



Curtin University

School of Marketing

Tourism **R**esearch **C**luster

Newsletter

Issue 16, 2018

Inside This Issue:

- **Directors' Message**
- **Members' Achievements**
- **Latest News**
- **Recent Seminars**
- **Recent Events**
- **Recent Conferences**
- **Recent Visits**
- **Recent Publications**

Directors' Message

Welcome to our first newsletter for 2018 which covers the second half of 2017! It has been another busy 6 months, where our focus has been firmly on applied projects and many industry workshops. We hosted Prof Harald Pechlaner for a second visit and A/Prof Leonie Lockstone-Binney from William Angliss Institute in Melbourne. While Prof Pechlaner was with us, we hosted our first Curtin-industry breakfast summit, where a limited number of academics and key industry players got down to the detail on identifying WA's tourism development needs and potential ways of achieving these.

A highlight over the past 6 months included the long-awaited launch of A/Prof Christof Pforr and Dr Michael Volgger's Bankwest Curtin Economics Centre's funded report on the opportunities and disruption caused by Airbnb in WA for the existing hospitality sector. The report was launched first in Perth and then in Busselton and generated widespread interest from industry and media.

Curtin's TRC is continuing to build its focus on Aboriginal tourism. Prof Kirsten Holmes and A/Prof Vanessa Quintal were guest speakers at the ANFAB and Curtin Centre for Aboriginal Studies hosted event, *Growing the Growers*, about the business of bushfoods; and Dr Michael Volgger, A/Prof Christof Pforr, Prof Ross Taplin and Dr Sean Lee have been awarded a grant from Tourism WA to investigate Aboriginal product adaptation for new markets as well as Aboriginal product integration into mainstream packages in WA.

The TRC also has developed significant expertise in the new Asian markets for WA, particularly the Chinese market as the numbers of Chinese independent travellers increase. A/Prof Cecilia Xia and Prof Kirsten Holmes presented a first-look findings of their Bankwest Curtin Economics Centre project on the regional travel patterns of Chinese independent tourists in Bunbury in December, highlighting some simple ways in which tourism businesses can target this growing market. Dr Michael Volgger and A/Prof Christof Pforr will complement these findings by focusing on product development and adaptation for other Asian source markets as well.

From 2018, Prof Kirsten Holmes will be standing down as TRC Co-Director, having held that role for a number of years and joining Michael Volgger will be Dr Tod Jones, Senior Lecturer at the School of Built Environment, Faculty of Humanities, and Discipline Lead in Geography, which will further emphasise the inter-disciplinary character of the TRC. We wish Tod all the best in his new role and look forward to making joint progress with the TRC.

In the name of the TRC, I (Michael Volgger) wish to thank Prof Kirsten Holmes for all she has done for the TRC as its Director and Co-Director. For years, she has provided stimuli to the TRC and has recently been promoted to Professor – many congratulations for this achievement. We strongly count on her remaining actively and passionately involved with the TRC also in the future!

Not least, a sincere thank you goes to the School of Marketing for its renewed support provided to the TRC! We are looking forward to fascinating months to come and will keep you updated on further developments.

Best wishes,
Kirsten and Michael

Breaking News



Kirsten Holmes promoted to Professor and appointed Dean of Research for CBS

Kirsten Holmes has recently been promoted to Professor and has subsequently been appointed the Dean of Research for the Curtin Business School. Following a competitive process, Kirsten has been appointed to the position of Dean of Research for a three-year term.

Kirsten has been in academia for over 20 years and is an internationally-recognised expert in the study of volunteering, particularly in events, leisure, sport and tourism contexts. Before joining Curtin in 2007, Kirsten worked at the Universities of Sheffield and Surrey in the UK, and has conducted research projects across 15 countries. She has published over 60 peer reviewed papers in leading journals and her research has been funded by the Australian Research Council, the Australian Government's Office for Learning and Teaching, the UK Government and the International Olympic Committee. Kirsten regularly works with industry and government, particularly the not-for-profit sector.

At Curtin, Kirsten has taken a leading role in research and development at a number of levels. She has been a member of the Faculty Research and Development Committee since 2010; has completed ERA submissions for Management, Marketing and Tourism, and has been Director of the Tourism Research Cluster. She has represented Curtin externally in a range of industry and academic organisations including Volunteering Australia, Volunteering Western Australia, and is currently First Vice Chair for the Council for Australasian University Tourism and Hospitality Education (CAUTHE).

