
The Newsletter



International Academy
for the Study of Tourism

ISSN: 1012-8042

Volume 15 Issue 2

July 2005

President's Message

In this issue

President's Message	1
Minutes of Academy Business Meeting	3
Members' Activities	7
Dr. Jafar Jafari Receives The WTO.Ulysses Prize	13
Conference Reports	14

The Academy held a very successful and enjoyable biennial conference in Beijing China this past July. On the part of the Academy, I wish to sincerely thank Beijing International Studies University and its President and Academy Fellow Du Jiang and Gu Huimin (Grace) for an outstanding conference. It was an excellent blend of scholarly meetings, sightseeing and social activities. Every detail was carefully and effectively managed by the Beijing International Studies University faculty and staff with the very capable assistance of the Antonia Wong and Miguela Mena of the Secretariat.

I enjoyed visiting with many Academy fellows and their families in Beijing. My only regret was not having more time to meet and talk with everybody. However, this was, in part, because the conference was attended by a record number of Academy fellows and guests. The scholarly sessions included presentation of 32 papers, also a record number. As always, the wine and cheese social, including the induction of the seven new members, was a highlight. Thanks to Steve Smith for serving as sommelier.

I also wanted to thank Jafar Jafari for organizing the Journal reception. I am glad that the major journals of our field and their respective editors can come together in a social atmosphere and collectively sponsor a reception. As one of those editors, I very much appreciate Jafar's leadership and collegiality.

As a small thank you to Beijing International Studies University for hosting our conference, I had requested that journal editors and book authors make a contribution to the University. I am very glad to report that we collectively gave more than 300 journals and books. I have subsequently sent thank you letters to each contributor. Our mission is to facilitate the dissemination of tourism scholarship. There is no better way than by giving of our books and journals.

(continued on page 2)

President's Message

(continued from page 1)

Given these successes, I very much look forward to our next biennial conference in 2007. During the Beijing business meeting, the Academy voted to accept a proposal from the School of Tourism and Hospitality Management at Mugla University, Turkey. The specific dates have not yet been selected.

The Beijing business meetings were productive as well. While the minutes of those meetings are included elsewhere, I want to highlight a few actions. Per our bylaws, two committees were formed for future business. The Executive Election Committee will be comprised of Bill Gartner, Chris Ryan and Peter Williams. They will be contacting you soon for executive nominations. The Membership Committee will be chaired by Anton Gosar and include Kaye Chon and Muzaffer Uysal. Fall 2006 they will be contacting you as we begin our next membership election.

Our strength as an international academy is, in part, a function of our diversity. While we have made some progress on gender diversity, there is much yet to do. Further, it is important that we consider geographic diversity, attempting to identify and nominate worthy candidates from all regions and continents. After minor discussion, a committee of Peter Murphy, Gianna Moscardo, and Philip Pearce agreed to examine our nomination and election procedures with the goal of enhancing diversity.

After much discussion over a number of conferences, the Academy has an education program. Kudos to Bill Gartner for having the patience and commitment to shepherding this program through the approval process. The Academy voted to create an education investment fund with a one-time investment not to exceed \$3,000. An Educational Program Committee comprised of Peter Murphy, Jafar Jafari, Philip Pearce, Steve Smith and Don Hawkins will solicit proposals in accordance with the program guidelines, reported elsewhere

in this newsletter. It is our hope that our initial investment will grow into a substantial pool of resources for future programs.

One of our key strategic goals over the past several years has been to increase the visibility of the Academy. As I suggested in Beijing, I would encourage all Academy Fellows to include their membership in the Academy in their e-mail signature block and create a link to the Academy website www.tourismscholars.org. Within Microsoft Outlook this is reasonably easy to do using the help function.

Finally, I am very happy to report that the Academy voted unanimously to continue its contract with The Hong Kong Polytechnic University for the provision of Secretariat services. The Academy has made great progress in the past four years. Much of that progress is due to the commitment and leadership of Kaye Chon and his staff at Hong Kong Polytechnic. I look forward to continuing that relationship for another four years.

In conclusion, I feel very good about the State of the Academy. Over the past four years, we have conducted two very successful membership elections, held two record-breaking conferences, conducted a major revision of the Academy bylaws, and established professional management structures through our relationship with Hong Kong Polytechnic. I look forward to the future with anticipation for even more accomplishments.

On a personal note, I am settling into my new position at Virginia Polytechnic Institute and State University. I'm slowly learning the new processes and bureaucracies. I can even find the library two out of three tries. I encourage all to come and visit as your schedules permit.

Rick Perdue

Minutes of Academy Business Meeting

Beijing, China

Business Meeting – 01/07/05

Present: Gartner, Perdue, Chon, Crouch, Smeral, Smith, S., Pearce, D., Pearce, P., Hawkins, Ryan, Witt, Jafari, Uysal, Pigram, Williams, P., Williams, A., Vukonic, Yamashita, Snepenger, Hsu, Moscardo, Getz, Baum, Dann, Graburn, Lanfant, Murphy, Jenkins, Cohen, Aramberri, Wall, Du, Bao, Cooper, C.

Approval of 2003 Minutes

Move to Approve / Dann, Second / Graburn
Unanimous

A. President's Report – Actions since the business meeting at the last conference

1. Proposal to limit Wine & Cheese Reception to Academy fellows and immediate guests – for discussion
2. Completion of Membership Review – 23 fellows received delinquency letters, 20 retained membership and 3 resigned
3. Academy Publications
4. Election of New Members - Chris Ryan, Anton Gosar, and Kaye Chon have successfully conducted the 2005 nomination and election process of new Academy members. The Secretariat has created an easily accessible website with the nomination letters, Academy forms, vita, and research papers.
5. Academy Secretariat – Committee to accept bids for Academy Secretariat– Gartner, Aramberri, Jafari
6. Education Program – for further discussion

B. Treasurers Report by Crouch

Financial report for the period June 19, 2003 to June 21, 2005 was distributed.
As of June 21, 2005, Adjusted balance is US \$ 12,549.43 (refer to Appendix I)
Motion to Approve - Unanimous

C. Beijing Conference Report by Chon

73 conference participants, 37 fellows, 10 invited guests, 26 family; all participants booked in Beijing Hotel; 50 rooms used for the conference; 31 papers for presentation after following strict deadline in submission of full papers before the conference; simultaneous paper presentations on July 4 in order to accommodate all the papers submitted

D. Membership Report by Ryan

Report on the 2005 Election of New Members was distributed.

