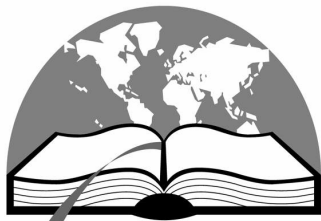


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# The Newsletter



International Academy  
for the Study of Tourism

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## President's Message

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We are quickly approaching our biennial conference in Savonlinna, Finland and preliminary indications are for a substantial turnout of members and invited guests. I have just returned from Savonlinna and preparations are underway for our conference. Savonlinna is nice to visit at any time of the year but it will be especially pleasant during our conference as the light never goes out.

As I reviewed the list of candidates nominated for membership I was pleased to see the high quality of candidates proposed and also their wide geographical representation. In this newsletter our new members are introduced and many have registered for the conference. It will be my pleasure to preside over the formal (such as it is) induction ceremony held during our wine and cheese evening. For those new members reading this newsletter for the first time the Academy has a tradition that every member bring a bottle or two of their favorite wine and some of their favorite cheese to share with other members and guests. Once everyone has imbibed to the point of mellowness we induct new members into the organization. Contrary to what some of you may have heard this ceremony has nothing to do with fish!

Even as we welcome new members there have been a number of regular members who have reached the age to request Emeritus status. Many have done so. A complete membership profile will be presented at our business meeting during the conference.

It is not too early to be thinking about business meeting issues you would like to address. The Executive has a number of issues to bring before you including a few initiatives we are now developing. Should there be something you think needs to be discussed at the business meeting feel free to send me, or our Secretariat, an email (or if you prefer call) stating the issue. We will add it to our agenda.

I was very pleased to read our last newsletter and see how many of our members contributed news items. I am hoping this edition contains as much or more news about what our members have been doing.

Two books from our last conference at IFT, Macau are now in the final stages of being produced. Julio Aramberri and Dick Butler have produced a book from the general papers presented and Nelson Graburn has been working on one dealing specifically with tourism in Asia. Both should be in production by our publisher Channel View by the time of our conference. Early indications from those who have registered for the conference and sent in abstracts we will have enough papers presented in Finland to produce one or more books as well.

Finally (I promised to keep this short), remember to let your Executive know what you have been doing and also what we should be doing. Academy initiatives come from members including those serving on the Executive. If you have an idea that needs development remember we have a Secretariat. You do not have to do all the work by yourself. Let us help you help the Academy. I will have one more chance through our newsletter to address the membership before our biennial conference but what I am most looking forward to is seeing as many of you as possible in person this June/July.

Bill Gartner

# The New Academy Office

The new office for the International Academy for the Study of Tourism has been created as part of The Hong Kong Polytechnic University's Hotel and Tourism Resource Center, a special library for hospitality and tourism studies established within the campus of the university. The Center, which houses both the Academy Office and the Hong Kong Sustainable Travel and Tourism Resource Unit, is a 250-square meter, state of the art facility that features educational and research resource materials related to hospitality and tourism. Academy members visiting Hong Kong are invited to pay a visit to the Academy Office and sign our guest book!



**President Bill Gartner and Secretariat Director and Treasurer Kaye Chon at Hotel and Tourism Resource Center**



**The "State-of-the-Art" Hotel and Tourism Resource Center at Hong Kong PolyU in which Academy Office is housed.**



**President Bill Gartner in Tourism Academy Members' office**

## Publications Wanted

*When the Secretariat was established one of the elements of our agreement is that it would become a repository for member publications. Please send any or all of your past publications (books, monographs, articles) directly to the Secretariat office. Since we operate in diverse disciplines it was envisioned that our headquarters office would be the only place in the world to house this wide ranging collection of our work. To accomplish that objective we need your help. When signing a new book contract for example please request a complementary copy be sent to our headquarters. If you have extra copies of past publications send them on as well. This collection of works housed in one place will help us achieve our mission of increasing both the quality and quantity of knowledge about tourism. We cannot achieve our mission without your active participation. Thank you.*