In 2016, she was elected the Faculty representative to URDC and has taken an active role in the development of the university's new research strategy. Implementing this strategy at a faculty, school and discipline level will be a key focus of her new role.

The TRC would like to express our sincerest gratitude to Prof Kirsten Holmes for her contribution over the years as the Director and Co-Director of the TRC. She has been an invaluable member of the Cluster, bringing to it her research expertise, networks and vision. Please join us in wishing Kirsten all the best in her new role as Dean of Research!

Members' Achievements



At the 2017 Conference of the Association Internationale D'Experts Scientifiques Du Tourisme (Aiest) in Tbilisi, Georgia (3-7/9/2017), **Dr Michael Volgger** and **A/Prof Christof Pforr** received the 2017 Aiest Best Contribution Award (together with A.E. Stawinoga, EURAC, Italy and S. Matthews, TRA, Australia).



Prof Laesser (Aiest Secretary General); A/Prof Pforr; Dr Volgger and Prof Pechlaner (Aiest President)

“2017 Aiest Best Contribution Award”



The Aiest is the oldest international association of scientific and practical experts with particular interest in tourism. It is a unique social network with around 300 members in 49 countries on all continents. This network is devoted to an interdisciplinary approach to serving the needs of research in tourism. It includes an Academic as well as a Practitioner stream that allow for an international scientific and practical exchange. The Aiest has contributed much to an objective understanding of the phenomenon of tourism, and to the scientific acceptance of studies in this field. Its members help to pinpoint the latest developments and trends in tourism, and to devise farsighted solutions for new problems as they arise.

LATEST NEWS

“Report Launch of Major Airbnb Study”

On Friday, 6 October 2017, Bankwest Curtin Economics Centre’s report on *The Impact of Airbnb on WA’s Tourism Industry* was launched at Hyatt Perth. More than 100 delegates from tourism industry, government and universities attended the event. The attendees also included a high-profile industry panel with Allison Manners (Managing Director, Beach Stays Australia), Evan Hall (CEO Tourism Council WA) and Bradley Woods (Australian Hotels Association WA). The project was led by A/Prof Christof Pforr and co-investigators Dr Michael Volgger from the School of Marketing and Dr Kylie Coulson from the School of Accounting at Curtin was also supported by Tourism Western Australia, the WA Department of Premier and Cabinet, Tourism Research Australia, EURAC Research and Inside Airbnb. The study has examined the growth and impact of Airbnb in Western Australia, highlighting the potential in opening up new tourism opportunities in the State, as well as the need for policy settings in governing the sharing economy.



Mr Evan Hall, Chief Executive Officer of Tourism Council WA; Dr Michael Volgger, Senior Research Fellow, School of Marketing at Curtin University; A/Prof Christof Pforr, School of Marketing at Curtin University; Ms Allison Manners, Managing Director of Beach Stays Australia; Mr Bradley Woods, Chief Executive Officer of Australian Hotels Association; Ms Rebecca Munro, Journalist at Channel 10; Prof Alan Duncan, Director of Bankwest Curtin Economics Centre

The release of the project report has generated widespread media interest in Western Australia and also Australia-wide. Coverage of the report can be read on [ABC](#), [The West Australian](#), [Business News](#), [WAToday](#), [Community News](#), or [listen to Dr Volgger discussing the report findings](#) with 6PR's Darren de Mello.

For more information please click here:

[READ MORE](#)



