

# Tourism Research Cluster

## NEWSLETTER

Issue 15, 2017



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Please visit our page:

<http://business.curtin.edu.au/our-research/centres-and-institutes/tourism-research-cluster/>

# Co-Directors' Message



Associate Professor  
Kirsten Holmes



Dr Michael Volgger

What about the near future?

First of all, we would like to express words of thank you to Associate Professor Haywantee Ramkissoon for representing the TRC over the past year as Director. With her exceptionally strong research profile she has helped to promote a competitive research culture within the Tourism Research Cluster (TRC). As new Co-Directors, we commit to further promote collaboration and excellence in the TRC over the coming months. The TRC has recently been ranked among the World's top 50 tourism and hospitality research units (Shanghai Ranking). Maintaining and improving this position is part of our mission.

The TRC is anticipating an exciting next few months. We are highly committed to continuing our research in close collaboration with academic and industry partners. A number of research projects are in execution or in planning that together emphasize our ability to interpret current needs and latest trends. Amongst them are projects focusing on Asian and Chinese visitors in Western Australia, on heritage tourism and oral storytelling, on Aboriginal art, on wellness and medical tourism as well on steadily growing special interest tourism in general. In addition, with a number of ongoing projects, we continue our work on the role of sustainability, authenticity and place attachment in tourist decision making and on CSR as a business strategy in tourism. A well-established focus is on volunteering and an increasing focus of ours is on product development and innovation. For instance, the TRC was recently represented on a panel with a Director of the 2018 Commonwealth Games volunteer program and we are currently collecting data from Australia as part of an international study on the topic. Last but not least, an extensive project on the impact of Airbnb in Western Australia has recently been concluded and will be presented soon.



Forthcoming TRC Seminars:

On 28 July, TRC-Adjunct Professor Harald Pechlaner will speak about “From Destination Governance to Destination Design: Old wine in new bottles?”

On 9 August, Mireia Guix, a PhD student from renowned University of Surrey in the UK will give a presentation on “The Materiality Balanced Scorecard: Organisational change towards sustainability integration”.

Moreover, the next TRC Symposium promises to be once again of cutting edge and is currently in advanced stages of planning. You will hear from us soon regarding dates and topics.

Over the next few months, the TRC will be working on a number of new initiatives designed to further strengthen our role as a regional and international leader in tourism research. These new directions will reinforce our mission as an interdisciplinary, inter-faculty, discourse-oriented and collaborative research cluster. First discussions have indicated slight adjustments in our perspectives, all oriented towards further strengthening the TRC’s role as an internationally renowned and regionally impacting research center in tourism. Any adaptations will emphasize our DNA as a truly inter-disciplinary and inter-faculty, discourse-oriented and cooperative research cluster.

We are fortunate to have a motivated team. We once again welcome the new staff members, HDR students and TRC Adjuncts such as Dr Mirjam Wiedemann who have seamlessly integrated themselves into the TRC group and have already taken on leadership roles: Thanks to the new TRC member Dr Sean Lee for coordinating this Newsletter; thanks to TRC’s HDR students Chen Yee (Jasmine) Tan and Anmy Mong Li Sim for taking over the roles as TRC Coordinators. Finally, new TRC member Dr Michael Volgger is co-authoring these lines as TRC Co-Director. However, special thanks go to all TRC members who dedicate part of their precious time to our joint endeavor. Be assured that your genuine effort is seen and appreciated!

Not least, a sincere thank you to the School of Marketing and the Curtin Business School for their ongoing commitment to the TRC within Curtin University!

We are looking forward to the continued support of all of you and will keep you updated on further developments.

Best wishes,  
Kirsten and Michael

TRC Co-Directors

# *Breaking News*



## Curtin's Tourism and Hospitality Makes Global Top 50

“

Tourism & Hospitality at Curtin made it into World's Top 50 and Australia/New Zealand's Top Ten in the recently released ShanghaiRanking's Global Ranking of Academic Subjects (GRAS) 2017.

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

For more information please visit:

<http://www.shanghairanking.com/Shanghairanking-Subject-Rankings/index.html>.

”



# FACET Forum - Tourism & Universities Working Together



**Venue:** *Old Boys School on St George Terrace.*  
**Hosted by:** *FACET and the Tourism Research Cluster*  
**Discussion Topic:** *Benefits of collaborations between universities and the tourism industry.*

Forty people attended a recent [FACET Forum](#) to showcase the benefits that can be achieved when universities and the tourism industry work together.

