TO GET PUBLISHED OR NOT TO GET PUBLISHED
Editor presents Journal of Travel Research at tourism retreat

WHAT TOURISTS WANT TO KNOW
Investigating the importance of visitor information centres

NEW TOURISM BOOKS
Books on social media, beach cultures and festivals out now
iTouR is the biannual tourism research newsletter from the University of Wollongong.

Find out about our recent research, events, collaborations and publications, as well as the people behind the tourism research here at the University of Wollongong.

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For more information about tourism research at the University of Wollongong, please visit:

www.uow.edu.au/research/era/UOW093539

© Cover image: Ilya Genkin
The University of Wollongong has many outstanding individual researchers from a range of disciplines, such as marketing, human geography, information systems and communication sciences, who have advanced the area of tourism research. Last year their efforts earned the tourism discipline the highest possible rating in the Excellence in Research for Australia (ERA) Initiative.

One of our researchers is Professor Sara Dolnicar, who joined the University of Wollongong in 2002. For the past ten years she has been working in the School of Management and Marketing, and in 2009 she co-founded the Institute for Innovation in Business and Social Research (IIBSoR), a University of Wollongong Research Strength, where she is Director. In this role Sara is responsible for the overall performance and growth of the Research Strength, but also for the development and mentoring of researchers in the early stages of their careers.

We asked Sara a few questions to find out more about who she is and what drives her.

What inspired you to become a researcher?
I actually got ‘stuck’ at the university. I did my PhD, and then I was offered a temporary position, then another and another. Suddenly I was an academic. I would probably not have stayed an academic if it hadn’t been for the inspiring professor who was my PhD supervisor and boss: Professor Josef Mazanec. I thought, ‘If this is what it means to be a professor, I want to be one too.’

What made you decide to work and research in the area of tourism?
As a student, I had to choose an area of speciality, and at first I was sure it would be marketing. I attended my first marketing lecture, and thought it was the most boring lecture I had ever been to in my student life. A few minutes later I switched to tourism, absolutely loved it, and I’ve never looked back.

Best part of your job?
I go to work thinking, ‘What will I discover today?’ and then I go about finding out. I don’t think there are many jobs that would allow me to operate in this way. It is an unbelievable privilege.

continued over page
Where were you born?

I was born in Ljubljana, Slovenia, and grew up in Vienna, Austria.

What was the biggest cultural shock when you moved to Australia?

When I moved here I was under the impression that Australians spoke English, a language that I had already mastered. It turned out that I often couldn’t understand what people were saying at all.

For example, when I first arrived here, I played basketball once a week with a few colleagues, and one evening I asked one of them if she could give me a lift. Her facial expression seemed to indicate that she was willing to, but she said, ‘No skin off my nose’. No skin off her nose? I didn’t notice anything unusual about her nose. Maybe it was not the smallest nose I had ever seen, but there was certainly nothing wrong with the skin on her nose…

I did get a lift to the basketball game, and eventually learned that ‘no skin off my nose’, meant ‘no problems’. After a while, the Australian language started to make sense.

Your most impressive skill?

One of the skills that I have developed over the years is that I ask good questions, and am rather tenacious in finding the answers. But I have to admit that big doses of luck have helped a lot as well.

Best vacation or leisure activity?

I have two children: a four-year-old son and a one-year-old daughter. Like any mother, I love them more than anything else, and couldn’t live without them. However, having children has led me to drastically redefine the concept of vacations and leisure activities. For me, leisure is when you are not caring for children (like going to work, grocery shopping, quarrelling with tradesmen, going to the tax agent or the dentist); while vacations are leisure activities that involve being off childcare duties overnight (like visiting colleagues at their universities, and attending conferences, even if you never ever skip a single session). So, by definition, all leisure and vacation activities nowadays are sensational.

What has a hotel ever done to impress you?

I recently attended a conference in a nice location, in a nice hotel with a nice pool and with an amazing buffet. It really surprised and impressed me. It was set up from 7.00 am until 10.00 pm, and changed for breakfast, late breakfast, lunch, afternoon snack and dinner. The room it was served in was the same size as our entire house. Every time I went for a meal I needed 20 minutes to do the research and determine what was on offer so I could optimise my selection. And as if this wasn’t enough, there was more: they had a room called the ‘singles’ and ‘couples’ room’, a child-free zone.