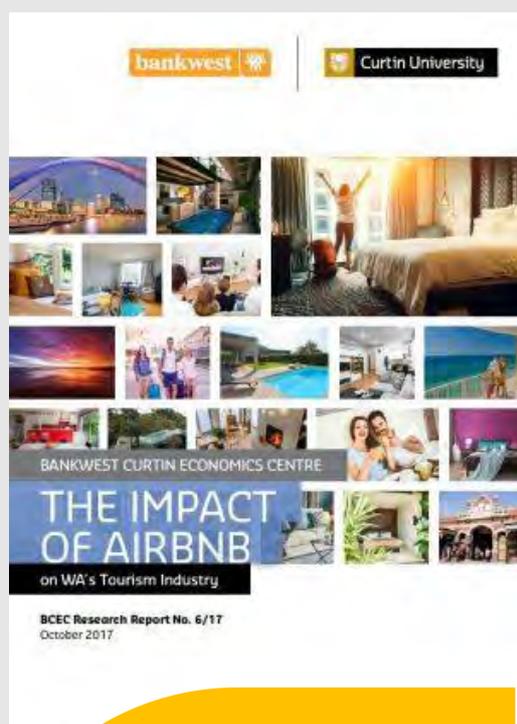
On Friday, 20 October the Airbnb report was also launched in Busselton (Undalup Room, City of Busselton) with a particular focus on the situation in the Australia's South West tourism region. The event was co-organised by Australia's South West Inc. and the Margaret River Busselton Tourism Association (MRBTA) and attended by more than 50 delegates.

Dr Michael Volgger and A/Prof Christof Pforr



“Successful Regional Launch of Airbnb Report”

“Airbnb Report: The Impact of Airbnb on Western Australia’s Tourism Industry”



For the online version of the report please

click on the following link:

<http://bcecreports.edu.au/airbnb/>

or, alternatively, for a pdf version of the report please go to:

<http://bcec.edu.au/publications/the-impact-of-airbnb-on-was-tourism-industry/>

This project explored the rapid growth of the sharing economy, specifically Airbnb, in recent years and how it has challenged traditional economies in many countries around the globe. With more than 3 million listings in more than 190 countries, many consider Airbnb as one of the most disruptive developments in tourism over the past decade. The project, which was led by A/Prof Christof Pforr and co-investigator Dr Michael Volgger from the School of Marketing at Curtin University, focused on the main characteristics of Airbnb in Western Australia as well as its growth and impact.

This study has significantly contributed to closing the existing knowledge gap on the Airbnb phenomenon in WA by exploring the stakeholder perceptions of the sharing economy and Airbnb, the extent of Airbnb supply and demand in WA and how this differs from conventional accommodation demand and also what policy responses have been employed in other tourism destinations worldwide in response. The study’s findings offer new empirical insights, which are of interest to government agencies and the tourism sector and are a valuable source of data to inform (current) policy debate.

Recent Seminars

“From Destination Governance to Destination Design: Old Wine in New Bottles?”



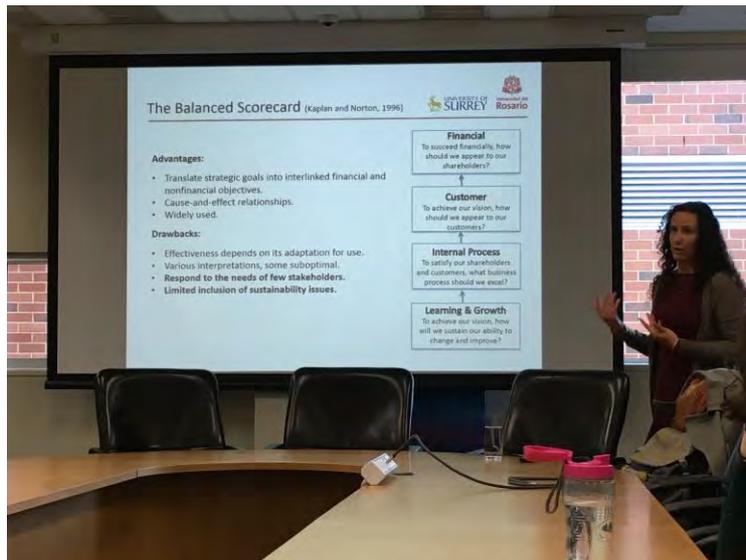
Presented by:
Prof Harald Pechlaner
Day: Friday
Date: 28 July 2017
Time: 10.30 am – 11.30 am
Venue: Curtin Bentley, School of Marketing Boardroom, Room 2024, Level 2, Building 408

The TRC organised a seminar with guest speaker, Adj Prof Harald Pechlaner. The first part of the seminar focused on outlining the historic development of some key concepts in destination management. Key points were made:

- He presented “destination design” as a potentially new approach in the evolution of destination management. In the context of development, governance and management of tourism destinations, aesthetics and/or design elements are barely considered.
- A transdisciplinary approach could enrich the perspectives of destination management.
- Design theory can be a suitable approach as it involves a wide range of different elements and disciplines that can help in adding new perspectives on destinations.