14 nominees from five different continents, nominated by 13 different Academy members were received, reviewed, and distributed for a membership vote. The newly elected members were Don Getz, Cathy Hsu, Gianna Moscardo, Gareth Shaw, David Snepenger, Haiyan Song, and Seoho Um to the Academy. Each of these individuals clearly reflects the scholarly ideals of the Academy.

Motion to Accept – Unanimous

E. Committee Formation

Executive Election Committee – Gartner, Ryan, William, P.
Membership Committee – Gosar(Chair), Chon, Uysal

F. 2007 Conference Bids – Single proposal received from Mugla, Turkey and presented by Prof. Metin Kozak

Motion to accept proposal - Unanimous

(continued on page 4)

Minutes of Academy Business Meeting

(continued from page 3)

- G. Education Program – Gartner reported on the status; decision whether Academy will proceed on developing educational program or not; rationale and extent of Academy's involvement and potential target markets were discussed.

Motion to calendar to next business meeting for further discussion; Gartner, Jafari, Pearce, P. to meet/discuss and present a specific proposal in the next business meeting

- H. Wine and Cheese Reception - limit Wine & Cheese Reception to Academy fellows and immediate guests; Executive Committee set limit for the number of guests to be invited.

Motion to adjourn.

Business Meeting – 05/07/05

Present: Gartner, Perdue, Chon, Crouch, Smeral, Smith, S., Pearce, D., Pearce, P., Hawkins, Ryan, Witt, Jafari, Uysal, Pigram, Williams, P., Williams, A., Vukonic, Yamashita, Snepenger, Hsu, Moscardo, Getz, Baum, Dann, Graburn, Lanfant, Murphy, Jenkins, Cohen, Aramberri, Wall, Du, Bao, Gosar, Song

- A. Academy communications – continuing visibility of the Academy; regular issuances of the Academy newsletter; further development of the Academy website; Academy members include in their signature block about the Academy
- B. Membership review – Membership issues such as geographic representations, acceptable reasons and procedures for reporting non-attendance of conferences were discussed

Formation of a committee to study membership issues: Murphy, Moscardo, Pearce, P.

- C. Education Programs – Gartner, Jafari, Pearce, P. proposed an educational program proposal process (refer to Appendix II); Education Program Committee to handle the educational program proposal and review process – Murphy, P., Jafari, J., Pearce, P., Smith, S., Hawkins, D.

Motion to initiate an investment pool of US\$3000 for the Academy educational program and not make an additional commitment until a review of the initial program/Williams, A.,
Approved – 34; Opposed – 1.

- D. Academy Secretariat Contract – Committee: Gartner, Jafari, Aramberri (refer to Appendix III)

Motion to renew Secretariat contract with HKPU/Aramberri, Second/Dann

Motion to Accept – unanimous

- E. Contract with Channelview

Motion to send a strong letter of complaint/demand explanation to Channelview/Jafari. Second/Aramberri
Motion to Accept – Unanimous

- F. Other matters:

Specifications/requirements of future conference hosts for publication in the Academy Newsletter by Hawkins

Request for Secretariat to conduct an evaluation of the biennial conference activities and program (what academy members like/don't like about the conference?)

Motion to Adjourn

(continued on page 5)

Minutes of Academy Business Meeting

(continued from page 4)

Appendix I

Table 1: FINANCIAL REPORT – June 19, 2003 to June 21, 2005

ITEM	US\$	HK\$
1. Balance as at June 19, 2003 (reported at 2003 conference)	\$12,526.00	\$97,702.80
2. Revenue		
a) Membership payments received for period to 2003 membership year	\$325.00	
b) Membership payments received for 2004 membership year	\$1,379.60	
c) Funds transferred from HKPolyu account (June 24, 2003)	\$391.00	
d) Royalties from Taylor & Francis Books Ltd.	\$288.00	
e) Net revenue less expenses received between Jan. 8 & May 8 2005 statements	\$4,611.55	
Total revenue	\$6,995.15	
3. Expenses		
a) Photographic service fee for 2003 conference (Sep. 3, 2003)	\$200.00	
b) Foreign currency financial service charges	\$120.00	
c) HKPolyu Secretariat annual fee (Oct. 14, 2004)	\$6,000.00	
d) US\$/HK\$ exchange rate adjustments	\$16.60	
e) 2005 conference expenses		
i) Souvenir Academy pens	\$416.67	
ii) Gifts to BISU	\$400.00	
iii) Appreciation plaque to BISU	\$217.95	
iv) New member certificates	\$71.79	
v) Name badges for conference	\$25.96	
vi) FedEx shipping charges	\$102.75	
Total expenses	\$7,571.72	
4. Balance as at June 21, 2005	\$11,949.43	\$93,079.14

