CENTRE FOR TOURISM AND SERVICES RESEARCH

2007 ANNUAL REPORT
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The Centre for Hospitality and Tourism Research (CHTR), which has operated at Victoria University for 14 years, underwent a restructure and name change in 2007. The restructured centre is now known as the Centre for Tourism and Services Research (CTSR). Although the CHTR had developed a national reputation as a leader in several key tourism and hospitality areas, there was a need to expand its research activities. The new CTSR now encompasses areas such as Small Enterprise Management, Electronic Commerce and an International Tourism division while continuing to build its reputation in the areas of Events, Food and Wine, Destination Management and Regional and Community Development.

This report provides an overview of the CTSR’s performance for 2007 with a particular focus on research activities, publications and partnerships.
To be recognised as Australia’s leading tourism research centre within two years and to have a strong international reputation in producing high quality applied tourism research outcomes. Within two years, the Centre for Tourism and Services Research (CTSR) will also be recognised as one of Australia’s leading research organisations in services.

**MISSION**

Harness Victoria University’s research capacity and draw upon external expertise where necessary to undertake high quality research, postgraduate supervision and the delivery of executive training.

**GOALS**

**RESEARCH**

Secure research funding from the Australian Research Council (ARC), Cooperative Research Centre (CRC), Government agencies, Industry Organisations, Companies and International Agencies to undertake high quality research related to tourism and services.

**POST GRADUATE SUPERVISION**

Build a cohort of Australian and international PhD students to participate in research projects both on-shore and off-shore.

**EXECUTIVE TRAINING**

Deliver high quality short training activities in a range of tourism and services related areas.

**EDUCATION AND TRAINING**

Work with VU International to facilitate opportunities for international tourism and hospitality education at VE and University levels.

**INTERNATIONAL SEMINARS**

Work with global partners to develop and present seminars in Australia and internationally on sustainable tourism issues to further enhance the profile of VU. Examples of seminar topics would include: Tourism and Global Warming, Event Evaluation, Tourism and Poverty Alleviation, and Tourism Brand Marketing.

**UNIVERSITY COLLABORATION**

Work with other Australian and international universities to enhance the capacity to win large scale projects both in Australia and overseas.

**IP CREATION**

Develop and manage IP.

**RESEARCH CULTURE**

Run a regular series of PhD and staff colloquia seminars to encourage academic debate and enhance the university’s research culture.

**INTERNATIONAL PROFILE**

Build a strong reputation amongst international industry and academic partners.
The last 12 months has been an exciting period for the Centre during which there has been substantial change with a new Director, an expanded research focus and a name change. During the first seven months of the year, the Centre continued to consolidate its position as a key provider of accessible research outcomes for industry partners in the fields of tourism and hospitality. A wide variety of research projects were undertaken for industry partners including Sustainable Tourism CRC (STCRC), Department of Justice, Australian Federation of Travel Agents (AFTA), Parks Victoria, the Australia Day Council, Wyndham City Council and Tourism Victoria.

In July 2007, after two years in the position, Associate Professor Barry O’Mahony stepped down as Director of the Centre in order to spend six months in Ireland for family reasons. During his time as Director, Barry increased the number of Associates of the Centre, improved greatly the internal and external profile of the Centre and helped foster the Centre’s relationship with the STCRC.

After six years seconded to the STCRC as Deputy CEO and Director of Research, I returned to the university in August 2007 and took on the position of Director of the Centre. In order to broaden the base of the Centre’s research activities and to help underpin its financial viability the Centre’s name was changed to the Centre for Tourism and Services Research in late 2007. Within the new Centre structure were included specialisations in small enterprise management and electronic commerce as well as a division focusing on international activities.

Although there are many academics involved in the Centre’s research projects, the small number of full-time staff within the Centre play a key role. A number of staff changes during the year substantially added to the Centre’s capacity. These changes included the well earned promotion of Dr Sue Begerin Seers to Senior Research Fellow, the appointment of research officers Dr Judith Mair, Me James Collander and Ms Becky Lloyd, and the employment of Ms Sharon Attwell as Administration Officer. Although employed by the STCRC, Professor Margaret Deery continued to play a crucial role for the Centre leading research projects as well as mentoring researchers and postgraduate students. In order to build the Centre’s expertise in the important area of climate change and to drive the development of a stronger international presence for the Centre, Professor Terry Delacy was employed on a 60% basis from August. Terry was previously the CEO of the STCRC and prior to that the Dean of Agriculture and Natural Resources at the University of Queensland.

As part of the Centre’s goal to more effectively utilise key industry partners in the identification and operationalisation of research projects, two Adjunct Professors were appointed during the year, namely, Ian Macfarlane and Geoffrey Lipman. Adjunct Professor Macfarlane was previously Director of Marketing for Tourism Australia and is now a Director of IM Strategy whilst Adjunct Professor Lipman is Deputy Director General of the United Nations World Tourism Organisation (UNWTO).

The Centre has also taken out a number of memberships of industry organisations in order to help ensure that its activities remain closely aligned to industry needs. These memberships include TTF (Tourism and Transport Forum) Australia (in partnership with the School of Hospitality, Tourism and Marketing), VTIC (Victoria Tourism Industry Council) and VEIC (Victoria Event Industry Council). An application to become an affiliate member of the UNWTO is in process and should be approved early in 2008.

The Centre performed well financially in 2007 and has a solid base to commence 2008. It should be noted, however, that due to a change in direction and re-structure of the STCRC during 2007, few new research projects were commissioned with universities in the first half of the year and none in the second half. There are some indications that there may be fewer STCRC research funds available for the CTSR in 2008 and this will pose some challenges. Given that the STCRC has been an important research client of the CTSR, substantial effort will be required to find alternative research funding sources.

Along with the dedicated staff of the Centre and its many Associates, I would particularly like to thank the Centre’s Research Leaders who are listed in a subsequent table for their invaluable advice and feedback on the new direction of the Centre.

Professor Leo Jago
Director
Centre for Tourism and Services Research
In 2007, the CTSR operated with 8.05 equivalent full-time staff (EFT), which included the Director, a part-time Professor, one Senior Research Fellow, a part-time Research Officer, one administrative officer, one Professorial Fellow, two Adjunct Professors and a Professor of Corporate Sustainability. In addition, several casual assistants were employed on a project basis.