Hosted by Curtin University and the Tourism Research Cluster in the beautifully restored 'Old Boys School' on St Georges Terrace, participants learned how the World Heritage listed Fremantle Prison and the Dolphin Discovery Centre in Bunbury offer valuable hands-on experience for university students studying a broad range of subjects, whilst gaining valuable information and credible research for their tourism businesses.

David Kerr from the Dolphin Discovery Centre explained the opportunities in working together with universities were endless and encouraged tourism businesses to be creative and think big. Luke Donegan from the Fremantle Prison, explained that the work undertaken by archaeology and architectural students uncovered an enormous amount of information about the Prison, which would otherwise be an extremely expensive exercise.

The third presenter, Prof Ian Phau from the Luxury Branding Research Cluster of Curtin University. Curtin University's own Professor Ian Phau from the School of Marketing explained how his team have worked with large international brands including Armani, Prada, Hugo Boss and Shiseido and West Australian businesses such as Simmos Ice Cream, Gabriel Chocolates and Elmstock Tea, in providing them with high-tech consumer information to support their luxury branding targets and understanding consumer behaviour and advertising appeal of their product and retail space.

# COME



## **A presentation by Professor Jane Ali-Knight**

**Venue:** *School of Marketing Boardroom, Curtin Bentley*

**Presented by:** *Professor Jane Ali Knight,*

**Discussion Topic:** *Closing the gender gap: Identification of opportunities barriers to career progression and skill development for women in tourism*

Average female participation in Tourism is 55.5% at a global level and up to 70% at a regional level (Baum, 2013). However, the recruitment, retention and promotion of talented women for operational and managerial leadership positions will be necessary to meet the future skills and productivity requirements of the tourism sector (Baum, 2013). Given that the sector needs to recruit an additional 290,000 managers it is critical to maximize opportunities to retain and develop female staff (Women 1<sup>st</sup>, 2010).

The presentation built on the growing body of tourism and gender research, drawing on primary research from Scotland. It provided useful information from women on key issues such as career progression and skills development and provides useful insights into the key barriers and opportunities. It is hoped that the work will be taken forward by the Scottish Tourism Industry to help inform key strategies and tools to help women progress further in the sector. These findings have implications for the tourism workforce in other developed countries.

*Dr Jane Ali-Knight is a Professor in Festival and Event Management at Edinburgh Napier University and an Adjunct Research Fellow in the Tourism Research Cluster, Curtin University. She is currently leading and developing the festival and event subject group as well as lecturing at universities internationally and facilitating training and development in the field. She is currently a board member of BAFA (British Arts and Festival Association) and is a Fellow of the HEA and Royal Society of the Arts.*

*A recognized academic she has presented at major international and national conferences and has published widely in the areas of wine tourism, tourism, festival and event marketing and management. Her current research interests include career destination of festivals and events in emerging tourism destinations. Jane has extensive experience in designing and delivering undergraduate, postgraduate and professional courses in tourism and festival and event management both in the UK and overseas.*

*Furthermore, the TRC would like to congratulate Professor Jane Ali Knight for being promoted to a Professor!*

# Members' Achievements in 2017



On February 2017, Associate Professor Kirsten Holmes was elected as **First Vice Chair of CAUTHE** at the CAUTHE AGM. CAUTHE, which is also known as The Council for Australasian Tourism and Hospitality Education, provides opportunities for networking with other academics who are interested in hospitality, tourism and events education and research through involvement in conferences, mid-year meetings, special interest groups and PhD/ECR & MCA and other workshops. The annual conference is organised by a host committee drawn from a single institution or a consortium of closely located institutions, for academics, students and industry.



Associate Professor Haywantee 'Rumi' Ramkissoon was elected as an **Academy Emerging Scholar (International Academy for the Study of Tourism)**. The Academy is a highly prestigious international association of distinguished tourism academics with its official headquarters in the School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong. Curtin's own Professor Arch Woodside is a Fellow of the International Academy for the Study of Tourism. The goal of the Academy is to further the scholarly research and professional investigation of tourism. Related objectives include: (a) encouraging the application of tourism research findings and (b) advancing the international diffusion and exchange of knowledge about tourism.



# Members' Achievements in 2017



After leaving Eurac Research in Italy for his new fulltime position at Curtin University, in order to continue the successful collaboration, Dr Michael Volgger was appointed as Senior Research Affiliate at the Eurac-Institute for Regional Development.



