



The *Newsletter*

Of the International Academy for the Study of Tourism

Académie Internationale
Pour l'Etude du Tourisme

Academia Internazionale
per lo Studio del Turismo

Internationale Akademie zur
Erforschung des Tourismus

La Academia Internacional
para Estudio del Turismo

President's Message

A new year has begun and with it some new faces on your Executive Committee. My thanks to members for putting your faith in me for another two year term. I wish to welcome our new Vice President, Steve Wanhill and our new Treasurer Kaye Chon to the 2002-03 Executive Committee. Thanks to Valene Smith for serving admirably in her post as Vice President and to Boris Vuconic for serving as Treasurer.

With the new year comes more than changes to your Executive committee. As mentioned in a brief email announcement a few weeks ago a number of significant changes are occurring with respect to how we do business. Acting on decisions taken at our biennial conference at the Institute for Tourism Studies, Macau a Secretariat has been chosen to handle day to day activities

(continued on page 2)

IN THIS ISSUE

	<u>Page</u>
President's Message	1
Agreement to Publish Books	3
Establishment of Academy Secretariat Office	6
Members' Activities	8
Announcements	9

President's Message

(continued from page 1)

of the Academy. The School of Hotel and Tourism Management, The Hong Kong Polytechnic University under the direction of Professor Kaye Chon will be in charge of the Secretariat and under his capable guidance significant progress is being made on a number of fronts including web site development, directory updates, dues invoices and collections, and even this newsletter. For a full description of the Secretariat's duties please see the related article in this newsletter.

The other significant development involves a partnership that the Academy has entered into with Channel View publications. Channel View has agreed to publish all Academy books for the next four years and is offering substantial discounts on all their publications for members only. I refer you to the article in this newsletter that details the partnership with Channel View.

I am pleased to report that not one but *two* books are being produced from papers presented at our biennial conference. Nelson Graburn is busy producing a volume on Tourism in Asia and Julio Aramberri is in charge of editing a more general text from the papers presented. Both lead editors are supported by other members of the Academy as they take on this difficult task of getting all of you that presented to fine tune your paper so that quality products are forthcoming.

Arrangements are currently underway to hold our 2003 conference in Savonlinna, Finland. I expect this conference to attract a number of Academy members. My thanks to Jafar Jafari for making the arrangements to hold this meeting in Finland. More details will be forthcoming as conference planning, under the able direction of our Vice President, begins in earnest this summer.

Finally there is the matter of dues. For two years the Academy has not collected annual dues. Members at our conference voted to invoice all members for past dues. Shortly you will be receiving dues notification for the 2000-01 and the 2002-03 period. Members also voted to increase the level of dues up to \$125 a year from 2002 on. This level of increase is needed to fund the operations of the Secretariat. However after careful review of our present financial situation and with expectations for increased revenues from book royalties the Executive has agreed that dues increases will be phased in over time on an as needed basis. Thus for the 2002-03 period dues will be set at \$75 per year with a review of the budget situation scheduled for our business meeting in Finland.

I hope to see many of you this year at two conferences the Academy is sponsoring. I will be in Jhansi, India in February for the International Conference on Tourism Development, Community and Conservation, organized by IAST member TejVir Singh and also in March at Bruges, Belgium for the Historic Cities conference coordinated by IAST member Myriam Jansen-Verbeke. Informal Academy meetings are being arranged for both venues.

Best wishes for a prosperous 2002 and I hope to see all IAST members sometime in the next two years.

**Agreement to Publish Books
for
The International Academy for the Study of Tourism**

The Academy has entered into an agreement with Channel View, a subsidiary of Multilingual Matters Ltd. to publish Academy books for an initial four year period. What follows is the essence of that agreement and is based on the proposal received from Mike Grover of Channel View. As part of the agreement Academy members will receive discounts of 30% on all journals and 25% on all Channel View books. Journal subscriptions, which will cost USD 50 or GBP 32 after discount, also entitle the purchaser to the free online version via the Channel View service provider Catchword (see www.catchword.com for more details).

The Executive believes this agreement will strengthen our ability to communicate with others interested in tourism research and provide a stable partnership for the further development of our book series.

