

International Academy for the Study of Tourism
1st. Business Meeting – June 5th. 2009 11:30-13:30
Madrid, Spain

Present: Chon, Crouch, Dann, Dwyer, Fayos-Sola, Frechtling, Goeldner, Gosar, Graburn, Hsu, Huan, Jafari, Jenkins, King, Moscardo, Perdue, Przeclawski, Ritchie, Sheldon, Schluter, Smith, S., Smith, V., Song, Turner, Vanhove, Vukonic, Witt, Yamashita.

This Business Meeting was preceded by a meeting of Academy Fellows with the new Secretary General of the UNWTO Dr. Taleb Rifai. Dr. Rifai stated his intention to re-organize UNWTO with knowledge as a central core of its activities. He invited the Academy to consider how we might work with UNWTO to achieve this goal.

A. President's Report – Sheldon reported on the actions taken since last business meeting. Report included:

1. An overview of the President's Platform: Activities of the last two years have focused on increasing awareness of the Academy; developing at least one quality publication highlighting our work; connecting Academy fellows more with the industry and with the junior scholars; improving the format of the current meetings.
2. Current status: The Academy currently consists of 63 full Fellows from 20 countries, and 12 Emeritus Fellows. Because of the economic crisis, some Fellows have been unable to get funding to attend the meeting. This should be discussed in the later business meetings.
3. Remembrance of Passing of Fellow Salah Wahab from Egypt: Special remarks made by V. Smith.
4. Publication status: Book from Beijing is still pending, projected publication date is mid 2009. Some papers from the 2007 Turkey Conference will be published in *Tourism Analysis*. GoodFellows Publishers has committed to publish the book for the 2009 conference (D. Pearce and D. Butler are editors). Some articles on the Economic Crisis Session in Mallorca will be published in *Journal of Travel Research*. Other papers from this 2009 conference not in the book can be submitted to *Tourism Analysis*.
5. Conferences Sponsored by the Academy: Two meetings of TEFI

(Tourism and Education Future Initiative) and a Destination Branding Conference held at Ben-Gurion University, Israel.

6. Other initiatives: Over the last year, executive meetings have been held regularly on Skype; Emerging Scholars Program has been launched (one-time invitation to junior scholars); Innovation Task Force headed by Moscardo has been tasked to look at new initiatives; Future conference locations have been identified: Taiwan (2011) and Portugal (2013).

B. Conference Report by Sheldon (in lieu of Aramberri who could not be present)

1. Based on the feedback from the 2007 conference, the Executive Committee has worked hard to create a conference with more interactive sessions. Highlights of the 2009 conference program are: an Economic Crisis Session with representatives from Mallorca on Monday morning (our contribution to the host destination); a Debate Session on Indigenous and Ethnic Minority Tourism on Sunday.
2. Fellows' papers on the conference theme "A 20/20 Vision of Tourism Research" are scheduled throughout the six days.
3. Twelve Nominees to the Academy will be presenting their research.
4. Four Emerging Scholars will present papers
5. Wine and cheese celebration on Monday evening, to include the induction of new Fellows and celebration of Founding Fellows.
6. Discussion: Frechtling spoke for Don Hawkins noting that early June is not a good time for him to attend the conference due to field trips. Vanhove noted that many Fellows are now teaching or have exams or graduations until late May, so having the conference later maybe preferable. Jafari commented that Fellows from both hemispheres need to be considered and June is a reasonable compromise. Dr. T.C. Huan from Taiwan is available to discuss 2011 dates.

C. Nomination Committee Report by Dwyer

1. Dwyer explained the new bylaws revised at the 2007 Academy conference in Turkey. Fellows may nominate up to two individuals. Nominees must attend and present their work at the Biennial Academy meeting. See website for details of the new process (www.tourismscholars.org).
2. Dwyer listed the 12 candidates attending the conference. Each

candidate is expected to discuss his or her research agenda, methods, and outcomes, highlighting their contribution to tourism knowledge in twenty minutes. They will attend the whole conference except for the business meetings. At the closing of the business meeting, Fellows will review and discuss the qualifications of all candidates and vote on each individual. Results of voting at that business meeting is not final, but will be submitted to all Fellows when the official voting takes place within two months. Candidates shall be selected by at least 2/3 votes, with a minimum of 50% of Fellows + 1. There will be no abstentions, meaning that Fellows must vote “Yes” or “No”. Candidates rejected for membership cannot be re-nominated for three years.

3. The nomination form has been revised to provide opportunities for both the nominator and the candidate to identify the impact of the candidate’s research on tourism research, scholarship, and the profession. The intention is that the nominator and the candidate work together to fill out the form.
4. Emerging Scholars: This initiative is to reach out and acknowledge younger scholars (not more than ten years from their PhD) and their contribution to tourism research, scholarship and the profession. The four emerging scholars include one from the host country, and another from a developing country. The process will be evaluated at the final business meeting.
5. Dwyer thanked the Emerging Scholars selection committee (Schluter, Singh and Williams), and Perdue reminded Fellows of the reason for inviting nominees to the conference.
6. Graburn suggested that the bylaw “a candidate who has been rejected for membership cannot be re-nominated for a period of three (3) years” should be made clear as a preamble before nomination next time. It was also suggested that the Secretariat keep a record of Nominees and Emerging Scholars.

