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# The Newsletter



International Academy  
for the Study of Tourism

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## President's Message

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*Dear Academy Fellows:*

*I hope all is well and that you have been healthy and productive since our meeting in Beijing. I want to again thank Beijing International Studies University and its President and Academy Fellow Du Jiang for their hospitality this past year.*

*I look forward to our 2007 meeting in Mugla Turkey. Over the next few months, we will be establishing the conference steering committee and begin to organize and plan the meeting, including establishing the conference theme, structure of activities, call for papers, and social events. Many of you had great suggestions for new activities and events while we were in Beijing. I hope you will come forward with those same suggestions and ideas now while we are in the planning process for the next meeting. I invite those of you who wish to be a member of the conference committee to so communicate by sending me an e-mail. As we all know, our meeting's success will depend on the committee and its leadership. Please step forward if you have thoughts and ideas.*

*More immediately, the Academy will conduct a membership election this fall. The Membership Committee, as elected in Beijing, will initiate the process early this fall by developing and sending a call for nominations.*

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## President's Message

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*Please start thinking about possible nominees, contacting those individuals, and collecting the necessary nomination materials. As in the past, our goal will be to complete the election process by the end of January so that new members can plan accordingly. Once started, this process goes very quickly and demands forethought.*

*You have recently received your 2006/2007 membership fee invoice. Please pay as soon as possible. Based on those payments, we can begin to determine the number of active Academy fellows which, in turn, will let us determine the number of potential new fellows who can be elected this coming year. We've kept the membership fee at the same level as in the past. Those of you who have met the criteria as specified in the Academy bylaws can request emeritus status by sending me an e-mail copied to the Secretariat. As this also affects the active membership numbers, please do so prior to the new election.*

*Per our Beijing meeting, please know that due to the good work by Bill Gartner and Cathy Hsu, the proceedings book is on its way to publication. At this moment, all of the manuscripts have been reviewed, edited, and are currently back with the authors for final revisions. The book prospectus has been developed and is being shopped to various publishers. We do not anticipate any problems and look forward to an excellent volume.*

*Per our membership meeting in Beijing, the Academy will soon solicit educational program proposals. The call for proposals is being developed and will be distributed to all Academy fellows. I hope that you consider a submission.*

*I look forward to seeing everybody in Mugla. Until then, please feel free to e-mail me with any questions, thoughts, or suggestions. Have a great year!*

*Best wishes  
Rick Perdue*

# Proposal for International Academy for the Study of Tourism (IAST) Book

## **Tentative Title: ‘Tourism Research: Where have we been, where are we going?’**

By the IAST with co-editors William C. Gartner and Cathy H.C. Hsu  
(Fellows of the Academy).

### **Background of the Academy**

#### History

The International Academy for the Study of Tourism is an international organization established in 1988 to enhance both theoretical and practical research in the field of tourism, to encourage the application of tourism research findings, and to advance the international diffusion and exchange of knowledge about tourism.

Its membership is comprised of highly accomplished tourism researchers from throughout the world. Membership of the Academy is limited to seventy-five (75), with new applicants requiring nominations from existing members and approval by vote of the Academy through annual elections. Forty-four recognized researchers were invited to the Charter Meeting held in Santander, Spain from June 21-14, 1988 and became founding members of the organization. Currently, the Academy has 74 members.

During the past 17 years, the Academy had nine (9) Biennial Membership Meetings hosted in Poland, Canada, Korea, Egypt, Malaysia, Croatia, Macau, Finland and Beijing respectively.

The Academy is incorporated as a non-profit corporation with an official headquarters in the School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong.

