
The Newsletter



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for the Study of Tourism

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President's Message

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It is with great pleasure that I welcome Don Getz, Cathy Hsu, Gianna Moscardo, Gareth Shaw, David Snepenger, Haiyan Song, and Seoho Um to the Academy. Each of these individuals clearly reflects the scholarly ideals of the Academy. As is our tradition, we will have an informal induction ceremony at our wine and cheese social in Beijing. Thanks to Chris Ryan, Kaye Chon and Anton Gosar for efficiently and effectively conducting the election. Because of their good work, we clearly met our goals of conducting an effective membership election and being able to notify new members in February.

In just a few months, we will be meeting in Beijing. I am excited both by the opportunity to make and renew friendships and by the excellent conference being developed by Du Jiang, Beijing International Studies University, and Kaye Chon. The conference program, hospitality arrangements, social events, and post conference tours are progressing extremely well. Details on the program are available elsewhere in this Newsletter and on the Academy website. Antonia Wong and Miguela Mena are doing a wonderful job of keeping us informed and managing the necessary paperwork, applications, and reservations.

The conference call for papers resulted in a record number of submissions. In a departure from past practices, completed papers are due by June 1, 2005. Bill Gartner and Cathy Hsu have agreed to edit the proceedings book and will be working to encourage and assist authors in meeting this deadline. Our goal is to have the proceedings book submitted to a publisher before the end of the year. I am currently working to identify a publisher and would welcome any suggestions.

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President's Message

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The Secretariat is working to assist with our lodging, post conference tours, and VISA applications. For those of us traveling with family members, the conference will provide hospitality services for the attendee and one family member for the period of June 30 to July 6. We are individually responsible for any additional family members. Post conference tours are being arranged by the Secretariat and Beijing International Studies University, but are the responsibility of the individual member. Du Jiang and Beijing International Studies University are writing invitation letters to assist with VISA applications. This information is also available on the Academy website.

As noted in the last newsletter, I am encouraging Academy fellows to donate books and journals to the Beijing International Studies University. Beijing International Studies University is making a very large contribution to the Academy. Our lodging, meal, and conference expenses are being paid by the University, saving each of us hundreds if not thousands of dollars. An underlying reason for their generous support is to increase the exposure of their students to English speaking tourism scholars. The Academy Executive feels this exposure would be greatly extended by providing a gift of journals and books. I have personally requested that each Journal editor, donate copies of issues for the last three years. I identified 15 journal editors in the Academy. If there are others out there, please add to this total. Additionally, I am asking that we provide copies of recently published books and monographs. We can either carry these donations with us or mail them to President Du Jiang, President Office, Beijing International Studies University No 1 Dingfuzhuang Nanli, Beijing, 100024 Peoples Republic of China.

Since our last newsletter, we have also completed the Bylaws election. The entire slate of proposed bylaws resulting from the Savonlinna business meeting and the excellent work of Jafar Jafari and Bill Gartner was overwhelmingly approved. The new bylaws are available on the Academy website.

Finally, over the next few weeks I will be developing the Agenda for our Business Meetings in Beijing. I encourage you to submit ideas, concerns and other issues you would like to include on the Agenda.

Rick Perdue

Conference 2007 Call for Proposals

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.

Rick Perdue

President's Personal News

Effective July 1, 2005, I've accepted the position of Head of the Department of Hospitality and Tourism Management at Virginia Polytechnic Institute and State University. After 15 years, it is with very mixed feelings that I depart the University of Colorado. I want to sincerely thank my mentor Chuck Goeldner for all of his assistance and support. I will dearly miss working with him. At the same time, I am excited about the opportunity to work with my good friend and fellow Academy member, Muzaffer Uysal at Virginia Tech.

Rick Perdue

Newly Elected Academy Members



Donald Getz is Professor of Tourism and Hospitality Management, Haskayne School of Business, at the University of Calgary. Previously he was at the University of Waterloo in Ontario in the Department of Recreation and Leisure Studies, and early in his career he worked as a city and regional planner in Ontario. Don conducted his advanced education at the University of Waterloo (Bachelor of Environmental Studies in Urban and Regional Planning), Carleton University (Master of Arts, Geography) and the University of Edinburgh, in Scotland (PhD in Social Sciences - Geography). He teaches, conducts research, writes and consults in the field of tourism and hospitality management. He has developed an international reputation as a leading scholar and proponent of event management and event tourism. Related areas of expertise include destination and resort management and marketing, family business and entrepreneurship, rural tourism, impact assessment, consumer research and special

interest travel. He has authored three books: *Festivals, Special Events, and Tourism* (1991), *Event Management and Event Tourism* (1997), and *Explore Wine Tourism* (2001). He has also co-edited and contributed to a third book, entitled *The Business of Rural Tourism* (Thomson International Business Press, 1997) and worked with several colleagues to produce a detailed workbook entitled *Planning For Sustainable Tourism Development At The Local Level* (The Centre For Environmental Design and Outreach, University of Calgary, 1997). Currently he is revising *Event Management and Event Tourism*. Together with two others he has recently completed a book on *The Family Business in Tourism and Hospitality*, published by CABI in April 2004. He co-founded, and until recently was Editor-in-Chief of *Festival Management and Event Tourism: An International Journal*, re-named to *Event Management* as of 2000. He is also on the editorial board of several international tourism journals. He is frequently called upon to deliver speeches, seminars and short courses in many countries. He has strong institutional links in Europe, Australia and other countries.

