
The Newsletter



International Academy
for the Study of Tourism

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President's Message

We are within six months of our biennial conference in Savonlinna, Finland and based on preliminary estimates, it promises to be our most well attended conference yet. Steve Wanhill has been working diligently, along with our hosts from the Finnish University Network for Tourism Studies (FUNTS), to get the program in shape. This issue of the newsletter contains the official "Call for Papers" for our conference and I hope many of you will be presenting some of your best work yet. Paper presentations have been the main reason for our conference and I find it interesting to hear what members, and guests, in fields unrelated to mine have been doing. Of course an equally important reason for attending is to see old (only in the figurative sense), and make new, friends and colleagues.

We have just finished our biennial membership drive and in short order you will be asked to cast your ballot on the slate of new applicants. This is one of the most important duties for each of us as members of the Academy. Please take the time to thoroughly review each and every new member application and exercise your right to vote.

Our Secretariat is maturing nicely and has taken control of the daily duties. I am writing this from the island of Macao and shortly will journey to the Secretariat office in Hong Kong to visit our headquarters. Please take the time to review our web site (www.tourismscholars.org) and send feedback to the Secretariat. It is still very much a work in progress but it is quickly becoming the place where most of your questions can be answered. Our by-laws are posted on the site as well as other important information about the Academy. I would like to remind the members of our conference sponsorship policy (posted on our web site) and ask that you actively seek ways in which the Academy can be involved in additional conferences and other scholarly pursuits. The most effective advertising remains "word of mouth" and for the Academy to achieve its mission we will need to become even more involved in scholarly activities around the globe.

Finally, I encourage you to send us notices of what you have been doing, including new publications, upcoming conferences etc so that we can include that information in the newsletter. We are a community of individuals and by sharing what you have been doing we help each other. I close now with best wishes to each of you as we approach yet another new year in the life of the Academy.

IN THIS ISSUE

	PAGE
President's Message	1
Publications Wanted	2
New Academy Office	2
Letter to the President	2
Conference Report	3
Members' Activities	4
Letter to Academy Members	8
Conference Announcements and Call for Papers	9

Publications Wanted

When the Secretariat was established one of the elements of our agreement is that it would become a repository for member publications. Please send any or all of your past publications (books, monographs, articles) directly to the Secretariat office. Since we operate in diverse disciplines it was envisioned that our headquarters office would be the only place in the world to house this wide ranging collection of our work. To accomplish that objective we need your help. When signing a new book contract for example please request a complementary copy be sent to our headquarters. If you have extra copies of past publications send them on as well. This collection of works housed in one place will help us achieve our mission of increasing both the quality and quantity of knowledge about tourism. We cannot achieve our mission without your active participation. Thank you.

Bill Gartner

New Academy Office

A new office for the International Academy for the Study of Tourism has been created as part of The Hong Kong Polytechnic University's Hotel and Tourism Resource Center, a special library for hospitality and tourism studies established within the campus of the university. The Center, which houses both the Academy Office and the Hong Kong Sustainable Travel and Tourism Resource Unit, is a 250-square meter, state of the art facility that features educational and research resource materials related to hospitality and tourism. Academy members visiting Hong Kong are invited to pay a visit to the Academy Office and sign our guest book!

Letter to the President

July 29, 2002

*William Gartner, President
International Academy for the Study of Tourism
Professor of Applied Economics and Associate
of the Tourism Center
University of Minnesota
248B Classroom Office Building
1994 Buford Avenue
St. Paul MN 55108-6040*

Dear Executive Board:

In reading the most recent Academy Newsletter I wish I were 30 years younger, instead of now 85! With my past experience and dedication to improved tourism I wish I had the energy to do more about it. My only hope is that perhaps my past work has stimulated others to carry on.

Just because I am not able to participate in many Academy activities does not mean that I am disinterested. I am always glad to read about the accomplishments of members, many of whom I have known about for many years.

Personally, I can report that the 4th edition of my Tourism Planning book will be out this month. Meanwhile, another book manuscript is in the works – Western Tourism: Can Paradise be Restored? This focuses on the past 70 years of tourism change in America's West, good and bad. It concludes with challenges before designers, planners, and developers for future tourism in that important region. So, I still keep busy.

I commend the board for its leadership and high standards of professionalism. After working with tourism since the 1940s, when virtually nothing was being researched and written, it is a pleasure to see the work of the Academy. My best wishes to you for your continued good work.

Sincerely,

*Clare A. Gunn, Professor Emeritus
Texas A&M University*

Conference Report

BOAO FORUM FOR ASIA TOURISM CONFERENCE 17- 20th Nov 2002 at Guilin, China.

Purnima Chauhan

Research Coordinator, Centre for Tourism
Research & Development, India

Email: purnima_chauhan@hotmail.com

The picturesque city of Guilin in South-east China renowned for 'the best scenery under heaven' hosted a significant tourism Conference from 16- 20th November, 2002. This conference was organized by the Boao Forum for Asia (BFA) established as an international NGO in Feb 2002 by 25 Asian countries and Australia, in close collaboration with China National Tourism Administration (CNTA) and Asia Cooperation Dialogue (ACD) with CNTA, BFA and ACD as co-organizers. The Guilin Municipal People's Government accorded a very friendly reception and warm hospitality to the participants.

