

International Experts Share Tourism Knowledge

The TRC hosted two Tourism Research Seminars during Semester 1. The seminars focus on sharing the latest tourism research with industry and other interest groups.

The two seminars included a thought provoking presentation by Prof. Jennifer Smith Maguire (UK) on heritage tourism and visually engaging methods of modelling tourist behaviour by Dr Scott Heckbert (Canada).

These seminar events provide regular networking opportunities to connect researchers and industry. The Semester 2 schedule will be released shortly. Attendance is free.

Prof. Jennifer Smith Maguire

'Cultural Intermediaries the construction of Provence— new ways to think about heritage in tourism'

On April 13, as part of a recent visiting fellowship at Curtin, Professor Smith Maguire from the University of Leicester, UK informed the Tourism Research Cluster about the role of cultural intermediaries in representing important marketing messages such as provenance and authenticity.

Her recent research has focussed on the wine industry where the place of origin and the people who make the wine are increasingly of interest to consumers. It is the role of cultural intermediaries to tell the story of a product's or attraction's origin, heritage or lineage in order to encourage the customer to emotionally attach to it and feel confident that they are involved in a legitimate and worthy experience.

She recognises that it is the role of researchers to investigate these points of

attachment for consumers and identify ways of framing and valuing the cultural elements of consumptive experiences as part of the rise of the cultural economy. [DOWNLOAD PRESENTATION](#)



Guest speaker, Prof. Smith Maguire

Dr Scott Heckbert

'Agent-based modelling of tourism behaviour.' Applied study: Maldives

During his recent visit, Dr. Scott Heckbert (Alberta Innovates Technology Futures, Canada), demonstrated the use of agent-based modelling (ABM), and how it can be applied to tourism behaviour.

ABM is the study of how different entities with dynamic behaviour and different characteristics interact within a system. The 'agents' interact with each other and their environment within spatially-explicit simulations, resulting in specific outcomes.

When applied to tourism, ABM can help to examine individual decision making in response to tourism site selection. A technique was presented where tourist decisions are made based on individually assigned utility functions in combination with a set of tourism destinations with different attributes.

INSIDE THIS ISSUE

<i>Kimberley collaboration project approved</i>	2
<i>Business of Health Symposium presentations</i>	2
<i>Latest News & Projects</i>	3
<i>Tourism, Hospitality and Events Program</i>	4
<i>New Publications</i>	5
<i>Upcoming Events</i>	5

This technique allows commonly used statistics for revealed and stated preferences to be built into a dynamic world where either the preferences, or the attributes of the system change, and the researcher can observe the emergent outcomes for the system as a whole.

Scott is working with Prof. Jack Carlsen on a model of visitor flows to the Maldives in light of recent crises, including the 2004 tsunami, the GFC and political upheaval, and their impacts on visitor arrivals. [DOWNLOAD PRESENTATION](#)

WA Planning Project with TRC

Dr Heckbert is also working with [Dr Mike Hughes](#) (TRC) on a review of scenario planning software tools for the WA Department of Planning (DoP). (See page 3 for further details).



Guest speaker, Dr Heckbert

Kimberley collaboration project approved

A project proposal developed by [Dr Michael Hughes](#) (TRC) in collaboration with CSIRO and the ALCES Group as part of the \$12 million, 6 year WAMSI Kimberley Marine Research Program (KMRP) has been approved by the WAMSI Board.

The integrating knowledge project is valued at \$480,000. It will involve collaboration between the Tourism Research Cluster, CSIRO and the Canadian based ALCES Group.

The project will use a land use cumulative effects simulator (ALCES) software tool in combination with CSIRO marine ecosystem modelling tools, to integrate land use and marine data generated by other social and environmentally focused research projects within the KMRP program.

The simulations base on this data will generate possible future regional development scenarios and inform policy and management in the Kimberley region. The KMRP is due to commence in mid-late 2012.

For further information email Dr Michael Hughes
M.Hughes@curtin.edu.au



King George Falls, Kimberley (Photo courtesy of TourismWA)



Bungles, Kimberley (Photo courtesy of TourismWA)

Business of Health Symposium Presentations



The presentations, from the 'Business of Health' Symposium hosted by the TRC earlier this year, are now available to view on the TRC website, [download here](#).

