

# IASTCONFERENCE



24-28 MAY 2015  
Rhodes Island  
Greece



## INTERNATIONAL ACADEMY FOR THE STUDY OF TOURISM BIENNIAL CONFERENCE

The overall aim of the conference is:

- to take stock of the current state of tourism research and education specifically in the light of the after effects of the global financial crisis (GFC) and in the context of current tensions and changes;
- To anticipate future developments and explore new priorities for tourism research and education

Hosted by:



THE LABORATORY FOR TOURISM RESEARCH AND STUDIES (ETEM)  
UNIVERSITY OF THE AEGEAN



THE REGION OF SOUTH AEGEAN

# CONFERENCE PROGRAMME

## DAY 1 - SUNDAY 24 MAY

1500-1730	<b>First Business Meeting</b>
1900-late	<b>WELCOME RECEPTION</b> (sponsored by the Greek National Tourism Organization)

## DAY 2 - MONDAY 25 MAY

0900-0915	<p><b>Welcome and Introduction:</b></p> <ul style="list-style-type: none"> <li>•<b>Larry Dwyer: Academy President</b> University of New South Wales, Australia</li> <li>•<b>Andreas Papatheodorou: Head of Hosting Team</b> University of the Aegean, Greece</li> <li>•<b>Representatives of the Region of South Aegean, the Municipality of Rhodes, the Rhodes Hotel Association, the Rhodes Hotel Managers Association and the Chamber of Commerce and Industry of Dodecanese</b></li> </ul>
0915-1000	<p><b>Tourism in Greece after the Crisis: a critical assessment</b> <b>Chair: Larry Dwyer, University of New South Wales, Australia</b></p> <ul style="list-style-type: none"> <li>•<b>Paris Tsartas, University of the Aegean, Greece</b></li> <li>•<b>Andreas Papatheodorou, University of the Aegean, Greece</b></li> </ul>
1000-1030	COFFEE BREAK (sponsored by Rodos Palace Hotel)
1030-1230	<p><b>Fellows Presentation 1</b> <b>Understanding Tourist Experiences</b> <b>Chair: Brian King, The Hong Kong Polytechnic University, Hong Kong</b></p> <ul style="list-style-type: none"> <li>•<b>Philip Pearce (James Cook University, Australia):</b> Savoring: understanding the intensely remembered tourist experience</li> <li>•<b>Myriam Jansen Verbeke (University of Leuven, Belgium):</b> War Memoryscapes on the 21st Century Tourist Map</li> <li>•<b>Nelson Graburn (University of California at Berkeley, USA):</b> California Cuisine, International Travel, and Anthropology in Berkeley</li> <li>•<b>Erik Cohen (Hebrew University of Jerusalem, Israel):</b> Tourist Murder: the Koh Tao Killings</li> </ul>
1230-1400	LUNCH (sponsored by Athens International Airport)
1400-1530	<p><b>Panel Session 1</b></p> <p><b>Where now for Tourism Education?</b> <b>Chair: Pauline J. Sheldon, University of Hawaii, USA</b></p> <p><b>Panel:</b></p> <ul style="list-style-type: none"> <li>•<b>David Airey, University of Surrey, UK</b></li> <li>•<b>Cathy Hsu, The Hong Kong Polytechnic University, Hong Kong</b></li> <li>•<b>Brian King, The Hong Kong Polytechnic University, Hong Kong</b></li> <li>•<b>Egon Smeral, MODUL University Vienna, Austria</b></li> <li>•<b>Karl Woeber, MODUL University Vienna, Austria</b></li> </ul>

1530-1600	COFFEE BREAK (sponsored by Rodos Palace Hotel)
1600-1800	<p><b>Fellows Presentation 2</b>  <b>Developments in Measuring Tourism</b>  <b>Chair: Geoffrey Crouch</b>, La Trobe University, Australia</p> <ul style="list-style-type: none"> <li>• Ulrich Gunter and <b>Egon Smeral</b> (MODUL University Vienna, Austria): Declining Tourism Income Elasticities in a Macro Economic Context</li> <li>• <b>Richard Perdue</b> (Virginia Polytechnic Institute and State University, USA) and Whitney Knollenberg: Tourism Taxation in the USA: levels uses and impacts</li> <li>• <b>Stephen Smith</b> (University of Guelph, Canada): Domestic Tourism Statistics for Selected Nations: a comparative analysis</li> <li>• <b>Bob McKercher</b> (The Hong Kong Polytechnic University, Hong Kong): Publishing in Academic Journals: an analysis of the Scopus data base</li> </ul>
1900-late	<p><b>WINE AND CHEESE RECEPTION</b> (sponsored by the Chamber of Commerce and Industry of Dodecanese)</p> <p>WINE TASTING (sponsored by Emery Winery Rhodes)</p> <p>INDUCTION OF NEW FELLOWS</p> <p>INTRODUCTION OF NOMINEES FOR FELLOWSHIP</p> <p>INTRODUCTION OF EMERGING SCHOLARS</p>



