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# The Newsletter



International Academy  
for the Study of Tourism

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### *President's Message*

*This is my last newsletter column as your President. It has been a quick four years and now it is time for new blood to take over. Even though I will no longer be serving as your President it does not appear my escape from the ranks of the Executive Committee will be as fast or painless as previously thought. The By-law amendment vote has concluded and both By-law changes that were proposed have passed. By a vote of 48 (aye), 4 (nay) and 2 (abstention) the position of Executive Committee Chair is created. The President will assume the position of Executive Committee Chair and possess full voting privileges. Although this takes away my Richard Nixon tag line ("You won't have Bill Gartner to kick around anymore") I look forward to working with the new Executive committee to further the work of the Academy.*

*The other By-Law amendment, eliminating the position of Secretary and replacing it with the position of Second Vice President, was approved by a vote of 51 (aye), 2 (nay) and 1 (abstention). Both of the By-law changes will become effective with the new Executive committee when it takes over January 1, 2004.*

*There is a lot of work still to be done before your present slate of officers moves on. Shortly a letter will be sent to members who, for whatever reason, have not exercised their right to vote, and/or attend our biennial conferences, and/or paid dues. The intent of the letter is to determine whether there is some deficiency in our procedures leading to a member's negligence in not following through on By-law directed requirements. It is also intended to remind our members of membership requirements and to keep promises to members who have been attending our biennial conferences and who have repeatedly asked for this type of review. Now that we have sufficient records being kept by our Secretariat it is possible to conduct such an exercise.*

*There is also the task of completing a business plan for the proposed Academy teaching program tentatively scheduled for June-August 2005. There was sufficient, positive response to my request to members interested in being part of the program that we can now proceed to the difficult part of the exercise which is to assess market potential and cost structure.*

*Finally, it is with sadness that I note the passing of Erwin Scheuch. I thank the Secretariat for informing us all of Erwin's passing. Personally, I met Erwin only once at our conference in Egypt and we only talked briefly. Yet, I knew him as an Academy member which gave him special status in my mind. His passing leaves a void in our ranks. It also brings up the question of whether there should be a formal Academy response in the form of a scholarship contribution, or some other remembrance, in his name. This subject was touched on briefly at our conference in Savonlinna but it dealt with a non-member of the Academy. This is something the Academy membership must address. We recognize member contributions during their lifetime so what should be an appropriate response when they pass on? I welcome any comments on this matter.*

*In closing, I would like to thank the members of the Academy for the trust they have put in me during these last four years with a special thanks to all the Executive committee members I have had the privilege of working with. In spite of how it may have seemed at times, especially during our business meetings, I can honestly say I have thoroughly enjoyed my time as the Academy's President.*

Bill Gartner

## Loss of An Academy Member

### Prof. Dr. Erwin K. Scheuch

Born June 9, 1928 in Cologne  
Died October 12, 2003 in Cologne.

As director of the Institute for Comparative Social Research (later Institute for Applied Social Research) and the Central Archive for Empirical Social Research at the University of Cologne (GESIS - ZA) he devoted many of his energies to the development of international comparative research and the infrastructure of social research.

Methods of social research never were important to him for their own sake. He always connected the critical analysis of the status and development of contemporary societies with a historical and internationally comparative perspective. One of his principles was "Observe carefully, analyse through to the end and only then come up with judgements". Freedom of research was the indispensable basis for the analyses of critical issues in society, which he frequently undertook with his wife, Dr. Ute Scheuch and which were presented in the media.

In highest offices of national and international Associations and through more than 1800 publications he gained world wide visibility. In spite of severe illness he worked with highest concentration to the end and finalized with his wife two volumes on social change "Theories of Social Change" and "Contemporary Societies in the Process of Social Change", which are now delivered on the book market.

Ekkehard Mochmann  
13 October 2003

## Forthcoming Academy Publications

Julio Aramberri and Dick Butler are pleased to inform members of the Academy that the volume consisting of papers from the Macau Academy Meeting has been sent to Channel View publications, with an additional introductory chapter from Bill Gartner and a concluding chapter by the editors. We will be informing the members as soon as we are aware of publication date, but this is likely to be the middle of next year. The title of the volume is *Tourism Development: Issues for a Vulnerable Industry*.