#### Academy Publications

- William Eadington & Valene Smith (1992). *Tourism Alternatives: Potentials and Problems in the Development of Tourism*, University of Pennsylvania Press
- Douglas Pearce & Richard Butler (1993). *Tourism Research: Critiques and Challenges*, Routledge
- Christopher Cooper & Stephen Wanhill - editors (1997). *Tourism Development: Environmental and Community Issues*, John Wiley & Sons.
- Douglas Pearce & Richard Butler (1999). *Contemporary Issues in Tourism Development*, Routledge
- Julio Aramberri & Richard Butler (2005). *Tourism Development: Issues for a Vulnerable Industry*, Channel View Publication

#### Future Publication Plans

Academy plans to have one edited book published every other year, based on scholarly work of Academy members or invited renowned tourism scholars. Different themes and topics of tourism will be explored from a multi-disciplinary perspective.

### **The Book Proposed for Immediate Publication**

The proposed book takes the readers through the beginnings of tourism research to a discussion of emerging forms of tourism and selected examples of tourism development. The underlying theoretical dimensions of tourism research are reviewed, analyzed and discussed from a multitude of perspectives. The authors are all senior academics in the field of tourism studies with the majority of them having achieved the level of “Fellow in the International Academy for the Study of Tourism”.

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# Proposal for International Academy for the Study of Tourism (IAST) Book

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The book is envisioned to have six sections and 27 chapters. The book will start with an introductory and end with a concluding chapter by the co-editors, William C. Gartner and Cathy H.C. Hsu. Each section will have an introductory lead in by the co-editors.

All the chapters contained in this proposed book are now available for review if needed for book publication consideration.

## **Format of the Book**

### Chapter 1: Introduction by William C. Gartner and Cathy H.C. Hsu.

Each of the sections featured in this book is reviewed along with the chapters that make up each section. However this is not just a simple review of what the book contains. The co-editors will discuss the implications of the research contained in this book and also offer some insights on the future of tourism development, based on what is presented, but permeated with the co-editors own views. This introduction is meant to stimulate interest in the rest of the book.

### Section I—Foundations for Tourism Research

This section contains background information that sets the stage for the rest of the book.

Chapter 2 is a historical view of tourism research by Boris Vukonic. His contribution considers the studies by non-English scholars that were essentially some of the first published studies on tourism. It is an essential read for all scholars, newly minted as well as senior researchers.

Chapter 3 is authored by Julio Aramberri and Yanjun Xie. They discuss the focus on international tourism by reminding the reader that most tourism is of a regional nature and domestic tourism accounts for the majority of travel today. They frame their chapter around the world's #1 emerging market, China, but also consider some of the political forces that have shaped the world of tourism we experience today.

Chapter 4 is authored by Graham Dann and deals with communications between senders (i.e. potential tourists) and industry (tourism facilitators and destinations). In this chapter the discussion of communication forms what is the basis for a communication strategy between the different forces involved in tourism development.

Chapter 5 deals with tourism distribution systems and is authored by Douglas Pearce. Since tourism products have an inverted distribution channel (when compared to tangible goods) understanding how distribution channels function is foundational knowledge for studying how tourism systems work. This is essential reading whether one is studying the impacts of tourism development or is involved in destination marketing.

Chapter 6 is authored by Stephen Smith and discusses barriers to travel. Barriers differ between countries and this is extensively explored in the chapter. Directions for future research on this topic are also offered.

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## **Proposal for International Academy for the Study of Tourism (IAST) Book**

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### Section II—Implications for Destination Management

The second section focuses on the tourist destination, and deals with essential knowledge that destinations must be able to collect and analyze to be successful long term.

Chapter 7 (#1 in Section II) is authored by Haiyan Song, Kevin Wong, and Stephen Witt, three of the leading researchers in the area of tourism forecasting. Forecasting visitor arrivals is necessary to attract investment, and this chapter is a primer on how to forecast visitor arrivals. The concept of substitute destinations is also used to show how forecasts are made with respect to competition.

Chapter 8 is also a forecasting chapter (Lindsay Turner, Chau Vu, and Stephen Witt authors) but it deals with the impacts of exogenous, unexpected shocks such as SARS, terrorism and other traumatic events. The impact on substitute destinations is also discussed. Hong Kong is used as an example to show the impact of exogenous shocks on forecasting visitor arrivals.

