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# The Newsletter



International Academy  
for the Study of Tourism

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## President's Message

### *In this issue*

President's Message	1
Academy Membership Election	3
Membership Nomination Form	4
2005 Biennial Conference	7
Conference 2007 Call for Proposal	7
Members' Activities	8
Members' Photo Gallery	11

*As I write this note, I realize that a year from today we'll be meeting in Beijing. I look forward to renewing friendships with existing Academy members and to meeting both new members and guests at our biannual conference. As we prepare for Beijing, there are a number of related issues and details that I need to discuss in this column.*

*First, I am very pleased with the conference planning progress. Kaye Chon and Du Jiang are developing an exciting program that balances academic and social venues and provides an exciting opportunity to visit one of the world's cultural capitals. Preliminary program details are provided elsewhere in this newsletter. A preliminary call for papers will be forthcoming soon. In an effort to be inclusive of the research interests and activities of all Academy members, the conference theme will be Current Research and Future Questions. It is hoped that Academy members and guests will develop papers which present their current research and the author's beliefs concerning critical future research questions and agendas in the topical area.*

*Second, as members anticipate inviting guests to Beijing, it is important to recall specifics of the Academy guest policy. Per the guest policy as established in Zagreb and revised in Savonlinna, Academy members can invite one guest. That guest must be a "tourism research professional" and is required to present a paper. People who have attended as a guest in the past cannot be invited again. To facilitate conference planning, the Secretariat must be notified of guest invitations by January 1, 2005.*

(continued on page 2)

## President's Message

(continued from page 1)

*Third, we expect to produce a proceedings book from the Beijing Conference. The inability to produce a book from the Savonlinna conference has been rectified. Academy members Muzaffer Uysal and Geoffrey Crouch have agreed to publish a special issue of Tourism Analysis with the submitted papers. If necessary, we will pursue a similar course of action with the Beijing papers; I've already received commitments from four journal editors to publish academy papers if necessary. However, it is our hope that more members will develop and submit a paper so that a proceedings book can be published. In the call for papers, authors will be asked if they intend to develop and submit a proceedings paper. These papers will be given priority for the conference presentation slots.*

*Fourth, this newsletter also coincides with the beginning of our biannual membership election. As specified in the Academy policies, all membership nominations are due by October 1, 2004. Per the nomination procedure as agreed upon at the Savonlinna business meeting, the nomination packet must include (1) a letter of support from the nominator(s), (2) a completed Academy nomination form, (3) a complete curriculum vitae, and (4) two examples of the nominee's work. All of this material must be submitted electronically, preferably in a MSWord or Adobe pdf file format. It is the nominator's responsibility to create the electronic files containing the above information. The executive will adhere strictly to the membership policy schedule so that new members can be notified in time to plan attending the Beijing conference.*

*By now, each of you has received and, hopefully, paid your membership dues invoice for 2004. While I recognize that dues have increased from previous levels, please understand that the Executive has not initiated any new spending initiatives. The increase in dues is necessary to cover the Secretariat costs and maintain a reserve balance of \$12,000. In reaction to the dues invoice, I've received a number of inquiries from members seeking emeritus status. Per the Savonlinna business meeting, a member seeking emeritus status must request such status in writing, an e-mail is appropriate, and meet the following requirements: (1) must be 65 years of age and (2) no longer employed full time. Again, per the Savonlinna business meeting, emeritus members are required to pay dues at ½ the member price (\$50 for 2004).*

*Again, I look forward to the Beijing conference as an opportunity both to learn from the research presentations of my colleagues and to renew valued friendships. However, there is much work to be done between over the next year. As always, I appreciate your thoughts, ideas and advice.*

*Rick Perdue*

# Academy Membership Election

To: Members, International Academy for the Study of Tourism

From: Rick Perdue

Date: July 20, 2004

RE: MEMBERSHIP ELECTION

The purpose of this memorandum is to initiate the 2004 IAST Membership Election. I hope that all Academy members will fully engage in this process by contributing nominations of qualified tourism scholars and through careful consideration and voting on the candidates.

