

COUNCIL for  
AUSTRALIAN UNIVERSITY  
TOURISM & HOSPITALITY EDUCATION



18TH TOURISM AND HOSPITALITY  
EDUCATION AND RESEARCH CONFERENCE

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CAUTHE  
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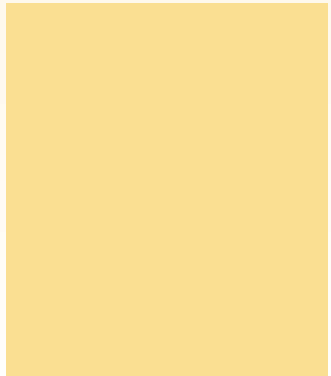
CHANGE: tourism  
hospitality &  
in a  
dynamic world

10 - 13 February 2009

ESPLANADE HOTEL FREMANTLE  
WESTERN AUSTRALIA

Hosted by

Curtin   
University of Technology



CAUTHE  
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**CHANGE: tourism & hospitality in a dynamic world**

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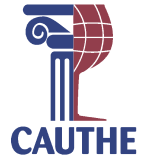
for the **CAUTHE 2009 Conference**

This booklet contains abstracts of the papers which have been accepted as fully refereed for the CAUTHE 2009 Conference. All have been subject to a peer reviewing process.

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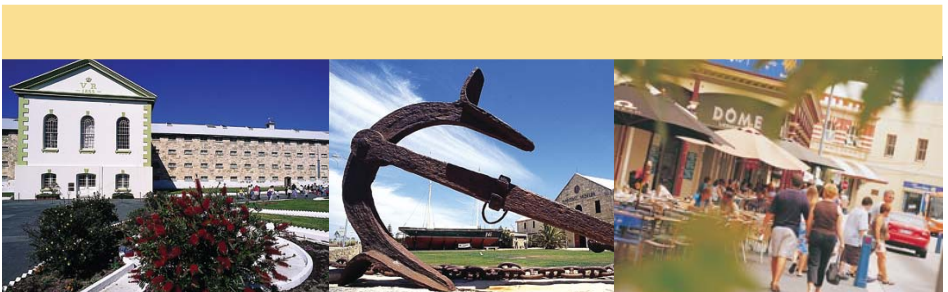
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## CHANGE: tourism & hospitality in a dynamic world

### ABOUT CAUTHE

The Council for Australian University Tourism and Hospitality Education (CAUTHE) was formed in the late 1980's and consists of 24 member universities.

In addition to university membership, CAUTHE offers individual membership. CAUTHE aims to promote the development of tourism and hospitality education and research in Australia.

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.

#### 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

**Chair: Paul Whitelaw**  
Victoria University

**First Vice Chair: Brent Ritchie**  
University of Canberra

**Second Vice Chair : Elspeth Frew**  
La Trobe University

**Secretary: Sue Bergin-Seers**  
Victoria University

**Treasurer: Deborah Edwards**  
University of Technology, Sydney

**2009 Conference Convenor**  
**Michael Hughes**  
Curtin Sustainable Tourism Centre

**Immediate Past Chair**  
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University of South Australia

**Penny Jose**  
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## WELCOME MESSAGE



Welcome to CAUTHE 2009 in Fremantle, Western Australia with the theme of 'See Change: Tourism and Hospitality in a Dynamic World'.

Tourism is on the move in Western Australia and the location for the conference is an exciting and dynamic place to meet. CAUTHE 2009 focuses on change across a range of tourism and hospitality research and education related areas. These include environments, cultures, economics, markets, paradigms and more. Delegates have the opportunity to attend a stimulating conference in our historic port city of Fremantle.

We look forward to meeting with you during the conference.

### CONFERENCE COMMITTEE

**Jack Carlsen**

*Chair in Tourism Studies, Curtin Business School*

**Michael Hughes**

*Senior Research Fellow, Curtin Sustainable Tourism Centre*

**Kirsten Holmes**

*Research Fellow, School of Management, Curtin University of Technology*

**Roy Jones**

*Professor of Geography, Dean, Research and Graduate Studies,  
Faculty of Humanities, Curtin University of Technology*

## CONFERENCE OVERVIEW

CAUTHE 2009 features presentations from ten outstanding keynote speakers. These will be complemented by seven concurrent sessions offering interactive panel discussions and special interest group sessions.

The panels will be in the form of facilitated discussion. Authors will discuss their work and respond to a series of questions (below). Other panelists will be encouraged to compare and contrast their work. Finally, questions from the floor will be taken by the Panel Chair at any time during the session, so it is anticipated that all sessions will be highly interactive.

- How does their work relate to the panel subtheme?
- What does it contribute to the literature or methodology?
- What new insights emerge from their work?
- What are the implications?

The social program offers excellent opportunities for networking, sharing of stories and experiences and a chance to enjoy the wonderful Western Australian food, wine and hospitality.



## CHANGE: tourism & hospitality in a dynamic world

### REGISTRATION DAY: TUESDAY 10 FEBRUARY 2009

10:00am **PROF BILL FAULKNER PHD WORKSHOP** (concludes 5.00pm)

4.00pm Conference Registration Opens

6.00pm **WELCOME RECEPTION**  
*Esplanade Hotel Fremantle poolside*

### DAY ONE: WEDNESDAY 11 FEBRUARY 2009

8.30am Registration

9.00am	<b>CHAIR'S WELCOME</b>	<b>Paul Whitelaw</b> <i>Chair of CAUTHE School of Hospitality, Tourism &amp; Marketing, Victoria University, Victoria</i>
	<b>KEYNOTE SPEAKER</b>	<b>Marilyn New</b> <i>Fremantle Entrepreneur and Owner, Esplanade Hotel, Western Australia</i>
	<b>KEYNOTE SPEAKER</b>	<b>Adrian Franklin</b> <i>Professor of Sociology, University of Tasmania and presenter and panellist on The Collectors on ABC TV</i>

10.30am Morning Tea Break and Launch of the Online Student Data Package  
*sponsored by Tourism Research Australia*

#### 11.00am CONCURRENT SESSION ONE

12.30pm Lunch Break

#### 1.30pm CONCURRENT SESSION TWO

2.30pm Afternoon Tea Break

3.00pm	<b>KEYNOTE SPEAKER</b>	Let's sell our heritage to tourists! Do we? Can we? Should we? <b>Greg Ashworth</b> <i>Professor of Heritage Management and Urban Tourism, University of Groningen, The Netherlands</i>
	<b>KEYNOTE SPEAKER</b>	<b>John Longley</b> <i>Event Director, ISAF Sailing World Championships</i>

#### 4.30pm SPECIAL INTEREST GROUPS (see below)

6.00pm **CAUTHE AGM** **WALKING TOUR OF FREMANTLE** (optional)

7.00pm Free evening

### DAY TWO: THURSDAY 12 FEBRUARY 2009

8.30am Registration

9.00am	<b>KEYNOTE SPEAKER</b>	Small tourism business: see research change and evolution <b>Alison Morrison</b> <i>Vice-Dean (Research), Strathclyde Business School, University of Strathclyde, Scotland</i>
	<b>KEYNOTE SPEAKER</b>	Looking back: looking forward: The internationalisation of hotel chains <b>Angela Roper</b> <i>Savoy Educational Trust Senior Lecturer, Hospitality Management, School of Management, University of Surrey, UK</i>




10:30am	Morning Tea Break	
11.00am	<b>CONCURRENT SESSION THREE</b>	
12.30pm	Lunch Break	
1.30pm	<b>CONCURRENT SESSION FOUR</b>	
2.30pm	Afternoon Tea Break	
3.00pm	<b>KEYNOTE SPEAKER</b>	Tourism trends in Asia-Pacific <b>Haiyan Song</b> <i>Chair, Professor and Associate Director, School of Hotel and Tourism Management, Hong Kong Polytechnic University, Hong Kong</i>
	<b>KEYNOTE SPEAKER</b>	Changing cultures of tourism management/studies: Sea change or just shifting sands <b>Cara Aitchison</b> <i>Dean, Faculty of Education and Sport and Professor of Tourism Studies, University of Bedfordshire, UK</i>
4.30pm	<b>CONCURRENT SESSION FIVE</b>	
5.30pm	Close of Sessions	
6.45pm	<b>CONFERENCE DINNER</b> <i>Fremantle Prison (includes prison tours for interested delegates)</i>	

### DAY THREE: FRIDAY 13 FEBRUARY 2009

8.30am	Registration	
9.00am	<b>KEYNOTE SPEAKER</b>	<b>Brad Norman</b> <i>Project Leader and Biologist, ECOCEAN Whale Shark Photoidentification Library and Marine Scientist, Murdoch University, Western Australia</i>
	<b>KEYNOTE SPEAKER</b>	The impact of climate change on tourism in the Cairns Region – developing adaptation and response strategies for a highly vulnerable destination <b>Steve Turton</b> <i>Executive Director, CSIRO/JCU Tropical Landscapes Joint Venture, Australian Tropical Forest Institute, James Cook University, Queensland</i>
10:30am	Morning Tea Break	
11.00am	<b>CONCURRENT SESSION SIX</b>	
12.30pm	Lunch Break	
1.30pm	<b>CONCURRENT SESSION SEVEN</b>	
2.30pm	Afternoon Tea Break	
3.00pm	<b>FACILITATED DISCUSSION PANEL</b>	<b>'See Change: Tourism and Hospitality in a Dynamic World'</b> Facilitator: <i>Gerry Gannon</i>
4.30pm	Conference Close and Handover to the 2010 Conference	
6.00pm	<b>POST CONFERENCE WIND DOWN</b> <i>(optional)</i> <i>Little Creatures Microbrewery, Fremantle</i>	

Get smarter data...



## Online Student Data NOW AVAILABLE

### About Tourism Research Australia

Tourism Research Australia is a business unit of Tourism Australia. Our goal is to improve tourism information, research and forecasts to more effectively serve the needs of all the tourism industry.

#### **Our role:**

Tourism Research Australia collects research and intelligence from both domestic and international markets and the tourism industry, and undertakes respected, reliable research and analysis.

#### **Our website:**

Tourism Research Australia has developed [www.tra.australia.com](http://www.tra.australia.com) to provide the Australian tourism industry with an easy and effective way to access research data, publications and research reports online.

#### **Contact us:**

Tourism Research Australia  
PO Box 1110 Belconnen ACT 2616  
Tel: (02) 6228 6100  
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[www.tra.australia.com](http://www.tra.australia.com)

### Online Student Data Package

Tourism Research Australia has developed a new Online Student Data Package.

Available to subscribing educational institutions, Online Student Data will be accessible to students through the educational institutions' online library services.

The data will include results from the International and National Visitor Surveys and will enable students to research information on visitor demographics and behaviours.

Students will have access to online help, including an online training manual and information buttons.

**Tourism Australia**   
Tourism Research Australia



**DAY ONE: WEDNESDAY 11 February 2009**

**11.00am – 12.30pm CONCURRENT SESSION ONE**

1.1 THE TOURIST I		1.2 REGIONAL TOURISM		1.3 PROTECTED AREAS		1.4 PLACE		1.5 DEMAND	
PLEIADES BALLROOM Panel Chair: Margaret Deery	SIRIUS BALLROOM Panel Chair: Roy Jones	ORION BALLROOM Panel Chair: Jack Carlsen	KING SOUND Panel Chair: Charles Goeldner	ADMIRALTY GULF Panel Chair: Larry Dwyer					
Predicting purchasing intention of organic food in South Korea – planned behaviour model <i>Bo Won Suh, Anita Eves, Margaret Lumbers</i>	The role of local government in developing small tourism enterprises in regional destinations <i>Sarah Givney, Pierre Benckendorff</i>	Linking tourism and natural resource management through output indicators <i>Alexandra Coghlan, Bruce Prideaux</i>	Develop a literary tourism site: The perspective of constructivism authenticity <i>Honyan Jia</i>	Price satisfaction in changing tourism markets <i>Harald Pechlauer, Frieda Raich</i>					
The role of persuasive communication as a mechanism for behavioural influence in tourism and other settings <i>Jim Curtis, Betty Weiler, Michael Hughes</i>	One man and his boat (and hotel and pier...): Henry Gilbert Smith and the foundation of Manly, Australia's first tourist resort <i>Richard Butler, Ian McDonnell</i>	American invention to international concept: Writing a history of tourism and National Parks <i>Warwick Frost, C. Michael Hall</i>	The caption evaluation method: Historical districts as perceived by adults with interests in architecture/town planning <i>Takato Maai</i>	The tourism forecasting competition <i>George Athanasopoulos, Haiyan Song, Rob Hyndman, Konstantinos Nikolopoulos, Doris Wu, Nikolaos Bougioukos</i>					
"If you build it they will come" or will they? A review of the use of travel motivation theory <i>B Monique Brocx Tracy-Lesley Harkison</i>	Changing paradigms: the case of tourism and development in the Hununui District, New Zealand <i>Michael Shore</i>	Important "ingredients" for a successful tourism / protected area partnership – partners' policy recommendations <i>Aggie Wegner, Diane Lee, Betty Weiler</i>	Do we manage what the botanic garden visitor doesn't know? <i>Gary Crilley</i>	Tourism demand growth rate cycle and composite leading indicators <i>Damian Fernando, Nada Kulendren</i>					
Changing knowledge levels: comparing the pre-and post-information-processing stage <i>Karin Teichmann</i>	Developing a strong rural tourism product: The case of St Thomas, Jamaica <i>Annmarie Nicely, Radesh Palakurthi</i>	Towards a good practice user pays system for Australian protected areas <i>Michael Hughes, Gary Crilley, Jack Carlsen</i>	Learning on holiday: Understanding the browsing tourist as an intelligent forager <i>Mary Hollick</i>	Economic change, prices and the adherence effect: Information, rationality and human decisions <i>Pedra Moreira</i>					
	The resort economy and local economic integration: The case of English coastal resorts <i>Sheela Agarwal</i>	Expedition cruising in Australia: Proactive steps towards change for sustainability <i>Pascal Scherrer, Amanda Smith, Ross Dowling</i>	How water shapes a destination's approach to tourism <i>La Vergne Lehmann</i>	Tales of a misspent use: A case-study of "yield" as a DMO's marketing and organisational objective <i>Roger March</i>					
	Rural tourism in the vulnerable economy: The community perception <i>Toney Thomas</i>	The wet tropics of Queensland World Heritage Area: Community use of information sources <i>Julie Carmody, Bruce Prideaux</i>							

**DAY ONE: WEDNESDAY 11 February 2009**

**1.30pm – 2.30pm CONCURRENT SESSION TWO**

2.1 CONVENTIONS		2.2 CULTURE I		2.3 DEMOGRAPHICS		2.4 HOST-GUEST RELATIONS		2.5 ACCOMMODATION	
ORION BALLROOM Panel Chair: Leo Jago	Development of destination networks in the meetings industry <i>Mia Larson, Szilvia Gyimothy</i>	SIRIUS BALLROOM Panel Chair: Heather Zeppel	Travel as a force in formulating cultural identity: The case of the Sarawakian (Malaysian) Chinese visiting China <i>Caroline Tie</i>	PLEIAIDES BALLROOM Panel Chair: Cara Aitchison	Have skills – will travel: The relevance of geographical mobility to women hotel managers' careers <i>Shelagh Mooney</i>	KING SOUND Panel Chair: Phillip Pearce	The integration of social exchange theory and social representations theory: A new perspective on residents' perception research <i>Tranakjit Yutyunyung, Noel Scott</i>	ADMIRALTY GULF Panel Chair: Ruth Taylor	Ambassadorial role playing as a competitive advantage in international hospitality: Pourquoi pas? <i>Charlotte Tocanne, Alfred Ogle</i>
Patterns of conference participation decision making <i>Taitiporn Jarumanerat, Peter Jones, Hesham Z Al-Shabbahy</i>	Understanding the cultural values of face and harmony when Chinese diners play tourist <i>Rui Jin Hoare, Ken Butcher, Danny O'Brien</i>	Embedded entrepreneurs: Nascent Tourism and diasporan Pacific Islanders <i>Jenny Cave</i>	Exploring the motivations and behaviours of solo women travelers in tropical North Queensland <i>Karen McNamara, Bruce Prideaux</i>	Photographing locals: An exploration of the effects of tourist photography on host communities <i>Caroline Scarles</i>	Managing guest retention: A case study of the New Zealand accommodation sector <i>Shirley Barnett</i>	Host guest relations in a LDC context: An exploratory study of the social dynamic of tourism in Cambodia <i>Sotear Ellis, Lynnaire Sheridan</i>	Ownership efficiency in the Slovene Hospitality Industry <i>Ljubica Knezevic Cvelbar, Tanja Mihalic</i>		
Conventions held by associations: A case study of buyers and suppliers in an emerging conference destination <i>Monica Miller, Greg Kerr (presenter)</i>	Island tourism: The application of a certification system to support tourism in offshore islands of Taiwan for sustainable development <i>Li-yi Huang, Diane Lee</i>	Are low cost carriers helping or hindering regional dispersal? <i>Tay TR Koo, Cheng-Lung Wu, Larry Dwyer</i>							

**DAY TWO: THURSDAY 12 February 2009**

**11.00am – 12.30pm CONCURRENT SESSION THREE**

<b>3-1 WILDLIFE</b>		<b>3-1 ENTERPRISES</b>		<b>3-3 WORKFORCE</b>		<b>3-4 TOURISM ICT1</b>		<b>3-5 INDIGENOUS</b>	
<b>SIRIUS BALLROOM</b> Panel Chair: Ross Dowling	<b>PLEIAIDES BALLROOM</b> Panel Chair: Jack Carlsen	Dealing with change: The impacts of seasonality on tourism operators <i>Margaret Deery, Leo Jago, Judith Mair</i>	Sustainable small tourism enterprises: Do they exist? <i>Suzanne Bergin-Seers</i>	<b>KING SOUND</b> Panel Chair: Judith Mair	<b>ORION BALLROOM</b> Panel Chair: Paul Whitelaw	iVisit™ : An Information Exchange Tool for Self-drive Tourists in Remote Australia <i>Dean Carson, Doris Schmalleger, Graham Thompson, Roy Jones, Alan Pilgrim</i>	<b>ADMIRALTY GULF</b> Panel Chair: Jenny Cave	The 14th annual sports and cultural festival: An evaluation of an indigenous sporting event <i>Lisa Ruhanen, Michelle Whitford, Char-lee McLennan</i>	
Tourists' support for conservation messages and sustainable management practices in wildlife tourism experiences <i>Roy Ballantyne, Jan Packer, Karen Hughes</i>	Dealing with change: The impacts of seasonality on tourism operators <i>Margaret Deery, Leo Jago, Judith Mair</i>	Integration of funicular operators and ski-areas in Europe: Perspectives and problems <i>Lisa Kofink, Harald Pechlauer, Mike Peters, Barbara Holzl</i>	Employee control or controlled employees: Is everyone marching to the same beat? <i>Warren Goodsir</i>	Putting a cost on labour turnover in the Australian accommodation industry <i>Michael Davidson, Nis Timo, Ying Wang</i>	iVisit™ : An Information Exchange Tool for Self-drive Tourists in Remote Australia <i>Dean Carson, Doris Schmalleger, Graham Thompson, Roy Jones, Alan Pilgrim</i>				
Cross-cultural comparisons of the impact of wildlife tourism on environmental learning <i>Roy Ballantyne, Jan Packer, Nigel Bond</i>	Sustainable small tourism enterprises: Do they exist? <i>Suzanne Bergin-Seers</i>	Developments in the contemporary film tourism industry: A case study of the New Zealand experience <i>Anne Buchmann</i>		Employee control or controlled employees: Is everyone marching to the same beat? <i>Warren Goodsir</i>	eTourism: Wireless applications in destinations <i>Dimitrios Buhalis, Luca Pistidda</i>				
From "sandals and beards to sophisticated urbanites": The opportunities/management dilemmas of wildlife tourism sector <i>Susanna Curtin</i>	Integration of funicular operators and ski-areas in Europe: Perspectives and problems <i>Lisa Kofink, Harald Pechlauer, Mike Peters, Barbara Holzl</i>	Why film? Why now? Tourism Australia's changing perspectives: A case study of Australian film-induced tourism <i>Sue Beeton</i>		Employee control or controlled employees: Is everyone marching to the same beat? <i>Warren Goodsir</i>	Long tail and tourism destination websites: A study on information quality and information convergence <i>Alessandro Inversini, Dimitrios Buhalis</i>				
Memories of wildlife tourism: From experience to action <i>Roy Ballantyne, Jan Packer, Lucy Sutherland</i>	Developments in the contemporary film tourism industry: A case study of the New Zealand experience <i>Anne Buchmann</i>								
Change of perspective: Using aerial surveys to identify human-turtle interactions, Ningaloo Marine Park <i>David Waayers, David Newsome, Diane Lee</i>	Why film? Why now? Tourism Australia's changing perspectives: A case study of Australian film-induced tourism <i>Sue Beeton</i>								
Managing swim-with-wild-dolphin tourism in Australia: Guidelines, operator practices and research <i>Heather Zepfel</i>									