Delegates from BFA, as well as over 500 experts, scholars and other travel industry personnel from all over the world attended the conference. Mr. Francesco Frangialli, Secretary-General of the World Tourism Organization, was among the distinguished guests who addressed the conference. Other eminent speakers included Dr. Tej Vir Singh (Director- Centre for Tourism Research and Development, India), Prof. K. Chon (Chair Professor, School of Hotel and Tourism Management, Hongkong Polytechnic University), Dr. Geoffrey Wall (Professor, University of Waterloo, Canada), Dr. Din Abdul Kadir (Dean/ Professor, University Utara Malaysia), Mr. Jean Claude Baumgarten (President WTTC), Mr. Peter Semone (Vice-President PATA) and Dr. Trevor Sofield (Professor, University of Tasmania, Australia).

This conference underscored the acknowledged positive multiplier impacts of the tourism industry and its vast untapped potential in the Asia-Pacific region. To capitalize on the tremendous heritage and natural resources of this vastly diverse region and capture its fair share of the global tourism pie it was necessary to forge strategic partnerships among the government sector, the tourism industry and local communities for promoting sustainable tourism. Boao Forum for Asia and Asia Cooperation Dialogue explored avenues for playing a catalytic role by working in tandem as dual tracks for forging such an Asia-wide cooperation.

The conference themes focused on Asian regional tourism cooperation and development, new tourist product development, sustainable development of tourism, and socio- economic contributions from the tourism sector. In-depth deliberations arrived at the following important initiatives:

(I) *Asian Regional Tourism Cooperation and Development* for making this the fastest-growing region in the global tourism industry through government guidance, greater cooperation, market-oriented operations, further industrial commercialization and integrating national tourism policies into national development and resource management plans. Intra-regional and bilateral tourism should be further promoted among Asian countries and regions by removing barriers to tourist flow and simplifying travel administration and service. Asian countries and regions should further intensify their efforts towards inter-continental tourism cooperation, and actively participate in tourism exchange and promotional activities organized by the World Tourism Organization and other international tourism institutions.

(II) *Tourist Product Development and Innovation* by marketing the uniqueness of their traditional heritage as well as new tourist products while highlighting sensitivity towards conserving the natural and socio-economic environment in collaboration with UNSECO, UNEP and other inter-governmental agencies. Value for money tourism could be promoted through emphasizing advantages of geographical contiguity and promoting these through intensive e-commerce applications in tourism.

(III) *Sustainable Tourism Development* - A balanced use of resources and protection of the environment was possible through planned project development and implementation. Terrorism poses a formidable threat to the sustainability of tourism development. The Conference underscored the need for governments in Asia to take firm necessary measures against terrorism so as to ensure a safe and secure environment for tourism development. Besides, conservation of common property resources were particularly emphasized in relation to water, air and energy uses.

(IV) *Social and Economic Contributions of Tourism*- Tourism development transforms tourist resources into economic resources which increase hard currency earnings, help under-developed areas in alleviating poverty, and stimulate new avenues of employment directly and indirectly. By showcasing the unique characteristics of national cultures Tourism industry promotes harmony and mutual understanding among civilizations and cultures, which is conducive to world peace.

The author participated at the conference is a delegate, Center of Tourism Research and Development, India.

Members' Activities

M. Rene Baretje – Pursuing one of the objectives of the Academy "*advancing the international diffusion and exchange of knowledge about tourism*", he continues, during his retirement, to read regularly the international scientific literature on tourism, leisure, outdoor recreation and hospitality industry. He has already analysed 112,090 documents, accessible through the CIRET's website - Items Thesaurus and Geographical Index. His investigations are concentrated on the evolving worldwide data base on universities (497 in 75 countries) and individual researchers (1,976 in 86 countries) specialised in the above-mentioned themes. He invites the Academy Members, not yet quoted in these data bases, to send him their personal information through the CIRET's website <http://www.ciret-tourism.com>.

John Bryden – He is currently 2002 Fellow of the Rural Policy Research Institute (RUPRI) in the USA, based in the Truman school of Public Affairs, University of Columbia-Missouri for ten months (brydenj@missouri.edu). He continues to take an interest in tourism and recreation issues, but mainly in rural environments, and largely in the OECD countries. In 2003, he is organising the conference of the International Rural Network in Inverness, Scotland, and would encourage those IAST members who are interested in, or involved with, local initiatives in rural tourism and recreation, or in policies which support such initiatives, to consult the website and consider joining the conference from June 22 to 28. Over 30 countries and some 400 participants are expected to attend. The conference theme is "Taking Charge: Rural Community Empowerment in Rural Development, Rural Health and Rural Education". The 2005 IRN conference will be in the USA. The website is <http://workforce.cup.edu/wyman/irn.htm>

Richard Butler – He has been elected to the Executive of Aiest (International Association of Scientific Experts in Tourism), effective

September, 2002. He will be attending the annual executive meeting of the Association in St Gallen (Switzerland) in February 2003. He also attended the 4th International Tourism Congress in Porto Alegre (Brazil) in September, 2002, and participated in a book signing involving the Academy publication *CONTEMPORARY ISSUES IN TOURISM DEVELOPMENT* which he edited with Douglas Pearce, and which has recently been published in Portuguese. Another Academy member, Regina Schluter, also participated in the Congress, which had an attendance of over 120 delegates.