### Table 1: CTSR Staff and Adjunct Professors

<table>
<thead>
<tr>
<th>Role</th>
<th>Investigator</th>
<th>EFT Total</th>
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<tbody>
<tr>
<td>Director</td>
<td></td>
<td>1.0</td>
</tr>
<tr>
<td>Associate Professor Barry O’Mahony (Jan 07 – July 07)</td>
<td>Yes</td>
<td>1.0</td>
</tr>
<tr>
<td>Professor Leo Jago (Aug 07 – present)</td>
<td>Yes</td>
<td>1.0</td>
</tr>
<tr>
<td>Professor</td>
<td></td>
<td>0.6</td>
</tr>
<tr>
<td>Professor Terry Delacy (Aug 07 – Present)</td>
<td>Yes</td>
<td>0.6</td>
</tr>
<tr>
<td>Senior Research Fellow</td>
<td></td>
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<tr>
<td>Dr Suzanne Bergin-Seers</td>
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<tr>
<td>Research Officer</td>
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<tr>
<td>Dr Judith Mair</td>
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<tr>
<td>Administrative Officer</td>
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<tr>
<td>Sharon Attwell (Aug 07 – Present)</td>
<td>No</td>
<td>1.0</td>
</tr>
<tr>
<td>Research Assistants (Casual And Part-Time)</td>
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<tr>
<td>James Callander</td>
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<td></td>
</tr>
<tr>
<td>Rebecca Lloyd</td>
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<td></td>
</tr>
<tr>
<td>Minglu Chen</td>
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<td></td>
</tr>
<tr>
<td>Spiros Ginakis</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Hayden Jose</td>
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<td></td>
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<tr>
<td>Jodie Kalam</td>
<td>No</td>
<td></td>
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<tr>
<td>Laura Jago</td>
<td>No</td>
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<tr>
<td>Penelope Jose</td>
<td>No</td>
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<tr>
<td>Angelo Loutas</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Thuy-Duong Le</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Rachel Ma</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Robert Mason</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Thai Ohtsuka</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Thuy-Huong Truong</td>
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<td></td>
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<tr>
<td>Lachlan Whitelaw</td>
<td>No</td>
<td></td>
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<tr>
<td>Natasha Whitelaw</td>
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<tr>
<td>Professorial Research Fellow</td>
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<tr>
<td>Professor Margaret Deery, Professorial Fellow STCRC</td>
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<tr>
<td>Adjunct Professors</td>
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<td>Geoffrey Lipman (UNWTO) (September 07 – Present)</td>
<td>No</td>
<td></td>
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<tr>
<td>Ian Macfarlane (IM Strategy Pty Ltd) (April 07 – Present)</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Professor Of Corporate Sustainability</td>
<td></td>
<td></td>
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<tr>
<td>Professor John Ashley Scott (Jan 07 – June 07)</td>
<td>Yes</td>
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<tr>
<td>TOTAL EFT</td>
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<td>8.05</td>
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</table>
The Centre sees the appointment of adjunct professors as crucial for maintaining links to industry; for opening doors to funding sources; and as important researchers and/or advisors on industry based research projects. In early 2007, Ian Macfarlane, previously Director of Marketing for Tourism Australia and now a Director of IAT Strategy, was appointed as an Adjunct Professor of the CTSR. In September, Geoffrey Lipman (Deputy Director General of the United Nations World Tourism Organisation) was appointed as the Centre’s second Adjunct Professor and Geoffrey presented his inaugural Professorial Address at an industry function that the Centre co-hosted with VTIC and TTF. The title of this address was “Tourism and Climate Change: Beyond the Triple Bottom Line”.

Of the Centre’s seven PhD students two completed in 2007 and the remaining five students should finish in 2008.

<table>
<thead>
<tr>
<th>Thesis Title</th>
<th>Thesis Title</th>
<th>Thesis Title</th>
<th>Thesis Title</th>
<th>Thesis Title</th>
<th>Thesis Title</th>
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<tr>
<td>Peter Sherwood</td>
<td>The application of a sustainability scorecard to Special Events Evaluation: An Empirical Analysis</td>
<td>Prof Leo Jago; Prof Margaret Deery</td>
<td>Full time</td>
<td>2003</td>
<td>2007 *</td>
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<td>(STCRC Scholarship)</td>
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<tr>
<td>Judi Inglis (Partial STCRC Scholarship)</td>
<td>Towards an Integrated, Conceptual Framework for The Management of Park and Protected Areas</td>
<td>Prof Margaret Deery; Mr. Paul Whitelaw</td>
<td>Full time</td>
<td>2004</td>
<td>2008</td>
</tr>
<tr>
<td>Suzanne Bergin-Seers</td>
<td>A Conceptual Model of Performance for Small Motels: Development and Empirical Testing</td>
<td>Prof Leo Jago; Mr. Paul Whitelaw</td>
<td>Full time</td>
<td>2003</td>
<td>2007*</td>
</tr>
<tr>
<td>John Tower</td>
<td>The Nature of Sport Association, Recreation and Sport Venue Operators and Sport Venue Managers’ Relationships.</td>
<td>Prof Leo Jago; Prof Margaret Deery</td>
<td>Part-time</td>
<td>2003</td>
<td>2008</td>
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<tr>
<td>Tony Nankervis</td>
<td>The Impact Of Management Orientation On The Evolution of Visitor Attractions: Establishing A Theory of Causation For Life-Cycle Variations</td>
<td>Prof Leo Jago; Prof Margaret Deery</td>
<td>Part-time</td>
<td>2000</td>
<td>2008</td>
</tr>
<tr>
<td>(STCRC Scholarship)</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Robert Mason (STCRC Scholarship)</td>
<td>Factors Critical To The Success Of Food and Wine Trails In Australia</td>
<td>Assoc. Prof. Barry O’Mahony; Prof Margaret Deery</td>
<td>Part-time</td>
<td>2005</td>
<td>2008</td>
</tr>
<tr>
<td>Wunnakasern Sophsiri</td>
<td>The Role And Influence Of Trust And Commitment In Service Encounters Within The Hospitality Industry: A Cross-National Investigation</td>
<td>Assoc. Prof. Barry O’Mahony; Prof Brian King</td>
<td>Full-time</td>
<td>2004</td>
<td>2008</td>
</tr>
</tbody>
</table>