The TRC was pleased with the success of the 2012 Symposium which included 13 local and international speakers who brought together research, trends and issues to the

growing interest and awareness of Health Tourism in Australia and internationally.

The Symposium attracted over 50 delegates from industry, government and academia.

The findings and research from the knowledge shared at the Symposium, will be collated into an edited book to be published in 2013.

For further information relating to the publication contact Prof Christof Pforr
Christof.Pforr@cbs.curtin.edu.au

The TRC will host the 2013 Symposium early next year.

Speaker highlights sharing an international perspective :

Health Tourism in Germany:
Prof. Harald Pechlaner (Germany)
 Presented: *Identification and development of core competencies as a basis for regional development with special focus on health tourism.*

Health Tourism Globally:
Prof. Pauline Sheldon (Hawaii)
 Presented: *Why Health Tourism?*
Dr Laszlo Puczko (Germany)
 Presented: *Global Trends in Health Tourism*

Prof. Tom Baum (Scotland)
 Presented: *Delivering Health and Wellness Tourism through People*

TRC Latest News and Projects Update

Prof Margaret Deery speaks on Perth radio

On 14 May [Professor Margaret Deery](#), was interviewed by 6PR radio (Perth) giving a tourism research perspective on comments made by James Packer in a 60 Minutes TV interview ([view interview](#)).

Mr Packer comments, 'casinos are a good way to bring tourists to Australia.' Prof Deery discusses concerns and other ways of getting tourists to Australia. For access to Prof. Deery's interview [listen here](#)

TRC presents at International Conferences

TRC core members [Prof. Jack Carlsen](#) and [Dr Kirsten Holmes](#) are both presenting papers at European conferences in July.

Prof. Carlsen will be presenting at BEST Education Network Think Tank XII in France on recent research with Dr Scott Heckbert: 'Agent-based Modelling and Simulation of Tourism Flows: an application to the Maldives.' Dr Holmes is presenting on 'Human Geography of Special Events and Festivals' at the Royal Geographical Society Conference in Scotland.

TRC working with the WA Department of Planning

Recent visiting fellow [Dr Scott Heckbert](#) (see page 1) is working with [Dr Mike Hughes](#) (TRC) on a review of scenario planning software tools for the WA Department of Planning (DoP).

This review will help the DoP identify which software tools could best enhance their planning effectiveness and capacity within various regions of WA.

Identifying appropriate tools for planning will help contribute to more effective community engagement and also provide support for planning outcomes through evidence based decision making. For further details email Dr Michael Hughes M.Hughes@curtin.edu.au

Curtin University Launches the Small Business Scams Prevalence Study: Tourism businesses encouraged to participate . Win a Tablet PC, details below.

Are you a business owner at risk of being scammed? Do you know what the common and emerging scam risks are for small businesses and just what the level of loss is in your industry?

Research overseas suggests that the majority of small businesses will sooner or later burn money and time to scammers. A recent study conducted by the Federation of Small Business in the UK showed that 54% of small businesses had been a victim of some form of online crime or fraud. **Yes, that's right more than half!** Here in Australia recent data released by the Australian Bureau of Statistics indicates that over one third of Australian consumers were exposed to a scam in 2011, with roughly one in ten of those exposed losing money to the scammer.

What about small businesses in Australia? Do they get scammed as much, more or less than individual consumers?

Curtin University in Western Australia undertook a preliminary survey of WA businesses in 2010/11 which suggests that the rate of loss from businesses is potentially **five times that of consumers**. In addition, you may be surprised to hear that **one in eight small business owners** was unable to determine whether they had been scammed or not. So, if you are unsure, you are not alone.

Results point to a potential relationship between the prior experience of the business owner; the turnover of the business; the type of business; e-commerce capabilities of the owner and the business in determining scam risk propensity. These indicative WA results are now being investigated to see if they hold true at the national level across multiple industries and regions.

So, if you have not experienced a scam loss yet you may be in the lucky minority, you may be very careful, it might be your turn next, or you may simply be unaware of money already lost. Regardless of whether you believe you have been scammed or not you should invest 15 minutes of your time to complete the Small Business Scams survey. Whilst completing this task **you will actually learn more about the many types of scams that are around.**

We encourage you to participate in this study. The results are likely to be of benefit to understand scams in our industry if enough members get involved.

INTERESTED IN PARTICIPATING?

If you are able to assist now you can [click here](#) **Alternatively**, you can visit the [Small Business Website](#) to learn more first.

