



# THE *Newsletter*

Of the International Academy for the Study of Tourism

Académie Internationale  
pour l'Étude du Tourisme

Academia Internazionale  
per lo Studio del Turismo

Internationale Akademie zur  
Erforschung des Tourismus

La Academia Internacional  
para Estudio del Turismo

## President's Message

Only about a year remains before we meet in Savonlinna, Finland for our Academy conference. In this newsletter you will see a draft of the program. Final details will be decided during a site visit in early August when I, and your Vice President, Steve Wanhill, travel to Savonlinna to meet with the FUNTS professors. We will also have an opportunity to preview the Opera which members are invited to enjoy next year.

There will be a meeting of your Executive Council, 1-3 August, in Bornholm, Denmark. You will find a list of agenda items to be discussed at that meeting in this newsletter. Feel free to introduce additional issues for us to discuss or let us know your opinions concerning the listed agenda items.

I am pleased to announce that we have an Academy web site under construction. Take a moment to visit

<http://www.tourismscholars.org>. One of the tasks of the Executive committee when we meet in Bornholm is to decide on a final format for the web site. Please preview the site and let us know what you would like to see it contain.

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## 2002 Executive Board

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## Executive Board Meeting 1-3 August 2002 Agenda

- Review of Secretariat and other issues related to its operation
- Review of existing members and development of criteria for evaluation and continuation in the Academy. This also includes a timeline, forms to be used etc. This needs to be done before we meet in Finland 2003.
- Membership process. Review and timelines, responsibilities set, policies and procedures. Web ready applications forms? Schedule?
- By-law changes
- Website evaluation.
- Conference Program Development
- Schedule for Newsletters
- Sponsorship policy—review and change if necessary.
- Formal position descriptions for Officers
- Commission status and procedures
- Foundation to be established

## President's Message (CONTINUED FROM PAGE 1)

You will notice that the URL for our web site is "tourismscholars" and not "tourismacademy". After a search by our Secretariat it became apparent that any combination using tourism and academy was either not available or did not make sense. However I need to point out that our official abbreviated name is THE ACADEMY as stated in our by-laws and not IAST, tourism scholars or any other closely related name.

I will be traveling to the APTA conference in Dalian, China this July and the IAEST conference in Salvador, Brazil in August. (Yes, I have my tickets and expect visas any day!). I would like to hear from any Academy members that may be attending these conferences so that we can arrange an informal meeting of the Academy.

Dues invoices were mailed by our Secretariat last month. About 25% of our members have yet to submit payment and I encourage those that have not done so to take care of this obligation right away. It will save the Academy some money and time if these things are taken care of before additional invoices have to be sent.

We are still looking for a conference site for 2005. If any member has a recommendation or contact they would like the Executive to pursue please let us know. I suspect

that once our web site is completely functional we will be able to use it to solicit interest in hosting an Academy conference.

I hope you all plan on attending our 2003 conference in Finland. We have received generous support from our hosts which will allow us to continue the format we introduced last year in Macau where invited guests were included in almost all Academy functions (business meeting not included). Guest will be expected to deliver a scholarly paper.

One member of the Academy, John Tower, has resigned his membership in the organization. He cites moving out of tourism as his reason for leaving. We now have 62 regular members with an additional seven holding the title of Emeritus. You can check out our membership on our web site by clicking on "Directory of Members". We will have an important membership drive before our next conference. Please be thinking of whom you would like to nominate for membership.

In closing let me wish those in the northern hemisphere a happy summer solstice and those in the south a happy winter solstice. When we convene in Finland it will be right after the summer solstice and the days will be very long so bring plenty of wine!

# Savonlinna Conference

## Finland, 30 June – 5 July 2003

### Venue

At the Macau Conference in 2001 it was agreed that The Academy would go to Finland in 2003. We are grateful to Jafar for arranging this venue with the Finnish University Network for Tourism Studies (FUNTS), which was created in 1995. The co-ordinating unit of FUNTS is situated at the Savonlinna campus of the University of Joensuu, where our conference will take place.