*Number of completions in 2007: 2
In 2007, the CTSR operated with 60 researchers from across the university who were registered as CTSR associates. The full list of associates is presented over the page with the CTSR’s active associates marked with an asterisk\(^1\). The number of associates is slightly less than the 2006 total of 65. The difference is due to the fact that some associates left the university during the year. Of the 60 associates, 35 were actively engaged in research or externally funded projects which they aligned to the Centre. The level of active associates has increased from 27 in the previous year to 31 in 2007. Key centre research teams include the ICT team (McGrath, Burgess and Sharda), the SMTE team (Breen, Barning-Seers, Jago), the events team (Jago, Deery, Hede and Mair), destination management (King, Whitelaw, Jago, Pearlman), applied economics (Divisekera, Fernando and Kulendran), Food and Wine (Deery, O’Mahony), Volunteers (Deery, Jago and Lockstone) and the cultural tourism team (Polonsky and Kay).

\(^1\) The CTSR defines “research active” in this context as those associates who have registered with the centre and who have engaged with the centre through research projects or publication alignment. It should be noted that some researchers may have aligned their research with the CTSR without the knowledge of the CTSR staff.
<table>
<thead>
<tr>
<th>NAME</th>
<th>POSITION</th>
<th>SCHOOL</th>
<th>FACULTY</th>
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</thead>
<tbody>
<tr>
<td>Mr. Shameem Ali</td>
<td>Lecturer</td>
<td>Hospitality, Tourism and Marketing</td>
<td>Business and Law</td>
</tr>
<tr>
<td>Ms. Panelope Bassett</td>
<td>Lecturer</td>
<td>Management</td>
<td>Business and Law</td>
</tr>
<tr>
<td>Mr. John Bentley</td>
<td>Senior Lecturer</td>
<td>Information Systems</td>
<td>Business and Law</td>
</tr>
<tr>
<td>*Mr. Wayne Binney</td>
<td>Lecturer</td>
<td>Hospitality, Tourism and Marketing</td>
<td>Business and Law</td>
</tr>
<tr>
<td>Prof. Paul Boan</td>
<td>Professor</td>
<td>Biomedical and Health Sciences</td>
<td>Health, Engineering and Science</td>
</tr>
<tr>
<td>*Prof. John Breen</td>
<td>Deputy Dean</td>
<td>Office of the Executive Dean</td>
<td>Business and Law</td>
</tr>
<tr>
<td>*Dr. Stephen Burgess</td>
<td>Senior Lecturer</td>
<td>Information Systems</td>
<td>Business and Law</td>
</tr>
<tr>
<td>Dr. Wei Bai</td>
<td>Lecturer</td>
<td>Information Systems</td>
<td>Business and Law</td>
</tr>
<tr>
<td>Prof. Margaret Deeny</td>
<td>Principal Researcher</td>
<td>STCRC</td>
<td>Business and Law</td>
</tr>
<tr>
<td>*Dr Sarah Divelekera</td>
<td>Senior Lecturer</td>
<td>Applied Economics</td>
<td>Business and Law</td>
</tr>
<tr>
<td>*Mr. Michael Edwardson</td>
<td>Lecturer</td>
<td>Hospitality, Tourism and Marketing</td>
<td>Business and Law</td>
</tr>
<tr>
<td>Dr. Jeffery Faux</td>
<td>Head of School</td>
<td>Accounting and Applied Economics</td>
<td>Business and Law</td>
</tr>
<tr>
<td>Dr. Hubert Fernando</td>
<td>Lecturer</td>
<td>Accounting and Applied Economics</td>
<td>Business and Law</td>
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<tr>
<td>*Dr. Martin Fluker</td>
<td>Lecturer</td>
<td>Hospitality, Tourism and Marketing</td>
<td>Business and Law</td>
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<tr>
<td>*Ms. Romana Garma</td>
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<tr>
<td>Assoc. Prof. Susan Gillet</td>
<td>Acting Head</td>
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</tr>
<tr>
<td>Mr. Paul Hawking</td>
<td>Senior Lecturer</td>
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<td>Business and Law</td>
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<tr>
<td>*Assoc. Prof Anne-Marie Hede</td>
<td>Senior Lecturer</td>
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<tr>
<td>Dr. Ranijith Thalayayake</td>
<td>Associate Professor</td>
<td>Applied Economics</td>
<td>Business and Law</td>
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<tr>
<td>*Ms. Judi Inglis</td>
<td>Research Student</td>
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<tr>
<td>Mr. Malay Joshi</td>
<td>Lecturer</td>
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<tr>
<td>*Ms. Olga Junek</td>
<td>Lecturer</td>
<td>Hospitality, Tourism and Marketing</td>
<td>Business and Law</td>
</tr>
<tr>
<td>Mr. Stergios Karanastos</td>
<td>Research Student</td>
<td>Information Systems</td>
<td>Business and Law</td>
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<tr>
<td>*Dr. Pandora Kay</td>
<td>Lecturer</td>
<td>Hospitality, Tourism and Marketing</td>
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<tr>
<td>*Prof. Brian King</td>
<td>Program Director</td>
<td>Division of the Pro Vice-Chancellor (Institutional Services)</td>
<td>Business and Law</td>
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<tr>
<td>*Dr. Nada Kulendran</td>
<td>Senior Lecturer</td>
<td>Applied Economics</td>
<td>Business and Law</td>
</tr>
<tr>
<td>*Dr. Leonie Lockstone</td>
<td>Lecturer</td>
<td>Hospitality, Tourism and Marketing</td>
<td>Business and Law</td>
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<tr>
<td>*Ms. Raquel Liciardi</td>
<td>Lecturer</td>
<td>Management</td>
<td>Business and Law</td>
</tr>
<tr>
<td>Dr. Beverley Lloyd-Walker</td>
<td>Senior Lecturer</td>
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<td>Business and Law</td>
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<tr>
<td>Mr. Sidney Lung</td>
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<td>Applied Economics</td>
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<tr>
<td>Ms. Helen Madden-Hallett</td>
<td>Lecturer</td>
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<td>*Prof. G. Michael McGrath</td>
<td>Professor</td>
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<td>*Dr. Stephanie Miller</td>
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<tr>
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<td>*Dr Kais Ohtsuka</td>
<td>Senior Lecturer</td>
<td>Psychology</td>
<td>Arts Education and Human Development</td>
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<td>*Assoc. Prof Barry O’Mahony</td>
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<td>*Mr. Michael Pearlman</td>
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<tr>
<td>*Prof. Michael Jay Polansky</td>
<td>Professor</td>
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<td>Prof. Ian Priestly</td>
<td>Professor</td>
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<tr>
<td>Dr Regina Quiazon</td>
<td>Diabetes Education Project Officer</td>
<td>Nursing and Midwifery</td>
<td>Health Engineering and Science</td>
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<tr>
<td>Ms. Sarah Ryu</td>
<td>Research Student</td>
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<td>Business and Law</td>
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<td>*Assoc. Prof. Geoffrey Sandy</td>
<td>Associate Professor</td>
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<tr>
<td>Dr. Carmine Sellitto</td>
<td>Lecturer</td>
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The Research Leaders Forum again operated in 2007 and met in March, May and October. This forum comprises Professorial and Senior Associates who provide research leadership in the area of Hospitality and Tourism research. The Leaders, as listed below, provided valuable input into the strategic direction of the Centre.