Academy members Richard Butler and Georges Cazes participated as invited members of a Panel of International Experts to work with the Ministry of Tourism of the Balearic Islands on revisioning the islands as tourism destinations. The Panel included colleagues from Germany, UK, France and Spain, as well as Balearic academics and industry representatives, and engaged in two-day field trips and two days of discussion. This session is being followed by e-mail discussions and exchange of views which will also be participated in by Academy members Jafar Jafari and Stephen Wanhill. The exercise is expected to be concluded next March, following another meeting of the panel members.

Graham Dann – He has recently edited two books: "Slavery, Contested Heritage and Thanatourism (with A. V. Seaton)", New York: Haworth Press, 2001 and "The Tourist as a Metaphor of the Social World", Wallingford: CAB International, 2002. Further details can be obtained on the publishers' websites:

www.HaworthPress.com
www.cabi-publishing.org

(CONTINUED ON PAGE 5)

Members' Activities

(CONTINUED FROM PAGE 4)

David L. Edgell, Sr.- He and Pamela Lanier have authored a new book: "Managing Sustainable Tourism: A Legacy for the Future". Those interested in obtaining this book should contact Pamela Lanier as follows: Phone: 707-763-0271; Fax: 707-763-5762; e-mail: pamela@travelguides.com. Dr. Edgell is also working on a new book entitled "The Worldly Travelers". Dr. Edgell is the keynote speaker at the Maryland Governors Conference on Tourism on October 14, 2002 and the keynote speaker at the prestigious Miguel Aleman Foundation on October 22, 2002 in Mexico City." David L. Edgell, Sr., Ph.D. new website is: www.davidedgell.com

Douglas Frechtling - He has been promoted to Professor of Tourism Studies at George Washington University. In addition, he co-authored a study on the impact of the September 11, 2001 tragedies on hotel demand in New York City and Washington DC, and the recovery since then. The full text of this study is available at <http://www.sbpw.gwu.edu/news/dchotels.htm>

Donald Hawkins – Some of his recent presentations are

- "Product Development, Marketing and Promotion of Ecotourism: Fostering Sustainable Products And Consumers", World Ecotourism Summit, sponsored by the UN Environment Program and the World Tourism Organization, Quebec, Canada, May 21, 2002. (Moderator)
- "Developing a National Ecotourism Strategy", International Conference on Building Ecotourism Capacity for Sustainable Development, Dominica June 3, 2002, sponsored by the Ecotourism Association of Dominica.
- "Applied Strategic Planning", A.I.L.U.N. Corso Internazionale Post Lauream Di Alta Formazione Nel Settore Turistico, July 8-12, 2002, Nuoro, Cardinia, Italy.

Donald Hawkins -

- "Developing a National Ecotourism Strategy for Bulgaria", ARD Biodiversity Conservation and Economic Growth Working Group- Ministry of Environment and Waters and Ministry of Economy, Bulgaria, July 17, 2002 and USAID-Bulgaria, July 23, 2002, Sophia, Bulgaria.
- "Using a Competitive Cluster Approach for World Heritage Site Management: Supply Chain, Marketing, Branding and Visitor Distribution Linkages" at the Regional Workshop on Using Networks of World Heritage Sites in Tour Design in Indonesia, UNEP/UNESCO/Tour Operator's Initiative, Jakarta, Indonesia, September 11-13, 2002

Clare Gunn – His book "TOURISM PLANNING--Basics, Concepts, Cases" 4th edition, 2002, co-authored with Turgut Var, has just been published by Routledge. This popular classic includes not only fundamentals of tourism planning but places new emphasis on trends and issues of growth, sustainability, and ecotourism. The differences between regional, destination, and site planning are clearly described. The principles of planning at these scales are supported by worldwide case studies. The difficulties and failures of plans as well as successes are included. This new edition encompasses new planning theories, a new chapter on planning policy, and new trends in public involvement. The descriptive text is well illustrated with 100 figures and tables. Added in this revision are discussion questions at the end of each chapter, a valuable aid to both practitioners as well as students. As before, the writing style and format are directed toward students and teachers as well as tourism planners and developers. This is a basic text for international advocacy of better planning of tourism development worldwide.