Introduction

Channel View Publications is an imprint of Multilingual Matters Ltd. The parent company has been established for 20 years and the Channel View imprint is about to celebrate its 10th Birthday. The Channel View imprint was started in 1992 at the time of our entry into the Tourism studies market with the establishment of **The Journal of Sustainable Tourism**. This journal rapidly became our second most successful title ever and is now vying for first place with our flagship journal under the other imprint. The current circulation is well over 500 copies. Following this journal are 2 others, **Current Issues in Tourism** now on Volume 4 and the **Journal Of Ecotourism** starting in 2002. There are 4 other Tourism related journals under consideration two of which will almost certainly start in 2003. In addition to these journals we now have two book series, **Aspects on Tourism** edited by Michael Hall and Chris Cooper and the new series **Tourism and Cultural Change** edited by Mike Robinson.

I. Marketing

We see the marketing task in this project as divided into two distinct parts:

1) Marketing of the International Academy itself;

- a) Channel View Publications is starting a new, **free**, print newsletter which will be given a wide circulation to our own mailing list (about 1,500 in number). We will also buy in other mailing lists which will be chosen according to the subject matter of the Newsletter concerned. This newsletter will be mailed at least three times a year and is in addition to our routine leaflet and catalogue mailings. The content of the newsletter will, in addition to details of our own recent book and journal publications, contain general interest material for the Tourism community. We could include a column (about 500 words) in each edition devoted to the activities of the **Academy**. This would give a three times yearly boost to the Academy's visibility.
- a) We could add links from our web-site to the Academy's and of course would ask you to provide reverse links to our site.
- b) Individual information sheets would be produced for each book and widely circulated, thus giving the Academy a frequent and stronger profile. After sufficient books had been published a specific leaflet would be produced featuring the Academy's own publications and the Academy itself.

2) Marketing of the Individual Publications;

At the present time our existing publishing program within Channel View Publications is steadily expanding the number of books published each year, in addition to the three academic journals to be

published in 2002. Between the two book series mentioned above, we expect to be publishing about a book each month by the end of 2002. The books and journals are marketed in the following ways and the Academy's publications would gain full benefit from this extensive program:

- a) Regular mailing of main, full colour, catalogue on an annual basis. Total print run approximately 5,000 including our own mailing list, plus bought in lists of, for example, the TTRA, Tourism Society and various other lists.
- b) Updating leaflet after about six months to approximately same list.
- c) Individual information sheets would be produced for each book and widely circulated. After sufficient books had been published a specific leaflet would be produced featuring the Academy's own publications
- d) The three times yearly, more general interest, newsletter mentioned above.
- e) A regular free e-mail newsletter, on an approximately monthly basis, giving contents of latest journal issues and full details of current books. The newsletter contains links to the web-site (see below) and the online versions of our journals.
- f) Books are sold directly from our web-site. This is a fully secure e-commerce enabled site. We offer **free delivery** of all titles, by airmail if appropriate. Books are despatched from the most appropriate warehouse (Plymouth UK, Buffalo NY or Toronto for North and Central America and Sydney Australia). The site provides an up-to-date on-line catalogue which is fully searchable by author, title, key words, etc.
- g) General space advertising. From time to time we place advertisements in appropriate publications for all books in the appropriate series. In addition, of course, our own journals carry regular advertisements for related products from our own list.
- h) We will be exhibiting at 4 major conferences (at a minimum) in 2002. CAUTHE (Freemantle, Australia) February, Tourism Education (Jyvaskyla, Finland) May, TTRA (Arlington VA, USA) June, Tourism Research 2002 (Cardiff, Wales). A new member of staff will be appointed in 2002 to allow us to increase the number of conferences attended.

II. Agreement to Publish

1) Channel View Publications would unconditionally agree to publish all the materials for the International Academy for the study of Tourism, for an initial period of 4 years or a total of ten publications, whichever was achieved first.

2) The above limits would be reviewed annually and depend on the sales performance of published titles. If the published titles achieved their minimum sales targets, to be negotiated, the 4 year limit would be extended, and/or the maximum number of publications lifted.

