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ITSA 2016, LONDON, UK

CONFERENCE ANNOUNCEMENT AND CALL FOR PAPERS AND CONTRIBUTIONS

We are delighted to announce that the 6th International Tourism Studies Association (ITSA) Biennial conference will be held at the University of Greenwich, London, UK from 17-19th August 2016. This is the first time that the conference has been held in Europe and it will provide a unique opportunity to meet, hear from and network with tourism scholars and professionals from Asia, Australasia, North and South America and Europe on a UNESCO World Heritage Site in Europe's most visited tourism city.

The conference organizers are calling for full papers, case studies and oral presentations that are aligned with the four conference themes of:

• TOURISM CITIES AND URBAN TOURISM

Urban tourism; tourism around major metropolitan regions; destination management; destination marketing; events in tourism cities; tourism planning; MICE sector

THE CHINESE MARKET FOR EUROPEAN TOURISM

Tourist typologies; marketing; destination welcome; host-guest relations; product development; impacts studies; public policy; workforce development; innovation in tour operations.

• RIVER, CRUISE AND MARITIME TOURISM

Sustainability; impacts studies; coastal tourism; island tourism; cruise operations; destination management; destination marketing; product development; water sports tourism.

• HERITAGE TOURISM IN CITIES

Tourism in UNESCO World Heritage Convention sites; cultural heritage tourism; sustainability; conservation; visitor management; education; innovations in technology.

These themes have been chosen to reflect the unique location of the 6th ITSA conference on the UNESCO Maritime Greenwich World Heritage Site. The conference venue sits on the River Thames, and is connected by River, Road and Rail to some of the world's most famous tourist sites including Buckingham Palace, the houses of Parliament, the Tower of London and the newly famous Queen Elizabeth II Olympic Park.

Abstracts of proposals should be sent to Dr. Samantha Chaperon, Chair of the Scientific Committee at s.a.chaperon@greenwich.ac.uk. Any questions about the conference itself should be sent to the conference chair, James Kennell at j.s.kennell@greenwich.ac.uk

Abstract Submission Deadline: April 30, 2016

Decision Notification: May 31, 2016 Full Paper Submission Deadline: July 8, 2016

For oral presentations please submit abstracts of **500 words** or not more than three pages to Dr. Samantha Chaperon. Abstracts must have a title centered at the top and include an introduction, methods, findings, implications or conclusions, and a reference list (the reference list is not included in the word count).

ITSA also invites abstracts of **1,000 words** for full papers for possible inclusion in the referred conference proceedings and expanded papers of up to 8,000 words for publication in the *International Journal of Tourism Cities*, published by Emerald and ITSA. These should be sent to Dr. Samantha Chaperon. Full paper submissions will be considered for the **Best Paper Awards**, which are selected by the Scientific Committee. Full papers submitted after the above-listed submission deadline will not be considered for the Best Paper Awards.

Over the coming weeks, full details of the conference will be announced through the ITSA and conference webpages, as well as on social media and discussion groups.

ITSA looks forward to welcoming you to London in August 2016.

PROFESSOR CARA AITCHISON

TO SPEAK AT 6TH ITSA BIENNIAL CONFERENCE IN LONDON-GREENWICH

Professor Cara Aitchison is the Vice Chancellor of the University of St Mark & St John and has published widely on the socio-cultural impacts of tourism. At the 6th ITSA Biennial Conference she is going to speak about the place of major events in city tourism, based on work she has done in Glasgow and Rio.



More about Prof. Aitchison

Professor Cara Aitchison is the Vice Chancellor and Chief Executive of University of St Mark & St John, responsible for providing overall academic leadership and strategic management for the institution. She Chair the Vice-Chancellor's Group, Senior Management Group and Academic Board and report to the Board of Governors.

Professor Cara Aitchison joined the University of St Mark & St John as Vice-Chancellor and Chief Executive in May 2013 from the University of Edinburgh where she was Head of Moray House School of Education and Chair in Social and Environmental Justice. She is an international authority in the geography and sociology of leisure, sport and tourism with over 200 research outputs and is Chair of the UK Joint Research Councils' Research Excellence Framework (REF) Panel for Sport and Exercise Sciences, Leisure and Tourism; Academician of the Academy of Social Sciences; Fellow of the Higher Education

Academy; Senior Fellow of the World Leisure Academy and Associate Editor of Annals of Tourism Research. She was appointed to the Scottish Government's Commission on the Delivery of Rural Education (2011-2013), was Chair of World Leisure's Commission on Women and Gender (2002-2008) and Chair of the UK Leisure Studies Association (2001-2004).