Table 2: ADJUSTED FINANCIAL REPORT TO REFLECT THE FULL IMPACT OF THE TWO-YEAR PERIOD BETWEEN BIENNIAL CONFERENCES

ITEM	US\$
Additional revenue	
Anticipated 2004 membership payments still to be received	\$100.00
Other invoiced 2004 membership payments which have received no response and are assumed bad \$250.00	
Anticipated 2005 membership fees for normal members (51 members x \$100.00)	\$5,100.00
Anticipated 2005 membership fees for emeritus members (14 members x \$50.00)	\$700.00
Anticipated membership fees for 2005 from new members (7 x \$100.00)	\$700.00
Total additional revenue	\$6,600.00
Additional expense	
2005 Secretariat services fee	\$6,000.00
Total additional expenses	\$6,000.00
Adjusted balance at June 21, 2005 incorporating the above additional revenues and expenses	\$12,549.43
Thus representative change in adjusted financial position over the two-year period:	
Adjusted balance at Beijing Conference	\$12,549.43
Less balance at Savonlinna Conference	\$12,526.00
Net adjusted change	\$23.43

Table 3: FINANCIAL REPORT SUMMARY

Based on adjusted figures to reflect the two-year period between biennial conferences

ITEM	US\$
Balance as at June 19, 2003 (reported at Savonlinna Conference)	\$12,526.00
Plus Total membership income (assumes 2 (e) from table 1 comprises mainly membership fees)	\$12,916.15
Plus Other miscellaneous income	\$679.00
Less Secretariat service fees	\$12,000.00
Less Conference expenses	\$1,435.12
Less Other miscellaneous expenses	\$136.60
Adjusted balance at June 21, 2005 (Beijing Conference)	\$12,549.43

Minutes of Academy Business Meeting

(continued from page 5)

Appendix II

Dear Bill, Rick, and Kaye: during the second business meeting of the Academy in Beijing, I was asked to submit to you a revised version of "Academy Enhancement Activities" document. I believe what follows reflects changes suggested during the meeting. As much as possible I have tried to include only the main points raised, without trying to rewrite/edit the document.

ACADEMY ENHANCEMENT ACTIVITIES

Among other things:

- A proposal must be supported by at least three Fellows.
- The proposal should show how the activity relates to the mission of the Academy.
- The scope of the proposed activity is clearly outlined, including market for the plan, goals and contents of the program, logistics, and budget.
- Collaboration between the Academy and a formal institution should be discussed.
- The proposal should show how Fellows submitting the plan, the host institution, and the Academy in general will benefit from the activity.
- Statement on whether any Academy resources would be required, including why and how.
- Details on possible risks to the Academy.
- Procedure on monitoring and evaluating the scheme.

Review Process:

Once per year all proposals are submitted to the Secretariat by February 1. Secretariat will distribute all proposals to the Executive Committee, which has 45 days to review and discuss them internally. Any questions or revisions requested will be communicated to the Fellows proposing the activity. Revisions returned within 45 days. The Executive Committee votes to approve/deny

each. If approved, the Committee also decides on allocating funding. Funding will be limited to \$3,000. No additional financial commitments can be made by the Academy until the funded project has ended. The Executive Committee reports to the full membership on all proposals received, approved, and progress with each.

Rick, Bill, and Kaye: please check your notes to see if I have missed any points raised during the meeting. Thank you.

Jafar Jafari, Editor-in-Chief

Annals of Tourism Research

Email <jafari@uwstout.edu>

On Sabbatical leave (Aug 2004 to Aug 2005):

Universitat de les Illes Balears

Palma de Mallorca, Illes Balears, Spain

Tel +34 971 25 95 14, Cell +34 659 75 45 59

From September 2005:

Department of Hospitality and Tourism

University of Wisconsin-Stout

Menomonie WI 54751, USA

Tel (715)232-2339, Fax (715)232-3200

Annals <<http://www.elsevier.com/locate/annals>>

Annals en Español <www.uib.es/escuela/turisme/annals>

Book Series <www.elsevier.com/locate/series/tsss>

Appendix III

Academy Secretariat Contract – Committee:
Gartner, Jafari, Aramberri

The ad hoc committee charged with evaluating the performance of the Academy's Secretariat conducted a thorough review of the activities developed by The Hong Kong Polytechnic University. The unanimous recommendation of the Committee is that the contract with HKPU be renewed for a new period of four years. Additionally, the Committee wants to commend the excellent job accomplished by HKPU in bringing first-rate exposure to the Academy and its activities.

It equally wants to thank HKPU for accepting to maintain the same fee structural of the previous period in spite of rising cost.

Members' Activities

Dick Butler – Dick retires from the University of Surrey on July 31st, 2005, after just over eight years in the School of Management there. He is taking up a part-time position as Professor in Strathclyde University, at the Scottish Hotel School, as of September 1st, 2005. In the interim period he can be contacted via e-mail at r.butler2@btinternet.com. He is continuing as co-editor of the Journal of Tourism and Hospitality Research, which will remain based at the University of Surrey.

Geoffrey Crouch – Geoff has established a Destination Competitiveness web site. The purpose of this web site is to: (1) enable Destination Management Organizations (DMOs) and tourism researchers to undertake their own evaluation of a destination's competitiveness using the conceptual model reported in Crouch and Ritchie (1999), and Ritchie and Crouch (2003), and (2) assess the relative importance of the factors of destination competitiveness.

The user can specify three destinations they may wish to compare in terms of a target market which the user is also free to specify. To access the web site at the address shown below, you need to use a global Username and Password. The Username is DCExpert1. The Password is Crouch*1 (both the Username and Password are case-sensitive so you will need to type these as you see them. If you are requested also to input a domain name, type flmltuweb1).

<http://www.business.latrobe.edu.au/secure/staffhp/gic hp/ppfiles/EC%20portal/DCexpert.htm>

Background:

Tourist destinations face the challenge of an increasingly competitive global tourism industry. How should a tourist destination improve or maintain its competitive position? This is perhaps the most important question facing destinations today. It is a very complex question with no easy answers. This research is attempting to develop a framework by which destinations can begin to find answers.