3) We would, however, prefer to be consulted on individual titles and be able to make suggestions as to their content, titles etc. In particular we would prefer to see publications based on conferences rather than being simply conference proceedings. In this format an editor, or editorial committee, appointed by the Academy, would take a pro-active role in post conference re-writing of the material and to include a good introduction and conclusion. The market for straight proceedings is in rapid decline and it is in all our interests to avoid this trap.

III. Royalties

- 1) Depending on the type of publication we would normally expect to pay a total royalty of between 10% and 14% of the total income from any individual title. This figure is made up of amounts paid to individual book authors/editors and royalties paid to series editors. For volumes based on conferences the figure would be at the lower end of this scale, individuals' own works would be at the higher end.

2) In the case of the Academy, we could either pay all royalties to the Academy, for their retention or to be divided between the Academy and the individuals concerned. Or we could pay the Academy a series royalty directly with the balance being paid by us to the authors/editors of the titles concerned.

3) In the case of edited volumes we do not pay royalties to contributors of individual chapters as this would involve multiple small sums on a regular basis. A fee can be paid to those contributors and the total sum of the fees can be deducted from any advance on royalties due to the Authors/Editors of the individual books or from the payment due to the Academy.

IV. Editorial Assistance

This can take 2 forms:

1) The actual involvement about content and title etc. and, although we would very much like to be involved in all stages of a publication from original concept to final publication, we are willing to take a back seat to the Academy should you so prefer. However the input we would give in terms of advice should result in greater sales of individual titles and would thus be of benefit to both parties.

2) We have an extensive team of both in-house and freelance sub-editors and would fully expect to take the project through from final manuscript to publication, liaising with the authors, editors and individual contributors at all stages. We would ask that all contributions be prepared to a specific style sheet, either ours or the Academy's, but only if the contributions were substantially at variance with this style would we go back to the original author of the material and ask them to revise to an acceptable style.

Conclusion

As a rapidly expanding publisher in the field of Tourism Studies, Channel View Publications is both ideally placed and very interested in helping the International Academy for the Study of Tourism market and sell its publications and to raise its own profile.

From a standing start in 1992 (First volume published 1993), we have taken the ***Journal of Sustainable Tourism*** to one of the very top journals in the subject area. We are now publishing the following journals in Tourism Studies and the related areas of Environmental Studies in addition to the 9 journals published by the parent company.

Journal of Sustainable Tourism

Current Issues in Tourism

Journal of Ecotourism (start 2002)

International Research in Geographical and Environmental Education

Journal of Agricultural Sustainability (Start 2003)

There are 4 other journal projects under active consideration, 2 of which will probably have their first volumes in 2003.

In addition to these journals, we now have 2 related book series which will result in about twelve books being published in 2003 (5 in 2002). The series are:

Aspects on Tourism (Edited by C. Michael Hall and Chris Cooper)

Tourism and Cultural Change (Edited by Mike Robinson)

This steady flow of published material will result in a considerable amount of publicity in both print and electronic form from which the Academy and its publications would benefit.

It also needs to be said that Channel View Publications feels very strongly that it would benefit from an association with the Academy and therefore it is very much in our own interests to make this agreement work and work well.

Mike Grover

Managing Director

Channel View Publications (an imprint of Multilingual Matters Ltd.)

***The Establishment of the Secretariat
for the International Academy for the Study of Tourism
at The Hong Kong Polytechnic University***

Members will have noted from a recent communiqué that the Academy has formally established its Secretariat at The Hong Kong Polytechnic University. What follows are the details of the formal relationship. You may direct any comments regarding the Secretariat to any member of the Executive Committee.

Deliverables

The Hong Kong PolyU proposes to deliver the following services to the Academy:

1. **Secretariat Office with a Sign:** A physical office for the Secretariat will be created within the School of Hotel and Tourism Management's Tourism Resources Center, a 250 square meters state-of-the-art facility which is designed to function as a library of hospitality and tourism research resources and located on a prominent site on the campus of The Hong Kong PolyU. The Office will display a visible sign that reads "Headquarters of the INTERNATIONAL ACADEMY FOR THE STUDY OF TOURISM." The office will be equipped with all necessary communication devices including telephone, fax and a computer and made available for Academy members' use during their visit to the Secretarial Office.
2. **Staffing:** The Secretariat will be staffed with a post-graduate research student in tourism under a supervision of a senior academic staff in the School of Hotel and Tourism Management.
3. **Newsletters:** The Secretariat, as the primary communication organ for the Academy, in coordination with the Academy Secretary, will publish and deliver quarterly Newsletters by three means: (1) emails; (2) Internet; **and** (3) hard copies delivered by airmail.
4. **Membership Directory:** The Academy Membership Directory will be updated on a biennial basis and mailed to all Academy members. An electronic version of the Membership Directory will also be made available if deemed necessary.
5. **Academy Website:** The Academy website will be created and housed within The Hong Kong PolyU website structure and become operational within 2 months of the official start of the Secretariat's term. The Secretariat, with input from the Secretary and President of the Academy, will be responsible for the website development and maintenance.
6. **Membership Maintenance:** Most critical in an association management is the maintenance of membership renewal and collection of dues. The Secretariat will send out membership renewal notices and invoices on a periodic basis with a follow up reminder letters.
7. **Banking Services:** The Secretariat will perform all banking services, including the acceptance of credit cards for membership dues. Copies of all banking records shall be provided to the Academy Treasurer on a quarterly basis, but stored and maintained at the Secretariat. Hong Kong is one of the financial centers of the world with presence of all major banks from around the world. On the campus of The Hong Kong PolyU is a branch of Hang Seng Bank, which can facilitate instant transaction of wire transfers, credit card charges and exchange of any major foreign currencies at no or extremely modest charge.
8. **Membership Communications:** The Secretariat, in cooperation with the Academy Secretary and President, will facilitate communications with members in addition to the preparation and distribution of the newsletter and membership renewal notices. This will consist of distributing

ballots for elections, Bylaw amendments, and other internal communication services requested by the President of the Academy. Election and voting services will be provided by the Secretariat in cooperation with the head of the Academy committee charged with the responsibility. All voting records shall be maintained in the Academy archives, including the names of Academy members casting votes. Expunged from the official record will be how individual Academy members voted. Records will be maintained in the archives. This action takes place *after* the Chair of the Membership or Nominations Committee and/or the President have had the occasion to examine/verify the ballots.

9. **Facilitation of External Communications:** The Secretariat will respond to routine enquiries and questions about the Academy from external parties. Questions or inquiries dealing with Academy policies or potential partnerships shall be immediately sent to the Academy President for a response. A log of all requests or questions coming to and answered by the Secretariat shall be maintained and sent to the President on a quarterly basis.
10. **Academy Archives:** As part of the Tourism Resources Center in which the Academy Secretariat Office will be installed, a space will be dedicated for an exclusive purpose of archiving the Academy materials including the books and scholarly productions authored by the Academy members. This facility will be maintained and publicized as “one of the kinds” and unique facility which will in turn enhance the international reputation and profile of the Academy.
11. **Biennial Meetings Support:** The Secretariat will assist in the planning and development of biennial meetings and will also provide onsite assistance during the Academy’s biennial conference.

The Academy in support of the Secretariat will:

1. Provide financial support of US\$6,000 per year for the performance of all services articulated in this proposal. The fund will be used to provide scholarship support to post-graduate students in tourism at The Hong Kong PolyU.
2. Provide support for the participation of the Secretariat (i.e. the person working for the Academy) at the Academy’s biennial conferences.
3. Request each of its members to provide copies of their books and article reprints for addition to the Academy Archives within the Tourism Resources Center to be established at Academy Secretariat Headquarters.

About the Host Institution

Established in 1979, the School of Hotel and Tourism Management at The Hong Kong PolyU is one of the largest institutions of hospitality and tourism education on a global basis. The School currently has 41 full time academic staff drawn from some 14 different countries and has an enrollment of approximately 1,000 students across undergraduate and post-graduate programs. Its faculty is actively publishing in major scholarly journals in tourism and is represented in the editorial review board for more than 90% of internationally recognized academic journals in hospitality and tourism. Further information on the School can be obtained from the following website: <http://www.polyu.edu.hk/~htm/>

Members' Activities

Kaye Chon was selected as the first recipient of the Annual Michael D. Olsen Award from the University of Delaware for his long-term contribution for research and scholarship as well as graduate student mentorship in hospitality and tourism. The Award was created with an endowment fund at the University of Delaware in recognition of the lifetime contributions made by Professor Mike Olsen of Virginia Tech for research, scholarship and graduate student development in the field of hospitality and tourism.