*Bill Gartner*



**President Bill Gartner presents a copy of his publication to Tourism Academy Members Special Collection Archives.**

# Update on Savonlinna Conference

*Apart from members who are presenting at the Lake Tourism Conference, which is being held at the same time as ours, I have so far received the following abstracts:*

Geoffrey Crouch	Application of The Analytic Heirarchy Process to Tourism Choice and Decision Making: A Review and Illustration Applied to Destination Competitiveness
Graham Dann	The Theoretical State Of The State-Of-The-Art Of The Sociology And Anthropology Of Tourism
William Eadington	Casinos As A Catalyst For Tourism Development: Opportunities Chosen, Foregone, And Yet To Be Exercised Throughout The World
Anton Gosar	Grain by Grain Yields Bread, Brick By Brick Produces A (Tourist) Resort
Cathy Hsu	Formation Of Travel Intention Among Mainland Chinese
Josef Mazanec	New Frontiers in Tourist Behavior Research: Causal Inference From Non-experimental Data
Bob McKercher, Tanya Packer and Matthew Yau	Becoming Travel Active After A Disabling Incident
Peter Murphy and Julie Jackson	Cluster Theory's Potential For Tourism Driven Regional Economic Development: Two Case Studies
Linda Richter	Not A Minor Problem: Developing International Travel Policy For The Welfare Of Children
Pauline Sheldon	The Status of Information Technology Research In Tourism
Egon Smeral	The Economic Impact Of Tourism: Beyond Satellite Accounts
Valene Smith	The "Space Race" Ahead
Geoffrey Wall And Wang Yang	Resorts And Residents: Stress And Conservatism In A Displaced Community
Allan Williams	Tourism And Innovation: Critical Reflections
Arch G. Woodside, Roberta MacDonald and Marion Burford	Advancing Grounded Theory Of Leisure Travel Decisions And Tourism Behaviors
Shinji Yamashita	Culture As A Resource In The Context Of Tourism

*Those of you who have expressed a wish to go to St Petersburg will be pleased to know that the trip is confirmed. You will all get a package from the Savonlinna Tourism Service with more information of the tour; especially the visa formalities and application procedures.*

*Stephen Wanhill*

# Members' Activities

**Kaye Chon** – He has been honored with the 2003 FTA Hospitality Humanitarian Award. The Award was presented by the Frederic A. Tibbitts and Associates in New York to recognize individuals who are leaders in the hospitality field and active participants in community services. In addition, he was recently announced as the recipient of “Most Outstanding Alumni in 30 Years” from his alma mater Georgia State University’s Cecil B. Day School of Hospitality Administration. He was elected inaugural President of the Asia Pacific Council on Hotel, Restaurant and Institutional Education (APacCHRIE) which will have the first annual conference in Seoul, Korea, on May 21-23, 2003. He was also appointed Honorary Chairman of the Second Asia Pacific Forum for Graduate Students Research in Tourism, scheduled to be held in Gyeongju, Korea on May 24-25, 2003.

**David Edgell** – The author of the book “Best Practices Guidebook for International Tourism Development for Rural Communities” published by Brigham Young University with ISBN 0-8425-2527-0 and distributed by the BYU Department of Recreation Management and Youth Leadership, 273 Richards Building, Provo, Utah 84602, he delivered a lecture on March 17, 2003 at the “Provost’s Lecture Series” at East Carolina University, Greenville, North Carolina with the topic of “A New Era for Tourism: The Ten Important Tourism Issues for 2003”.

**Charles Goeldner** – An emeritus professor of tourism and marketing, he received the International Society of Travel and Tourism Educators’ Martin Oppermann Memorial Award for Lifetime Achievement on October 12, 2002. This award recognizes individual who has made significant contributions to the field of travel and tourism education. He is one of the founding members of the society and has served on the board of directors. He is the founding editor of the Journal of Travel Research. In 1990, he was granted the Society of Travel and Tourism Educators Achievement Award and in 1992, he received both the Travel and Tourism Research Association Achievement Award and the Travel Industry Hall of Leaders Award. He currently serves as co-director for the Center of Sustainable Tourism at the Leeds School of Business. The center is the management unit for research and community service in tourism, providing a forum for the assessment of economic, social, cultural and environmental implications of the tourism industry, as well as for the designing and planning of sustainable tourism development. He is the author of the textbook, “Tourism: Principles, Practices, Philosophies,” which recently published its ninth edition. The book examines the global tourism industry and offers insights into the economic, political and social forces that shape and drive it.