If you are interested in learning more about destination competitiveness, and if you would like to evaluate the competitiveness of your own destination against some of your competitors, you are invited to participate in a research project. In order to participate, you need to work for some form of Destination Management Organization (DMO) such as a national tourist office, state or regional tourism bureau, convention and visitor bureau, or some other similar organization which is responsible for the marketing or management of a destination at some level. Other experienced tourism researchers and academics with an interest in destination competitiveness are also invited to participate.

If you fit this criterion, please visit the above web address to learn more about this research and to register an interest in participating. If you or your organization do not fit this criterion but you are in contact with others who do, it would be most appreciated if you would forward this email to them if you believe they may be interested.

We believe you will find the results of this research to be directly relevant to your own destination. We also believe that you will find the research process to be interesting and stimulating. You will develop an in-depth knowledge of the factors which affect a destination's competitiveness. At the end of the research we will also be pleased to provide those interested with an Executive Summary.

References:

Crouch, Geoffrey I. and J. R. Brent Ritchie (1999), "Tourism, Competitiveness, and Societal Prosperity", Journal of Business Research, 44 (3), 137-152.

Ritchie, J. R. Brent and Geoffrey I. Crouch (2003), The Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing, Wallingford, UK.

(continued on page 8)

Members' Activities

(continued from page 7)

Doug Frechtling - On June 2, Doug addressed the World Tourism Organization Conference on Excellence in Public-Private Tourism Destination Management in Madrid, Spain. He reported on "Strategy Management and Performance Measurement for Destination Management Organizations: A Balanced Scorecard Approach". This is a project jointly funded by the WTO's Education Council and Ireland West Tourism, Inc.

Nelson Graburn - Beijing participant Marie-Francoise Lanfant and Nelson took the Xian excursion. Like the rest, they were suitably impressed by the way the Chinese had managed the immense site of the buried pottery "army" as well as the way they sold the book of the site by having one of the original discoverers, now an old man, sign each copy for you. They left Xian the same day as the others but to travel on to Urumqi in Xinjiang. Their plane was very late and they landed in the dark and got off, only to discover they were in Dunhuang and their luggage had not got off - they were quietly guided back on!

In Urumqi they stayed with Berkeley student Cindy Huang who is studying Uigur language, identity and tourism. They travelled with her Uigur teacher/friends - to the Turfan and to the village of Tuyuk (?) where there were many caves of 6th C. Buddhist paintings (each neatly defaced by the Muslim who arrived in the 8th C), had lunch with a Uigur farmer-acquaintance, and visited the mosque/graves of the seven Yemeni founder/prophets ("Kill Bush please!" and, a lot of animistic offerings) - the whole place could well have been in Egypt except for the language. The next day they attended the wedding of a Kazaki friend, going from the weeping bride's apartment in town to the groom's estate in the mountains of Bogda Feng - near the site he got out of his car and leapt onto a white steed to gallop off to get his bride - in a silk white suit!

Nelson Graburn (continuation) - Later at the end of festivities Marie Francoise and Nelson wowed them by dancing (something about 50 years old!) and then they went on to a beautiful "Heaven's Lake" recreational area nearby.

Marie-Francoise then flew back to Shanghai by herself for 3+ days. Nelson then flew to Chengdu and was met by anthropologist Prof. Peng Zhaorong who had attended the Beijing meeting. Prof. Peng and Nelson became part of a team evaluating a recreational development plan of a rich entrepreneur who has a 50-year concession to develop the Comb Mountain (panda-containing) reserve - which they visited - very wild so far. They stayed in the entrepreneur's fancy hotel and Nelson was watched over by the entrepreneur's 15-year old daughter and her friend who "adopted" Nelson as Grandpa and were very kind - they also visited the Panda foundation and some wonderful parks/historical sites.

Prof. Peng and Nelson had more extraordinary adventures with people Nelson already knew from last October at the Conference on Rural Tourism and Poverty Alleviation in Guiyang. This time they went together to the Xing Yi area to see fabulous gorge/bridge and karst mountains, and to Bu Yi villages in various stages of tourist development. They flew on to Guilin where they visited the University where Nelson gave a seminar and to Guangxi U Press. Prof. Peng's new book **The Anthropology of Tourism** (2004) sold nearly 5,000 copies in its first year. Prof. Peng and Nelson are editing a Chinese language series devoted to the Study of Tourism, of which the latter above would be the first volume. They have had enthusiastic agreement for translation and publication from Dean MacCannell, for the **Tourist** (Second edition), John Urry, for **The Tourist Gaze**, (2nd edition), and Jim Clifford, for **Routes**. A collection of Nelson's work is also being published in Chinese.

(continued on page 9)

Members' Activities

(continued from page 8)

Nelson Graburn (continuation) – Other titles are under consideration for the future.

From Guilin they drove to the popular resort of Yangshue, and the next day to some VERY innovative Yao minority agro-tourism villages around: the local county leader borrowed money for building materials for the Yao (fruit) farmers to build their own new 3-story houses to live in, with each lower floor having a small shop and restaurant-space, and the upper floors accommodation for five tourist couples/families - thus turning each farm wife into an overworked a restaurant and hotel owner! Apparently it is a model for rural China.

Prof. Peng returned to Xiamen U. and Nelson returned via Beijing back to Berkeley, with lots of new material for my courses and plenty places for new student research. He was treated very well everywhere (He guess 'old white males' are a kind of 'mascot' in China as they often are in Japan).

Sang Mu Kim - Effective 1st August, his new address will be:

Dr. Sang Mu Kim
216/1705 Samsung Myung-ga Town
Paho-dong Dalseo-gu Daegu
704-742 Korea (South)
E-mail: surreyksm@hanmail.net

Philip Pearce - The imminent publication of his new book

Pearce P L (2005) *Tourist behaviour. Themes and Conceptual Schemes*. Channel View

is the leading item on my agenda. It is expected to be out in September or October.