Dick Butler

## Academy Dinner Invitation

All academy members are invited to join Kit Jenkins and myself for dinner in conjunction with TOURISM STATE OF THE ART II in Glasgow, Scotland. The Conference is June 27<sup>th</sup> –30<sup>th</sup> 2004 and the IAST event will be on Monday June 28<sup>th</sup> in The Scottish Hotel School. All members are cordially invited.

Tom Baum

## Conference Review: The 7<sup>th</sup> Academy Gathering in Finland

As announced, the 7<sup>th</sup> meeting of the International Academy for the Study of Tourism (Academy) was held in Savonlinna (June 29 - July 5, 2003), under the auspices of the Finnish Universities Network for Tourism Studies (FUNTS). The Academy's biennial meeting was, as always, an august gathering of approximately 70 odd tourism stalwarts many of whom were accompanied by spouses and / or guests. The Academy's meetings serve two basic purposes – firstly, to update oneself on the recent researches and, secondly, to conduct meetings / discussions on the past and future events / policies of the body. With the latter being a 'member – only' activity, the former is open to members, guests, and hosting organization, besides the Wine and Cheese session. Local organizations (government and private) participate in the event with a view to introducing the conferees to their cultural specialties.

In keeping with the academic intention of the Academy, the title of the conference was, "The State of the Art in Tourism Research". With such an accommodating conference title, all papers / presentations did find a relevant place. The broad themes that emerged from the presentations were – methodology, culture, theory and application, consumer research, industry, sustainability and finally tourism research. Nevertheless, most of the presentations overlapped in terms of these major categories.

There were three contributions that dealt specially with methodology. Crouch presented his joint contribution with Brent Ritchie on the Analytical Hierarchy Process (AHP) to assess the determinant attributes of a conceptual model of destination competitiveness. Smeral, on the other hand, questioned the methodology applied in the TSA system. He proposed that the system needed to expand its definition so to include indirect effects and intermediate consumption for it to correctly reflect the contribution of tourism to the national GDP. In the context of methodology, the credibility of the personal interview method was further elaborated by Arch Woodside. Along with McDonald and Burford, he analyzed the 'long interview method' to deduce the many virtues of this method.

The theme of culture was handled from varying perspectives. Juanita Liu proposed some methodological considerations in the valuation of the economic role of culture and arts in relation to tourism. Her work was based on the premise that culture was not merely intangible but an invisible 'commodity'. Quite similar to this view were those of Yamashita who made no pretensions to declare that culture, today, was 'located between the state and the market' and that the Balinese, having accepted this reality, were manipulating culture to fabricate an identity that could be sold for consumption. Graburn seemed to tune into this observation in his sociological inquiry of the

Japanese gift exchange tradition. One may consider his presentation to be more a study of the changing social fabric in the emerging conflict visible in the intergenerational values in gift exchange and buying tradition. By way of culture, Swain's paper was an anthropologist's inquiry into the issues of cosmopolitanism in gendered tourism.

Three papers were focused on the application of adapted theories in tourism. Two of these presentations used the Chinese community for sampling purposes. While Hsu study investigated Chinese travellers' intention formation by using the framework of the Theory of Planned Behaviour (TPB), Wall offered his observations from his application of the Stressful and Conservatism model. The former studied the Chinese travelers to conclude on the importance of beliefs in attitude formation and consequently decision-making. Wall's presentation on resident populations surmised that if 'true development' has to occur then the living circumstances of the local communities must be fully appreciated so to ensure benefits of tourism development to them, too. McKercher studied the 'travel active disabled' people to arrive at a six-stage model wherein the first travel experience after the onset of the disability played a crucial role in travel-ability of such persons.

Consumer research in travel and tourism does generate a fair measure of interest among academicians. Mazanec's contention that theory and model building are 'quite' the same in theoretical contexts, was definitely scholastic. With this assumption he went on to develop a tourist behaviour micro model in order to explain the theory of consumer behaviour research. Linda Richter dwelt upon a very 'innocent' and 'vulnerable' segment of travellers. She focused attention on the risks involved in children's travel. The numerous issues highlighted by Richter abegged definite public policy and action agenda.