**Sang Mu Kim** – His department moved to new campus in western part of Daegu as of February 25, 2003. His new address is:

Professor Sang Mu Kim  
Head, Department of Tourism Management, CBA  
Keimyung University  
1000 Sindang-dong, Dalseo-gu, Daegu  
704-701 Korea  
Tel: (053) 580-6400  
Fax: (053) 580-6364  
E-mail: ksm@kmu.ac.kr

**Dennison Nash** – She is in the process of putting together a book that deals with the emergence and development of tourism study in anthropology and sociology based on the recollections of those involved from the beginning. The focal period with which she is concerned 1960-80. Whatever your discipline, if you have become involved in tourism study during or immediately around that period, she will appreciate receiving any recollections you might have.

**Linda Richter** – She has just published with William Richter, “Human Trafficking, Globalization and Ethics,” in the PA (Public Administration) Times, Volume 26, Number 2, 2003. She has also been involved in the local protests against the pending war with Iraq. This may be an odd inclusion in an update of her tourism activities but she believes that the U.S. actions along with those of the terrorists have certainly managed to maim the industry and those who make their livelihood from it, not to mention what the toll in innocent lives, heritage sites, and the ecology globally may be.

**Brent Ritchie** – He and Geoff Crouch will publish their book “The Competitive Destination: A Sustainable Tourism Perspective”. The publisher is CAB International and it is scheduled to appear in June 2003. The purpose of the book is to provide a framework for understanding the complex, multifaceted nature of the factors that affect tourism destination competitiveness. It provides guidance on how to create successful destinations by developing and presenting a conceptual model of destination competitiveness that recognizes the importance of sustainability principles for long term success. The model is based on both theoretical and managerial principles, and is therefore useful from both perspectives. The book will appeal to academic researchers, industry professionals and practitioners. Anyone with an interest in the enhancement of a tourism destination’s competitiveness, ranging from nations to small towns or regions will find this book invaluable.

## Newly Elected Academy Members



Tom Baum, Ph.D. is Professor and Head of Department in The Scottish Hotel School, University of Strathclyde in Glasgow. He previously taught in the Universities of Buckingham, England and Ulster in Ireland as well as working for CERT, the Irish tourism training agency. Tom Baum is an experienced tourism and hospitality consultant, researcher and academic with a professional career involving work in the UK, Europe, the Middle East, North America, the Caribbean, Asia and Australia. He is a specialist in trends and developments, Human Resource Management, Education and Training for tourism. Another research interest is in the area of tourism and development in small islands and

peripheral locations and this work has focused on all aspects of tourism development, including heritage and culture and their interactions with tourism. Tom has published and consulted extensively in both the above noted areas. He has acted as an Expert Witness to the High Court in Singapore and to an ICC Arbitration Panel in Egypt on tourism-related cases. Tom has advised governments, private sector organizations, colleges and universities in areas relating to HRM, education and training as well as conducting courses for tourism professionals and administrators.

### **Professor Tom Baum, Ph.D.**

Professor and Head

Scottish Hotel School, Strathclyde University

94 Cathedral Street, Glasgow G4 0LG

United Kingdom

E-mail: [t.g.baum@strath.ac.uk](mailto:t.g.baum@strath.ac.uk)