Philip Pearce (continuation) - Additionally, the final issue of The Journal Of Tourism Studies is being prepared with a number of contributions coming from Academy members. The Final issue (December 2005) is a Special themed issue on Tourism Scholarship and Philip hopes it will be a source of reference material and a contemporary statement reflecting life as a tourism academic and the world of tourism scholarship. Individual copies will be available for purchase from James Cook University for those who do not subscribe to the Journal of Tourism Studies.

For those curious to know why The Journal of Tourism Studies was closed down, the answer is complex but at core represents a coalition of forces-the forthcoming retirement of the senior publication officer Anne Sharp who is Philip's right hand person for the journal work is one force, the opportunity to launch other efforts in tourism scholarship is another factor, the considerable expansion of other journals since JTS was launched in 1990 diminishes the contribution and importance of any single University based journal, the personal grind of preparing issues and doing the behind the scenes work of editing and rejecting articles is a further hurdle and a national government policy which fails to reward universities for this kind of work also tends to extinguish one's enthusiasm. Nevertheless this is not the end of James Cook University 's role as a scholarly tourism publication producer and they hope to announce a new format in the future.

Philip extends his thanks to all colleagues who created the organisational climate and made the presentations and discussion at Beijing a worthwhile experience.

(continued on page 10)

Members' Activities

(continued from page 9)

Rick Perdue - Effective July 15, his new contact details are:

Department of Hospitality and Tourism
Management
362 Wallace Hall
Virginia Polytechnic Institute and State
University
Blacksburg, VA 24061
Phone: 540 - 231 - 4373
FAX: 540 - 231 - 8313
E-mail: Rick.Perdue@VT.edu

Chris Ryan - Chris extends his congratulation and thanks to the Secretariat, the hosts at Beijing International Studies University and colleagues for the successful and enjoyable Academy Conference in Beijing last June. For Chris a highlight was the presentation at the Beijing Olympic Organising Committee with Don Getz, Gianna Moscardo and Peter Murphy with the extra help from Peter Williams and Rick Perdue - a case of the Academy doing well what it can do well!

Now back in New Zealand, it has been a busy time, writes Chris. Prior to attending the Academy Conference Chris gave two presentations in Taiwan at the bequest of the Taiwanese Leisure and Recreation Association, National Chiayi University, Kaoshiung Hospitality College and Dapeng Bay Administration. In addition, he spent time at Maolin looking at tourist initiatives with reference to the culture of the Rukai people. After Beijing Chris gave a paper at the 11th Asia Pacific Tourism Association Conference in Korea.

In July, Chris's most recent book appeared, entitled 'Indigenous Tourism: The Commodification and Management of Culture'. This book is edited by Chris with one of his former doctoral students, Michelle Aicken. It is published by Elsevier.

Chris Ryan (continuation) - Chris is also pressing ahead with the organisation of joint seminars between Toyo and Waikato Universities in September to be held in New Zealand, and in November is organising a symposium on battlefield tourism at which he and Professor Bruce Prideaux will be keynote speakers. This is also in his role as a member of the Cambridge Information Centre Board and Chair of Tourism Waikato Advisory Committee. Meanwhile his son will be surpassing him, having been asked to join an Advanced International Player Development Programme for football (soccer) in New Zealand - having already made his Northern League appearance at the age of 15 years. Chris is now also a director of Waikato Football Club!

Gareth Shaw - As from the 1st August 2005 Gareth will take up the post of Professor of Tourism Management in the School of Business and Economics at the University of Exeter. He will move from the Department of Geography and establish a new Centre for Tourism Studies in the Business School. The MSc in Tourism Development and Policy will also move into the new centre. His new contact details are:

Centre for Tourism Studies
Department of Management
School of Business and Economics
University of Exeter
Exeter EX4 4PU
Telephone: 01392 263332
Email: G.Shaw@exeter.ac.uk

(continued on page 11)

Members' Activities

(continued from page 10)

A personal note¹: Time for reflections and hobbies

Since February 2005 I've decided to retire (partially) from the Leuven University- Belgium, where I've been appointed since 1994 as a Tenured Professor. Before that I was at the Erasmus University Rotterdam (an Endowed Chair of Tourism Management), etc.

The new status of *special emeritus* allows me to go on selectively with research and teaching till 2007. This means doing what really interests me (reading, writing and travelling) and time to make a balance of the tourism studies in which we were involved in the past 25 years.

A mostly solitary trail of much trial and error... but we've achieved one thing, tourism is now on the academic agenda in our country, which was hardly the case until the year 2000. An interuniversity Post Graduate - Master program in tourism was developed and started in 2001 (in Antwerp). In the context of the Bachelor - Master revolution in Europe a new setting and program was required (since 2004). Now the coordination of the Ma Tourism - only one for all Flanders-, is in hands of the Leuven University. The number of students is growing (as in most countries) with one mayor problem however, a serious lack of tourism expertise in the teaching staff. The number of Ph.D.'s in tourism in Belgium is dramatically low and no resources to open the door for visiting professors and international networking. The attitude that everybody can learn and teach tourism, without an actual academic and/or professional background in this field, is worrying, if one realises the fierce competition on quality of education worldwide.

Although I did not have the possibility to come to the Beking meeting, which I very much regret, I do hope to join in the 2007 meeting and share experiences with the colleagues of the Academy

A note on our current research activities

The EU hype is affecting the tourism study programmes in many ways. The opportunities to get involved in transnational projects have increased. This opens new perspectives and above all a new model of network studies is being experimented. Strategic partnership is the key to get on board of the EU research forum.

To what extent these complex partner projects are indeed contributing to progress in theory and methodology, interdisciplinarity, innovation of topics and views remains to be proven. Much energy and resources are spent on travelling, communication and above all a 'heavy' administration. Despite this, working in an international network project has advantages as well.