There were a few papers on industry and innovation. Murphy's talk on Porter's Cluster Theory, may seem like a latecomer, since his primary objective was to use this manufacturing-industry specific model for a service industry. However, Du's tabled paper was a step further in using Porter's analysis to study the growth patterns of transnational tourism enterprises. Assuming that innovation was the key to the survival of firms, Alan Williams delved into aspects of innovation for the sustenance of destinations. In a similar vein Eadington made a plea to consider casino development as a 'meaningful' option in tourism advancement.

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## The 7<sup>th</sup> Academy Gathering in Finland

By the few presentations on the theme of sustainability, it may seem that scholarly interest on this concept is waning. The papers presented in the category of sustainability were certainly very divergent. Singh and Singh presented the evolution, growth and development of tourism in the Indian Himalayas.

The recent trend of new social movements in tourism was reported with the proposition that traditional model of Himalayan pilgrimages were undergoing a renaissance which could best be described as 'environmental pilgrimages'. Gosar's title, 'Grain by Grain Yields Bread, Brick by Brick Produces A (Tourist) Resort', was particularly catchy. Dealing with cross border co-operation in the Dreilaendereck area of Austria, Italy and Slovenia, he explained the sustainable bricklaying concept that brought the three countries together to pool-in their diversity in order to create a cohesive tourist destination. On sustaining urban tourism, through the 'mutagenecity' of events, particularly festivities, Verbeke elaborated on the need for identification of parameters towards the development of a research model on tourist opportunity spectrum in urban tourism. While on the theme of sustainability, the practice of tourism appears to be threatened by global winds of insecurity. Butler's discussion on the reactions and awareness of terrorism to potential destinations, must be considered timely, and in need of serious attention.

Although all the presentations may be categorized under the category of Tourism Research, yet some papers were typically academic in their content. For instance the report on the Working Group, Space Tourism by Valene Smith, makes a crucial contribution to tourism research. Among the many interesting facts revealed in the presentation, one may be amused to learn that it was the Russians who not only prompted NASA to enter the Space Race but later led the American government to the realization that '(space) tourism pays'. Dann voiced his genuine concern on the nature of tourism literature. His presentation questioned the credibility of recent tourism literature and the subsequent theory building process. Julio's paper (not presented) too contained similar sentiments, as he wondered at the direction of tourism research. Aguilo and Jafari reported on the current innovations in tourism education. Referring to the case of Universitat de les Illes Balears' Masters and PhD programme as an 'unmatched tourism laboratory', they discussed the strengths and weaknesses of this education technique.

Sheldon too presented some controversies emanating from the use of information technology (IT) which was both powerful as well as an invisible tool. Hall's paper was focused on the issue of mobility, which while being a favourite theme among tourism researchers, was (according to him) partially unexplored. He looked at the geographical and disciplinary mobility in tourism studies as an enriching proposition in tourism research. Goeldner

perhaps enjoyed himself as he delivered a rendition on 'tourism over 35 years'. Reactions to his paper were rather mixed, though amusing.

All the presentations were rounded up in nine technical sessions spread over two and a half days. Another one and half days were devoted to three workshops with the hosts. Post conference trip was scheduled for St. Petersburg (Russia). Other highlights of the conference were the world famous Finnish Opera, the Lake Tourism trip and a visit to the local museum, the Savon castle and the Punkaharju Forest Reserve. Two Academy meetings were scheduled in between to accomplish the other mission of the Academy. The members parted with an agreement to meet in Beijing for their next meeting in 2005

In conclusion, it was interesting to note the academic attention received by China. Besides having a fair number of presentations during the conference, one could observe their growing numbers as Academy members too. A word of appreciation for the secretariat assistance provided by K S Chon and his two-some team of PhD students. At the FUNTS headquarters Arvo Peltonen and Ms Ulla were always around for pleasant exchanges.