Recent Seminars

“The Materiality Balanced Scorecard: Organizational Change Towards Sustainability Integration”



Presented by:
Ms Mireia Guix
Day:
 Wednesday
Date: 9 August
 2017
Time: 12.00
 pm – 1.00 pm
Venue: Curtin
 Bentley,
 School of
 Marketing
 Boardroom,
 Room 2024,
 Level 2,
 Building 408

In another TRC seminar, guest speaker Ms Mireia Guix presented her findings on the Materiality Balanced Scorecard (MBSC) as a suitable instrument to define, communicate and operationalise strategic sustainability objectives. The following key points were highlighted:

- A Balanced Scorecard can be used as a sustainability reporting method.
- Accordingly, an organisation can improve its management control by addressing the quality, transparency and consistency of its sustainability response without undermining the viability of the business.

Recent Seminars

“The Clammy Hand of the Third Sector? Engaging the Voluntary Sector in Olympic Games Volunteering Legacies”



Presented by:
*A/Prof Leonie
Lockstone-
Binney*

Day:
Wednesday
Date: 9 August
2017

Time: 12.00
pm – 1.00 pm

Venue: Curtin
Bentley,
School of
Marketing
Boardroom,
Room 2024,
Level 2,
Building 408

Guest speaker, A/Prof Leonie Lockstone-Binney, presented another seminar with the title “The Clammy Hand of the Third Sector? Engaging the Voluntary Sector in Olympic Games Volunteering Legacies”. Key points included:

- Volunteers are lauded as the “unsung heroes” of the Olympic Games where most countries are increasingly looking for a volunteering legacy for events.
- The roles of the voluntary sector such as peak volunteering bodies and volunteer resource centres have received limited research attention.
- The findings have revealed contrasting approaches of Organising Committees to work with the voluntary sector on legacy planning. In Sydney, SOCOG had no specific remit for legacy planning whereas in London, there was Government-led legacy planning but failure in engaging with voluntary sector hampered implementation.
- Recommendations on how the voluntary sector can be better engaged in mega event planning to facilitate a stronger volunteering legacy were given in the presentation.

Recent Event



Date: Wednesday, 20/09/2017

Time: 2.00pm

Venue: School of Marketing Boardroom (408:2024), Curtin University, Bentley Campus

Research and Innovation Week is the annual showcase to celebrate and promote Curtin's research excellence and achievements. As part of this Week, the Tourism Research Cluster presented its future research agenda linked to current tourism challenges in a keynote speech held by Dr Michael Volgger and Prof Kirsten Holmes.





TRC Breakfast: “Industry connect: Promoting collaboration between academia and the tourism industry”



Presented by:
Prof Harald Pechlaner
Day:
Wednesday
Date: 29
November
2017
Time: 08.00
am – 09.15 am
Venue: Bentley
Pines Training
Restaurant at
South
Metropolitan
TAFE

Dr Ben Thomas, Dr Sean Lee, Prof Mohammed Quaddus, Dr Michael Volgger, Dr Steve Crawford, A/Prof Cecilia Xia, Prof Harald Pechlaner, Philip Payne and Tahn Donovan during the TRC Breakfast at the Bentley Pines Training Restaurant at South Metropolitan TAFE

On 29 November, the first TRC Breakfast was hosted at Bentley Pines Training Restaurant at South Metropolitan TAFE in Perth. It was an informal and restricted TRC gathering where TRC Adj. Prof Harald Pechlaner shared his thoughts about improving the synergies between universities and the tourism industry (including government) for mutual benefit. The TRC Breakfast was an interactive get-together, where all participants brought their own ideas and discussed intensively. Major points considered included the following (*please refer to next page*):