Chapter 9 is authored by Egon Smeral. He poses the question of who should pay for destination marketing efforts and uses economic analysis to draw a conclusion. This is a provocative chapter as it goes against the current flow of who pays for marketing efforts. His conclusion, backed by economic theory, is that the public should pay for tourism marketing efforts, rather than the private service providers.

Chapter 10 is provided by Richard Butler and R. Russell and deals with the contribution that Royalty as country symbols play in destination marketing. Tourism destination images have been established as critical foundations for successful tourism destination development. In this chapter the authors discuss the influence of historical institutions (i.e. the Royalty) as helping shape destination image.

Chapter 11 is provided by Patrick Long, Richard Perdue, and Linda Venturoni. It essentially turns destination development thinking on its head by suggesting that it may not be all about attractions. Resort development is analyzed from a real estate rather than a visitor/attraction perspective. The chapter is a comprehensive view of how resorts in the U.S. Rockies are using a real estate model to provide development directions. This type of tourism development has not received treatment in the tourism studies literature to date.

### Section III—Planning for Tourism Development

Most tourism planning discussion and methods assume a western approach. However in many parts of the developing world, western tourism models have no traditional basis. This next section deals with the issue of organizing for planning and establishing a consensus.

Chapter 12 is authored by Xonggang Xu, Jigang Bao, and Botao Su. They discuss the current state of tourism destination planning in China. This is an excellent primer for scholars interested in how tourism planning is being conducted in one of the largest destinations in the world. It also sets the stage for the next chapter.

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## **Proposal for International Academy for the Study of Tourism (IAST) Book**

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Chapter 13 is authored by Geoffrey Wall and Yang Wang. In this chapter western planning principles are examined to see whether they apply in a centralized planning state. China is used as the example and the authors discuss how western style community-based destination planning does not have a strong base in China. They pose possible solutions for merging two different planning styles into a unique style that would seem to have potential for implementation in China.

Chapter 14 is authored by Peter Williams, Alison Gill, Julia Marcoux, and Na Xu. It is a primer, based on current research, which deals with obtaining a social license to operate and how to deal with disparate groups who have different outcomes each want to achieve from tourism development.

Chapter 15 is authored by Donald Hawkins and Sheryl Elliott and provides a multi-tier approach to the planning process. Using Delphi analysis as the starting point, this chapter explores how to deal with the information unearthed during the expert opinion stage of the planning process.

Chapter 16 is authored by Gianna Moscardo and examines tourism development from the perspective of local residents. Using a social representation approach visual images are used to project how residents view their interaction with tourists and also their views of a changing home community. This chapter provides a new method for analyzing resident/tourist interactions.

### Section IV—Human Capital for Tourism Development

Human capital for tourism development is often overlooked. At the destination level many businesses are small operations and thus personal family issues affect business decisions. Knowledge transfer in the larger businesses is also an issue as there must be a cost-effective way to pass on the culture, traditions of the larger business as well as basic “how to get the work done” knowledge.

Chapter 17 is authored by Allan Williams and deals with the human resource management issue with respect to knowledge transfer. An analysis of cost effective methods to achieve proper knowledge transfer is provided.

Chapter 18 is authored by Tom Baum and also deals with human capital and knowledge transfer issues. It provides a contrast to the preceding chapter and shows diversity in thinking about the issues of human capital and knowledge transfer.

Chapter 19 is authored by Donald Getz and deals with human capital at the family level. Families do not always make decisions based on revenue generation. Since many tourism-dependent businesses at the local level are family-owned this is an important look into how family dynamics can affect the provision of tourism products.

### Section V—Emerging Forms of Tourism

The mass tourism model dominates destination development thinking today. However tourists have been demanding and receiving customized experiences. Some of those customized experiences have been given names to differentiate themselves from other forms of tourism. In this section three “new” types of tourism are examined.

