthly, empirical research should determine the reasons for inconsistency in green consumers' behaviour that is why they do not consistently behave in an eco-friendly manner when they travel. If these recommendations are adopted, then conceptual confusion and disagreement between empirical results concerning the identification and characteristics of ecotourists will be avoided.

**Keywords:** ecotourist, green consumer, green consistency, inclusive approach, marginal willingness to pay





**Concurrent Session 6.3: Tourist Behaviour and Visitor Experience (2)**

**11.10am-12.40am**

**Examining the Role of Cues in Developing Tourism Destination Loyalty Behaviour Model: Perspective of Cox's Bazar, Bangladesh**

**Enayet Hossain, Mohammed Quaddus & Tekle Shanka**

This study examined the role of intrinsic and extrinsic cues in the formation of destination loyalty of Cox's Bazar, Bangladesh. Two formative (intrinsic and extrinsic cues) and five reflective constructs (quality, risk, sacrifice, satisfaction, and loyalty) were adopted from the literature. The mixed method approach was used as research design. Religious belief construct generated via field study and incorporated in the loyalty model with other reflective constructs. Fourteen (14) hypotheses were tested to represent the relationships among eight factors. The interrelationships among factors were developed based on literatures and field study. In total 47 measures were used in this study to collect data from 602 visitors. The model was tested employing partial least square (PLS) based structural equation modelling (SEM) approach. The result presented a strong support between 'perceived satisfaction' and 'destination loyalty'. The study also found that perceived quality and perceived sacrifice had direct positive effect on perceived satisfaction. In addition, results proved relationship between both cues and quality in the particular context. Moreover, the relationship between extrinsic cue and satisfaction, and religious belief and sacrifice were newly explored. The findings of this study contribute to determining different constructs and their interrelationships for destination loyalty behaviour model. Implications of the result and future research avenues were discussed including limitations.

**Keywords:** quality cues, risks, sacrifice, religious belief, satisfaction, loyalty



**Concurrent Session 6.3: Tourist Behaviour and Visitor Experience (2)**

**11.10am-12.40am**

**Blending Amenity Migrants with Locals in Host Destinations:  
‘Residential Tourism’ in British Columbia**

**Peter W. Williams & Alison M. Gill**

This paper examines how best to capture and manage the benefits of residential tourists and permanent stakeholders in amenity rich host destinations. Building on an emergent model of tourism-led amenity migration management processes, it highlights the perspectives of host destination stakeholders and ‘residential tourists’ in three separate but complementary case study host regions. It identifies how each case is responding to the challenges of capturing the benefits of these residential tourists through policy and planning processes. These challenges are explored through a multi-method approach that includes active interviewing, online questionnaires, and community and regional planning policy reviews. Much of the discussion focuses on how the residential tourists are addressing the on-going contestation, negotiation, and eventual transformation of places with their local counterparts. While individual sets of findings emerge from each case, some overall triangulated lessons emerge. In particular, it is clear that a strategically focused approach, complete with a carefully conceived long term vision for the host community is critical to shaping residential tourism contributions. Such planning should happen early, often and include ways so that all stakeholders can build a vision and direction that reduces vulnerabilities, builds awareness, and captures opportunity.

**Key words:** Amenity migration; residential tourism, host destinations



**Concurrent Session 6.4: Cultural Issues and Ethical Behaviour**

**11.10am-12.40am**

**An Investigation to Determine the Role of Culture Brokers in the Indigenous Community of Taquile Island in Puno, Peru**

**Sandra Guisela Cherro Osorio**

Culture brokers have the ability to interpret two languages but more importantly, they can understand visitors' as well as their own culture. Therefore, they can choose which part of their society is presented and by this, highly influence the quality of experience for visitors. This case study aims to determine the role of these culture brokers in a specific indigenous community, Taquile Island in Puno, Peru. In the past, some studies determined that collaborative work involving all of its members was the key to this community success. There is no research however, about culture brokers from the Taquilean community and the role they play in the presentation of their culture for tourists. In-depth interviews with culture brokers, members of the community and tourists will contribute to obtain a more detailed perspective.