### RESEARCH LEADERS

**PROFESSORIAL ASSOCIATES**
- Prof John Breen
- Prof Margaret Deery
- Assoc Prof Sue Gillet
- Assoc Prof Anne-Marie Hede
- Prof Leo Jago
- Prof Brian King
- Prof Michael McGrath
- Assoc Prof Nalin Sharda
- Prof Lindsay Turner

**SENIOR ASSOCIATES**
- Michael Pearlman
- Paul Whitelaw

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**CENTRE MANAGEMENT GROUP**

The new Centre Management Group had its inaugural meeting on 4 December 2007. Members of this group are:

**ACTUAL MEMBERSHIP (INCLUDES RESEARCH LEADERS)**
- Prof John Breen (Dean’s nominee) — Chair
- Prof Linda Rosenman
- Assoc Prof Sue Gillet
- Prof Brian King
- Prof Lindsay Turner
- Prof Mike McGrath
- Assoc Prof Nalin Sharda
- Assoc Prof Anne-Marie Hede
- Dr Stephen Burgess
- Mr Paul Whitelaw
- Prof Leo Jago

**OBSERVERS:**
- Prof Margaret Deery
- Prof Terry DeLacy
- Dr Sue Bergin Seers
In 2007, the CTSR worked with a number of associates, research partners and industry partners to undertake a range of projects. Overall, the CTSR coordinated 28 major research projects (25 were externally funded and 3 internally funded) across several of the Centre's strategic areas. These projects are listed below.

**EXTERNALLY FUNDED PROJECTS**

### DESTINATION MANAGEMENT

**A COMPREHENSIVE ANALYSIS OF TOURISM DEMAND ELASTICITY FOR AUSTRALIA INBOUND TOURISM MARKETS**

Tourism Australia (TA) in its role in promoting tourism to Australia has an objective to create and increase awareness of Australia as a tourist destination. In this process, TA acts in partnership with the Australian travel industry, the Government and the States and Territories. As public funds are being used, the return on the investment of TA's promotional activities must be estimated. This study estimates the return per dollar tourism marketing investment in the Asian market over the sample period 1980 to 2005 using the dynamic modelling approach and cost effectiveness analysis.

**VU Researchers**
- Dr. Nada Kulendran
- University of New South Wales

**A MANUAL FOR SUSTAINABLE COMMUNITY BENCHMARKING**

An important factor underpinning tourist choice is the perceived quality and nature of a community/destination. A significant contribution towards promoting long-term sustainable tourism through protecting intrinsic environmental and social values upon which it depends is to encourage the community as a whole to heighten awareness through benchmarking and accreditation. Not only can the whole community be engaged, but individual travel and tourism operations within the community are likely to see greater impact publicity and benefit from the process, and in turn be more open to assessing their own businesses’ sustainability and use eco-label brands such as Green Globe. This project will produce an end-user’s manual on sustainability benchmarking that can be used by all communities. It will include a clear description of the reasoning behind the process, where to source the required information, and an interactive workbook to follow with examples. The manual will contain sections on environmental, economic and social indicators to enable a full triple bottom line overview. The outcomes will be achieved by building upon, and putting to use, the STCRC’s existing formative research in this area.

**VU Researchers**
- Prof Leo Jago
- Prof Ashley Scott
- Mr Paul Whitelaw
- Monash University
- La Trobe University
- Parks Victoria

**COMMUNITY VALUES FOR THE MURRAY RIVER RESERVES**

The Murray River is a well known destination and is well used by tourists and locals. This study involves a survey of residents along the Murray River to identify their perceptions of the river and its surrounding area as a tourism and community resource. The project is underway and will be completed early 2008.

**VU Researcher**
- Mr Paul Whitelaw

**DEVELOPMENT OF PLACE ATTACHMENT TO PARKS**

This project aims to examine the following research questions:

1. How is place attachment created?
2. What influences place attachment?
3. How can management use place attachment theory to develop community identity, encouraging healthy communities, engaging communities in park planning, and allow communities a sense of ownership in parks?

The study built on work undertaken by Ms Judi Inglis as part of her PhD thesis. The research site for the Network project is a “greenfield” park at Melton called Toolern Creek while the research site for Judi’s thesis is Croajingolong National Park. The data collected for the thesis will assist in informing the current study. In addition to the data collected from this national park, the current study will examine the literature as it applies to proposed parks with the aim of providing a detailed overview of his literature and providing key recommendations for enhancing place attachment in new parks.

