
The Newsletter



International Academy
for the Study of Tourism

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President's Message

Thank you for your trust. I look forward to serving as your Academy president and to working with the Academy Executive. The opportunity to work with Kaye Chon, 1st vice president, Egon Smeral, 2nd vice president, and Geoffrey Crouch, treasurer, is both exciting and soothing. This is an extraordinarily talented Executive that will contribute exciting ideas and initiatives and, just as importantly, is known for getting things done. Their abilities and work ethic, balanced with the counsel of Bill Gartner as Executive Committee Chair, will make my job much easier and more fulfilling.

As an Academy, we owe sincere thanks to Bill Gartner for his leadership over the past four years. During his tenure, the Academy has grown and strengthened on many different fronts. The Academy membership has grown and is, for the first time, approaching the limit of 75 active members. The quality of the scholars inducted has been outstanding. The newsletter and membership directory have returned and are consistently produced. Very successful conferences were conducted in Macau and Savonlinna. The Secretariat was formed. The Academy website has been established and is a valuable source of information both to Academy members and to the tourism industry. The Academy has a strategic plan and is moving forward on a number of different initiatives, including sponsorship of other academic conferences, development of an educational program, development of a trust fund, and creation of topical research groups. Bill and former Executive members, Stephen Wanhill, Valene Smith, Boris Vukonic, and Kaye Chon have much of which to be proud. The Academy is a strong, healthy organization that is growing in stature and importance.

However, there is also much still to be done. My vision for the Academy is to be widely recognized as the premier scholarly organization in tourism. To accomplish that vision we must continue to grow and strengthen the Academy membership, to increase the visibility and recognition of the

Academy within the tourism industry, to speed up and widen the delivery of our conference publications, to better serve the Academy members, and to continually strive for an effective, yet efficient management structure.

Of particular note, there are a number of membership issues that need to be resolved. Following on the last Academy business meeting, members not fulfilling the membership standards of involvement have been notified. Thankfully, in most cases the problems appear to have been resolved. However, per the Bylaws, the Academy will move forward in the remaining cases to consider expunging some members. Also, as noted in our last Academy business meeting, the membership election process, while much better than in the past, still needs improvement. The Academy voted to increase the information to be included with the membership ballot. Providing the required information, yet conducting an efficient membership election with timely notification of nominees will be a challenge.

As many of you know, we have experienced significant problems in producing our conference proceedings books for the Macau and Savonlinna conferences. The Executive is examining our options and, hopefully, will arrive at an acceptable action in the near future. While it is difficult to "fix the problem" after the fact, I am confident we can develop a mechanism to avoid it for the Beijing conference.

In the reasonably near future, I will be convening the Executive for the purpose of developing our plan for the next two years. A key issue will obviously be the 2005 Beijing Conference. I am absolutely confident in the abilities of the Beijing Second Foreign Language University, its President and Academy member, Jiang Du, and 1st Vice President Kaye Chon to create and deliver an outstanding conference. The Academy will be looking for ways to assist Jiang Du and Kaye. Your advice and suggestions are most welcome both on the conference program and, more widely, on the Academy agenda.

Please send me your ideas for the Academy.

Rick Perdue

Academy Announces New Slate of Officers

The Academy election for its new Executive has been completed. We are pleased to announce that Richard Perdue, University of Colorado, has been elected as the President. Egon Smeral is the 2nd Vice President and Kaye Chon will become the 1st Vice President. Bill Gartner, immediate past President, moves into the position of Board Chair.

This election was not without its problems. On the positive side there were 50 members casting ballots which if not a record is close to it. Thanks to all who voted and for those who did not please check to see if the omission was yours or whether you did not receive a ballot. Our Secretariat uses the email address you supply so please check the Directory (www.tourismscholars.org) to make sure your email address is correct.