**Key words:** culture brokers, indigenous communities, visitors, Taquile Island



**Concurrent Session 6.4: Cultural Issues and Ethical Behaviour**

**11.10am-12.40am**

**The Arts of Tourism and Living Museum: Re-interpreting  
Mekong's Representations of Cultural Heritage and  
Community Identity**

**Polladach Theerapappisit**

This research collaboration initiates new ways of interpreting cultural heritage identities through visual arts and multimedia technology as communication devices to international visitors. The Mekong region of Thailand is chosen where there have been missing senses of community and heritage identities in part contributed to by rapid tourism growth. The aim of this research is to explore a complex mix of heritage image representations in the emerging Mekong tourist destinations through interpretations from both local and international perspectives. The qualitative research methods of conversation analysis, participatory reflection and creative documentary conducted in the field to identify 'unknown' identities of multi-layer perceptions in Mekong representations. This cutting-edge research showcases what visual arts and multimedia technology could create a brilliant blend in linking both the global and local visitors to experience 'slow tourism' with deeper understanding the meanings and representations of cultural heritage and community identity in the living museums of the Mekong Region.

**Key words:** tourism and living museum, cultures and arts, heritage interpretations, image representations, community identities, Mekong studies



**Concurrent Session 6.4: Cultural Issues and Ethical Behaviour**

**11.10am-12.40am**

**Key Implementation Factors in Pro-Poor Tourism**

**Denis Tolkach & Michael Pearlman**

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Tourism has a significant importance for many developing and least developed countries. The benefits, which this industry can bring, have been well-known for a long time, however projects which concentrate on poverty alleviation through tourism are relatively recent. Such an approach to tourism is known as pro-poor tourism (PPT). This relates to any tourism development, which aims to bring significant benefits to local communities, especially to the poor. Research studies, which assist in understanding processes that affect PPT projects and provide practical recommendations, are much needed. This study identifies key implementation factors in PPT through an analysis of general tourism development and PPT specific literatures, and then tests them further through mixed methods research. The analysis of responses produced sufficient information to group factors into three groups: external, internal of higher importance, and less important internal factors. Several areas of importance for the successful implementation and overall development of PPT were identified. These are: communication between stakeholders, a market approach, financial support, political, socio-economic and cultural environment and organizational structure. Recommendations for PPT proponents are largely connected to these areas, as consideration of them during earlier planning stages will assist in achieving a project's objectives. Several areas for further research were identified, including: development of a model of successful PPT projects, connecting PPT projects to markets, and monitoring and evaluation practices for PPT projects.

**Keywords:** pro-poor tourism, poverty alleviation, implementation



**Concurrent Session 6.4: Cultural Issues and Ethical Behaviour**

**11.10am-12.40am**

**Socio Economic Determinants of Child Sexual Exploitation in Brazil**

**Jose Angelo Divino & Joaquim Pinto de Andrade**

This paper identifies socio economic variables which explain child sexual exploitation in the Brazilian municipal districts. In addition to poverty and violence, it was also analyzed the role played by the tourism in that illegal activity. The dataset covers 2,682 Brazilian municipal districts in the year of 2000. The main results indicate that education is the variable with the greatest impact on child sexual exploitation and its occurrence is more common in municipalities where the tourist activity is more intense and per capita income is lower. Thus, public policies to fight the problem must increase schooling enrollment, keep children at school, and involve other segment of the society, especially those engaged with the tourism sector. The local economic growth also emerges as a key variable to reduce poverty, improve life conditions, and mitigate child sexual exploitation.

**Key words:** Child sexual exploitation; Education; Sexual tourism; Economic growth.



**Concurrent Session 6.5: Research Methodologies - The Challenges**

**11.10am-12.40am**

**It's Not a Survey!?: Experiences with the Development of a Community Website for Qualitative Tourism Research**

**Ulrike Kachel**

This auto-ethnographic research working paper provides an insight into the researcher's experiences and challenges in exploring the use of a community website for qualitative empirical material collection of tourists' perceptions. Main challenges experienced refer to a) recruiting participants and promoting the project online, b) developing a community website and exploring its use for qualitative material collection, c) the tension of being the researcher and a community member, and d) finding the right balance between research and website tasks.

**Key words:** Internet research, online methods, community website, auto-ethnography



**Concurrent Session 6.5: Research Methodologies - The Challenges**

**11.10am-12.40am**

**An Analysis of the Methods Apparent in the  
Three Leading Tourism Journals: 2000-2009**

**Alison Dunn & Mark Wickham**

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The issue of method is central to tourism research. The purpose of this article is to determine the mix of research methods published in major tourism journals. This study involved a content analysis of 1617 articles published between 2000 and 2009 in three most prominent tourism journals. It was found that 53.9 percent of articles employed purely quantitative methods, 19 percent of articles used purely qualitative methods, 11.2 percent employed a mixed qualitative/quantitative method, and 15.9 percent were conceptual in nature. An increase was observed in the amount of qualitative research published over this period; however there was a continued dominance of quantitative research. This paper offers guidance to both tourism researchers and leading tourism journals about their role in answering the call for more, and better quality articles based on qualitative and mixed method research.