WIN A TABLET PC: For your participation, you will go in the draw to win a TABLET PC, great for business operators on the move. The survey opened on May 3rd 2012 and will run until September 2012, with results released later in the year. For further details contact Louise Geneste Louise.Geneste@cbs.curtin.edu.au

News from the Tourism, Hospitality and Events Program

Upcoming Study Tour to Mauritius

In September 2012 [A/Prof Christof Pforr](#) is taking 20 third year Tourism, Hospitality and Event Management students to Mauritius for a 7-day intensive study program.

This is the first time Curtin students enrolled in this degree have an opportunity to experience a tourism destination abroad as part of their course. The study tour is part of the 'Contemporary Issues in Tourism Management 300' unit which aims to engage students in examining current issues such as climate change, mobility, poverty alleviation and new tourism product developments.



During the field trip to Mauritius students will have the opportunity to explore some of these issues in more detail in theory and practice. The study program also presents an exciting opportunity for students from Bentley campus to meet and work with fellow students from Charles Telfair Institute in Mauritius, one of Curtin's offshore partners.

Curtin students will have the opportunity to experience Mauritius tourism

Tourism student excursion

Perth Zoo Experience

On 30 April A/Prof Pforr took his second year students on a field trip to the Perth Zoo to give them the opportunity to apply some of the theory they learnt in the class room to a 'real world' context. The students were able to learn more about the challenges and opportunities of developing sustainable tourism attractions.



Curtin students at Perth Zoo

Curtin Hospitality Industry Management (HIM) Student excursion: Perth and Mauritius campus

Curtin's Hospitality Industry Management unit is run at two campuses; at Curtin in Bentley, Perth and in Mauritius at Charles Telfair Institute, one of Curtin's offshore partners. An excursion is an integral part of this unit to give both, Australian-based and Mauritius-based students the opportunity to experience hospitality industry issues first hand. This semester, the Hospitality Industry Management students visited tourism and hospitality businesses in their local areas. These included;

Mauritius students

Recently Mauritius-based HIM students visited a number of accommodation providers. The excursion involved site visits to the Hilton Resort and Spa, Anahita Resort, La Reserve des Mascareignes, and the Maradiva Villa Resort and Spa, where students were able to discover and understand the unique selling proposition that each property offered. These opportunities are all part of Curtin's educational experience.

Bentley Students

Curtin's Hospitality Management lecturer Endah Ibrahim and her HIM students visited three hospitality enterprises located in the Swan Valley, WA. The excursion to a winery (Sandalford), a brewery (Mash) and an accommodation provider (Brookleigh Estate) offered the students a first hand and unique insight into the management and internal operations of hospitality providers. We would like to acknowledge the hospitality extended by these service providers .



Bentley students at Mash Brewery

New Publications: April - June 2012

Prof Ross Taplin published in high ranking journal: Tourism Management

Congratulations to [Professor Ross Taplin](#) (Accredited Statistician—Curtin University) who has two publications in the high ranking journal *Tourism Management* this year that provide methodological advances for visitor surveys.

The first paper shows how conclusions are different, and arguably misleading, if visitor responses to surveys are not benchmarked to competitors. The second shows how attribute importance provided by visitors can be superior to more sophisticated statistical techniques (such as regression) to determine which attributes influence overall satisfaction. These advances have significant implications for how visitor surveys should be conducted, analysed and interpreted. Ross continues research in this area of improved inferences for management from visitor surveys. For further information contact Prof Ross Taplin R.Taplin@cbs.curtin.edu.au

Journal now available online

The *International Journal of Event and Festival Management* has been listed by EBSCO in the [Hospitality & Tourism Index™](#) and [Hospitality & Tourism Complete™](#). It is now available to view online through libraries that subscribe to EBSCO Indexes as well as continues as a hard copy journal.

BOOKS:

- Liburd, J., **Carlsen, J.** and Edwards, D. (2012) *Networks for Sustainable Tourism Innovation: Case studies and Cross-case Analysis*. Tilde University Press: Melbourne (in press).