A second problem arose when members were nominated without giving their consent to serve in spite of the best efforts of the nominating committee. If you remember the ballot Chris Cooper was listed as the only candidate for 1st Vice President. However confirmation from Chris about his willingness to stand for the post was not secured. The same situation arose with Doug Pearce's nomination for 2nd Vice President. I remind all members that it is a requirement that a member agree to serve if elected before their name can be entered on the ballot. Those nominating someone must obtain that member's consent before the nomination is valid. This was not the case for Chris or Doug. Chris agreed to serve for one day as our 1st Vice President and resign which, according to our by-laws, gives the President the right to appoint a new 1st Vice President. Rick has talked with Kaye Chon and Kaye has agreed to assume the post of 1st Vice President. Doug asked that his name be removed which left Egon Smeral as the sole candidate for the 2nd Vice President position which he now assumes. Geoff Crouch has agreed to accept the Treasurer's responsibilities.

We are happy to be ending this election process and turning over the reigns to our new Executive so that they may start working on behalf of the Academy.

Bill Gartner and Dick Butler

2004 - 2006 Executive Committee

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Treasurer

Prof. Geoffrey Crouch
Ph.D.



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Member Activities

Geoff Crouch - Geoff recently published, with Richard Perdue, Harry Timmermans, and Muzzafer Uysal, the book titled "Consumer Psychology of Tourism, Hospitality and Leisure: Volume 3" (CABI Publishing, 2004 - see enclosed details). This edited book arose from the Symposium by the same name, sponsored by the Academy and held in Melbourne, Australia, January 5-8, 2003.

Geoff is team leader on a research project funded by the Cooperative Research Centre for Sustainable Tourism Pty. Ltd. (Australia), together with Professor Jordan Louviere (University of Technology, Sydney), Professor Harmen Oppewal (Monash University), Professor Timothy Devinney (Australian Graduate School of Management), Associate Professor Sara Dolnicar (University of Wollongong), and Dr. Twan Huybers (University of New South Wales), and titled "Modelling and Exploring Tourism Consumer Choice". This research program is based on the application of discrete choice modelling, information acceleration, and perceptions-based market segmentation methodologies.

Bill Eadington - Bill is working closely with representatives of the University of Ljubljana in Slovenia and the Slovenian company HIT d.d., to establish an MBA program with special emphasis on commercial gaming industry management strategies and public policy. The program will be offered as a combination residence and distance learning program, and the residence portion of the program will be offered in Nova Gorica, Slovenia, near the northeast Italian border.

The program is expected to commence in early 2005.

Bill is also working closely with representatives of the University of Beijing to explore developments of a similar program at the University of Beijing. Aimed at senior managers for the University of Salford's (U.K.) Centre for the Study of Gambling and Commercial Gaming, and the University of Macao's Gaming Management Program.

Dave Edgell, Sr. - Dave is the keynote speaker at the eleven states Spring meeting of the Southeast Tourism Society in Memphis, Tennessee on March 21, 2004. The eleven states include: West Virginia, Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Alabama, Mississippi, Louisiana, and Florida. The topic of his speech is "Ten Important Tourism Issues for 2004".

His book on "Managing Sustainable Tourism: A Legacy for the Future" will be published by The Haworth Press, Inc. It should be available in 2004. It contains more than ten years of research work on sustainable tourism.

Michael Hall - Michael has recently completed several books that will be available later this year.

- Tourism and Nature-based Tourism in Peripheral Areas: Development or Disaster, Channelview Publications, Clevedon, (co-edited with Stephen Boyd, University of Ulster)

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Member Activities

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Michael Hall –

- Tourism, Mobility and Second Homes: Between Elite Landscape and Common Ground, Channelview Publications, Clevedon, (co-edited with Dieter Müller, University of Umea)
- Tourism and Postcolonialism, Routledge, London, (co-edited with Hazel Tucker, University of Otago)
- Tourism, Recreation and Climate Change, Channelview Publications, Clevedon, (co-edited with James Higham, University of Otago, which also features a contribution by Academy member, Geoff Wall)
- Companion to Tourism, Blackwell Publishers, Oxford, (co-edited with Alan Lew and Academy member, Allan Williams)
- Oceania: A Tourism Handbook, Channelview Publications, Clevedon, (co-edited with Academy member Chris Cooper) while he has also edited two special issues of the Journal of Travel and Tourism Marketing (edited by Academy member Kaye Chon)
- Wine, Food and Tourism Marketing, Haworth Press, New York, ISBN 0-7890-0082-2 (Hbk) 0-7890-0106-3 (pbk) (co-published simultaneously as Journal of Travel and Tourism Marketing, vol. 14, no.3/4 2003)
- Safety and Security in Tourism: Relationships, Management and Marketing, Haworth Press, New York, in press. ISBN 0-7890-1916-7 (Hbk) 0-7890-1917-5 (pbk) (co-published simultaneously as Journal of Travel and Tourism Marketing, vol. 15, no. 2-4 2004) (co-edited with David