Professor Sara Dolnicar’s research interests are market segmentation methodology and measurement in the social sciences. This is primarily applied to her work on tourism, social and environmental issues (environmental volunteering, foster care and public acceptance of water alternatives).

Sara has (co-)authored more than 200 refereed papers, including 96 journal articles. In the past five years she has published 25 tourism articles, 80 per cent of which appeared in A* or A-level ranked journals.

In 2004 Sara was awarded the Charles R Goeldner Article of Excellence Award for introducing a novel market segmentation methodology to tourism. In 2010 the Australian Research Council awarded her a Queen Elizabeth II Fellowship, the only one ever granted in both the disciplines of Tourism and Marketing, to continue her work in improving market segmentation methodology with her colleagues Professor Friedrich Leisch and Dr Bettina Grün.

Sara serves on several editorial boards, including those of the Journal of Travel Research and the Annals of Tourism Research.
Working with Australia's most prominent social researcher, Hugh Mackay

Australia's leading social researcher, Professor Hugh Mackay, recently gave a presentation at UoW discussing his findings on what he believes drives us as human beings. Hosted by the Institute for Innovation in Business and Social Research (IIBSoR), the talk was attended by over 200 people from industry and UoW.

Hugh provides valuable mentoring for early career researchers and higher degree research students. He is also the author of thirteen books, including six bestsellers. His latest, What Makes Us Tick? The Ten Desires That Drive Us was the topic of his talk at UoW. Instead of using a list, Hugh introduced the concept of a web of ten desires that drive people.

Having spent a lifetime listening to people talk about their dreams, fears, hopes, disappointments and passions, Hugh gave the audience an overview of his experiences. He spoke in depth about the desire people feel to be taken seriously. He shared anecdotes that demonstrated how a fundamental drive for everyone is to be valued: for example, many Westerners seek this validation through pay packets, but having their story told is all some people need.

He talked about how desire for ‘my place’ is another powerful motivator. Physical places that have an emotional connection for us can help define us, because they symbolise who we are. The family home is a strong example. Hugh related findings about a study of a soccer team and the ‘home ground advantage’ that stirred the crowd into surprised revelation. Players are reportedly at their peak when they are on their home ground because their emotional intensity is running high, and physiologically, the team’s testosterone levels are at their highest when they play on their home ground.

Many cultures believe in a sacred space, a place for contemplation, that place where we feel comfortable for reasons known only to ourselves. Other examples included the construction of a belief system, which can be powerful and therapeutic, a desire to belong to a ‘herd’ (generally a family unit of five to eight people) or a ‘tribe’ — a broader group, such as a book club.

Another powerful drive he spoke of was the desire for ‘more’, which, of course, can lead to greed and addiction, yet it is something everyone seems to struggle against in some way.

Hugh talked about how the desire for ‘something to happen’ conflicts with our desire for control: we think we want to be married and have kids and buy a big house, but we thrive on change and stimulation.

Hugh’s insight into the human spirit and what drives us to do the things we do was truly inspirational, and certainly appreciated by the audience. Many asked when they would get the opportunity to hear him speak again, so a series of talks are being planned.

Professor Hugh Mackay is a Honorary Professor of Social Science with IIBSoR. He is involved in a range of initiatives, many which are relevant to our tourism research.

Among other things, he is currently working with IIBSoR’s Dr Melanie Randle on innovation in qualitative research and focus group methods. Market research in tourism is often based on focus groups, and looking into how we can conduct them better will improve the quality of the findings.

He is also working with Professor Sara Dolnicar on a study assessing whether attitudes really do influence our behaviour. If findings show that attitudes do not affect behaviour, serious questions have to be asked about advertising aimed at changing tourists’ attitudes about destinations and whether that increases tourism to a destination.
To get published or to not get published? That is the question. An editor gives some answers

On the first day of the retreat, the editor of the Journal of Travel Research (JTR), Professor Rick Perdue spoke to IIBSoR members and students on the subject of publishing in a top-tier research journal. He gave an editor's perspective and experience, and had valuable advice for article authors on how to work effectively with a publisher. Using JTR as an example, Rick highlighted how important it is for articles to be well edited for readability, and to keep within the 10,000 word cap.

Every year, JTR receives approximately 350 manuscripts to review, but only 60–65 are published. Some key trends that editors are seeing lately are more and longer manuscripts, as well as a dramatic increase in submissions from Asia. The time invested in the review process by the editor, editorial board and board members adds up to at least 60 hours per article, which means thousands of hours for each issue of the journal.