**DAY TWO: THURSDAY 12 February 2009**

**1.30pm – 2.30pm CONCURRENT SESSION FOUR**

<b>4-1 TOURISM ICT II</b>		<b>4-2 TOURISM EDUCATION I</b>		<b>4-3 TOURISM PLANNING I</b>		<b>4-4 DESTINATION BRANDING</b>		<b>4-5 FOOD</b>	
ORION BALLROOM Panel Chair: Dimitrios Buhalis	KING SOUND Panel Chair: Tom Baum	Connecting traveller behaviour to information source use <i>Gianna Moscardo, Philip L Pearce</i>	Comprehensive community consultation in destination management planning: Destination Daylesford and Hepburn Springs strategic tourism planning process <i>Meredith Lawrence, Jeremy Buultjens</i>	SIRIUS BALLROOM Panel Chair: C Michael Hall	PLEIAIDES BALLROOM Panel Chair: Brent Ritchie	Admiralty Gulf Panel Chair: Jenny Davies	Research studies on destination image: Past, present and future directions <i>Joseph Hui, May Aung</i>	The engines of distinction: Discourse for main course in restaurant reviews <i>David Williamson, Helen Tregidga, Candice Harris, Courtney Keen</i>	An examination of motives to choose local food at a tourist destination <i>Yeong Gug Kim, Anita Eves, Caroline Scarles (presenter)</i>
What do consumers what from their e-fellows? Segmenting travellers based on their preference for hotel review categories <i>Verena Engle, Brigitte Stang, Karin Reichmann</i>	Student employment in hospitality and tourism: Insights from a recent study in Nottingham <i>Conrad Lashley</i>	Into the future: Are individualisation, risk and reflexivity influencing Australian tourism policy directions? <i>Dianne Dredge, John Jenkins</i>	An exploration of the link between destination brand personality and self congruity <i>Laurie Murphy</i>	Strategic issues in the Australian Tourism Industry: An analysis of national tourism strategies and plans <i>Lisa Ruhanen, Char-lee McLennan</i>	Re-branding tourism: A process view of regional destination branding <i>Fiona Wheeler, Betty Weiler, Warwick Frost</i>	Food safety for education tourism: Implications to cultural change <i>Lovelyna Benedict, Jipiu, PS Toh, AM Abd Aziz, Son Radu</i>			
Relationship between motivation and website features: Do adventure-and relaxation-seeking travellers differ? An exploratory study <i>Brigitte Stang!</i>	Tourism university student internships in Australia – a preliminary analysis <i>Nina Mistilis, Jennifer Harris</i>	Students' motivations and satisfaction: Lessons for curriculum development and recruitment <i>Alison Dunn</i>	Tapestry Tourism Futures Project: Lessons learned for governance in community tourism planning <i>Jeremy Northcote, Diane Lee, Aggie Wegner, Stephanie Chok</i>	The effect of celebrities on destination image <i>Petra Glover</i>	Changing market – underlying factors influencing mainland Chinese tourists travel preference for Australia <i>Iris Mao, Hanqin Zhang</i>				

**DAY TWO: THURSDAY 12 February 2009**

**4-3:30pm – 5-3:30pm CONCURRENT SESSION FIVE**

5-1 CLIMATE CHANGE I	5-2 THE TOURIST II	5-3 HOSPITALITY	5-4 HUMAN RESOURCES	5-5 ACCESSIBLE TOURISM
<p>SIRIUS BALLROOM Panel Chair: John Tribe</p> <p>The impact of climate change on business events: Real change or media hype? <i>Judith Mair, Leo Jago</i></p>	<p>ORION BALLROOM Panel Chair: Lisa Ruhanen</p> <p>It's not what you know, it's who you know – the visiting friends and family phenomena <i>B Monique Brocx</i></p>	<p>PLEIAIDES BALLROOM Panel Chair: Conrad Lashley</p> <p>Adoption of back-of-house information technology in Malaysia foodservice industry <i>Ahmad Fareed Ismail, Murali Sambasivan, Boo Huey Chern, Jamie Murphy</i></p>	<p>KING SOUND Panel Chair: Deborah Edwards</p> <p>The new kids on the block: Generational changes in the contemporary hospitality workplace <i>David Solnet, Anna Hood</i></p>	<p>ADMIRALTY GULF Panel Chair: Elizabeth Roberts</p> <p>Fat Cruise tourists' experiences - the sea of change: A critical review of experiences and its application to the cruise industry <i>Patsy Morgan</i></p>
<p>International business travel by New Zealand firms: An exploratory study of climate change mitigation and adaptation practices <i>C Michael Hall</i></p>	<p>Converting business travelers to leisure travelers <i>Greg Kerr, Kate Lazarevski, Sara Dolnicar</i></p>	<p>How sharp is your axe? A study of menu analysis in independent restaurants in Dunedin, NZ <i>Ben Nemeschansky</i></p>	<p>Changing culinary Occupation: Surfacing the working lives of research chefs <i>Carl P Borchgrevink, Michael Sciarini, Margaret Condrasky</i></p>	<p>Is the tourism industry ready for another \$3,500,000? Catering for travellers with restricted abilities <i>Denise Schitko</i></p>
<p>Estimating the impact of the carbon pollution reduction scheme on the Australian Tourism Industry: A computable general equilibrium approach <i>Larry Dwyer, Peter Forsyth, Serafiah Hoque, Thiep Van Ho, Ray Spurr, Daniel Pambudi</i></p>	<p>Do travellers collect world heritage areas? <i>Lisa M King, Bruce Prideaux</i></p>	<p>Evaluating the efficiency of the Australian Restaurant Industry <i>Albert Assaf, Margaret Deery, Leo Jago</i></p>	<p>Volunteer life balance and the flexible firm: Key drivers in a framework to enhance volunteer retention <i>Leonie Lockstone, Kirsten Holmes, Margaret Deery, Leo Jago</i></p>	<p>Obesity, tourism and discrimination? An investigation of airline 'customer of size' policies <i>Candice Harris, Jennie Small</i></p>
<p>Climate change impacts on UK coastal tourism destinations: Reflections, responses and repercussions <i>Andrew Jones</i></p>		<p>An analysis of psychological empowerment and job satisfaction for middle-level managers in the hospitality industry <i>David Ponton</i></p>		<p>Inherent complexity: Accessible tourism accommodation information preferences <i>Simon Darcy</i></p>

**DAY THREE: FRIDAY 13 February 2009**

**1.1.00am – 12.30pm CONCURRENT SESSION SIX**

6.1 TOURISM PLANNING II		6.3 CLIMATE CHANGE II		6.4 TOURISM EDUCATION II		6.5 FESTIVALS	
<p><b>SIRIUS BALLROOM</b> Panel Chair: David Wood</p> <p>Dealing with complexity in tourism settings – the applicability of the “resilient futures process” to the management of tourism resources <i>Aggie Wegner, Helen Allison, Pascal Tremblay</i></p> <p>The emergence of Geoparks <i>Ross Dowling</i></p>	<p><b>ORION BALLROOM</b> Panel Chair: Richard Butler</p> <p>Risk and worry in tourists as a function of a catastrophic event- <i>Svein Larsen, Torvald Ogaard, Wilbecke Brun</i></p> <p>Tourism in a crisis and disaster prone world: Crisis communication theory, concepts and future research directions <i>Brent W Ritchie</i></p>	<p><b>PLEIAIDES BALLROOM</b> Panel Chair: Steven Turton</p> <p>Tourism, change and time: Time concepts and understanding time related change <i>C Michael Hall</i></p> <p>Believe it or not: Travellers’ perspectives on climate change and connectivity to travel decision-making - A constructivist interpretation <i>Ulrike Kachel, Gayle Jennings</i></p>	<p><b>KING SOUND</b> Panel Chair: Alicia Boyle</p> <p>Event education and engagement with industry – is it worth it? <i>Judith Mair, Olga Junek, Leonie Lockstone</i></p> <p>Who owns the space? A case study of higher education provision in a VET environment <i>Denise Stevens, Robyn Clifford</i></p>	<p><b>ADMIRALTY GULF</b> Panel Chair: Kirsten Holmes</p> <p>Performance innovation: The gap between traditional and fringe festivals <i>Elsbeth Frew, Jane Ali-Knight</i></p> <p>Anzac Day commemorations at Gallipoli and the economic effects of attendance <i>John Hall, John Basarin</i></p>	<p><b>ADMIRALTY GULF</b> Panel Chair: Kirsten Holmes</p> <p>Performance innovation: The gap between traditional and fringe festivals <i>Elsbeth Frew, Jane Ali-Knight</i></p> <p>Anzac Day commemorations at Gallipoli and the economic effects of attendance <i>John Hall, John Basarin</i></p>	<p><b>FESTIVAL FUTURES</b> <i>Jack Carlsen, Tommy D Andersson, Ruth Taylor, Jane Ali-Knight, Kari Jaeger</i></p> <p>Festival futures <i>Jack Carlsen, Tommy D Andersson, Ruth Taylor, Jane Ali-Knight, Kari Jaeger</i></p> <p>Identity and the meaning of festivals – for whom? <i>Kari Jaeger, Reidar Mykletun</i></p>	<p><b>FESTIVAL FUTURES</b> <i>Jack Carlsen, Tommy D Andersson, Ruth Taylor, Jane Ali-Knight, Kari Jaeger</i></p> <p>Festival futures <i>Jack Carlsen, Tommy D Andersson, Ruth Taylor, Jane Ali-Knight, Kari Jaeger</i></p> <p>Identity and the meaning of festivals – for whom? <i>Kari Jaeger, Reidar Mykletun</i></p>
<p>The challenges of managing destinations: Understanding sustainability and change through destination modelling <i>Tod Jones, David Wood</i></p> <p>Tourism research to tourism practice: The need for adaptive institutions in Western Australia’s Ningaloo region <i>Kelly Chapman, Pierre Horwitz, Pascal Scherrer, Jeremy Northcote</i></p> <p>The resilience of coral reef tourism to climate change and disturbance <i>Duan Biggs</i></p>	<p>Romance on the rebound: Post-Tsunami recovery of tourism in The Maldives <i>Anna Campbell</i></p> <p>In the line of fire: The challenges of managing tourism operations in the Victorian Alps <i>Dale Sanders, Jennifer Laing, Meg Houghton</i></p> <p>Engagement between postsecondary education and the tourism industry in Australia. Towards a “whole of supply chain” approach <i>Brian King</i></p>						

DAY THREE: FRIDAY 13 February 2009		1.30pm – 2.30pm CONCURRENT SESSION SEVEN		
7.1 CULTURE II	7.2 RESEARCH METHODS	7.3 CURRICULUM	7.4 ACCOMMODATION	
<p>ORION BALLROOM Panel Chair: Elspeth Frew</p> <p>The socio-cultural impacts of visiting friends and relatives on host communities – A Samoan comparison <i>Rosemary Taufatofua, Stephen Craig-Smith</i></p> <p>Coaching to enhance community capacity: The ecotourism guide <i>Keye Walker, Anna Blackman</i></p> <p>The commodification of culture in Jeonnam Province, Korea: The frame of cultural tourism <i>Youngsun Shin</i></p>	<p>SIRIUS BALLROOM Panel Chair: Michael Hughes</p> <p>Themes and trends in Australian and New Zealand tourism research: A social network analysis of citations in two leading journals (1994–2007) <i>Pierre Benckendorff</i></p> <p>Making tracks and collecting images: New methods for examining tourists spatial behaviour in cities <i>Deborah Edwards, Tony Griffi, Bruce Hayllar, Tracey J Dickson</i></p> <p>Investigating the temporal dynamics of tourist movement: An application of circular statistics <i>Prem Chetri, J Corcoran, Colin Arrowsmith</i></p>	<p>PLEIAIDES BALLROOM Panel Chair: Jane Ali-Knight</p> <p>Investigating professional development for tourism and hospitality educators <i>Kim Williams</i></p> <p>Educating tourism students in the South Pacific: Changing cultures, changing economies <i>David Harrison</i></p> <p>An imaginative leap for tourism studies <i>Graham Brown, Shirley Chappel</i></p>	<p>KING SOUND Panel Chair: Alison Morrison</p> <p>Hotel sweet home: A study of retired couples living in hotels as permanent guests <i>Brian Hay</i></p> <p>Which factors prevail – average room rate, occupancy, or star rating – in a roaring economy? A longitudinal study of the Macau hotel industry <i>Cindia Lam, Clara Lei, Cristina Sousa</i></p> <p>Managerial response to global tourism trends in accommodation: An illustration from two destinations <i>Ruhet Genc, Ige Pirnar</i></p>	



## KEYNOTE SPEAKERS



### **Prof Adrian Frankl in**

*Professor of Sociology, University of Tasmania and panellist on The Collectors, ABC*

Adrian Franklin trained as a social anthropologist in the UK and has held Professorial positions at the University of Bristol, UK, the University of Oslo, Norway and the University of Tasmania, Australia. He is co-editor of *Tourist Studies* (with Mike Crang) and has written extensively on travel and tourism theory and the impact that modern mobilities have had on everyday life and the ordering of global modernity. His work has focused on social and cultural change in modernity and this includes work on city life, the sociology of nature and environments, our relationships with animals and the orderings of travel, mobility and tourism. His books include *Tourism: An Introduction, Nature and Social Theory, Animal Nation: The True Story of Animals and Australia, Animals and Modern Cultures*. *City Life* is due to be published in 2009. Adrian is a presenter and panellist on the show ABC1 *Collectors* and a regular commentator on ABC Radio National's *By Design*.



### **Mr Brad Norman**

*Project Leader and Biologist, ECOCEAN Whale Shark Library and Marine Scientist, Murdoch University, WA*

Brad Norman, Project Leader and Biologist with the ECOCEAN Whale Shark Photo-identification Library, holds a Master of Philosophy degree in Marine Biology from Murdoch University in Perth, Australia. His main research interests are whale shark biology and physiology, sustainable ecotourism and conservation and sustainable fisheries management. Brad began studying whale sharks at Ningaloo Marine Park in 1994 and has continued research both in Australia and abroad. Over his many years of work, he has established that the natural patterning on the skin of these sharks does not change over time and can be used to identify individuals. His studies previously focused on the biology of the whale shark and the sustainability of the associated ecotourism industry, while his present work extends to international conservation projects related to this species. In addition to developing acoustic and satellite tracking programs at Ningaloo and Christmas Island, Indian Ocean, Brad has discovered a new species of copepod living on the skin of whale sharks and also established the size at maturity of male whale sharks.





### **Prof Steve Turton**

*Executive Director, CSIRO/JCU Tropical Landscapes Joint Venture, Australian Tropical Forest Institute, James Cook University, Qld*  
Prior to his current position, Steve was Associate Professor in Geography and Director of Research for the Rainforest Cooperative Research Centre, based at James Cook University. Steve's research interests include tropical climatology, rainforest ecology and natural resource management. Steve has published over 100 scientific papers, comprising refereed journal articles, book chapters and research monographs. He has also supervised over 50 honours and graduate research students during his time at JCU. He is the co-editor of the book *Living in a Dynamic Tropical Forest Landscape*. Steve is a former Councillor of the Institute of Australian Geographers and an ex officio member of the Wet Tropics Management Authority's Scientific Advisory Committee. In 2008, he was appointed to the national leadership team for the Sustainable Tourism Cooperative Research Centre Climate Change Destinations Adaptation Project and was also appointed as Team Leader for the Cairns Region.



### **Prof Greg Ashworth**

*Professor, Heritage Management and Urban Tourism, Faculty of Spatial Sciences, University of Groningen, The Netherlands*

Greg Ashworth was educated at the Universities of Cambridge, Reading and London (PhD 1974). Since 1994 he has been Professor of Heritage Management and Urban Tourism in the Department of Planning, Faculty of Spatial Sciences at the University of Groningen (NL). Greg's main research interests and published works include heritage management: *Tourist-Historic City* (Wiley 1990), *Heritage Planning* (Geopers 1992), *Dissonant Heritage* (Wiley 1996), *European Heritage Planning and Management* (Intellect 2001), *A Geography of Heritage* (Arnold 2001), *Construction of Built Heritage* (Ashgate 2001) *Senses of Place: Senses of Time* (Ashgate 2005), *Pluralising Pasts* (Pluto 2007); tourism planning: *Marketing in the Tourism Industry* (Croom Helm 1984), *Marketing Tourism Places* (Routledge 1990), *Tourism and Spatial Transformation* (CABI 1996), *Horror and Human Tragedy Revisited* (Intellect 2005); and place marketing: *Selling the City* (Wiley 1990).



## KEYNOTE SPEAKERS



### Prof Cara Aitchison

*Dean, Faculty of Education and Sport and Professor of Tourism Studies, University of Bedfordshire, UK*

Cara Aitchison is Dean of the Faculty of Education and Sport at the University of Bedfordshire, UK and Professor of Tourism and Leisure Studies. Her research focuses on the integration of social, cultural and spatial theories and policies of identity, equity and inclusion in and through tourism and leisure, with particular specialism in gender relations. She is currently working on a new book *Gender and Tourism: Social, Cultural and Spatial Perspectives*. Cara is the principle award holder for the UK Economic and Social Research Council-funded seminar series on Tourism, Inequality and Social Justice, co-organised with Professors Nigel Morgan and Stephen Page. Cara is also an appointed member of the UK Research Assessment Exercise Panel for Sport-Related Studies (leisure and tourism expert) for RAE 2008, an Academician of the Academy of Learned Societies for Social Sciences, chaired the UK Leisure Studies Association 2001-2004, and World Leisure's Women and Gender Commission 2002-2007.



### Dr Angela Roper

*Savoy Educational Trust Senior Lecturer, Hospitality Management, School of Management, University of Surrey, UK*

Angela Roper is Savoy Educational Trust Senior Lecturer in Hospitality Management in the School of Management at the University of Surrey, UK. She is an internationally recognised researcher in her field with over 16 years of experience in teaching, learning and research in the area of the strategic management and the internationalisation of hospitality and tourism firms. Over 70 academic papers and conference presentations have resulted from her research. Angela holds Editorial Board positions on all the leading hospitality and tourism management journals and has been a Guest Editor for several journals. She currently holds the position of Vice-Chair on the Council for Hospitality Management Educators (CHME). Before joining the University of Surrey, Angela worked for 14 years at Oxford Brookes University, where she was Reader and Head of the Doctoral Programme in the Business School.



**Mr John Longley AM**

*Event Director, ISAF Sailing World Championships*

John Longley is Event Director for the ISAF Sailing World Championships which will be held in Fremantle in December 2011. Until recently, John was Chief Executive Officer of the Fremantle Chamber of Commerce. One of Australia's most accomplished international yachtsmen, John had a long involvement with the America's Cup, sailing as a crew member of five consecutive America's Cup campaigns (1974 - 1987), including as a member of the crew on AUSTRALIA II during its historic win. In 1987, John was contracted by Bond Corporation to initiate the Endeavour Replica Project. In 1990, when the Bond Corporation could no longer proceed, John and members of the project staff continued work on a volunteer basis, while seeking new support, eventually achieving the establishment of the HM Bark Endeavour Foundation in 1991. ENDEAVOUR, launched in December 1993, has been an outstanding success, both at sea and as an international standard exhibit in Australia and New Zealand.



**Ms Marilyn New**

*Entrepreneur and Owner, Esplanade Hotel*

Marilyn New is the Managing Director and proprietor of Esplanade Hotels Group and Managing Director of Icorp – Intuit Corporation Pty Ltd and developer of the Victoria Quay Apartments. Amongst Marilyn's many responsibilities and accomplishments are: Chairman, Holyoake Australian Institute for Alcohol and Drug Addiction Resolutions from 2000 to present; Finalist Ernst & Young Entrepreneur of the Year 2006; 2005 Winner Rotary International Paul Harris Award; 2001 Perth Convention Bureau Honorary Ambassador for WA; 1996-1998 Board Member of the Australian Tourist Commission; 1992 Acknowledged in the Fremantle Business Hall of Fame; 1990-1996 Chairman of The 500 Club; and Past President Fremantle Chamber of Commerce (first female President in 133 year history).



## KEYNOTE SPEAKERS



### **Prof Haiyan Song**

*Chair, Professor and Associate Director, School of Hotel and Tourism Management, Hong Kong Polytechnic University*

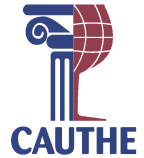
Haiyan Song is Chair Professor and Associate Director of the School of Hotel and Tourism Management at the Hong Kong Polytechnic University. Before joining the Hong Kong Polytechnic University in 2004, Haiyan was a Professor in Tourism Economics at University of Surrey in the UK. He has a background in economics and has published widely in such areas as tourism forecasting, competition issues in tourism, tourism development in Asia and tourism supply chain management. Haiyan is a Committee member of the China Tourism Academy of China National Tourism Administration and Fellow of International Academy for the Studies of Tourism.



### **Prof Alison Morrison**

*Vice-Dean (Research), Strathclyde Business School, University of Strathclyde, Scotland*

Alison Morrison is Vice-Dean (Research) of the Strathclyde Business School at the University of Strathclyde. She has been publishing extensively and teaching since 1984, primarily in her specialist areas which are organisational learning in small businesses, cultural impacts on entrepreneurial behaviour, marketing of hospitality enterprises, and the interaction between entrepreneurs and government support agencies. Evidence of the esteem in which Alison is held is provided in the wide range of visiting and external appointments that demonstrate her academic standing at both national and international level. She has taught entrepreneurship in hospitality and tourism extensively overseas at universities in Austria, the Netherlands, Finland, Switzerland, Australia, Lapland, Iran and Mauritius.



## SPECIAL INTEREST GROUPS

The CAUTHE organisation has encouraged the formation of Special Interest Groups 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:

### **Critical Approaches Group**

Jenny Small - [Jennie.small@uts.edu.au](mailto:Jennie.small@uts.edu.au)  
Candice Harris - [Candice.harris@aut.ac.nz](mailto:Candice.harris@aut.ac.nz)

### **Services Innovation Group**

Jack Carlsen - [j.carlsen@curtin.edu.au](mailto:j.carlsen@curtin.edu.au)  
Sue Bergin-Seers - [Sue.Bergin@vu.edu.au](mailto:Sue.Bergin@vu.edu.au)

### **Tourism and Volunteering Group**

Stephen Wearing - [stephen.wearing@uts.edu.au](mailto:stephen.wearing@uts.edu.au)

### **Student Experience Group**

Noel Scott - [noel.scott@uq.edu.au](mailto:noel.scott@uq.edu.au)

### **Google Online Marketing Group**

Jamie Murphy - [jmurphy@biz.uwa.edu.au](mailto:jmurphy@biz.uwa.edu.au)

The Special Interest Groups are programmed to meet for a two hour session on Wednesday February 11 from 4.30pm.

There will also be an opportunity for conference delegates to form discussion groups additional to the existing Special Interest Groups during this time. For general information about the CAUTHE Special Interest Groups, Contact Brent Ritchie - email: [b.ritchie1@uq.edu.au](mailto:b.ritchie1@uq.edu.au)

## PROF BILL FAULKNER PHD WORKSHOP

The annual Prof Bill Faulkner PhD Workshop was held as a one day event prior to the conference on Tuesday 10 February 2009 at the Esplanade Hotel providing the opportunity for PhD students to discuss their progress with experienced academics and gain insight into various aspects of the PhD experience.

The workshop included PhD Supervisor testimonials by a number of experienced supervisors including: Alison Morrison *Vice-Dean (Research), Strathclyde Business School, University of Strathclyde, Scotland*; Greg Ashworth *Professor, Heritage Management & Urban Tourism, Faculty of Spatial Sciences, University of Groningen, The Netherlands*; Angela Roper *Savoy Educational Trust Senior Lecturer, Hospitality Management, School of Management, University of Surrey, UK*; Richard Butler *Professor, Department of Hospitality and Tourism, Strathclyde Business School, University of Strathclyde, Scotland*; and Steve Turton *Executive Director, CSIRO/JCU Tropical Landscapes Joint Venture, Australian Tropical Forest Institute, James Cook University, Qld.*

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## BEST PAPER AWARDS

The CAUTHE 2009 conference has two contributor awards:

**Best Refereed Paper**

**Bill Faulkner Best PhD Paper**

Papers will be judged by the Scientific Committee and awarded at the Conference Dinner.