(CONTINUED ON PAGE 6)

Members' Activities

(CONTINUED FROM PAGE 5)

Nelson Graburn – He is once more teaching the upper division course on the Anthropology of Tourism to about 70 eager students (had to keep out another 10-15). This course started in 1976 and according to UNESCO was the first course regularly offered at a university (Graburn 1980, "Teaching the Anthropology of Tourism" *International Social Science Journal* [UNESCO, Paris] 32:1:56-68). However, it's a revamped course, using two new texts by Academician Valene Smith *HOST AND GUESTS REVISITED* (2001) and by Peggy Swain, who visited the Academy's last meeting in Macau, *TOURISM/GENDER/FUN(?)* (2002).

The course web site is

<http://courseweb.berkeley.edu/courseweb/control/course/2002/FL/ANTHRO/151/001>.

His class assistant, Naomi Leite-Goldberg, is an advanced graduate student doing her doctoral research on the heritage tourism of "Portuguese Crypto-Jews" (people scattered around the world who think their ancestors were forcibly converted to Christianity in 1492, who visit Portugal looking for their heritage - and themselves). Prof. Ning Wang, who also attended the Academy meeting in Macau, will visit Berkeley in October. He is spending a sabbatical year at the U. of Illinois, Urbana, and will talk in Berkeley on Chinese tourism, authenticity, and consumerism. Unfortunately, the assistant helping with the Asia Tourism book for the Academy, De Qing, had to return to Tibet as her father died in Chengdu and her mother was taken very ill. She will return to her doctoral studies on Tourism in Tibet later this fall. Nelson and Kathy are expecting the Pigrams, on tour through Africa, Europe and N. America, to pay them a flying visit any time now!

Philip Pearce - He reports that he has returned to full time tourism teaching and research after three years as Foundation Head of the Business School at James Cook University.

Philip Pearce - He also reports that he has decided not to pursue a career in senior university administration and despite requests to apply for Vice President type positions. He has made a long-term decision to remain as a publishing academic, supervising students and editing *The Journal of Tourism Studies*. Together with his senior colleague and research partner Dr Gianna Moscardo, he has an ongoing major grant to study tourism on Australia's Great Barrier Reef, as well as continuing interests in all facets of tourist behaviour. He has recently spent time in X'ian China, Zimbabwe and the United States giving conference papers and keynote addresses and looks forward to publishing his own work and some shared papers with students in the near future on tourist behaviour, tourist motivation, tourist attractions and the social interaction of tourists.

Doug Pearce - He is the project leader of a team from Victoria University of Wellington which has just been awarded a grant from the Public Good Science Fund for a major new research project entitled "Innovation in New Zealand tourism through improved distribution channels". Over the next three years the project seeks to provide a more systematic understanding of distribution channels for different forms of tourism, different regions and different markets and to examine ways of increasing their effectiveness. Further details are available on the project website:

http://sbpm.fca.vuw.ac.nz/vuw/content/display_content.cfm?id=1392. He would be interested in hearing from any other members who might be working in this field.

(CONTINUED ON PAGE 7)

Members' Activities

(CONTINUED FROM PAGE 6)

Chris Ryan – He has recently had the second edition of “The Tourist Experience” published - a significantly re-written version of the first issue. He has also completed another book to be published by Mike Grover of Channel View Publications next year. Additionally the World Tourism Organisation has published work commissioned from Chris, Mike Hall and Christine Beddoes on the issue of the commercial sexual exploitation of children. In September 2002, he was at the Tourism Research Conference in Cardiff, as were fellow IAST members Geoff Wall and Stephen Wanhill - and briefly, Steven Witt! He has also been involved with projects commissioned by Tourism Auckland and the New Zealand Ministry of Tourism. In 2003, he will be conducting work sponsored by the New Zealand Tourism Industry Association. He is also organising a conference at Waikato University to be held in December 2003. He was in UK for much of September, during which visit he was a plenary speaker at the Tourism Research 2002 Conference hosted in Cardiff. With Geoff Wall he was a member of a “think tank” session hosted by the Wales Tourist Board on developing tourism in Wales. Earlier in the year, the second and significantly revised edition of “The Tourist Experience” was published by Continuum Books. Currently, in New Zealand, he is on a Special Projects Committee of the New Zealand Ministry of Tourism, and additionally is being funded for research purposes by Tourism Auckland.

New Book

Tourism in Destination Communities

Over half a decade back, the CTRD had envisaged the theme of communities and tourism to be developed for a special issue of *Tourism Recreation Research*. While working in this direction it was realized that the theme and its ramifications pleaded for more time and space, which was when the title - **Tourism in Destination Communities**- emerged. The primary objective of this multi-authored book is to create an understanding about the role of tourism in solving and creating problems

simultaneously in locations where tourist experiences are created. It delves into the unique and unmistakable dynamics resulting from the interplay of communities, tourists and the tourism phenomenon. Clearly, no single formula to solve the myriad issues can be deduced, although gainful insights, toward mitigation of these problem are afforded throughout the text.