Donald Philip Getz, PhD
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Cathy Hsu is a Professor, Associate Head, and Graduate Programs Director in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. Prior to joining the Hong Kong PolyU in July 2001, she was on Kansas State University (USA) faculty for 3 years and on Iowa State University (USA) faculty for 9 years. She is the editor and chapter author of the book, *Legalized Casino Gaming in the US: The Economic and Social Impact*, published in 1999, and of the book, *Casino Industry in Asia Pacific: Development, Operations, and Impact*, to be published in 2005, both by The Haworth Hospitality Press. She is the lead author of the *Marketing Hospitality* textbook, published in June 2001 by John Wiley and Sons. Her research foci have been the economic and social impacts of casino gaming, tourism destination marketing, tourist behaviors, and hospitality/tourism education. She has over 100

refereed journal and proceedings publications. She has served as a consultant to various tourism organizations, such as the World Tourism Organization, Garden Hotels in Guangzhou, Kansas Travel and Tourism Development Division, and Lawrence Convention and Visitors Bureau. She is the Chairman of the Board of the International Society of Travel and Tourism Educators, and the Editor-in-Chief of the *Journal of Teaching in Travel and Tourism*. She also serves on 7 journal editorial boards. She received the Best Article of the Year award from the *Journal of Hospitality and Tourism Research* in 2000. She is listed in *Who's Who Among Asian Americans*.

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Newly Elected Academy Members

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Gianna Moscardo's interests in tourism research began with her doctorate in applied social psychology on visitor behaviour and responses to exhibits in museums and national park centres. She took up a position as a teaching academic in the Tourism Program at James Cook University at the beginning of 2002 after 8 years as Research Project Coordinator and Principal Research Fellow leading projects on improving the management and sustainability of tourism to natural environments. Gianna's current research interests are based around two themes, how individuals respond to tourist experiences and how social groups and communities respond to tourism. Within the theme of individual responses to tourism she has conducted projects on tourist motivation, satisfaction and attitude change. Within the theme of social group responses she has conducted projects on community attitudes to tourism, social and cultural impacts of tourism, and regional tourism development processes.

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Gareth Shaw is currently Professor of Human Geography and course director of an MSc in tourism, development and Policy and the University of Exeter, UK. His interests are in tourist behaviour, tourism entrepreneurship and economic development and the geography of coastal resorts. His interests also encompass work on retail change and retail innovations and he is just completing a research project on knowledge transfer and the development of the supermarket in the UK. He is also working on; disability and access to tourism in the UK, a new book on coastal tourism, and researching the relationships between property markets and tourism SMEs. He jointly founded the Tourism Research Group at the University in 1987 and is co-director of the Tourism Associates, within which he has undertaken numerous consultancies in the tourism industry. He has co-authored a number of books including *Critical Issues in Tourism* (Blackwell 1994, 2nd edition 2002) and *Tourism and Tourism Spaces* (Sage 2004). He also edits two book series; *Tourism, Retailing and Consumption* (IB Tauris) and *The History of Retailing and Consumption* (Ashgate) and formerly was joint editor of the *Tourism, Leisure and Recreation Series* published by Mansell. He serves on the editorial board of *Tourism Geographies* and is

book review editor (Europe) for that journal.

Gareth Shaw, PhD

Professor of Human Geography

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David Snepenger is a Professor in the College of Business at Montana State University. He conducted his advanced education at the University of Northern Colorado (B.A. Economics), University of Colorado (M.A. Economics) and Texas A & M University (Ph.D Natural Resources). He teaches, conducts research, writes and consults in the fields of Consumer Behavior, Marketing Research, Principles of Marketing, Tourism Services Marketing and Business Strategy. He has served in various academic committees and has supervised many undergraduate and graduate student research projects which result in refereed publications and/or conference presentations. He was the recipient of the College of Business, Montana State University Summer of Research Award for 2000, 2001, 2002 and 2003. He is listed in the *Who's Who in Business Higher Education*, 2003. He serves as textbook reviewer for *Marketing Research*, editorial review board member of *Journal of Travel Research*, and paper reviewer for several tourism, hospitality, park, leisure, and

recreation journals.