The prizes for these papers consist of a framed certificate.

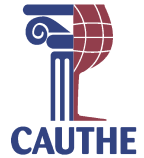
## CAUTHE SILENT AUCTION AND LOTTERY

We hope you have brought along a souvenir, or similar item that represents your home region, for donation to the silent auction and separate lottery. The CAUTHE executive will allocate some items to the silent auction and other items to the lottery.

Delegates can participate in the silent auction over the course of the conference by writing bids on a designated form located at the CAUTHE display table. The successful bids will be announced at the Conference Dinner.

The lottery will also be held at the Conference Dinner. **Tickets are A\$1 each** and winners will be drawn on the night, so bring along your spare change. You could take home some unique international souvenirs!





## SOCIAL PROGRAM

### Tuesday 10 February 2009

#### WELCOME COCKTAIL RECEPTION

##### *Esplanade Hotel Fremantle*

The conference commences with a welcome cocktail reception in the resort pool area. Drinks will be served along with light snacks. Meet and get acquainted with new faces or re-establish contacts in a relaxed atmosphere.

After the reception, explore the Fremantle night life and find a bite to eat for dinner if desired.

Cost: inc full and student registration  
additional tickets A\$44

### Wednesday 11 February 2009

#### WALKING TOUR OF FREMANTLE (optional)

##### *departs from Esplanade Hotel Fremantle*

Take the opportunity to participate in a guided walking tour of Fremantle after sessions finish on Wednesday February 11th. Tour will start at the Esplanade Hotel and explore the diversity of Fremantle, including the historic west end. More details will be provided at the conference.

Cost: no cost

### Thursday 12 February 2009

#### CONFERENCE DINNER

##### *Fremantle Prison*

The conference dinner is the main social function and will be held at the historic Fremantle Prison, a short distance from the Esplanade Hotel.

Entertainment will be provided during the evening and delegates will have time to relax and have some fun.

Cost: inc full and student registration  
additional tickets A\$110

### Friday 13 February 2009

#### POST CONFERENCE WIND DOWN (optional)

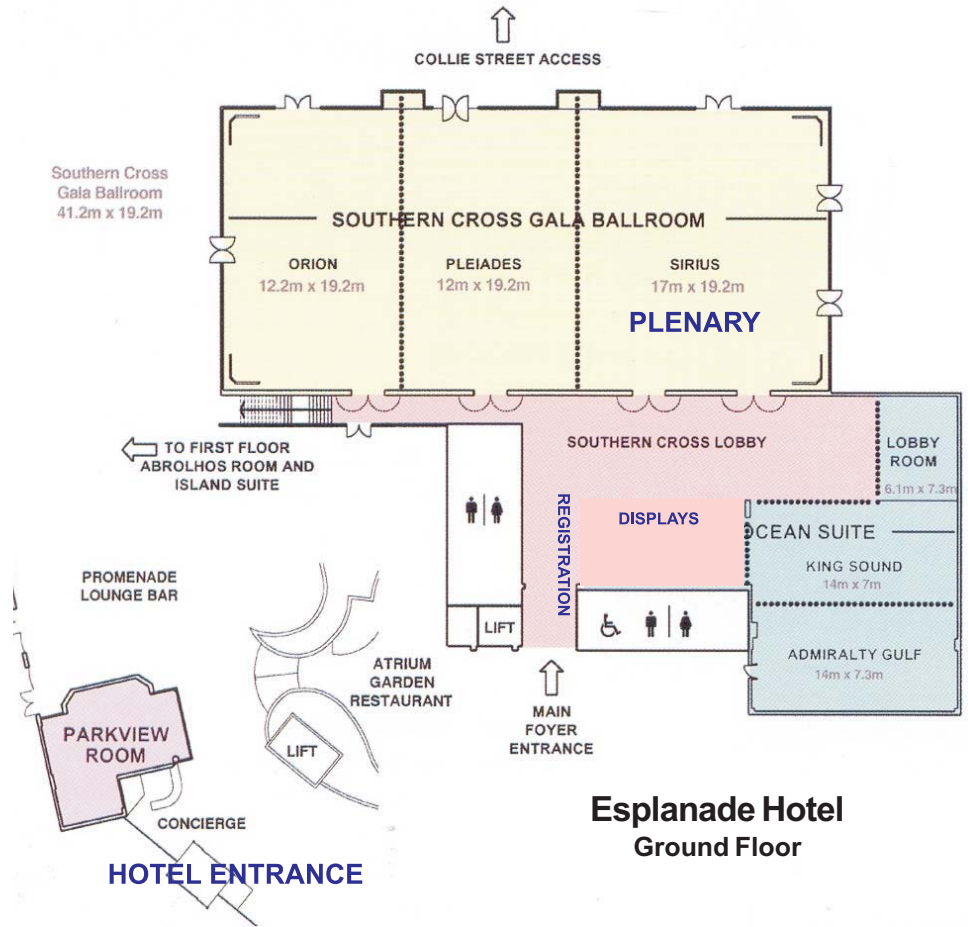
##### *Little Creatures Microbrewery*

On Friday night after the conference close, join other delegates for an informal sundowner at Little Creatures Microbrewery, just across the park from the Esplanade Hotel. The sundowner is a non-programmed event for those wishing to buy a drink and gather for a final chat and relax. The warm summer evening with views over the fishing boat harbour and sunset on the Indian Ocean provides a great opportunity to wind down after the conference formalities. Little Creatures also offers meals if you're wanting to follow up drinks with dinner.

Cost: not included, user pays



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**DISPLAYS**

The conference will feature displays from **Channel View Publications, Taylor and Francis Australasia, Tourism Research Australia, Elsevier, THE-ICE, Curtin University of Technology and CAUTHE**, plus an exhibition of outstanding photos from the 'Our Spectacular State Series', published in 'The West Australian in 2008' (courtesy of 'The West').





## GENERAL INFORMATION

### Location of Sessions

The conference sessions will be held in the Southern Cross Conference Centre venues as indicated in the program (and left).

All rooms are within close proximity and sign-posted for easy reference.

The exhibition and internet cafe are located in the Southern Cross Foyer/Lobby where all catering will be served.

### Dress Code

Perth weather in February is mostly hot, with the maximum averaging 32 degrees celsius. Evenings can occasionally be cool and a light jacket is recommended.

### Registration Desk

The registration desk, located in the Convention Centre Foyer will be serviced each day of the conference at the times shown in the program. Major credit cards will be accepted at the registration desk.

### Messages

A notice board will be in the registration area for messages to delegates. Urgent messages may be telephoned to the registration desk on 9432 4000.

### Speaker Preparation

Please check with the registration desk for assistance or the location of your room.

### Mobile Telephones

As a courtesy to speakers, mobile telephones are to be turned off within the lecture rooms during all sessions.

### Smoking Policy

For the comfort and health of attendees, all venues within the Esplanade Hotel are non-smoking venues.

### Name Badges

Each attendee of the conference will be issued a name badge at registration. The badge is the official pass and must be worn at all times.

### Shopping Hours

There are many speciality shops in Perth and Fremantle. Shops are open from 8.30am to 5.30pm, Monday to Friday, (with late night shopping until 9.00pm on Thursday, and in Perth on Friday), 8.30am to 5.00pm on Saturday and from 12.00 noon to 5.00pm on Sunday. These hours may differ slightly from shop to shop.

## CONFERENCE SECRETARIAT

**Promaco Conventions Pty Ltd** ABN 68 008 784 585

PO Box 890, Canning Bridge, WESTERN AUSTRALIA 6153

Tel: 08 9332 2900; Fax: 08 9332 2911; Email: [promaco@promaco.com.au](mailto:promaco@promaco.com.au)

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## NOTES

## PAPER ABSTRACTS

Abstracts of the papers are included in alphabetical order of the *first listed* author.

**Author Index** - page 167

(The full papers are included on the conference CD.)



## **THE RESORT ECONOMY AND LOCAL ECONOMIC INTEGRATION: THE CASE OF ENGLISH COASTAL RESORTS**

Sheela Agarwal

Despite the fact that the poor health of the local economies of many English seaside resorts has been widely discussed and the economic structure of English seaside resorts is changing, little is known about their internal dynamics. This paper addresses this shortcoming by examining the economic linkages within and between coastal resorts and their hinterlands, and analyses the extent and nature of local economic integration, using examples of two English seaside resorts. The project methodology is based on self- complete questionnaires used to gather information from businesses and households. The household questionnaire considered whether shopping trips were associated with work commuting patterns, remoteness, demographic factors or incomes levels. The business questionnaire examined issues such as firm size, age, ownership, accessibility and industrial sector. The results confirm some of the findings of previous studies, particularly relating to the factors which influence the strength of business and household economic linkages. Practically, this study points to the need to minimise economic leakage and to improve the local retention of income.

## **EVALUATING THE EFFICIENCY OF THE AUSTRALIAN RESTAURANT INDUSTRY**

Albert Assaf

Margaret Deery

Leo Jago

This paper uses the Data Envelopment Analysis (DEA) method to measure the technical efficiency of Australian restaurant operations. Four inputs and two outputs are used in the analysis, covering 112 restaurants from all states of Australia. The results show that Australian restaurants are 27.2% away from achieving a full level of efficiency. The returns to scale results also indicate that Australian restaurants need to expand their production outputs in order to reach an optimum level of production.

Keywords: Efficiency, data envelopment analysis, operational performance, restaurants

## THE TOURISM FORECASTING COMPETITION

George Athanasopoulos  
Haiyan Song  
Rob J Hyndman  
Konstantinos Nikolopoulos  
Doris Wu  
Nikolaos Bougioukos

In this paper we evaluate the performance of numerous methods for forecasting tourism demand. The data used include 366 monthly series, 427 quarterly series and 518 yearly series, all supplied to us by tourism bodies or by various academics from previous tourism forecasting studies. We implement a wide range of forecasting methods. Some of these are widely used in the tourism forecasting literature and some are novel. These include univariate and multivariate time series models, econometric regression methods and artificial intelligence approaches. We also consider forecasts from the commercial package Forecast Pro which has been arguably the best performing commercial package in previous major forecasting competitions. Each method is implemented by experts in its field. We evaluate the forecasting performance of each method both in terms of accuracy of point forecasts and in terms of appropriate coverage of prediction intervals.

## THE VFR TRILOGY

Elisa Backer

The purpose of this research paper is to present three VFR models, the VFR trilogy, to enable implementation of materials into the syllabus for tourism units at Universities. Despite VFR travel representing around half of Australia's domestic travel market, VFR fails to be given much more than a cursory mention in core tourism teaching text books, and does not even make it to the index of other tourism textbooks. The failure of VFR travel to be discussed in tourism textbooks, results in VFR being overlooked in the teaching syllabus, since teaching often revolves around the textbooks. Future tourism marketers and future tourism managers therefore graduate with their tourism degrees, with a complete disregard for the potential of VFR travel as a marketing segment for the business that they will end up working within. Having developed three VFR models that assist in developing an understanding of VFR travel, the purpose of this paper is to assist in developing a better understanding of this tourism phenomenon, and provide the mechanism for which current and future teaching in tourism can include coverage of VFR travel.

Keywords: VFR, Visiting friends and relatives, tourism models, tourism industries



## MEMORIES OF WILDLIFE TOURISM EXPERIENCES

Roy Ballantyne

Jan Packer

Lucy Sutherland

Recent research has demonstrated the positive environmental impact that wildlife tourism experiences can have by providing income for the ongoing protection and sustainable management of wildlife, influencing tourist behaviour during a visit, and building tourists' capacity for longer term adoption of sustainable practices. In order to further develop the positive impact of wildlife tourism experiences, research is needed into the process through which such experiences lead to long-term changes in participants' behaviour. This paper presents a qualitative analysis of visitors' extended open-ended responses to a follow-up web survey, administered approximately four months after a visit to one of four marine-based wildlife tourism venues

## **TOURISTS' SUPPORT FOR CONSERVATION MESSAGES AND SUSTAINABLE MANAGEMENT PRACTICES IN WILDLIFE TOURISM EXPERIENCES**

Roy Ballantyne

Jan Packer

Karen Hughes

One of the main arguments for the continuing development of wildlife tourism attractions is that they help to secure long-term conservation of wildlife and wildlife habitats. There is evidence that in some settings, however, visitation leaves imprints that can have cumulative and substantial negative impacts on wildlife and their habitats. Much research is framed around the notion that visitor needs are incompatible with conservation needs. This paper examines this view and demonstrates that wildlife tourism visitors place priority on animal conservation needs.

## **CROSS-CULTURAL COMPARISONS OF THE IMPACT OF WILDLIFE TOURISM ON ENVIRONMENTAL LEARNING**

Roy Ballantyne

Jan Packer

Nigel Bond

The popularity of wildlife tourism has engendered debate about the sustainability of this market sector, given the conflict inherent among values of conservation, animal welfare, visitor satisfaction, and profitability. The research reported here was designed to investigate and compare the impact of marine theme park and aquarium experiences in Australia and Hong Kong on visitors' environmental learning.

## **MANAGING GUEST RETENTION: A CASE STUDY OF THE NEW ZEALAND ACCOMMODATION SECTOR**

Shirley Barnett

Developing and implementing strategies which encourage customer retention is not as easy as it sounds. The service management literature is filled with theoretical and empirical articles which explain the importance of retention and how it leads to greater profitability. Alongside this is a plethora of literature which focuses on the links between employee satisfaction, retention and productivity and customer satisfaction, loyalty and retention. However, there are very few articles which focus on implementing and managing retention strategies in organisations and none undertaken in the New Zealand (NZ) accommodation sector. A case study investigating how guest retention strategies are implemented and managed in three NZ accommodation establishments is the focus of this paper.

## **WHY FILM? WHY NOW? TOURISM AUSTRALIA'S CHANGING PERSPECTIVES. A CASE STUDY OF AUSTRALIAN FILM-INDUCED TOURISM**

Sue Beeton

The uptake of leveraging film by Destination Marketing Organisations (DMOs) for tourism promotion has been slow in Australia, in spite of extensive use of filmic images by individual tourism operations such as adventure horseback tours in Victoria and New South Wales and *The Man from Snowy River* movies. While the role of the Australian movie, *Crocodile Dundee* is generally acknowledged as a primary influence on the imaging of Australia in North America, as well as encouraging visitation in the 1980s, the Australian Tourist Commission (now Tourism Australia) has not included film in its promotional strategies. However, it is now investing approximately AUD\$40m into a promotional campaign based on one movie. The aim of this paper is to examine the process by which a DMO that has previously passed over (if not completely ignored) the significance of film-induced tourism has come to embrace it and utilise it in a new, creative manner.

## **THEMES AND TRENDS IN AUSTRALIAN AND NEW ZEALAND TOURISM RESEARCH: A SOCIAL NETWORK ANALYSIS OF CITATIONS IN TWO LEADING JOURNALS (1994-2007)**

Pierre Benckendorff

Assessments and rankings of the contribution and influence of scholars, institutions and journals in tourism are becoming increasingly common. This paper extends the existing literature by providing a finer grained understanding of key influences in tourism research. This study presents a bibliometric analysis of the tourism literature by examining papers authored by Australian and New Zealand researchers in *Annals of Tourism Research* and *Tourism Management* between 1994 and 2007. A general picture of the field is drawn by examining keywords, the most-cited authors and works, as well as co-citation patterns. The analysis is extended by the use of social network analysis to explore the links between keywords and influential works in the field. The paper also addresses the conference theme by indentifying emerging themes and influences. Results indicate that tourism research in Australia and New Zealand has been strongly influenced by sociology and anthropology, geography and behavioural psychology. Emerging themes have focussed on the health and safety of tourists, risk, wine tourism and segmentation.

Keywords: bibliometrics, social network analysis, Australia, New Zealand, research, trends

## **SUSTAINABLE SMALL TOURISM ENTERPRISES: DO THEY EXIST?**

Suzanne Bergin-Seers

The concept of business and sustainability is a relatively new area of research and literature is limited. However, there is evidence to suggest that owner-managers of firms are key drivers of sustainable strategies and practices as change and development requires ownership of responsibility for suitable ecological, economic and social development. The gap in research, with regard to small tourism enterprises, is a lack of understanding about the sustainable focus of these firms and whether what is known about large corporations in other sectors is applicable to them. Future work will focus on small tourism enterprises in order to identify the key dimensions of sustainability and to define key indicators using the triple bottom framework as a guide.

## **THE RESILIENCE OF CORAL REEF TOURISM TO CLIMATE CHANGE AND DISTURBANCE**

Duan Biggs

Tourism is an important growth sector of the global economy and it is often the only growth sector in rural areas, including some coral reef-rich island states. The Great Barrier Reef of Australia contributes A\$6.9 billion to the Australian economy per annum. In many Pacific island states, tourism is a key foreign revenue earner and growth sector and in larger countries like Thailand, Indonesia and Malaysia, certain regions and islands are heavily reliant on reef-based tourism. Over 20% of the economy in the small island state of Kiribati, for example, is earned through reef-based tourism. Furthermore, reef-based tourism is an important foreign revenue earner for a number of island states. In the Maldives for example, tourism contributes around 20% of the GDP and 60% of the foreign revenue.

Coral reefs are one of the most vulnerable ecosystems in the world to climate change due to the effects of bleaching and ocean acidification. This poses a challenge for those countries and regions dependent on reef-based tourism. It is not only climate change that reef-based tourism destinations need to contend with - recent years have been characterised by spiking oil prices, terrorism and a global financial crisis, all of which have a profound effect on the global tourism sector.



## **BETWEEN PAST, PRESENT AND FUTURE - IMPLICATIONS OF SOCIO-DEMOGRAPHIC CHANGES IN TOURISM**

Philipp E Boksberger  
Christian Laesser

This paper discusses the possibilities and limits of today's tourism industry analyses in regards to predicting future travel behaviour based on socio-demographic changes. Based on a written survey of guests in a tourism destination in Switzerland, the results support the hypothesis of cohort-specific travel behaviour. The highlighted changes shall serve as a source for the development of a more diversified supply structure in tourism directed at the mature customer.

Keywords: Socio-demographic Changes, Senior Tourism, Travel Behaviour

## **CHANGING CULINARY OCCUPATION: SURFACING WORKING LIVES OF RESEARCH CHEFS**

Carl P Borchgrevink  
Michael Sciarini  
Margaret Condrasky

Research Chefs have appeared as a new and growing occupation. They play an important role in new product development for food manufacturers. Research Chefs draw upon the food technology, food science, culinary arts, and management disciplines. While there has been rapid growth in the number of research chefs, little is known about their day-to-day experiences. This is problematic for those wishing to explore a career as research chef and for those in a position to provide career advice to those interested in research chefs. The aim of this study is to surface the work life of research chefs, so as to provide needed information for those interested in the research chef career. The critical incident technique (CIT) and content analysis was employed. Identified constructs were divided into satisfactory and unsatisfactory experiences. The results suggest that research chefs experience client and consumer feedback and interaction, successful volume production, peer recognition and lifestyle and continuous learning as most satisfactory. Unsatisfactory experiences include challenges to professional credibility, product and idea failures, quantity overwhelming quality, and ethical challenges.

Keywords: Culinology ®, research chefs, critical incident technique, product development, occupational change

## **IT'S NOT WHAT YOU KNOW, IT'S WHO YOU KNOW- THE VISITING FRIENDS AND FAMILY PHENOMENON**

B Monique Brocx

Tourists who travel to visit friends and relatives (VFR) are considered by many to be of little importance to the hospitality industry because they supposedly do not use commercial accommodation. Ryan (2006) went so far as to say “most of the Auckland visitors are people visiting friends and family’. Brocx (2004) established that about half of the visitor nights in Auckland were in some way associated with VFR. The official International Visitor Arrival (Ministry of Tourism 2008-IVA) statistics say 30.2% of New Zealand’s 2.45 million overseas visitors for the year ended October 2008 were VFR.

This paper will analyse data from two sources. Firstly the New Zealand International Visitor Survey from 1997 to 2007 to ascertain the ‘commercial’ worth of VFR. Secondly data from the International Visitor Arrival statistics (IVA) on country of birth and citizenship will highlight the extent of familiarity the overseas visitors have of New Zealand.

**Keywords:** International tourist, reasons for visit, VFR, product usage, motivation

## **“IF YOU BUILD IT THEY WILL COME” OR WILL THEY? A REVIEW OF THE USE OF TRAVEL MOTIVATION THEORY**

B Monique Brocx,  
Tracy-Lesley Harkison

The ‘reason for visit’ (RFV) categories suggests that what motivates people to travel is to either holiday, visit friends or relatives, and other reasons. Tourist motivation theories contain a mixture of ideas and approaches that have been referred to as a ‘fuzzy set’ of definitions and descriptions. How does this theory relate to actual tourists who go to a destination, their purchase patterns and the ability of the tourism industry and NTO to predict the product requirements of these tourists? The RFV data supposedly provides some indication as to whether the tourist who is coming over for holiday, other reasons have distinct and different product requirements. The traditional RFV measure fails to measure the hybrid nature of tourist motivation and provides no indication of potential products choices of tourists. Whereas, the motivational theory to date is considered abstract and not grounded in reality.

## AN IMAGINATIVE LEAP FOR TOURISM STUDIES

Graham Brown  
Shirley J Chappel

A survey of the tourism literature since the 1980s reveals a variety of perspectives on educating the workforce for tourism, including hospitality. In this summary of the literature, there is no specific reference to the development of the imagination in tourism and hospitality students. The authors of the paper proposed in this abstract argue that there should at least be some debate about developing the imagination of future practitioners. It considers both the content and teaching methodology that, arguably, may contribute to developing the imaginative capacity of students. It takes the position that a tourist attraction is a cultural product like a novel or poem which requires creators with a capacity for imagination.