Per the Academy membership policies, a membership nomination must include: (1) a diagnostic letter of nomination from the nominator(s), (2) a completed Academy nomination form, (3) a complete curriculum vitae, and (4) two examples of the nominee's work. All of this material must be submitted electronically, preferably in MSWord or Adobe pdf format. It is the nominator's responsibility to create the electronic files containing the above information.

An MSWord file containing the membership nomination form that can be completed by the nominee has been sent to you by email.

All nomination materials are to be submitted electronically to the Secretariat no later than October 1, 2004. The Secretariat will submit the completed nomination packets to the membership committee, who, in turn, will make a recommendation to the Academy. Academy members will be asked to complete the voting process no later than December 31, 2004. I will then notify both nominators and candidates of the voting results. It is critical that we adhere to the membership policy schedule so that new members can be notified sufficiently in advance of our Beijing conference where they will be officially welcomed into the Academy.

As in the past, the nominators will be asked to introduce new members to the Academy at the wine and cheese social in Beijing.

Due to the conscientious work and due diligence of Academy members, the last two membership elections have been very successful, adding a number of extraordinarily qualified new members. I sincerely hope that we continue that trend.

Thanks.

Rick

Professor Richard R. Perdue

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**MEMBERSHIP NOMINATION FORM (2004)**  
**International Academy for the Study of Tourism**

E-mail this form and other requested items to:  
International Academy for the Study of Tourism Secretariat  
School of Hotel and Tourism Management  
The Hong Kong Polytechnic University  
[hmkchon@polyu.edu.hk](mailto:hmkchon@polyu.edu.hk)  
[miguela.mena@polyu.edu.hk](mailto:miguela.mena@polyu.edu.hk)  
[hmmike@inet.polyu.edu.hk](mailto:hmmike@inet.polyu.edu.hk)

The completed nomination must include:

1. A diagnostic letter of support from nominator(s)
2. Completed Membership Nomination Form
3. A complete curriculum vitae
4. Two examples of the nominee's work.

**PRESENTATION OF CANDIDATE**

Family Name or Surname: \_\_\_\_\_  
First and Middle Names: \_\_\_\_\_ Female: \_\_\_\_\_  
Highest Earned Degree: \_\_\_\_\_ Male: \_\_\_\_\_  
Year Highest Degree Granted: \_\_\_\_\_  
Degree Granting University: \_\_\_\_\_ Country: \_\_\_\_\_  
Discipline (field of study): \_\_\_\_\_  
Present Position: \_\_\_\_\_ Since: \_\_\_\_\_

Complete (Business) Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Former Positions and Years of Appointment:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Membership and offices held in national associations relating to tourism:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

MEMBERSHIP NOMINATION FORM (2004)  
International Academy for the Study of Tourism  
-Page 2-

Membership and offices held in international associations relating to tourism:

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Membership and offices held in (inter) governmental commissions or agencies relating to tourism:

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Services to other tourism bodies or agencies:

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Outstanding services/leadership position in non-tourism areas:

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Awards and Recognitions:

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MEMBERSHIP NOMINATION FORM (2004)  
International Academy for the Study of Tourism  
-Page 3-

List of the candidate's most significant publications on tourism not to exceed ten in number.  
For articles (circle A) please give the article title and the name and year of the periodical; for books (circle B) give the title, publisher, and years of first and last editions. If co-authored, please add the other names as well.

1. A B

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2. A B

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3. A B

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4. A B

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5. A B

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6. A B

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7. A B

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8. A B

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9. A B

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10. A B

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## **2005 Biennial Conference**

2005 Biennial Conference of the International Academy for the Study of Tourism will be held in Beijing, China, on 1-5 July 2005. The Conference will be hosted by Beijing International Studies University (formerly Beijing Second Foreign Language University).

Executive Committee will soon announce a Call for Papers and a program for the Conference.