Editors:

Shalini Singh, Centre for Tourism Research and Development, Lucknow, India,

Dallen J. Timothy, Arizona State University, USA, and

Ross K. Dowling, Edith Cowan University, Australia

Publisher: CABI Publishing, Wallingford, U.K.

Publication Date: December 2002

Number of Pages: 304 Pages

Binding: Hardback

ISBN: 0851996116

Price: £45.00 (US\$80.00)

Chapters

The chapters are divided into three sections which address the relationship between tourism and the destination community, the various impacts of tourism on the destination community and the challenges and opportunities for destination communities. Each chapter contains brief case studies and empirical examples.

Part I: Community-Tourism Perspectives

1. Tourism and Destination Communities

S Singh, D J Timothy and R K Dowling

2. Destination Communities: Structures, Resources and Types

S Singh and S W Boyd, Otago University, New Zealand

Part II: Community-Tourism Dynamics

3. The Economics of Tourism in Host Communities

D Ioannides, Southwest Missouri State University, USA

4. Tourism and Local Society and Culture

M Fagence, University of Queensland, Brisbane, Australia

5. Heritage, Identity and Places: For Tourists and Host Communities

G J Ashworth, University of Groningen, The Netherlands

6. Politics and Place: An Analysis of Power in Tourism Communities

C M Hall, Otago University, New Zealand

7. Self Determination: Exercising Indigenous Rights in Tourism

A.M. Johnston, International Support Centre for Sustainable

Tourism

Vancouver, Canada

8. Generating Goodwill in Tourism through Ethical Stakeholder Interactions

D A Fennell, Brock University, Ontario, Canada and K Przeclawski University of Warsaw, Poland

Part III: Challenges and Opportunities for Destination Communities

9. Development Issues in Destination Communities

D J Telfer, Brock University, Ontario, Canada

10. Appropriate Planning for Tourism in Destination Communities:

Participation, Incremental Growth and Collaboration

C Tosun, Mustafa Kemal University, Antakya, Turkey and D J

Timothy

11. Community Attitudes: Tourism Development in Natural Environments

R K Dowling

12. Local Involvement in Managing Tourism

R Scheyvens, Massey University, New Zealand

13. Presenting Destinations: Marketing Host Communities

G Moscardo and P Pearce, James Cook University, Queensland Australia

14. Understanding Tourism and Destination Communities

D J Timothy, S Singh and R K Dowling

Index

Tej Vir Singh

Centre for Tourism Research & Development, Lucknow, India

Email: tvsingh@sancharnet.in

Letter to Academy Members

Dear Colleagues,

I would like to invite any members interested in evaluating international and bi-lateral donor funding of tourism projects to join GW's collaborative project of its International Institute of Tourism Studies and Institute of Global Management and Research. The project will investigate current and future funding of tourism projects in less developed countries in order to: (a) evaluate their contribution to meeting sustainable development objectives with particular focus on poverty reduction, (b) identify effective approaches, models, policies and practices which can be adapted and replicated at the destination level, (c) disseminate lessons learned and pitfalls to avoid using project reports and deliverables, and (d) encourage other universities to assist in evaluating donor funding outcomes and recommending the ways and means of improving performance. To date, we have identified 210 donor-funded projects in developing countries.

Sincerely,

Donald E. Hawkins

Dear Colleagues,

I am organising the International Rural Network Conference and exchange of experience in Inverness, Scottish Highlands, from June 23-27, 2003. The title is 'Taking Charge: Rural Community Empowerment in Rural Development, Rural Health and Rural Education'. About two-thirds of the conference will be devoted to practical workshops, and those interested are encouraged to submit proposals for workshops that they might be interested in organising. A whole day of field trips is being organised, and there will be a full programme of evening cultural events. The Organising Committee is anxious to encourage participation from as wide a range of countries and experiences as possible, and rural tourism and recreation will certainly be discussed.

Please send an expression of interest or workshop proposal as soon as possible to "Taking Charge Conference, UHI Millennium Institute, Caledonia House, 63 Academy Street, Inverness, IV1 1BB, Scotland" - the email address is IRNconfSec@eo.uhi.ac.uk. Any question can also be directed there. Mail sent to Takingcharge@abdn.ac.uk will also be forwarded to the above. For details of the programme, registration, hotels, etc. please refer to the website

<http://workforce.cup.edu/wyman/irn.htm>

Sincerely,

John Bryden

CALL FOR PAPERS

International Academy for the Study of Tourism

Savonlinna, Finland, 29 June – 5 July 2003

Submit to: swanhill@bournemouth.ac.uk by April 1, 2003

Papers: As usual, Conference presentations will be 20 minutes and Members and Guests are asked to bring 50 copies of a *one-page summary* of their paper with them for distribution at the Conference.

Topic: State of the Art in Tourism Research.

Publication

The Academy now has an arrangement with *Channel View Publications* to produce a book of the proceedings. Editors will be assigned at the Business Session(s). So please think *seriously* of having a full paper available within one month after the Conference so that the Editors may proceed quickly to publication. The style will be that of Channel View, which can be found in *Current Issues in Tourism* or the *Journal of Sustainable Tourism*.