BOOK CHAPTERS:

- **Hughes, M.** (2012 in press). Ecotourists and views of nature. In Ballantyne, R. and Packer, J. (Eds.) *The International Handbook on Ecotourism*. Edward Elgar Publishing Ltd, UK.
- **Hughes, M.** (2012 in press) Ecocean: conservation through technological innovation. In: Liburd, J., Carlsen, J., Edwards, D. (eds) *Networks for Sustainable Tourism Innovation: Case studies and cross-case analysis*. Tilde University Press, Australia.

JOURNAL ARTICLES:

- **Carlsen, J.** and Boksberger, P. (2012) 'Consumer Value in Wine Tourism'. *Journal of Hospitality and Tourism Research* (in press).
- **Christof Pffor** and Cornelia Locher (2012) The German Spa and Health Resort Industry in the Light of Health Care System Reforms. *Journal of Travel & Tourism Marketing*, 29:3, 298-312
- **Deery, M.** O'Mahony, B. and Moors, R. (Forthcoming), Employing a lifecycle typology to generate a unified and strategic approach to regional wine tourism development, *Tourism Planning and Development*. (Forthcoming)
- **Taplin, R.H.** (2012). Competitive Importance-Performance Analysis of an Australian Wildlife Park. *Tourism Management* 33: 29-32.
- **Taplin, R.H.** (2012). The value of self-stated attribute importance to overall satisfaction. *Tourism Management* 33: 295-304

CONFERENCE PAPERS:

- **Carlsen, J.** and Heckbert, S. (2012 in press) 'Agent-based Modelling and Simulation of Tourism Flows: an application to the Maldives'. Working Paper for presentation at the BEST Education Network Think Tank XII, France, June 2012.
- **Carlsen, J.** & **Hughes, M.** (2012 in press) Estimating and integrating the values of tourism and recreation visitation to parks and protected areas. *The 6th International Conference on Monitoring and Management of Visitors in Recreational and Protected Areas*. Stockholm, Sweden August 21-24, 2012
- **Hughes, M.**, **Jones, R.** Jones, T., & Christensen, J. (2012 in press) World stage, local dramas? The World Heritage designations of Shark Bay and Ningaloo Reef. *Institute of Australian Geographers Conference*. Sydney Australia July 2 – 4, 2012.

Welcome new TRC Coordinator



The TRC welcomes Kaylie Porter-Smith to the TRC team as TRC Coordinator.

Kaylie has experience in tourism, event management and marketing consulting. Her niche markets of interest are in organic wine & food, events tourism, nature-based and wellness tourism. Kaylie works part-time for the TRC and also consults in marketing management. If you have any further queries about the TRC email kaylie.porter-smith@curtin.edu.au

Upcoming Events and Visitors

Semester 2, TRC Seminar Series will be held in August, October and December 2012. Invitations will be sent as events approach.

Upcoming speakers include:

Professor Margaret Deery, who will present mid August on recent research in Business Events and working with the Business Events Council of Australia.

Interested in presenting recent Tourism research or industry topics? The TRC currently calling interest for any academics researchers who would like to present recent Tourism research or industry speakers. If you are interested email trc@curtin.edu.au



What is the TRC?

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

The [Tourism Research Cluster](#) (TRC) is based in the School of Management, Curtin Business School at Curtin University. The TRC enhances Curtin's tourism research capability by providing a framework for the skills, expertise and resources of researchers to be shared, increasing opportunities for collaboration and building on the strengths of Curtin's well-established multidisciplinary approach to tourism research.

Membership is free, to join email your contact details to trc@curtin.edu.au

For tourism researchers

- meet other tourism researchers
- share ideas
- explore collaborative opportunities
- increase your resource network
- Up-skill through professional development opportunities

For interested organisations and industry

- access targeted, innovative and timely solutions to your research problem
- share knowledge and expertise
- explore collaborative opportunities
- access to Curtin's undergraduate and post graduate student network for tourism fieldwork
- networking opportunities
- connect with like-minded individuals and organisations
- stay informed of tourism research studies and innovations to assist tourism networks

CONTACT US

TRC Co-directors

Prof Jack Carlsen

Phone: +61 8 9266 1132

Email: j.carlsen@curtin.edu.au

Dr Michael Hughes

Phone: +61 8 9266 2123 or

+61 8 9266 7751

Email: M.Hughes@curtin.edu.au

TRC Coordinator

Kaylie Porter-Smith

Phone: +61 8 9266 1166

Email: kaylie.porter-smith@curtin.edu.au
or trc@curtin.edu.au

Visit [TRC website](#)