## **Conference 2007 Call for Proposal**

Even as we plan for our 2005 Beijing Conference, we need also to look forward to the 2007 conference. At the business meeting in Beijing, the Academy will consider proposals for its 2007 conference. Academy members who would like to host the 2007 conference or are working with an organization who might like to host the conference are encouraged to begin developing a proposal. Over the past several Academy conferences the host organization has provided the meeting facility, all audio-visual equipment and meeting support materials, meals and lodging in exchange for the Academy providing one day for host organization activities. I anticipate that we need lodging and meals for approximately 75 Academy members and guests, many of whom also bring family members. If you are interested in developing a proposal, please contact the Executive.

## Members' Activities

**Kaye Chon** – Kaye was the conference chairman for the 2<sup>nd</sup> ApacCHRIE Conference and the 6<sup>th</sup> Biennial Conference on Tourism in Asia, which was held in Phuket, Thailand on 27-29 May 2004. About 200 tourism and hospitality researchers coming from 21 countries attended the conference. Kaye also delivered a keynote speech at the 10<sup>th</sup> Asia Pacific Tourism Association (APTA) annual conference held in Nagasaki, Japan on 4-7 July 2004. Other Academy members in attendance at the Conference included Geoff Wall, Philip Pearce, Sangmu Kim, Peter Murphy, Du Jiang and Chris Ryan. Next year's APTA Conference will be held in Goyang, Korea on 10-13 July 2005.

**David Edgell** – The Haworth Press, Inc. has notified Dave that they have approved the publishing of his book: "Managing Sustainable Tourism: A Legacy for the Future". In June 2004, Dave agreed to serve on the eleven-state Southeast Tourism Policy Council. "The mission of the Southeast Tourism Policy Council is to provide leadership that insures broad representation of tourism interests in the southeast, encourage partnerships between public and private sectors of tourism and advocate for sustainable economic growth in an environmentally responsible way". In July 2004, Dave spoke at the Jamaica Sustainable Tourism Conference.

**Doug Frechtling** – Doug chaired the 8<sup>th</sup> General Meeting of the WTO Education Council in Madrid, Spain on May 31-June 1, 2004. He also addressed the WTO Conference on "Creating a Framework for Tourism Policy and Destination Management" on June 3 likewise held in Madrid. On June 7, he addressed the International Destination Risk Management Conference on "The Washington DC Response & Recovery from the 9/11 Attacks". The conference was held at Bogazici University in Istanbul, Turkey and was jointly sponsored by Bogazici and the George Washington University.

**Clare Gunn** – Clare is pleased to report that his most recent book, *Western Tourism: Can Paradise be Reclaimed?* has just been released by Cognizant publishers. Not intended as a textbook, it is directed toward planners and developers of tourism in America's western region. Most of the conclusions and principles have universal application. As a foundation for the book, a comparison is made between travel conditions of the autocamping explosion of the 1920s in the region and today. The case of the author's family autocamping tour of the region in 1929 is provided for this contrast. This historical analysis demonstrates that many of the qualities and values of importance seventy years ago remain valid today. For emphasis, four destinations regions of the West are compared – northern Arizona, northern California, Oregon and Columbia River, and Yellowstone National Park. Because the dominant planning and design professionals in the past and today are landscape architects, detailed recommendations are provided for their future role. The book is 252 pages in length, contains 50 illustrations (20 in color), and includes 11 chapters. It is available from Cognizant Communications Corporation, [www.cognizantcommunication.com](http://www.cognizantcommunication.com) and email: [cogcomm@aol.com](mailto:cogcomm@aol.com).