Professor Crouch is the Chair of Marketing in the School of Business, La Trobe University, Melbourne, Australia. Before joining La Trobe University, he previously held positions in the World Tourism Education and Research Centre at the University of Calgary, Canada, and the Graduate School of Management at Monash University, Australia. His research interests broadly fall into the area of tourism marketing. Topics of particular interest include destination marketing and competitiveness, tourist choice modeling, tourism psychology and consumer behaviour, space tourism, and marketing research. He has received several research awards including the 1997 *Dean's Award for Outstanding Research Achievement* at the University of Calgary, the 1994 *Best Article Award for the Journal of Travel Research*, and the 1993 *Best Paper Designation at the 48<sup>th</sup> Annual Conference of the Council for Hotel, Restaurant and Institutional Education (CHRIE)*. He was also an elected

member of the Board of Directors of the Calgary Convention and Visitors Bureau. Professor Crouch has undertaken consulting assignments for organizations such as the Australian Tourist Commission, the Hong Kong Tourist Association, and the World Tourism Organisation. In the area of space tourism, Professor Crouch organized a conference panel at the 2001 Travel and Tourism Research Association Conference on the future of space tourism that included Dr. Buzz Aldrin, Chairman of ShareSpace Foundation. Professor Crouch serves on a number of Editorial Review Boards of scholarly journals and is Co-Editor-in-Chief of the journal, *Tourism Analysis*. He has published numerous academic articles in leading journals including the *Journal of Travel Research*, *Tourism Management*, *Annals of Tourism Research*, and the *Journal of Business Research*. Professor Crouch was recently the Organizing Chair for the Third Symposium on the Consumer Psychology of Tourism, Hospitality and Leisure. He is also a co-author of the book, *The Competitive Destination: A Sustainable Tourism Perspective*.

### **Professor Geoffrey I. Crouch, Ph.D.**

Professor and Chair of Marketing, School of Business

Faculty of Law and Management, La Trobe University

Melbourne, Victoria 3086, Australia

E-mail: [G.Crouch@latrobe.edu.au](mailto:G.Crouch@latrobe.edu.au)



## Newly Elected Academy Members



Jiang Du, Ph.D. is a professor of tourism studies and the president of Beijing Second Foreign Language University, which has got one of the earliest and leading tourism management school in China. He is the current APTA (Asia Pacific Tourism Association) National Representative of PRC and member of the International Academy for the Study of Tourism. His research interest includes travel marketing, travel agency operation and management as well as multi-national tourism enterprise studies. He has authored or co-authored 60 journal articles, books and conference papers and serves on the editorial board of Asia Pacific Journal of Tourism Research.

### **Professor Jiang Du, Ph.D.**

President and Professor of Tourism Studies  
Beijing Second Foreign Language Universities  
No.1, Dingfuzhuang Nanli, Chaoyang District  
Beijing 100024, Beijing, P.R.C.  
E-mail: [jiang@du.com.cn](mailto:jiang@du.com.cn)



Juanita C. Liu, Ph.D. is a professor of tourism management at the University of Hawaii School of Travel Industry Management. Administrative posts held include graduate chair, interim associate dean and director of research & training, as well as assistant to the executive vice chancellor. In 1993 she was awarded the university's highest teaching award of the regents medal for excellence in teaching. As a researcher, Liu conducted tourism economic impact studies, pioneering such work in western Canada and the American-affiliated Pacific Islands by writing original APL computer programs. The latest study estimated the economic impact of Hawaii museums and cultural attractions. She was the PI for a number of projects on Hawaii tourism issues, including resident attitudes and perception, destination attractiveness indices, visitor motivations, and Delphi forecasting.

Altogether, she has completed more than a dozen primary data surveys in projects that attracted \$350,000 in external funds, including 2 Sea Grants. She is currently developing an ecotourism plan for American Samoa, where she is known for her book on Pacific Islands Ecotourism, a public policy and planning guide. As a board member of the Hawaii Visitors Bureau and chair of the education and research committees, Liu helped developed projects to advance the visitor data programs. She was external examiner for the tourism diploma in Temasek Polytechnic in Singapore and member of delegations to China and Mongolia. She is president-elect for the Western Regional Science Association. Earned degrees include a bachelors from the University of Southern California with a Phi Beta Kappa in mathematics and German minor, a masters in regional science from the University of Pennsylvania and a doctorate in economic geography from Simon Fraser University.