Guests

If you have an invited guest, please advise them of this schedule and ensure that I have their names, addresses and e-mail contact.

We are now finalising the arrangements for the Conference and they will be put on our Website when complete.

Stephen Wanhill

International Centre for Tourism and Hospitality Research

Bournemouth University

Talbot Campus

Poole, BH12 5BB

UK.

Tel: 0044 (0)1202 59 53 84

Journal of Travel & Tourism Marketing™



CALL FOR PAPERS

Hospitality E-Business Analysis, Research, and Development

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In conjunction with the
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E-CONSUMER BEHAVIOR: A HOSPITALITY AND TOURISM PERSPECTIVE

H.E.A.R.D GROUP

Hospitality professionals dedicated to the advancement of E-business research.

AIM

The aim of this special issue is to present a compilation of the cutting edge research pertaining to online consumer behavior within the hospitality and tourism industries. Submissions are encouraged from a wide range of researchers and practitioners. Topics may be submitted for one of the following main categories:

1. Online Customer Satisfaction (e-satisfaction)
2. E-Consumer Behavior Measurement Issues
3. E-Loyalty
4. Website Stickiness (customer retention)

Potential topics may include, but are not limited to:

- Motivators for online travel purchases
- Differences between online and offline consumer behavior
- Measuring guest satisfaction using e-tools
- The impact of the Internet on decision making for travel products
- Measurement of consumer reaction to web-based technologies (i.e. virtual reality enhancements)
- Identifying consumer online operations
- Strategic thinking to construct e-services to better retain and attract consumers.
- Examining international differences and similarities of e-consumer behavior
- Gen Xers and Y'ers - designing sites for seniors for maximum impact
- Case studies highlighting aspects of e-satisfaction and e-consumer behavior
- Industry perspective on e-consumer behavior
- Issues relating to email marketing, eCRM, web positioning, search engine placement, viral and spiral marketing

CRITERIA FOR ACCEPTANCE

Quality of research, relevance to the thematic issue of online consumer behavior, and application of the research for professionals in the industry.

SUBMISSION GUIDELINES

Extended abstracts of no more than 1,200 words should be submitted by email to one of the Managing Guest Editors by **December 31, 2002**. Abstracts should include introduction, concept/theory, methodology, expected findings, and related reference sections. Authors will receive feedback on their extended abstracts by **January 31, 2003**. Completed papers incorporating the guest editors' feedback must be submitted via email by **April 15, 2003**. All papers will be blind reviewed by at least two reviewers. The special issue will be published in Vol. 15, Issue 02, 2003.

PLEASE NOTE: Authors who currently have manuscripts that are completed or near completion may wish to by-pass the abstract submission phase and submit completed articles for review at the December 31, 2002 deadline. If you plan to use this procedure, please contact one of the guest editors for further details.

Please send all submissions via email, as Microsoft Word attachments, to:

Guest Editors – The HEARD GROUP:
c/o: Managing Editors

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CALENDAR

January 5-7, 2003 the 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, Nevada, USA. Contact Hailin Qu, School of Hotel and Restaurant Administration, Oklahoma State University, 210 HES West, Stillwater, OK 74078, USA. Telephone: (405) 744-6713, Fax: (405) 744-6299, E-mail: fkelly@okstate.edu

January 5-8, 2003 "The Third Symposium on the Consumer Psychology of Tourism, Hospitality and Leisure", Melbourne, Australia. Contact: Geoffrey I. Crouch: G.Crouch@latrobe.edu.au; <http://www.latrobe.edu.au/www/l&m/conference/cpthl>

May 21-23, 2003. First Asia-Pacific CHRIE (APAc-CHRIE) Conference; Seoul, Korea; Contact: Kaye Chon, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong; email: hmkchon@polyu.edu.hk

May 24-25, 2003. Second Asia Pacific Forum for Graduate Students Research in Tourism, Gyungju, Korea; Contact Sang-Taek Lim, School of Tourism, Dong-A University, Busan, Korea; email: stlim@daunet.donga.ac.kr

June 30-July 4, 2003. International Academy for the Study of Tourism Biennial Conference; Savonlinna, Finland; Contact: Kaye Chon, Secretariat of the International Academy for the Study of Tourism, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong; email: hmkchon@polyu.edu.hk

July 6-9th 2003, 9th Annual Conference of the Asia Pacific Tourism Association, Sydney, Australia; Contact: Ravi Ravinder, School of Leisure, Sport and Tourism, University of Technology Sydney, P O Box 222, Lindfield NSW 2070, Australia; Tel: 61-2-9514 5116; Fax: 61-2-9514 5195; Email: ravi.ravinder@uts.edu.au , <http://www.apta2003.uts.edu.au>

December 9-11, 2003 "Talking Tourism to the Limits," University of Waikato, New Zealand; Contact Chris Ryan: caryan@mngt.waikato.ac.nz; Telephone +64 7 838 494; Fax +64 7 838 4948.