Rick described how the review process starts with the editor reviewing each paper. He has the option to do a ‘desk reject’ and send it back, or he can choose members of his editorial board to review it. If he thinks it is a quality paper, he will send it to three board members who have an interest or background in the article’s subject area for a peer review. They send their feedback to the editor, who, based on this, chooses whether to reject the manuscript, request a revision and resubmission, or accept it as it is. A paper may be rejected for many reasons: it may not be particularly interesting, its topic might have been done to death, it may be clearly written for another discipline with no tourism citations, or it might be just plain sloppy. The quality of the presentation is key.

Professor Perdue emphasised that it is important for the title and first three pages to be really interesting, and that they should clearly express the unique contribution the paper has to offer. He suggested that if you do not grab the reader in those first pages, they are unlikely to continue reading. Rick talked about how writers should create a body of work that differentiates theirs from others, ensure methodological quality using good data collection and sampling, and make sure the data analysis is appropriate for what is being done.

The talk moved on to how, when a manuscript is selected to be revised and resubmitted, authors should address all the reviewer comments. The professor said that disagreeing with the reviewer was fine, but there needs to be a clear explanation why they chose not to take their advice. His advice: stick to your beliefs and clearly counter the reviewer arguments.

Rick said that he reviewed resubmissions himself, and sent them back to at least one of the initial reviewers of that particular paper. Once the review was back, he might choose whether to reject, accept or accept the paper with revisions. The paper is then published online, once the final revisions and the copyright form are done, after which it finally appears in the print publication.

Wrapping up, Rick had some final tips to keep in mind to maximise the chance of a paper being published: be creative and interesting, respect the journal and the editorial board and know your audience.

International visitors at IIBSoR tourism retreat

IIBSoR was pleased to host several high-calibre tourism academics from international institutions earlier this year, who presented at our February retreat. The two-day retreat focused on tourism research, with our visitors providing valuable advice and feedback to our tourism academics and students.

Professor Rick Perdue is Professor and Head of the Department of Hospitality and Tourism Management at Virginia Tech in the US. He is an elected Fellow, Former President and Board Chair of the International Academy for the Study of Tourism, and is serving as First Vice President on the Board of Directors of the Travel and Tourism Research Association. His research focuses on sustainable tourism development and marketing in resort environments.
Vacation stress

Professor Anita Zehrer, visiting from the School of Tourism and Leisure at the Management Centre in Innsbruck, Austria (MCI), presented on the first day of the retreat. She pointed to new research contesting the commonly held belief that leisure activities (such as taking a vacation) are a means of coping with stress. She discussed how research framed under transactional theory suggests that taking a vacation trip may actually cause stress.

Based on their findings, Professor Zehrer and Professor John Crotts (College of Charleston in the US) have developed a model to determine which factors cause overall vacation stress. The model shows the influence internal and external stressors have on US residents’ overall stress levels.

Professor Anita Zehrer is deputy head and lecturer at the School of Tourism and Leisure of the Management Centre in Innsbruck (MCI). Her research examines numerous services and destination issues, focusing on the concept of service design and the field of social media. She is on the editorial boards of the Journal of Vacation Marketing and Tourism Review.

Other presentations at the tourism retreat:

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<td>Student Presentations by Heather Kennedy-Eden and Michelle Scarpino</td>
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<td>Member Presentation by A/Prof. Katina Michael</td>
<td>Point of view technologies and policing</td>
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Tourism marketing using social media in China

For the first three months of this year, Masters student David Ma, from the Centre of Recreation and Tourism Research at the Department of Urban and Regional Planning at Peking University, visited us at the University of Wollongong. Supervised by Professor Bihu Wu, David’s research focuses on online and offline destination marketing, tourist behaviours, tourism planning and rural tourism in China.

David spent time with our tourism researchers and attended IIBSoR’s tourism retreat. He also worked closely with Associate Professor Ulrike Gretzel on a research project focusing on social media use by Chinese destination marketing organisations (DMOs). Primarily looking at DMO’s marketing strategies on Weibo (the Chinese equivalent of Twitter), they collected data for 25 provincial organisations and examined the effectiveness of their Weibo marketing efforts.

The findings from this research show that more activity on the DMO Weibo page led to a greater number of and more engaged followers, regardless of what type of activity was involved. This suggests that Chinese DMOs would greatly benefit from including an active presence on Weibo in their marketing strategies.