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Newly Elected Academy Members

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Haiyan Song has a background in Economics. His main research area is in tourism economics with a particular focus on tourism demand modelling and forecasting. He was educated both in China and the UK and has extensive research and consultancy experiences in such areas as tourism forecasting, foreign direct investment (FDI) in China and economic issues related to China's tourism sector. Over the years, he has been involved in a number of projects on forecasting tourism demand in Hong Kong, Macau and other Asia countries such as Korea and Thailand. Two of his co-authored books on tourism forecasting have been well received by researchers and practitioners. He has written extensively on tourism forecasting methodologies and many of his work has appeared in such academic journals as *Applied Economics*, *Journal of Applied Econometrics*, *Journal of Transport and Economic Policy*, *Journal of Travel Research*, *International Journal of Hospitality Management*, *Tourism Management*, *Tourism Economics*, *Journal of Travel and Tourism Marketing* and *Tourism Analysis*. He has spoken frequently, as invited speaker and presenter of research papers, at various international conferences on issues related tourism impact assessment and forecasting. He is also a member

of Royal Economics Society (UK), the Chinese Economic Association (UK), International Council of Hotel, Restaurant, and Institutional Educators (I-CHRIE), International Institute of Forecasters, and Asia Pacific Tourism Association. He is the Chief Editor of *China Tourism Research*, Co-Editor of *Journal of Chinese Economic and Business Studies* and a member of editorial board for *Journal of Travel Research*, *Tourism Analysis*, *Journal of Hospitality and Tourism Research* and *Journal of Travel and Tourism Marketing*. Professor Song taught at Glasgow Caledonian University, University of Abertay Dundee and University of Surrey in the UK before joining the School of Hotel and Tourism Management, the Hong Kong Polytechnic University, as Chair Professor of Tourism, in August 2004.

Haiyan Song, PhD

Chair Professor & Associate Head

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Seoho Um is currently a Professor in College of Tourism Studies at Kyonggi University, South Korea. Prior to his current position, he was a Senior Researcher at the Tourism Research Division, Korea Transport Institute, South Korea. He received his Bachelor's degree in Horticulture from Kon-Kuck University and Master's degree in Landscape Architecture from Seoul National University, S. Korea. He received his Ph.D. degree in Recreation and Resources Development from Texas A&M University. He received a **William B. Keeling Award** (the best Ph. D. dissertation from 1986 to 1989) from TTRA in 1990. He has published over 100 papers on tourism and recreation management in international and domestic journals and professional publications. He has authored a book, **Introduction to Leisure Industry** written in Korean, which has been widely adopted as a textbook in S. Korea. He is currently a vice president of the Tourism Sciences Society of Korea and the Chief Editor of the **Korean Journal of Parks & Recreation** and the Committee Chairman of **the Korean Forum of Tourism Policy**. In his university teaching that spans over 15 years, he received Research Excellence Award from

Kyonggi University, S. Korea. He is currently working as one of Executive Committee Members of **ICOMS (International Council on Monuments and Sites)-Korea** and was a former president of the **Korean Tourism Culture Movement (NGO)**. He has participated as either a project manager or a major investigator in sixty (60) destination marketing and development consulting projects in S. Korea, including the **Strategic Plan for establishing the Marine Tourism and Recreation Information Portal System**. Currently, the portal system was developed with an address of www.seantour.com.

Seoho Um, PhD

Professor

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Tourism Revised?

For almost two decades I have been following new knowledge about the behavior of ecosystems. I have learned and observed how all living phenomena operate as interactive systems, how humans and their activities are integral system components, and how recent science has produced a panoply of new concepts contributing to an entirely new world view of particular relevance to interpretations of sustainable development, all natural and social sciences, geography, environmental studies and equally significantly, the study of tourism.

These changes are reflected in a number of studies undertaken in global change science, physics, complex system theory, new ecosystem ecology, resources development and ecological economics all of relevance to tourism. The salient points of change and their relevance or potential relevance to tourism are highlighted in the following co-authored article,

Farrell, B. H. and Twining-Ward L. (2004). Reconceptualizing tourism. *Annals of Tourism Research* 31, (2), 274-295.

Dr Twining-Ward was able to test some of the major ideas in a doctoral project centered on sustainability and tourism development in the island nation of Samoa.

Further elaboration, in an effort to simplify some of the less intuitive concepts, and to bring forth as much discussion as possible is to appear/or has appeared as the lead article and the first opinion piece ever to be published by the *Journal of Sustainable Tourism*.

Farrell, B. H. and Twining-Ward L. (2005) Seven steps towards sustainability: Tourism in the context of new knowledge. *Journal of Sustainable Tourism*

Another article. applying major new ideas to established tourism concepts is:

Twining-Ward, L. and Farrell, B. (2005) (Forthcoming) Sustainable development. In G. Miller and L. Twining-Ward, *Monitoring for a Sustainable Tourism Transition: The challenge of developing and using indicators*. London: CABI International.

Here are some of the major ideas introduced. Tourism phenomena are self-organizing (not solely human or natural) operating entities forming inter-connecting networks. These are *complex adaptive systems* (CATS). Inputs, human or natural are usually multiple and outputs too, are multiple and frequently quite out of proportion to original inputs. Results of decisions and action are always uncertain and frequently unpredictable and as CATS operate at different spatial and temporal scales decisions or disturbances putting change into motion will have multiple outcomes frequently not where expected and over

time periods from minutes (earthquakes/tsunamis), to centuries (fall of ancient civilizations).