- *The value of working with industry for tourism academia as an “applied science” lies in the possibility to develop real-world oriented problem definitions and research questions;*
- *The value of working with academia for tourism industry and government lies in getting quality-driven, creative, unique, non-standardised, tailor-made, up-to-date and “neutral” findings;*
- *Industry may appreciate the value of academic reputation (“brand value”) in giving credibility and weight to findings;*
- *The evident differences between consultants and academia need to be recognised, because they serve different purposes;*
- *Development of reciprocal trust and respect between academia and industry/government is based on inter-personal relations and requires continuous investments on both sides – but they are worth it;*
- *There are translation issues; hence, the need for academia to adapt communication to the industry audience (project reports, events, terminology etc.);*
- *Formal academic KPIs may need to be redesigned to better capture and appreciate industry connection in tangible terms;*
- *There is need to keep a balance between giving and taking when it comes to social science research: social science research requires data from and collaboration of businesses, organisations and communities;*
- *Key technical issues are pricing and intellectual property rights, which require a balanced approach with reciprocal understanding of each other’s needs and constraints;*
- *As the phenomenon called “tourism” is a complex, cross-sectoral and inter-disciplinary matter, the contribution of all is required.*

The TRC is willing to take these points seriously and is implementing a number of initiatives to further improve industry orientation and connection. We will keep you posted.

Overall, the first TRC Breakfast was a quick and insightful exchange over some delicious food at the TAFE Restaurant. According to the feedback, all participants enjoyed the format. In brief: It was a success and more will follow.

Recent Conferences

“4th International Conference on CSR, Sustainability, Ethics & Governance”



Dr Martin Brueckner (Conference Host), A/Prof Christof Pforr, Dr Michael Volgger, Prof Arch Woodside and Prof Harald Pechlaner during the “4th International Conference on CSR, Sustainability, Ethics & Governance” hosted at Murdoch University in Perth

The TRC had a strong presence at the “4th International Conference on CSR, Sustainability, Ethics & Governance” hosted at Murdoch University in Perth from the 26th to the 28th July 2017:

- Prof Arch Woodside gave a PhD Workshop on “Publishing with impact” and a keynote on “Agenda-setting for corporate social responsibility in tourism”;
- Prof Harald Pechlaner presented a keynote on “Importance and Challenges of CSR for Tourism - A European Perspective”;
- Dr Michael Volgger, A/Prof Christof Pforr and Prof Arch Woodside presented a paper on “Introducing more altruistic decisions: Exploring tourists’ (non) use of sustainability information in accommodation choices”;
- Prof Harald Pechlaner presented a paper on “Destination network responsibility: The role of leadership in the context of joint responsibility on the way to a resilient destination”.

Recent Conferences

Growing the Growers, Australian Natives Food and Botanicals (ANFAB), Muresk Institute, Northam



A/Prof Vanessa Quintal presenting during the ANFAB's WA Grow the Growers conference.

In November, Prof Kirsten Holmes and A/Prof Vanessa Quintal were both invited to speak at ANFAB's WA Grow the Growers conference, jointly hosted by ANFAB and Curtin's Centre for Aboriginal Tourism. The conference was primarily about opportunities for growing native foods and botanicals and was attended by over 60 participants including many farmers from across the state.

Prof Holmes presented on *Opportunities for bushfoods tourism* and A/Prof Quintal on *Luxury marketing*. Prof Holmes outlined the growth of both food and Aboriginal tourism, the kinds of experiences that tourists seek and the growth markets for international tourism to WA and how to reach these markets. A/Prof Quintal explained about how to establish a product as luxurious and particularly focused on affordable luxury products and why consumers choose these.

Recent Workshop

“Where do Chinese tourists go in Australia’s South West and why?”



Ms Catrin Allsop from Australia’s South West, Prof Kirsten Holmes, Yan Lyu from the Bunbury Jianxing Centre, A/Prof Cecilia and Dr Lesley Crowe-Delaney

A/Prof Cecilia Xia and Prof Kirsten Holmes presented at a workshop showcasing the findings from their Bankwest Curtin Economics Centre funded project examining Chinese tourists’ experiences and travel patterns in regional WA. The workshop was hosted by Australia’s South West, the Bunbury-Jiaxing Office and the Bunbury Geographe Chamber of Commerce, in Bunbury in early December and included over 50 tourism industry professionals from the South West region.

Focusing on the South West region, A/Prof Xia presented route maps of Chinese tourists’ itineraries around WA, their most-visited destinations and attractions and their travel preferences. Independent travellers from China are increasing and tourists are happy to hire and car and self-drive to destinations outside of Perth. Delegates learnt that Chinese tourists are most likely to visit during the first quarter of the year, linking their visit to the Chinese New Year holiday; that their favorite attraction in the South West is Busselton Jetty; and that they very much appreciate Chinese language guides and information. The workshop concluded with small group discussions with the project team about how tourism businesses can best attract this growing market.