Return on investment in destination marketing

Tourism researchers at UoW work closely with tourism academics at the University of New South Wales (UNSW), and were delighted to host Professor Larry Dwyer from the UNSW School of Marketing in April. The talk was part of the UNSW and UoW tourism networking program initiated last year, a forum where tourism academics and higher degree students from the two universities meet to collaborate and share information.

The most cited Australian tourism researcher over the past decade, Professor Dwyer presented research that compares nine different travel markets to Australia, based on their economic impact. The study uses different input measures to illustrate how they produce very different estimations of economic impact. He specifically criticised simple expenditure measures when evaluating the attractiveness of travel markets.

None of the travel markets scored consistently high on all measures in his study. However, the economic importance and attractiveness of the Chinese travel market for Australia clearly emerged from the research. Larry also pointed out that the ‘visiting friends and relatives’ (VFR) market can look very unattractive using some measures, and consequently may be undervalued by destination marketers.

Attended by academics and students from the two campuses, the talk was followed by lively discussions on directions for future research in this area and implications for destination marketing practice.

Professor Larry Dwyer is President of the International Association for Tourism Economics and a Fellow of the Academy for Study of Tourism. He has been published widely in the areas of tourism economics, management and policy, with 200 publications in international journals, government reports, books and book chapters. He has undertaken an extensive number of consultancies for public and private sector tourism organisations, including Tourism Research Australia and the United Nations World Tourism Organisation.
Taking advantage of SMART tourism

In May one of IIBSoR’s long-standing academic partners, Professor Dan Fesenmaier, visited the University of Wollongong, and spent time with tourism academics and higher degree students in tourism. He hosted a workshop where he spoke of what it means to be a scholar, presented at a public seminar and met with students to discuss their current research.

An international expert in tourism, Dan is recognised as one of the leading scholars worldwide in this area. With his extensive experience, his insights and knowledge were of great value to UoW academics and students.

His public presentation ‘On measuring tourism: SMART Tourism and the challenges of big data’ was attended by academics, students and tourism industry partners. Speaking of the new ‘SMART planet’ of big data, where a new world of analytical tools have been developed for better and more effective systems, he pointed to how this is impacting the tourism industry.

Dan stressed the importance of taking advantage of all the information that is currently available about travellers. He also pointed out that most tourism players do not know how to benefit from and use the big data that exists, explaining that some important challenges exist in relation to working with and analysing big data, with the tourism industry seeking ways to more effectively use it.

Challenging the tourism industry to define their businesses based on data analytics, he referred to the movie Moneyball as an example of how metrics can change the rules of the game.

Professor Dan Fesenmaier is Director of the National Laboratory for Tourism & eCommerce for the School of Tourism and Hospitality Management at Temple University. He is responsible for directing travel and tourism research projects and providing consulting services to national, state, region and local tourism organisations.

Over the past 30 years he has been involved in tourism marketing and research projects with scholars from a range of disciplines throughout the US, Europe, Africa and Asia. He is a fellow of the International Academy for the Study of Tourism, and is founding editor of Tourism Analysis and is the editor-in-chief of the Journal of Information Technology and Tourism.
IT and Tourism at ENTER 2012 Conference

Early this year, Associate Professor Ulrike Gretzel and PhD student Heather Kennedy-Eden from IIBSoR attended the annual ENTER Conference, which was held over a four-day period in Helsingborg, in Sweden, with the theme ‘e-tourism — present and future services and applications’.

Ulrike and Heather were in charge of the ENTER 2012 PhD workshop held at the conference, with Ulrike chairing the event and Heather heading the student organising committee. In preparation for the workshop, 16 PhD students from as many universities in Europe, North America, Asia and Australia submitted their work for critical review by established tourism and IT researchers as well as their peers.

This year’s proposals included several that looked at mobile phones and their influence on tourism experiences. Social media was also an important topic, with new research now being conducted from the perspectives of the tourist, the organisation and the resident. Other topics covered included e-learning, decision support for tourism organisations, group trip planning and online pricing strategies.

The workshop provided an important forum for doctoral students to discuss their research with peers, colleagues and leading supervisors and scholars in the field. Participants expressed how valuable the process was for their continuing research work, illustrated by some of their feedback:

‘Regarding the PhD workshop, it was extremely important to me. Condensing my PhD proposal into five pages and presenting it was very useful, as it forced me to focus and summarise. The notes from the reviewers, and the peer review, allowed me to improve my proposal.’