She is most widely known for her research on social inclusion and sustainable development and key books are: Leisure and Tourism Landscapes: Social and Cultural Geographies (Routledge, 2001); Gender and Leisure: Social and Cultural Perspectives (Routledge, 2003); Sport and Gender Identities: Masculinities, Femininities and Sexualities (Routledge, 2007) and Geographies of Muslim Identities: Diaspora, Gender and Belonging (Ashgate, 2007). Over the last 10 years she has been an Expert Witness at Public Inquiries, Planning Appeals and Select Committees on tourism and the development of wind farms.

ITSA PRESIDENT PHILIP PEARCE

WON THE BEST PAPER AWARD AT THE CAUTHE CONFERENCE

At the major Australian tourism research conference, known as CAUTHE, held in Sydney this year, ITSA President Philip Pearce was awarded Best Paper. In commenting on the award Professor Philip Pearce paid tribute to his coauthors Hera Oktadiana from Indonesia and Rosalie Zhang from Shanghai who he said had offered solid support to making the work a success. The winning paper dealt with the topic of how tourists pose for photographs in front of significant tourist attractions around the world. Professor Pearce noted that this topic fell within his broad interests of studying many facets of tourist behaviour. The paper was perhaps liked by the judges because it offered some detailed and new methodological approaches to closely examining tourist behaviour through systematic observation and the development of codes and categories. The approach known as human ethology has been used infrequently in tourism.

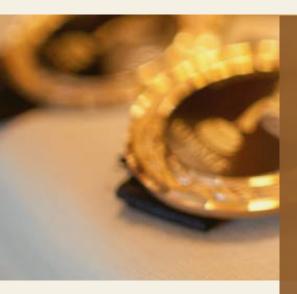
The findings of the study revealed seven common poses by tourists which were described as bland, model, dynamic, interacting, composed, cute and projecting. Each pose was presented with illustrations and coded according to how the tourists organised their trunk, head,

arms and legs. Fundamental questions about the origins and purposes of these poses were addressed and the potential usefulness of understanding such public behaviour for attraction site managers in terms of giving tourists the time and space to take their pictures was briefly noted.

From an ITSA point of view, Professor Pearce pointed out that the work represents one of the aims of ITSA – for researchers in developed countries to work with colleagues in developing or non-western communities to produce research papers and studies which are of good quality



ITSA President Professor Philip Pearce and co-author Hera Oktadiana at the Sydney conference



EMERALD LITERATI NETWORK AWARDS 2015

Each year the Emerald Literati Awards recognize the outstanding contributions of scholar-authors and reviewers to the International Journal of Tourism Cities. ITSA is pleased to announce the 15 people recognized with the Emerald Literati Awards for 2015.



Destination development and transformation: 50 years of tourism after independence in Singapore

International Journal of Tourism Cities, Vol. 1 Issue 4 np. 269 – 281

Joan C. Henderson

Associate Professor, Nanyang Business School, Nanyang Technological University, Singapore.

http://www.emeraldinsight.com/doi/full/10.1108/IJTC-05-2015-0011



Perth (Australia) as one of the world's most liveable cities: a perspective on society, sustainability and environment

Cheryl Jones

School of Arts, Murdoch University, Perth, Australia

David Newsome

Environment and Conservation Group, School of Veterinary and Life Sciences, Murdoch University, Perth. Australia

http://www.emeraldinsight.com/doi/full/10.1108/IJTC-08-2014-0001



Success factors of health tourism: cases of Asian tourism cities

Joohyun Lee

Graduate School of Hospitality and Tourism Management, Sejong University, Seoul, South Korea

Hong-bumm Kim

College of Hospitality and Tourism Management, Sejong University, Seoul, South Korea

http://www.emeraldinsight.com/doi/full/10.1108/IJTC-08-2014-0014



Segmentation for urban destination: gender, place of residence, and trip purpose: a case of Nizhni Novgorod, Russia

Svetlana Stepchenkova

Department of Tourism, Recreation and Sport Management, University of Florida, Gainesville, Florida, USA

Mikhail I. Rykhtik

Institute of International Relations and World History, Lobachevsky State University of Nizhni Novgorod, Nizhni Novgorod, Russia