Duval of the University of Otago, and Dallen Timothy, Arizona State University)

- A new textbook on tourism that utilizes the paradigm of mobility as a central uniting feature should also be available from Pearson Education before the end of the year, while translations of his work on Tourism and Public Policy (with John Jenkins) and Tourism Planning have recently been released in Korean and Portuguese respectively.

The focus of his research programme for the remainder of 2004 will continue to be on issues of mobility and regional development in peripheral areas, including Canada, New Zealand and Scandinavia.

Kit Jenkins – In January, Kit was an invited keynote speaker at a conference organized by the private sector in Khartoum, Sudan. The conference which also included the Minister of Tourism, aimed to discuss how the country could begin to develop its tourism sector in expectation of the signing of the Peace Accord between the Government and the rebel forces, ending what has been a 22-year civil war. Kit's paper "Understanding Tourism Development: The Future for Sudan" helped concentrate the discussion on what has to be done to develop the tourism sector. A positive outcome of the conference was the formation of a working committee between the private sector and government to further discussion and implement actions on these issues.

Kit has been contracted by the World Bank group to write the legislation for the tourism sector in Uganda. Kit's first

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Member Activities

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Kit Jenkins – involvement in Uganda was in 1990 as a contribution to the UNDP/WTO sponsored “Rehabilitation of the Tourism Sector” programme, a first attempt to put the tourism sector on the right track for development after the devastation caused by the Idi Amin and Milton Obote regimes. In 2000, Kit was involved in a European Union sponsored programme assisting with the planning of the tourism sector. The current contract task is to provide the legislation for the legal framework for the implementation of the Tourism Policy and as a contribution to the PAMSU (Protected Areas Management and Sustainable Use) project. This major project has been supported by the World Bank over a three year and continuing period.

John Pigram – The Encyclopedia of Leisure and Outdoor Recreation was published by Routledge in December 2003. This work was edited by John (University of New England, Australia) and Dr. John Jenkins (University of Newcastle, Australia).

Chris Ryan – Chris, in December 2004, organized the conference “Taking to the Limits” at the University of Waikato. It attracted delegates from the USA, UK, Canada, Sweden, Norway, Singapore, Brazil, Namibia and other countries besides Australia and New Zealand. It is hoped that 2 books will eventually emerge from the conference, the first of which will be on Indigenous Peoples and Tourism and is already in preparation.

Chris continues to undertake work for the New Zealand Ministry of Tourism, and

one of the projects is the continuing development of the New Zealand Tourism Research Council’s web site. This is www.trcnz.govt.nz and Chris asks if fellow academicians could look at this site and send back comments – praise, brickbats and suggestions – to him on caryan@waikato.ac.nz.

As editor of Tourism Management, Chris also wants it to be known that submissions to the journal continue to climb and the acceptance rate is now about 15 percent – but Elsevier, in recent years, increased the numbers of pages being published to cope with the growing demand for space by authors. This experience has been replicated across all leading journals, and must bode well in the sense that given the greater selectivity the leading journals have, there should be a corresponding move toward more conceptual lead articles as distinct from what Chris terms “market research” oriented material.

Finally, Chris is long overdue a sabbatical and with growth of his Department and new appointments it is really looking as if in 2006-2007 he will be able to take a full year off. He is therefore, quite unashamedly, asking whether there may be any institutions that could possibly use a Visiting Staff member around that period to cover a gap in teaching.

Tej Vir Singh – The Centre for Tourism Research & Development, Lucknow, India has organized a book with the title “New Horizons in Tourism: Strange Experiences and Stranger Practices”. The book is edited by Tej Vir, with contributions from world-renowned tourism scholars.