**VU Researchers**
- Prof Margaret Deery
- Ms Judi Inglis
- Mr Paul Whitelaw
- Parks Victoria
ESTIMATING THE ECONOMIC, SOCIAL AND ENVIRONMENTAL VALUE OF TOURISM IN PROTECTED AREAS

This project involved a detailed assessment of tourism values and costs in localities adjacent to protected areas in Tasmania, Victoria and Western Australia. It involved tourists, townpeople, natural area managers, and government authorities. The project draws together recent work on economic valuation of protected area tourism by Carlsen and Wood (2004), social values of tourism by Fredline, Deery and Jago (2006) and environmental values of tourism based on work by Michael Lockwood at the University of Tasmania and David Wood in Western Australia. As a final stage, the project identified the costs of tourism activity to a region based on a case study of Exmouth. The project aims to provide methods for identifying monetary and non-monetary values for tourism across a range of study areas using methods that may be replicated across regions. The methods will inform the development of toolkits for the assessment of economic, environmental and social values of protected areas, which will be made widely available for use. The process of creating toolkits has begun with the existing Valuing Places Toolkit, which is based on the economic valuation methods detailed in this report.

VU Researcher
• Prof Margaret Deery
Research Partners
• Curtin University
• Griffith University
• University of Tasmania

EXPLORING THE LINKS BETWEEN MIGRATION AND TOURISM: AN AUSTRALIAN STUDY

This project seeks to examine the links between migration and subsequent tourism to and from Australia. In this project, econometric estimates of the impact migration has on tourism flows will be produced. Particular attention will be given to examining whether there is a maturation in the migration related tourism market, and that the impact of migration on tourism weakens beyond some point in time. Estimates of the impacts on expenditures will also be produced. A further extension incorporated in this study will be an estimate of the economic impacts of migration induced tourism expenditures using a computable general equilibrium model of the Australian economy which incorporates tourism as a detailed sector. The team are currently finalising the economic data and plan to complete the project in 2008.

VU Researchers
• Prof Brian King
• Dr Thu-Huong Nguyen
Research Partners
• Monash University
• La Trobe University

OTWAY’S TOURISM INITIATIVE: BENCHMARK AND EVALUATION FRAMEWORK

In the past few years a number of tourism initiatives were implemented in the Otway Ranges. Researchers involved in their evaluation are developing a framework by which the impact of intervention funding can be assessed using a multiple bottom line approach. Using the UNEP (United Nations Environmental Program) guidelines as a basis, the project developed a model to assess the value of investment in the local tourism industry. The evaluation focused on the impact on employment and general economic well being, social and community wellbeing, and environmental impact. The project was completed early in 2007.

VU Researcher
• Mr Paul Whitelaw
Industry Partner
• Department of Sustainability and the Environment

SEASONALITY

The study examined the concept of seasonality with a focus on Australia. Seasonality presents a number of issues that require special attention and strategies. In particular, seasonality affects the number of tourists to a region and therefore can threaten the viability of businesses in a region. For example, seasonality can place great pressure on remote or isolated tourism enterprises to staff their business with available and appropriate staff, far more so than for enterprises located in more populated areas.

The outcome of the project will be available in a STCRC report to be published in 2008. The report provides a number of strategies to assist tourism agencies and enterprises in the management of tourism activity for improved economic and social returns. In particular, the research provides a range of strategies that have been used at the destination and enterprise levels to ameliorate the effects of seasonality. In addition, the study draws attention to other factors that need to be considered before any strategies can be adopted and applied successfully.

VU Researchers
• Dr Sue Bergin-Seers
• Assoc Prof Barry O’Mahony
Research Partners
• Monash University
• La Trobe University
Sustainable Regional Destination Development
(A Centre of Regional Tourism Research Project)

This project will examine and determine best practice principles which have underpinned the sustainable development, marketing and management of regional tourism destinations in Australia in order to improve destination and stakeholder practice. This general research aim is expressed more specifically as the following research objectives.

1. To identify the issues related to sustainable regional tourism destination development, marketing and management.
2. To identify best practice principles from related tourism literature in the areas of sustainable destination development, marketing and management.
3. To identify principles from representatives of stakeholder groups engaged in regional tourism development, marketing and management across national, state, regional and destination levels.
4. To examine destination case studies of best practice in regional tourism development, marketing and management.
5. To consider implications in the light of the way tourism has been developed, marketed and managed in these destinations for other regional tourism destinations in Australia.
6. To design and develop best practice guidelines, toolkits and training programs for stakeholders engaged in regional tourism destination development, marketing and management.
7. To determine a set of benchmarking measures for regional tourism organisation involvement in sustainable regional destination development, marketing and management.

VU Researcher
• Mr Michael Pearlman

Research Partners
• Southern Cross University
• Murdoch University
• Griffith University
• Charles Darwin University

Ttnq-TeI: An Analysis of Visitor Activity

A study of Far North Queensland in 2006 developed detailed local area statistics in the area from Townsville, up through Cairns to the Cape York. Within the project, the major tourism statistics databases (IVS/NVS) were restructured away from their current nominal data format into a ratio data format. Apportioning of the data was then carried out using external databases such as the Census so that more detailed statistical analysis of the data at a local area (urban centre and hamlet) level could be undertaken. As a result of the success of the early phases of this project, additional iterations have been scheduled into 2008.

VU Researcher
• Mr Paul Whitelaw

Industry Partners
• Tourism Tropical North Queensland
• Townsville Economic Development Ltd

Events

An Empirical Examination of the Role that Events Play in Helping to Brand Destinations

An experimental design has been employed to understand the manner in which events can complement or reinforce the image of attractions at a destination. The study is testing how the effect of events may vary as a function of demographics and travel experience and the role that events play in prompting a respondent to travel to a specific destination.

This research will provide destination marketers and event operators with information for developing specific strategies to enhance the destination branding benefits derived from the hosting of events. The project has strong support from state and territory tourism organisations, including Tourism Tasmania.

VU Researcher
• Prof Leo Jago

Research Partners
• Griffith University
• University of Texas

Industry Partner
• Events Tasmania
ASSESSING THE ROLE EVENTS PLAY IN INDUCED TOURISM

The project will examine the often claimed induced benefits of events for tourism destinations. Destination Managers argue the benefits of events in the enhancing of the destination’s profile, the increase in tourist numbers and the increase in tourism expenditure. This project will examine these claims which, until now, have been largely untested. It will address the claim that events induce tourism at the host destination in the months and years after the event.