‘It was amazing to meet everyone with similar interests and hear their investigations, from other countries as well as my own. We are still in touch and helping each other.’

‘I had industry people that saw my presentation, coming up to me, helping me in my investigation with tips and contacts. This has been invaluable for my research. This PhD workshop was not a step further in my investigation, but a huge jump forward!’

The ENTER conferences are organised by the International Federation for IT and Travel & Tourism, which offers a worldwide and unique forum for attendees from academia, industry, government and other organisations to actively exchange, share and challenge state-of-the-art research and industrial case studies on the application of information and communication technologies to travel and tourism.

IIBSoR Presentations at ENTER

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<td>A Taxonomy of Mobile Applications for Tourism</td>
<td>H. Kennedy-Eden and U. Gretzel</td>
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The future of tourism and hospitality

IIBSoR and the University of Wollongong were well represented at the 22nd Annual Conference of the Council for Australasian University Tourism and Hospitality Education (CAUTHE), with several presentations at workshop sessions and the Ideas Factory, as well as an UoW/IIBSoR table showcasing our research and Wollongong tourism.

Answer options — the good, the bad and the ugly

One of the presentations was from Professor Sara Dolnicar, Dr Bettina Grün, and Professor John Rossiter, entitled ‘Survey questions measuring destination image — the good, the bad and the ugly’.

The key messages from the presentation involved how destination image is seen as one of the key factors in people’s destination choice, and how it is one of the most frequently measured concepts in tourism survey studies. However, there is little agreement on how destination image should be measured to produce valid data.

The presenters argued that, in order to get valid data, it is essential that the way a survey question is asked and its answer options lead to stable answers. Their study investigates this problem by comparing three alternative survey measures for destination image.

The researchers described how they conducted an online experiment with 347 Australian respondents with three different destination image measures that differed in the answer options provided. Those surveyed were asked to complete the same survey twice with a few weeks in between, so they would not remember their initial responses. Respondents were also asked what their favourite destination was, to determine the concurrent validity of responses.

The study found that the answer options provided affected participants’ responses and the brand image information it led to. Asking respondents to answer with a ‘yes’ or a ‘no’ led to the highest level of stability. This answer option was also the most time-efficient option.

The study findings indicate that the standard way that destination image is measured may not be the optimal one. The researchers explained how it is critical for tourism researchers to choose very carefully which destination image measure they used in surveys, in order to maximise reliability and validity of results.

IIBSoR presentations at CAUTHE

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<td>Conceptualising organisational resilience in destination management organisations</td>
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<td>Was I born to shop? A comparison between Korean and Australian tourists in Thailand</td>
<td>U. Kattiyapornpong and K.E. Miller</td>
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<tr>
<td>Survey questions measuring destination image - the good, the bad and the ugly</td>
<td>S. Dolnicar, B. Grün, and J. Rossiter</td>
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Natural disasters and tourism

Sustainable tourism and disaster management expert Professor Susanne Becken from Griffith University recently visited UoW, speaking at a public presentation in early June. She spoke of the tourism industry’s role in crisis and natural disaster management. Referring to tourism’s vulnerability in natural disasters, Susanne pointed out that there is an increasing recognition that the industry needs to get actively involved in disaster risk reduction and that traditional disaster management organisations need to increase their awareness of tourism-specific challenges.

Using recent events in New Zealand as case studies, Susanne has analysed the response plans of different regions, finding that the words tourism or tourists weren’t included in most of the plans. Highlighting how the recent crises in New Zealand and Australia have shown tourists’ vulnerability in crisis situations, she said this poses a big problem.

Susanne’s interviews with stakeholders in Christchurch show that tourism institutions play a critical role in crisis response and recovery efforts. She pointed out that especially accommodation providers are instrumental, as recovery teams need somewhere to stay and tourists flock to their rooms to pick up their personal effects. If anyone, accommodation providers have information about who is actually at the destination.

In addition, she stressed the importance of local visitor centres, as this is where tourists go to get information, and to find accommodation. This includes visitor centres in the surrounding areas. The Christchurch example showed they were ill-prepared for this, suddenly having to deal with a great influx of tourists who had originally wanted to go to Christchurch but were now flocking to other destinations.

Susanne spoke of the importance of proactive management plans that include tourism, illustrating how such a visitor action plan can be created using the example of Northland, a destination prone to cyclones.