D. Treasurer’s Report by Song

1. As of April 8, 2009, the Academy’s adjusted balance is US\$16,524.78
2. Updated balance for May is US\$18,000
3. Discussions: Dann suggested considering provision for hardship cases with no institutional funding to attend meetings. Jafari suggested checking with publishers about royalty checks collected for

the Academy books sold, and getting funding agencies or members' donations to the Academy. Sheldon suggested setting up mechanism for Fellows to make scholarships in their name.

E. Innovation Task Force Report by Moscardo

1. Activities of this Task Force, headed by Gianna Moscardo, were focused on improving the profile and impact of the Academy. Possible areas include expanding membership categories, having more frequent meetings, and creating scholarships and prizes.
2. Moscardo's research of twenty other learned societies revealed the following:
 - i. Each has Fellows however many societies have specific task requirements for Fellows to retain their membership. All had Emeritus Fellows.
 - ii. Some had Corresponding Fellows – these were elected because of their outstanding contribution to the academic field, but were not active in the society.
 - iii. Some had Institutional Affiliates or Partners to connect the academy to other professional bodies or academic institutions. These typically possessed the right to attend the meetings and have access to output from the Academy
 - iv. Some had Associates or Affiliates – this was a general category that typically cannot vote.
 - v. Many had Student Associates / Affiliates
 - vi. The Election of Fellows was typically done by existing Fellows only.
3. Moscardo suggested that possible benefits of getting a higher profile for the Academy were: more opportunities for Fellows to lead intellectual development in tourism and to extend our outreach; wider exposure for existing Fellows to identify potential future Fellows; a bigger membership base which could increase revenues; and more opportunities to develop special interest groups within the Academy.
4. Other academies had more frequent meetings than every two years or included more sessions (concurrent) in the existing conference. Some included presentations or discussions on key issues in the field.
5. Scholarships and prizes were often awarded by other learned societies: in particular they were given to new and upcoming scholars,

new graduates, and existing doctoral students.

6. A discussion of the benefits of new membership categories followed. Activity levels of current Fellows were also discussed which led to the creation of a committee (Perdue, Jafari and Graburn) to discuss membership reviews.

F. Academy Rituals by S. Smith

1. This task force headed by Stephen Smith was asked to give advice on how to recognize members after they had passed on, e.g. Salah Wahab. The Wine and Cheese Reception is a long standing Academy ritual, however it may not be the right venue for such recognition due to its celebratory nature.
2. S. Smith acknowledged the working group (Perdue, Dann, Hsu, Pigram, V. Smith, Graburn)
3. It was suggested that the Academy create a mechanism to regularly be in touch with Fellows and thereby know if they had become ill or passed on.
4. It was suggested that an obituary be published in the newsletter.
5. Jafari suggested inviting the partner of member to write something or join us for the meeting
6. S. Smith suggested for those members who have financial means to create a scholarship named after them or to the Academy as a general fund.

G. Working Groups: Based on the discussions above, Working Groups were formed to continue the above discussions during the conference and to present specific recommendations at the business meeting in Mallorca, June 11. Fellows who were not present in Madrid will be informed of these working groups at the opening session in Mallorca and invited to join. The committees are as follows:

1. Nominees (Dwyer, Hsu, King)
2. Rituals (S. Smith)
3. Innovation Task Force (Moscardo, Harrison, Verbeke)
4. Collaboration with UNWTO (Ritchie, Frechtling, V. Smith)
5. Funding and Financial Development (Song, Gosar, Turner)
6. Membership Issues (Jafari, Perdue, Graburn)

H. Secretariat Report by Chon

1. Chon reported on the main activities of the Secretariat since the 2007 Turkey conference: new membership directory published and updated on website; 6 issues of Newsletters published; membership election conducted; executive committee election conducted; dues collected for 2008 and 2009; plaques for founding fellows and certificates for new fellows were prepared; website was periodically updated; financial status of Academy account was updated; more than 1600 emails have been handled.
2. For the 2009 Academy conference, there were 86 participants with 41 fellows, 27 guests, 12 nominees, 4 emerging scholars and 2 members from Secretariat. 31 rooms in Melia Castilla, Madrid were booked and 62 rooms in Sol Antillas Hotel, Mallorca were booked.
3. Chon thanked Sheldon for her leadership and the Secretariat members (Leslie and Sarah) for their help.
4. Sheldon thanked and gave a round of applause to Chon and Secretariat for their efficient work, and also to Jafari for his tireless efforts in making the Mallorca conference a success by finding sponsors to cover all meals, social functions and field trips.
5. Jafari commented about the difficulty in finding sponsors for the Academy conference held every two years, and suggested that if it is held more frequently the possibility of registration fees may need to be considered.

I. Meeting adjourned at 13:30 and was followed by a cocktail reception hosted by UNWTO.