The principal research focus of the Institute is to promote sustainable development practices in the residential, business and recreational spaces of mountain areas. It examines local and regional conditions to measure the spatial and socio-economic impact of human activity. Topics of the Institute include tourism, socio-economics and agronomy, transport and mobility, urbanisation in mountain areas, as well as cooperative systems. These topics are often interconnected through the synergy of inter-disciplinary study.

Sourced from: <http://www.eurac.edu/en/aboutus/Pages/default.aspx>.

Dr Michael Volgger was also appointed Editorial Board member of the Journal of Tourism, Heritage & Services Marketing (JTHSM). JTHSM is an international, open-access, multi-disciplinary, refereed journal aiming to promote and enhance research in all fields of marketing in tourism, heritage and services.

The journal is intended for members of the academic community active in different marketing sectors, both at macro and at micro level. JTHSM provides a platform for debate and dissemination of research findings, new research areas and techniques, conceptual developments, and articles with practical application to any tourism, heritage, and services marketing segment.

Sourced from: <http://jthsm.gr/>.

# Recent Events

## “Tourism and hospitality: Management of innovations and product development”

**Event:** Executive MBA with special focus on tourism and hospitality management (2016/17)

**Date:** 29/04/2017

**Location:** HTW Chur, Switzerland

**Speaker:** Dr Michael Volgger

Dr Michael Volgger was invited to teach a full-day comprehensive unit on “Tourism and hospitality: Management of innovations and product development” in the context of an Executive MBA course on “Tourism and hospitality management” hosted by the University of Applied Sciences Chur (HTW Chur) in Switzerland. Participants included entrepreneurs from catering businesses, hotel CEOs and health tourism tour operators. Dr Volgger held his lessons on 29 April 2017 in Chur and taught participants on this occasion about innovation theory, models and tools of product development as well as challenges of idea implementation. He put a strong emphasis on links between territorial branding and regional innovation systems.

## “Guest lecture by Prof Paul Peeters”

**Event:** Guest Lecture

**Date:** 21/04/2017

**Location:** Eurac Research, Italy

**Speakers:** Associate Professor Paul Peeters

Dr Michael Volgger co-hosted a guest lecture by Associate Professor Paul Peeters at Eurac Research in Italy. Paul Peeters is an Associate Prof for Sustainable Transport and Tourism at the University of Applied Sciences NHTV Breda in the Netherlands. He is an expert on climate change issues in tourism and presented recent research projects on impact modelling, slow transport modes, costs and benefits of speed reduction as well as transport accessibility for disabled people.



Dr Michael Volgger with his class after Executive MBA lessons on 29/04/2017, at the HTW Chur, in Switzerland.



Dr Michael Volgger and colleagues from the Eurac institute in Bolzano (Italy) together with Associate Professor Paul Peeters from the NHTV Breda, Netherlands, at the end of a seminar on 21 April 2017 in Bolzano, Italy.

# Recent Events



## “The Impact of Airbnb on Western Australia’s Tourism Industry” (1)

**Event:** Industry workshop

**Date:** 06/03/2017

**Location:** Bozen/Bolzano, Italy

**Speakers:** Associate Professor Christof Pforr & Dr Michael Volgger



In March 2017 Associate Professor Christof Pforr visited the European Academy in Bolzano (Italy), which has been the key international partner organisation of the research project ‘The Impact of Airbnb on Western Australia’s tourism industry’. Together with Dr Michael Volgger he presented some of the key findings of the project at an industry workshop. The workshop was well attended, the discussion focussed on the Airbnb phenomenon in South Tyrol and what the region could learn from the Western Australian experience.

**TOP:** Associate Professor Christof Pforr during the industry workshop on Airbnb on 06 March 2017, at EURAC Research, in Italy. **BOTTOM:** Dr Michael Volgger during the industry workshop on Airbnb on 06 March 2017, at EURAC Research, in Italy.

## “The impact of Airbnb on Western Australia’s Tourism Industry” (2)

**Event:** Industry seminar

**Date:** 14/06/2017

**Location:** Tourism Western Australia, Perth.

**Speakers:** Associate Professor Christof Pforr & Dr Michael Volgger



Associate Professor Christof Pforr, Mr Campbell Fletcher and Dr Michael Volgger at the industry seminar

On 14 June 2017 Associate Professor Christof Pforr and Dr Michael Volgger were invited to present key findings of their project ‘The Impact of Airbnb on Western Australia’s Tourism industry’ to staff from Tourism Western Australia and also from the Department of Planning. The presentation was well received and the project was deemed to be of high relevance to industry and current government policy and decision making. The official project report, which also includes a novel interactive html reporting format will be launched at an event organised by the Bankwest Curtin Economics Centre in the near future