Just one example: a transnational project ESPON 1.3.3/ 2004-2007. The project is on "**The Role and Spatial Effects of Cultural Heritage and Identity**", in the context of 27 European countries, started in December 2004 by a network of 12 European Universities under the leadership of Ca' Foscari University of Venice.

(continued on page 12)

¹ Prof.dr Myriam Jansen-Verbeke

Tourism & Development -University of Leuven 42, W. De Croylaan, B3001 Leuven
[@mail: myriam.verbeke@gep.kuleuven.be](mailto:myriam.verbeke@gep.kuleuven.be)

Members' Activities

(continued from page 11)

A personal note (continuation) - The conceptual framework of this project² is based on the assumption that the cultural heritage of Europe is not just an ensemble of tangible assets to be conserved, but also rather an element of dynamism of the territory, affecting trajectories of regional development and shaping the tourism potentials in a new and global market. Thus the identification and valorisation of the cultural heritage is to be considered an integral component of regional planning, with the potential to increase cohesion within an enlarged European Union. The establishment of a "European identity", gaining from difference and variety, is also part of this vision. In this light, the project sets out to highlight the spatial expressions and effects of heritage assets and identify the (existing or potential) elements of territorial coherence at the regional and local scale, mapping the geographical aspects that are actually strengthening regional identities and networks. The use of GIS and innovative spatial analysis methods opens new perspectives. Although the focus is on mapping the geographical diversity in heritage resources and defining regional clusters, the links with cultural tourism are obvious.

The study introduces a list of regional indicators of the European cultural heritage and identity, reflecting elements such as heritage presence, concentration and diversity, accessibility, spatial patterns at the local and cross-regional level, local embeddedness of intangible heritage assets, pressures on- and potential for the development of heritage (tourism) and the governance structure of the heritage management institutions, cultural and tourism policies. Indicators refer to the multiple dimensions regarding the supply, the demand and the spatial organisation of cultural heritage, based on the whole NUTS III regional delimitation. The issue of the territorial cohesion of cultural heritage assets is also addressed, taking into account the interconnection between different "objects" or carriers of meaning: hardware (the infrastructural system), software (images and actual uses), orgware (organizational networks) and shareware (partnerships that support the process of development). These elements are compiled in a framework or model used to analyse the territorial expressions of cultural heritage and identity. The results are very important to measure and assess the diversified tourism potentials in the new Europe.

In line with this EU framework, case studies on urban tourism destinations are now focused on cultural resources and identities, cultural activities such as events, local policies and networks and above all the changing competitive arena. **Brussels**, capital of Europe was a first pilot study in this perspective of national capital tourism³. Other Flemish cities of Art are on the research agenda with special attention for the role of museums and cultural events as carriers of cultural tourism.

Myriam Jansen-Verbeke
4th of August 2005

² based on 'Russo, A, Jansen-Verbeke, M, Van der borg, J, 2005 *Mapping the dynamics of European Culture : Pressure and opportunities from the Euroean Enlargement*' Congress Paper at the European Regional Science Association, Amsterdam

³ JANSEN-VERBEKE, M, VANDENBROUCKE, S, TIELEN, S, (2005), Tourism in Brussels, Capital of the new Europe. *International Journal of Tourism Research* 7 Special Issue : Tourism and the EU enlargement T. Coles and D. Hall (guesteditors)

Dr. Jafar Jafari Receives the 2005 WTO.Ulysses Prize

Dr. Jafar Jafari receives the 2005 WTO.Ulysses prize



The 2005 WTO.Ulysses Prize has been awarded to Dr. Jafar Jafari, Editor in Chief of *Annals of Tourism Research: A Social Sciences Journal*, for his "outstanding and innovative contributions to the development and application of knowledge in tourism".

As well as being Editor-in-Chief of one of the most prestigious and longstanding academic journals in tourism, with subscribers in 150 countries, Dr. Jafari is also Chief Editor of the *Tourism Social Science Series* and the



WTO
Ulysses Prize

Encyclopedia of Tourism.

He also has an honorary doctorate from the Universitat de les Illes Balears (Spain) and is a faculty member of the University of Wisconsin-Stout Department of Hospitality and Tourism (USA).

Previous recipients of the WTO.Ulysses Prize were Dr. Donald

Hawkins of The George Washington University (USA) and Dr. Brent Ritchie of the University of Calgary (Canada).

Dr. Jafari received his award at a prize giving ceremony in Madrid on 2 June 2005.

Conference Report

The Fourth Symposium of Consumer Psychology of Tourism, Hospitality, & Leisure

The Fourth Symposium of Consumer Psychology of Tourism, Hospitality, & Leisure was held at HEC, Montreal, July 17-20. A total of 75 delegates attended and 52 papers were presented. The Fourth Symposium witnessed the birth of the INTERNATIONAL SOCIETY OF CULTURE, TOURISM, & HOSPITALITY RESEARCH.

This new Society will hold bi-annual Symposia with the next symposium scheduled to be held by the College of Charleston in Charleston, South Carolina (USA). Dr. John Crofts is serving as the lead symposium organizer. Elsevier will publish the Society's ADVANCES IN CULTURE, TOURISM, AND HOSPITALITY RESEARCH, The Journal of the International Society of Culture, Tourism, and Hospitality Research. The first volume will be released in June 2006. The complete program of the Fourth Symposium is attached. Rich Harrill was elected as First President of the Society. Rich Harrill and John Crofts are the new Managing Editors of the Society's ADVANCES journal; Arch Woodside serves as the Founding Editor of the series.