Recent Visits

“Visit to Eurac Research”

Dr Michael Volgger has visited Eurac Research in Italy in September 2017. He has held a workshop on “Tourism, economy and society in Western Australia: A few personal reflections” with members of the Centre for Advanced Studies. The presentation has generated a lively debate about commonalities and differences between European Union approaches on the one hand and current debates and challenges in (Western) Australia on the other.



Dr Michael Volgger with members of the Centre for Advanced Studies at Eurac Research in Italy

“Indigenous Tourism in the Kimberley Region”

During a research trip to the Kimberley Region, Prof Harald Pechlaner, the Co-Director of the TRC Dr Michael Volgger and A/Prof Christof Pforr made initial contact with key tourism stakeholders of the region and familiarized themselves with existing indigenous tourism products and experiences to establish a workable basis for future research to explore two specific aspects of indigenous tourism, wellness tourism and culinary tourism. As a follow on from this visit, the project on ‘Developing traditional culinary tourism experiences for the China outbound market in Australia and Germany’ will be conducted in 2018/2019.



Mr Glen Chidlow – CEO for Australia's North West Tourism, Prof Pechlaner & Dr Volgger in Broome

Recent Visits

“Research Visit to Namibia”

In June 2017, A/Prof Christof Pforr visited the Department of Geography, History and Environmental Studies in the Faculty of Humanities and Social Sciences at the University of Namibia in Windhoek (Namibia). Ms Ellen Kimaro (Head of the Department) and her team expressed a keen interest to develop future research and teaching ties between both organisations.



A/Prof Christof Pforr, Ms Ellen Kimaro and Mr Jona Heita at the University of Namibia



John Siloiso (NAM) and A/Prof Christof Pforr

During his visit to Windhoek, A/Prof Pforr also met the CEO of the Hospitality Association of Namibian, Mr Gitta Paetzold, and gave a presentation to staff from the Namibia Tourism Board (NAM). During a number of meetings, NAM expressed a strong interest in developing future closer research links with the Tourism Research Cluster.

During a recent visit to the Rhine-Waal University (Germany) at the beginning of November 2017, A/Prof Christof Pforr met with Prof Dirk Reiser to discuss various research projects. A/Prof Pforr also gave two seminars to students on Regional Tourism in Australia and on the Sharing Economy with the Case Example of Airbnb.



A/Prof Christof Pforr and Dr Dirk Reiser



Tourism Students at the Rhine-Waal University

A/Prof Pforr and Prof Reiser have recently published a new book on tourism in Australia and New Zealand. Although both countries have become attractive destinations since the 1970s, there have only been few, if any, explorations of this theme in the German-speaking academic literature. Written by international experts, this book makes a major contribution to understanding the unique features of the tourist economy of these destinations. The book has been published by the leading academic publishing house De Gruyter Oldenbourg.

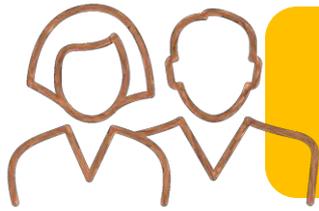
(Further information: <https://www.degruyter.com/view/product/450026>)



What's up with Roy Jones?

- Together with Thomas Carter (University of Northampton), A/Prof David C. Harvey (University of Aarhus) and Dr Lain Robertson (University of the Highlands and Islands), Emeritus Professor Roy Jones has signed a contract with Routledge to co-edit "Creating Heritage: Unrecognized Pasts and Rejected Futures", a volume in their Cultural Heritage and Tourism Series.
- Prof Roy Jones has been Commissioned by the Geographical Association of Western Australia (the state's Geography Teachers Association) to write the Unit 2 (Global Networks and Interconnections) component of the "WA ATAR Geography Units 1 and 2" Year 11 text book for use in high schools from 2019.
- Together with Dr Joseph Christensen (Murdoch University), Prof Roy Jones has been invited to present a paper on Denham/Shark Bay at a workshop on "Changing Villages" held at the Catholic University of Leuven on September 20th-22nd. The Belgian and Dutch workshop organisers are collaborating with the editors of the prestigious Journal of Rural Studies to produce a theme issue on this topic in 2018.
- Prof Roy Jones has also - with Tod Jones and Christina Birdsall-Jones (both Curtin) - given a paper on "Sustaining the Western Australian Aboriginal Commons: Contesting Conceptions of Land, Resources and Authority" at the the Rural History 2017 Conference at the Catholic University of Leuven September 11th-14th.