Emphasising that tourist destinations are excellent partners for natural disaster management, she referred to the industry as an important and valuable resource that should not be over-looked.
What tourists want to know

How do respondents use the ‘don’t know’ answer option in surveys? This question is investigated by Professor Sara Dolnicar (IIBSoR, UoW), and Dr Bettina Grün (Johannes Kepler Universität, Linz) in the context of image measurement of fast food restaurants, using an experimental design with 1,997 respondents. The study aims to provide guidance on the design of image survey studies to business researchers in general and tourism researchers in particular.

The study argues that the ‘don’t know’ option should be offered in cases where some respondents are expected to be unfamiliar with parts of what is being studied, such as destinations or tourism service businesses. Consequently, the researchers recommend that ‘don’t know’ options be offered to respondents when image is being measured in a tourism survey; otherwise a significant risk of data contamination exists from respondents guessing answers to questions that, in reality, they are not able to answer.

In this study, Associate Professor Ulrike Gretzel (IIBSoR, UoW), Dr Nina Mistilis (UNSW), and PhD student Silvia De Ascaniis (UoW visiting student) investigate unexplored aspects of the interaction between VICs and their visitors, the type of questions asked, their level of specificity, the most frequent objects of inquiry and the order questions are asked.

Results show that staff are asked very specific questions; there is a strong geographic component; and navigation technologies do not necessarily answer all the geography-related questions for all tourists at a destination. Staff are also often asked for confirmations and recommendations that can usually not be obtained from other information sources.

The study also highlights the importance of the human element, and the ability of staff to manage conversations in VICs to help tourists make better decisions. The findings should help stakeholders better understand the contemporary role of VICs, and provide important insights about the management of VICs, especially the information resources needed by their staff.

Should the ‘don't know’ option be used in surveys?

Validly measuring image in tourism

The researchers also conclude that answer formats without a midpoint on the answer scale should be used in tourism image studies, because midpoints can be either falsely misinterpreted as an alternative to ticking the ‘don’t know’ option, or used for response evasion. They also pointed to the need for future work to replicate this methodology for other product categories (as well as to determine the limits of generalising these findings) and different involvement levels of respondents with the product categories and constructs other than beliefs or perceptions.

In the study, the University of Wollongong and the University of New South Wales (UNSW) recently joined forces in a study with Tourism Wollongong called What tourists want to know: An analysis of questions asked at visitor information centres.

Recent studies have shown how visitor information centres (VICs) are still key providers of en route information, despite the growing use of Internet and mobile technologies, and are effective in supporting — and even changing — tourists’ trip plans. Hence, VICs represent an important tool for destination management organisations (DMOs) in promoting local tourism products and services.
Michelle Scarpino started her PhD at the University of Wollongong in July 2011 under the supervision of Associate Professor Ulrike Gretzel.

Michelle has always been interested in destination management organisations (DMOs) and the relationships they have with their stakeholders.

Her research and professional experience in the past has exposed her to different dimensions of these relationships, inspiring her interest in how they are managed under certain types of influences and situations, such as national tourism policy, crises or disasters.

During the last decade the world has been bombarded with disasters and crises. These events have lead Michelle to ask, ‘How do DMOs grapple with the role they think they play, compared to the role others think they should play in critical circumstances?’ and ‘How do DMOs incorporate disaster and crisis management measures into their long-term organisational resilience efforts?’

Much of the research in disaster and crisis management in tourism has hitherto been directed at the destination, regional or national level, with very limited attention given to tourism organisations and their needs, resources and capabilities during these types of events. Some scepticism also exists regarding whether current theoretical frameworks in this context really reflect the activities and ad hoc relationships present in disaster and crisis.

Michelle’s research aims to uncover how central tourism organisations operate in the scope of disaster and crisis. It also tries to clarify how the relationships they have with key stakeholders and other disaster and crisis stakeholders (for example, emergency services and local transport) can be better understood, in order to facilitate more efficient communication, planning and recovery efforts. The outcome of this research will be extremely beneficial not only for DMOs, but for all organisations and entities directly involved in disaster and crisis events.

AdventGX

Tourism researchers at the University of Wollongong work closely with a number of industry partners locally, nationally and internationally. One of these international partners is AdventGX, a Texas A&M University spin-off. AdventGX has been helping communities, governments and land owners since 2004 by providing strategy development, economic analysis, marketing, creative and technology solutions to help maximise local assets in support of community development and economic growth.

AdventGX works at the intersection of technology, community and tourism development. Economic development is the result.