To become a Charter Member of the International Society, please send 2006 dues payment of 60 Euros to the Institute of Tourism, College of Hospitality, Retail, and Sport Management, University of South Carolina (ATTN: Rich Harrill, Director). Payment of 60 Euros (or \$80 US funds) is restricted to Charter Membership; payment must be received before December 1, 2005 to receive Charter Membership benefits). Dues for all members joining after this startup Charter period is 100 Euros (\$125 US funds). Please make payment to the INSTITUTE OF TOURISM. Contact Rich Harrill at the University of South Carolina if necessary. Member benefits include a subscription to the Society's journal; news letters of the Society; and participation as a paper presenter, chair, and/or discussant at the bi-annual Symposia. The Society is open to all scholars working to deliver interdisciplinary scholarly contributions in the fields of culture, tourism, and hospitality.

The International Society of Culture, Tourism, and Hospitality Research will be headquartered in the Institute of Tourism, the College of HRSM at the University of South Carolina.

Arch Woodside, Professor of Marketing
Editor-in-Chief, *Journal of Business Research*
Carroll School of Management, 450 Fulton Hall
Boston College, 140 Commonwealth Avenue
Chestnut Hill, MA 02467
Telephone: +1-617-552-3069
Fax: +1-617-552-6677
Email: arch.woodside.1@bc.edu

(continued on page 15)

	Sunday Jul 17	Mon Jul 18		Tues Jul 19		Wed Jul 20
		Session A: Experience Venue: Demers Beaulne Chairperson: KC Wang	Session B: Behavior Venue: Dutailler International Chairperson: Jenny Cave	Session I: Behavior Venue: Demers Beaulne Chairperson: Elizabeth Frew	Session J: Preferences and Motives Venue: Dutailler International Chairperson: Metin Kozak	
9:00		Measuring the Effect of Travel Behavior on Trip Satisfaction by Leslie Furr. [Mark Bonn]	The Hedonic Repeat Visit: Exploring Consumption Differences among First-Time and Repeat Japanese Visitors in Hawaii by Mark Rosenbaum	Understanding Film-Induced Tourism by Sue Beeton	Marketing of Tourism: A Paradigm Shift towards Sustainability by Ute Jamrozky	9 - 10:30 am First meeting - International Society of Culture, Leisure and Tourism and Research
9:30		Style of Leadership and Employee's Job Satisfaction in the International Tourist Hotels by Chien-Wen Tsai [Shu-Hui Chou, Ching-Hsua chen, Chia-Hsiu Yang]	How Does Consumers Purchase Travel Products on TV Shopping Channels under Time Pressure? - Kuo-Ching Wang [Tsung-Chiung Wu]	Emic to Elic: Interpretations of City Visit Behavior: Comparing Findings for Bologna and Florence. By Blair Cruishank [Arch Woodside]	Residents Preferences and Motives for Urban Park Visits: A Latent Class Segmentation Analysis by Astrid D.A.M. Kemperman [Harry J.P. Timmermans]	
10:00		The Challenge of Female Chinese Group Package Tour Leaders: Career Motivation, Career Barrier, and Coping Strategy by KC Wang [Tsung-Chiung Wu]	Gender in Backpacking and Adventure Tourism by Jenny Cave and Chris Ryan	A first approach to tourism and to tourists: Beware of words and caricatures by Christine Petr [Nicolas Gueguen]	Harassment versus Hospitality in Tourism - Metin Kotzak	
10:30		Coffee Break: Téléglobe				
		Session C: Methods in Leisure Research Chairperson: Alain Decorp Venue: Demers Beaulne	Session D: Service Selection Chairperson: Shou Venue: Dutailler International	Session K: Service Selection Chairperson: Lin Venue: Demers Beaulne	Session L: Preferences and Motives Chairperson: Sandra Gountas Venue: Dutailler International	
11:00		Advancing and Testing a Theory of How Visitors Assess Historical Districts: With Use of Repertory Grid Analysis and Laddering Analysis by Taketo Naoi [David Airey, Shoji Iijima, Outi Niininen]	Why people travel to exotic places? The Portuguese experience by Antonia Correia [Patricia Valle]	Exploring the When? How? and Why? of Assessing Destination Attribute Importance by Paul Fallon [Peter Schofield]	Does National Culture Really Matter?-- Contrasting Perceptions of Hotel Service Quality by Taiwanese and American Tourists by An-Tien Hsieh [Chien-Wen Tsai, Chien-Pei Tsai, Kun-I Chiu]	11-12:30: Editorial Board Meeting, International Journal of Culture, Leisure and Tourism Research Symposium Ends at 12:30 pm
11:30		Spatially Differentiated Utility Functions for Urban Greenspace: by Harry Timmermans [Aloys Borgers, Peter van der Waerden]	More Information, Stronger Effectiveness? Comparison of Different Travel Advertising Components on Webpage by KC Wang [Tsung-Chiung Wu]	A Foreign Tour Operator Selection Model in Group Package Tour by Lin	Eating out at Night Markets: A perspective of Leisure motives by Janet Chang [An-Tien Hsieh, Shao-Lung Lin]	
12:00		Generating and validating a typology of vacation decision-making modes by Alain Decorp	A Comparative Evaluation of the Group Package Tour Service in Four Cultures: A Customers' Perspective by shou	What Important Factors Do Senior Tourists Care in Outbound Group Package Tour by KC Wang [Tsung-Chiung Wu]	Testing airline passengers' responses to flight attendants' expressive displays: The effects of positive affect by Sandra Gountas	
12:30 - 14:00		Lunch Break: Atrium Hydro-Québec				
		Session E: Methods in Leisure Research Chairperson: Trapp-Fallon Venue: Demers Beaulne	Session F: Perception Chairperson: John Gountas Venue: Dutailler International	Session M: Behavior Chairperson: Asli Tasci Venue: Demers Beaulne	Session N: Culture Chairperson: Fleura Bardhi Venue: Dutailler International	
14:00		Individual Behavior and Organizational Knowledge Sharing by Yang Jen-te	Intentions and Consequences of Tourist complaints by Metin Kozak [Asli D. A. Tasci]	Multi-dimensional Timing decision: A case study in tourism behavior analysis by Zhang JuYi [Akimasa Fujiwara, Junichi Sawara]	Self-image congruence: An evaluation of the impact on customer satisfaction in hotels by Hugh Wilkins [Bill Merrilees, Carmel Herington]	
14:30		How Tourists Consume a Destination: A Preliminary Analysis by Bob McKercher [Celia Wong, Gigi Lau]	Market segmentation by reasons and influences to visit a destination: The case of international visitors to Australia by Christian Lasser [Geoffrey I Crouch, Thomas Bieger]	Oral History and the Eisteddfod Tradition by Julie Russell	Internet Makes Free Promotion for Greek Tourism: A Case Study by Yu-shan Lin [Jun-Ying Huang]	
15:00		Urban Tourism Environments: Experimental Tests of a Game-Theoretic Model by Harry J. P. Timmermans [Qi Han, Benedict G. C. Dellaert, W. Fred van Raaij]	Exploring the relationship between consumers' emotions, personality types and service satisfaction in the airline industry by J.gountas	Further Evidence and Dialectic on Visitation's Impact on Destination Image by A. Tasci [Donald F. Holecek]	Life on the Road: Experience of Global Geographic mobility and acculturation among transnational mobile professionals by Fleura Bardhi	
15:30		Coffee Break				
		Session G: Methods in Leisure Research Chairperson: Julia Trapp-Fallon Venue: Demers Beaulne	Session H: Perception Chairperson: Sameer hosany Venue: Dutailler International	Session O: Behavior Chairperson: Josef A. Mazanec Venue: Demers Beaulne	Session P: Culture Chairperson: Ken Hyde Venue: Dutailler International	
16:00		Consumer involvement in lifestyle tourism experiences: an empirical analysis by M.Gross	Tourist Activity Planning in Congested Urban Tourism Environments: by Harry Timmermans	Visitor's Characteristics of Guided Interpretation Tours by Huei-Ju Chen [Chuan Lee, Shih-Nan Hwang]	Understanding Backpacker Tourists through Guidebook Symbols by Russell Curry [Tamara Campbell-Trant, Sheilaigh Seaton]	
16:30		Are we drawing the right conclusions? The dangers of response sets and scale assumptions in empirical tourism research by Sara Dolnicar	Cultural Consequences of Travellers risk perception and safety by Yvette Resinger	An examination of customer types at Australian wine festivals: A comparison with Hall's wine tourist classifications by Meg Houghton	"What Makes a Satisfied International Tourism/Leisure Conference by KC Wang	
17:00	17:00 - 18:00 hrs Opening Reception Venue: Deloitte & touche	Making the memory come alive and active. Julia Trapp-Fallon [Joseph Boughey]	Destination Image and Destination Personality: An Empirical Study By Sameer Hosany [Yüksel Ekin, Muzaffer Uysal]	Measuring the part worth of the mode of transport in a trip package: : An extended Bradley-Terry model for paired-comparison conjoint data Reinhold Hatzinger [Josef A. Mazanec]	The Humour Tourist: A Conceptualisation by Elspeth Frew	
17:30		End of Day 1		End of Day 2		
18:00	Welcome address by Jean-Charles Chebat					
18:30	6:15 - 7:00 pm: Opening Talk by ArchWoodside: Ecological Systems in Lifestyle, Leisure and Travel Behavior	Tour of the old-city 19:00 - 20:30		19:00 to 22:00 hr - Reception Venue: Atrium Hydro-Québec		
19:00						