VU Researchers
• Prof Leo Jago
• Adjunct Prof Ian Macfarlane

BUSINESS EVENT ASSOCIATIONS STUDY

Tourism Australia is attempting to isolate, establish and quantify the challenges affecting marketing into the association sector / market. The identification of areas of market and/or marketing failure is central to the determination of whether an association directed campaign is required and if so what form that campaign should take.

TA has commissioned the Business Tourism Company to undertake a review of the market and its conditions as well as undertaking an off-shore customer review. To supplement this, it is important that the Australian based industry be consulted and that key issues that are affecting the marketing of Australia and the challenges, as seen by them, are determined. This latter component is the role of this project. More specifically, this project will undertake depth interviews with a wide range of key industry informants to understand:

• The perceptions of the association market and its value to specific business, destinations and/or the country
• The value chains inherent in the sector and the key components of those value chains
• The perceived value of elements of an association bid / marketing package
• Results that have been achieved e.g. conversion rates etc.
• Attrition rates applicable through the marketing /sales process.
• Opinions of an Association campaign; reasons for it and metrics to be applied

VU Researchers
• Prof Leo Jago
• Prof Marg Deery

Research Partner
• Tourism Australia

INFORMATION COMMUNICATIONS AND TECHNOLOGY

A DSS FOR EVALUATING THE ECONOMIC IMPACT OF TOURISM ENTERPRISE ENVIRONMENTAL AND SOCIAL INITIATIVES

TEPS was developed as a computerised business planning aid that allows existing or prospective tourism enterprise operators to factor tourism-specific variables into their strategic and operational-level planning. Specifically, it simulates projected ROI (over a 7-year period) for various combinations of economic, environmental and social investments (e.g. in staff development, marketing and environment despoilment mitigation). A prototype has been implemented in stand-alone, fully self-contained CD-ROM form.

In this project, in partnership with Green Globe (GG) and Decipher, the initial version of TEPS was customised and extended to produce TEPS-V2.1; a commercial-standard, fully-functioning decision support system (DSS) designed to allow tourism businesses to project ROI from the specific environmental and social programs promoted by GG/Earthcheck (e.g. in the areas of water, energy and waste management, and the impact of these on customers, the market and key business stakeholders and partners). In addition, TEPS-V2.1 was designed to act as a GG/Earthcheck new business attractor. Stand-alone versions have been implemented and it is in the process of being deployed online through the GG/Earthcheck websites.

VU Researchers
• Prof Michael McGrath
• Mr Henk Meijerink

Research Partner
• University of Queensland
TOURISM ENTERPRISES

ACCOMMODATION SELECTION
This project explores customers’ attitudes and values towards the various aspects of an accommodation facility (hotel, motel, caravan park) with a particular focus on those elements that influence the decision to purchase.
VU Researchers
• Prof Leo Jago
• Mr Paul Whitelaw
Industry Partner
• AAA Tourism

CHINESE BUSINESS MIGRANTS
The importance of migrant businesses to the Victorian economy is well recognised. These migrants are individuals who have achieved significant business success in their own country and who are able to provide Australia with specific commercial expertise and capability.
If individuals wish to migrate to Victoria the government requires that these activities be of an economic benefit to the state. Sponsorship by the state is available in the immigration process and is based on individuals meeting certain requirements. Once sponsorship is achieved then the migrant is given a provisional visa. Permanent residency is only granted after an assessment of key criteria after a period of four years, which assesses their contribution to the economy. This study was conducted for the Work Participation Branch of the Department of Industry, Innovation and Regional Development (DIIRD) and focused on Chinese migrants who have arrived in Victoria under a state sponsorship agreement. In particular, the needs and experiences of ‘on-shore’ migrants were explored and included recent arrivals; migrants in the start-up phase of their business; and migrants with established businesses.
VU Researchers
• Prof John Breen
• Dr Sue Bergin-Seers
• Ms Helen Yang
• Ms Christabel Zhang
Industry Partner
• Work Participation Branch of the Department of Innovation, Industry and Regional Development (DIIRD)

ENVIRONMENTAL SUSTAINABILITY PRACTICES OF VICTORIAN TOURISM ENTERPRISES
Environmental sustainability has been a growing concern in our society for the past twenty years, and is a primary concern of many in the tourism industry who acknowledge the significance of the environment to the future of tourism in Australia. Guidelines, Codes of Practice and educational programs have been developed to encourage and facilitate the adoption of environmentally sound practices by the tourism industry. However, industry leaders are expressing concern as to the actual level of adoption of such practices by the industry at large.
With a view to better understanding the reality of the situation and to develop practical recommendations and tools to assist the pursuit of sustainable tourism, this project assessed the environmental attitudes and behaviour/practices of Victorian tourism enterprises. By identifying enhancers and barriers, real-life cases were presented as exemplars to facilitate the adoption of sustainable practices by small tourism enterprises.
The full Technical Report is available from the STCRC.
VU Researchers
• Dr Sue Bergin-Seers
Research Partners
• La Trobe University
• Monash University
Industry Partners
• Tourism Victoria
• Geelong Otway Tourism

HOME BASED BUSINESSES
Home Based Businesses are now found in large numbers and through their employment generation potential they comprise a vital sector that contributes significantly to Australia’s economic and social well-being. Consequently, the Victorian Government’s Department of Innovation, Industry and Regional Development (DIIRD) and the Western Australia Government’s Small Business Development Corporation (SBDC) provided support for this project.
Specifically, the research project was designed to provide:
• Up to date information on Home Based Businesses (HBBs)
• Investigate the nature and dynamics of growth in the sector
• Explore the business growth drivers and inhibitors
VU Researchers
• Prof John Breen
• Dr Sue Bergin-Seers
SUPPORT PROVISION FOR VICTORIAN TOURISM BUSINESSES: THE ENHANCEMENT OF SERVICE SKILLS AND PROFESSIONAL STANDARDS

The project addresses the issue of professionalism and standards in the tourism industry and the concern that some operators, who are performing at a sub-standard level, are affecting the reputation of regional areas and Victoria as a tourism destination. To identify performance development issues and the relatively poor take up of support offerings a study of both support providers and tourism operators was undertaken. The investigation of support providers involved an audit of what key tourism organisations in Victoria offer to tourism businesses. It also included interviews with key industry personnel to identify issues and views of what works and doesn’t work in assisting operators to improve service and product delivery. The face to face interviews conducted with 30 operators, located in north East Victoria, ascertained their support engagement activities, support needs, knowledge and perceptions of current support offerings. The project report, published by the STCRC, will be released in 2008.

