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# The Newsletter



International Academy  
for the Study of Tourism

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July 2006

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## President's Message

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*Dear Academy Fellows:*

*As I write this note, I realize that in less than a year we'll be meeting in Mugla, Turkey. 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 Turkey, there are a number of related issues and details that I need to discuss in this column.*

*First, please know that the specific dates of our conference will be May 15 – 20, 2007. As First Vice President, Kaye Chon will be developing the academic program. Over the next few months, be assured he will be calling on you to assist with paper reviews, session management, etc. Bill Gartner has agreed to work as liaison with the host institution. A preliminary call for papers will be forthcoming soon.*

*Second, at the Beijing conference, a number of Academy fellows voiced a desire to develop additional session formats besides traditional paper presentations. If you wish to organize and chair such a session, please develop a short proposal and submit it to Kaye and myself.*

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## President's Message

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*Third, as members anticipate inviting guests to Mugla, it is important to recall specifics of the Academy guest policy. Per the guest policy as established in Zagheb 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, 2007. Please recognize we cannot guarantee that the host institution will provide sufficient complimentary lodging and meals for all Academy fellows and guests, implying that there may be some costs associated with the meeting. The exact manner in which those costs would be spread among Academy Fellows, their family members, and guests has not been determined.*

*Fourth, as recently e-mailed, 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, 2007. 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 MS Word 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 Mugla conference.*

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

*Best wishes  
Rick Perdue*

## Membership Election

Memorandum:

To: Fellows  
International Academy for the Study of Tourism

From: Rick Perdue

Date: July 5, 2006

RE: MEMBERSHIP ELECTION

The purpose of this memorandum is to initiate the 2006 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 a pdf file format. It is the nominator's responsibility to create the electronic files containing the above information.

I am attaching an adobe pdf file containing the membership nomination form. It can be modified by Adobe Acrobat version 5.0 or later.

All nomination materials are to be submitted electronically to the Secretariat no later than October 1, 2006. 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, 2006. 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 Turkey 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 Turkey.

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

Thanks.

Rick Perdue

**MEMBERSHIP NOMINATION FORM (2006)**  
**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)  
[hmawls@polyu.edu.hk](mailto:hmawls@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:

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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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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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## Members' Activities

**Jiang Du** – John was appointed as the Director of Beijing Municipal Bureau of Tourism by the Government on 30 April 2006, his new contact as follows:

Du Jiang, Director  
Beijing Municipal Bureau of Tourism  
Address: No. 28 Jian Guo Men Wai St, Beijing 100022, China  
Tel: 86-10-65155455  
Fax: 86-10-65159875  
Email: [dujiang@bjta.gov.cn](mailto:dujiang@bjta.gov.cn)  
Website: <http://www.bjta.gov.cn>

**Eduardo Fayos-Sola** – With immediate effect, Eduardo's email address is changed to:  
[efsola@unwto.org](mailto:efsola@unwto.org)

**Donald Getz** – Don recently returned from a seven-week visit to Europe, including repeat visits to Gothenburg University in Sweden and the University of Bayreuth in Germany, both for teaching and research. Visits were also made to other institutions in Austria, Germany and France to make guest lectures or discuss research collaborations.

**Kit Jenkins** – From 1st July, 2006 Kit Jenkins is re-locating to Luzern, Switzerland to take up the position of Principal and Managing Director of a private sector hotel and tourism training institute. His current email address will remain valid. In addition, the following contacts will operate until further notice:

Professor C.L.Jenkins  
IMI International Hotel Management Institute  
Address: Seeacherweg 1, 6047 Kastanienbaum Switzerland  
Tel: 41 41 349 6400 (switchboard)  
41 41 349 6414 (direct)  
Fax: 41 41 349 64 44

**Marie-Francois Lanfant** – Since last decades the problem of correlations between HERITAGE, TOURISM and SUSTAINABLE DEVELOPMENT has become more and more acute especially in the countries in possession with archeological and historical treasures as it is the case in Europe.