### **Professor Juanita C. Liu, Ph.D.**

Professor of Tourism Management  
School of Travel Industry Management  
University of Hawai'i  
2560 Campus Road  
Honolulu, Hawai'i 96822  
United States of America  
E-mail: [liujuani@hawaii.edu](mailto:liujuani@hawaii.edu)

## Newly Elected Academy Members



Pauline J. Sheldon, Ph.D. is Interim Dean and Professor of Tourism at the School of Travel Industry Management, University of Hawaii. Prior to taking the position of Interim Dean she taught courses in tourism information systems, tourism policy, tourism economics, and research methods in tourism. She has published her research widely in the tourism journals on the topics of tourism information systems, tourism education and tourism demand modeling. She is the author of a book entitled *Tourism Information Technology* published by CAB International, Oxford, UK in 1997. She has won outstanding teaching awards, and was co-founder of the international tourism researchers' electronic bulletin board, TRINET, which now has over 800 international subscribers. She serves on the editorial boards of seven tourism journals, and is the North American Editor of *Journal of Information Technology and Tourism*. She is active in the international professional community and has served on numerous Boards including Hawaii Visitors and Convention Bureau, Travel and Tourism Research Association, the International Society of Travel and Tourism Educators, the International Federation of Information Technology and Tourism, and is a founding member of the Hawaii Wellness Tourism Association. She is frequently invited to speak at international conferences on the impact of information technology on tourism, and other aspects of tourism development.

### **Professor Pauline J. Sheldon, Ph.D.**

Interim Dean and Professor  
School of Travel Industry Management  
University of Hawaii  
2560 Campus Road  
Honolulu, HI 96822  
E-mail: [psheldon@hawaii.edu](mailto:psheldon@hawaii.edu)



Egon Smeral, Ph.D. is an Expert on Tourism and Leisure Economics at the *Austrian Institute of Economic Research (WIFO)*; Board Member of the *International Association of Scientific Experts in Tourism (AIEST)*; Member of the *Tourism Research Center (TRC)*, the *Travel and Tourism Research Association (TTRA)* and the *International Institute of Forecasting (IIF)*; Consultant to the *Austrian Chamber of Commerce* and the *Federal Ministry of Economics and Labor*; Resource and Coordinating Editor of *Annals of Tourism Research*; and Regional Editor for Central and Eastern Europe of *The Tourist Review*. He completed the Ph.D. in Economics at the University of Vienna, Austria. Egon Smeral teaches at the *University of Economics, Vienna* (guest professor) and at the *Universities of Innsbruck (Austria), Bern and St. Gallen (Switzerland)*. He has published widely in the fields of tourism policies, marketing strategies, tourism forecasting and modelling, and on impact analysis.

### **Professor Egon Smeral, Ph.D.**

Member of the Scientific Staff  
WIFO - Austrian Institute of Economic Research  
P.O. Box 91  
Vienna 1103  
Austria  
E-mail: [Egon.Smeral@wifo.ac.at](mailto:Egon.Smeral@wifo.ac.at)



## Newly Elected Academy Members



Allan M Williams is Professor of Human Geography at the University of Exeter (UK), where he is also Co-Director of the Tourism Research Group. His main tourism research interests are the political economy of tourism, the relationships between tourism and mobility, small firms and innovation. Europe constitutes the principal focus of his research, and he has considerable experience of empirical research in Southern Europe, Central and Eastern Europe, and the UK. His publications include the following books: *Critical Issues in Tourism* (with Gareth Shaw: Blackwells 2002), *Tourism in Transition: Economic Change in Central Europe* (with Vlado Balaz: I. B. Tauris 2000), *Tourism and Migration* (edited with Michael Hall: Kluwer 2002), *Tourism and Economic Development: European Experiences* (edited with Gareth Shaw, Wiley 1998). He is co-editor of *European Urban and Regional Studies* (Sage), and associate editor for Europe of *Tourism Geographies* (Routledge). He also has wider research interests in the relationship between international mobility and economic development, and in European integration.