Get to know our TRC Co-Directors



Professor Kirsten Holmes*

Job Position: Professor
TRC Position: TRC Co-Director
Email: k.holmes@curtin.edu.au

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

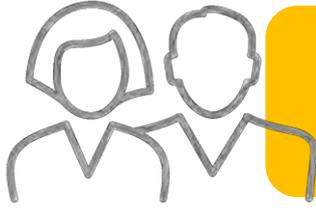
*Stepping down for Dr Tod Jones to become the new TRC Co-Director



Dr Michael Volgger

Job Position: Senior Research Fellow
TRC Position: TRC Co-Director
Email: michael.volgger@curtin.edu.au

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



Get to know our TRC Executives

Professor Arch Woodside



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Dr Benjamin Thomas



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Associate Professor Cecilia Jiang Hong



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Associate Professor Christof Pforr



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Get to know our TRC Executives

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**Professor Mohammed
Quaddus**



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Professor Ross Taplin

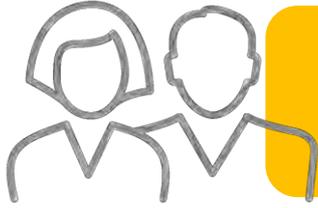


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Professor Roy Jones



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Get to know our TRC Executives

Dr Sean Lee



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Dr Tekle Shanka



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Dr Tod Jones



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TRC Position: TRC Executive
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Get to know our TRC Adjuncts



Professor Harald Pechlaner



Professor Muzaffer Uysal



Professor Dogan Gursoy



Mr Campbell Fletcher



Dr Jane Ali-Knight



Dr Mirjam Wiedemann

Interview



CHAT WITH BENJAMIN THOMAS

Please tell me about yourself.

I'm a country boy hailing from Dunsborough in WA's south west. After spending 3 years backpacking around the world and Australia in my late teens and early twenties I thought it was about time to start to develop my professional career and landed in Perth to begin my university degree. Since then I've managed to tick off finishing my PhD examining wine tourism, established and sold off my own online wine retail and tourism business as well as worked in a few different marketing agencies around Perth. I balance that all out with a love of sports, music, food and wine. You'll find wine is a common theme with me.

Define what you do professionally.

I've recently sold my wine business and am now back at Curtin exploring the ins and outs of an academic career. I have a heavy teaching workload in the School of Marketing, but I'm finding time to get my research going. After experiencing the challenges of running your own small business in the wine industry at the coal face I'd like to translate that into research to help make an impact for wine producers to better navigate through what is a rather competitive market.

How long have you been in tourism research sector?

I'm a bit of a noob really. I finished my PhD in 2014 but have been fairly removed from the research side of things while focusing on my small business until this year.

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

I'm involved in a TRC project looking to establish a UNWTO-backed sustainable tourism destination observatory in the South West region of WA at the moment. Sustainability is a key focus and being involved in implementing a project designed to monitor and potentially enhance sustainability outcomes in my home region is something I find inspiring. I've also got my eye on a few Wine Australia grants, with the hope to help maximize the impact of international tourists on the wine sector.

Interview

What is your greatest research achievement?

It's early day still, but having my first paper lifted out of my PhD published in Tourism Management, an A* journal, would have to be the high point thus far.

Apart from researching, what's your other passion?

I'm a big wine fan. Once you get bitten by the bug you're gone. It's such an interesting product that is so diverse and rich in history. There are so many varieties and styles to experience, plus so many different regions that put their own spin on things, it brings art, science and regionality all together at once and most importantly it helps encourage your silly side after a few glasses. Apart from that, I'm a mad Freo Dockers supporter, going to all their home games, and I love tinkering around on the guitar in my music room and cooking up a storm in the kitchen.

What type of traveler do you consider yourself as?