# Upcoming Events

## **“7th Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference [Scientific committees 2017]”**

**Location:** Famagusta, Cyprus,

**Date:** 10-15 July 2017

**For more information, please contact:** [Haywantee.Ramkissoon@curtin.edu.au](mailto:Haywantee.Ramkissoon@curtin.edu.au)

## **TRC Seminar: “From Destination Governance to Destination Design: Old wine in new bottles?”**

**Location:** School of Marketing Boardroom, Room 2024, Level 2, Building 408

**Date:** Friday, 28 July 2017, 10:30am to 11.30am

**Speaker:** Prof Dr Harald Pechlaner

**For more information, please contact:** [Michael.Volgger@curtin.edu.au](mailto:Michael.Volgger@curtin.edu.au)

## **TRC Seminar: “The Materiality Balanced Scorecard: Organisational Change towards Sustainability Integration”**

**Location:** School of Marketing Boardroom, Room 2024, Level 2, Building 408

**Date:** Wednesday, 9 August 2017, 12:00pm to 1:00pm

**Speaker:** Mireia Guix

**For more information, please contact:** [k.holmes@curtin.edu.au](mailto:k.holmes@curtin.edu.au)

## **“Tourism 2017 - 2nd International Conference on Global Tourism and Sustainability [Scientific committees 2017]”**

**Location:** Lagos, Portugal

**Date:** 27-29 September 2017

**For more information, please contact:** [Haywantee.Ramkissoon@curtin.edu.au](mailto:Haywantee.Ramkissoon@curtin.edu.au)

# Our Teaching Programs

## Tourism & Hospitality Comprehensive Course Review



The comprehensive Course Review of Curtin's Tourism and Hospitality Major which was completed in February 2017, comprised an analysis of Tourism Programs (UG&PG) at University level across Australia to serve as a primary benchmark for evaluating the coherence and structure of the course. Furthermore, feedback from key industry and government stakeholders assisted in assessing the Program's currency and relevance. Based on the review, two major changes were introduced to the Tourism and Hospitality course structure: (1) a work integrated learning unit (MKTG3009 Business Internship) to assist students in gaining valuable industry knowledge and (2) a study tour unit (MGMT 3024) which will provide students with a national/international tourism industry experience. The new course structure will take effect from Semester 2, 2017.

For more information see: [undergraduate tourism and hospitality course](#) or contact Associate Professor Cristof Pforr (Course Coordinator Hospitality & Tourism) on ☎ 9266 7743 or ✉ [c.pforr@curtin.edu.au](mailto:c.pforr@curtin.edu.au)

# Our Teaching Programs

## *Field Trips*



### **Kings Park Experience:**

On 9 May Associate Professor Christof Pforr took his second-year students on a field trip to Kings Park to give them the opportunity to apply some of the theory they learnt in the classroom to a 'real world' context. The students were able to learn more about the challenges and opportunities of developing sustainable tourism attractions.

## *Guest Lectures*



### **Medical Tourism in Australia:**

On 9 May 2017 Associate Professor Connie Locher from the University of Western Australia gave a guest lecture on 'Medical Tourism in Australia' to 3rd year students in the unit Contemporary Issues in Tourism Management 300.  
(<http://www.uwa.edu.au/people/connie.locher>)

# *Get to know the TRC Co-Directors...*

## Associate Professor Kirsten Holmes



**Job Position:** Associate Professor

**TRC Position:** TRC Co-Director

**Email:** [k.holmes@curtin.edu.au](mailto:k.holmes@curtin.edu.au)

*“Kristen’s interest are events and festivals; volunteering and tourism.”*

## Dr Michael Volgger



**Job Position:** Senior Research Fellow

**TRC Position:** TRC Co-Director

**Email:** [michael.volgger@curtin.edu.au](mailto:michael.volgger@curtin.edu.au)

*“Michael's interest is to contribute to intelligent tourism planning and marketing that ensures that tourism remains embedded into the society and the surrounding environment.”*

# Get to know the TRC Executives...

## Dr Benjamin Thomas



**Job Position:** Sessional Academic  
**TRC Position:** TRC Executive  
**Email:** [benjamin.Thomas@curtin.edu.au](mailto:benjamin.Thomas@curtin.edu.au)