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Chapter 20 is authored by Philip Pearce and deals with “entertainment tourism”. He argues that entertainment can form its own market segment even if that was not the original intent of the entertainment offering. In this chapter excellent suggestions for developing the proper research framework for analyzing these “new” forms of tourism are offered.

Chapter 21 is authored by Erik Cohen and continues his tradition of introducing new ideas on how to look at tourist use patterns. The author introduces and analyzes what he calls “extreme tourism”. Implications of this “new” form of tourism are provided.

Chapter 22 is authored by Geoffrey Crouch, Timothy Devinney, and Jordan Louviere and analyzes space tourism. Although only a few wealthy space tourists exist, this chapter looks at the potential for expanding the market. The question “is there a viable market for space tourism” is also addressed in this chapter.

### Section VI—Insights into Tourism Evolution

This section looks in depth at tourism development examples from emerging and mature destinations. Malaysia and the Balkans provide a contrast to the mature Japanese destination. This section, and the book, closes with a look at the world’s #1 emerging market, China, as sooner or later the Chinese market will impact on destination development around the world.

Chapter 23 is authored by Shinji Yamashita and examines tourism development in Sabah, Malaysia. The focus in Sabah is on ecotourism. Numerous sources were used to understand the type of tourism development, and surrounding issues, that Sabah is experiencing.

Chapter 24 is authored by Anton Gosar and focuses on tourist flows throughout the Balkans. After the break up of Yugoslavia, new states emerged. Although the physical plant for tourism remained essentially intact, new political divisions changed tourist flow patterns. This paper examines the changes taking place as a result of the new political landscape.

Chapter 25 is authored by Malcolm Cooper and deals with declining tourism destinations in Japan. The implications of demand declines are rarely studied and this chapter gives insights into how competition evolves when dealing with declining markets. It examines a different approach to destination development.

Chapter 26 is authored by Cathy Hsu, Kevin Wong, and Liping Cai and provides an insight into the most dominant emerging market as we proceed through the 21<sup>st</sup> century. The focus on this chapter is on the senior market in China. Just as in the rest of the world the senior market in China is substantial and is new but growing larger every year. Understanding this emerging market force is essential for many tourism destinations especially those in close proximity to China’s major industrial centers.

### Chapter 27: Conclusion by Co-Editors

The conclusion chapter brings closure to the inquiries contained in this volume, with a synthesis of what has appeared between the cover as well as some prospective snapshots. Ideas for future research and directions for destination development and management are also suggested.

## Members' Activities

**Kaye Chon** – Has organized the following conferences: (1) International Convention & Expo Summit 2006, held in Hong Kong on 7-9 February, 2006; (2) Pacific Asia Travel Association Human Resources Forum, Pattaya, Thailand, 22 April, 2006; (3) 7<sup>th</sup> Biennial Conference on Tourism in Asia: Development, Marketing and Sustainability, 11-14 May, 2006 in Jeonju Korea; and (4) International Conference on Impact of Movies and Television on Tourism, Hong Kong, 7-9 September 2006.

**David L Edgell** – The book *Managing Sustainable Tourism: A Legacy for the Future* by David L. Edgell, Sr., PhD is now off the press, see:



ManagingSustainableTourism-Announce.pdf

([www.haworthpress.com](http://www.haworthpress.com))

This announcement has reviews by colleagues, Chapter information, and case study titles. This book is an ideal resource for educators, students, developers, entrepreneurs, investors, tourism strategists, planners, policymakers, and anyone interested in sustainable tourism.

**Douglas Pearce and Donald Getz** - Doug and Don were both invited speakers at a tourism conference in Guangzhou, China, in Nov., 2005. On the topic of Tourism Industrialization, the conference was held on the campus of SunYat-Sen University, and was an official element of the Guandong (state) International Tourism and Culture Festival.