Tourism is the dominant part of a *tourism ecosystem*, an entity wider and more comprehensive than a limited destination and integrated (human with natural mergers) reflecting reality as it exists. In this new universe managers will need much wider and more nuanced skills, understanding the behavior of the ecosystem in which tourism takes place. Managers representing major regional stakeholders would over the years learn and understand the behavior of the local system. Controlled management would be out of the question because of the uncertainty and unpredictability of CATs but the strong and weak points of the ecosystem would be known and instead of constantly trying to maintain stability, a largely impossible dynamic situation, the "managers" would focus on the maintenance of resilience, a situation where the ecosystem can stand many disturbances without flipping to another less desirable dynamic state. Rather than dependence on ponderous and frequently futile planning, emphasis would shift to rapid adaptive management, seeing sudden changes, not as we would now, as crises or disasters, but as opportunities to be seized. It would be akin to creating survival strategies, navigational aids, for use in a constant white-water world.

It has been found that orthodox "cause and effect" science is inadequate for analyzing CATs which are more in tune with non-linear science which is being developed but is yet inadequate. The new ideas potentially complement the significant resources tourism already has. New material helps paint a full, rather than a partial and incomplete picture. Finally, because of multiple outcomes of actions, constant uncertainty and the fact that CATs operate at both temporal and spatial scales simultaneously achieved sustainability becomes problematic. The goal posts have shifted to the achievement of "sustainability transition". All natural system changes along with human changes do so at their own time intervals. It may be possible for a rigidly controlled small destination to achieve a short-term sustainability but most unlikely. In larger regions it is likely that after part of the destination has achieved some semblance of sustainability the remainder may yet to come to fruition while the early portion is already in the process of change, an inevitable occurrence. Hence the concept of *transition* is more appropriate than *achieved sustainability*.

For crisis management a new coordinated tourism ecosystem model seems far superior to sector management alone, non-integrated and blinkered. Tsunami and earthquake behavior is already factored in and quick decisions adapting to rapidly changing conditions seems a most appropriate response to human disturbances while naturally occurring hazards are all part of learning about

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Tourism Revised?

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with others would be in constant touch with one another and with all other important aspects of civil society. Such coordination is not apparent within present management. In the new situation of uncertainty, optimization and generic concepts such as best practice, are of doubtful worth where behaviors and results are place-specific and cannot yet be transferred successfully by up-scaling or downscaling to other regional systems. One can learn much from other tourism systems but because of unique specificity of characteristics it is unlikely that one can be successfully modeled on or transferred to another. This in itself suggests the advantages of ecosystem management.

There were a number of occasions within the Asian tsunami region, including the Andaman and Nicobar islands, where some small groups were able, as the result of indigenous knowledge of ecosystem behavior, to survive. Traditional knowledge taught that coastal waters receding well beyond normal, peculiarities of coastal streams, and in some cases the behavior of local birds, signaled the need for all to immediately evacuate low-lying areas for high ground. This was indigenous adaptive ecosystem management in action. The short period of time available after indicators were read, would suggest to theorists the possibility of imminent system collapse, allowed in practice the seizing of an opportunity and the saving of life and theoretically, among the survivors, a corps of leaders remained to help craft a new system. Large numbers of people without this ecosystem knowledge, who may be perceived by many as more sophisticated than the indigenous groups referred to, perished.

We have presented a number of ideas, some of which we think, may very well, bring rich returns if tried and tested in tourism studies. Others may be impracticable. We have learned much from reviewers and editors, and several friends have been too kind in their remarks but we have heard virtually nothing from the average reader or from those well qualified to comment. Our research has been done with no thought of career advancement on the part of both authors. We are enthusiastic about what we have learned from sources outside tourism concerning possible direct applications. Our rewards come from feedback and discussion in the tourism community. Sadly it is silent. How is this to be interpreted by a researcher willing to look outside the box and take risks?

We consequently turn to the distinguished Academy membership, who in their scholarly capacity and by their analytical ability, can readily stimulate discussion, research and debate if they so wish even if it be just among themselves rather than directed to advanced students. No matter which way discussion moves we will be particularly grateful just to see debate take place at this critical juncture in tourism study.

Should members be skeptical believing our statements to represent a passing fad I would like to conclude with a statement by Murray Gell-Mann, Nobel prize winner in physics and pioneer in sustainable development and complex adaptive systems from his 1994 book *The Quark and the Jaguar: Adventures in the Simple and the Complex*. Talking about accumulating knowledge and increasing specialization within fields of study he has this to say: "...there is also a growing need for specialization to be supplemented by integration. The reason is that *no complex, nonlinear system can be adequately described by dividing it up into subsystems or into various aspects defined beforehand*. If those subsystems or those aspects, all in strong interaction with one another are studied separately, even with great care, the results when put together do not give a useful picture of the whole. In that sense there is profound truth in the old adage, 'The whole is more than the sum of its parts'. *People must get away from the idea of that serious work is restricted to beating to death a well-defined problem in a narrow discipline* while integrative thinking is relegated to cocktail parties. In academic life, in bureaucracies...the task of integration is insufficiently respected...[the leader] of an organization...has to make decisions as if all aspects of a situation have been taken into account. Is it reasonable for the leader reaching down in the organization for help, to encounter only specialists and for integrative thinking to take place only when he or she makes the final intuitive judgments? (pp. 345-346. Italics not in original)"

Taking a lead from Gell-Mann I have to say we do not need to imagine the situation he describes, we have it staring us in the face: an industry and associated scholarly study, hoping to survive relying on only an inadequate portion of the knowledge easily available and essential to its well-being.