Marie Francoise LANFANT took part at two important conferences held in the Mediterranean area: (important from conceptual, methodological and pluridisciplinarily point of view). The first one was organised by the University of Thessaloniki (Greece) under the oegis of The Mediterranean Association of Sociology of Tourism of which Marie-Francoise Lanfant is an Executive Committee member, since its foundation in eighties. The association is located at the University of Bologna (Italia). President, Olga Iakovidou (Greece); Secretary, Asterio Savelli (Bologna, Italia). The main aim of the association is to organise international conferences concerning the Mediterranean area in order to publish and coordinate the research made in each country.

The fifth Mediterranean Conference took place in Thessaloniki (Greece) on the "Mediterranean Beyond the Coastline: New trends in Tourism and the Social Organisation of the Space". Hundred papers having a very good methodological level was registered. The most of them was presented by young researchers belonging to the best Universities of the Mediterranean countries, Italia, Greece, France, Croatie, Albania, Turki, Spain, Slovenia... A new model of Tourim Development is emerging in Europe in relation with the construction of the European Union. M.F.Lanfant has presented a topic titled "Le tourisme local dans la mondialisation des echanges: Sujets en situation". (Difficult to translate into english).

In Napoli, (Italia) a conference gathering participants of several Mediterranean countries titled "Cultural Heritage, Local Resources and Sustainable Tourism. Towards an Operational Framework for Policy and Planning" organised by the University Federico III of Napoli (Dipartimento di Conservazione dei Beni

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## Members' Activities

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Architettonici ed Ambienti) was held in October 2005 in order to prepare a program for research and implantation for this region. M.F Lanfant has presented a paper titled "Defining Cultural Heritage" in which she analyzes the evolution of the concept of Heritage in relation with the development of world tourism.

**Patrick Lavery** – Patrick is a member of a panel undertaking a National Geographic Destination Stewardship survey of World Heritage sites. A list of every site and their associated gateway communications has been compiled for every continent, and respondents are asked to score each destination from 1 [under severe threat] to 10 [totally unspoilt] and to add written comments on the current pressures and opportunities/issues.

These scores will be measured against the 2003 survey benchmark scores, and the results of this work are likely to be published later this summer.

**Peter Murphy** – Peter was appointed to the position of Associate Dean Research in the Faculty of Law and Management of La Trobe University in March 2006.

**Dennison Nash** – At the beginning of my recent tour through Western Europe, I spent four days in Slovenia as guest of colleague ANTON GOSAR. There, I gave a Conference and visited a number of tourist destinations. The Conference was given in English at the "American Corner" of the University of Primorska, which is situated in Koper, a city on a small slice of Slovenia on the Adriatic between Trieste and Croatia. It dealt with my career as a tourism researcher and included some references to my forthcoming book "Studying Tourism: Anthropological and Sociological Beginnings". The Conference was well received by a good crowd and was covered by the press. The visits to tourist destinations included two tours of impressive wine producing facilities in Koper and the Collio region near Italy. Our peregrinations also included a stop in Bled, a

famous site on a mountain lake where the former leader of Yugoslavia, Tito, had his Summer residence, which still exists as a hotel. The pace of tourism in Slovenia and the surrounding region, which includes Croatia where the IAST met recently, is impressive; and important steps are being taken in tourism research too. I, for example, was pleased to be able to put some students in touch with current research on subjects of interest to them. Many thanks to Anton who was a good companion and a great host.

**Philip Pearce** – Philip reports that he continues to mix research publishing with significant amounts of University teaching and administration. As well as publishing the book Pearce P L (2005) Tourist behaviour Themes and Conceptual schemes Clevedon Channel View, he was the leader of a 2 year program to redesign and teach the Honours program at James Cook University's School of Business, an activity which won the Pro Vice Chancellors award for teaching excellence.