**Michael Hall** – Michael is currently on his first ever sabbatical with time being spent in Canada, Scotland, England, Norway, Sweden, Finland, Japan, Singapore and Australia. Earlier in the year, he presented papers at the ATLAS conference in Naples on tourism governance; the First International Culinary Tourism conference in Victoria, Canada; and at the State of the Art conference in Scotland on "Public Policy and Tourism: The Art of the State". His recent and upcoming publications are:

- Lew, A., Hall, C.M. & Williams, A. (eds) 2004, Companion to Tourism, Blackwell Publishers, Oxford.
- Hall, C.M., Duval, D. & Timothy, D. (eds) 2004, Safety and Security in Tourism: Relationships, Management and Marketing, Haworth Press, New York. (co-published simultaneously as Journal of Travel & Tourism Marketing, vol.15, no.2-4 2004).

(continued on page 9)

## Members' Activities

(continued from page 8)

**Michael Hall** – His recent and upcoming publications are:

- Saarinen, J. and Hall, C.M. (eds.) 2004, *Nature-Based Tourism Research in Finland: Local Contexts, Global Issues*, Finnish Forest Research Institute, Research Papers 916, Rovaniemi Research Station, Rovaniemi.
- Hall, C.M. & Higham, J. (eds) 2004, *Tourism, Recreation and Climate Change*, Channelview Publications, Clevedon.
- Hall, C.M. & Tucker, H. (eds.) 2004, *Tourism and Postcolonialism*, Routledge, London.
- Hall, C.M. & Müller, D. (eds) 2004, *Tourism, Mobility and Second Homes: Between Elite Landscape and Common Ground*, Channelview Publications, Clevedon.
- Hall, C.M. 2005, *Tourism: Rethinking the Social Science of Mobility*, Prentice-Hall, Harlow.
- Hall, C.M. & Boyd, S. 2005, (eds) *Tourism and Nature-based Tourism in Peripheral Areas: Development or Disaster*, Channelview Publications, Clevedon.

**Don Hawkins** – Don, Eisenhower Professor of Tourism Policy at George Washington University, is serving as Chairman of the WTO Tourism Policy Forum, which will focus on *Strategic Directions for Development Assistance and Funding for Sustainable Tourism*, and will be held on October 18-20, 2004 at George Washington University, Washington, D.C. The purpose of the WTO Tourism Policy Forum (TPF) is to convene government policymakers, business leaders, educators, knowledge management experts and other informed professionals to analyze critical policy topics facing global tourism and to offer recommendations for the future. The WTO Education Council (WOT.EdC) is taking the lead in organizing the Forum in collaboration with the WTO Business Council and WTO Destination Task Force. The TPF 2004 utilizes a policy dialogue approach pioneered by George Washington University in 1990. The forum will be hosted by the George Washington University's Center for the Study of Globalization and International Institute of Tourism Studies. A product of each WTO Tourism Policy Forum will be a report on the issues discussed and the results, including analytical findings, conclusions and recommendations. The TPF issue to be addressed in 2004 responds to set strategic directions for

development assistance and funding for realizing sustainable tourism potential to contribute to the fulfillment of the United Nations Millennium Development Goals (MDGs). The TPF will provide an opportunity for WTO member countries, educational institutions, private sector firms, NGOs and multilateral/bilateral donor agencies to work together to assist developing countries in accessing and using development assistance and funding resources more effectively. Expressions of interest from Academy members should be sent to Bard Weiss at WTO ([bweiss@world-tourism.org](mailto:bweiss@world-tourism.org)).

**Bennetta Jules-Rosette** – Bennetta continues to be committed to tourism research. Her forthcoming book on Franco-American performer Josephine Baker contains an extensive discussion of tourism at Chateau des Milandes in France and other touristic sites associated with Baker.

**Juanita Liu** – Juanita was inducted as the 45<sup>th</sup> President of the Western Regional Science Association (WRSA) at their annual conference held at the Wailea Marriott on February 25 - 29, 2004. She delivered a presidential address entitled "Tourism and the Value of Culture in Regions." The WRSA is an international multidisciplinary group of university scholars and government and private-sector practitioners dedicated to the scientific analysis of regions.