## **DEVELOPMENTS IN THE CONTEMPORARY FILM TOURISM INDUSTRY: A CASE STUDY OF THE NEW ZEALAND EXPERIENCE**

Anne Buchmann

This explorative study seeks to address the current gap in the published literature regarding the supply-side of the film tourism industry. The case study concentrates on New Zealand due to its recent growth in and diversity of film tourism. Qualitative methods were used to investigate the experience of more than fifty people who were involved in the film tourism industry or related industries over a study period of four years. It could be established that the contemporary film tourism industry in New Zealand is a diverse industry, which developed mostly in a decentralised manner by private enterprises that responded to existing demands. And while the film tourism industry anticipates increasing opportunities regarding film tourism, few individuals or organisations are actively involved in developing strategies to facilitate such future success.

Keywords: film tourism; supply side; New Zealand

## **E-TOURISM: WIRELESS APPLICATIONS IN DESTINATIONS**

Dimitrios Buhalis

Luca Pistidda

This paper investigates some examples of city-wide implementations of wireless broadband networks in destinations around the world. Within this framework, the service industry is identified as a primary beneficiary of such networks, particularly as regards public and tourism services. This study has two main objectives. The first focus is on the type of applications which have been deployed, or are going to be deployed over these networks. The business models underlying the wireless network infrastructures reviewed in the paper are also explored. As people will be able to communicate with everyone, anywhere and anytime, they will change their consumer behaviour mainly during their visit to the destination. Hence destinations should implement the appropriate technical infrastructure and develop marketing strategies to take advantage. This should call for an involvement of all players at destination, to ensure the sustainability of city-wide wireless broadband services.

Keywords: wireless; networks; broadband; destinations

## **ONE MAN AND HIS BOAT (AND HOTEL AND PIER.....): HENRY GILBERT SMITH AND THE FOUNDATION OF MANLY, AUSTRALIA'S FIRST TOURIST RESORT**

Richard Butler  
Ian McDonnell

The role of key individuals in tourism has not been given due credit in the tourism literature. This paper uses the example of H.G. Smith and his role in the development of Manly, Australia's first tourist resort to illustrate the importance of individual entrepreneurs in the creation of tourist facilities. It demonstrates the crucial role played by Smith, and he emerges as a classic entrepreneur in seeing potential in an area not viewed as having any real value. His success in turning a small isolated fishing village into a 'watering place' also reveals the diffusion of ideas and practice in the development of tourist resorts from the 'cultural hearth' of Brighton on the English coast. Many of the elements, including the basic morphology of the town and the names given to key features reflect what had taken place along the south coast of England up to a century earlier. Smith had lived near to major resorts such as Brighton and Bournemouth between his visits to Australia and it is clear from his own comments that he was developing Manly along the lines of the classic English holiday resort. The morphology remains the same to this day, a tribute to his successful entrepreneurial foresight.

Keywords: Manly, tourist resort, entrepreneurship, development



## **ROMANCE ON THE REBOUND: POST-TSUNAMI RECOVERY OF TOURISM IN THE MALDIVES**

Anne Campbell

This paper examines in detail the factors leading to the rapid recovery of the tourist industry in the Maldives after the 2004 tsunami. From an analysis of Government, industry and international aid agency reports, tourism websites, supplemented by personal observation and open-ended interviews with those involved in the tourism industry in the Maldives, this paper identifies the key factors contributing to the successful market recovery. The analysis suggests that market recovery of tourism after a natural disaster in small island developing states such as the Maldives is dependent on system resilience, international and Government financial assistance, the close cooperation of public and private sector tourist organisations, the support of the international media in responding to and recovering from natural disasters and taking the opportunity of revising existing marketing plans and expanding existing markets.

Keywords: tourism disaster; Maldives; tsunami, market recovery

## FESTIVAL FUTURES

Jack Carlsen  
Tommy D. Andersson  
Ruth Taylor  
Jane Ali-Knight  
Kari Jaeger

This paper surveys the changes and challenges confronting festival managers in four geographic locations - Sweden, Norway, the UK and Australia with a view to identifying future prospects. A review of the literature in festivals management and research is followed by analysis of two scenarios for festivals - one based on increased innovation the other on festival failure. Data from a survey of almost 200 festival managers in four locations provides the basis for scenario testing and identification of key issues for festival managers to address if they are to become innovative and avoid failure.

Keywords: festival innovation, festival failure, management, stakeholder

## **THE WET TROPICS OF QUEENSLAND WORLD HERITAGE AREA: COMMUNITY USE OF INFORMATION SOURCES**

Julie Carmody  
Bruce Prideaux

The use of protected areas by the tourism industry and the subsequent impacts on host communities has been well documented. Less is known about the levels of knowledge that communities have about protected areas and how the members of host communities learn about these areas. The research reported upon in this study examines how the residents of the communities that surround the Wet Tropics of Queensland World Heritage Area (WTQWHA) seek out information on the nearby protected rainforest area and identifies the information delivery methods preferred by the community. Data used in the study was collected via a community survey conducted in 2007. Results based on 853 valid surveys indicate that residents gained their information from the local newspaper, word-of-mouth, and television. Interpretative signage at sites was considered the best source of information provided by the environmental management agency. Increased use of signage at visitor sites and the use of the Wet Tropics website in five years since the previous community survey was undertaken in 2002 are evident. The implications for the Wet Tropics Management Authority to involve the resident community in the conservation of the WTQWHA and increase their levels of knowledge are discussed in the paper.

Keywords: community; information sources; knowledge; rainforest; World Heritage

## **IVISIT™: AN INFORMATION EXCHANGE TOOL FOR SELF-DRIVE TOURISTS IN REMOTE AUSTRALIA**

Dean Carson

Doris Schmallegger

Graham Thompson

Roy Jones

Alan Pilgrim

Recent research has identified the need for the development of a comprehensive in-vehicle information system for independent self-drive travellers (iVisit™) in regional and remote Australia. The purpose of iVisit™ is to facilitate location based two way communication between travellers and relevant information providers (destination management organisations, emergency services, local government, or tourism businesses) in remote destinations. This paper looks at the feasibility of such a location based information system in remote areas and reports on the results of a workshop conducted with stakeholders of a particular remote destination in South Australia – the Oodnadatta Track. A detailed user needs analysis was conducted with workshop participants to develop a set of user needs specifications for iVisit™. The paper argues that existing technical barriers to improved location based communication in remote Australia are likely to be short-term only. With rapidly changing communication technologies, the development of new and innovative information systems should be primarily concerned with organising and managing the required information architecture rather than focusing too much on specifying technological aspects.

Keywords: location based services (LBS), mobile technologies, user generated content, self-drive tourism, remote destinations

## **EMBEDDED ENTREPRENEURS: NASCENT TOURISM AND DIASPORAN PACIFIC ISLANDERS**

Jenny Cave

Few researchers look behind engagement in the formal tourism industry to choices that some cultural communities make not to take part in tourism. This research investigates an assumption made by diasporan peoples that community-initiated cultural tourism, successful as an enterprise strategy in homeland nations (where tourism is central to GDP), should transfer readily to a market economy model. In this setting it might contribute to improved social and economic well-being but flaws are revealed in that assumption. The research presents a new business paradigm for cultural tourism that combines western and Pacific épistèmes (worldviews) but from an emic view of tourism, as seen by nascent diasporan Pacific entrepreneurs.

Keywords: community-initiated tourism, diaspora, Pacific Islanders, nascent entrepreneurs, business paradigm, mutual understanding, methodology

## **TOURISM RESEARCH TO TOURISM PRACTICE: THE NEED FOR ADAPTIVE INSTITUTIONS IN WESTERN AUSTRALIA'S NINGALOO REGION**

Kelly Chapman  
Pierre Horwitz  
Pascal Scherrer  
Jeremy Northcote

The Ningaloo Collaboration Cluster (NCC) has brought together scientists and expertise from a range of disciplines with the goal of describing, understanding and modelling the processes of human interaction with Ningaloo Reef, Western Australia. The aim of this research is to develop research-backed management options that sustain the ecological integrity of the area. The uptake of sustainable management options - moving from tourism research to tourist practice – however, depends on the adaptive capacity of the institutions responsible for governing tourism activities in the Ningaloo area. The literature indicates there are many potential barriers and opportunities associated with moving from tourism research to tourism practice. It is hoped that flagging these challenges will cause scientists and management agencies in the Ningaloo region to work together in creating adaptive institutional arrangements, thereby ensuring tourism is socially and ecologically sustainable in the long term.

## **INVESTIGATING THE TEMPORAL DYNAMICS OF TOURIST MOVEMENT: AN APPLICATION OF CIRCULAR STATISTICS**

P Chhetri  
J Corcoran  
C Arrowsmith

This paper explores temporal variability, referred to as temporal dynamics, in the movement patterns of tourists. Circular statistics were used to compute circular mean times and dispersions for different groups of tourists using data collected with Global Positioning Systems receivers at Port Campbell national Park in Victoria, Australia over a two day period. The results indicate that there is a tendency for tourists to visit the site around noon. The differences in the circular mean times computed for different regions and for different types of tourist are not significant. Nonetheless, kernel density estimation plots enabled variability, exhibited in terms of peak time and modality in patterns of visitor use, to be detected.

Keywords: Circular statistics, Temporal dynamics, Kernel density estimation, Global positioning systems and Nature-based tourist destinations.

## **LINKING TOURISM AND NATURAL RESOURCE MANAGEMENT THROUGH OUTPUT INDICATORS**

Alexandra Coghlan

Bruce Prideaux

There is growing concern about the future of coral reef health in the Great Barrier Reef, and the health of the tourism industry based upon it. Using strategies of ecotourism accreditation and permitting systems, studies of the economic value of the tourism industry to the local region, tourism industry and natural resource management align themselves for healthier reefs and a stronger, more resilient industry. This paper uses a model of indicators to look at the linkages between natural resource management and industry performance. We use input indicators, i.e. the expertise and financial resources put into maintaining a healthy reef, output indicators, visitor perceptions of the reef and their experience, and outcome indicators, satisfaction scores, to do this. We find that there has been a large input investment, which links to some, but not all of the outputs. Outcomes, however, appear to be more highly determined by the level of staff service, the diving and snorkelling experiences, and the weather conditions. We suggest therefore that the linkages between natural resource management and industry is complex one, and additional research into the resilience of the industry is required to maintain a strong reef tourism sector.

Keywords: reef tourism natural resource management indicator



## DO WE MANAGE WHAT THE BOTANIC GARDEN VISITOR DOESN'T KNOW?

Gary Crilley

Reportedly, 34 per cent of the Australians visit botanic gardens at least once a year. This is a level comparable to library, zoo, aquarium, and marine park visits. Historically, botanic gardens advocate for plant conservation, and foster social and cultural heritage programs. This paper reports on a survey of visitors to botanic gardens in six Australian capital cities. It identifies the level of awareness by visitors concerning these major roles of the gardens and identifies significant differences between those self-identified as *aware* compared to those *unaware*.

## **FROM 'SANDALS AND BEARDS TO SOPHISTICATED URBANITES': THE OPPORTUNITIES AND MANAGEMENT DILEMMAS OF A DYNAMIC WILDLIFE TOURISM SECTOR**

Susanna Curtin

Wildlife tourism has undoubtedly come of age. The last five years has seen an incremental growth in the number of different types of commercial wildlife watching activities developed, the number of tourism businesses offering these activities worldwide and the number of tourists engaging in them either as the primary motivation for travel or as a day trip whilst on a standard rest and relaxation holiday. The purpose of this discussion paper is to highlight the recent changes in the wildlife tourism sector and suggest the contemporary management issues that industry and academia must research and address.

## **THE ROLE OF PERSUASIVE COMMUNICATION AS A MECHANISM FOR BEHAVIOURAL INFLUENCE IN TOURISM AND OTHER SETTINGS**

Jim Curtis

Betty Weiler

Michael Hughes

Managers of national parks, tourist attractions and other destinations are regularly faced with the challenge of trying to influence people to behave in certain ways. For example, how can visitors be encouraged to stay on a walking track or pick up rubbish during a visit to a national park, or how can the business decisions of tourism operators be influenced in a way to promote more environmentally sustainable practices? Although managers have a range of behavioural influence tools that can be used to answer such questions, some are inappropriate for addressing certain types of behaviour, while others may be incompatible with the settings where the behaviour occurs.

This paper focuses on the use of persuasive communication as a tool for behavioural influence.

## **OWNERSHIP EFFICIENCY IN SLOVENE HOSPITALITY INDUSTRY**

Ljubica Knežević Cvelbar  
Tanja Mihalič

Hotel industries in transitional countries have gone through fundamental changes in their ownership structures. Old ownership forms such as state or social ownership are being replaced by private and foreign company ownership, while in developed market economies more developed ownership forms such as institutional investors are rapidly replacing individual investors. Research around the world shows that the economic performance of different ownership groups varies according to economy, industry and time and may also depend on various external factors. Statistical methods reveal efficient and inefficient owners defined by the performance measures of hotel businesses. At present, emerging ownership groups well known in developed countries but new to transitional economies, such as foreign companies or real-estate funds, have greater potential for creating an efficient hotel performance. The study examines the ownership structure and the validity of ownership theory as a cause-effect model for measuring ownership groups' links to economic performance. As the privatization process in the Slovenian hotel industry has been slower than in the rest of the economy and has not finished yet – are there prospects to improve its efficiency through ownership changes and thus also through new business and management models? The study finds that more foreign investment in the Slovenian hotel industry is needed, but this is happening too slowly. The same is concluded for foreign hotel management contracting that might bring some of the benefits of foreign direct investment.

Keywords: hospitality industry; ownership structure; firm performance, Slovenia

## **INHERENT COMPLEXITY: ACCESSIBLE TOURISM ACCOMMODATION INFORMATION PREFERENCES**

Simon Darcy

Numerous studies have identified that the foundation of any tourism experience for people with disabilities is locating appropriate accommodation. Such studies have identified serious issues with the way that accommodation information is documented, promoted and marketed by the accommodation sector. Yet, no research has investigated the access selection criteria that people with disabilities determine as 'important' to their accommodation decisions and their preference for presenting this information. This paper presents the results to an online questionnaire to determine the 'relative importance' of access criteria through the development of a 55-item Hotel Accessibility Scale. Four accommodation information formats were then presented to ascertain the preferences of the respondents. The results present the between group comparisons of the Hotel Accessibility Scale items and information preferences through independent t-tests and ANOVA. While socio-demographic variables offered some limited insight into access criteria selection, the most significant explanation for access criteria selection and information preferences were through the dimensions of disability and level of support needs.

Keywords: accessible tourism; accommodation; disability; information systems

## **PUTTING A COST ON LABOUR TURNOVER IN AUSTRALIAN ACCOMMODATION INDUSTRY**

Michael Davidson

Ying Wang

The tourism industry is a major employer in Australia and has particular significance in regional areas. A great benefit of the accommodation sector of the tourism industry is that it creates a range of employment opportunities. However, this benefit is also a weakness when labour costs and availability are under pressure. This research on labour turnover and cost in Australia was undertaken with a purpose of offering an insight into this vital issue for the accommodation industry. An on-line survey was utilised to collect data from 64 hotels. The research shows major costs being attributed to labour turnover. These are costs which both the industry and individual operators should examine closely as they impact substantially on the operating costs and profitability of these businesses. The research findings have contributed to the development of the policy agenda of the accommodation industry in Australia and the need for accommodation businesses to re-visit and analyse their own labour and cost experience.

Keywords: Labour Turnover Costs, Hotels, Australia

## **DEALING WITH CHANGE: THE IMPACTS OF SEASONALITY ON TOURISM OPERATORS**

Margaret Deery

Leo Jago

Judith Mair

Addressing the problems associated with seasonality in the tourism industry is crucial for the success of the industry. It is an area that has received considerable attention and yet it is difficult to control because of the changes in tourist preferences and the periods that tourist low and high seasons cover. This paper provides the details of a study undertaken in the tourist coastal region of the Great Ocean Road. The study was divided into two phases: a survey of tourist operators (144) in the region followed by in-depth interviews with operators (34). The questions to the respondents examined the perceptions of the high and low tourist seasons and the strategies used to combat issues relating to seasonality. The study found that the timing of tourist seasons appeared to be changing and that a number of strategies involving marketing, industry collaboration and the introduction of events to the region, would help to mediate the impact of seasonality.

**Keywords:** Seasonality, tourism operators, change, strategies

## **THE EMERGENCE OF GEOPARKS**

Ross Dowling

This paper reports on the emergence of 'Geoparks', an initiative of the United Nations Educational, Scientific and Cultural Organisation (UNESCO) Division of Earth Sciences. It describes geoparks – what they are, where they are and criteria for establishment, then briefly discusses their future, especially in the context of other UNESCO protected area programs such as the World Heritage List and the World Network of Biosphere Reserves.



## **INTO THE FUTURE: ARE INDIVIDUALISATION, RISK AND REFLEXIVITY INFLUENCING AUSTRALIAN TOURISM POLICY DIRECTIONS?**

Dianne Dredge  
John Jenkins

This paper adopts a meta-theoretical approach to promote better understandings about Australian governments' shifting approach to tourism policy. This shift is driven by perceptions of tourism risks and governments' approaches to identifying, framing and responding to those risks. The particular meta-theoretical lens that this paper draws upon is reflexive modernisation and its key elements: individualisation, risk and reflexivity. Drawing from five recent reports and inquiries, the paper illustrates that a paradigm shift is underway in the way that governments conceptualise tourism. We argue that tourism futures research, if it is to be useful in informing this paradigm shift, requires deeper engagement with the nature and directions of social and political change and tourism public policy.

Keywords: tourism policy, reflexive modernisation, risk, meta-theory, future studies

## **STUDENTS' MOTIVATIONS AND SATISFACTIONS: LESSONS FOR CURRICULUM DEVELOPMENT & RECRUITMENT**

Alison Dunn

The project used an exit survey on graduating students of the Leisure and Tourism Management programme at York St John a small higher education institution located in York in northern England. The research aimed to provide evidence of what attracted students to the programme, what they liked and disliked about it and whether the programme matched their expectations. The findings of the research would be used to improve the programme and the students' experience. 32% of respondents found that the programme did not match their expectations implying that careful research is needed on the construction of student expectations through marketing. A clear demand for more "real world" learning activities such as field trips, work placements and the research project was evident. These results were generated at a time when field trips and placements were being reduced due to costs. The study showed that the location of the College was central to student selection and suggested that more should be made of the location in marketing. Employment opportunities was the reason most often offered for why the respondents chose the programme although this fluctuated in response to difficulties faced by the tourism industry in the early years of this decade.

Keywords: Higher education, tourism, recruitment, retention, curriculum

## **ESTIMATING THE IMPACT OF THE CARBON POLLUTION REDUCTION SCHEME ON THE AUSTRALIAN TOURISM INDUSTRY: A COMPUTABLE GENERAL EQUILIBRIUM APPROACH**

Larry Dwyer  
Peter Forsyth  
Serajul Hoque  
Thiep Van Ho  
Ray Spurr  
Daniel Pambudi

Climate change is a global challenge that requires a long-term global solution in order to avoid environmental, social and economic dislocation. The adverse consequences of climate change, and their amelioration, will last for generations and will require fundamental shifts in consumer and business behaviour. Since tourism is an industry that depends substantially upon the natural environment, stakeholders have a particular interest and concern as to how the policies that are being developed to mitigate the impacts of climate change will impact on their operations. This paper examines how the Australian government's proposed Carbon Pollution Reduction Scheme (CPRS) emissions trading scheme will impact on the tourism industry.

## **MAKING TRACKS AND COLLECTING IMAGES: NEW METHODS FOR EXAMINING TOURISTS' SPATIAL BEHAVIOUR IN CITIES**

Deborah Edwards

Tony Griffin

Bruce Hayllar

Tracey J Dickson

Understanding the places tourists visit, the time they spend and the services they utilise can provide valuable information for many engaged in the management or study of tourism. This information can be used for such purposes as informing location choices for restaurants, accommodation or attractions in order to maximise exposure to visitor traffic. Global Positioning System (GPS) technology now makes it possible to accurately track the paths tourists are taking and to provide greater understanding of the intra-destination socio-spatial behaviour of tourists. ? In this presentation, we explain our journey and how a number of readily available tools and software programs were brought together to track tourists in two Australian cities: Sydney the birthplace of European population; and Canberra, the centre of political governance within Australia. The study utilises global positioning technology, photography, questionnaires, interviews and WEB.20 applications Flickr and Google Earth. This presentation details the journey for improving our understanding of the spatial behaviour of tourists in urban destinations.

## **HOST GUEST RELATIONS IN A LDC CONTEXT: AN EXPLORATORY STUDY OF THE SOCIAL DYNAMIC OF TOURISM IN CAMBODIA**

Sotear Ellis

Lynnaire Sheridan

In the case of LDCs (Least Developed Countries), sustainable tourism development is designed to create viable long term tourism that can mitigate local economic and social hardship. In this tourism development scenario, the residents are the key stakeholders and intended beneficiaries of this development therefore their perceptions of tourism and its impacts are paramount. Prior research has identified that the interaction between residents and tourists is key to the formation of local community attitudes towards tourism. This study in a community in Phnom Penh, Cambodia, therefore undertakes to determine the state of host guest relations, and also investigates the appropriateness of different approaches to identifying resident perceptions, taking into account traditional life cycle, proximity and social exchange theories. The results highlight the importance of perceived benefits in the LDC context and, specifically, identifies gaps in the social exchange theory that require further attention if it is to be applied to a LDC context.

**Keywords:** Least Developed Countries; perceptions of tourism/tourism impacts; resident community; host guest relations; Cambodia.

## **WHAT DO CONSUMERS WANT FROM THEIR E-FELLOWS? SEGMENTING TRAVELLERS BASED ON THEIR PREFERENCE FOR HOTEL REVIEW CATEGORIES**

Verena Engele  
Brigitte Stangl  
Karin Teichmann

This study investigates the influence of hotel guest reviews on customer hotel preferences in the context of booking hotels online applying a conjoint design. The empirical research shows that the subjects' willingness to pay is significantly higher than their reference price for hotels. In addition to that, the results of this study indicate that reviews on the hotel in general and on the hotel's rooms are perceived the most useful for consumers reading reviews. Applying a cluster analysis, we identify seven different segments. The findings indicate that users of consumer reviews do not belong to only one homogeneous group but perceive the importance of review categories differently. The paper also provides managerial implications.