Note: name in brackets are co-authors

Tour Details
A TASTE OF DAILY LIFE IN MONTREAL
FREQUENTER LE QUOTIDIEN A MONTREAL
 by Dr. David B Hanna

Looking at urban tourism as it is rarely seen, away from the icons and into the neighbourhoods, we will get a glimpse of what tourists often wish to see... real Montrealers. Choosing centrally located neighbourhoods, we will visit three highly contrasting locales. The Outremont stop offers a look at an elite French neighbourhood which has retained its social character virtually intact for over a century. The Mile End stop profiles an 1880s middle-class suburb which now houses an unlikely mixture of urban gentrifiers and ultra-orthodox Jews. The final stop in the Plateau features quintessential French Montreal triplexes of the 1920s, which show a remarkable degree of social and cultural stability in what is now recognized as a standard postcard scene.

Conference Report

11th International Conference Asia Pacific Tourism Association (APTA)

The **Asia Pacific Tourism Association (APTA)** held its 11th International conference in Gyeonggi, South Korea from 7-10th July 2005. The conference attracted over 215 scholars from all over the world, with most of them from Asian countries. Under the theme of “New Tourism in Asia”, as many as 112 technical papers were presented at the conference besides panel discussions, workshops and keynote speeches.

Prof. Shalini Singh of the Centre for Tourism Research and Development (CTRD), Lucknow represented India. Dr. Shalini Singh highlighted the current state-of-the art of tourism over the Himalayas emphasizing the transformation of pilgrimages to modern tourism and its adverse impact on the environment. She developed the concept of theology of tourism which was highly appreciated. Other discussions focused on technology and tourism, bio-diversity, hospitality, ecotourism, cultural tourism, destination image development etc. that brought forth cases from China, Japan, Korea, Australia, New Zealand, Singapore and Sri Lanka.

Dr. Singh is editor of International journal “Tourism Recreation Research” published by Centre for Tourism Research and Development, Lucknow and has recently been at the Department of Recreation and Leisure Studies, at Brock University (Canada) on a track assignment.

Dr. Shalini Singh’s paper “Secular Tourism in the Sacred Indian Himalayas: An Incipient Theology of Tourism” was presented the **Dr. Hai Sik Sohn Award**, named after the founder of APTA, for the best technical paper of the year 2005.

T. V. Singh Ph.D
Professor/Director