Savonlinna is situated in the Eastern part of Finland which is known for the tourism activity based on its many lakes. Savonlinna itself is noted for its Opera Festival, which members will have a chance to enjoy. Given that our hosts are keen to share their latest research with us and the need to embrace the interests of all Academy members, your executive have decided on a broad title for our program, namely the **State of the Art in Tourism Research**.

### PRELIMINARY PROGRAM

#### Monday 30 June

- Arrival in Savonlinna hosted by Professor Arvo Peltonen
- Academy business session and orientation to the local facilities
- Reception at Olavinlinna Castle in Eastern Savo style
- Dinner hosted by the University of Joensuu

#### Tuesday 1 July

- Savonlinna Campus of the University of Joensuu
- Academy's sessions, Lunch and coffee breaks
- Wine and Cheese reception on board s/s Savonlinna  
(Please do not forget to bring two bottles of wine and your local cheese)

#### Wednesday 2 July

- Savonlinna Campus of the University of Joensuu
- Academy's sessions, Lunch and coffee breaks
- Get-together jointly with the participants of the Lake
- Tourism Conference at Savonlinna Provincial Museum hosted by the Town of Savonlinna

#### Thursday 3 July

- Savonlinna Campus of the University of Joensuu
- Academy's sessions, Lunch and coffee breaks
- Academy business session
- Dinner at LUSTO, Punkaharju

#### Friday 4. July

- Thematic workshops with hosts
- 1. Case Savonlinna Opera Festival (Savonlinna Hall)
- 2. Case Lake Tourism Project (campus)
- 3. Case Punkaharju (Lusto, Punkaharju)
- 4. Case Q1000 (Savonlinna campus)
- Academy business session (Savonlinna campus)
- Guided tour in Olavinlinna Castle
- Cocktail hosted by Savonlinna Opera Festival and FUNTS
- Savonlinna Opera Festival

### POST TOURS (payment required)

#### Saturday 5 July

##### 1. Delights of lake nature (Savonlinna region)

Transfer by bus to Oravi: coffee at the boat harbour

Transfer by boat to Linnansaari National Park: guided hike, lunch in open air

Transfer by boat to Holiday Village Järvisydän: smoke sauna, dinner, dancing in an open-air pavillion.

##### 2. Alternative Post Tour to St. Petersburg hosted by the National Tourism Academy of Russia

#### Saturday 5 July

Transfer by bus from Savonlinna to Imatra, sightseeing tour in Imatra Border crossing

Transfer by bus to St. Petersburg with short sightseeing in Viborg (castle, library) on the way

Accommodation is St. Petersburg  
Dinner hosted by the National Tourism Academy of Russia

#### Sunday 6 July

Tourism development in St. Petersburg: opportunities and threats

- Thematic sightseeing tour (Czars, authors, artists)
- White nights event – St. Petersburg 300 Anniversary event
- Dinner hosted by the City of St. Petersburg

#### Monday 7 July

- Departure

## UPDATE ON BOOK PROPOSAL

The second book of IAST Macau proceedings is well underway. Of course, there has been some news since last July. Valene Smith resigned from editorship due to personal reasons last February and Dick Butler stepped in as co-editor with Julio Aramberri. Most of the papers to be included in this book have already been received by the editors at the time of this notice and proper edition will start at the beginning of July 2002.

Altogether, twelve papers will be published. They include most of those presented in Macau that were not related to the Asia-Pacific region. It is a wide collection of topics including

- space tourism;
- impact of food and mouth disease on British tourism;
- Canadian tourism's geographical structure;
- content/semiotic analysis in tourism research;
- how global is tourism?;
- the role of tour operators;
- entrepreneurial leadership and others.

In alphabetical order, the contributors are

- David Airey and Richard Butler;
- Julio Aramberri;
- Nevenka Cavlek;
- Geoffrey Crouch;
- Graham Dann;
- Anton Gosar;
- Myriam Jansen-Verbeke;
- Kelly MacKay;
- Krrzystof Przeclawski;
- Roslyn Russell and Peter Murphy; and
- Stephen Smith and Stephen Wanhill

The papers show the variety of research interests among our members and offer interesting insights into many still unexplored areas. The volume has no title yet, as it is not easy to find a unifying and eye-catching label for such a varied crowd. Rest assured, tough—the final product will definitely carry some name and will be published by Channel View Publications.