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Member Activities

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Tej Vir Singh – CAB International, Oxon, UK is publishing this title to come out around mid-2004. In four parts, it has 15 chapters authored by some 25 tourism scholars. Themes range from space vacationing, tourism in forbidden lands, pro-poor, old and volunteer tourism to cyber tourism. Academy members Geoffrey Crouch, Julio Aramberri and Tej Vir Singh have also contributed to this title.

Muzzo Uysal – Muzzo was invited by the Ministry of Education of the United Arab Emirates to serve as member of a team to review Skyline business and hospitality programs and to prepare a report on the review outcomes. This was his second visit to the United Arab Emirates for the same purpose.

He will be running a workshop on research tools and techniques in mid-May as part of a workshop designed for graduate and post graduate students in tourism and hospitality in Turkey and a 5 week long study abroad program in Switzerland. Recently, he co-edited a monograph with Dr. J. Williams, entitled “Current issues and Development in Hospitality and Tourism Satisfaction”, and served as one of the co-editors of Consumer Psychology of Tourism, Hospitality and Leisure – Volume 3 book with Academy members Geoff Crouch and Rick Perdue, and J. Timmermans.

His most recent two book chapters - The Role of Expressive and Instrumental Factors in Measuring Satisfaction (with J. Williams) appeared in “Consumer Psychology of Tourism, Hospitality and

Leisure”, edited by Grouch, G., Perdue, R., and H. Timmermans, M. Uysal, 2004. CABI Publishing and Satisfaction in Outdoor Recreation and Tourism Settings (with F. Noe) in “Case Studies in Tourism Marketing”, edited by Eric Laws, Continuum Publisher, 2003, respectively.

Recent articles included Perceived Impacts of Festivals and Special Events by Organizers: An Extension and Validation (with D. Gursoy and K. Kim) in Tourism Management, (2004), Measuring the Effect of Tourism Services on Travelers’ Quality-of-Life (with J. Neal and J. Sirgy, Journal of Social Indicators, 2004. An Examination of the Effects of Motivation and Satisfaction on Destination Loyalty (with Y.Yoon), Tourism Management, 2004, Social Interaction Linkages in the Service Satisfaction Model (with F. Noe), JQA in H&T, (2004), and Satisfaction with Cultural / Heritage Sites: Virginia Historical Triangle, (with J. Huh), JQA in H&T (2004).

Allan Williams – Allan (University of Exeter, UK) has been awarded a British Academy Readership to allow him to devote two years to a personal research programme on the relationships between mobility, innovation and learning. Although the main focus is labour migrants, he will be exploring issues about the relationships between tourism and migration. The programme will also facilitate a book that he is planning to write with Academy member Michael Hall on tourism and innovation.



ASIA PACIFIC JOURNAL of **TOURISM RESEARCH**

Call for Papers

SPECIAL ISSUE On Operations Research for *Tourism and Hospitality*

(Volume 10, Issue 4, expected to be published in November 2005)

Guest Editor: Dr. Zheng Gu

Operations research is an approach to decision-making that makes extensive use of quantitative analysis. While numerous operations research methods are being used for decision-making in tourism and hospitality operations, there are no tourism/hospitality journals specializing in the field. The *Asia Pacific Journal of Tourism Research* is devoting a Special Issue on Operations Research for Tourism and Hospitality to fill the void. The Special Issue will publish most recent research works on the use of quantitative approaches in tourism and hospitality business. Accepted papers may be concurrently published in a book by Taylor & Francis, Inc.

High-quality research papers on applications of operations research models in tourism and hospitality are welcomed. Potential topics for the Special Issue include, but are not limited to, the following:

- ◆ *Data Envelopment Analysis*
- ◆ *Forecasting*
- ◆ *Project Scheduling*
- ◆ *Inventory Models*
- ◆ *Queuing Models*
- ◆ *Simulation Modeling*

- ◆ *Decision Analysis*
- ◆ *Seasonality Analysis*
- ◆ *Network Models*
- ◆ *Markov-Process Models*
- ◆ *Yield Management*
- ◆ *Linear Programming*

Abstracts, which must be submitted by **August 15, 2004**, should be between 500 and 1,000 words and clearly state the methods and procedures of the research, the expected results and a list of references. Electronic submissions are encouraged. Authors will be given feedback on their abstracts by **September 15, 2004**. The full paper must be submitted by **March 31, 2005**. It will then be blind reviewed by at least two referees. Please send all submissions (in English) to:

Zheng Gu, Ph.D.