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Official Retirement of Prof. Stephen Wanhill

January 2005 was a significant month for those who study the subject of tourism because it marked the official retirement of Professor Stephen Wanhill from the International Centre of Tourism and Hospitality Research at Bournemouth University. Stephen has been, and continues to be, a tremendous inspiration to tourism researchers around the world with his published work, his keynote papers and his direct involvement in research that matters at the coal face of the industry.

As founder and editor of the journal of *Tourism Economics*, co-author of *Tourism Principles and Practice* (now in its 3rd edition) and author of numerous refereed articles (many of them sole-authored) he has made an indelible mark on the landscape of tourism research and continues to hold the pen even with the prospect of retirement.

He began his academic career at the University College of North Wales, Bangor in the early 1970s where he was appointed lecturer in microeconomics and econometrics. His research at that time was wider than tourism and I recall spending many pleasant moments in a variety shipping ports helping Stephen pursue his research into queuing theory. In 1978 he moved to the University of Surrey as a Senior Lecturer to work with Brian Archer who had just taken over the role as Head of Department. Unleashing Stephen into the world of the economics of tourism was like placing a child in a sweet shop, over the following 26 years there were few areas of tourism economics that he did not turn over and explore. Over the years he has explored tourism issues in every continent, has transferred his passion for research to thousands of university students and has enhanced the research performance of the University of Surrey, Cardiff University and here at Bournemouth University.

Of course Stephen is not really retiring from his research in tourism. Other than his devotion to his wife Eluned, his unwavering passion for lead model soldiers and Mercedes motorcars, tourism economics is his main interest in life and we hope will continue to be so for many years to come. He remains Editor of the journal of *Tourism Economics* and he will continue his research interests by working more closely with his colleagues in Global Tourism Solutions UK Ltd and the research that he undertakes in collaboration with staff here in ICTHR, Bournemouth. Therefore January 2005 only registered the ending of Stephen's role as a full-time member of staff at Bournemouth University and the opening up of even more research opportunities from one of our most prolific scholars.

John Fletcher

Beijing Conference Wine and Cheese Reception

Fellow Academicians,

One of the traditions at the biennial meeting of IAST is a wine and cheese reception featuring the wines and cheeses of the various nations represented at the Academy conference. Dennison Nash has been the moving mind and spirit behind this event but, regrettably, he will not be able to join us in Beijing. Given that I was Dennison's assistant somelier in Finland, I've been asked to continue the tradition

Here's how it works: each delegate brings two bottles of wine (they can be the same or different) as well as a cheese from her or his country. (The term, "wine", is sometimes loosely interpreted.) Those of you bringing guests are invited to ask the guest to join in this tradition by bringing wine and cheese, too.

Initially, each Fellow was asked to say a few words about the wines he or she brought, but our group has grown to such a size that we abandoned this practice in Finland, two years ago. So - no one need worry about having to give an informed introduction of their contribution! (If you feel strongly that you want to - we can arrange the opportunity.)

The reception is also the occasion for the induction of new Fellows. This involves an introduction of the new Fellow by the Fellow who nominated the inductee. This introduction should be only a couple of minutes long. There will also be photos taken of the new Fellows.

We will also welcome our new Fellows with our traditional toast, created by Dennison.

This event has become a popular part of the IAST meetings. It's a chance to sample some wonderful wines and cheeses literally from around the world, to renew old friendships, and to welcome our new members to the Academy.

Please let me know if you have any questions.

In vino veritas,

Steve Smith

Members' Activities

Dick Butler – Dick is currently on study leave from the University of Surrey prior to retirement at the end of July, 2005 and engaging in considerable travel before then. He began the year by teaching in the Masters programme at Ciset in Venice in January, and then presented a paper at the CAUTHE conference in Alice Springs, and a public lecture at the Institute for Tourism Studies in Macau. He is then participating in the Tourism Research Centre meeting in Brugge in April, and teaching in the MBA at Salzburg later that month. In May he is presenting a paper at the Canadian Congress on Leisure Research in British Columbia before organising and presenting papers at the Canadian Association of Geographers' Annual Meeting at his old university, Western Ontario, in June. He has two books being published by Channelview Press this year, both dealing with the Tourism Area Life Cycle, and including contributions from several Academy members. One volume deals with Applications and Modifications to the model and the other with Conceptual and Theoretical Issues, and they should be published in the late summer. He is also co-editing a new version of the book *Tourism and Indigenous Peoples* with professor Tom Hinch which will be published in early 2006. Despite living in St Andrews, his golf is suffering, as President Perdue will doubtless agree, based on last year's performance, when the links were graced by a past and the current president of the Academy in a bitterly but friendly contested game.