Julio Aramberri (June 20, 2002)

## CONFERENCE REPORT

The Conference “**Tourism Development, Community and Conservation. Shaping Eco Tourism for the Third Millennium**” was held in Jhansi, Bhundelkand, India, from February 28 to March 2, 2002. The Conference was organized by the Institute of Tourism & Hotel Management of Bhundelkand University and the Lucknow Centre for Tourism Research and Development. The meeting was sponsored by the Sustainable Tourism Group of the International Geographic Union and the International Academy for the Study of Tourism (IAST).

IAST had a strong representation in the proceedings. The Lucknow Centre for Tourism Research was founded and is still directed by one of its members, Prof. Tejvir Singh. Valene Smith pronounced the keynote speech at the Inaugural Session. At least five members contributed papers: Tejvir Singh, together with O.P. Kandari and Shalini Singh (Nanda Devi: Park & People. Shaping Ecotourism on the Indian Himalayas); Erik Cohen (Equity, Authenticity, and Sustainability in Tourism) Julio Aramberri (Reading the Tourist Mind. Indian Tourism in the Next Decade); Boris Vukonic, together with Soumitra Sharma (Croatian Adriatic Islands: Tourism or Non-Tourism Development Orientation) and Geoffrey Wall (Tourism and Coastal Zone Management. Towards an Integrated Approach). IAST president William Gartner was expected to present another paper (Tourism Trends and Implications for Tourism Development), but as members of the Academy know all too well he was unable to attend the sessions. Most of our colleagues also presided or keynoted some of the sessions. Together with the already mentioned, both Jafar Jafari and Kit Jenkins joined in this category.

The conference theme was broad enough to ensure a wide variety of papers. No doubt, one needs a lot of imagination to guess where ecotourism in the Third Millennium will go. In fact, most of the papers did not pay much attention to the issue and recoiled to the most familiar terrain of case studies dealing with a number of issues related to ecotourism and sustainability one way or other. Sometimes the relation was rather tenuous, but as 2002 has been declared the Year of Ecotourism one should not be too picky about the need to use the concept in many venues.

In his inaugural address, Prof. Ramesh Chandra, Vice-Chancellor of Bhundelkand University stated that the nineteenth century had been the time of British world supremacy; the twentieth was America’s turn; and India is going to dominate the next hundred years. At this point in time, this is a hunch difficult to ascertain, as the candidates for the distinction count more than a handful, including the residing champion. On the tourism side, however, India will have to catch up notably to reach this objective. With around two million international visitors, India is badly lagging behind other competing destinations, such as China, Thailand and Singapore.

But the potential for quick change is there, though perhaps through unexpected ways and means. One of them may be domestic tourism. The quick economic growth since India reformed its formerly self-centered economy in 1991 has created a sizable middle class (somewhere between two and three hundred million people) which demands new destinations, new attractions and new resorts. It may not bring in any foreign currency, but it is sizable enough to support a dynamic industry. Whatever happens, the shape of tourism in India will be what this increasing social group decides. If one has to judge by the programs shown on Indian TV, the travel pages of The Times of India and other indicators, Indian tourism will take its cue from what is presently happening in other areas and similar social contexts—family vacations, sun and sea, rest and recreation and other passivities, perhaps only superficially related to ecotourism. At least, this is what transpired from the presentation of Purnima Chauhan (Towards Sustainable Tourism Development of the Kullu Valley: Balancing Mass and Class) and the group responsible for the documents on tourism development and marketing plan for the Bhundelkandi region. Even though some of their proposals may still be in the second or “dream stage” of tourism’s five Ds (the others being, if I got them right, Discussion, Design, Decision and Development) mentioned by John Hummel (Reinventing Sustainable Tourism: Correcting the Existing?), they clearly pointed in this direction.

Most of the conference papers were timely produced ahead of the beginning of the sessions. Two sizable mimeographed volumes were handed over to the participants at the time of registration—a feat not topped by many conferences—that should be duly noted. Those interested in obtaining them may contact the Centre for Tourism Research & Development (A-965/6, Indira Nagar, Lucknow, Uttar Pradesh, India.