Keywords: Willingness to pay, electronic word of mouth (eWOM), web 2.0, hotel review

## **TOURISM DEMAND GROWTH RATE CYCLE AND COMPOSITE LEADING INDICATORS**

Damian Fernando  
Nada Kulendren

Due to the dynamic nature of world economies together with other random effects, tourism demand has become highly volatile and as a result, tourism demand growth turns from expansion period to slow growth period and slow growth period to expansion period. Governments and tourism industry need an early prediction of turning points, such as expansion and slow growth period and the duration of these periods for their planning and investment. The aims of the paper are identify the significant turning points in Australian inbound tourism demand through appropriate smoothing method, and predict turning points using composite leading indicators. The forecasting performance of the constructed CLI was compared with OECD composite leading indicators and business survey indicator using the Quadratic Probability Scores (QPS) and a few other evaluation techniques.

Keywords: Growth rate cycle, composite leading indicators, tourism forecasting

## **PERFORMANCE INNOVATION: THE GAP BETWEEN TRADITIONAL AND FRINGE FESTIVALS**

Elspeth Frew

Jane Ali-Knight

The paper considers fringe festivals and discusses the key issues facing the development of two such festivals, namely the Edinburgh Fringe and the Melbourne Fringe Festival. A conceptual model of the key aspects of the fringe festivals is provided as a framework in understanding the performance innovation gap experienced at fringe festivals and a new definition of a fringe festival is provided. Implications are drawn for advancing theory in festival management and future areas of research are identified.



## **AMERICAN INVENTION TO INTERNATIONAL CONCEPT: WRITING A HISTORY OF TOURISM AND NATIONAL PARKS**

Warwick Frost  
C Michael Hall

Following the establishment of the first National Park at Yellowstone in 1872, the USA has been characterised as the leader in the National Parks concept, exporting the idea around the world. Furthermore, this 'American Invention' it has been argued 'reflects some of the central values and experiences in American culture' (Nash 1970: 726). However, while Yellowstone was copied, it was not duplicated. Indeed, it is striking that while National Parks spread around the world, the concept varied significantly. This paper examines some of the chief variations in that evolution.

## **MANAGERIAL RESPONSE TO GLOBAL TOURISM TRENDS IN ACCOMMODATION: AN ILLUSTRATION FROM TWO DESTINATIONS**

Ruheet Genc  
Ige Pirnar

Since tourism is a highly profitable industry with constant growth rate, the competition among establishments is very severe. In order to stand out from this competition crowd and to appeal to the consumers with differential advantage, the hotel managers should try their best to keep up with constantly changing trends in tourism. Therefore, for long term success in hospitality, managers need to be sensitive with the global tourism trends and look for ways to tap into those markets through meeting the changing needs of consumers. Due to this approach, this paper addresses the key trends in the global tourism market. It also tries to determine the level of response of top managers of 4&5 star hotels in two important tourism destinations in Turkey, namely Izmir and Kusadasi, to trends since though limitations the results of the study may be an indicator for the areas of improvement.

Keywords: Tourism Trends, Turkey, Managerial Response

## **THE ROLE OF LOCAL GOVERNMENT IN DEVELOPING SMALL TOURISM ENTERPRISES IN REGIONAL DESTINATIONS**

Sarah Givney

Pierre Benckendorff

Small tourism enterprises are at the heart of the tourism industry in many regional destinations. The growth of regional destinations is often linked much more strongly with the success of these enterprises than might be the case in metropolitan destinations, yet there are many impediments to their development. The focus of this paper is on barriers to the growth of small tourism enterprises from the perspective of small tourism operators and government respondents. The paper also assesses ways in which local government agencies in regional destinations can assist in the development process. The results indicate that both tourism operators and government respondents perceive human resources to be a core barrier to growth. However, this core barrier has different dimensions for each group. This research adds to the theory, knowledge and understanding of the development of small enterprises in tourism and offers practical implications to assist government agencies in supporting the growth of small enterprises.

Keywords: small business, growth, development, government, management

## **THE EFFECT OF CELEBRITIES ON DESTINATION IMAGE**

Petra Glover

Marketers of a wide range of products are exploiting the growing global fascination with celebrities by employing them as product endorsers and spokespersons. While this approach has also been taken by tourism marketing organisations in the past, the celebrities' potential role in affecting destination image and travel decisions has not yet been investigated. By examining four characteristics of destination image (complexity, multiplicity, relativity and dynamics) identified by Gallarza, Gil Saura and Calderón García (2002), this exploratory study discusses the potential influence of celebrities on organic and induced destination image and on the affective and cognitive destination image formation process. The paper demonstrates the multi-faceted role that celebrities may have in shaping destination image, not only through targeted advertising but also through other commercial and non-commercial media exposure.

Keywords: destination image, celebrities, marketing

## **EMPLOYEE CONTROL OR CONTROLLED EMPLOYEES: IS EVERYONE MARCHING TO THE SAME BEAT?**

Warren Goodsir

The purpose of this paper is to explore the meaning managers attribute to the concepts of standardisation and customisation of services, and the effect that their interpretations of these two concepts have on their approach to service management. It presents findings from an exploratory case study of management control issues associated with customer-contact employees. The research was conducted in 2007, at four hotel properties belonging to one international hotel group. The qualitative data gathering methods included 16 semi-structured interviews, documentation review and field notes.

The findings suggest that brand standards and consistency are forfeited in the belief that providing a unique experience to customers requires employee improvisation and individuality. Furthermore, it is argued that due to the nature of corporate hospitality where employees represent the host and hotel brand, the need for high levels of standardisation and bureaucracy are increased, leaving little room for employee individuality.

Keywords: Hotels, Standardisation, Customisation, Management Control

## **ANZAC DAY COMMEMORATIONS AT GALLIPOLI AND THE ECONOMIC EFFECTS OF ATTENDANCE**

John Hall  
V John Basarin

Battlefield tourism is a growth sector of the tourism industry. This type of tourism is encouraged by the host countries due to its positive economic impact. For Australians, Gallipoli is the most visited battlefield site, in particular on Anzac Day. The attendance at Gallipoli is anticipated to reach a phenomenal number of 50,000 participants at the centenary of the campaign in 2015. It is important to understand the economic impact of the event to justify to the policy makers of the host country Turkey that holding such an event is in their national interest.

To elucidate the above matters, a methodology which relied upon a questionnaire based survey was utilized. The questionnaires were distributed and collected on buses going to Gallipoli on the eve of the Anzac Day in 2007. The respondents were travelling to Gallipoli to partake in the Anzac Day ceremonies. The 482 responses collected were then analysed for expenditure and duration of the visit which provided the basic data for economic impact estimation. From these responses it was possible to estimate the economic impact of the event.

Keywords: Battlefield tourism, Gallipoli, Anzac Day, economic impact.

## **INTERNATIONAL BUSINESS TRAVEL BY NEW ZEALAND FIRMS: AN EXPLORATORY STUDY OF CLIMATE CHANGE MITIGATION AND ADAPTATION PRACTICES**

C Michael Hall

International business travel is an important element of firm connectivity to business networks and markets. Such international connectivity is also extremely significant for firms in locations where domestic factors, including limited size of market, limit firm growth. Climate change mitigation and adaptation measures may potentially affect aviation and therefore the costs of undertaking business travel and maintaining or enhancing connectivity. International business travellers also represent a group of hypermobile travellers that are recognised as having some of the highest sets of per capita emissions from aviation. However, there is limited knowledge on how the business travel market, which is relatively inelastic in demand, will adapt and respond to mitigation efforts. Therefore, paper presents an exploratory analysis of the international travel behaviour of 47 respondents to a semi-structured interview survey conducted in 2006 and 2007 in the South Island of New Zealand. The results indicate a low level of knowledge of mitigation measures and a high level of commitment to future international travel as no immediate substitute for the value of face-to-face contact is recognised. The results of the research have potentially substantial implications for understanding the application of mitigation and adaptation measures to this specific market.

Keywords: business travel, climate change, mitigation, adaptation, frequent flyers, New Zealand

## **TOURISM, CHANGE AND TIME: TIME CONCEPTS AND UNDERSTANDING TOURISM RELATED CHANGE**

C Michael Hall

Change is an essential element of the study of tourism. In order to be able to understand change it is also necessary to understand time yet there is surprisingly little research on the implications of the various dimensions of time on tourism. The paper identifies some of the key concepts of time as they are applied in tourism and comments on some of their implications. It is divided into two main sections. The first discusses time as a physical dimension, a view of time as something that can be measured precisely. This has implications for technical definitions of tourism, the conduct of time-series analysis, and the understanding of tourism systems. The second section examines time as a social construct. Social time indicates time with content: tourism related phenomena in the process of change. Key time related concepts discussed here include time-space compression, time-space convergence, time-space distanciation and time-geography. Social time is also connected to the understanding of historical periods in which tourism is variously implicated. The paper concludes by highlighting the significance of scale of analysis in understanding change and the connectivities between different scales, using the example of climate change.

Keywords: change, physical time, social time, time-budget, scale, panarchy



## **OBESITY, TOURISM AND DISCRIMINATION? AN INVESTIGATION OF AIRLINE 'CUSTOMER OF SIZE' POLICIES**

Candice Harris  
Jennie Small

This paper explores the potential of airlines to discriminate against obese customers through their direct or indirect 'customer of size' policies, determined through a web survey of the policies of airlines in the One World Alliance and Star Alliance airline groups. The authors argue that discrimination can be a form of exclusion and stigmatisation by the tourism industry. A review of weight stigma theory introduces important frameworks within which the experience of the obese traveller can be considered. Exclusion can occur through non-participation or indirectly through forms of 'Othering' of tourist participants. By calling attention to the experiences of obese travellers and the airline policies we also ask: whose lives are privileged in the provision of the tourist experience? This exploratory research leads the authors to question why tourism scholars have not researched groups such as the obese, which, we argue, also constitute the 'Other'. Such an omission raises important questions about ethics and how we conceptualise and research 'Tourism'.

Keywords: Obesity, tourism, airlines, weight stigma, discrimination

## **CINDERELLA IN BABYLON: THE REPRESENTATION OF HOUSEKEEPING AND HOUSEKEEPERS IN HOTEL BABYLON**

Candice Harris

Helen Tregidga

Denise Schitko

David Williamson

This paper looks at the representations of housekeeping and housekeepers in the popular television series *Hotel Babylon*. The paper discusses some possible effects of the impression constructed of this area of hotel employment and suggests that the image of a hospitality career in housekeeping is undermined and undervalued by this construction. The paper takes a reflective approach and looks at how language and image in the 'Hotel Babylon' series are constructed regarding the housekeeping department and workers. The paper posits that image of housekeeping work and those employees is one of mainly migrant workers, sexualized victims and denigrated employees. The paper goes to suggest that housekeeping is in fact often the largest and most important department in hotels as the majority of their income is derived from the sale of rooms. The paper argues that it is ironic that the employees responsible for the largest revenue generating area of the hotel are so strongly denigrated, when in fact they should be recognised as key employees. In terms of hotel and hospitality generally, this study suggests more fundamental concerns about sustaining service quality and employment relationships in a tight labour market.

Keywords: Housekeeping, Hotel Babylon, Ethnicity, Sexualisation, Denigration

## **EDUCATING TOURISM STUDENTS IN THE SOUTH PACIFIC: CHANGING CULTURES, CHANGING ECONOMIES**

David Harrison

Tourism is generally considered a tool for development in less developed countries, including those of the South Pacific. Following discussion on the role of tourism in the South Pacific, focus shifts to the University of the South Pacific and, more specifically, to the School of Tourism and Hospitality, which began in the mid-1990s. Factors surrounding its introduction and development are discussed, in particular the emergence in 2004 of distinct courses on hospitality, funded by the European Union. Attention then shifts to the challenges currently faced by the School.

## **HOTEL SWEET HOME: A STUDY OF RETIRED COUPLES LIVING IN HOTELS AS PERMANENT GUESTS, AS AN ALTERNATIVE TO LIVING AT HOME**

Brian Hay

Living permanently in hotels is not new; the rich and famous, such as Greta Garbo at the Fairmont in Los Angeles, Marlene Dietrich at the Lancaster in Paris, Claude Monet at the London Savoy, Howard Hughes at the Desert Inn in Las Vegas, Al Gore in the Washington Fairfax, have all opted to make a hotel their home – as have the very poor, whose only source of income may be government support. However, in the last decade, given the changing nature of work, and the increasing number of people on short-term contracts working away from home there is a demand from middle-earning workers for temporary accommodation. This research focuses, however, not on this group of skilled workers, but on financially comfortable, retired couples who have chosen to live on a permanent basis, not in a *hotel suite*, but in a *hotel room*.

## **UNDERSTANDING THE CULTURAL VALUES OF FACE AND HARMONY WHEN CHINESE DINERS PLAY TOURISTS**

Rui Jin Hoare  
Danny O'Brien  
Ken Butcher

The purpose of this study is to explore the core cultural values in the context of Chinese people's overseas dining experiences, and explain the underlying themes of these core values. A structured in-depth interview method was used for a convenience sample of Chinese diners. It was found that the core Chinese cultural value of face and harmony affect Chinese consumers' dining behaviour and their perception of service outcomes. These findings provide insights on restaurant market segmentation, and offer strategies to enhance the service encounter experience.

Keywords: Face, harmony, restaurants, service outcomes, Chinese tourists.

## **LEARNING IN OUTDOOR MUSEUMS: UNDERSTANDING THE BROWSING TOURIST AS INTELLIGENT FORAGER**

Mary Hollick

The paper presents research into learning engagement by adult 'browsers' at Australia's leading outdoor museum, Sovereign Hill, in order to better understand what learning strategies adult visitors are employing and how the museum could further support their learning outcomes. Learning constitutes a significant reason to visit and underpins satisfaction (Hein; Hooper-Greenhill). However, for any learning to take place, the learner has to be paying attention, so museums need to understand how they arouse visitors' attention. The paper argues that, while outdoor museums have particular attributes for generating interest in learning, a good deal more needs to be understood about visitor's 'entry agenda' their links to learning outcomes. The research revealed a number of findings which supported these concerns. The respondents exhibited characteristics of free choice learners and utilised many search strategies derived from optimal foraging theory. Their visit had a sufficiently transformational effect in that 39% of respondents expressed an interest in exploring further learning after their departure, when only 14% of the same respondents were motivated to visit by 'an interest in learning' about history in general or the theme presented at Sovereign Hill in particular. Findings also indicate that the learning, while drawing from the three dimensional setting and activities, was largely socially constructed, within family groups of visitors.

Keywords: outdoor museums, learning engagement, free choice learning, visitor entry agenda, Rounds, Silverman.

## **THE CARBON FOOTPRINT OF AUSTRALIAN TOURISM**

Serajul Hoque

Peter Forsyth

Larry Dwyer

Ray Spurr

Thiep Van Ho

Daniel Pambudi

Climate change, which has substantial capacity to affect Australia's destination competitiveness, is the result of a build up of greenhouse gases (GHGs), chiefly carbon dioxide (CO<sub>2</sub>) in the atmosphere. Policies to mitigate and to adapt to climate change need to be based on as much detailed information as is available regarding the emissions of GHG associated with economic activity. Increasingly the shorthand term 'Carbon Footprint' is used to refer to the amount of GHG emissions associated with the production and consumption of goods and services at the level of an individual firm, industry or entire economy. The focus of this paper is on the 'carbon footprint' of the Australian tourism industry.

## **ISLAND TOURISM: THE APPLICATION OF A CERTIFICATION SYSTEM TO SUPPORT TOURISM IN OFFSHORE ISLANDS OF TAIWAN FOR SUSTAINABLE DEVELOPMENT**

Liyi (Roxanne) Huang  
Diane Lee

A sustainable tourism certification system in offshore islands can be a tool for management of sustainable tourism development and give tour operators and tourists a clear identification point. According to the Sustainable Development Strategies for Taiwan Ecotourism, development of a certification system is one of the suggested actions for government. This paper presents the preliminary results of Taiwan's offshore islands tourism and the role played by a certification system. The key issues to be evaluated include the difference in cultural applications between the International community and Taiwan in particular. The factors which determine tour operators and tourists to trust or not to trust should also take into account. Finally this research hopes to develop a certification system for sustainable tourism management on Taiwan's offshore islands.



## **TOWARDS A GOOD PRACTICE USER PAYS SYSTEM FOR AUSTRALIAN PROTECTED AREAS**

Michael Hughes

Jack Carlsen

Gary Crilley

This paper presents results from research into the spectrum of protected area user pays systems in Australia based on a review of the literature and interviews with protected area managers. The project aimed to identify examples of good practice across a diversity of systems in order to provide guidelines for an effective approach to user pays management. It was found user pays systems are unique to each State and significantly shaped by state based political and historical influences. A one size fits all model for Australia is not practical though some key good practice elements were identified for future improvement of user pays systems.

Keywords: User pays system, protected areas, good practice examples.

## **RESEARCH STUDIES ON DESTINATION IMAGE: PAST, PRESENT AND FUTURE DIRECTIONS**

Joseph Hui

May Aung

This paper offered a review of the literature between the periods of 2002-2007. The purpose was to examine and review the current literature to determine if researchers had heeded the suggestions of past literature reviews of Gallazra, Saura and Garcia (2002) and Pike (2002) between the periods of 1973-2000. In addition, we were interested in investigating the direction of the current literature in terms of introducing new methods and approaches to extend the existing conceptual understanding on destination image as proposed by scholars in this field of research. After a careful examination of the literature from 2002 to 2007, it can be seen that this body of literature has progressed substantially since the publications of Gallazra, Saura and Garcia (2002) and Pike (2002) reviews. A majority of the previous studies have utilized a variety of structured quantitative methodology and analyses. However, there is a growing trend as shown in the previous literature reviews towards a more unstructured qualitative approach. This current literature review has recognized the achievements and progress made in this area over the recent years for instance applications of experimental design, visual methods and use of on-site measurements. In addition, the current review has prepared suggestions that should contribute and further enhance future studies. Specifically, we proposed that the role of internet (online forums), the use of netnography and video ethnography are crucial to the future studies of destination image.

**Keywords:** Literature Review, Destination Image, Research Methods, Quantitative Approach, Qualitative Approach

## **LONG TAIL AND TOURISM DESTINATION WEBSITES: A STUDY ON INFORMATION QUALITY AND INFORMATION CONVERGENCE**

Alessandro Inversini  
Dimitrios Buhalis

Relevant tourism online information is spread in a galaxy of different websites. Official destination or attractions websites are challenged everyday by a constant growth of unofficial websites such as blogs, online communities, social networks, personal websites, etc. These unofficial websites bring almost the same information to end users as the official ones but in a different way and with different strategies. Hence, official and unofficial websites are competing in the Internet arena to satisfy travellers' information needs. This study explores the information market around a given tourism destination, investigating the characteristics and information quality of available websites. Search engine results from a given set of keywords, related to a given destination, have been analyzed in terms of content players, content type and content quality, highlighting the characteristics of both official and unofficial websites. Finally, some ways of exploiting the official and nonofficial contents are explored and the topic of the possible information convergence resulting from folksonomies is discussed.

Keywords: long tail analysis, destinations information, information convergence, tourism folksonomies

## **ADOPTION OF BACK-OF-HOUSE INFORMATION TECHNOLOGY IN MALAYSIA'S FOODSERVICE INDUSTRY**

Ahmad Fareed Ismail

Murali Sambasivan

Boo Huey Chern

Jamie Murphy

Information technology (IT) has made a vast impact and transformation on how organizations run their businesses. In the foodservice industry, companies adopt back-of-house information technology applications, such as kitchen display or menu management systems, to improve operational efficiencies and gain competitive advantages. This study investigates organizational, technological, and environmental factors related to the adoption of back-of-house information technology by 160 Malaysian foodservice companies, chain and independent, in Kuala Lumpur and Selangor. The results of multiple regression analysis revealed that six – top management support, strategic relevance, sufficient capital, IT skilled workers, ease of use, and compatibility – of ten factors related significantly to organizational adoption of back-of-house information technology. The research findings suggest that organizational rather than technological or environmental factors related to the foodservice companies adopting back-of-house IT.

Keywords: Information technology, adoption, foodservice, Malaysia.

## **IDENTITY AND MEANING OF FESTIVALS – FOR WHOM?**

Kari Jaeger

Reidar Mykletun

Who decides what is interesting and important in a festival? Festivals are being created for different reasons and stakeholders have different motives. Some could be based on a desire to: make changes in the local community as; to reduce racism, or to create cultural harmony. In Norway, the cultural expression of the Sami people known as joyk, had been forbidden for many years but these have been revived through festivals. Other motives for festivals in Norway include sea sport fishing competitions, music festivals and public celebrations. This gives rise to the key research question: What meanings do the stakeholders related to a festival, including the festival managers and the community, attach to the festivals? A related question is: Do these meanings and related goals converge or diverge? One hypothesis emerging from this research is that meanings attached to festivals by stakeholders may diverge, but the goals should converge around the desire to stage a successful festival.

## **DEVELOP A LITERARY TOURISM SITE: THE PERSPECTIVE OF CONSTRUCTIVISM AUTHENTICITY**

Hongyan Jia

This paper explores the approach to developing a literary tourism site from the perspective of authenticity which is a keyword in heritage tourism. By comparing four theories of tourism authenticity, objectivism authenticity, constructivism authenticity, postmodernism authenticity and existential authenticity, the study reveals that the theory of constructivism authenticity which emphasizes both authenticity of toured objects and touristic experience is more likely to underpin the development of a literary tourism site for both fact and fiction are involved in literary. Then it demonstrates through a case study, the planning of 'Wang Zengqi Water Region Folk-custom Theme Park' in Jieshou, China the applying of the theory and proposes 'poetic tourism' as an object for literary tourism destinations to pursue.

Keywords: literary tourism, authenticity, constructivism authenticity, poetic tourism, Wang Zengqi

## CONFERENCE DECISION HEURISTICS: PATTERNS OF CONFERENCE PARTICIPATION DECISION MAKING

Tatiyaporn Jarumaneerat  
Peter Jones  
Hesham Z Al-Sabbahy

Previous research in the conference industry has mainly focused on identifying attributes or factors that influence the attendees' participation choices (Oppermann, 1998; Var, Cesario, & Mauser, 1985; Ngamsom & Beck, 2000; Grant & Weaver, 1996; Mair & Thompson, 2008). Only recently have studies attempted to conceptualise the conference participation decision-making process (Oppermann & Chon, 1997; Yoo & Chon, 2008; Zhang, Leung & Qu, 2007). This study adds to the study of conference participation decision heuristics (styles or patterns of decision-making). Questionnaires were administered on-line. Data were subjected to two-step cluster analysis to find out the sub-groups of conference participants, and a one-way analysis of variance was tested to profile the decision-making patterns and other characteristics of these clusters. The findings provided empirical support for the proposition that there is more than one type of conference decision-making heuristic. Many notable differences were found between these clusters. These included the perceived difficulty of decision-making, time required in making decisions, level of information search, stability of the consideration set, preferred sources of information, and individual profiles (working experiences, job position, conference knowledge, prior conference experiences, and loyalty to a particular conference).