**Brent Ritchie** – Brent was awarded the CHRIE John Wiley and Sons Research Award and the WTO Ulysses Award. In an impressive ceremony held June 3 at the Madrid Chamber of Commerce and presided by the Minister of the Presidency and Tourism of Andorra, Enric Pujal and by the City of Madrid Councilman for Economy and Citizen Participation, Miguel Angel Villanueva, the 2004 WTO Ulysses Prize was awarded to Brent, who holds the Professorship of Tourism Management in the Haskayne School of Business at the University of Calgary, Canada.

(continued on page 10)

## Members' Activities

(continued from page 9)

**Brent Ritchie** – The WTO Ulysses Prize was created by WTO in an attempt (perhaps somewhat ambitiously) to provide tourism with an award conceptually equivalent to the Nobel Prize in other areas of scholarly endeavour. More specifically, the WTO Ulysses Awards were created to foster innovation and the application of knowledge in tourism. This honour from WTO was awarded to Brent's "scientific contribution to the theory and practice of Tourism Policy, as well as leadership over the past 30 years in the area of tourism education and research."

**Chris Ryan** – Chris met other members of the Academy in Glasgow where he, Geoff Wall and Mike Hall were among the keynote speakers. He then joined Kaye Chon and again other members of the Academy in Japan for the APTA Conference, before stopping off in Hong Kong and Australia ready to step off a plane back in New Zealand to almost immediately give a lecture to his usual class. Chris has issued a call for papers for a conference to be hosted in Cambridge, New Zealand, on battlefield sites and military events as a tourist attraction. The conference is on 10th November to 12th November 2005, and delegates will also be able to visit sites of the Maori Land Wars and view a full battlefield enactment by various local enactment societies. The venue for the conference is the 1909 Cambridge Town Hall - a restored piece of colonial Edwardian architecture. If members wish to participate - please contact Chris on [caryan@waikato.ac.nz](mailto:caryan@waikato.ac.nz)

With reference to other activities, in March Chris was commissioned by the New Zealand Ministry of Tourism to undertake a review of the New Zealand's Tourism Research Council's Research Index and assess research outcomes against the 2002 Tourism Research Strategy. This exercise may have implications for future research planning and funding in New Zealand. At present, however, his main concerns are the well-being of his 14 year old son who is just one of 32 selected in New Zealand to play in a special football tournament being promoted in New

Zealand by Nike. Already his son is far more famous than his Dad!

**Valene Smith** – Valene announces the publication of *WESTERN TOURISM: Can Paradise Be Saved?* Clare Gunn is known worldwide as the American premier (and pioneer) in landscape architecture. His new book details incredible time-depth via two journeys, the first in 1929, the second to the same destinations in 1989. Dr. Gunn examines and analyzes the contrasts - specifically the effects of tourism - in the Western USA. Highly readable for tourism professionals, students and for a public who are concerned about environmental issues, the book is well illustrated with color photos. The volume is certain to become an important baseline upon which to appraise future development especially as the increasingly larger Asian wave of tourism reaches into Western USA and to its national parks and indigenous cultures.

252 pp; 50 illustrations, 24 color; pub. May 2004; ISBN 011-882345-44-4

Cognizant Communication Corporation;

Email: [cogcomm@aol.com](mailto:cogcomm@aol.com);

Website: [www.cognizantcommunication.com](http://www.cognizantcommunication.com))

**Allan Williams** – Allan's new books published are:

Gareth Shaw and Allan M Williams *Tourism and Tourism Spaces* (Sage, April 2004) 311 pages An exploration of the production and consumption of tourism, and the construction and reconstruction of tourism spaces and places.

Alan Lew, Michael Hall and Allan M Williams *A Companion to Tourism* Blackwells May 2004 622 pp; 48 specially commissioned essays which provide a critical review of knowledge in this subject area. The main sections cover: Perspectives in Tourism; Producing Tourism and Tourism Spaces; Globalization and Contested Places; Tourist, Values and Practices; Tourism, Place, Space and Forms; Tourism, the Environment and Society; Policies, Planning and Governance.