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## Members' Activities

**Kaye Chon** was the organizer and chairman of two tourism conferences in May 2002. He organized the First Asia Pacific Forum for Graduate Students Research in collaboration with the Institute for Tourism (IFT) Macau on 22 May 2002. The Conference, which was sponsored by several other universities in Asia Pacific and the Asia Pacific Tourism Association, was attended by more than 150 graduate students and faculty members from 15 countries in Asia Pacific. He also organized the Fifth Biennial Conference on "Tourism in Asia: Development, Marketing and Sustainability" which was held in Hong Kong on 23-25 May 2002 and attended by about 200 tourism researchers from 22 countries.

**David L. Edgell, Sr.** was named the first ever Director of the new University of Missouri-Kansas City Center for Tourism, Travel and Hospitality effective July 1, 2002. This Center will provide quality research, teaching and service activities that focus on important issues and activities in tourism travel and hospitality. It will be international in its scope and impact. Dr. Edgell has finished a new publication entitled "Best Practices Guidebook for International Tourism and Attractions Development for Rural Communities". This Guidebook (published by Brigham

Young University) is available through Dr. Brian Hill at Brigham Young University ([brian\\_hill@byu.edu](mailto:brian_hill@byu.edu)). He has also co-authored a book with Pamela Lanier entitled "Managing Sustainable Tourism: A Legacy for the Future" which is currently being edited and should be available late Fall 2002.

**Salah Wahab** has been elected chairman of the Inter-University Tourism Sectoral Committee since December 2001 for three years. The Committee is the policy committee of tourism university education in Egypt. He has also been elected chairman of the National Committee on Tourism of the Supremend Nationally in Egypt. In May 2002, he presided over the discussion and judging of the University Jury Committee on the latest doctorate dissertation entitled "The future of non-traditional tourism markets in South East Asia yielding tourism traffic to Egypt: China, Japan and South Korea".

**Michael Hall** is currently conducting research with Dr. Dieter Muller of Umea University in Sweden for a new book on second home tourism and mobility to be published by Channelview Publishers in the UK in 2003 as well as continuing to work on wine and food tourism, tourism and regional

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## Members' Activities

(CONTINUED FROM PAGE 7)

development and lifestyle entrepreneurship issues. Other recent book and journal publications of Prof. Hall are:

**Page, S. & Hall, C.M.** 2003, *Managing Urban Tourism*, Pearson Education, Harlow. 416pp ISBN 0 130 27286 8 (Pbk)

**Hall, C.M. & Williams, A.M.** (eds.) 2002, *Tourism and Migration: New Relationships Between Production and Consumption*, Geojournal Library vol.65, Kluwer Academic Publishers, Dordrecht,. 289pp ISBN 1-4020-0454-0 (Hbk)

**Hall, C.M. & Kearsley, G.W.** 2001, *Tourism in New Zealand: An Introduction*, Oxford University Press, Melbourne. 324pp ISBN 0 19 5584147 (Pbk)

**Hall, C.M. & Page, S.** 2002, *The Geography of Tourism and Recreation*, 2nd. ed., Routledge, London. 399pp, ISBN 0-415-25080-3 (Hbk) 0-415-25081-1 (Pbk).

**Hall, C.M.** 2002, 'ANZAC Day and secular pilgrimage', *Tourism Recreation Research*, vol.27, no.2, pp.87-91.

**Hall, C.M.** 2001, 'Trends in coastal and marine tourism: impacts, strategies and sustainability ' *Ocean and Coastal Management*, vol.44, no.9-10, pp.601-618.

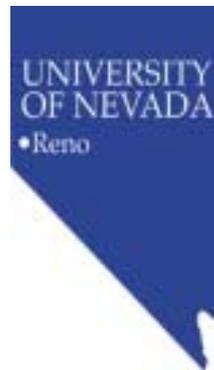
**Mitchell, R. & Hall, C.M.** 2001, 'Wine at home: self-ascribed wine knowledge and the wine behaviour of New Zealand winery visitors ', *Australian and New Zealand Wine Industry Journal*, vol.16, no.6, pp.115-122.