They were hosted by Sun Yat-Sen's tourism program and research institute, under the direction of Professor. Bau and Associate Prof. Xu. Both "fellows" delivered guest lectures and seminars to students of Sun Yat-Sen University, and for this purpose Don also traveled to their second and very modern campus in Zhu Hai, near Macao.



Doug spoke on urban tourism, providing examples and principles that might be applicable in China.



Don spoke on event tourism, and gave pointers on how China might develop this sector.

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## Members' Activities

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**Valene Smith** - A chapter on Small Ship Adventure Cruising which discusses 4 subheadings: nostalgic vessels (paddle wheelers, sailing craft); long-haul ferries (Norway, Greenland); expedition cruising; and ice-breakers (nuclear in the Russian Arctic and non-nuclear elsewhere). The article is forthcoming April 2006 in a volume on Adventure cruising, Ross Dowling, editor.

**David Snepenger** – David has three publications recently. They are as follows:

“Modeling Iso-Aholo’s Motivation Theory in the Tourism Context,” *Journal of Travel Research*, forthcoming, with Jessie King, Eric Marshall and Muzaffer Uysal.

“Information Sources for Thrift Shopping: Is There a Second-Hand Maven?” *Journal of Consumer Marketing*, 22(6): 323-330, 2005 (with Tim Christiansen).

“Residents’ Perceptions of Tourism Development Over the Early Stages of the TALC,” in *The Tourism Area Life Cycle, Vol. 1, Applications and Modification*, Richard Butler (Ed.), (2005), Clevedon, UK: Channel View Publications, (with Jerry Johnson).

**H. Leo Theuns** – Leo has resigned from the Academy.

**Boris Vukonic** – Boris has changed his official address as follows:

Dr.sc. Boris Vukonić  
Professor, Dean of the Utilus –  
Business School for Tourism and Hotel  
Management  
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Web page: <http://www.utilus-zg.com>

**Stephen Wanhill** – Stephen visited School of Hotel & Tourism Management, The Hong Kong Polytechnic University on 26 January 2006.



From left: Associate Head of SHTM Prof. Haiyan Song, Former Vice President of Academy Prof. Stephen Wanhill and Head of SHTM Prof. Kaye Chon at The Hong Kong Polytechnic University.

**John Pigram** –

### Honour for fine Fellow

Long-time UNE water policy expert's public service recognised by world body

A professor from the University of New England has been appointed as a Fellow to the prestigious International Water Resources Association (IWRA), making him the only Australian currently holding the honour.

Professor John Pigram, who was president of the IWRA from 2001 to 2003, is an Adjunct Professor at UNE's Centre for Ecological Economics and Water Policy Research, and a member of the Board of Governors of the World Water Council.

The IWRA is a non-political, non-profit, educational association, established in 1972 and drawing its members from 110 countries, which aims to build and strengthen partnerships and mechanisms for the sustainable use of water resources worldwide.

To become a Fellow, the highest rank of membership in the Association, a candidate must have been a member of the organisation for at least ten years, and have held a position of high responsibility (or attained a high level of academic qualification) in water resources management.

Professor Pigram, who specialises in

policy research in water resources planning and management, was Director of UNE's Centre for Water Policy Research from 1987 to 2001. With more than 30 years' experience in the Australian water industry, he chaired the organising committee for the Tenth World Water Congress held in Melbourne in 2000.

Shady, said Professor Pigram's appointment "capped a long career of contribution, integrity, honesty and public service par excellence at home and around the world".

Professor Pigram is currently preparing his newly-written book, Australia's Water Resources: From Use to Management, for publication this year.



UNE's Professor John Pigram has had his efforts recognised in the global arena.