Shalini Singh, Associate Professor  
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Ontario L2S 3A1 CANADA

## CTRD, India enters research collaboration with CTCC, UK

**Centre for Tourism Research & Development (CTRD)**, Lucknow, India is an autonomous, non government body focusing majorly on tourism academics and research. The Centre has recently signed a Research Cooperation Agreement with the **Centre for Tourism and Cultural Change (CTCC)**, Sheffield Hallam University. The CTCC is a transdisciplinary research and development organization whose purpose is to examine tourism and culture in the changing world.

The agreement entails that each party would:

1. Recognize each other's organization as a research partner and develop shared research project between individuals and teams.
2. Seek funding for joint research projects.
3. Establish a network for the dissemination of research and other research related information.
4. Promote one another as a research partner.
5. Host study visits, staff sabbaticals, PhD student visits, guest lectures etc.

The main aim of the agreement is to provide a framework that will benefit each organization and help them in the field of research.

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## **Jackie Chan Inspired Hong Kong PolyU Students**

At the invitation of The Hong Kong Polytechnic University (PolyU)'s School of Hotel and Tourism Management (HTM), international movie star and Hong Kong Tourism Ambassador Hon. Dr. Jackie Chan shared his experience of promoting Hong Kong to PolyU students on 28 October. Over 1,000 students attended Jackie's lecture, and the function was a huge success.

According to Prof. Kaye Chon, Chair Professor and Head of HTM, this event was staged to mark the beginning of the Chair Professor's Distinguished Lecture Series. "We are most honoured to have Jackie Chan to kick off this new initiative," he said. "Jackie did a great job in motivating our students by sharing his personal view of life, his way of striving for excellence and how we should work together in time of difficulty."

Jackie talked about his experience in promoting Hong Kong and the importance of goal setting. He believes that a person's success greatly depends on setting the right goal, and one should never give up what he or she believes in. There were failures but he kept trying and setting new goals.

Jackie has been appointed as Hong Kong's official Tourism Ambassador since 1995. Over the years, he has taken part in various large-scale activities to promote the image of Hong Kong. In the recent global tourism revival campaign organised by Hong Kong Tourism Board,

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## **East Carolina University Welcomes Tourism Expert, David Edgell, to the Faculty**

East Carolina University welcomes David L. Edgell, Sr., Ph.D. to the faculty of the Department of Nutrition and Hospitality Management in the College of Human Ecology. Dr. Edgell will be the principal architect in developing course structure and programs within a new Center for Tourism on the East Carolina University campus.

Dr. Edgell has vast experience in the field of tourism and is a leader in the area of sustainable tourism, i.e., attracting tourists while maintaining the long-term economic environmental viability and integrity of a particular destination or region.

Dr. Edgell has written six books and over 100 articles and monographs on trade, tourism, and economic development. Most recently, he was the director of the Center for Tourism, Travel and Hospitality at the University of Missouri in Kansas City. He has been nominated by members of the Tourism Policy Council representing 26 Kansas and Missouri communities to serve on the U.S. Department of Commerce's United States Travel and Tourism Promotion Advisory Board. This board advises the Secretary of Commerce on strategies to promote international tourism and enrich the quality of life for local citizenry. He has also served as the Vice President of Strategic Marketing at MMG Worldwide, Under Secretary of the U.S. Department of Commerce Commissioner of Tourism for the U.S. Virgin Islands, President of the National Rural Tourism Foundation, and charter member of the International Academy for the Study of Tourism.

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## **Jackie Chan inspired HKPolyU students**

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Jackie has played host in television commercial to invite visitors around the world to travel to the territory.

Jackie was welcomed at PolyU by Deputy President Mr. Alexander Tzang and Prof. Kaye Chon. Professor Chon disclosed said that HTM will invite hospitality gurus and leading industry leaders to share their insights with PolyU students, enabling them to broaden their horizon and to keep abreast of the latest development in the industry.



From left: Head of HTM Prof Kaye Chon, Dr. Jackie Chan, Deputy President Mr. Alex Tzang at Hong Kong PolyU on 28 October 2003

## **East Carolina University Welcomes David Edgell**

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He serves as adjunct professor of tourism/business at George Washington University, Washington, D.C. and at the

University of Hawaii. In 1990, George Washington University honored him for his “Outstanding Contribution as a World Tourism Leader.”