Guest Editor

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Call for Papers: The Fourth CPTHL Symposium

Consumer Psychology of Tourism, Hospitality, and Leisure Research

Symposium Themes: Lived Experiences and Advancing Science in Lifestyle, Leisure, and Tourism

Location / Dates: HEC Montreal, Canada / 17-20 July 2005

Submission Deadline: (1) 2-page abstract, 15 January 2005; (2) 20-page paper, 15 April 2005

Following the successful 1998 (Hilo), 2000 (Vienna), and 2003 (Melbourne) CPTHL Symposia and the publications of the symposia papers in *Tourism Analysis* and in three volumes in the CABI International Book Series on Tourism Studies, the Fourth CPTHL Symposium will be held at the École des HEC/ HEC School of Management. Please submit your paper in a WORD file attachment to one of the five members of the Fourth CPTHL Symposium Chairs:

- Asia: Jiang Du (jdu@bisu.edu.cn), Beijing International Studies University;
- Australia/NewZealand: Chris Cooper (c.cooper@uq.edu.au), University of Queensland
- Canada, Central & South America: Jean-Charles Chebat (jean-charles.chebat@hec.ca), HEC Montreal
- Europe & Africa: Frank Go (f.go@fbk.eur.nl), Rotterdam School of Management
- United States: Arch Woodside (woodsiar@bc.edu), Boston College.

Psychology, Sociology, Geography, Management, Marketing, Tourism, Leisure Science, Hospitality, and Consumer Research Papers Invited

Papers are sought that contribute to advancing theory, research methods, and useful practices regarding lived experiences and behavioral science topics focusing on lifestyle, leisure, and tourism. Following the mental model that individuals interpret who they are and what they seek in life but what they have done, the Fourth CPTHL Symposium focuses on understanding ourselves deeply by interpreting the conscious, and frequently unconscious, tradeoffs made among work, family, and leisure alternatives.

In addition, the Fourth CPTHL Symposium desires to include original research reports on implemented strategies designed to influence lifestyle, leisure, and tourism behaviors; evaluation research reports of implemented destination marketing strategies; cross-cultural research on the impact of core values in lifestyle, leisure, and tourism decisions/behaviors; laboratory and field true/quasi experiments of impacts of alternative lifestyle, leisure, and tourism pursuits on individuals and household preferences; research on cognitive mapping of lived experiences in lifestyles, leisure, and tourism; consumer satisfaction and/or complaining behavior involving lifestyle, leisure, and tourism activities. For additional information on topics very suitable for paper submissions, please consult publications from prior CPTHL Symposia. For the table of contents of papers published from the previous symposia, for Volume 1 please go to: http://www.oup-usa.org/toc/tc_0851993222.html; and for Volume 2 please go to: http://www.oup-usa.org/toc/tc_0851995357.html. Volume 3 is now (March 2004) also available.

Deadlines: the organizing committee requests that you submit a two-page abstract by 15 January 2005 and/or a full paper (20-pages of text maximum with up to 10 additional pages of reference pages, exhibits, tables, figures, and appendices). Please double-space the abstract and the full page using 12-point Times New Roman and submit in WORD.

CALL FOR PAPERS

Tourism Recreation Research

Volume 30 (3), 2005

Theme – Cybertourism

Guest Editor – Prof. Bruce Prideaux

In the future technology, some of which is on the drawing boards of today, may create new social, economic and cultural structures that will radically alter current concepts of travel. How will the adoption of more advanced virtual technology affect the tourism industry? Will new technologies create pseudo travel experiences? What are the ethical considerations of these types of changes?

Tourism Recreation Research invites expression of interest from potential authors on this special issue.

Potential themes to be addressed include:

- Impact of technology on the tourism industry
- Potential for virtual travel
- The ethical consequences of new technology
- What are the new technologies?
- The role of the web
- Evaluation of new and emerging technologies
- Does science fiction really become science fact?
- Virtual travel as a substitute for space travel
- Marketing implications of cyber technologies

Submission Guidelines

The paper must be original and not submitted for publication elsewhere. Manuscripts must be submitted in English and will be double-blind reviewed. Papers should be approximately 6000 words in length. For further details on style and references, please visit www.trrworld.org.