January 2004. 9th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Houston, USA; Contact Agnes DeFranco, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, TX 77204-3902, USA; email: adefranco@uh.edu

January 12-14, 2004. "Sustaining Tourism Development in the 21st Century"; Haikou, Hainan, China; Contact Haiyan Song, School of Management, University of Surrey, Guildford GU2 7XH, UK; Fax: +44 1483 686301; Email: H.Song@surrey.ac.uk

May 2004. 6th Biennial Conference on Tourism in Asia: Development, Marketing and Sustainability, Bangkok, Thailand; Contact: Kaye Chon, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong; email: hmkchon@polyu.edu.hk

CONFERENCE ANNOUNCEMENT & CALL FOR PAPERS

First Asia-Pacific CHRIE (APac-CHRIE) Conference

“Hospitality, Foodservice & Tourism Research and Education: The Asian Waves”

May 21-23 in Seoul, Korea

Hosted by

**The Hong Kong Polytechnic University
In collaboration with
Yonsei University, Korea**

**Organized by
ICEM, Hallym University, Korea**

The APac-CHRIE (Asia-Pacific CHRIE Chapter) was founded in Hong Kong in May 2002 and was formally integrated into the I-CHRIE (International Council on Hotel, Restaurant and Institutional Education) governance structure during the annual I-CHRIE Convention in Orlando, Florida, in July 2002. Aims and goals of APac-CHRIE are to promote academic and research exchanges among hospitality, foodservice and tourism educators and industry practitioners in Asia-Pacific, world's fastest growing region in tourism and hospitality industry.

The particular Conference theme “*Hospitality, Foodservice & Tourism Research and Education: The Asian Waves*” was chosen to reflect the dynamic and rapid development in Asia's hospitality and tourism industry and education.

DATES AND VENUE

The first APac-CHRIE Conference and Annual Meeting has been scheduled for May 21-23 in South Korea's capital city of Seoul, a city known for its rich history and culture coupled with modern landscapes and vibrant economies. The Conference dates (May 21-23) were selected to coincide with the Second Asia-Pacific Forum for Graduate Students Research in Tourism, scheduled to take place in Gyungju, Korea, on May 24-25, 2003. This “back to back” arrangement in conference dates will allow interested Conference participants to travel to the historic city of Gyungju to attend the Forum as well.

TENTATIVE CONFERENCE PROGRAM

May 21:
10:00-18:00 Registration
14:00-15:30 Inaugural plenary Session
15:30-16:00 Refreshment break
16:00-17:30 Paper Session I (Breakout Session)
18:00-19:30 Welcome reception

May 22:

9:00-10:30 Plenary Session
10:30-11:00 Refreshment break
11:00-12:30 Papers Session II (Breakout Session)
12:30-14:00 Luncheon (with luncheon keynote speaker)
14:00-15:30 Paper Session III (Breakout Session)
15:30-16:00 Refreshment Break
16:00-17:30 Paper Session IV (Breakout Session)
17:30-18:00 Concluding Plenary Session
18:30- Closing Dinner

May 23:

Optional technical visits (tours)

CONFERENCE HOST AND ORGANIZER

The Conference is hosted the APac-CHRIE's founding institution The Hong Kong Polytechnic University's School of Hotel and Tourism Management in collaboration with Yonsei University in Seoul and is organized by the Institute for Convention & Exhibition Management (ICEM) of Hallym University, Korea.

WHO SHOULD ATTEND THE CONFERENCE?

The Conference will benefit those in hotel management, foodservice management, institutional foodservice, tourism and travel, convention/events management, design and architecture, and recreational/leisure services and could include:

- Educators
- Managers
- Practitioners
- Consultants
- Publishers
- Students
- Researchers
- Administrators
- Others interested in the field of hotel, foodservice and tourism.

CALL FOR PAPERS

The Conference organizers invite abstracts of papers for presentation at the First APac-CHRIE Conference. Papers dealing with a broad range of topics related to research and education in hospitality, foodservice, tourism, conventions/special events, and related areas would be acceptable for presentation at the Conference. Possible topics suitable for presentation could include the following but not limited to:

- Methodological development and innovations in hospitality, foodservice and tourism research.
- Conceptual development and advancement in the study of “hospitality, foodservice and tourism” concepts.
- Educational development of students in hospitality, hotel, foodservice and tourism fields.
- Case studies in hotel, hospitality, foodservice, and tourism fields.
- Program administration in hospitality and tourism schools.
- Innovate research on students’ learning and development.
- Issues of common concerns by educators and industry practitioners in hospitality, hotel, foodservice and tourism fields.
- Any other topics that might be of interest to educators and practitioners in hospitality, hotel, foodservice and tourism.