At East Carolina University, Dr. Edgell will bring great expertise to his hospitality management students in the Department of Nutrition and Hospitality Management.

As director of the center, he will seek out community leaders across eastern North Carolina and help unite tourism coalitions to further develop the industry. He plans to connect tourism planners, academics, and entrepreneurs with people, policy makers and organizations seeking to utilize tourism as an economic development tool and as a purveyor of an improved quality of life.

In his remarks about David Edgell, East Carolina University Provost William Swart said, “As one of the world’s leading authorities on travel and tourism, Dr. Edgell brings a wealth of experience to ECU. His current area of emphasis, sustainable tourism, is a key issue for eastern North Carolina.”

East Carolina University Chancellor William Muse has designated education, health, economic growth and development, and cultural enrichment as priority initiatives for developing eastern North Carolina. The Center for Tourism’s mission will be to address at least three of these priorities for the region. David Edgell maintains a web site at [www.davidedgell.com](http://www.davidedgell.com) Office: phone 252-328-4962

Release by: Peggy Novotny, Marketing Coordinator, College of Human Ecology, East Carolina University, 102 Ragsdale Hall, Phone: 252-328-2882, Fax: 252-328-0315

## Member Activities

**Kaye Chon** – Kaye received the “FTA Hospitality Leadership Award as a Humanitarian” from Fred Tibbitts and Associates. The Award carried a cash prize of US\$5,000 which he donated to the scholarship fund in his School at The Hong Kong PolyU. He spoke at the World Tourism Organization General Assembly in Beijing, China, on “Crisis Management and Tourism Recovery in Hong Kong After SARS”. Finally, he has published the following papers lately:

“Modelling and forecasting the demand for Hong Kong tourism,” *International Journal of Hospitality Management*, 22 (4), 2003 (co-authors: Haiyan Song and Kevin Wong)

“Convention Industry in South Korea: an Economic Impact Analysis,” *Tourism Management*, 24, 2003, pp. 533-541 (co-authors: Seongseop Kim and Kyu Yoop Chung)

“Survivorship in International Chain Restaurants in Korea,” *FIU Hospitality Review*, 21(1), 2003, pp. 22-31 (co-author: Woogon Kim).

**Erik Cohen** – Erik’s work in recent years focused on Thailand. In the area of tourism, his work has by now resulted in three books: two collections of articles (“Thai Tourism”, White Lotus, Bangkok 1996, reprinted 2001 and “The Commercialized Crafts of Thailand”, Curzon, London and Univ. of Hawaii Press, Honolulu 2000) as well as a monograph (“The Chinese Vegetarian Festival in Phuket; Religion, Ethnicity and Tourism on a Southern Thai Island”, White Lotus, Bangkok 2001).

A collection of his more general articles on tourism, including a number of case studies, entitled “Contemporary Tourism: Diversity and Change” is about to be published by Elsevier/Pergamon in Jafar’s TSS series. His current work is concerned with various recent or new developments in Thai tourism, such as the emergence of an obscure event, the Naga Fire Balls on the Mekong River into a major tourist attraction (to be published in Graburn’s

collection on tourism in Asia) or the destructive effect of filming “The Beach” on a pristine beach in southern Thailand.

Since his retirement, he is living mostly in Thailand where he is among else editing a series of books entitled “Studies in Asian Tourism”, of which two volumes have already been published. Prospective authors are invited to submit book-proposals or manuscripts to: D. Ande Publisher, White Lotus GPO Box 1141 Bangkok 10501 Thailand, email: [ande@loxinfo.co.th](mailto:ande@loxinfo.co.th)

**Abdul Kadir Haji Din** – Kadir has moved to Ohio University and his current email address is [din@ohio.edu](mailto:din@ohio.edu).