**Keywords:** tourism research, research methods, leading journals, content analysis





**Concurrent Session 6.5: Research Methodologies - The Challenges**

**11.10am-12.40am**

**A Five-Tiered Textual Blend of Phenomenology and Hermeneutics for Portraying and Interpreting the Lived Experience of Tourism and Hospitality Practitioners**

**Gayathri (Gee) Wijesinghe**

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This paper proposes a methodological framework that blends phenomenology with hermeneutics to study the lived experience of practitioners in Tourism and Hospitality contexts. The textually expressive framework consists of a five-tiered methodology that *portrays, interprets and discusses* the *significance* and *implications* of the lived experience. The focus of the paper is to discuss these five steps and explain the reasons for its content, style and structure. A practical application of this framework is illustrated herein through a significant and typical episode of hospitality reception work. The guiding questions of the five-tiered framework are: (1) what is the *context* of the lived experience? (2) what is the lived experience of this *practice* like? (3) what is the *meaning* of this experience for the practitioner? (4) what is the *significance* of the experience in *contributing to the advancement* of knowledge within the field? (5) what are the *implications for practice* and professional development? The study concludes with some reflections on benefits as well as tensions in working within a phenomenological and hermeneutic framework.

This study will be of use to scholars interested in creative approaches to depicting organisational issues and practices, as well as to, organisational practitioners who are interested in engaging in an integrative and evidence-based approach to their practice.

**Keywords:** hospitality, tourism, phenomenology, hermeneutics, qualitative, receptionist work



**Concurrent Session 6.5: Research Methodologies - The Challenges**

**11.10am-12.40am**

**Identifying Tourism Value: The Challenges of Measurement and Interpretation**

**Lisa Melsen & Peter Murphy**

Tourists search for value is considered to have become an important component of the consumer choice process and destinations able to supply such value are considered to possess significant competitive advantage. However, tourists' perception of value is an intangible and multidimensional variable that has proved difficult to measure, and is therefore challenging to apply in a management context. Based on a recent Ph.D. study this paper examines the reliability of measuring value using the recent GLOVAL technique. This is done in a different context and with a mixed method approach. It demonstrates the feasibility of this method, with the combined open interview approach of NVivo followed by rank correlations producing results similar to those found by the original developers of the GLOVAL scale. However, the mixed method provides richer insights into the tourists' value perceptions and suggests that the dimensional priorities of the scale may change according to different tourism situations and destinations.

**Key words:** Perceived value, regional tourism, GLOVAL Scale, mixed method analysis, NVivo, correlation analyses



**Concurrent Session 6.5: Research Methodologies - The Challenges**

**11.10am-12.40am**

**Comparing Airline Network Structures: The Case of Australia**

**Andreas Wittmer & Pietro Beritelli**

This paper examines network structures of Australian airlines between 2007 and 2010. First, it determines the importance and development of airport hubs and their position in the networks of Australian airlines. Second, it compares airline routes and competition. The network analysis is based on correlations which display the network structure and show the competitive situation of specific air routes, airlines and airports. The analysis was limited to the major Australian carriers Qantas, Jetstar Airways, Virgin Blue, V Australia, Tiger Australia and Tiger Airways. The results show that Sydney is the most important airport for the Australian air network followed by Brisbane, Melbourne and Perth. During the period between 2007 and 2010, Melbourne lost importance while Brisbane was gaining centrality. Correlations between the routes and the seat capacities of the airlines show situations of competition and cooperation and provide indications for the evaluation of airline strategies.

**Key words:** networks, airlines, airports, Australia



**Concurrent Session 6.6: Travel, Transport and Destination Competitiveness**  
**11.10am-12.40am**

**Transfer Passengers' Perceptions of Airport Service Quality**

**Jin-Woo Park & Se-Yeon Jung**

After deregulation and privatization, many large international airports have served as hubs for transfer passengers therefore the importance of transfer passengers have been increased. To increase the number of transfer passengers by delivering better services, airport managers need to understand passenger perceptions of airport service quality. The aim of this paper is to seek to investigate transfer passenger's perception of airport service quality and its influence on value, satisfaction, airport image, and passenger behaviour. To test the relationships between the variables, Structural Equation modelling is used to analyse survey data collected transfer passengers at Incheon International Airport.