### **Professor Allan Williams, Ph.D.**

Professor

Tourism Research Group, Department of Geography

University of Exeter

Amory Building, Rennes Drive

Exeter, Devon EX4 4RJ

United Kingdom

E-mail: [A.M.Williams@exeter.ac.uk](mailto:A.M.Williams@exeter.ac.uk)



Arch G. Woodside, Ph.D. is Professor of Marketing, Boston College. He is a Fellow and member of the American Psychological Association, American Psychological Society, Royal Society of Canada, and the Society for Marketing Advances. He serves as the Editor-in-Chief of the *Journal of Business Research* and *Advances in Business Marketing & Purchasing*—both published by Elsevier. The *JBR* appears in 12 issues annually. The *ABM&P* is published in one hardback volume annually. Arch Woodside completed the B. S. in Business Administration in 1964 and the Masters of Business Administration in 1965 at Kent State University. He completed the Ph.D. in Business Administration at Pennsylvania State University in 1968. He is a co-founder of the Symposia on the Consumer Psychology of Leisure, Hospitality, and Tourism Research (held every third year). His co-authored articles include the first scientific reports on tourism advertising effectiveness using conversion research, urban tourism, consumer destination consideration sets, and the theory of tourism consumption systems.

### **Professor Arch G. Woodside, PhD**

Professor of Marketing

Editor in Chief, Journal of Business Research

Boston College, Carroll School of Management

450 Fulton Hall, 140 Commonwealth Avenue

Chestnut Hill, MA 02467

United States of America

E-mail: [woodsar@bc.edu](mailto:woodsar@bc.edu)

**Sing Tao Daily on 7 February 2003, Hong Kong**

***STIMULATED BY DISNEY PROJECT***  
**66 STUDENTS COMPETING ONE PLACE IN**  
**SCHOOL OF HOTEL & TOURISM MANAGEMENT,**  
**THE HONG KONG POLYTECHNIC UNIVERSITY**

In view of the foreseeable completion of Hong Kong Disneyland and the increasing number of Mainland tourists, it seems that the hotel and tourism industry will face a bright future. As a result, the relevant programmes held by tertiary institutions have become the first choices for a large number of final year students in secondary schools. The Hotel & Tourism Management programme by The Hong Kong polytechnic University is the most popular programme, with 66 candidates competing for one place.

According to the figures provided by seven tertiary institutions (excluding The Hong Kong University of Science and Technology) after the deadline of submitting application to The Joint University Programmes Admissions System (JUPAS) at the end of last year, the most competitive programmes among the top three are all held by The Hong Kong Polytechnic University. These three programmes are Hotel Management, Social Work and Tourism Management, recording 65 times, 52 times and 42 times respectively over the number of places offered. The Hotel and Tourism Management Programme held by the Chinese University of Hong Kong has also recorded 14 times of the number of places offered.

In addition, the number of students choosing Hotel Management Programme of PolyU as their first three choices increases by three folds from 322 to 1653 students. It is also the second most popular programme run by PolyU. If we take into account the number of applicants only, then the Bachelor of Education (primary) programme run by the Hong Kong Institute of Education attracted the largest numbers of applicants (2776).

Mr. Joseph Tung, the Executive Director of Travel Industry Council of Hong Kong, stated that the foreseeable completion of Hong Kong Disneyland serves as a stimulus for students. Besides, the increasing number of tourists from Mainland China contributes to the steady development of the tourism industry in Hong Kong even under the current sluggish economic environment. The demand for hotels increases continuously reflecting the prosperous outlook of related industry. Therefore, the number of applicants for programmes of such industry increased significantly.

Social Work Programme continue to be popular. There are 30 students competing one place for the programmes by PolyU, BU or CityU. However, the Logistics Programme is no longer the top choice. The International Shipping and Logistic Management Programme by PolyU was very competitive last year but it is not ranked among the top five this year.

**Tourism Recreation Research**



**TOURISM RECREATION RESEARCH (ESTABLISHED IN 1976) WINS GOLDEN PAGE AWARD OF THE YEAR 2003 FOR READABILITY RESEARCH IN THE CATEGORY OF HOSPITALITY & TOURISM.**

This award is given by Emerald Management Review, U.K., every year to the most consistently performing management periodicals in the categories of: Research Implications, Practical Usability of Research, Managerial Application, Most Original Content, General Readability and Readability of Research.