*“Ben’s research interests are wine tourism and wine marketing”.*

## Associate Professor Christof Pforr



**Job Position:** Associate Professor  
**TRC Position:** TRC Executive  
**Email:** [c.pforr@curtin.edu.au](mailto:c.pforr@curtin.edu.au)

*“Christof’s interests are tourism policy and planning; destination governance; sustainable tourism; special interest tourism (Medical tourism; wellnesst tourism; geotourism; ecotourism)”.*

## Associate Professor Haywantee Rumi Ramkissoon



**Job Position:** Associate Professor  
**TRC Position:** TRC Executive  
**Email:** [haywantee.ramkissoon@curtin.edu.au](mailto:haywantee.ramkissoon@curtin.edu.au)

*“Rumi’s interests are place attachment, pro-environmental behaviour, cultural tourism, wine tourism, quality-of-life, corporate social responsibility and innovation and sustainability in tourism and hospitality”.*

## Professor Mohammed Quaddus



**Job Position:** Professor  
**TRC Position:** TRC Executive  
**Email:** [m.quaddus@curtin.edu.au](mailto:m.quaddus@curtin.edu.au)

*“Mohammed’s interests are on tourism, ICT and tourism, sustainability and tourism; logistics and supply chain management”.*

## Professor Ross Taplin



**Job Position:** Professor  
**TRC Position:** TRC Executive  
**Email:** [r.taplin@cbs.curtin.edu.au](mailto:r.taplin@cbs.curtin.edu.au)

*“Ross’s interests are quantitative research methods; visitor perceptions surveys, especially satisfaction and loyalty; protected area management”.*

## Professor Roy Jones



**Job Position:** Emeritus Professor  
**TRC Position:** TRC Executive  
**Email:** [r.jones@curtin.edu.au](mailto:r.jones@curtin.edu.au)

*“As an historical geographer, Roy has an interest in how and why places change and the impacts of such change on their populations and environments”.*

## Dr Sean Lee



**Job Position:** Lecturer  
**TRC Position:** TRC Executive  
**Email:** [sean.lee@curtin.edu.au](mailto:sean.lee@curtin.edu.au)

*“Sean’s interests are authenticity, hospitality, destination marketing, heritage marketing and management, country-of-origin, consumer and tourist motivations, novelty”*

## Dr Tekle Shanka



**Job Position:** Senior Lecturer  
**TRC Position:** TRC Executive  
**Email:** [tekle.shanka@cbs.curtin.edu.au](mailto:tekle.shanka@cbs.curtin.edu.au)

*“Tekle’s interests are on memorable tourism experiences; destination marketing; special interest tourism; ecotourism development in developing countries; destination image; social media and tourism; medical tourism”.*

## Dr Tod Jones



**Job Position:** Senior Lecturer  
**TRC Position:** TRC Executive  
**Email:** [t.jones@curtin.edu.au](mailto:t.jones@curtin.edu.au)

*“Tod’s research interest is in the multidisciplinary area of cultural policy studies. His approach draws from human geography, cultural theory and planning perspectives, and he has managed many projects in regional locations”.*



# Chat with Michael Volgger

□ **Please tell me about yourself.**

I am Michael Volgger. I have grown up in the far north of Italy, in the midst of the Alps, in South Tyrol. My first language is German, as the Italian Alps have German speaking minorities. I have a multi-disciplinary background in business administration and cultural anthropology, which has definitely helped me in the field of tourism research. I learned my craft as a researcher at Eurac Research, an applied research center in Italy – and I am thankful that I have the opportunity to continue my path as a member of the Tourism Research Cluster at Curtin University.

□ **Define what you do professionally.**

I am a researcher in the field of tourism. So, my activities are centered around defining interesting research topics, finding ways to implement these and communicating the findings to the academic community as well as the interested members of the society. Not less importantly, my job is about conveying research capabilities to younger researchers and students. This is probably how I would describe my job in brief.

□ **How long have you been in tourism research sector?**

All in all, I have been working in tourism research for about seven years.

□ **What's your upcoming research projects that you're excited to conduct and why?**

In collaboration with Christof Pforr, I will have the opportunity to look at product development for Asian visitors in the Western Australian tourism region of Australia's South West (ASW). This is a fascinating topic because it helps to promote one of the most fascinating regions I have seen (Australia's Southwest) and because it is linked to what I am interested in (product development, intercultural issues).

□ **What is your greatest research achievement?**

Often, the greatest achievements are not necessarily those that are valued most highly by external indicators. While I appreciate high ranked journal publications, a highly-commended project report might be similarly gratifying. Two recently concluded projects are still fresh in my mind: First is a very extensive project on the future of tourism in the South Tyrol region in Italy, which got a lot of stakeholder and media interest; and second is a project report on Airbnb in Western Australia due to be published in an innovative and interactive html-format.