In the last twelve months he has been a keynote speaker at 5 conferences in 4 countries in Asia including first time visits to Okinawa, Japan and Petchaburi, Thailand. Three PhD students supervised by Philip successfully completed their doctoral degrees and graduated in April 2006. In the last few months he has written or submitted manuscripts on

Tourists' emotions and satisfaction  
The nature of rainforest tourism  
Entertainment science  
Backpackers - a fresh look  
Backpackers and sustainability  
Backpacker learning  
Asian tourism teachers  
Benchmarking satisfaction  
Defining community based tourism  
Professing tourism  
The wider implications of internet information for tourism destinations  
Assessing interpretation in a major visitor centre reconstruction

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## Members' Activities

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He continues to see a pivotal role for writing on the psychology of tourist behaviour as a major avenue for insights into contemporary tourism. Philip reports that he is going to undertake a period of study leave in late 2006 and is looking forward to some writing on the psychology of tourism, some travelling in Europe and Australia and reading new material. He hopes to continue to develop his links with international colleagues (including those at Xi'an International Studies University, China where he is an Honorary Professor) with further speaking invitations and new collegiate work. While not quite so submerged in the University workworld while on study leave he hopes to revisit his neglected garden and better look after his Australian cattle dogs. Any gardening attention in particular will be welcomed by fellow academy member Dr Gianna Moscardo.

**J.R. Brent Ritchie** – On May 31 2006, Brent Ritchie was accorded the Ludwig-Erhard Award by the Foundation of International Management of the University of Bayreuth, Bavaria, Germany.

This award is given in memory of the first Minister of Commerce of the Federal Republic of Germany, Prof. Dr. Ludwig Erhard, a researcher of international standing. Dr. Ritchie was honoured for his interdisciplinary work in the area of Tourism Management

**Chris Ryan** – At the time of writing (March, 2006) Chris is enjoying a sabbatical for 4 months at the College of Charleston, South Carolina. Having swopped a New Zealand summer for an American winter Chris can report that South Carolina is mild \* but he hasn't worked out why in January and February the temperature can be 20 Celsius one day and not 10 the next! But March is here and spring is on the march! He is working his passage teaching two papers, one in tourism management and the environment, and the second on convention management \* but that allows him to pay the rent so he has his family with him. After being two months in the USA it was both a

moment of pride and embarrassment (but not much of the latter) when his soccer playing son proved to have other abilities by winning the State wide DECCA competition in Financial Analysis and Decision Taking that was open to all High School students, so in April one 16 year son goes off to the USA and World finals in Dallas.

Apart from that, South Carolina is a good basis for case studies for a forthcoming book on Battle Fields and military history as sites of tourist attractions \* which will also have contributions from other notables such as Bruce Prideaux and Malcolm Foley. It has also been an opportunity to catch up with some writing \* which he is desperately trying to complete as once he returns to New Zealand he falls into the trap of becoming more involved in University administration.

**Elwood Shafer** – Elwood has resigned from the Academy.

**Stephen Smith** – Stephen was a panelist at the Southwestern Ontario Economic Summit, in Stratford, Ontario and spoke on strategic issues facing the Ontario tourism industry. The May summit was a gathering on industry, government, and academic leaders to set out a strategic plan for the economic future of this part of Canada.

Stephen also gave a keynote address to the University of Surrey's /Cutting Edge Research in Tourism/. His topic was "Duelling Definitions: Challenges and Implications of Competing International Concepts of Tourism".

Stephen is attempting to identify tourism academics who cover Tourism Satellite Accounts in their courses. If any Academy members either cover TSAs in their courses or know of colleagues who teach on this topic, they are invited to contact Stephen.