Kaye Chon – Kaye received the Founders Award from Purdue University and University of South Carolina at the 10th Annual Graduate Student Education and Research Conference in Hospitality and Tourism. The award recognizes his "outstanding dedication, commitment and leadership" in the field of tourism and hospitality education. Presenting the award to Kaye at the Conference, held in Myrtle Beach, South Carolina, Prof. Ray Kavanaugh of Purdue University and Prof. Carl Boger of the University of South Carolina stated, "Prof. Chon over the past 10 years has been instrumental in moving forward postgraduate education and research on a world-wide basis and has mentored many young academic staff and doctoral students in research."

John Crompton and C. Michael Hall – John and Michael have resigned from the Academy:

Marie-Francoise Lanfant - In 1999, the World Tourism Organization adopted the global code of ethics as a framework for tourism activity. Without necessarily putting to question the tourist industry and the liberal option, WTO through this manifesto, intend to place the activity in the service of sustainable development with respect to cultural diversities. Marie-Francoise's article "Call for Ethics and Universalism with regard to the Official International Tourism Doctrine" was published in French language in *Revue Tiers Monde*, n°178, Avril-juin 2004 p: 365-382 under the title: *L'appel à l'éthique et la référence universaliste dans la doctrine officielle du tourisme international*). This article analyses the references, contradictions and preconceptions which emanate from this universal and normative approach.

Patrick Lavery – Patrick's publishers will be producing this spring new [2005] editions of two of his books - *Travel and Tourism* and *Tourism Planning*. The latter will also include a section on the impact of the Asian tsunami on the tourist industry of SE Asia and Sri Lanka.

Peter Murphy - After 14 years of administrative duties (six in Canada and eight in Australia) Peter has had the good sense to step down and smell the grass if not the roses. It was an exciting and productive period of administration, setting up new tourism and hospitality programs at the University of Victoria (Canada) and the La Trobe University (Australia), but the last few years have become less enjoyable as resources declined and work pressures and responsibilities increased. So it was time to hand over the reins to a younger and enthusiastic member of staff. One of the personal highlights of the administration period was the slow emergence of a book with his daughter Ann.

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Members' Activities

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THINK TANK ADDRESSES TOURISM DISASTER MANAGEMENT

Peter Murphy (continuation) - The book is Strategic Management for Tourism Communities: Bridging the Gaps, and is published by Channel View Publications. Peter was hoping Ann would be one of the next generation of scholars - she certainly has the capability, but after one semester of academic experience she has decided there are greener and less stressful pastures elsewhere (clever girl!). So now, Peter is back to being a regular academic - teaching a senior class of 225 students, supervising 9 postgraduate students, reviewing three manuscripts, and writing a new book. He is having fun! His wife Susan sees more of him and he gets time to go the gym and golf course, which pleases his doctor. He and his wife are looking forward to seeing you all in Beijing and catching up on everyone's stories - true or otherwise!

Dennison Nash – Dennison continues his work on the emergence of tourism study in anthropology and sociology, which is now moving towards its completion. Interesting bits of information concerning such study (and the scholars involved) for the period 1960-1980 would be welcome.

Stephen Wanhill – Steve has retired from Bournemouth University and is now Emeritus Professor of Tourism Research there. As he will be in the University not so often, academy members can communicate with him through his private e-mail - Stephen@wanhill.force9.co.uk

Stephen Witt – Stephen would like to update his contact as follows:

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The effects of the recent Indian Ocean tsunami on populations in eleven countries has emphasized, among many other things, the importance of tourism to their economic well-being. Tourism generates income, creates and sustains jobs, facilitates trade opportunities, friendships, mutual understanding, and is a potential tool for peace. Perhaps more than any other industry, tourism is vulnerable to unpredictable events whether natural (such as SARS and tsunamis) or human made (such as terrorism or war). Destination managers and politicians see the need to incorporate crisis management planning into their sustainable development and marketing strategies. They recognize the need to rebuild an image of safety and attractiveness, to reassure potential visitors of their safety, and to aid local travel and tourism industry members in their economic recovery.

The BEST Education Network (BESTEN) announces Think Tank V to meet in Kingston, Jamaica from June 16-19, 2005 at the University of West Indies. This year's conference theme addresses **Managing Risk and Crisis for Sustainable Tourism** and includes research paper presentations, keynote addresses by international experts, a research agenda forum, and curriculum design for sustainable tourism and hospitality.

Issues to be addressed will include: Disaster Reaction Strategies; Planning for Disasters; Risk Management in Tourism; Disaster Scenarios in Tourism and their Mitigation; Tourism in Fragile and Sensitive Areas; Risk Assessment in Tourism; Conceptual Contributions to Sustainable Tourism and Risk Management; Case Studies; and De-marketing.