□ **What is your advice to researchers who are just beginning their careers?**

I am not old and experienced enough to give advice to young researchers. However, I personally would consider “passion” or what is called in more technical but probably less accurate terms “intrinsic motivation” to be the most important factor. Passion must be the engine for all we do as researchers. A passion-powered research engine helps overlooking some external constraints that everybody comes across from time to time.

□ **Apart from researching, what’s your other passion?**

Congrats to the wording of the question, because research is definitely one of my passions. Regarding other passions, I like exploring places in terms of nature and culture. I might say: I like to be a “tourist”, or a “traveler” if you prefer. Maybe to strike a balance with my mostly rational job, I also like the more “emotional”, physical and creative activities such as cooking and music, as well as a couple of sports such as biking.

□ **What type of traveler do you consider yourself as?**

I consider myself an explorer type of tourist that can hardly see enough things while travelling. This means that I rarely travel to just one spot to stay there. My family apparently hates me for that, so we often end up with a good mix of more relaxing activities and a bit of touring around.



# Chat with Sean Lee

□ **Please tell me about yourself.**

My name is Sean Lee and I came to Australia from Malaysia 14 years ago for my tertiary studies. My first degree was a Bachelor of Arts in Psychology and Asian Studies which I completed at the University of Western Australia. I then came to Curtin University to complete my Master of Marketing and subsequently my PhD. My PhD focused on food authenticity and how it impacted on intention to visit a travel destination. I am also an excellent waiter, cleaner and dishwasher!

□ **Define what you do professionally.**

I am a lecturer at the Curtin University School of Marketing teaching hospitality management, tourism management and consumer behavior. I also conduct research in the fields of hospitality and tourism with a specific focus on branding and marketing. In the last few months, I have been involved in supervising project, MPhil and Honour students. I have also been involved in organising a study tour in Rennes, France and am working on developing the new Master of Luxury Branding

□ **How long have you been in tourism research sector?**

I have been researching in the area of tourism for the last 5 years. My first research project was on visitor motivations for visiting a private park in Western Australia and this led to numerous other park-related projects. I have since conducted research projects on authenticity in heritage precincts and tourism products.

□ **What's your upcoming research projects that you're excited to conduct and why?**

I have recently embarked on a research project on how park visitation may be used as a tool to create greater environmental awareness which I feel is an excellent way of getting visitors involved in the conservation of the environment. I have also developed two new collaborative projects with the Baba & Nyonya Heritage Museum and the Malaysian History and Heritage Club in Malacca, Malaysia. These projects will look at how minority cultures may utilise oral storytelling and heritage workshops to preserve their history and traditional crafts. These projects are very close to the heart for me as they will be conducted in my hometown on my own culture, the Peranakan culture.



□ **What is your greatest research achievement?**

Thus far, my greatest achievement would be the completion of my PhD. Over 5 years I was able to work with two excellent supervisors, Associate Professor Vanessa Quintal and Professor Ian Phau who, through their mentorship, helped me develop valuable research skills. I also had the opportunity to acquaint myself with numerous qualitative and quantitative statistical methods to equip me with an array of analysis techniques. The PhD process helped me grow as a person and discover abilities that I never thought I had!

□ **What is your advice to researchers who are just beginning their careers?**

Attach yourself to a mentor who will help you strategise the trajectory of your career! The mentorship I have received has helped me to strategically position myself by getting involved in teaching projects, course development, unit management as well as research activities which, I believe, helped me be a more well-rounded academic.

□ **Apart from researching, what's your other passion?**

Believe it or not, in my teens I was the lead guitarist of a punk rock band! We released an EP and went on tour around Malaysia for a month. I am also an avid cyclist and intend to traverse the Alps on my bike one day.

□ **What type of traveler do you consider yourself as?**

I am an experienter when it comes to travel. I am not interested in visiting popular attractions but instead, enjoy wandering around cities, towns and villages immersing in the sights, smells and sounds of everyday life. I enjoy watching the locals going about their days and absorbing the vibe of the city. At historical destinations, I often let my imagination go wild, imagining what life would have been like in the past. Travel for me is not about Instagramable moments, but rather finding an existential state of being through a personal and intimate connection with the destination's soul.