## Members' Photo Gallery



Induction of Academy Member Juanita Liu as the 45<sup>th</sup> President of the Western Regional Science Association (WRSA) at their annual conference held at the Wailea Marriott on February 25 - 29, 2004. Pictured from left is former president Koichi Mera from University of Southern California, Dr. Liu, Executive Secretary David Plane from University of Arizona, and Clifford Nae`ole from the Ritz-Carlton.



Visit to Academy Secretariat office by member Chris Ryan (posed with Hanqin Zhang of Hong Kong PolyU)

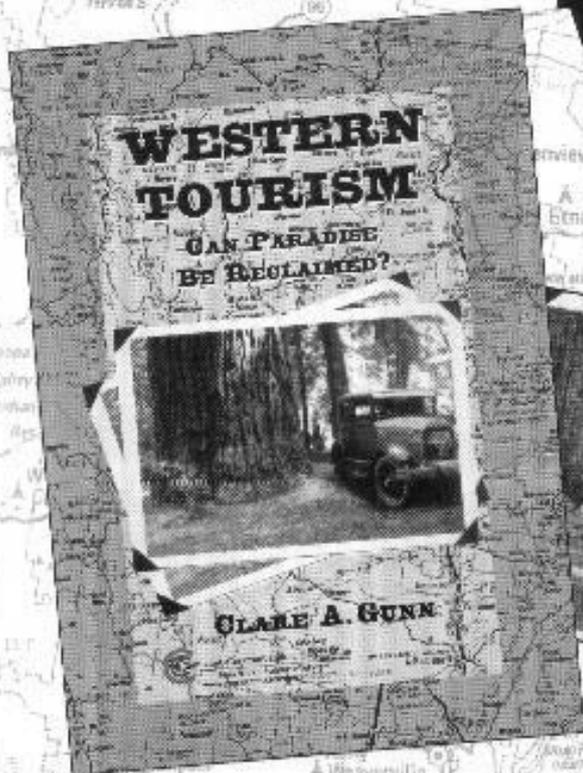
ANNOUNCING AN IMPORTANT NEW BOOK FROM A PIONEER IN THE FIELD...

# WESTERN TOURISM

## CAN PARADISE BE RECLAIMED?

By **Clare A. Gunn**  
Professor Emeritus  
Member ASLA  
Texas A&M University

PROVIDING DIRECTION  
FOR TOURISM PLANNING AND  
DEVELOPMENT IN AMERICA'S WEST...  
A VITAL TOOL FOR LANDSCAPE ARCHITECTS,  
EDUCATORS, TOURISM AGENCIES AND  
TOURISM PLANNERS AND DEVELOPERS.



**S**ince the explosion of autocamping travel in the 1920s, America's West has remained a popular travel destination. Initially caught by surprise by this sudden growth, the area's consequent responses to this increase in tourism were not fully planned or developed.

This important new book, written by an authority in the field, identifies the changes in tourism in the West and what these signify for future planners and developers. The book focuses on four major destinations—Arizona, California, Oregon and Yellowstone—that were as popular in the 1920s as they are today. To provide perspective, the author has included a case of autocamping travel to the West in 1929; this case allows the reader to compare and contrast characteristics of tourism to the area in the 1920s with those of today. After reviewing and evaluating past tourism developments, Gunn offers detailed guidelines for sustainable tourism. Specific recommendations for better planning and development of this popular tourist destination are provided. Emphasis is placed on the future role of landscape architects, as they have historically had a significant impact on land design in the region.

### Chapter

- 1 Western Tourism: Boom and Strain
- 2 1929 Western Tour: Part I
- 3 The Northern Arizona Destination
- 4 1929 Western Tour: Part II
- 5 The Northern California Destination
- 6 1929 Western Tour: Part III
- 7 Oregon and Columbia River Destination
- 8 1929 Western Tour: Part IV
- 9 Yellowstone National Park Destination
- 10 Sustainability Challenges for Planners and Designers
- 11 Meanings for the Future

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