# Announcements and Call for Papers



## Third China Tourism Forum Tourism and Economic Development

15 – 16 December 2006  
Hong Kong SAR, China

Following the success of the first two China Tourism Forums organized by the School of Hotel and Tourism Management of The Hong Kong Polytechnic University, we are pleased to announce the Third Forum to be held on 15-16 December 2006 in Hong Kong. This Forum will be co-organized by the School of Hotel and Tourism Management, The Hong Kong Polytechnic University, and the UN World Tourism Organization (UNWTO). The aim of this forum is to foster an open dialogue between researchers and practitioners on emerging issues related to China's tourism.

### WHO SHOULD ATTEND?

The Forum should be of great interest to those who are interested in tourism policy, research and education issues related to the development of tourism in China including tourism policy makers and government officials, government officials in tourism administration, tourism boards and marketing organizations, academics and educators in the tourism and hospitality fields, hotel, restaurant and hospitality industry executives and employers, researchers and consultants, graduate and undergraduate students pursuing tourism and hospitality studies, others with an interest in the tourism field.

### CALL FOR PAPERS AND PRESENTATION PROPOSALS

The Forum will feature keynote speakers from industry, education institutions and international organizations. The Forum will also include a number of concurrent sessions by both academics and industry practitioners. Papers and presentations proposals relating to the aim and scope of the Forum are invited. A three-page abstract (typed double-spaced) of the proposed paper or presentation proposals should be submitted for peer review. The author's name and affiliation should only be included on the cover page of the abstract and not within the abstract itself. Please submit the abstract to the Forum Programme Chairman, Professor Haiyan Song, by electronic mail on [hmsong@polyu.edu.hk](mailto:hmsong@polyu.edu.hk). The deadline for abstract or presentation proposal submission is **1 August 2006**. The submitted abstracts or presentation proposals will be reviewed by a panel of independent reviewers, and the authors whose abstracts have been accepted will be invited to submit the full papers by **30 September 2006** for inclusion in the Forum proceedings. Once the paper or presentation proposal is accepted, at least one of the authors must register for, and present the paper at the Forum.

### FORUM VENUE & ACCOMMODATION

The Forum will be held at The Hong Kong Polytechnic University. We have also negotiated special room rates for the Forum participants with the following hotels: Hotel Miramar Hong Kong: [www.miramarhk.com](http://www.miramarhk.com) and the Harbour Plaza Metropolis Hotel: <http://www.harbour-plaza.com/en/>.

### FORUM ORGANIZING COMMITTEE

The Forum is co-organized by the School of Hotel and Tourism Management, The Hong Kong Polytechnic University, and the UNWTO. The Co-Chairs of the Forum will be Professor Kaye Chon from The Hong Kong Polytechnic University and Mr. Xu Jing, Regional Representative of the UNWTO Asia Pacific Office.

Please direct all your enquiries to Ms. Venus Leung, Executive Assistant, School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong SAR, Telephone: (852)2766-4091, Fax: (852)2362-9362, Email: [hmvenus@polyu.edu.hk](mailto:hmvenus@polyu.edu.hk)

## Announcements and Call for Papers



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

*1st Announcement and Call for Papers*

# International Conference on Impact of Movies and Television on Tourism

Hong Kong, China  
7-9 September 2006

The International Conference on Impact of Movies & Television on Tourism will be held in Hong Kong, China on 7-9 September 2006. This Conference is being organized by the School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hong Kong, China.

The aim of this conference is to provide international tourism community with an interdisciplinary forum for exchanging information and opinions pertaining to the impact of movies and television on tourism. This unique conference will bring together educators, academic scholars, researchers, filming industry experts, government policy makers, destination promoters and tourism professionals. The programme will feature keynote speeches by prominent industry leaders and educators as well as paper and poster presentations by both academics and industry practitioners alike.

### Paper submission and conference registration

Abstract/presentation proposal submission deadline: 30 April 2006

Full paper submission deadline: 31 July 2006

All presenters and participants are requested to register for the Conference.

For details of paper submission guidelines and conference registration, please visit [www.polyu.edu.hk/htm/movie2006](http://www.polyu.edu.hk/htm/movie2006)

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