# List of latest publications

## Books

**Volgger, M.** 2017. *Umsetzungskompetenz als Erfolgsfaktor in Tourismusdestinationen*. Wiesbaden: Springer.

**Volgger, M.** and H. Pechlaner. (Eds) 2017. *Die Gesellschaft auf Reisen – Eine Reise in die Gesellschaft*. Wiesbaden: Springer.

## Book Chapters

Fletcher, C., **Pfarr, C.** und Brueckner, M. 2017. Factors Influencing Indigenous Engagement in Tourism Development: An International Perspective. In: A. Carr, L. Ruhanen, M. Whitford, B. Lane (Eds). *Sustainable Tourism and Indigenous Peoples*. London: Routledge. (in print)

Herntrei, M., and **M. Volgger**. 2017. “[Tourismusentwicklungskonzepte](#).” In *Regionen, Standorte und Destinationen entwickeln: Perspektiven der Beziehung von Raum und Mensch | Lo sviluppo di regioni, luoghi e destinazioni: prospettive sulle relazioni tra uomo e territorio*, 275-293. Bozen: .

Innerhofer, E., **M. Volgger**, A. Scuttari, and H. Pechlaner. 2017. “Architectural Governance und Regionalentwicklung: Vergleichende Studie zur Koordination der architektonischen Entwicklung und der regionalen Baukultur in fünf Alpenregionen.” In *Regionen, Standorte und Destinationen entwickeln: Perspektiven der Beziehung von Raum und Mensch | Lo sviluppo di regioni, luoghi e destinazioni: prospettive sulle relazioni tra uomo e territorio*, 242-257. Bozen: .

Pechlaner, H., and **M. Volgger**. 2017. “[Einleitung: Die Gesellschaft auf Reisen - Eine Reise in die Gesellschaft](#).” In *Die Gesellschaft auf Reisen - Eine Reise in die Gesellschaft*, 1-7. Wiesbaden.

Pechlaner, H., and **M. Volgger**. 2017. “[Perspektiven der Destination Governance: Steigerung der Vernetzungsqualität unter den Tourismusorganisationen Österreichs](#).” In *Regionen, Standorte und Destinationen entwickeln: Perspektiven der Beziehung von Raum und Mensch | Lo sviluppo di regioni, luoghi e destinazioni: prospettive sulle relazioni tra uomo e territorio*, 37-51. Bozen: .

Pechlaner, H., and **M. Volgger**. 2017. “Tourismus als Wissenschaft – Prädestiniert für interdisziplinäres Forschen? Eine europäische Perspektive.” In *Tourismus und Wissenschaft: Wirtschaftliche, politische und gesellschaftliche Perspektiven*, 25-42. Berlin.



Pechlaner, H., C. Nordhorn, and **M. Volgger**. 2017. "Flucht, Migration und Tourismus – Perspektiven einer ‚New Hospitality‘?." In *Die Gesellschaft auf Reisen – Eine Reise in die Gesellschaft*, 207-221. Wiesbaden.

Pechlaner, H., **M. Volgger**, and A. Zehrer. 2017. "Tourismus und Wissenschaft oder Tourismuswissenschaft? Ein (weiterer) Erklärungsversuch." In *Tourismus und Wissenschaft: Wirtschaftliche, politische und gesellschaftliche Perspektiven*, 245-252. Berlin.