Titles eligible to compete for a Golden Page Award are those included in the Emerald Management Reviews Accredited Journal Coverage List. This list is reviewed annually and consists of only the top 400 Management Titles worldwide as determined by an Accreditation Board made up of renowned management experts such as Professors Philip Kotler and Cary Cooper.

Every article from each journal is then reviewed and appraised by specialist, independent reviewers, giving a unique insight into how consistently performing a journal has been. There is no other independent process that comprehensively and rigorously evaluates so many journals, making the awards the only one of their kind. A Golden Page Award is only presented to the journal that emerges from its discipline as the top journal for the whole year, having received the highest aggregate score for all its articles.

Tourism Recreation Research shall receive this award on April 24, 2003 at Lords Cricket Ground, London.

T.V.Singh  
Editor-in-Chief, Tourism Recreation Research  
Email: [tvsingh@sancharnet.in](mailto:tvsingh@sancharnet.in)

## **CALL FOR PAPERS**

### **Tourism Recreation Research**

*Vol. 29(2), 2004*

### ***Domestic Tourism In Asia***

The quick pace of economic development followed by China and India during the 1990s is changing the socio-economic structure of both these countries. The same is true for other Asian nations; namely, Thailand, Vietnam, Taiwan, South Korea among others. This transformation has created an increasingly larger middle class with good disposable income to engage in travel and tourism activities. New approaches to tourism and tourist products have begun to emerge, either to complement or compete with traditional patterns.

Although it is expected that international tourism to these countries will rise significantly in the coming years, yet the share of domestic tourism within the GDP is bound to outweigh the implications of international travel and tourism, in absolute terms. These economic changes are likely to bring about further social, cultural and ecological changes. The millions of domestically touring Asian consumers will undoubtedly contribute significantly to dramatic adjustments in favourite destinations, intra-regional flows, demand for amenities and facilities, new types of vacations, etc.

Tourism researchers, by and large, have a tendency to delve into international tourism practices as compared to domestically oriented studies. It is about time to start focusing on this trend so as to give domestic tourism in Asia the attention it deserves. With this in mind, TRR proposes a special issue on the theme of '**Domestic Tourism in Asia**'. It seeks to focus on the patterns and practices in Asian tourism embracing internal and intra-regional tourism.

#### **Suggested Research Topics**

Although it is impossible to offer a thorough idea of the final composition of the issue, the goal should be to cover some or all of the following areas using both general purpose articles and case studies. It is preferred to limit impact studies to **economic** and **social** issues:

- ? The new middle classes in East and South Asia. Number, Composition, Macroeconomic Data, Spatial Concentration, that is, a structural approach to their growth.
- ? The new Asian middle classes and travel. A general overview
- ? Comparative studies on new and traditional forms of domestic tourism in the region
- ? Country specific studies, particularly India, China, Korea, Vietnam, Burma and Pakistan, on main growth engines (or T&T generators), favorite destination, types of travel, mass tourism and special interests, impact on transportation and hospitality and impact on poverty alleviation.
- ? Social and cultural impacts of domestic travel. Relations with minority cultures, new patterns of consumption, the emergence of global demand and tastes, domestic travel and traditions, impacts on handicrafts.

## **Deadlines**

May 31, 2003 - Expressions of interest with title and abstract (300-500 words).

September 30, 2003 - Full text submission (6000 words)

**Theme Editor :** Julio Aramberri (Drexel University, Philadelphia, USA, [jaramberri@hotmail.com](mailto:jaramberri@hotmail.com))

**Co-Editors:** Xie Yanjung (Dongbei University, Dalian, PR China [xieyanjun2002@msn.com](mailto:xieyanjun2002@msn.com)).

Shalini Singh (Brock University, St. Catharines', Canada, [shalini.singh@brocku.ca](mailto:shalini.singh@brocku.ca))

#### **For More Details:**

Editor-in-Chief  
Tourism Recreation Research  
Centre for Tourism Research & Development  
A-965/6 Indira Nagar, Lucknow – 226016, India  
Email: [tvsingh@sancharnet.in](mailto:tvsingh@sancharnet.in)  
Website: [www.trrworld.com](http://www.trrworld.com)