**Thorsen, E.O. & Hall, C.M.** 2001, 'What's on the wine list? Wine policies in the New Zealand restaurant industry', *International Journal of Wine Marketing*, vol.13, no.3, pp.94-102.

**Wilkins, M. & Hall, C.M.** 2001, 'An industry stakeholder SWOT analysis of wine tourism in the Okanagan Valley, British Columbia', *International Journal of Wine Marketing*, vol.13, no.3, pp.77-81.

A Portuguese edition of the Academy's 1999 book "Contemporary Issues in Tourism Development edited by **Doug Pearce** and **Dick Butler** has just been published in Brazil by Editora Contexto under the title "Desenvolvimento em turismo: temas contemporaneos".

Elm Publications published **Dr. Patrick Lavery's** latest book *Tourism Planning* and its ISBN is 1 85450 222 0. Based on Dr. Lavery's more than 30 years of working experience in tourism and planning, the book seeks to draw together the disciplines of planning and tourism management and considers tourism planning at national, regional and local levels- taking examples from Europe, the United States, Asia and Australia. In response to the awful events of September 11<sup>th</sup> last year, it includes a set of principles and guidelines for contingency planning for tourism operations. It considers the impact of both natural and man-made disasters and outlines the key components of risk analysis, risk management and contingency planning – drawing from examples around the world over the past 20 years. There is an accompanying Tutors Pack that contains a complete set of exercises and notes to link with each chapter in the book.



## 12<sup>TH</sup> INTERNATIONAL CONFERENCE ON GAMBLING AND RISK-TAKING

### CALL FOR PAPERS AND PARTICIPANTS

The Institute for the Study of Gambling and Commercial Gaming at the University of Nevada, Reno is sponsoring the **12<sup>th</sup> International Conference on Gambling and Risk-Taking**. The conference will take place May 26-30, 2003, at the Fairmont Waterfront Hotel in beautiful Vancouver, British Columbia.

The objective of the conference is to stimulate research and facilitate discussion and debate about gambling and commercial gaming throughout the world.

Over the 20<sup>th</sup> Century we witnessed many forms of gambling legalized and legitimized, as commercial gaming became an increasing part of our communities, our entertainment options, and our public policy discourse. During our lifetimes, we have witnessed many individual forms of commercial gaming evolve, reach maturity, and struggle to reinvent themselves in response to competitive pressures and consumer preferences. Today, societies continue to seek answers to difficult questions that gambling—as a business, as an activity, as a vice, and as a public policy tool—presents to society.

This conference has a history back to 1974, and is recognized as the first to bring together experts from all over the world, representing a diverse array of disciplines, to examine and analyze gambling from many perspectives. Leaders and representatives from commercial gaming industries, academia, research organizations, regulatory agencies, and the helping services—as well as gamblers and the general public—will gather to present and evaluate research, discuss new trends and technologies, and explore the changes and challenges created by the increased presence of commercial gaming to citizens throughout the world.

Individuals are invited to submit papers for presentation at the 12<sup>th</sup> International Conference on Gambling and Risk-Taking. Submissions are invited in the general fields of gambling and risk-taking and may cover such areas as:

- Economic and social impacts
- Public policy and gambling
- Political and regulatory issues
- Implications of new technologies
- Mathematical & quantitative analysis of gambling
- Econometric modeling of gaming industries
- Psychology of gambling and risk taking
- Gambling in history
- Problem gambling
- Business, regulatory & social aspects of:
  - State lotteries and lottery products
  - Racing and Bookmaking
  - Bingo and Charitable Gambling
  - Indian Gaming in the U.S. and Canada
  - Wagering on the Internet and Interactive Television
  - VLTs and Electronic Gaming Devices
  - Casinos, Racinos, and Riverboats

## SUBMISSION INSTRUCTIONS:

Individuals wishing to submit a paper should send the following information:

- Title of paper
- An abstract of the paper not to exceed 250 words
- Author and co-authors' names, addresses, affiliations, phone and FAX numbers, and e-mail addresses
- A brief bibliography of related work
- A submission fee in the amount of US \$25.

The information requested for submission must be complete to receive consideration.