Keywords: Consumer behaviours, decision-making heuristics, cluster analysis, conference knowledge, working experiences, consumer profiles

## **FOOD SAFETY FOR EDUCATION TOURISM: IMPLICATIONS TO CULTURAL CHANGE**

Benedict Jipiu L

Toh P S

Abd Azis A M

Son Radu

Malaysia's ethnic, cultural and educational diversities formed an ideal basis on which to think global. The population of foreign students studying in Malaysia consists of students of different races and cultures. The diversity of languages and religions employed in Malaysia as well as its moderate cost of living and various twinning program with higher education institutions from Western countries, attract students from abroad. The increase in the number of institutions of higher learning and twinning programmes with foreign universities provide the foundation for growth in education tourism. Education tourism has become popular as reflected by the demand for tours to visit schools so as to enable students from other countries to be informed of the school education system as well as experience the Malaysian public and private institutions atmosphere, which is unique together with the social interaction of the various ethnic groups. There are 11 public universities in Malaysia, several local-based international universities, 8 private universities and more than 600 private educational institutions (boarding schools and technical colleges of higher education etc). Many cater especially for the foreign students. The presence of more than 40,000 foreign students in the beginning of year 2005 speaks volume on the success of foreign students' tourism. To-date enrolment of foreign students at tertiary level totaled 92,318 with foreign exchange earnings of RM1.4 billion. It is important that students (local and foreign) studying in higher learning institutes be provided with food free from health. It is noted that for every



reported case of foodborne illness, many more cases are unreported. Additionally, there have been many food safety studies on domestic, commercial and retail foods. Findings have shown that by instilling knowledge through training and education among the foodhandlers have ensure a very efficient and effective food safety among the local and foreign students from the higher learning institutions. It is important that students residing in University or Colleges Residents Hall be provided with food free from health hazards caused by unsafe food. It is also found that there is little evidence of food poisoning due to contaminated raw foods occurred during the cooking process due to the fact that Malaysian cultural way of cooking practice which involve in using high heat and served the food immediately after cooking. Apart from that, a strict Government legislation (Food Act 1983 and Food Regulation 1985) has been enacted in order to show concern to the food safety in the country. With diversity of cultures among the foreign students, foodservice system is also upgraded to be efficient foodservice provider. Instant or ready packed ingredients are used to satisfy consumers/students with regard to nutritional, sensory, convenience and safety aspect of foods.

Keywords: Education tourism; food safety; ethnic, cultural and educational diversities

## **CLIMATE CHANGE: IMPACTS ON UK COASTAL TOURISM DESTINATIONS REFLECTIONS, RESPONSES AND REPERCUSSIONS**

Andrew L Jones

The aim of this research is to investigate the impact that climate change has on tourism destinations using coastal UK tourism destinations as case scenarios. Four objectives were set in order to achieve this aim. (i) to review current reflections of climate change and its effects on tourism, (ii) to analyse perceived short term and long term threats of climate change at specific destinations, (iii) to assess responses to the effects of climate change and (iv) to evaluate future repercussions and priorities for such destinations.

Secondary and primary research sources were used in this study. Literature on climate change and tourism was reviewed as part of the secondary research. In-depth questionnaires were carried out as primary research for the study. A qualitative study of eight UK coastal tourism destinations using interviews from key professional personnel were carried out. The findings from the study evaluated responses, reactions and repercussions of climate change impact from key stakeholders. These, in turn, raised debate and dialogue assimilating and synthesizing future policy and management needs for such destinations.

The results from this study imply that the current perceptions of climate change facing UK coastal tourism destinations are mixed but with increasing, albeit, unclear concerns for the future. Results suggest a current malaise by key professional groups and local municipalities in responses, particularly to mitigate or adapt to climate change in the short term. Conclusions drawn inevitably suggest that the tourism industry at such destinations

has not yet fully realised the degree of the impacts predicted and the implications for broader coastal zone management requirements. This is particularly pertinent for the long term and sustainable futures for coastal tourism destinations.

Keywords: Climate change, tourism, coastal zone management

## **THE CHALLENGES OF MANAGING DESTINATIONS: UNDERSTANDING SUSTAINABILITY AND CHANGE THROUGH DESTINATION MODELLING**

Tod Jones  
David Wood

There is an increasing recognition that tourism research should shed light on the complexities and linkages within tourism systems. Such an understanding of tourism is closely linked to the concept of sustainable tourism, which recognises the importance of social, environmental and economic systems to collective quality of life and ultimately the survival of the planet. While tourism's complexity and its diverse dimensions are well recognised, the processes for integrating this understanding into a research project are not well covered in the tourism research literature. This paper analyses the preliminary stages of a research project that examines and integrates social, environmental and economic systems in order to assist tourism planning at the destination level for the Ningaloo region of Western Australia.

**BELIEVE IT OR NOT: TRAVELLERS' PERSPECTIVES  
ON CLIMATE CHANGE AND CONNECTIVITY TO  
TRAVEL DECISION-MAKING - A CONSTRUCTIVIST  
INTERPRETATION**

Ulrike Kachel  
Gayle Jennings

Travellers' perspectives on climate change and its connectivity to travellers' decision-making were studied using a constructivist paradigm. Grounded theory traditions informed empirical material collection and interpretation. The study focussed on online discussions held between January 2006 to September 2008 on the *Lonely Planet's Thorn Tree* forum. The grounded theory that emerged indicates that the forum enabled travellers to demonstrate personal and social agency with regard to information sharing and distillation regarding climate change and connectivity to travel decision-making. Additionally, the grounded theory found that travellers' perspectives of the climate change are influenced by information generated by a broad range of social institutions.

## **CONVERTING BUSINESS TRAVELLERS TO LEISURE TRAVELLERS**

Greg Kerr

Katie Lazarevski

Sara Dolnicar

The aim of this paper is to propose a novel strategy for attracting vacation tourists to destinations, especially destinations that are not in the favourable position of having a strong positive brand image as a tourism destination. This involves the conversion of involuntary first time visitors, such as business travellers, to tourists who spend leisure time at the destination. An empirical study was conducted to investigate if this proposed strategy is practically viable. Results indicate that involuntary first time visitors with a high intention to return as tourists in their leisure time have distinctly different characteristics in terms of how they perceive the destination as well as their vacation preferences, which makes them a distinct market segment that could actively be targeted by tourism destinations as well as accommodation businesses and attractions.

Keywords: Conferences, Associations, Site Selection, Case Study

## **AN EXAMINATION OF MOTIVES TO CHOOSE LOCAL FOOD AT A TOURIST DESTINATION**

Yeong Gug Kim  
Anita Eves  
Caroline Scarles

Tasting local food is an essential part of the tourism experience since it can serve as both a cultural activity and entertainment, and local food and beverages on holiday also play an important role in introducing travellers to new flavours and different traditions in destinations. The main objective of this study is to gain deeper insight into motivations to experience local food and beverages at a tourist destination and determine factors influencing local food choice at a destination using a qualitative approach.

## **ENGAGEMENT BETWEEN POSTSECONDARY EDUCATION AND THE TOURISM INDUSTRY IN AUSTRALIA. TOWARDS A “WHOLE OF SUPPLY CHAIN” APPROACH**

Brian King

In engaging with the tourism sector, most education providers specialise in a particular level of the qualifications hierarchy, for example secondary, further, vocational or higher education (undergraduate and postgraduate). This structure is in contrast with the operational realities of the tourism sector, where most employers are dependent on the full labour supply chain to deliver high quality service. The first part of this paper adopts an historical approach by examining the engagement models, which have prevailed between Australian education providers and the tourism industry over the past two decades. The second part of the paper explores the prospects for developing and implementing a comprehensive model of engagement between educational institutions and the tourism industry.



## **DO TRAVELLERS COLLECT WORLD HERITAGE AREAS?**

Lisa M King  
Bruce Prideaux

Certain travel destinations and places hold a particular appeal to special interest tourists resulting in the visitor consciously *collecting* those sites. Travel magazines, TV programs, authors and others take full advantage of the penchant for some people to collect destinations and places; yet, there is a decided absence of tourism-related literature on such behaviour. This paper reports on a study conducted in three Australian World Heritage Areas over a four month period in 2008 to determine if some travelers to these sites do collect them. Nine hundred and six self-completing questionnaires were collected on-site from visitors to Fraser Island, Riversleigh Site-D and the Queensland side of the Gondwana Rainforests of Australia. Data gathered found between 7% -15.6% of visitors do collect World Heritage Areas; but their socio-demographic characteristics are too complex to be determined with this study's methodology. Evidence suggests that park communications to visitors about World Heritage could be improved. There is a significant opportunity for future tourism researchers to expand upon this area of special interest tourism.

Keywords: World Heritage (Area), special interest tourism, travel behaviour, collecting destinations, Queensland

## **ARE LOW COST CARRIERS HELPING OR HINDERING REGIONAL DISPERSAL? FINDINGS FROM A LOGIT ANALYSIS OF THE NATIONAL VISITOR SURVEY DATA**

Tay T R Koo  
Cheng-Lung Wu  
Larry Dwyer

In 2006 and 2007, there were two Australian Low Cost Carriers (LCCs), Virgin Blue and Jetstar providing affordable domestic air services. These LCCs provided services to all state capitals as well as up to 15 other major regional gateways. The aim of this research is to examine the effect of the LCCs on the regional dispersal of domestic tourists. Whilst LCCs provide direct and cheap access to the regional gateways, does the increase in air arrivals stimulated by LCCs contribute to regional dispersal? This extended abstract provides a summary of the literature review, method and preliminary findings for the question raised above.

## **INTEGRATION OF FUNICULAR OPERATORS AND SKI-AREAS IN EUROPE: PERSPECTIVES AND PROBLEMS**

Lisa Kofink

Harald Pechlaner

Mike Peters

Barbara Hölzl

The funicular and cable car industry in European alpine regions are currently characterized by small-scale and fragmented structure. These small enterprises are facing a difficult future against the background of global but also regional economic, social and ecologic dynamics. As a result, small ski-areas in the Alps are calling for a reorganization of and cooperation within the funicular industry. In order to overcome disadvantages in competition of small funicular enterprises mergers might serve as a useful strategy by achieving economies of scale for integrated ski-areas. This study, surveys the attitude of funicular entrepreneurs towards merger and integration of ski-areas.

**WHICH FACTORS PREVAIL – AVERAGE ROOM RATE, OCCUPANCY, OR STAR RATING – IN A ROARING ECONOMY? A LONGITUDINAL STUDY ON MACAU HOTEL INDUSTRY**

Ching Chi Lam (Cindia)

Weng Si Lei(Clara)

Cristina Sousa

This study attempts to investigate the impact of star rating and the availability of casino facilities on hotel occupancy rate and average room rate for the Macau hotel industry. Macau hotel industry has been receiving massive foreign direct investment due to the liberalisation of the gaming industry in 2002. The industry has been impacted by overseas investors in different aspects, namely market competition, business operation, human resource and many others. Available time series data of 48 months from 2004 to 2007 are used. Quantitative analyses have been applied to study the trend on occupancy rate and the average room of 31 hotels in Macau. Four hypotheses are formed and three are supported by the research findings. Important trends of the industry are revealed from the study and light shed on the future development.

Keywords: hotel, casino, tourism, occupancy

## **RISK AND WORRY IN TOURISTS AS A FUNCTION OF A CATASTROPHIC EVENT**

Svein Larsen

Torvald Øgaard

Wibecke Brun

The present study investigated some *psychological* effects of the terror bombs in London in July 2005. The questions posed were whether tourist trips were judged more risky and worrisome after the fatal bombs, and whether closeness to the event influenced risk and worries. Stated in general terms, the present paper asked the question of whether specific events influence general judgements of travel related risk and worry.

## **DEVELOPMENT OF DESTINATION NETWORKS IN THE MEETINGS INDUSTRY**

Mia Larson

Szilvia Gyimothy

Since the mid-nineties, European urban destinations have intensified their efforts in the competition to attract corporate travellers, conventions and business meetings. Scandinavian cities have embarked on a process of building formal collaborative networks within the local meetings industry, resulting in the establishment of Convention Bureaus (CVBs) or destination development organisations also undertaking CVB activities. However, the setting up and governance of destination networks is paved with managerial challenges. This can lead to ambiguity and conflicts regarding strategic planning, authoritative decision making, development of a clear destination brand identity and unanimous support during destination brand delivery. Lacking the predictability of corporate organisational structures, DMOs perpetually face issues on legitimacy, transparency, equity, identification and loyalty. This paper presents and analyses the evolution of CVBs in three Scandinavian destinations with the specific focus on the dynamics of interaction, power negotiations and conflicts among main actors in the collaborative network.

## **STUDENT EMPLOYMENT IN HOSPITALITY AND TOURISM: INSIGHTS FROM A RECENT STUDY IN NOTTINGHAM**

Conrad Lashley

This paper reports on the student survey element of a research project exploring the employment of students in hospitality and tourism organisations in Nottingham. The research explored current practices and experiences with both students and employers with a view to ensuring a better quality of recruits for the sector. This paper focuses on finding which identifies current work patterns of the city's students together with main employing sectors and job locations of full-time students working in part-time jobs in Nottingham.

Nottingham has been chosen as the initial location for the study as a convenient sample area, because of the location of the research team within one of the city's universities. The research informed the development of a pilot study aimed at improving the employment of students in the tourism and culture sector. Initially the study explored the nature of student employment across Nottingham, and explored the numbers of full-time students which work, their working patterns, job locations, reasons for working and long-term ambitions in relation to their current employers.

## **COMPREHENSIVE COMMUNITY CONSULTATION IN DESTINATION MANAGEMENT PLANNING: THE DESTINATION DAYLESFORD AND HEPBURN SPRINGS STRATEGIC TOURISM PLANNING PROCESS**

Meredith Lawrence

Jeremy Buultjens

Collaborative tourism planning involving consultation with government, corporate and community stakeholders is necessary for achieving effective strategic outcomes. This paper presents a case study of the Daylesford and Hepburn Springs tourism management planning process, located in regional Victoria undertaken from May 2007 to May 2008. The planning processes was focused around an innovative consultation process involving a series of stakeholder workshops, a citizen's jury, the use of a dedicated website as well as feedback sessions. It was necessary to incorporate this comprehensive consultation process because of the problematic nature of tourism in Daylesford and Hepburn Springs as well as the character of the community. This was particularly important in this destination because tourism had received substantial criticism within sections of the community. There was a fear that the plan would be negatively received and there would be significant divisions within the community. The extensive consultation process ensured the plan was consistent with community values and aspirations and that the industry would contribute to community development and well-being. The year-long process ensured the plan gained a wide degree of acceptance.

Keywords: tourism planning, management, collaboration, stakeholder consultation



## **HOW WATER SHAPES A DESTINATION'S APPROACH TO TOURISM**

La Vergne Lehmann

Tourism destinations, particularly those that focus on nature-based and ecotourism, rely on a healthy environment with unspoiled nature and landscapes, and consequently indirectly use water to create the original attraction for tourists. Once tourists start to visit a destination, water is utilised in both in consumptive and non-consumptive ways during their stay, thereby creating a direct use of water in tourism. This paper aims to review and analyse the current literature concerning the relationship of water to tourism, water management initiatives in the tourism sector and the contrast between water demand and supply for sustainable tourism.

## **CHANGING APPROACHES TO EDUCATION, INNOVATION AND RESEARCH IN TOURISM**

Janne Liburd

Anne-Mette Hjalager

The Web 2.0 provides opportunities to rethink and reorganise the knowledge interaction and dissemination between industry, education and research. As Web 2.0 and 3.0 are only emerging there is still no striking evidence to support this assumption. Accordingly, the purposes of the paper are to first discuss the challenges in tourism education and address in brief the declining role of universities as knowledge monopolies and the emerging role as open knowledge mediators. Next, we present open innovation paradigms and address the issues of knowledge accumulation and dissemination in tourism and the new role of the university. This is followed by a presentation of the concept of INNOTOUR, which is an experimental hub for innovation in tourism. Finally, we point out challenges for collaboration in the international tourism research and teaching community.

In this process, there is a compelling need to build grounded theory and consolidated practice that will advance the quality and efficiency in tourism education though the use of a wide span of interactive technologies, and committed teaching methods. Thereby it is envisaged that new educational and scientific collaborative practices will be developed that will build interdisciplinary bridges across several international campuses.

Keywords: Web 2.0.; Tourism education: Innovation: Triple helix.

## **VOLUNTEER LIFE BALANCE AND THE FLEXIBLE FIRM: KEY DRIVERS IN A FRAMEWORK TO ENHANCE VOLUNTEER RETENTION**

Leonie Lockstone  
Kirsten Holmes  
Margaret Deery  
Leo Jago

This paper examines the trend towards flexible, episodic volunteer opportunities, which impacts on tourism organisations who are dependant on volunteers to deliver their services. Tourism organisations have to compete with personal, work and leisure commitments for volunteers' time. This paper is conceptual and brings together the literatures on flexibility, work life balance and leisure constraints to develop the concept of the Volunteer Life Balance (VLB). Using the idea of the VLB we examine which factors spill over into the time available for volunteering and we present the key barriers to volunteer participation. These barriers can be intrapersonal, interpersonal and structural and can also vary according the volunteer's life stage. By identifying these barriers we are able to suggest factors which would facilitate volunteer participation and increase volunteer retention.

Keywords: Volunteers, flexibility, work-life balance, leisure constraints

## **THE IMPACT OF CLIMATE CHANGE ON BUSINESS EVENTS: REAL CHANGE OR MEDIA HYPE?**

Judith Mair

Leo Jago

It is now widely acknowledged that climate change is a pressing issue globally, and that action to reduce carbon emissions is needed sooner rather than later. In an attempt to alleviate some of the problems related to climate change, a number of destinations and venues are investing heavily in 'green' or environmentally sustainable facilities and practices. It is currently unclear whether demand from meeting planners and event attendees is driving the apparent increased emphasis given by venues and destinations to sustainability. This research is the scoping phase of a larger study that seeks to determine the impact of sustainability and climate change on the business events industry. It also aims to understand how the business events industry is currently approaching the challenges presented by climate change. This scoping phase seeks to document the key issues based on the views of key industry informants.

## **EVENT EDUCATION AND ENGAGEMENT WITH INDUSTRY - IS IT WORTH IT?**

Judith Mair

Olga Junek

Leonie Lockstone

This paper examines a case study of industry engagement in the context of the emerging field of event management education at Victoria University, Melbourne. There are a number of well documented benefits associated with bringing industry into the classroom, such as giving students the opportunity to network with industry professionals, and enabling increased contextualisation of learning, but at the same time there are challenges to be faced, particularly by the teaching staff organising such events. Such challenges include the time it takes to organize these events, and the financial costs involved for the School or Department. The paper uses evaluative data and reflections from the teaching staff to identify the major benefits of bringing industry into the classroom and concludes that although there are indeed challenges, the benefits for students, academic staff, industry and the university as a whole do outweigh any difficulties.

Keywords: event management, education, industry engagement

## **CHANGING MARKET-UNDERLYING FACTORS INFLUENCING MAINLAND CHINESE TOURISTS' TRAVEL PREFERENCE TO AUSTRALIA**

Iris Mao  
Hanqin Zhang

Mainland China will become Australia's second largest inbound market and bring in 1.02 million tourists to Australia by 2016 (Tourism Forecasting Committee, 2007). There is an urgent need for tourism industry in Australia to understand this market and address the market needs. This study examined the hypothesized influences of travel motivation (TM), destination image (DI) and travel inhibitor (TI) of mainland Chinese tourists on their destination preference (DP). The attributes for measuring TM, DI, TI and DP are identified through literature reviews and focus groups. Exploratory factor analysis and confirmatory factor analysis on separate sample were used to explore and validate the latent structure of TM, DI, TI and DP. Structural equation modeling was used to test the relationship between the latent variables.

Keywords: mainland Chinese, Australia tourism, travel motivation, destination image, travel inhibitor and destination preference.

## TALES OF A MISSPENT USE: A CASE-STUDY OF 'YIELD' AS A DESTINATION MARKETING ORGANISATION'S MARKETING AND ORGANISATIONAL OBJECTIVE

Roger March

The pursuit of yield, rather than volume, is one of the mantras of the modern day business. This management objective holds equal currency in the Australian tourism industry which, despite generally rising visitor numbers, has been plagued with complaints by tourism operators that rising volumes have not been matched with rising profits – a situation often referred to as 'profitless volume'. This paper presents the findings of a forensic examination of publicly available documents produced by Tourism Australia to determine the shifts that have occurred in the use of 'yield' by Australia's national tourism organisation. The key findings are: 1) definitions and the emphases applied to the concept of yield' have changed over time, for practical and political reasons; 2) the yield debate illustrates the somewhat ill-defined and confused relationship between the country's national tourism organisation (NTO) and its tourism industry in terms of accountability and responsibility for industry growth; and 3) Tourism Australia's elevation of yield to a key organisational objective may enable it to attain its macro goals of overall increased spending by the international market *per se* but is unlikely to placate individual operators, state tourism organisations (STOs) or regional tourism organisations (RTOs) who experience fewer visitors. The conclusion is that yield is unsustainable and indefensible as a tourism marketing body's organisational or marketing objective.

Keywords: tourism yield, destination marketing, destination marketing organisation

## **EXPLORING THE MOTIVATIONS AND BEHAVIOURS OF SOLO WOMEN TRAVELLERS IN TROPICAL NORTH QUEENSLAND**

Karen McNamara  
Bruce Prideaux

This paper sets out to profile free and independent women travellers and ascertain their key motivations for travel, as well as their behaviours while holidaying in Tropical North Queensland. This includes an assessment of their interest in the region's major icons – the Great Barrier Reef and Wet Tropics rainforest. This paper is based on the results of a survey run throughout 2007 where 1,451 surveys were completed by departing domestic and international visitors at Cairns domestic airport. From this sample, 10.5% of respondents were solo women travellers, which accounted for a higher percentage than their male counterparts (8.2%). For independent solo women travellers, visiting the reef and rainforest and experiencing nature were their key motivations for travel to the region. While here however, only 57% visited the reef and 65.6% the rainforest, stating that a lack of time (17.8% for reef and 20.4% for rainforest) inhibited them from visiting these icons. These findings point to the importance of monitoring tourism trends and patterns, especially growing markets such as solo women travellers.