Associate Professor Ulrike Gretzel (IIBSoR) has been involved in several projects with AdventGX, most recently completing a joint project for the State of California Tourism Commission together with Reach Market Planning.

As the largest tourism revenue generator in the US, the State of California uses AdventGX’s econometric modelling technology to project revenue attributable to tourism. The project looks at ways that benefits derived from tourism could be modelled at the firm level. As part of the project, Ulrike administered a survey to businesses asking them how they currently estimate their return from tourism.

AdventGX’s approach is practical and results driven, putting to work proven models, tools and expertise for small and large communities. Nature and heritage tourism are common rural opportunities that are dramatically enhanced when infused with technology that enhances the traveller experience. Since rural places often lack traditional economic engines (such as manufacturing operations and big retail), AdventGX focuses on development and promotion of existing assets.

Another project Ulrike has collaborated with AdventGX on is related to heritage tourism in Texas, and she is also a member of AdventGX’s executive advisory board.
The University of Wollongong’s tourism researchers have strong international and national links with universities and researchers from a range of disciplines through collaborations and memberships. One of these academic partners is Professor John Connell from the University of Sydney in Australia.

John is a human geographer, whose principal research concerns political, economic and social development in less-developed countries, especially in the South Pacific region and other small island states. He is presently working on the impact of tourism and festivals on rural and regional development, the global migration of skilled health workers and the globalisation of football.

His contributions to tourism span more than three decades: first in the context of development problems and conflict in the South Pacific and other small island states, and more recently on the links between music and tourism, and recently between festivals and tourism, working in collaboration with UOW’s Professor Chris Gibson.

Exemplifying how geographers work in the tourism field, John’s tourism research links to the broader questions of migration, inequality and uneven development. This has been particularly evident in his most recent work on medical tourism, which connects to broader debates on the globalisation of health care, the privatisation of medical services and the migration of health services workers. His research in these areas is funded through high-level consultancies with the United Nations, the World Health Organization and the International Labour Organization.

Professor Connell has been widely published, and his 70+ books include the following recent works on tourism themes: *Music Festivals and Regional Development* (with Chris Gibson, Ashgate); *Medical Tourism* (CABI); *Festival Places: Revitalising Rural Australia* (with Chris Gibson, Channel View); *Rural Revival? Place Marketing, Tree Change and Regional Migration in Australia* (with Phil McManus, Ashgate); *The Global Health Care Chain: From the Pacific to the World* (Routledge); *Tourism at the Grassroots* (with Barbara Rugendyke, Routledge); and *Music and Tourism* (with Chris Gibson, Channel View).

John has also published hundreds of academic articles on festivals, music tourism, Pacific island development and the tourism industry, and medical tourism. His 2006 article in the A* journal *Tourism Management*, ‘Medical tourism: sea, sun, sand... and surgery’, is now considered the definitive piece on the phenomenon, having been cited over 200 times since publication.

Professor John Connell is currently Editor-in-Chief of *Australian Geographer*, and is a regular visitor to UoW through his collaborations with tourism researchers at the Australian Centre for Cultural Environmental Research (AUSCCER).

One of many academics that UOW tourism researchers collaborate with is Professor Philip Pearce, Head of Tourism and Sports at James Cook University in Queensland, Australia.

UOW’s Associate Professor Ulrike Gretzel recently completed a research project with Professor Pearce, studying tensions caused by becoming disconnected from technology during your vacation. They conducted several focus groups and are currently working on a conference paper based on the research.

Philip is the first Professor of Tourism in Australia, and has taught in Australian Universities for over 30 years. He earned a doctorate from the University of Oxford studying tourists in Europe, before returning to Australia. He has held a Fulbright scholarship at Harvard University and is one of the foundation members of the International Academy for the Study of Tourism.

He teaches at all levels, with a focus on tourist behaviour and experience. In 2008 he won an ALTC award for advancing tourism education and for the supervision of doctoral-level students, having successfully supervised 30 candidates.

The founding editor of *The Journal of Tourism Studies*, Professor Philip Pearce now regularly reviews and edits manuscripts for other journals. He has written 200 journal publications and eight books on tourism. He is a frequent keynote speaker at tourism conferences, particularly in Asia. His special interest areas are tourist behaviour, tourism and communities, and tourism education and research.
IIBSoR student's popular paper

Congratulations to IIBSoR PhD student Clifford Lewis, whose co-authored ‘Destination brand components’ article is the most downloaded paper from 2011 amongst all of the Emerald publishing group’s tourism and hospitality journals. The paper was published in the International Journal of Culture, Tourism and Hospitality Research.