VU Researchers
- Dr Sue Bergin-Seers
- Dr Judith Mair
Industry Partners
- Tourism Victoria
- North East Victoria Tourism Inc.

SUSTAINABILITY PRACTICES, AWARDS AND ACCREDITATION PROGRAMS: HOW DO THEY INFLUENCE CONSUMER PURCHASING?

Climate change and environmental sustainability are now key global issues. The tourism industry in particular is aware of the need to reduce its greenhouse gas emissions. According to Tourism Victoria the state’s estimated 100,000 tourism-related enterprises have an important role to play in supporting the sustainability of tourism. Although consumer awareness of environmental issues is increasing, tourism businesses are not taking on sustainable practices to any great extent. It may be that consumers will help drive the needed changes. This study was driven by Tourism Victoria’s commitment to sustainable tourism and the need to better understand the consumers’ views of the environmental (or green) practices of tourism operators and the influence that these practices have on tourism product purchasing.

VU Researchers
- Dr Sue Bergin-Seers
- Dr Judith Mair
Industry Partners
- Tourism Victoria
- Melbourne Visitor Centre at Federation Square
- Lorne Visitor Information Centre
- Bendigo Visitor Information Centre
- Mildura Visitor Information Centre
- Alpine Discovery Centre, Mount Beauty

TRAINING NEEDS

This project involved a comprehensive survey of the provision of hospitality and tourism training in Australia as well as a comprehensive survey of the needs of the industry with a view to identifying overlaps and gaps in the hospitality and tourism training and education sector. The project is due for completion in early 2008.

VU Researchers
- Mr Paul Whitelaw
- Ms Penny Bassett
- Ms Rachel Licciardi
Industry Partners
- Griffith University
- University of Queensland
- Southern Cross University

TRAVEL AGENT CUSTOMERS: IDENTIFICATION OF THEIR CHARACTERISTICS, BEHAVIOURS AND NEEDS

Capturing changing market trends in travel, in light of the impact of the Internet, is important to the ongoing sustainability of the Travel Agency sector. In particular, the identification of the key characteristics and behaviours of current travel agent customers will make it possible for the travel agency sector to adjust, if need be, to changing consumer demands.

This study was carried out for Australian Federation of Travel Agents (AFTA) members under the guidance of the AFTA Executive using a web-based approach. Data were gathered from 1692 travel agent customers from across Australia in order to identify behaviours and views in relation to use of the Internet, loyalty schemes and the introduction of a fee for travel agency services. The findings will be published in an...
COMMUNITY AND REGIONAL DEVELOPMENT

A STUDY OF SELF-CONTROL ACROSS DIFFERENT CULTURALLY AND LINGUISTICALLY DIVERSE COMMUNITIES: THE DEVELOPMENT OF A CULTURALLY COMPETENT HARM MINIMISATION FRAMEWORK FOR PROMOTING RESPONSIBLE GAMBLING.

The project, undertaken for the Department of Justice, aims to provide a culturally competent approach to responsible gambling behaviours in gambling venues that considers the needs of individuals from a variety of Culturally and Linguistically Diverse (CALD) communities. The research focuses on the issue of access and explores the role of the individual’s self-control as a mechanism for maintaining responsible behaviours. The research is also investigating the perceptions of the gambling venue employees in supporting conditions for assisting informed choice so as not to mislead, or exploit the gamblers. A key premise of the study is that a culturally competent harm minimisation framework can be most effectively achieved with a better understanding of how regular recreational or responsible gamblers from different communities maintain self-control in their gambling.

VU Researchers
- Assoc Prof Barry O’Mahony
- Dr Keis Ohtsuka
- Dr Sue Bergin-Seers
- Dr Judith Mair

Industry Partner
- Department of Justice

THE MEANING AND IMPACT OF AUSTRALIA DAY

This project, which was commissioned by the Australia Day Council, seeks to understand the meaning that Australia Day has for different groups within the community around Australia and to determine what impact Australia Day festivities have on the community. It will build upon social impact work that has been done in previous studies.

VU Researchers
- Prof Leo Jago
- Prof Marg Deery

Research Partner
- Griffith University

VOLUNTEER MAPPING AND NEEDS ANALYSIS

The study was undertaken for the Wyndham City Council to assist in the “creation of closer links between Council and its volunteer sector”. As a result of the project the Council wanted to be more aware of the expectations, needs and values of local volunteers. The outcomes of the needs analysis were used as key drivers for change as part of the Wyndham Volunteer Strategy 2007-2010. Via a survey of volunteer organisations located within the City of Wyndham, the study examined the profile of the volunteer organisations with specific focus on the demographic details of the organisations and the volunteers, the volunteer motivations, the needs of the volunteers and the organisations, the scope of volunteer roles within the community and the volunteer match with the available role.

VU Researchers
- Prof Margaret Deery
- Dr Leonie Lockstone
- Dr Sue Bergin-Seers
- Prof Leo Jago
- Dr Judith Mair

Research Partner
- Wyndham City Council
INTERNALLY FUNDED PROJECTS

ACADEMIC LITERACY
The project developed a video, website and other multi media resources to help students deal with the critical issues of academic literacy and honesty in a positive and proactive manner. Using examples from film, TV, music and literature the website helps students explore the fundamental concepts that underpin critical thinking, creativity, academic writing, plagiarism, collusion and recycling work.

VU Researchers
• Mr Paul Whitelaw
• Ms Fiona Henderson

AN INVESTIGATION OF VOLUNTEERING FLEXIBILITY IN THE TOURISM SECTOR
Volunteers are increasingly calling for flexibility in their volunteer assignments, and therefore the aim of the research is to test a model that postulates the level of reciprocal flexibility with which volunteers and their host organisations negotiate. The research will provide a greater understanding of how and when tourism organisations are required, to meet the flexibility needs of their volunteers in order to ensure positive recruitment and retention outcomes for all parties involved.