David L. Edgell, Sr., Ph.D. is a new adjunct professor of tourism at the University of Missouri at Kansas City. This semester he's teaching an evening course entitled "History and Introduction to Travel and Tourism". The course examines the basic concepts, tools and techniques of tourism management. He will soon have a new personal website with the probable domain name of www.davidedgell.com. His new publication, soon to be in print (2002), "Best Practices Guidebook for International Tourism and Attractions Development for Rural Communities" will be available soon from Brian J. Hill, Ph.D., Department Chair and Associate Professor, Recreation Management and Youth Leadership, Brigham Young University, 273 RB, PO Box 22019, Provo, Utah 84602-2019; Office: (801)378-1287; Fax: (801)378-7461; E-mail: brian_hill@byu.edu.

Sang Mu Kim was inaugurated as the 16th President of the Tourism Sciences Society of Korea (TOSOK) on 22nd February 2002. He will assume the position for two years, until the end of February 2004. The inauguration ceremony was held at the

Center for Korean Studies, Andong, Korea after the 51st TOSOK Winter Symposium

(Keynote speeches delivered by Geoff Wall, a Japanese professor from Rikkyo University, and a Korean professor from Kyongju University). On the second day of the symposium, Korean scholars from the tourism-related departments of various colleges and universities presented about 40 papers.

Linda Richter has been doing interviews post-Sept. 11 on the impact of the terrorism on the various facets of the tourism industry. She is continuing work on health, security and accessibility issues related to tourism and is also very interested in biological threats to tourism. She had the following publications on tourism this year:

"Tourism Challenges in Developing Countries: Continuity and Change at the Millennium" in David Harrison, ed. *Tourism and the Less Developed World: Issues and Case Studies*, CABI Publishing, U.K., pp.47-60.

"The Political Lessons of Philippine Tourism Development" in Valene L. Smith and MaryAnn Brent, eds., *Hosts and Guests Revisited: Tourism Issues of the 21st Century*, Cognizant Publishers, New York, pp.283-297.

Glenn Ross has taken early retirement from James Cook University due to a continuing vascular problem; he has recently been appointed as an adjunct associate professor in the School of Business-Tourism at James Cook University, Cairns Campus, and will have continuing involvement with a research program on ethical precepts and problem-solving among potential and current tourism industry employees and management.

Dennison Nash offered a paper entitled “New Wine in Old Bottles: An Adjustment in Priorities in the Anthropological Study of Tourism” at the 2001 Meeting of the American Anthropological Association in Washington in November. It urges close-in ethnographic study of groups at or near the power centers of contemporary tourism.

Salah Wahab and Chris Cooper edited book titled, “Tourism in the age of globalization” has been published by Routledge few months ago.

The Ministry of Tourism of Egypt “MOT” and The Egyptian Society of Scientific Experts on Tourism “ESSET” celebrated the International Tourism Day 27th September on Cairo Conference Palace. The Minister of Tourism gave an opening speech and **Salah Wahab** gave a lecture on the subject chosen by World Tourism Organization “Tourism, Tool for Peace and Dialogue Between Civilization” and due to the USA events of September 11 the tourism day celebration was restricted to the afternoon seminar.

The Supreme Council of Egyptian Universities has issued a new decision creating new central committees for various University Scientific disciplines. For the first time a Central Committee for the Tourism and Hospitality scientific discipline has been created under the chairmanship of **Salah Wahab**. Members of this central university committee are the Deans of various Tourism and Hotel Management Schools plus five personalities to be elected by the committee in its first meeting.

Announcements

The Academy members are now entitled to purchase journals of Channel View Publications at a fixed discount price of 30%. This means that all journal subscriptions cost US\$50 or GBP32 and include free access to the online version via the service provider Catchword (further details on www.catchword.com). Members will also be able to purchase Channel View Publications books at 25% discount. Kathryn King, Marketing Manager of Channel View Publications, will send all Academy members the latest information on their books and journals, including the special prices mentioned.