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## Members' Activities

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**Norbert Vanhove** – Effective on 2 May, Norbert's email address is changed to:

[norbert.vanhove@skynet.be](mailto:norbert.vanhove@skynet.be)

**Allan Williams** – Allan will be moving on July 1st from Exeter to London Metropolitan University where he will take up a chair in European Integration and Globalization to be held jointly at two research institutes: Institute for the Study of European Transformations, and Working Lives Research Institute. His new contact details are:

Email: [Allan.Williams@londonmet.ac.uk](mailto:Allan.Williams@londonmet.ac.uk)

Institute for the Study of European Transformations  
London Metropolitan University  
Tower Building  
166-220 Holloway Road  
London N7 8DB

*and*

Working Lives Research Institute  
London Metropolitan University  
31 Jewry St  
London EC3N 2EY

## 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)

### Enquiries:

Miss Nicole Shum  
Assistant Officer  
School of Hotel and Tourism Management  
The Hong Kong Polytechnic University  
Telephone: +852-2766-4334  
Fax: +852-2362-9362  
Email: [hmnicole@polyu.edu.hk](mailto:hmnicole@polyu.edu.hk)

School of   
Hotel & Tourism Management  
酒店及旅遊業管理學院

# Announcements and Call for Papers



Held in conjunction with the IH&RA 43rd Annual Congress

## 2006 IH&RA Human Resources Development Forum Education and Industry Partnerships in the Hospitality Industry October 27, 2006 - Buenos Aires, Argentina

International Hotel  
& Restaurant Association  
48 Boulevard Sébastopol  
Paris 75003 France  
Fax: +33 1 44 88 92 30  
Email: edu.forum@ih-ra.com

The International Hotel & Restaurant Association (IH&RA) is pleased to announce the 2006 IH&RA Human Resources Development Forum with the theme: Education and Industry Partnerships in the Hospitality Industry. The Forum will take place on 27 October 2006 in Buenos Aires, Argentina, in conjunction with the 43rd IH&RA Congress 26-29 October 2006.

In recent years, the global hospitality industry has witnessed remarkable growth and a corresponding need for development of human resources capacity. IH&RA foresees the need for increased cooperation and partnership between educators and the industry-at-large in order to build human resource capacity and at the same time promote the sustainable development of the hospitality industry. This one day Forum is intended to foster an open dialogue and exchange of ideas between practitioners and academia on critical success factors for human resources development, training and education in global hospitality industry.

#### Who Should Attend the Forum?

- Hospitality educators, academics and teachers at all levels of education
- Hotel, Restaurant and Hospitality industry executives and employers
- Researchers and consultants
- Administrators of hospitality/tourism education and training institutions
- Government officials in tourism administration
- Destination managers
- Hospitality business trainers and recruiters
- And others with interest in HRD/education/training in hospitality and tourism industry

#### FORUM VENUE

The Forum will be held in Buenos Aires, Argentina at the:

**Sheraton Buenos Aires Hotel  
& Convention Center  
(Headquarters Hotel for the  
IH&RA Congress)**

San Martin 1225/1275  
Buenos Aires 1104  
Argentina

**Phone:** +54 - 11 - 4318 9000  
**Website:** [www.starwoodhotels.com](http://www.starwoodhotels.com)

For booking overnight accommodations at the preferred IH&RA Congress rate, a hotel booking form will soon be available at: [www.ih-ra.com](http://www.ih-ra.com)

#### FORUM REGISTRATION

All participants must register for the Forum with the payment of full fees. Registration will include a copy of Forum proceedings, one lunch and two refreshment breaks. Registration categories and fees are as follows:

Paid delegates of the 43rd IH&RA Congress	Free of charge
Participants from IH&RA member organizations not registered for the 43rd IH&RA Congress but attending this One-Day Forum (Include ONE table for exhibition)	€ 85
Non-IH&RA members	€ 95

For further information on how to register for the 43rd IH&RA Congress & the Forum, please visit the following website: [www.ih-ra.com](http://www.ih-ra.com)

[www.ih-ra.com](http://www.ih-ra.com)

# 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. For more details, please visit <http://www.polyu.edu.hk/htm/conference/ctf2006>

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)