As with prior conferences in this series, presenters accepted on the program will be subject to a registration fee. Sessions are 90 minutes long with three speakers per session, with moderator and discussant. Authors should prepare for a twenty-minute presentation with five minutes for Q&A.

Submission proposals will be accepted until **January 15, 2003**. Early submissions are encouraged.

To submit a proposal or for more information, please contact:

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Associate Director/Conference Coordinator  
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Reno, NV 89557-0208  
Email: [corneliu@unr.nevada.edu](mailto:corneliu@unr.nevada.edu)  
PH: 775-784-1442    FX: 775-784-1057

***Previous conferences have resulted in major contributions to the available research on the topics of gambling and the gaming industries. Publications resulting from the conferences include the following titles:***

- *The Downside: Problem and Pathological Gambling* (2002)
- *Finding the Edge: Mathematical Analysis of Casino Games* (2000)
- *The Business of Gaming: Economic and Management Issues* (1999)
- *Gambling, Public Policies and the Social Sciences* (1998)
- *Gambling Behavior and Problem Gambling* (1993)
- *Gambling & Commercial Gaming* (1992)
- *Gambling & Public Policy: International Perspectives* (1991)
- *Gambling Research* (1988)
- *The Gambling Studies* (1985)
- *The Gambling Papers* (1982)
- *Gambling and Society* (1976)

For more information on the conference, see the Institute's website at:

**[www.unr.edu/gaming](http://www.unr.edu/gaming)**



▶ 상징마크

(백제 금동대향로) 상단부“봉황”을 형상화하여 21세기를 향해 힘차게 비상하는 모습으로  
진취적인 부여군민의 강렬한 의지를 상징하며 세계로 도약하는 부여를 표현했다. 주황색은  
봉황의 중후함을 나타내고 청색은 백마강의 물결을 의미하며 적색원(태양)은 세계를 향해  
도약하는 부여를 상징한다.



## 52th TOSOK 2002 International Conference Announcement and Call for Papers

Theme: *Valuation and Commoditization of Cultural Heritage*

Date : August 22 (Thursday) - August 24(Saturday)

Venue: Youth Training Center, Buyeo County, Chungnam Province

Accommodation: Youth Training Center

### First day(August 22, Thursday)

12:00-13:00 Board meeting with luncheon

13:00-14:00 Registration

14:00-14:30 Opening ceremony

Opening address : Kim Sang-Mu, President of TOSOK (Keimyung Univ.)

Congratulatory address : Governor, Chungnam Province

Congratulatory address : Mayor, Buyeo County

14:30-14:50 Coffee break (sponsored by Keimyung University)

14:50-15:00 Symposium welcome address: Jeong, Y.S., Chair of Symposium (KangReung Univ.)

15:00-16:20 Theme presentations

Chair: Kim, J.M. Senior Vice-President (KyungHee Univ.)

Speakers: one domestic scholar and two overseas scholars

Theme: *The Value of Historical Heritages and BaekJe-endowed Culture*

16:20-17:00 Open theme discussion

17:00-19:00 Welcome dinner party(hosted by Mayor of Buyeo County)

19:00-20:30 Welcome festival (Art and folk musician plays etc.)

### Second day(August 23, Friday)

08:00-09:30 Breakfast and registration

10:00-11:20 Theme presentations

Chair: Park, S.H., Vice President (Kyonggi Univ.)

Speakers: one domestic scholar and two overseas scholars

Theme: *Commoditization Strategies of Heritage Resources: Case Studies*

11:20-12:00 Open theme discussion

12:00-13:30 Luncheon

13:30-17:20 General sessions by topics (eight concurrent sessions)

Concurrent sessions (20 minute presentation, 10 minute discussion) 42 papers

15:00-15:20 Coffee break (sponsored by Wusong University)

Special session: BaekJe Cultural Heritage (at session, invite 4 papers)

Special workshop: TOSOK Korean and International Journal and Editorial Policy Ahead

17:30-18:20 TOSOK General Assembly

18:30-19:30 Dinner party (hosted by Governor of Chungnam Province)