I'd say I'm a bit of an explorer. I love getting lost in wine regions tasting new wines and meeting the people behind them, I love finding an eccentric bar/restaurant down a side alley and I love finding a secluded beach to unwind and catch some rays.

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Latest Publications



Book

Pfarr, C. and Reiser, D. (eds) 2017. *Tourismus in Australien und Neuseeland*. Berlin: De Gruyter Oldenbourg.

Journal Article

Brueckner, M., Bice, S.J. & Pfarr, C. (2017). Putting social license to operate on the map: A social, actuarial and political risk and licensing model (SAP Model), *Resources Policy*, 53, 46–55.

Quintal, V., Thomas, B., Phau, I., & Soldat, Zorana. (2017). Using push-pull winescape attributes to model Australian wine tourist segmentation. *International Journal of Business Wine Research*.

Report

Pfarr, C.; Volgger, M. & Coulson, K. (2017) The Impact of Airbnb on WA's Tourism Sector. Perth: Bankwest Curtin Economics Centre.

Book Chapters

Brueckner, M., Bice, S. & Pfarr, C. (2018). Risky Business? On the Interplay Between Social, Actuarial and Political Risks and Licences. In: Lu, H., Schmidpeter, R., Capaldi, N. & Zu, L. (eds) *Building New Bridges Between Business and Society. Recent Research and New Cases in CSR, Sustainability, Ethics and Governance*. (pp. 25-45). Heidelberg: Springer.

Devereux, P., Stocker, L. and Holmes, K. (2017). "Voluntourism: a cross-cutting and relational method to achieve the Sustainable Development Goals. In D. Marinova and J. Hartz-Karp (Eds)." *Methods for sustainability*. Cheltenham: Edward Elgar Publishing: 249-264.

Holmes, K. and Mair, J. (2018). "Greening events. In Brinkmann, R. & Garren, S. (Eds.), *The Palgrave handbook of sustainability: case studies and practical solutions*." *Palgrave Macmillan, forthcoming*.

Latest Publications



Volgger, M. & Pechlaner, H. (2017). Wege und Grenzen: Perspektiven transregionaler Governance und grenzüberschreitender touristischer Produktentwicklung in den Alpen (Paths and borders: Perspectives of trans-regional governance and cross-border product development in Alpine tourism), in Bußjäger, P. and Gsodam, C. (Eds.), *Tourismus und Multi-Level - Governance im Alpenraum (Tourism and Multi-Level-Governance in the Alps)*. Vienna: new academic press, pp. 211-238.

Pechlaner, H. and Volgger, M. (2017), Zukunft der Tourismusforschung – Probleme und Perspektiven aus Sicht australischer Forscher (The future of tourism research: Issues and perspectives from Australian researchers), in Pforr, C. and Reiser, D. (Eds.), *Tourismus in Australien und Neuseeland (Tourism in Australia and New Zealand)*, München, Berlin: De Gruyter/Oldenbourg, pp. 295-314.

Conference Presentations

Pforr, C., Locher, C., Volgger, C. & Bialk-Wolf, A. (2017). *Distinct Landscapes of Medical Tourism: A Four-Country Comparative Study*. Paper presented at the 2017 Conference of the Association Internationale d'Experts Scientifiques du Tourisme (AIEST) in Georgia (3 - 9 September 2017).

Volgger, M., Pforr, C., Stawinoga, A.E. & Matthews, S. (2017). *What differentiates Airbnb users? An analysis of international visitors to Australia*. Paper presented at the 2017 Conference of the Association Internationale d'Experts Scientifiques du Tourisme (AIEST) in Georgia (3 - 9 September 2017).

Reiser, D., Sängler, A., Volgger, M., & Pforr, C. (2017). *Social sustainability in the sharing economy: The case of Airbnb*. Paper presented at the 2017 Conference of the Association Internationale d'Experts Scientifiques du Tourisme (AIEST) in Georgia (3 - 9 September 2017).

Volgger, M., Woodside, A., & Pforr, C. (2017). *Inducing more altruistic decisions: Exploring tourists' (non)use of sustainability information in accommodation choices*. Paper presented at the 4th International Conference on CSR, Sustainability, Ethics & Governance at Murdoch University, Perth (26-28 July 2017).



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/>.

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