Deadlines

Deadline for receipt of abstracts: May 2004

Deadline for full papers to be submitted: September 2004

The deadline for final submission of revised papers: January 2005

An abstract of about 500 words should be sent to:

Professor Bruce Prideaux

James Cook University

Australia

Email: Bruce.Prideaux@jcu.edu.au

**IMPORTANT CONFERENCE
TO ATTEND**



ISTTE

International Society of Travel and Tourism Educators



2004 ISTTE Annual Conference: "International Collaboration"

September 26-28, 2004; Hong Kong, China
Hosted by The Hong Kong Polytechnic University

The goal of **ISTTE's Annual Conference** is to provide a forum for international educators, scholars, researchers, industry executives, corporate trainers, consultants, vendors, administrators, and government officials to explore issues related to the teaching of travel and tourism on all levels – from high schools, proprietary institutions, community colleges, and four-year colleges and universities, to graduate schools. The Annual Conference includes a variety of programs to meet the diverse needs of conference attendees, featuring Educational Presentations, Tourism Research Papers, and an International Collaboration Fair.

Call For Papers / Call for Workshops, Roundtable or Panel Discussions

The Conference will devote several sessions to the (a) presentations of research and/or academic papers; and (b) workshops, roundtable discussions, and panel discussions.

Research Paper Submission Guidelines

Researchers have a choice between four types of papers for presentation at the Annual 2004 ISTTE conference are:

- **Refereed full papers** should not exceed 15 pages of double-spaced, typed pages (3,500 words).
- **Full paper** submissions to be based on refereed extended abstracts should not exceed 3 pages double-spaced, typed pages (1,000 words).
- **Poster paper** submissions to be based on refereed extended abstracts should not exceed 3 pages double-spaced, typed pages (1,000 words).
- **Working paper** submissions based on a refereed abstract should not exceed one (1) double-spaced, type page.

Deadlines for paper submission is **February 27, 2004**; completed proceedings documents by **May 28, 2004**.

Workshop, Roundtable, or Panel Discussion Submission Guidelines

Electronic submissions of workshop outline and length of presentation are required. A file (Microsoft Word file) as an attachment to e-mail is preferred. Deadline for submission of all proposed workshop types for inclusion in the selection process is **May 28, 2004**. Presentations could range from 30 to 90 minutes in length.

Conference Registration

| | Prior to Jul 1, 2004 | Prior to Aug 15, 2004 | Aug 15, 2004 or after / Onsite | Full-time Graduate Student | Spouse | Opening Cocktail, Sep 26, 2004 | Local Tour, Sep 28, 2004 | Closing Dinner, Sep 28, 2004 |
|-------------------|----------------------|-----------------------|--------------------------------|----------------------------|---------|--------------------------------|--------------------------|------------------------------|
| ISTTE Member | US\$299 | US\$349 | US\$425 | US\$225 | US\$199 | US\$30 | US\$30 | US\$100 |
| Non- ISTTE Member | US\$424 | US\$474 | US\$550 | - | - | - | - | - |

Exhibition Fees

Participation in the International Collaboration Fair as an Exhibitor to showcase your academic programs or products. Exhibition fee includes a 6 ft x 3 ft skirted table, 1 chair, electrical outlet and signage.

| | Single Display Table | Double Display Table |
|-------------------|----------------------|----------------------|
| ISTTE Member | US\$350 | US\$500 |
| Non- ISTTE Member | US\$550 | US\$700 |

* This Conference, with a theme of International Collaboration, is expected to provide an excellent opportunity for exchanges and networking between educators & industry professionals across the Asia continent and other parts of the world. Competitively selected paper presentations, prominent educators/scholars & industry leaders are being invited to deliver speeches and numerous exciting events are being scheduled during this 3-day conference. **PLEASE DON'T MISS THIS CHANCE FOR BEING ONE OF THE CONFERENCE DELEGATES!!**

For more information, please visit our website at <http://www.istte.org> (simply click on "Conference") for further details.