BESTEN Chair, Dr. Pauline Sheldon commented "*We chose this critical topic for our fifth Think Tank months before the recent disaster. Even then, we felt it was important to address the needs of destinations in their preparation for, planning of, and recovery from crises and disasters. Now more than ever experts and educators must come together to address this knowledge gap.*" The Think Tank is expected to attract interested participants from around the world to explore together the issues involved in tourism crisis management. Scholars, practitioners, civil society and agency representatives are invited to submit **either full papers or abstracts** for possible presentation at the conference. The deadline for submission of full papers is February 15 and for abstracts for work-in-progress research is March 15th, 2005. The **Call for Papers and Registration Information** can be found on the BEST Education Network web site: <http://www.besteducationnetwork.org>

Tourism Recreation Research

Forthcoming Theme Issue Vol.31, No.3, 2006

Backpacker phenomenon has shown a substantial growth as never before in the current decade.

Due to importance of backpacking in the modern tourism scenario, Tourism Recreation Research presents this special issue guest edited by two renowned social scientists Prof. Erik Cohen and Prof. Philip Pearce

Potential themes to be addressed include:

- Sustainability Issues
- Community Contact
- Travel Patterns
- Sub-cultural Fashions
- Changing Tastes and Trends
- Infrastructure Challenges
- Policy and Planning Dilemmas
- Activity Analysis
- Market Segmentation Comparison
- Affective and Cognitive Outcomes for Travellers
- Storytelling and Souveniring
- Backpacker Phenomenon: Literature Review
- Backpacker Tourism: Case Studies



Coming up themes: Wellness Tourism, Tourism Research (part-II)

Subscription Information (from 2006 onwards)

Current Volume (3 issues) at US\$ 220 Current Volume (single issue) at US\$75
Back Volumes are available on discount at current prices

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Second PolyU China Tourism Forum and Third China Tourism Academy Annual Conference

16-17 December 2005

The Garden Hotel, Guangzhou, P. R. China

The Second PolyU China Tourism Forum and the Third China Tourism Academy Annual Conference will be held on 16-17 December 2005 in Guangzhou, P. R. China. This conference will be co-organized by the School of Hotel and Tourism Management, The Hong Kong Polytechnic University and the China Tourism Academy in collaboration with the School of Tourism Management of Sun Yat-sen University. The theme of the conference is **Taking China's Tourism Education and Research to a New Height**, which will feature keynote speakers from the Industry, Education Institutions and International Organizations, and it also includes a number of workshops for researchers, educators, students and practitioners to share their views and knowledge about China's Tourism education and research.

Who Should Attend

Academics, researchers and tourism educators with interests in the issues related to China's tourism

Industry executives in tourism businesses

Government officials/Tourism policy makers

Tourism/Industry consultants

Postgraduate students in tourism

Conference Registration, Venue and Accommodation

The conference fees are shown below:	
Mainland China: Full Registration	RMB800
Student	RMB500
Outside Mainland China: Full Registration	US\$150
Students	US\$100
The registration fees cover all workshops, keynote speech sessions, beverage and meals during the conference period, but not hotel accommodation.	

Conference venue and the official conference hotel is the Garden Hotel, Guangzhou. One of the China's most elegant hotels with 30 minutes driving distance from the Guangzhou Baiyun International Airport and 10 minutes from the business and shopping districts. Alternative accommodations include Gold Coast Marina Club Hotel and the Wing Kwong Hall (University Guest Hall) with 20 minutes drive to the Garden Hotel.

For enquiries, please contact Ms Venus Leung, Email: hmvenus@polyu.edu.hk; Tel: (852) 2766 4091 (Outside Mainland China) or Ms Yanhua Tang, Email: stm2004@163.com; Tel: 86-20-8411 4584 (Mainland China). Please visit http://www.polyu.edu.hk/htm/main_update.htm for further details.

3rd GLOBAL SUMMIT ON PEACE THROUGH TOURISM – EDUCATION FORUM

**One Earth One Family: Travel & Tourism - Serving a Higher Purpose
Pattaya, Thailand, October 2-5, 2005**

The Third Global Summit on Peace through Tourism will be held at Royal Cliff Beach Resort, Pattaya, Thailand, October 2-5, 2005. The Summit is being organized by International Institute for Peace through Tourism (IIPT) with the support and collaboration of the Thailand Convention and Exhibition Bureau (TCEB) and World Tourism Organization (WTO).

The 3rd Global Summit will feature leading government officials, NGO decision makers, world leaders and statesmen in the travel and tourism industry as keynote speakers, as well as leaders from the areas of Culture, Environment, Sport, Poverty Reduction and Sustainable Development.

WHO SHOULD ATTEND?