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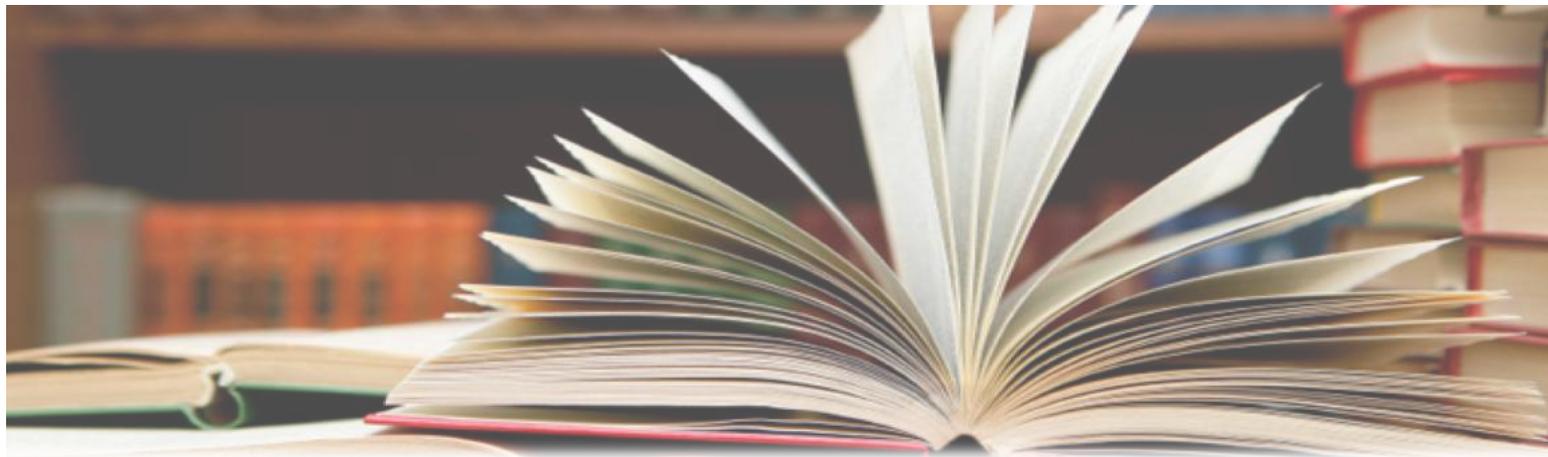
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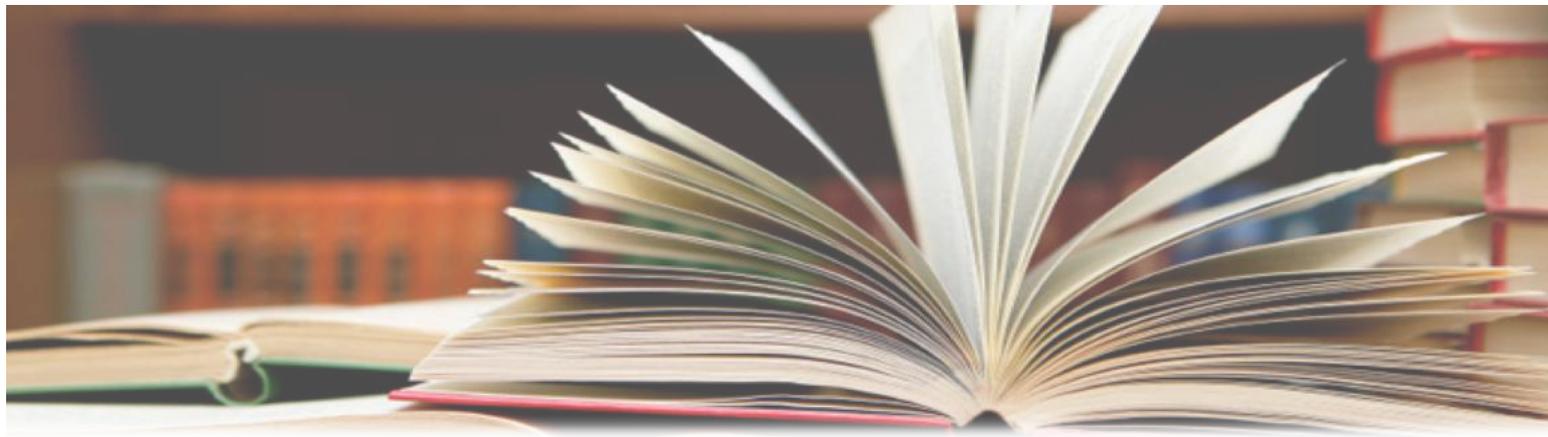
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# TOURISM RESEARCH CLUSTER

The Tourism Research Cluster works closely with local, state and national government departments, providing advice on a range of projects related to sustainable tourism. We are expanding our scope internationally in the area.

The TRC has built strong links with industry – both commercial and not-for-profit organizations - through the TRC Research Seminar series and annual symposia. Industry representatives are invited to present case studies at each symposium. This provides opportunities for government, industry and academics to come together to debate and propose solutions to mutual problems, leading to collaborative research projects.

## Key benefits of joining TRC:

### For interested organizations:

- ✓ 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

### For tourism researchers:

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

The TRC is a platform for all those interested in tourism research.

Please visit our website for more information: <http://business.curtin.edu.au/our-research/centres-and-institutes/tourism-research-cluster/>.

**TRC Membership is FREE.**

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[trc@curtin.edu.au](mailto:trc@curtin.edu.au).

If you have any enquiries, please contact [trc@curtin.edu.au](mailto:trc@curtin.edu.au) or our TRC coordinators:

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# ***NOTES:***

# Tourism Research Cluster