Keywords: women, solo travellers, Great Barrier Reef, Tropical North Queensland, Wet Tropics rainforest



## **CONVENTIONS HELD BY ASSOCIATIONS: A CASE STUDY OF BUYERS AND SUPPLIERS IN AN EMERGING CONFERENCE DESTINATION**

Monica Millar

Greg Kerr

Conventions constitute one of the fastest growing segments of business tourism, with association conventions being an important sub-segment. Associations are membership-based organisations centred on a business specialisation or common interest. Many destinations have been pursuing this segment to host some of the hundreds of conventions held annually by associations. Greater knowledge of associations on the part of location marketers and managers of the relevant businesses contained within the location will improve decision making and most likely lead to more opportunities. This study examines the case of the City of Wollongong, which is attempting to obtain a greater market share of association conventions. Interviews with representatives of the 'supply side' from within the destination were undertaken as well as those from the 'demand side', being representatives from a number of associations located outside of the city. The outcome is that a number of issues have been identified that are not only be case specific but may have generalisability to other places and in addition may contribute to an agenda for further research.

Keywords: Conventions, association conventions, market share,

## **TOURISM UNIVERSITY STUDENT INTERNSHIPS IN AUSTRALIA – A PRELIMINARY ANALYSIS**

Nina Mistilis

Jennifer Harris

Questions of tourism curriculum content and teaching and learning evaluation have been an academic concern for some time and have intensified with ongoing demands on universities to increase productivity. Paralleling this, recently Australian tourism industry leaders have increased their interest in the nature of programs producing tourism graduates due to the critical skills and labour shortage. One focus of both industry and tourism programs is the question of inclusion of internships in undergraduate and post graduate programs. Whilst there is a growing body of literature in tourism education (Stergiou, Airey & Riley, 2008), little attention has been given to analysis of their nature, extent or value. Although the major aim of university professional education programs is preparation of students for the workforce, universities and the workplace differ markedly in their activity systems. This implies a need for both university disciplinary knowledge and on-the-job training; neither of these is sufficient on its own (Le Maistre and Pare, 2004). Many studies have found that the internship contributes positively to career development though with qualifying factors (Palins, 2008; Wood and Kaczynski, 2007). These concerns are further cited by internship participants, who report that they experience a lack of opportunities to utilise fully Tourism university student internships in Australia.

## **HAVE SKILLS –WILL TRAVEL: THE RELEVANCE OF GEOGRAPHICAL MOBILITY TO WOMEN HOTEL MANAGERS' CAREERS**

Shelagh Mooney

This paper is based on research which sought to reveal what barriers prevent women from reaching the more senior positions within hotel management of hotel management. On the one hand, functional flexibility is extolled by hotel management as necessary for survival in the global marketplace, while on the other is promoted to attract service orientated individuals through structured career pathways. It would appear that the growth of the four to five star hotel industry in the Asia /Pacific region with its increased demand for executive staff and availability of a planned career pathway does present opportunities for women to advance in their careers. However, mobility is a key element in a hotel manager's upward progression to senior management and this paper suggests that the notion of career mobility can prove problematic for women managers, forming a barrier to their career aspirations. The research consists of interviews with women supervisors and managers employed by an international hotel group in Australia and New Zealand.

Keywords: careers, hotel managers, gender, women in management

## **ECONOMIC CHANGE, PRICES AND THE ADHERENCE EFFECT: INFORMATION, RATIONALITY AND HUMAN DECISIONS**

Pedro Moreira

The idea of value is closely linked to economic decisions. A price is more than a primal mirror of the objective value of an asset plus the profit compensation for the investment risk; it reflects value at a given time. Prices and buying decisions are at the end of a complex information processing route with interactive links to subjective judgements of risk perception and estimations of future value based on expectations. Risk perceptions and expectations depend heavily on the information available, and on the filtering or direct adherence of the final decisions to that information. As individuals are today more and more exposed to information on economic issues, the economic news may amplify the asymmetry of individual responses towards positive and negative changes in prices and inflation.

Information is associated with subjective risk derived from the decision maker and objective risk derived from the decision environment, with risk perception, a probability judgement about an undesirable event, mediating the information processing that culminates on the decision and on the subsequent behaviour (Moreira, 2007a, 2007b, 2004a, 2004b, Wang, Shi, Fan, 2006). Human rationality models evolved immensely since the heuristics and biases approach demonstrated the vulnerability of judgement and decisions to factors that were thought to be under rational control. If perception assists human decisions and humans are generally thought to be active perceivers, implying a degree of mental processing of the information inputs, filtering

the relevant information is central to the integrity of the decision process.

This study shows that the information available, independently of its reliability, influences directly the estimation of future events and that the estimations adhere to the reference information, responding very closely to its variations, ultimately influencing individual decisions.

The results confirm the existence of the proposed adherence effect and suggest that:

(1) the information available during the estimation or decision process has precedence over direct experience information in memory; and that (2) the importance of information in memory to decisions can be reduced by the presence of recent information presented in a similar form to the information needed to decide. Implications to the tourism industry include a better understanding of the concept of value and of human decision processes, and of the potential of latest news and publicity at the moment of the decision to influence value perception, risk perception, and economic decisions.

Keywords: decision, information, adherence effect, rationality, value, economic change.

## **FAT CRUISE TOURISTS' EXPERIENCES - THE SEA OF CHANGE: A CRITICAL REVIEW OF EXPERIENCES AND ITS APPLICATION TO THE CRUISE INDUSTRY**

Patsy Morgan

The concepts of experiences are not easy to define, as there are many interpretations of experiences, unique to the individual. The experiences of FAT cruise tourists is an interesting debate, because it draws from the global problems of obesity, the growth of cruise tourism, and the discerning consumers who are constantly seeking the ultimate, authentic experience. The term FAT cruise tourism is a generic term used to identify a segment of the cruise market and embraces those who have a weight issue, whether it is overweight to morbidly obese. Experiences in tourism have been argued in detail, but cruise tourism is a component of tourism where there is growing literature, but none, where it applies to FAT cruise tourists experiences. As the cruise industry has evolved so have cruise experiences, which may be due to the growth of new cruise ships, innovative cruise products or expected high levels of service, or the impact of the media on the cruise industry. This paper investigates the changes and growth of obesity and explores the relationship between cruise, globesity (WHO, 2000; Eberwine, 2002) and FAT cruise tourists' experiences.

Keywords: Experiences, Cruise Experiences, Cruise Industry, Globesity, FAT Cruise Tourism.

## CONNECTING TRAVELLER BEHAVIOUR TO INFORMATION SOURCE USE

Gianna Moscardo

Philip L Pearce

Research on information sources in tourism is generally directed towards travellers' initial decision making. This study extended that approach by considering the interconnections among information access patterns and sustainable tourist behaviour and experience in a nature based destination. A model to guide the information use process was outlined and this model shaped the hypotheses for the study. At core these hypotheses sought to establish multi-faceted links among information source use and a range of on site behaviours and experiences. The data analysed for this paper were generated from a survey of English-speaking tourists (n=1818) travelling on commercial tours to the Great Barrier Reef in Australia. Cluster analysis of information source usage identified seven distinct clusters. The study then examined differences among these groups in terms of their micro-decisions and experiences in order to provide direction for management strategies to support sustainable use of the area. The clusters differed significantly on demographic variables, trip planning behaviour, trip details, and familiarity with the destination. As predicted, there were also significant differences among the clusters in their reef trip decisions, experience evaluations and interest in more reef information. The results challenged the usefulness of broad generic information source models and proposed more tailored, cluster based solutions to aid understanding and guide managers in ways they can shape sustainable behaviour.

Keywords: Information source use, market segments, nature based tourism

## **AN EXPLORATION OF THE LINK BETWEEN DESTINATION BRAND PERSONALITY AND SELF CONGRUITY**

Laurie Murphy

Branding, a marketing strategy traditionally associated with consumer goods, is increasingly being adopted by promoters of tourism destinations (Henderson, 2000). Hankinson (2001) argues that creating brands in the way in which they are defined and discussed in traditional marketing literature is a more difficult and complex process when considering locations rather than more mainstream products and services. According to Ekinci (2003), successful destination branding involves establishing a link between destination image and consumer self-image using brand personality, emphasising the human side of the brand image. The aim of the present research was to explore the role and influence of self-congruity on satisfaction with a destination. Measures of self-congruity, personality congruity and travel motivation congruity were developed. The results indicate that, of the variables analysed in this study, self-congruity and accessibility are the best predictors of total satisfaction and that the relationship between self-congruity and satisfaction is partially explained by personality-congruity and total motivation congruity, but not totally. It is concluded that further research into branding's impact on visitor perceptions and behaviour is need. In particular, the development appropriate measures of the key constructs of brand personality and self-congruity which are relevant in tourism settings is important.

Keywords: destination branding, self-congruity, travel motivation



## **THE CAPTION EVALUATION METHOD: HISTORICAL DISTRICTS AS PERCEIVED BY ADULTS WITH INTERESTS IN ARCHITECTURE/TOWN PLANNING**

Taketo Naoi

Takanobu Yamada

Shoji Iijima

Takayuki Kumasawa

A historical district is a comprehensive form of historical attractions, and has diverse features that visitors could gaze on and attach various meanings to. This study attempts to elicit evaluations of those features in a historical district as a tourism destination by employing the caption evaluation method, which involves subjects' photographing. Twenty seven Japanese adults with interests in architecture and/or town planning photographed impressive settings of a Japanese historical district, the Kurashiki Bikan Historical Quarter', in Kurashiki-shi, Japan. The analyses of the written reasons for photographing the settings generated results indicating their focus on historical townscapes and its conservation as well as their desire to walk and explore as related to back alleys.

Keywords: the caption evaluation method, a historical district

## **HOW SHARP IS YOUR AXE? A STUDY OF MENU ANALYSIS IN INDEPENDENT RESTAURANTS IN DUNEDIN, NEW ZEALAND**

Ben Nemeschansky

The purpose of this research has been to explore the current practice of menu analysis in a sample of independent restaurants in Dunedin, New Zealand and to examine the reasons why independent restaurants tend not to follow theoretical menu analysis practices given the advanced state of IT and the financial benefits that these models suggest.

There are a number of published works relating to menu analysis but the majority are conceptual in nature and do not really investigate industry practice. Many advocate different tactical solutions for analysing the menu's performance but all share the same objective of improving the current menu items' performance.

The research revealed that the systematic techniques of menu analysis advocated in the literature were not widely used and that the majority of the operations relied more on qualitative measures. Possible reasons for this were explored and in addition to findings in support of earlier studies, an alternative theory of "Right Brain / Left Brain" dichotomy was mooted. Perhaps the low adaptation rate of formal menu analysis techniques is partly explained by the fact that many chefs would rather concentrate on the creative side of the operation, than on the routine left brain tasks required by systematic menu analysis.

Keywords: Menu Management, Menu Planning, Cost Control, Creativity, Right Brain / Left Brain" dichotomy

## **DEVELOPING A STRONG RURAL TOURISM PRODUCT: THE CASE OF ST. THOMAS, JAMAICA**

Annmarie Nicely  
Radesh Palakurthi

Since the 1800s tourism has been a major contributor to the Jamaican economy but in recent times there have been problems. Jamaica's tourism product has been described by experts as weak, lacking in variety and average visitor spend low (Commonwealth Secretariat, 2002). The rural parish of St. Thomas on the island has also been experiencing problems, but primarily socio-economic in nature. So could part of the answer to both concerns be tourism in St. Thomas? Rural tourism development theories were used to make a preliminary determination as to the area's tourism potential and strategies to developing a strong bucolic tourism product. Murphy, Pritchard & Smith (2000) destination product and Koth's (1999) and Blank's (1989) tourism system models were expanded and used in the analysis.

Six national tourism leaders and forty-three community leaders were interviewed for the case analysis. A town meeting was also convened with local residents. Content analysis, centroid techniques and multidimensional scaling analysis were performed on the data.

A major finding of the investigation was that the area's rich culture was one of its strongest asset but also its greatest liability and could be a major impediment to successful tourism development in the area.

Keywords: rural tourism, Jamaica, St. Thomas, tourism system, culture

## **THE TAPESTRY TOURISM FUTURES PROJECT: LESSONS LEARNED FOR GOVERNANCE IN COMMUNITY TOURISM PLANNING**

Jeremy Northcote

Diane Lee

Aggie Wegner

Stephanie Chok

This paper focuses on the findings from an evaluation (funded by the STCRC) of the three-year Tapestry Tourism Futures Project (TTFP) in the context of governance models in community tourism planning. The TTFP was a tourism resource management project that was carried out in the South West Tapestry Region of Western Australia from 2000 to 2003, before being handed over to the Tapestry community for self-management. The project was discontinued not long after the evaluation was completed. This paper will focus on the community placement phase, and the advantages and disadvantages of its implementation in the context of sustainable community development – an explicit objective of the TTFP. It situates the evaluation findings in the overall context of sustainable tourism planning, particularly concerning collaboration in community tourism planning and suitable governance structures.

## **PRICE SATISFACTION IN CHANGING TOURISM MARKETS**

Harald Pechlaner

Frieda Raich

Pricing plays an important role in global competition. More than ever, pricing is a fundamental marketing issue. Information about price satisfaction and price sensitivity allow companies to develop adequate price strategies (Raich et al., 2006). Watching and analysing the price sensitivity of the customer provides information on changing markets. This enables a timely response and supports coping with a volatile demand. The study aims to analyse the different dimensions of price satisfaction and particularly the price sensitivity in the hotel industry over time.

## **AN ANALYSIS OF PSYCHOLOGICAL EMPOWERMENT AND JOB SATISFACTION FOR MIDDLE-LEVEL MANAGERS IN THE HOSPITALITY INDUSTRY**

David Ponton

This study is designed to contribute to the research investigating psychological empowerment in the hospitality industry.

Specifically, this study aims to explore how many middle-level managers in the hospitality industry perceive themselves to be psychologically empowered.

The study aims to investigate how a sample of middle-level managers within hotels and clubs compares on a range of satisfaction variables and identify which, if any, of the psychological empowerment dimensions are associated with job satisfaction, organisational commitment and turnover intent.

A secondary objective of the study is to explore whether middle-level managers are satisfied with their jobs, committed to their organisations and also what their intentions are towards job tenure. As no study to date has systematically identified the psychological empowerment of middle-level managers with key constructs, such as job satisfaction, organisational commitment and turnover intent in the hospitality industry, this study will seek to make a unique contribution to the literature within this area. An analysis of psychological empowerment 2

The key driver for a study of this kind is to further understand why there are such high levels of management turnover within the hospitality industry (Davidson and Timo, 2006) and this research will assist in the understanding of the reasons.

## **IDENTIFYING INDICATORS TO MEASURE TOURISTS' VIEWS ON CLIMATE CHANGE**

Bruce Prideaux  
Alexandra Coghlan  
Bob McKercher

Climate change is emerging as a factor that will exercise considerable influence over future patterns of tourism demand. Concerns over the carbon cost of long distance air travel for example may begin to have a detrimental impact on long haul travel in the near future. Surprisingly, the tourism literature has largely ignored the issue of climate change with only a handful of papers, a few special issues of journals and several books (e.g. Becken & Hay, 2007; Hall & Higham 2005) focusing on the topic. In the scientific literature the reverse is true as evidenced by the large number of papers consulted in the preparation of the IPCC report (2007). The research reported on in this paper deals with the preliminary findings of a project that is designed to develop a survey based monitoring system. The surveys will be used to identify key indicators that reflect changing consumer perceptions of climate change and travel. The results are based on the first of a series of surveys to be conducted in Cairns at yearly intervals. Results of the first survey indicate that the majority of consumers have yet to adopt behaviours that reflect concern about climate change. The results also identify potential candidates for climate change indicators that may be used to track shifts in consumer's concerns about climate change.

Keywords: Climate change, indicators, Cairns

## **TOURISM IN A CRISIS AND DISASTER PRONE WORLD: CRISIS COMMUNICATION THEORY, CONCEPTS AND FUTURE RESEARCH DIRECTIONS**

Brent W Ritchie

This conceptual paper outlines the importance of understanding the influence of external factors such as crises and disasters on the tourism system. Despite this importance, a small but growing research base exists related to tourism crises and disasters, but limited attention has been given to the role of crisis communication and public relations in tourism crisis recovery. This paper focuses on the important area of tourism crisis and disaster communications and public relations, and integrates theory and concepts from the crisis communications literature with key studies in the tourism crisis and disaster field. In particular, this paper outlines public relations and communication efforts and concepts that tourism managers can implement in the planning and response stage of a crisis or disaster. The paper then discusses future research issues, questions and topics as an outcome of this synthesis. The paper argues that researchers must work beyond disciplines, taking a 'post-disciplinary' approach and work with communication and public relation researchers to better address future research issues in the tourism crisis communication field. In doing so it is hoped that this paper provides a better understanding of key crisis communication theory, concepts and issues to inform both future research and practice.

Keywords: crisis, tourism, communications, public relations, image



## **THE 14<sup>TH</sup> ANNUAL SPORTS AND CULTURAL FESTIVAL: AN EVALUATION OF AN INDIGENOUS SPORTING EVENT**

Lisa Ruhanen  
Michelle Whitford  
Char-lee McLennan

Traditional indigenous tourism has become an area of interest for both governments and academics (Harrison, 1996; Briednehan & Wickens, 2004). Festivals and events are one way of showcasing indigenous culture and generating positive socio-economic benefits for indigenous communities and regional economies. One highly regarded and anticipated national sport festival on the Australian events calendar is Brisbane's Annual Sports and Cultural Festival. The festival is a unique indigenous 'culture controlled' (Butler & Hinch, 1996) event that has been developed and operated by an Indigenous Australian event management organisation. It has the potential to be expanded into one of the world's most prestigious and well-known indigenous events that could increase awareness of indigenous tourism and attract more tourists to Australia.

The purpose of this paper is to report on an evaluation undertaken on behalf of the organisers of the 14th Annual Sports and Cultural Festival. The results of the evaluation revealed that the sports festival plays a central socio-cultural role in the Brisbane region and provides opportunity for community celebration, cultural rejuvenation, indigenous entrepreneurship, tourist activity and economic gains for the Brisbane region. Attendance at the festival has increased economic and social capital by providing the community with specific opportunities

for accessing and developing community resources, improving social cohesiveness and providing a focus for celebration.

Keywords: indigenous tourism, sport, festival, event, culture

## **STRATEGIC ISSUES IN THE AUSTRALIAN TOURISM INDUSTRY: AN ANALYSIS OF NATIONAL TOURISM STRATEGIES AND PLANS**

Lisa Ruhanen

Char-lee McLennan

Predicting future events, trends and issues that will impact on the tourism sector is not an exact science. The 21<sup>st</sup> century has already seen a number of significant, radical and unexpected events, and in many instances the industry has not been prepared to respond to the magnitude of these, nor appreciated the extent to which such events would impact on tourist activity and businesses. In such a volatile global climate, more than ever there is a need for the tourism industry as a whole to embrace a disciplined, structured and continuous approach to identifying and monitoring future trends and issues to inform policy making and strategic planning. The tourism sector has often been criticised for its lack of strategic direction, particularly in relation to policy and planning. Indeed, some have described the public sector as being overtly concerned with marketing and product development. Given this background, the purpose of this paper is to present the results of an analysis of current and future issues identified in a sample of Australian national level tourism strategies and plans. The results show that despite pressing global issues such as climate change, at a national level, the Australian tourism industry is primarily concerned with issues of product development and marketing.

Keywords: strategic issues, policy, planning

## **TO PODCAST OR NOT TO PODCAST: IS THAT THE RIGHT QUESTION FOR TOURISM AND HOSPITALITY STUDENTS?**

Dale Sanders

There is much anecdotal evidence to suggest that students in the 21<sup>st</sup> century prefer the electronic delivery of lecture content, and this study aims to quantify the students' expectations of podcasting and compare and contrast this with their actual usage of the new technology. It sought to answer the question, is podcasting just a fad or does it enhance student learning and will it be widely embraced by undergraduate students both domestic and international?

## **IN THE LINE OF FIRE: THE CHALLENGES OF MANAGING TOURISM OPERATIONS IN THE VICTORIAN ALPS**

Dale Sanders

Jennifer Laing

Meg Houghton

This paper is based on a wider study that explored the impact of the 2006/07 bushfires on tourism in Victoria's Alpine National Parks and adjacent areas. The study utilised secondary visitor/tourism data, as well as qualitative data gathered from interviews with visitors and tourism operators in the Mt Buller and Alpine National Parks. This paper will focus on interviews conducted with 13 tourism related business operators in the region and examine their reactions to the bushfires and their subsequent implementation (or not) of crisis management and disaster recovery strategies, as well as implications of the findings for tourism.

## **PHOTOGRAPHING LOCALS: AN EXPLORATION OF THE EFFECTS OF TOURIST PHOTOGRAPHY ON HOST COMMUNITIES**

Caroline Scarles

This paper unpacks the complexities of the seemingly fleeting relationships between tourists and host communities that emerge during photographic encounters as local residents become photographed subjects and objects of the tourist gaze. It explores the opportunities photographic encounters afford for the empowerment and facilitation of constructive social and cultural change within host communities, whilst also acknowledging the role of such exchanges in facilitating cycles of displacement and dependence that sustain spaces of exclusion and reinforce unsustainable social and cultural practice in local communities.

## **EXPEDITION CRUISING IN AUSTRALIA: PROACTIVE STEPS TOWARDS CHANGE FOR SUSTAINABILITY**

Pascal Scherrer

Amanda Smith

Building on a review of current literature and expedition cruise itineraries, this paper firstly provides a snapshot of the Australian expedition cruise industry, examines the current activities and status at the main cruise hotspots and draws comparisons between the destinations. The review highlights the potential for further growth in supply, with apparent strong demand, possibly further fuelled by international travel uncertainties and preference for 'safe' destinations. The review also outlines current and potential future challenges, opportunities and uncertainties for the industry. Finally, the paper explores some of the key findings from the review through a case study of the expedition cruise industry in the Kimberley region

## **IS THE TOURISM INDUSTRY READY FOR ANOTHER \$3,500,000? CATERING FOR TRAVELLERS WITH RESTRICTED ABILITIES**

Denise Schitko

This paper conducts exploratory research in relation to facilities for the disabled in parts of New Zealand focussing on key visitor activities of transport, accommodation, activities and ancillary services. Using research, observations and unstructured interview techniques, key tourism facilities are reviewed from a disabled traveller's perspective. Examples of both good and bad practices are given from recent industry publicity. This research focuses on physical rather than psychiatric or intellectual disabilities, using a biological rather than a medical module. Suggestion is made that the attitude of management towards the disability sector is reflected by the provision, or otherwise, of modified facilities and amenities.