- Senior executives from all sectors of the travel and tourism industry, public and private
- Donor agencies and NGO's
- Leading educators, policy analysts, researchers, practitioners, entrepreneurs, future leaders of the industry
- Senior representatives from related sectors: culture, sports, environment and sustainable economic development

CALL FOR PAPERS

The Conference will focus on a broad range of topics related to peace through tourism. Potential topics and theme of proposed papers could include:

- | | |
|---|---|
| <ul style="list-style-type: none"> ➤ Tourism and environment ➤ Cultural tourism and indigenous tourism ➤ Tourism contribution to poverty reduction ➤ Sports for peace and development ➤ Youth travel and empowerment ➤ Volunteer tourism and philanthropic tourism ➤ Healing of wounds of conflict ➤ Parks and protected areas ➤ Emerging issues in education and training ➤ Community tourism development and rural /farm tourism ➤ Other papers related to the theme of Conference ➤ IT and Internet aspects of tourism/hospitality/foodservice | <ul style="list-style-type: none"> ➤ Community capacity building and community tourism development ➤ Studies and case studies on tourism/hospitality/foodservice development ➤ Studies related to tourism/hospitality/foodservice forecasting and economic aspects of industry ➤ Studies on social, cultural, economic and environmental impact of tourism/hospitality/foodservice ➤ Tourism/hospitality/foodservice and environmental sustainability ➤ Human resources development and educational issues in industry ➤ Postmodern tourism/hospitality and contemporary issues in tourism/hospitality/foodservice |
|---|---|

SUBMISSION GUIDELINES

- Three-page abstracts (typed double-spaced) of proposed papers should be submitted for the final selection process before May 31, 2005. Indicate the author's name and affiliation only on the cover page of the abstract and they should not be indicated anywhere in the abstract.
- Submit abstracts to Education Forum Chairman (Professor Kaye Chon) by either electronic mail (hmkchon@polyu.edu.hk) or regular airmail.
- Paper Review Committee will conduct a refereed screening of abstracts. Authors of accepted abstracts will be asked to submit completed papers before August 31, 2005. Once the paper is accepted, at least one of the authors must register for and present the paper at the Conference.

CONFERENCE REGISTRATION

Complimentary Summit registration will be provided to authors (one author in case of multiple authors for the same paper) to present accepted papers at the Forum. All other participants must register for the Summit with full payment of fees. Fees as follows:

	Early Bird by May 28, 2005	After May 28, 2005
Full Registration	US\$375	US\$475
Student Registration	US\$30	US\$50

* Note: Registration fee for selected Speakers will be waived

Please visit Summit's official website: www.iipt.org for further details.

International Convention & Expo Summit Hong Kong, China 7-9 February 2006

The 2006 International Convention & Expo Summit will be held in Hong Kong, China on 7-9 February 2006. This Summit is jointly hosted and organized by School of Hotel & Tourism Management, The Hong Kong Polytechnic University and the William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas.

The Summit will provide educators, academicians, researchers, industry practitioners and representatives of professional industry associations in the conventions, meetings and expositions field with an interdisciplinary forum for exchange of information. The program will feature keynote speeches by prominent industry leaders and educators as well as paper and poster presentations by both academics and industry practitioners alike.

Who Should Attend?

- Academics and educators in hospitality, travel, tourism, convention, exhibition, marketing, events and related fields
- Industry practitioners in convention and exhibition fields
- Industry consultants
- Representatives of professional industry associations
- Students and others interested in the field

Call For Papers

The Summit will focus on a broad range of topics related to research and education in the convention and exposition/incentives and events field. Papers with any of the following or related subjects would be highly appropriate for presentation:

- Convention and exposition marketing
- Effective use of audio-visual materials
- Event Management and Marketing
- Incentives
- Legal aspects of conventions and expositions
- Human resources issues for the convention & exposition industry
- Impact of technology (e.g., electronic meetings, virtual trade shows)
- Impacts of conventions and expositions on their host communities
- Issues facing conventions and expositions in the twenty-first century
- Exhibition management and marketing issues (e.g., selling exhibit space; exhibit floor layout; booth design, exhibitor and attendee marketing)
- Meeting management and marketing issues (e.g., site selection, housing, scheduling, promotion)
- Planning and development issues for convention and exposition destinations
- Studies relating to key industry players (e.g., convention & visitors bureaus, convention and exhibition venues, meeting managers, exhibition organizers, exhibition managers)
- Negotiation with suppliers, clients, and labor unions

Submission Guidelines

- Three-page abstracts (typed, single-spaced) of proposed papers should be submitted for final selection process. Indicated the author's name and affiliation only on the cover page of the abstract and they should not be indicated anywhere in the abstract.
- Submit abstracts to Summit Chairman, Professor Kaye Chon by electronic mail to hmkchon@polyu.edu.hk
- Paper Review Committee will conduct a refereed screening of abstracts. Authors of accepted abstracts will be asked to submit Full Papers follow by the provided specification.
- Abstract Submission Deadline: **30 September 2005**
- Full Paper Submission Deadline: **5 January 2006**
- Once the paper is accepted, at least one of the authors must register for and present the paper at the Summit.

Conference Registration

All presenters and participants are requested to register for the Summit. Summit registration fee includes participation in all sessions in three days, participation in all scheduled meal functions and refreshment breaks, opening reception, and a copy of conference proceedings (to be made available at the Summit). Fees as follows:

	Full Fee	Full-time Student *
Early Bird (by 1 Nov 2005)	US250	US\$150
Standard Registration (after 1 Nov 2005)	US350	US250

* Full-time students are required to produce a letter or certificate at the time of registration.

For further details in terms of program updates, registration, conference venue and accommodation, please refer to our website at <http://www.polyu.edu.hk/~htm/conference/>