**Key words:** airport service quality; transfer passenger; structural equation modelling



**Concurrent Session 6.6: Travel, Transport and Destination Competitiveness**  
**11.10am-12.40am**

**Domestic Air Transport Factors and Tourism Destination Competitiveness Indices: Examples from Australia and Brazil**

**Tay TR Koo & Gui Lohmann**

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For large geographically countries, the provision of domestic air transport is a vital contributor to tourism destination competitiveness as it creates opportunities for internal dispersal of domestic as well as international travellers. Among the various studies on tourism destination competitiveness, the Travel and Tourism Competitiveness Index (TTCI) is one that makes specific use of air transport data. Air transport is one of the fourteen indicators (or 'pillars') to comprise the TTCI, consisting of variables such as available seat kilometres (ASK), number of departures per population, airport density, number of airlines, among others. Making use of Shaw's (1982) aviation factors (including safety, network coverage, service consistency etc) relevant to tourism development and the use of comparative case studies between Australia and Brazil, we argue that the existing air transport variables comprising the TTCI do not properly measure tourism destination competitiveness, particularly in the case of a developing, geographically large country such as Brazil.

**Keywords:** domestic aviation; tourism; competitiveness; geographically large countries; Australia; Brazil



**Concurrent Session 6.6: Travel, Transport and Destination Competitiveness**  
**11.10am-12.40am**

**Tourism Diversification: Building on Competitive Potential in the Destination**

**Ruth M W Yeung & Wallace M S Yee**

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To achieve a balanced, sustainable approach to tourism development, the Macau government planned to diversify their tourism products to lessen reliance on gaming. Yet, the strategy for diversification should have considered how tourists view the destination attributes to deliver individual benefits. This study aims to explore the destination attributes and to quantify their impact on repeated visits to Macau. A total of 199 respondents participated in the survey, of which 50 were excluded from further analysis because their purpose in visiting Macau was gaming. 149 questionnaires were therefore used. Principal components analysis (PCA) was used to summarise the destination attributes of six factors, namely heritage and culture, recreation, clean and safe, natural, price and retailing. Subsequently, using intention to revisit Macau as the dependent variable, the results obtained from the multiple regression analysis revealed that clean and safe, retailing and natural were important factors of tourist intention to revisit Macau. The pilot research provides a better understanding of the key destination attributes on tourist revisit intention to a unique place, like Macau and insight could be acquired on its potential competence. However, the result should be interpreted with due care owing to small sample size and a bias toward a non-random sampling method.

**Keywords:** destination attributes, potential competence, tourist revisit intention



**Concurrent Session 6.6: Travel, Transport and Destination Competitiveness**  
**11.10am-12.40am**

**An Evaluation of International Tourist Motivation and Tourism Destination Competitiveness**

**Jaloni Pansiri & Rebana N Mmereki**

This study examines the demand-side and supply-side perceptions of international tourists' motives for visiting Botswana, and Botswana's competitiveness as a tourist destination. The analysis of findings was based upon 14 'pull' motivations adapted from Kozak (2002) and 85 measures of destination competitiveness adapted from Omerzel (2006). The objective of this study is to find out if there are any differences between tourists and tourism product providers' perceptions regarding destination competitiveness and tourist motivation. Factor analysis, reliability analysis and a series of analysis of variance were used to analyse the data. Study results indicate that tourists visit Botswana mainly for pleasure seeking, fantasy and relaxation, and culture. The study further reveals that Botswana's competitiveness as a destination is low. Furthermore, the study shows significant differences in understanding tourist motivations and destination competitiveness between tourists and tourism providers.

**Keywords:** demand-side, supply-side, destination competitiveness, tourist motivation, Botswana, tourist destination



**Concurrent Session 6.7: Tourism and Technology**  
**11.10am-12.40am**

**Predicting Online Travel Purchases: The Case of Switzerland**

**Christian Laesser & Anita Zehrer**

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This paper examines why and under what conditions prospective travellers complete their bookings through online services compared to other methods. The study is based on a representative survey within 1,898 Swiss households, recording their travel behaviour during the entire year 2007. The results show that the likelihood of booking online increases if someone is drawn to a website to gather information in the first place and if the product sold through the website is transparent and well-understood (either *per se* or because the customer is familiar with the product) or if any other booking-related communication would impose a financial charge regardless of the socio-demographic background of the prospective traveller.