## **THE COMMODIFICATION OF CULTURE IN JEONNAM PROVINCE, KOREA: THE FRAME OF CULTURAL TOURISM**

Youngsun Shin

Cultural tourism constitutes an alternative strategy of sustainable local development for improving quality of life. The main objective of this type of tourism is to transform the regions, which are characterized by cultural resources, into ideal places for vacation, residence or business. This paper aims to identify the commodification of culture in Jeonnam which is the result of the development of cultural tourism in Jeonnam. Furthermore, this paper reveals the cultural commodification from the perspectives of the tourists, the community and the regional government. The paper also discusses the efforts to restore the culture and the future cultural tourism in Jeonnam.

Keywords: commodification, cultural tourism, regional government, Jeonnam Province, Korea

## **CHANGING PARADIGMS: THE CASE OF TOURISM AND DEVELOPMENT IN THE HURUNUI DISTRICT, NEW ZEALAND**

Michael C Shone

In New Zealand, as elsewhere, the tourism sector is used overtly as a tool for regional development. This is based on the assumed redistributive effects of tourism spending and regional spread of tourist attractions and icons. In addition, tourist visitation and expenditure patterns are held to support social goals around retention of regional populations and service bases, infrastructure and communications. Given that inter-sectoral partnerships are essential for tourism initiation, growth and management, it is hardly surprising that tourism is actively supported and encouraged by governments as a tool for regional development. This has significant implications for understanding the public sector financial support for tourism, as tourism sits the crossroads of economic theory and social action. This paper reviews the changing paradigms in regional development policy in New Zealand over the last 25 years; from economic neo-liberalism in the 1980s and 1990s to the emergent New Regionalism-inspired policies of the 2000s. An exemplar (Hurunui District, New Zealand) is utilised in this paper to examine the impact of changing central government ideologies on the use of tourism as a tool for regional development, and to illustrate the manner in which tourism has been employed by local government to achieve broader territorial development objectives. This paper contends that while the New Regionalism represents a whole-of-government approach to regional development, its multiscalar attribute means that issues of integration, economic rationality, collaboration and democracy remain problematic for tourism planners and practitioners.

Keywords: Hurunui District; Tourism; Regional Development; Public Policy; Neo-liberalism; New Regionalism

## **THE NEW KIDS ON THE BLOCK: GENERATIONAL CHANGES IN THE CONTEMPORARY HOSPITALITY WORKPLACE**

David Solnet  
Anna Hood

This paper considers the impact of the new generation of employees entering the hospitality workforce, and the changes in management paradigms that will be required to successfully recruit, select, train and motivate 'Generation Y' (Gen Y) to achieve the goals of the hospitality organisation. Representing the starting point for a future research agenda, this paper analyses the current state of thinking on Gen Y's work-related attitudes and behaviours, and how these attitudes will potentially interact with prevailing hospitality management paradigms. A review of the research conducted to date into Gen Y from a human resources perspective is provided, as well as an overview of industry actions and reactions towards Gen Y employees. The paper concludes with an outline of the intended direction for future research.

Keywords: Generation Y; human resources; services management; hospitality employment.

## **RELATIONSHIP BETWEEN MOTIVATION AND WEBSITE FEATURES: DO ADVENTURE AND RELAXATION SEEKING TRAVELLERS DIFFER? AN EXPLORATORY STUDY**

Brigitte Stangl

The study applies the partial least square method to assess the relationship between the importance of website features and motivational factors for reading blog entries, including the factors reduce risk, time saving, reliable information, authentic information, trip and preparation tools and fun & social contact. Results indicate that only a few motivational factors are essential antecedents for the perceived importance of certain website features. Moreover, it has been shown that the influence of motivational factors on the importance of website features differs between travellers who seek relaxation and those who seek adventure.

Keywords: Motivation for eWOM, sensation seeking, website features, tourism websites

## **WHO OWNS THE SPACE? A CASE STUDY OF HIGHER EDUCATION PROVISION IN A VET ENVIRONMENT**

Denise Stevens  
Robyn Clifford

Events such as the recent public debate around the future direction of the Australian Higher Education Sector, and the submission responses to the Bradley Report (2008) and the Skills Reform agenda of the Victorian State government, have highlighted the continuing policy merge of the tertiary space. Such debates serve to emphasise the ongoing educational and academic crossover between the Vocational and the Higher Education providers. This working paper presentation will discuss this challenge and the ongoing strategic and operational change management imperative that has been undertaken by one Victorian TAFE provider, William Angliss Institute (a state-endorsed Specialist Centre in Culinary, Hospitality, and Tourism training), to address this imperative, and the challenges associated with embedding an interactive, proactive staff culture into its organization.

## **PREDICTING PURCHASING INTENTION OF ORGANIC FOOD IN SOUTH KOREA - APPLICATION OF THE THEORY OF PLANNED BEHAVIOUR MODEL**

Bo Won Suh

Anita Eves

Margaret Lumbers

The study described here relates to the development of the research instrument for the main survey. The aim of the main study, of which this paper is a part, is to define South Korean consumers' perception, purchasing intention and realised purchasing behaviour for organic food, and investigate determinants of the relationship between consumers' intention to purchase and their realised purchase behaviour.

## **THE SOCIO-CULTURAL IMPACTS OF VISITING FRIENDS AND RELATIVES ON HOST COMMUNITIES – A SAMOAN COMPARISON**

Rosemary Taufatofua  
Stephen Craig-Smith

This research considers the key impacts of the VFR traveler on the socio-cultural fabric of Pacific Island communities and compares them to the impacts of the mainstream holiday tourist market. Research was undertaken in Samoa, a Pacific Island nation boasting consistently high numbers of VFR travelers. Three distinctly different touristic locations were identified (mainstream high density holiday hotel areas; lower density holiday beach hut and bungalow areas and areas of no tourism activity). One site from each of these identified areas was selected. Community members were interviewed individually and through focus group discussions. Perceived impacts (as identified by host residents) by holiday tourists and VFR travellers were identified and compared.

## **CHANGING KNOWLEDGE LEVELS: COMPARING THE PRE- AND POST-INFORMATION SEARCH STAGE**

Karin Teichmann

The purpose of this study is to improve the understanding of consumer self-confidence and product expertise in the context of trip planning. So far, empirical research that investigates effects of information search on knowledge development is scarce in tourist behaviour literature since the bulk of research has been concentrating on cross-sectional studies. In order to capture differences between knowledge levels before and after information has been searched, a panel design is applied. More specifically, the present study investigates the effect of travel information search on general (i.e. consumer self-confidence) and specific knowledge (i.e. product expertise) by comparing two time points of measurement: the pre- and post-information-search stage. The results show that consumer self-confidence is rather stable and does not change in the short-run. The level of product expertise, on the other hand, increases after information has been searched.

Keywords: prior knowledge, information search behaviour, expertise, consumer self-confidence



**TRAVEL AS A FORCE IN FORMULATING CULTURAL  
IDENTITY: THE CASE OF THE SARAWAKIAN  
[MALAYSIAN] CHINESE VISITING CHINA**

Caroline Tie

This research study explores the significance of travel and tourism upon the ethnic identity of the Sarawakian-Chinese community living in Kuching (Sarawak, Malaysia) with particular reference to (return) visits to China. Taken that Sarawakian-Chinese were separated from their homeland for nearly three decades, this research aims to explore how travel to China influences identity formation. The study also examines how the various understandings of 'home' are constructed through time and space. Therefore this study of (re)visiting and experiencing China will consider the issues of rootlessness and belonging in relation to where and how people construct their 'home(s)'.

## **RURAL TOURISM IN THE VULNERABLE ECONOMY: THE COMMUNITY PERCEPTION**

Toney K Thomas

Rural tourism performs differently in rural tourist destinations based on the economic culture of the tourist destination. Based on this concept this paper elucidates the explicit performance of tourism when the primary occupation of the local community declines. To understand the community perception on participating tourism as their secondary occupation when the primary occupation sector declines, this article present an in depth case study of community tourism in Wayanad, India. Data on community perception (i) economic downturn of secondary occupation (ii) community involvement on small scale business, (iii) communities tendency of occupation shift, were collected using questionnaire from 53 sample respondents. The findings reveled that primary occupation sector (agriculture) and secondary occupation sector (tourism) cannot be managed in the same phases of growth in a vulnerable economic system. Destination community forces to engage and undertake secondary occupation as an economic mean when the primary occupation sector declines. I conclude that the destination community switches primary occupation to secondary occupation and vice versa based on the level of benefits reaching to them from the occupation.

Keywords: rural tourism, community, sustainability, vulnerable economy, impacts, rejuvenation, primary occupation, secondary occupation

## **AMBASSADORIAL ROLE PLAYING AS A COMPETITIVE ADVANTAGE IN INTERNATIONAL HOSPITALITY: POURQUOI PAS?**

Charlotte Tocanne  
Alfred Ogle

The need for a hotel to develop competitive advantage in today's highly competitive climate has highlighted the role of differentiation. Apart from differentiation in tangible aspects, non-tangible attributes can be used to make a service or product unique. This research seeks to ascertain whether a hotel chain would benefit from developing products and services, collectively known as products in the industry and used in this article to embody the brand, strongly identifiable to its cultural 'roots' therein assuming the role of 'ambassador' of this culture abroad, as has been the case in food and beverages. This application of 'persona' in the food and beverage industry incorporates cultural identity/identification retention via branding which encompasses not only the produce per se but also complementary attributes such as packaging and name. An exploratory qualitative approach was used which involved in-depth interviews with three hotel General Managers of different Perth CBD properties of the French hotel chain, Accor. The findings indicate that Accor, not unlike other major international hospitality brands, did not choose to culturally brand the chain as a differentiation strategy. Indeed, it appears that customers have an expectation of a 'universal' service standard/benchmark which provides quality assurance whatever the geographic location of the hotel. In practice, the tendency towards achieving customer perceptions of quality assurance has had a homogenising effect in hospitality. The study signifies that, at least in the Australian

context, distinctive 'country of origin' characteristics might not be highly desirable. The findings have valuable implication on multi-brand international hotel/property chains positioning, marketing and management strategies.

Keywords: ambassadorial role; international hotel chain: competitive advantage

## **THE CONTRIBUTION OF ABORIGINAL TOURISM TO ECONOMIC DEVELOPMENT: MAKING APPROPRIATE DISTINCTIONS**

Pascal Tremblay

It is common for research on Indigenous tourism to raise the question of whether tourism constitutes a valuable form of economic development for Aboriginal people, communities or entrepreneurs, and whether some forms of tourism are preferable to alternatives. This paper explores various ways in which tourism has been conceived as a way to achieve “economic development” objectives, in particular how it has been articulated. While the objective of allowing Indigenous people to “participate in the market economy (and away from government or welfare sector dependence)” is fairly uniform, it seems to lead to a very diverse number of interpretations among non-Aboriginal researchers who comment on these issues.

The paper’s main claim is that there is no universal way to assess the contribution that tourism can make to economic development. In particular, it is critical to differentiate between development contexts when referring to participation in market and Aboriginal choice. In one case, tourism offers opportunities for Aboriginal people by providing allowing them to use their comparative advantages (linked with the development of cultural tourism services and interpretation) and participate in the mainstream market economy on that basis. This argument can apply to Aboriginal people and communities embedded in the SouthEast Australian mixed economy. The assessment of suitable forms of tourism participation in the context of peripheral and developing regions must follow a different, developmental logic.

Large (but less populated) parts of Australia offering Indigenous tourism opportunities are characterized by government-driven development where “the market” plays a derivative role and by regional economies offering limited opportunities and featuring significant gaps in economic capabilities. Indigenous stakeholders operating in the latter hold different priorities, such as building up resilience and ensuring local skills diversification, and the role that tourism entrepreneurship or development can play must be examined with that perspective in mind.

Keywords: Aboriginal tourism, economic development, peripheral/remote areas

## **CHANGE OF PERSPECTIVE: USING AERIAL SURVEYS TO IDENTIFY HUMAN-TURTLE INTERACTIONS IN THE NINGALOO MARINE PARK**

David Waayers

Shore-based turtle tourism is emerging as a popular activity for independent travellers during the summer months in the Ningaloo Marine Park, yet little is known about the spatial extent of human-turtle interactions and their impact on nesting marine turtle species in the area. Aerial survey techniques in conjunction with Geographic Information Systems (GIS) can provide useful tools for identifying potential 'interaction hotspots' where management of human-turtle interactions is required. This working paper explores the application of aerial surveys that quantify both tourist activity and turtle nesting activity along the Ningaloo Marine Park coast in Western Australia.

Keywords: Aerial surveys, GIS monitoring, sustainable wildlife tourism management, marine turtles, wildlife interactions.

## **COACHING TO ENHANCE COMMUNITY CAPACITY: THE ECOTOURISM GUIDE**

Kaye Walker

Anna Blackman

This paper explores a contemporary perspective of ecotourism operations, coaching and the role of the interpretive guide. It is proposed that a new coaching approach could be beneficial in realising better outcomes for the local guides and facilitate greater awareness of local community values. This approach is intended to incorporate two aspects of community capacity enhancement: a) aid community members' ability to identify and achieve important values and goals in relation to the ecotourism operations; and b), provide a framework and interpretive pathway for the integration and evaluation of these values into the guide's role. This paper originates from the combined outcomes of two recent research projects. One focused upon the effectiveness of coaching in regional tourism. The other focused upon ecotourism's contribution to concepts of sustainable tourism in remote locations via the interpretive guide's role. The significant methodology involves means-end analysis and a ladder of abstraction interview approach. The stimulus for their combined consideration was a recent invitation by the Vava'u Tourism Association to conduct a scoping project involving the local whale swim tourism industry. The pilot phase of this project examined interpretive conduct, guide perceptions of their role and its contribution to community capacity building and sustainability.

**Keywords:** coaching, ecotourism, guide, community capacity, sustainability



## **IMPORTANT 'INGREDIENTS' FOR A SUCCESSFUL TOURISM / PROTECTED AREA PARTNERSHIP – PARTNERS' POLICY RECOMMENDATIONS**

Aggie Wegner

Diane Lee

Betty Weiler

Protected areas in Australia are of great importance to the tourism industry, conservation agencies and other stakeholders with vested interests. Their ability to work together strongly influences the quality of the product, the satisfaction of visitors, and the protection of the natural resource base on which the industry depends. Due to the complexity, uncertainty and potential for conflict in the protected area / tourism planning context, stakeholders are encouraged to enter partnerships. This paper reports on one aspect of a project that explored a number of different types of partnerships with a focus on the qualitative research component. This aimed to gain a rich description of the participants' views and what to recommend to policy makers to help develop and foster partnerships between the tourism industry and protected area managers. The results provide guidance for policy makers considering collaborative arrangements that act to enhance protected area agencies' abilities to deal with and manage future issues of sustainable tourism in protected areas.

## **DEALING WITH COMPLEXITY IN TOURISM SETTINGS – THE APPLICABILITY OF THE “RESILIENT FUTURES PROCESS” TO THE MANAGEMENT OF TOURISM RESOURCES**

Aggie Wegner

Helen Allison

Pascal Tremblay

This paper examines the applicability of the concept of “resilience” and a closely associated management framework (“resilient futures process”) to the tourism context. The approach has developed as a methodological derivative of ecological systems analysis. The paper sets to explore the potential contribution of the resilience approach to tourism, by firstly outlining the ways in which tourism constitutes a “complex system”, in the first section. Additionally, it uses the example of “climate change and tourism” adaptation frameworks to explore the implications of the approach as well as some challenges with its extension towards tourism sector coordination. In the light of the tourism system being understood as a complex network of stakeholders’ collaboration the emphasis being as a mechanism supporting the coordination of diverse and imperfectly compatible assets on which the tourism sector depends. Developing and implementing adaptive management strategies inevitably starts by identifying stakeholders’ values as well as developing shared decision-making responsibilities. The ability of social and ecological systems to cope and learn from radical change can be referred to as “resilience” aiming for the system to build the capacity to learn and adapt. Climate change provides a generic category of threat that arises out of global human actions (in which tourism participates) but is predominantly external to

the tourism system – both in terms of its causes and the remedies that are likely to mitigate it. Using and applying resilience thinking to tourism systems in cases of uncertainty is beneficial in order to address and adapt to changing conditions. This paper explores the resilience concept, illustrates how it can link to complex tourism systems and its potential applicability on the example of climate change.

Keywords: concept of “resilience”, management framework, climate change and tourism.

## **RE-BRANDING TOURISM: A PROCESS VIEW OF REGIONAL DESTINATION BRANDING**

Fiona Wheeler

Betty Weiler

Warwick Frost

This paper explores the branding of regional destinations from a process perspective. It discusses some of the factors which facilitate and / or impede the regional branding process. It is based on a qualitative case study of rural north east Victoria, Australia, re-branded as 'Victoria's High Country' (VHC) in 2006. This study tracked the process of launching the brand in target visitor markets and its implementation across the region. The findings suggest that strength of social capital as well as sense of social cohesion are important in facilitating regional branding processes. In particular, this case highlights the importance of communication and patience and a reflexive, learning approach to destination branding processes.

## **INVESTIGATING PROFESSIONAL DEVELOPMENT FOR TOURISM AND HOSPITALITY EDUCATORS**

Kim Williams

This paper addresses the practice of professional development (PD) within the Vocational Education and Training (VET) arena. The major focus of the paper is to propose specific recommendations for the improvement of PD practices for VET educators in the tourism and hospitality sector.

The study was conducted utilising the qualitative research technique of narrative inquiry. The investigation focused on a case study context of educators currently working within a department of tourism and hospitality at a VET registered training organisation. Interviews were conducted with 10 front-line teaching educators and 4 management Heads of Department. Results of the study indicated that educators and management are required to consider specific issues when designing PD. A set of recommendations arising from the research findings have been developed that focus on enhancing the PD for tourism and hospitality educators particularly in the following areas:

- \* Increased relevance of the PD to the educators' work
- \* Development of a culture that supports lifelong learning
- \* More transparent PD funding and budgetary arrangements
- \* Access to PD for ongoing and sessional staff
- \* Increased emphasis on professional learning arising from PD.

Keywords: Vocational Education and Training, Professional development, education

## **THE ENGINES OF DISTINCTION: DISCOURSE FOR MAIN COURSE IN RESTAURANT REVIEWS**

David Williamson

Helen Tregidga

Candice Harris

Courtney Keen

Through a study of a set of restaurant reviews, this paper examines forms of knowledge constructed within such reviews and considers their potential effects. It examines 200 restaurant reviews published by New Zealand magazine *Cuisine* over a five year period, 2003-2007. We find that the reviews narrowly focus on food, wine and ambience over other categories such as service, chefs, cost/value, and owner/operator. We note that through such focus and the language used, the reviews demonstrate an extreme level of exclusion; ignoring a vast field of possible criteria for judging an establishment and experience.

Furthermore, through focusing on areas that both allows and creates specialist knowledge and mutual elevation (i.e. food, wine and chef/owner worship) we argue that restaurant reviews are engaging in an escalating discourse of class distinction. Potential effects of this discourse noted include the identification that the celebration of distinction and exclusion perpetuated in the restaurant reviews analysed here stands in contrast to understandings of hospitality as inclusive practice. We suggest, and note concern that, in the attempt to create new levels of refinement and distinction, the core idea of hospitality is becoming lost.

Keywords: Restaurant Reviews, Discourse, Distinction, Hospitality

## **THE INTEGRATION OF SOCIAL EXCHANGE THEORY AND SOCIAL REPRESENTATIONS THEORY: A NEW PERSPECTIVE ON RESIDENTS' PERCEPTION RESEARCH**

Tranakjit Yutyunyong

Noel Scott

This paper discusses social exchange theory (SET), social representation theory (SRT) and the linkage between SET and SRT in tourism studies and provides a theoretical framework that will be used for doctoral research regarding tourism development and its social impacts.

SET suggests residents are likely to have a positive attitude to tourism as long as the perceived benefits exceed the perceived costs and prior studies on residents' attitudes towards tourism development have primarily examined economic factors. This research has thus tended to ignore other influential factors such as values, social norms, and beliefs on residents attitudes. This paper integrates SET and social representations theory (SRT) as a framework for investigating the individual and societal components of perceptions of tourism in residents' attitudes. SRT describes how and what people think in their everyday experience and how a wider social reality influences these thoughts (Moscovici, 1981). The main contribution of the paper is to provide a general framework that will allow identification of how residents' direct benefits as well as broader social representations of tourism development affect their attitudes towards it. This integrated framework is part of author PhD research and will be used in a case study in Thailand.

**Keywords:** social exchange theory (SET), social representations theory (SRT), tourism development, social impacts.

## **MANAGING SWIM WITH WILD DOLPHIN TOURISM IN AUSTRALIA: GUIDELINES, OPERATOR PRACTICES AND RESEARCH ON TOURISM IMPACTS**

Heather Zeppel

Bottlenose dolphins (*Tursiops* spp.) are the primary target species for commercial dolphin tourism in Australia. This includes dolphin-watching boat tours, swimming with wild dolphin tours, and habituated wild dolphin-feeding programs. This paper focuses on commercial swim with dolphin tours. These tours have varied modes of in-water encounters with wild dolphins, from free swimming, mermaid lines, boom nets, and the use of motorised water scooters. This paper reviews the current management of dolphin swim tourism based on academic articles and government reports or guidelines about wild dolphin interaction, supported by other media articles and the websites of dolphin tour operators. The *Australian National Guidelines for Whale and Dolphin Watching 2005* specify legal standards and best practice procedures for dolphin interaction. However, there are still variations in wild dolphin swim encounters between different government jurisdictions and also the practices of dolphin tour operators. Procedures that are contrary to national or state guidelines for dolphins include some operators breaching approach distances and times, the direction of approach and swim times. This paper examines the guidelines and practices of swim with dolphin tours in Australia, and makes recommendations for future research and management of wild dolphin tourism.

Keywords: Swim-with-dolphins, Australia, national guidelines, tourism impacts, management



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