Conference Announcements

THE THIRD SYMPOSIUM ON THE CONSUMER PSYCHOLOGY OF TOURISM, HOSPITALITY AND LEISURE is to be held in Melbourne, Australia - January 5-8, 2003, hosted by La Trobe University. Academy members Muzaffer Uysal and Rick Perdue are members of the Conference Committee. The Conference has been approved for sponsorship by the Academy. Currently available details on the symposium can be accessed at <http://www.latrobe.edu.au/www/l&m/conference/cpthl>.

This site will be updated as further information on symposium arrangements becomes available. The deadline for submitting full papers for review to any of the four Co-Chairs is June 30, 2002.

The Institute for the Study of Gambling and Commercial Gaming at the University of Nevada, Reno has put forth a call for papers for the 12TH INTERNATIONAL CONFERENCE ON GAMBLING AND RISK TAKING, which will be held in

Vancouver, B.C., Canada from May 26 to 30, 2003. Interested academics and professionals are invited to submit papers for consideration for the program. Many topics related to gambling will be covered, across a wide variety of academic and professional disciplines. Among the fields to be covered that are of particular interest to tourism researchers will be the global spread of casinos, gaming industries and tourism strategies, and gambling and public policy. For further information, interested parties are encouraged to visit our website at www.unr.edu/gaming, or to e-mail the Conference Co-ordinator Judy Cornelius at corneliu@unr.edu."

THE INTERNATIONAL CONGRESS OF ANTHROPOLOGICAL AND ETHNOGRAPHIC SCIENCE (ICAES) will meet in Florence, Italy July 6-12, 2003, immediately following the Academy meeting. At the previous Congress (William and Mary College, Williamsburg, 1998), the Commission on Tourism offered 8 half-day sessions, with Dennison Nash serving as Rapporteur. With the upcoming Florence venue an even larger attendance is anticipated and Academy members in anthropology or allied fields are encouraged to consider organizing a symposium. Although Valene Smith is no longer Chair, she will route proposals and relay interests to Gregory Teal (U of Western Sydney) who holds the position. Florence is a great city to "study" sustainability!

The Department of Tourism at the University of Otago will be hosting an international conference from 27th to 29th of August 2002 on 'ECOTOURISM, WILDERNESS AND MOUNTAIN TOURISM: ISSUES, STRATEGIES AND REGIONAL DEVELOPMENT'; as part of the Department's contributions to the

International Years of Ecotourism and Mountains. The conference will be housed at the University of Otago, Dunedin. The conference is co-sponsored by the International Geographical Union Study Group on Tourism, Leisure and Global Change (which has over 350 members worldwide) and Channelview Publications, the UK based publishers of Journal of Ecotourism, Journal of Sustainable Tourism and Current Issues in Tourism. Interested in attending the conference? - download the Registration of Interest in PDF format and return it to ensure you are on our database to receive the registration brochure later in the year. For further information contact: The Conference Organiser, Department of Tourism, University of Otago, PO Box 56, Dunedin, New Zealand; Tel: +64 3 479 8520; Fax: +64 3 479 9034; Email: ecotourism2002@business.otago.ac.nz; Website: www.otago.ac.nz/tourism.

The 8th Annual Conference of the Asia Pacific Tourism Association, TOURISM DEVELOPMENT IN THE ASIA PACIFIC REGION: WORLDWIDE VIEWS & MULTIDIMENSIONAL PERSPECTIVES, will be held on July 10-13, 2002 at the Shangri-la Hotel, Dalian China. The conference is organized and hosted by the School of Tourism and Hotel Management, Dongbei University of Finance & Economics (DUFE), Dalian, China in collaboration with the School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong SAR, China. For further information contact: Ms. Karry Chan, The Secretariat of APTA Conference 2002, School of Tourism and Hotel Management, DUFE Heishijiao, Dalian, 116025, China; Tel: 86+411+4710470 or 4710474; Fax: 86+411+4712667; Email: apta@dufe.edu.cn; Website: <http://www.apta2002.org>