**Keywords:** online, Internet, travel booking, Switzerland





**Concurrent Session 6.7: Tourism and Technology**  
**11.10am-12.40am**

**A Conceptual Paper Towards E-Commerce Capability and  
Business Performance of Professional Conference Organizers**

**Ce Mo & Nina Mistilis**

Although the substantial impacts of e-commerce technologies in the tourism industry are well documented, relevant research conducted into the event tourism sector are scarce. In addition, while many companies are seeking to gain competitive advantages by spending heavily on IT, a clear understanding of how IT impacts strategy and critical performance outcomes remains unclear. This study reports the first stage of endeavours to facilitate an understanding of these complex issues. Drawing from resource theory and IT literature, electronic commerce (e-commerce) capability is posited as a key driver of organizational performance. In a generic approach, it is argued that e-commerce capability is determined by three categories of firm specific resource; IS human capital, IT infrastructure flexibility and IS partnership quality. It is also proposed that the relationship between e-commerce capability and business performance is mediated by two factors, namely market orientation and organisational learning. Further research is proposed to test the model and modify it from an event tourism perspective.

**Key words:** information communication technology (ICT), e-commerce capability, resource based review, competitive advantages



## **Concurrent Session 6.7: Tourism and Technology**

**11.10am-12.40am**

### **Blending Information and Communication Technology and Tourism - An Explorative Study of the Impact of Mobile Communication Technology on Tourism Experience**

**Philipp E. Boksberger, Abiola D. Akinsola, Cheng Nan, & Rajesh Unnikrishnan**

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It has been argued that tourism and leisure activities have been revolutionized with the invention and diffusion of information and communication technology (ICT). However, ICT has been either presented to be of immense benefit or tremendous sacrifice in tourism behavior. The aim of this study is to empirically assess the impact of ICT on leisure activities in due consideration of the Flow Concept. Using a structured interview technique, respondents of two leisure activities - 'skiing/snowboarding' and 'wellness' - have been included in the sample. Results and findings from this explorative study reveal that ICT can either enhance or disrupt leisure and tourism activities.

**Keywords:** optimal tourism experience, flow concept, mobile ICT



**Concurrent Session 6.7: Tourism and Technology**  
**11.10am-12.40am**

**Will Consumers Pay for News Content Online:  
The Implications for Tourism**

**Kevin Filo & Ying Wang**

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Information can be a valuable commodity for travellers making holiday plans. This research investigates the factors that impact consumer willingness to pay for online news content with the aim to uncover implications for the tourism industry. A qualitative approach was adopted to analyse the responses to a blog entry entitled 'Would you pay for content on the web?'. Six factors emerged from the analysis: *information scarcity, quality, brand, value added, security and functionality, and expense*. The results revealed a 'free mentality' towards online information content exists among consumers. This mentality results from the sheer number of alternative sources of information, as well as negative evaluations of information quality; perceptions of the provider's brand image; online security concerns; and price. These findings may be relevant to the tourism industry. The findings suggest an opportunity for tourism content providers to generate revenues through innovative content design, while providing realistically priced, specialised tourism information to differentiate from free content providers.

**Keywords:** online information content, consumer purchase behaviour, tourism



**Concurrent Session 6.7: Tourism and Technology**  
**11.10am-12.40am**

**Measuring Ongoing Travel Information Search**

**Ulrike Gretzel & Myunghwa Kang**

While ongoing information search is mentioned in the general marketing as well as travel information search literature it has been largely neglected by research and seems to be not very well understood from a theoretical point of view. From a marketing perspective, ongoing search is a critical aspect of consumer behaviour as it suggests voluntary and continuous exposure to marketing messages and intrinsic motivation to engage with travel advertising. No valid measurement scale currently exists to gauge consumers' engagement in ongoing travel information search. Thus the research presented in this paper is aimed at developing a measure of ongoing travel information search and to conduct some preliminary tests with respect to influences of demographic characteristics. A national survey of adult Australians was administered in August 2010. The results of an exploratory factor analysis suggest that there are two dimensions to ongoing travel information search which were termed passive consumption and active collection. Significant differences in individuals' propensity to engage in ongoing search were found for gender, education and household size but not for age. Implications for travel information search theory, future research and marketing practice are discussed.