**Jiang Du** – The English name of Jiang’s university has changed from Beijing Second Foreign Language University to Beijing International Studies University (BISU). BISU’s new website is <http://www.bisu.edu.cn> and Jiang can be contacted at his new email address: [jdu@bisu.edu.cn](mailto:jdu@bisu.edu.cn)

**David Edgell** – Dave has finally settled in his new position at East Carolina University. His new contact information is:

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**Doug Frechtling** – Doug has been elected Chairman of the World Tourism Organization Education Council for a two-year term. The Education Council is the Technical Subcommittee of the WTO Committee of Affiliate Members with expertise in matters of knowledge, education, training and research. The Council comprises academic, training, and other institutions that have obtained the Tedqual Certification from the WTO-Themis Foundation and conduct education, training and research programs in tourism.

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## Member Activities

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**Nelson Graburn** – At the University of California, Berkeley, the Townsend Center for the Humanities has recently funded a new Tourism Studies Working Group. This research-orientated group was established by three graduate students who work with Nelson Graburn, Naomi Leite-Goldberg in Anthropology, Stephanie Hom Cary in Italian Studies, and Charles Carroll in Education. Participants come from many disciplines at Berkeley, and from as far away as Stanford, UC Davis and Sacramento State. Center's contact address: [tourism@socrates.berkeley.edu](mailto:tourism@socrates.berkeley.edu)

Nelson has two speaking engagements in November 2003.

“Whose Authenticity? A Flexible Concept in Search of Authority.” Invited address in Panel 4- “Intangible Heritage and Tourism: authenticity at a stand still or an evolution?” UNESCO Seminar on “Cultural Diversity and Tourism: rethinking a partnership” Havana, Cuba, 3-5<sup>th</sup> November

“Tourism and Tradition: Culture as Resource or Commodity, with respect to the Caucasus.” Invited paper at the International Institute of Peoples of the Caucasus (IPC) assisted by the Department of Caucasus Studies at the Institute of Ethnology and Anthropology (DCS at IEA), Moscow, 24-28<sup>th</sup> November

**Patrick Lavery** – The 4<sup>th</sup> edition of Patrick's book, *Travel and Tourism*, is just out (published in October 2003). It is a greatly enlarged edition running to over 360 pages and includes case studies including the impact of the SARS outbreak, the Foot and Mouth epidemic in the UK and 9/11. It also has a Tutor's pack providing teaching material for at least two semesters. Further information and full details can be obtained from [sheila.ritchie@elm-training.co.uk](mailto:sheila.ritchie@elm-training.co.uk)

**Philip Pearce** – Philip reports that he has been involved in research projects at three levels. Internationally, he has been working on a tourist

planning and market segmentation analysis in the Qin Hai region Western China. Nationally, he has been studying satisfaction with Australian destination regions using a benchmarking framework and locally he has been assessed the value of placement programs given students' changing lives and casual work experience. He continues to supervise a large number of PhD students as well as Honours and Masters students and teach undergraduate classes but is avoiding wholesale involvement in university administration. As Foundation Editor of *The Journal of Tourism Studies* he reports a very positive appraisal of the special May 2003 issue of JTS entitled *The Classic Collection 1990-1999* which republished 12 highly sought after articles from leading tourism scholars. Academy members were prominent authors. He is currently working on a major book on his favourite theme of *Tourist Behaviour* which he hopes to compete in mid-2004 with a publication date in late 2004. In June-July 2004 accompanied by his partner and frequent co-author Dr. Gianna Moscardo as well as their two sons Tom and Jack he plans to travel to Hawaii (Marine Tourism), Montreal (TTRA), Glasgow (State of the ART in Tourism Conference) and Nagasaki (APTA). The opportunity to see some academy members at one or more of these events is hopefully a real possibility.

**Linda Richter** – Linda presented the keynote paper at the Global Tourism and Cultural Identities Conference at the Centre for Tourism Studies in Eastbourne, UK. The paper was “The Politics of Negotiating Ethnicity.” The conference was held on September 11, 2003. Her book chapter on *Philippine Women* has just been published in the multi-volume series *Women of the World*. This was the Asia and the Pacific volume.

**Tej Vir Singh** – Tej Vir has been invited by the Universidad del Mar, Huatulco campus, for the First International Congress of Tourism Magazines and Supplements, taking place in Bahias de Huatulco, Oaxaca on 4-7 December 2003. This congress would be first of its kind and would provide a platform to exchange experiences between representatives of travel magazines, tourism professionals and members of different nations from five continents.