VU Researchers
• Dr Leonie Lockstone
• Prof Brian King
• Prof Margaret Deery

Research Partner
• Victoria University, Wellington, NZ

DEFINING THE PARAMETERS AND CONSTRAINTS FOR VISITS TO CULTURAL TOURIST ATTRACTIONS
The project, in collaboration with major arts and cultural institutions in the state of Victoria, will examine the barriers for attendance at cultural tourist attractions. The research will explore the views and attitudes of two different cultural groups within the Western region — English-speaking residents and Vietnamese residents. Qualitative research methods will be used to identify perceived or actual barriers to visiting cultural attractions and the relationships between socio-cultural factors. The research findings will generate significant research output in a new field that explores the cultural and social dimensions of tourism.

VU Researchers
• Dr Pandora Kay
• Assoc Prof Barry O’Mahony
• Prof Michael Polonsky
• Dr Emma Wong

Industry Partners
• Museum Victoria
• The Arts Centre
• Arts Victoria Publications
The total number of DEST publications for 2007 by Centre staff and Research Associates was 101, as summarised below. This number of publications is a substantial increase from 2006.

**Books** 1
**Book Chapters** 17
**Journal articles, refereed** 35
**Conference papers, refereed** 48
**TOTAL** 101

### DETAILS OF DEST APPROVED PUBLICATIONS

#### BOOKS


#### BOOK CHAPTERS

JOURNAL ARTICLES (REFEREED)


The CTSR played a key role in helping to enhance the research culture within VU and in the dissemination of research outputs. A major activity of the centre in 2007 was the Event Research Conference and Education Symposium. The CTSR, together with the Australian Centre for Event Management (UTS) presented the Fourth International Event Research Conference (11 - 12 July) and Second Event Education and Research Network Australasia Symposium (13 July). The event was held in Melbourne with over 100 delegates in attendance.

**WORKSHOPS**

Workshops were undertaken in partnership with a range of organisations, including, the School of Hospitality, Tourism and Marketing (HTM), Nottingham Business School, Tourism and Marketing, VTIC, TTF and Monash University.

**School of Hospitality, Tourism and Marketing**

Two research seminars were held with staff in HTM to help foster their research activities.

**Student Relationship Seminar**

An international perspective on the changing nature of the student - supervisor relationship was explored in the seminar presented by Professor Conrad Lashley from Nottingham Business School in the UK.

**Sharing Your Toys at the Research Party**

An Early Career Researcher and PhD workshop involving presenters from the Centre, Strathclyde University and Monash University to foster collaborative research.

**PHD COLLOQUIA**

The CTSR continues to support the education and training of PhD students and Early Career Researchers. The CTSR facilitated four workshops during 2007 for PhD Students and Early Career Researchers. The foci for these workshops were ‘de-mystifying research’; ‘developing a publication portfolio’; ‘relationships with supervisors’ and ‘feedback on progress’.

Staff from the CTSR also played a lead role in convening a PhD Workshop for PhD scholars from around Australia that was staged in Sydney in February 2007.

**COURSES**

The CTSR, in conjunction with the Australian Centre for Event Management at University of Technology Sydney ran two courses for the Executive Certificate in Event Management in 2007. The courses were presented by event management specialists Rob Harris and John Allen (OAM). The program is designed to both enhance the professional skill and knowledge base of those already employed within the event industry and to serve as a sound platform for people wishing to launch careers in event management. The courses were held at VU’s City Flinders Campus and were well attended with over 60 industry and VU employees involved. Feedback received from the attendees indicated an extremely high level of satisfaction with the presenters, content and networking opportunities.
Over the years, the Centre has developed a number of prestigious external collaborations and partnerships. In terms of national partnerships, the CTSR has worked with the peak tourism body in Australia, namely, Tourism Australia and its statistical arm, Tourism Research Australia for over four years.

The CTSR and its associates have long standing relationships with Government and Tourism organisations such as the Department of Sustainability and the Environment, Department of Innovation, Industry, and Regional Development, Tourism Victoria, Tourism Alliance Victoria, Tourism Tasmania, the Melbourne Convention and Exhibition Centre (MECC), Business Events Council of Australia (BCECA), Geelong Otway Tourism, Museum Victoria and Parks Victoria. Most of these relationships have been in existence for many years.

During 2007, the CTSR took out formal memberships of some industry organisations to enhance further the relationship between industry and the Centre to ensure that the Centre’s activities contribute to industry’s needs. Memberships were taken with the Victoria Tourism Industry Council (VTIC) and the Victoria Event Industry Council (VEIC), and with the Tourism and Transport Forum (TTF) in partnership with the School of Hospitality, Tourism and Marketing. An application for affiliate membership of the United Nations World Tourism Organisation (UNWTO) is in process.

In terms of strategic partnerships with other research institutions, the Centre has a long-standing collaborative relationship with the Sustainable Tourism Cooperative Research Centre (STCRC). This relationship has been highly successful but changes in the STCRC will likely lead to significantly less research funds being available in the future. In addition, the CTSR has built a number of strategic partnerships with other Universities and researchers. These collaborations provide further synergies and extend the CTSR’s capabilities so that it is able to work in a range of specialised areas within the field of hospitality, tourism and services research. External relationships enable the dissemination and gathering of knowledge and provide access to external funding.

External research associates who worked with the Centre over the past two years include:

- Mr John Allen (University of Technology Sydney)
- Prof Ray Ballantyne (University of Queensland)
- Assoc Prof Sue Beeton (La Trobe University)
- Assoc Prof Jeremy Boulthjens (Southern Cross University)
- Prof Jack Carlsen (Curtin University)
- Prof Laurence Chalip (Texas University)
- Prof Larry Dwyer (University of NSW)
- Prof Tom Baum (Strathclyde University)
- Prof Peter Forsyth (Monash University)
- Dr Elizabeth Fredline (Griffith University)
- Dr Elspeth Frew (La Trobe University)
- Assoc Prof John Hall (Deakin University)
- Mr Rob Harris (University of Technology Sydney)
- Prof Conrad Lashley (Nottingham-Trent University)
- Dr Michael Lockwood (University of Tasmania)
- Assoc Prof Brent Ritchie (University of Canberra)
- Prof David Simmons (Lincoln University)
- Prof Beverley Sparks (Griffith University)
- Mr Ray Spurr (University of New South Wales)
- Prof David Wood (Curtin University)