

10th Biennial Conference

“10th Academy Conferences: Then, Now and Future of Tourism Research”

International Academy for the Study of Tourism

Lykia World Oludeniz, Fethiye, Turkey May 15-20, 2007

May 15, 2007 (Tuesday)		Venue: AKM Convention Centre, Mugla University
11:00	Bus depart from Hotel to AKM Convention Centre, Mugla University	
13:30 – 14:00	Opening Ceremony (with protocols with local dignitaries and group phototaking) - <i>Welcome Speech by Sener Oktik, Mugla University</i> - <i>Welcome Address by Richard Perdue, President, International Academy for the Study of Tourism</i> - <i>Welcome Address by William Gartner, Chairman of Executive Committee, International Academy for the Study of Tourism</i>	
14:00 – 14:30	Refreshment break	
14:30 – 15:30	Academy Business meeting	
18:30 – 21:00	Welcome Dinner	

May 16, 2007 (Wednesday)		Venue: Lykia World Convention Centre, Fethiye
09:00 – 10:15	Opening Keynote Session - <i>Burhan Silahtaroglu, Hotel Lykia World, ‘Tourism in Turkey’</i> - <i>Faces and Places (photo slide show by Faruk Akbas)</i>	
10:15 – 10:45	Refreshment Break	
10:45 – 12:30	Paper Session I Session Chairman: <i>Geoffrey Crouch, La Trobe University</i>	
	<i>Tourism Development Orientation of Turkey</i> <i>Bill Gartner, University of Minnesota; Asli Tasci, Mugla University</i>	
	<i>American West in Thailand as Subculture and Tourist Attraction</i> <i>Erik Cohen, The Hebrew University of Jerusalem</i>	
	<i>Tourism and Heritage in Chinese Water Towns</i> <i>Geoffrey Wall, Clare Mitchell, Nancy Fan & Helene Huang, University of Waterloo</i>	
	<i>Publishing in the Journal of Travel Research: An Empirical Assessment of Manuscript Acceptance and Rejection</i> <i>Richard R. Perdue, Virginia Polytechnic Institute and State University; Fang Meng, Ohio University; Jennifer Courtney, Rowan University</i>	
12:30 – 14:00	Lunch	
14:00 – 15:30	Paper Session II Session Chairman: <i>Anton Gosar, University of Primorska</i>	
	<i>The Relationship between Positive Psychology and Tourist Behaviour Studies</i> <i>Philip L Pearce, James Cook University</i>	
	<i>In the Beginning: The Making of a Book about the Beginnings of Tourism Study</i> <i>Dennison Nash, University of Connecticut</i>	

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	Developing a Tourism Demand Forecasting System for Hong Kong <i>Haiyan Song & Stephen F. Witt, The Hong Kong Polytechnic University</i>
	Tourism in the 1950s: The Legacies of World War II <i>Valene L. Smith, California State University</i>
15:30 – 16:00	Refreshment Break
16:00 – 17:30	Paper Session III Session Chairman: Haiyan Song, The Hong Kong Polytechnic University
	How International is the International Academy for the Study of Tourism? <i>Graham M. S. Dann, University of Bedfordshire</i>
	Indigenous Tourism: A New Look at Major Issues <i>Richard Butler, University of Strathclyde; Thomas Hinch, University of Alberta</i>
	Assessing the Impact of Tourist Events – A Comparison of Different Evaluation Methods <i>Egon Smeral, Austrian Institute of Economic Research (WIFO) and University of Innsbruck</i>
	A Tripod Model of Tourism Branding for Rural Destinations <i>Liping A. Cai, Purdue University</i>
18:00	Traditional “Wine and Cheese Reception”

May 17, 2007 (Thursday)		Venue: Lykia World Convention Centre, Fethiye
09:00 – 10:30	Paper Session IV Session Chairman: Regina Schlüter, Universidad Nacional de Quilmes	
	Area Quality Labels. An Incentive for the Sustainable Development of Creative Clusters as Tourist Attractions? <i>Antonio Paolo Russo, Universitat Rovira I Virgili</i>	
	<i>Cultural Heritage Resources and the Process of Tourismification in Urban Areas</i> <i>Myriam Jansen-Verbeke, Catholic University Leuven</i>	
	Spa's - Another Successful Tourism Product of East Central Europe <i>Anton Gosar, University of Primorska</i>	
	“Long-stay”: A New Trend in Japanese Outbound Tourism <i>Shinji Yamashita, The University of Tokyo</i>	
10:30 – 11:00	Refreshment Break	
11:00 – 12:30	Paper Sessions V Session Chairman: Stephen Witt, The Hong Kong Polytechnic University	
	The Role of Destination Personality in Branding Destinations <i>Ercan Sirakaya-Turk, The University of South Carolina & Saint Petersburg State University of Finance and Economics; Seyhmus Baloglu, University of Nevada Las Vegas</i>	
	Mass Tourism Development in Archipelagos: A Comparative Study of the Hawaiian and Balearic Islands <i>Pauline Sheldon, University of Hawaii; Estaban Bardolet, University of the</i>	

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	<i>Balearic Islands</i>
	Attitudes of German Tourists Toward the Turkish Host <i>Ercan Sirakaya-Turk, The University of South Carolina; Muzaffer Uysal, Virginia Polytechnic Institute and State University; Turgut Var, Texas A&M University and Izmir University of Economics</i>
	Tourism-oriented Redevelopment Patterns of the Grand Canal in China <i>Bihu Wu, Yang Yang & Xinmei Zhang, Peking University</i>
12:30	Free Afternoon
18:00	Journal Editors' Reception

May 18, 2007 (Friday)		Venue: Lykia World Convention Centre, Fethiye
09:00 – 10:45	Paper Session VI Session Chairman: Pauline Sheldon, University of Hawaii	
	Does One Culture all Think the Same? An Investigation of Destination Image Perceptions from Several Origins <i>Glenn James McCartney, Macao University of Science and Technology</i>	
	Tourism Research and Education in Argentina and its New Challenges Which Way Now? <i>Regina Schlüter, Universidad Nacional de Quilmes</i>	
	Redefining Tourism: Critique of Productivity Commission Report on Assistance to Australian Tourism <i>Larry Dwyer, University of New South Wales</i>	
	China's Tourism Research: From Alien Concepts to Home Practices <i>Guangrui Zhang, Chinese Academy of Social Sciences</i>	
10:45 – 11:15	Refreshment Break	
11:15 – 12:00	Industry Keynote Session - <i>Ibrahim Birkan, Turser Tourism, Inc, 'Integration of Turkey into International Tourism: A Perspective for the Future'</i>	
14:00	Field Trip	
17:00 - 19:00	Academy Business Meeting	

May 19, 2007 (Saturday)	
09:00 – 18:00	Field Trip & Luncheon at a Restaurant nearby the River in Saklikent
19:00 – 21:30	Closing Dinner Venue: Fethiye, Mugla