## DAY 3 - TUESDAY 26 MAY

0900-1030	<p><b>Panel Session 2</b>  <b>Building the Knowledge Base: Challenges for Tourism Journal Editors and Authors</b>  <b>Chair: Douglas Frechtling</b>, The George Washington University, USA  <b>Panel Members:</b>  <b>•Kaye Chon</b>, The Hong Kong Polytechnic University, Hong Kong and Editor in Chief of Journal of Travel and Tourism Marketing and Asia Pacific Journal of Tourism Research  <b>•Richard Perdue</b>, Virginia Polytechnic Institute and State University, USA and Editor of Journal of Travel Research  <b>•John Tribe</b>, University of Surrey, UK and Editor in Chief of Annals of Tourism Research</p>
1100-1230	COFFEE BREAK (sponsored by Rodos Palace Hotel)
1100-1230	<p><b>Presentations by Nominees</b>  <b>Chair: Tom Baum</b>, University of Strathclyde, UK  <b>•Dianne Dredge</b> (Aalborg University, Denmark) - David Airey, Pauline Sheldon  <b>•Maria Gravari-Barbas</b> (Université Paris 1 Panthéon-Sorbonne, France) - Myriam Jansen-Verbeke, Nelson Graburn  <b>•Metin Kozak</b> (Dokuz Eylul University, Turkey) - Muzzo Uysal, Egon Smeral  <b>•Christian Laesser</b> (University of St Gallen, Switzerland) - Larry Dwyer, Richard Perdue</p>
1230-1400	LUNCH (at Atrium Platinum Hotel sponsored by Atrium Hotels)
1400-1500	<p><b>Presentations by Emerging Scholars</b>  <b>Chair: Alison Gill</b>, Simon Fraser University, Canada  <b>•Muchazondida Mkono</b>: University of Queensland, Australia  <b>•Zheng (Phil) Xiang</b>: Virginia Polytechnic Institute and State University, USA</p>
1500-1530	COFFEE BREAK (sponsored by Rodos Palace Hotel)
1530-1700	<p><b>Fellows Presentation 3</b>  <b>Informing about Tourism</b>  <b>Chair: William Gartner</b>, University of Minnesota, USA  <b>•Douglas Frechtling</b> (The George Washington University, USA): Improving Knowledge Transfer from Tourism Managers to Scholars  <b>•Norbert Vanhove</b> (University of Leuven, Belgium): Transport Cost Method and Contingent Valuation Method: useful instruments in CBA application to tourism projects  <b>•Sara Dolnicar</b> (University of Queensland, Australia): Increasing Sample Size Compensates for Survey Data Problems in Tourism Segmentation Studies</p>

1730-2100	<b>VISIT TO THE CITY OF RHODES</b> (MEDIEVAL AND MODERN) ON FOOT AND BY TOURIST TRAIN (sponsored by Roda Municipal Transport Company)
2100-late	DINNER (sponsored by Blue Bay Hotel)

## DAY 4 -WEDNESDAY 27 MAY

0900-1030	<p><b>Fellows Presentation 4</b>  <b>Exploring Sustainability and Impacts</b>  <b>Chair: Cathy Hsu</b>, The Hong Kong Polytechnic University, Hong Kong  <b>•David Weaver</b> (Griffith University, Australia): A New Sustainability Perspective: reindigenisation and its facilitation through tourism  <b>•Alison Gill</b> and <b>Peter Williams</b> (Simon Fraser University, Canada): Co-evolution and contestation in destination governance: aboriginal engagement in Whistler, British Columbia.  <b>•Jigang Bao</b>, (Sun Yat-sen (Zhongshan) University, China): UNWTO Observatories: the testing field of tourism sustainability in China</p>
1030-1100	COFFEE BREAK (sponsored by Rodos Palace Hotel)
1100-1230	<p><b>Presentations by Nominees</b>  <b>Chair: Tom Baum</b>, University of Strathclyde, UK  <b>•Mara Manente</b> (University of Venice, Italy) - Douglas Frechtling, Karl Wöeber  <b>•David Simmons</b> (Lincoln University, New Zealand) - Larry Dwyer, Chris Ryan  <b>•Bihu Wu</b> (Peking University, China) - Daniel Fesenmaier, Alastair Morrison (with support letters from Kaye Chon and Haiyan Song)</p>
1230	LUNCH IN A BOX!
1230-1800	<b>FIELD TRIP VISIT TO LINDOS, SOUTH RHODES</b>
1900	DINNER (Rodos Palace Hotel, sponsored by Emery Winery Rhodes)

## DAY 5 -THURSDAY 28 MAY

0900-1100	<b>Panel Session 3</b> <b>Where Now for Tourism in Greece?</b> <b>Chair: Larry Dwyer</b> <b>•Geoffrey Lipman</b> (Green Growth & Travelism - The SUN Programme): Cutting through the Bullshit and Delivering on the Opportunity <b>•Panellists from the Region of South Aegean, the Municipality of Rhodes, the Rhodes Hotel Association, the Rhodes Hotel Managers Association and the Chamber of Commerce and Industry of Dodecanese</b>
1100-1130	COFFEE BREAK (sponsored by Rodos Palace Hotel)
1130-1330	<b>Fellows Presentation 5</b> <b>Marketing and Recovery Issues</b> <b>Chair: Frederic Dimanche</b> , SKEMA Business School, France <b>•Dimitrios Buhalis</b> (Bournemouth University, UK): SoCoMO Marketing in Tourism <b>•Anton Gosar</b> (University of Primorska, Slovenia) and Miha Koderman: The Chinese are Coming: is Central Europe ready to accommodate Asian visitors? <b>•Arch Woodside</b> (Boston College, USA), Xin Xia, John Crotts, Jeremy Clement: Assessing Management Performance Auditing of Destination Management Organizations (DMOs) <b>•Shinji Yamashita</b> (Teikyo Heisei University, Japan): Disaster Tourism: In the Aftermath of the 3.11 Great East Japan Earthquake
1330-1430	LUNCH
1500-1700	<b>Second Business Meeting</b>
1900-2300	FAREWELL DINNER (Kallithea Springs, sponsored by DERMAE – Municipality of Rhodes)
2300-late	FAREWELL PARTY (Optional – Colorado Entertainment Center)

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