SUBMISSION GUIDELINES

- Three-page abstracts (typed double-spaced) of proposed papers should be submitted for the final selection process. Indicate the author’s name and affiliation only on the cover page of the abstract and they should not be indicated anywhere in the abstract.
- Submit abstracts to Conference Chairman (contact information below) by either electronic mail or regular airmail.
- Deadline for submitting abstracts is February 15, 2003. Paper Review Committee will conduct a refereed screening of abstracts. Authors of accepted abstracts will be asked to submit completed papers before April 15, 2003.
- Once the paper is accepted, at least one of the authors must register for and present the paper at the Forum.

PUBLICATION PLAN

Final copies of accepted papers will be professionally published with an appropriate recognition (e.g. ISBN number) as an edited conference proceedings PRIOR to the Forum.

POST-CONFERENCE TOUR

An optional technical visit to major tourist attractions in Seoul is planned for participants on 23 May 2003.

REGISTRATION AND HOTEL ACCOMMODATIONS

Announcement for hotel venue and room rates is forthcoming. Conference registration fees will be US\$150 for I-CHRIE members and US\$180 for non-members. The fee will include all conference meals, social functions and a copy of published proceedings.

CONFERENCE ADMINISTRATION

Please direct enquiries and abstract/paper submissions to:

Professor Kaye Chon
Chairman, APac-CHRIE Conference
School of Hotel and Tourism Management
The Hong Kong Polytechnic University
Hung Hom, Kowloon, Hong Kong
Telephone: +852-2766-6382; Fax: +852-2362-6422;
Email: hmkchon@polyu.edu.hk

CONFERENCE ANNOUNCEMENT & CALL FOR PAPERS

Second Asia Pacific Forum for Graduate Students Research in Tourism

May 24-25, 2003 in Gyeongju, Korea

Hosted by

School of International Tourism
Dong-A University
The Korea Academic Society of Tourism & Leisure (KASTLE)

Sponsors

Asia Pacific Tourism Association
The Hong Kong Polytechnic University
Institute For Tourism Studies, Macau
Beijing Second Foreign Language University
Rikkyo University
University of Hawaii
The Haworth Hospitality Press, USA
Asia Pacific Journal of Tourism Research

Following the success of the inaugural Asia Pacific Forum for Graduate Students Research in Tourism, held in Macau on 22 May, 2002 under the auspice of The Hong Kong Polytechnic University and the Institute for Tourism in Macau, Dong-A University is pleased to announce the second Asia Pacific Forum for Graduate Students Research in Tourism, to take place in TEMF Hotel, Gyeongju, Korea on May 24-25, 2003.

The aim of the Forum is aimed to provide a "research forum" among post-graduate students and faculty members engaged in post-graduate teaching and research supervision in hospitality and tourism programs in the Asia Pacific region so that they can exchange information on their research and also network among themselves for future collaboration in research and academic exchanges. The Founding Chairman of the Forum is Professor Kaye Chon, The Hong Kong Polytechnic University.

WHO SHOULD ATTEND?

- Post-graduate students in tourism, hospitality, leisure and related fields.
- Academic staff teaching and supervising post-graduate students.

- Administrators of academic programs in hospitality and tourism.
- Undergraduate students interested in pursuing post-graduate studies.
- Publishers of journals and academic textbooks.
- Researchers, academics and consultants with research interests in tourism.

GENERAL INTEREST SESSIONS

The Forum will feature several plenary sessions that will include panel presentations focusing on:

- Managing successful research career.
- Editor's Panel on Publishing in academic journals.
- Teaching effectiveness.

CALL FOR PAPERS

The Forum will focus on a broad range of topics related to research in tourism. The Forum invites papers on either completed research or a preliminary report on "research in progress." Authors (or at least one co-author in case of co-authored papers) must be a post-graduate student and the paper should base on

a research project undertaken as part of authors' post-graduate research projects.

BEST PAPERS

Best papers will be competitively selected and authors will be acknowledged with a plaque and certificate.

SUBMISSION GUIDELINES

- Three-page abstracts (typed double-spaced) of proposed papers should be submitted for the final selection process. Indicate the author's name and affiliation only on the cover page of the abstract and they should not be indicated anywhere in the abstract.
- Submit abstracts to Conference Organizer by either electronic mail (stlim@daunet.donga.ac.kr) or by regular airmail.
- Deadline for submitting abstracts is February 15, 2003. Paper Review Committee will conduct a refereed screening of abstracts. Authors of accepted abstracts will be asked to submit completed papers before April 15, 2003.
- Once the paper is accepted, at least one of the authors must register for and present the paper at the Forum.

PUBLICATION PLAN

Final copies of accepted papers will be professionally published as an edited conference proceedings PRIOR To the Forum.

POST-CONFERENCE TOUR

Dong-A University will offer a half-day tour of Busan for the Forum participants in the morning of May 25th.

REGISTRATION AND HOTEL ACCOMMODATIONS

Forum Registration fee will be US\$100 before February 15, 2002 and US\$135 thereafter. Information on hotel accommodations in TEMF Hotel, Gyeongju is to be announced.

CONFERENCE ADMINISTRATION

Honorary Conference Chairman: Prof. Kaye Chon
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