**Keywords:** information search; attitudes toward advertising; ongoing search; travel; marketing



**Plenary Session 3**

**2.00pm-4.00pm**

**An Innovative Blend: Wildlife and Tourism**

**Adelaide Zoo: The Tourist Experience**

**Chris West, Zoos South Australia**

Modern conservation zoos are very different to their menagerie forbears – but still rely on public visitation to generate most of their operating revenue. As the world has changed in terms of the impact of human population on environmental and ecological conditions so too have zoos. Zoos now validate their existence through strong conservation and education credentials. Many zoos are oases of nature in urbanised society and perform an increasingly vital role in connecting people to a sense of “real” nature not one mediated by television or the internet. In addition science – based, integrated conservation programs spanning research, education, conservation breeding, community engagement and advocacy and field/habitat support, are a major feature of progressive zoos.

Adelaide Zoo is part of Zoos SA/Conservation Ark, a unique independent conservation charity which also manages Monarto Zoo. It is the world’s largest open range zoo and features African species and hosts a major Australian native species conservation centre in a setting of a managed Mallee reserve. Warrawong Sanctuary which is an area of protected gum forest in the Adelaide Hills devoted to native species has recently joined Zoos SA as a partnership exercise with the Ngarrindjeri people. Zoos SA also manages many field programs and has been running Conservation Ark tourism tours for 4 years.

Zoos SA is at the forefront of the evolution of zoos and, within a context of principles and challenges, has also been transformed by the arrival of the ultimate celebrity species, Giant Pandas. The foreseen and unforeseen consequences of the “Australian Giant Panda Project” and the balancing of tourism expectations, operational imperatives and conservation and education aspirations provides an example of how a modern zoo can be of very significant relevance and achieve commercial, conservation and community benefit.



**Plenary Session 3**

**2.00pm-4.00pm**

**An Innovative Blend: Wildlife and Tourism**

**Ecotourism and Development: Insights from International Projects**

**Professor Phil Dearden**  
**University of Victoria, Canada**

The scale of environmental challenges facing society is unprecedented and options for successful solutions only narrow as time passes. Biodiversity decline is at a critical level and evidence for increasing impacts of global climate change continues to accumulate. Protected areas (PAs) are a key ingredient of the global landscape blend required for a more sustainable future and tourism is an integral part of the support blend required to establish and manage PAs effectively. Tourism provides an outstanding opportunity to create incentive-based conservation approaches in and around PAs but effective partnerships are required to realize the full benefits of tourism integration into PA management. This paper will discuss examples from tropical forests and coral reefs to illustrate the critical role that PA tourism can play in global environmental futures.



**Plenary Session 3**

**2.00pm-4.00pm**

**An Innovative Blend: Wildlife and Tourism**

**Using Wildlife Tourism Research to Foster Pro-environmental Behaviour**

**Professor Betty Weiler**

**School of Tourism and Hospitality Management, Southern Cross University**

Using wildlife tourism research to foster pro-environmental behaviour

Tourism genres such as ecotourism and wildlife-based tourism conjure up images of pleasurable, wholesome and benign experiences in nature-based settings that deliver benefits with minimal costs to the environment, host communities and tourists themselves. And indeed, there are many managers and operators of ecotourism and wildlife tourism lodges, attractions, events and tours who are conscientious and passionate about the ethical and responsible use of nature and wildlife to deliver their tourism products. Environmental best practice manuals, accreditation schemes and codes of practice have helped disperse the principles of minimal impact practice to the wider industry, and staff training and performance management have enhanced the delivery of high quality guiding and interpretation as an additional tool to delivering high quality, low impact nature-based experiences.

To date research has contributed to informing industry practice and assessing the impacts of both those operators who set the benchmarks for good practice and those less scrupulous tourism operators guilty of using the ecotourism label only as greenwashing. Outcomes of this research have helped some industry sectors and some geographic regions to position themselves to deliver high quality, sustainable wildlife tourism.

However, research to date has largely focused on describing and evaluating the on-site experience. As a result, the longer-term impacts of such tourist experiences amount to little more than rhetoric. More importantly, efforts to design and deliver theory-led management and communication practices aimed at fostering pro-environmental behavioural outcomes and to test both the on-site and the post-visit impacts of such interventions on pro-



# Abstracts

Friday 11 February



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environmental attitudes and behaviour have been the exception rather than the rule.

There is much more that researchers can contribute to help enhance both on-site and post-visit pro-environmental and pro-wildlife behaviours of tourists. The paper draws on several research projects undertaken by myself and colleagues to illustrate the constraints and challenges in doing this kind of research. Based on our collective experiences, the paper provides some lessons and guidelines for both selecting appropriate behaviours and audiences to target, and for designing effective interventions that can truly lead to measurable behavioural outcomes.



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