### Third day(August 24, Saturday)

07:00 -09:00 Farewell breakfast (hosted by The Tourism Sciences Society of Korea)

09:00 - BaekJe Heritage Tour around Buyeo-Dynastic relics (free tour)

HomePage : TOSOK: [www.tosok.or.kr](http://www.tosok.or.kr) <<http://www.tosok.or.kr>> BUYEO: [www.buyeo.go.kr](http://www.buyeo.go.kr)

# Journal of Travel & Tourism Marketing™

## **SPECIAL ISSUE ON YIELD / REVENUE MANAGEMENT IN TOURISM (October 2003)**

### **CALL FOR PAPERS**

Recent trends in the global economy coupled with the increasing presence of the Internet in tourism-related-businesses, underline the importance of an astute revenue management practice in various sectors of the tourism industry. The *Journal of Travel and Tourism Marketing* is publishing a Special Issue on Yield Management in Tourism, intended to discuss the latest theoretical and practical developments in this exciting area.

**Research papers on any topic relating to Yield and Revenue Management in any tourism related sector are welcomed. Suggested topics include, but are not limited to:**

- ◆ *Emerging trends in yield/revenue management*
- ◆ *Revenue management with web related tools*
- ◆ *Managing the yield of non- for-profit tourists' attraction*
- ◆ *Globalization and yield management*
- ◆ *Tourism supply-chains and revenue management*
- ◆ *Tourists decision and yield management*
- ◆ *A taxonomy of yield/revenue management algorithms and their applicability to tourism industry sectors*
- ◆ *Objective measures of revenue management schemes*
- ◆ *Data mining and revenue management*
- ◆ *Rate and allocation decisions: IT and the human factor*
- ◆ *Yield management in small and mid-size firms*
- ◆ *Legal aspects of yield management*
- ◆ *Revenue management and the structure of the organization*
- ◆ *The effect of cultural difference on the various aspects of yield management*
- ◆ *Game Theory and better yield algorithms*
- ◆ *Forecasting and revenue management*
- ◆ *Price discrimination: local vs. foreign tourists*

Submissions (in English, JTTM style) will be blind reviewed by two reviewers. Electronic submission is encouraged. Please send manuscripts by **November 15, 2002** to one of the co-guest editors:

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# Journal of Travel & Tourism Marketing™

## CALL FOR PAPERS

### SPECIAL ISSUE:

#### China Outbound Tourism:

#### Socio-economic and Marketing Analysis

This issue aims to provide a forum for tourism scholars to exchange views and ideas on marketing to the outbound Chinese tourists.

Outbound travel from China is a relatively new phenomenon. Literature on the outbound market is thus understandably scarce. This special issue will serve as a launching pad for research endeavors warranted by the reality and potential of the market. Both conceptual and empirical papers are invited which contribute to the understanding of the market from the socio-economic, politic-cultural, and psychological perspectives. Possible topics include, but are not limited to:

- Demand analysis and forecasting; Macro/environmental factors affecting market demand and supply
- Effects of traditions, lifestyles, and changing value systems on travel motivation, decision-making, behavior, and satisfaction
- Destination choice criteria (long-haul, border, short-distance) and trip attributes
- Information search strategies and other trip-planning characteristics
- Attitudes towards different tourism products
- Leisure and entertainment preferences
- Expectations and perceptions of host countries
- Quality issues concerning service providers at the origin and destinations alike
- Travel mode choices (all inclusive, package, FIT)
- Tourist typology; Segments analysis by trip purpose (VFR, holiday-making, vacationing, business, quasi-business)
- Segment analysis by age-cohorts, occupations, and emerging social classes
- Market trends of special-interest travel
- Analysis of pricing structure, distributional channels, and travel trades
- Destination mix development catering to the market needs
- Regulatory barriers and solutions.

***The manuscript should be prepared in English, double spaced, and formatted in APA style. The length is limited to 25 pages of text and reference, and 10 pages of tables and figures. E-submission is encouraged. Submission deadline for completed papers is August 1, 2002; however, authors are welcome to first submit an abstract or a detailed outline for editors' feedback and suggestions prior to the deadline. Please direct your submissions or enquiries to either one of the following editors for the special issue:***

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