Promotion news

Congratulations to Gordon Waitt on his recent promotion to Professor. Gordon joined UoW in 1992, and is a research member of the Australian Centre for Cultural Environmental Research (AUSCCER). He is a human geographer with an international research focus on the cultural and social dimensions of tourism.

Steenkamp award

Congratulations to IIBSoR member Professor John Rossiter who has won the 2012 Steenkamp Award for Long-Term Impact, given annually to papers published in the International Journal of Research in Marketing (IJIRM) that have made long term impact on the field of marketing.

“The C-OAR-SE procedure for scale development in marketing” was published in the journal in 2002. John’s C-OAR-SE theory is of huge relevance to empirical tourism research, as it represents a novel approach to measurement and scale development. These are the building blocks of market intelligence obtained from commercial survey studies, as well as knowledge development derived from academic quantitative research.

Best presentation

We congratulate Dr Ping Kattiyapornpong (IIBSoR member) who won the award for Best Ideas Factory Presentation at CAUTHE 2012. The title of her presentation was ‘Was I born to shop? A comparison between Korean and Australia Tourists in Thailand’

HOT OFF THE PRESS

UoW researchers have published a number of journal articles, books, and book chapters in the field of tourism research since the end of last year, which we want to share with you.

To access publications from the University of Wollongong, use our free online archive, Research Online.

A quick look at our new books

Tourism and Australian Beach Cultures: Revealing Bodies

In April, the University of Wollongong’s Professor Gordon Waitt (AUSCCER) and Dr Christine Metusela from the University of New South Wales published Tourism and Australian Beach Cultures: Revealing Bodies (Channel View Publications).

The book examines the emergence of Australian beach cultures beyond metropolitan centres, where relatively little research has been conducted. Drawing on various social theories, it offers insights into the shifting practices of tourism at the turn of the twentieth century that fashioned the beach resort through promenading, picnicking, bathing, swimming, surfing and the scenic tour.

Tourism and Australian Beach Cultures pays particular attention to the shifting gendered, classed and racialised belongings at the beach, the introduction of bathing ordinances in the early 1900s regarding dressing and undressing, and the implications of rail and car mobility. Drawing on a historical archive comprising newspaper and magazine articles, bank records, rail records, tourist association records and guidebooks from 1830 to 1940, it traces the beach culture of the Illawarra, New South Wales, 80 kilometres south of Sydney.
Music Festivals and Regional Development in Australia

Also in April, University of Wollongong geographer Professor Chris Gibson (AUSCCER) launched his book *Music Festivals and Regional Development in Australia*, marking a milestone in his 10-year research endeavour on the subject.

Co-authored with fellow University of Sydney academic Professor John Connell, the book evolved from a major Australian Research Council Discovery Project, which canvassed the breadth of Australia’s festival scene.

With population decline, ageing and uncertainty around the future of rural Australia, many places are putting on festivals as one means to bring tourists in, bring their communities together or simply to have fun. Country towns still depend on industries such as farming, but they have also been reinvented, to some extent, by tourism.

Music Festivals and Regional Development in Australia assesses the possibilities and pitfalls of music festivals as a means to stimulate regional development, including an uncompromising analysis of their economic impacts, and an examination of a broader set of regional development concerns, including social exclusion, musical creativity, environmental controversy and cultural capital.

Social Media in Travel, Tourism and Hospitality

In February Associate Professor Ulrike Gretzel (IIBSoR) had her book, *Social Media in Travel, Tourism and Hospitality* (co-edited with Marianna Sigala and Evangelos Christou) published by Ashgate.

Written by an international group of researchers widely known for their expertise in their studies of the Internet and tourism, this book addresses how social media is fundamentally changing the way travellers and tourists search, find, read and trust, as well as collaboratively produce, information about tourism suppliers and tourism destinations.

Presenting cutting-edge theory, research and case studies investigating Web 2.0 applications and tools that transform the role and behaviour of the new generation of travellers, this book also examines how tourism organisations re-engineer and implement their business models and operations, such as by using new service development, marketing, networking and knowledge management.

The work challenges both academics and industry professionals to consider how the rapidly emerging online communities are shaping our future.

Journal articles


Books


Book chapters


Who is doing tourism research at UOW

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