Elena Shichkova

Institute of International Relations and World History, Lobachevsky State University of Nizhni Novgorod, Nizhni Novgorod, Russia

Hany Kim

Department of Tourism, Recreation and Sport Management, University of Florida, Gainesville, Florida, USA

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Lobachevsky State University of Nizhni Novgorod, Nizhny Novgorod, Russia

http://www.emeraldinsight.com/doi/full/10.1108/IJTC-08-2014-0013



Dr. Liang (Rebecca) Tang, Iowa State University, USA

Dr. Sotiris Hji-Avgoustis, Ball State University, USA

Dr. Andres Coca-Stefaniak, University of Greenwich, UK

Dr. Connie Loi, Institute for Tourism Studies, Macao

Dr. Claire Liu, Auckland University of Technology, New Zealand

ITSA PROFILE

David Newsome

Associate Professor in Environmental Science and Ecotourism
Environment and Conservation Group
Murdoch University



Overview

avid has been employed as an academic at Murdoch University since 1990. His teaching and research interests focus on protected area management and ecotourism with a particular emphasis on the environmental impacts of tourism, wildlife tourism and the sustainability of tourism in national parks and nature reserves. David (along with his co-authors) conceptualised the discipline of natural area tourism into a structured major monograph (the book Natural Area Tourism), before which there was no major internationally focussed treatment or research review synthesising the methodology and applications of nature based tourism. In total he has co-authored and edited 5 books in the areas of natural area tourism, wildlife tourism and geotourism.

David additionally provides a vital service to government and the wider community through membership on the Conservation Commission of Western Australia. Its statutory functions include policy development, advising ministers, preparing and reviewing management plans. Since appointment to the commission his

specific role has involved input into policy making especially at the national park management planning level. David is also a member of the IUCN World Commission on Protected Areas and has conducted a number of World Heritage Property evaluations

Current interests include fostering protected area partnerships between China and Australia and promoting ecotourism in the ASEAN protected area network. In regard to this David hopes that ITSA members will take an interest in his role as the new ITSA Sustainability Chair. Given his experience in recreation ecology, geotourism and wildlife tourism he wishes to explore sustainability in various tourism contexts and within a range of countries such as China, various African destinations, Indonesia, Malaysia and Thailand. A key target is to take a multidisciplinary approach that will enable all of us to explore differences, similarities and perhaps conflicting interpretations of what sustainability is and how it manifests itself in practice.

David also has a long-standing interest in the promotion of Western Australia

as one of the World's premier nature-based tourism destinations. In regard to this he was part of the early discussion team that successfully developed a partnership between Purnululu National Park and the Danxiashan World Heritage property in China. Moreover in 2014, in association with colleagues from Parks and Wildlife, he organised and coordinated the 5th International Tourism Studies Conference in Perth. The conference was attended by around

200 people and comprised 3 major themes (1) China Outbound Tourism, (2) City Tourism in the Asian Century and (3) Nature Based Tourism in the Asian Century. International and national leaders in the field of tourism attended and delivered keynotes. The conference was well received by State Government Departments and attended by Senator Chris Back (Federal), Jim Sharp (Director general of DPAW) and Senator Albert Jacob (WA Minister for Environment).

Profile of activity in Asia

have been interested in ecotourism and its nexus with protected area management in the Asian region for the last 5 years (for example see Newsome, 2009, 2010 a, b; Paik et al., 2010; Ng et al., 2010; Newsome, 2011a, b, c; Newsome, 2012 a, b; Newsome et al., 2012; Newsome, 2013 and Field and Newsome, 2014).

In recent times one of my projects has been linking Chinese natural area managers with WA park management. The goal was to engage in a programme of developing protected area partnerships between China and Australia. Sister park relationships are an effective mechanism to upgrade a sustainable tourism philosophy, education, interpretation, guiding and management of protected areas such as World Heritage Properties and national parks. A further goal is therefore is to promote regular exchanges of management and conservation experience between staff and researchers working in high value protected areas in China and Australia. For example, I was

part of the team (Young Ng, Hong Kong Geopark; Jim Sharp, Director general of DPAW and Albert Jacob, Minister for Environment) that successfully developed a partnership between Purnululu in WA with the Danxiashan World Heritage property in China.

In 2012 Murdoch signed an MOU with Peking University as part of a successful visit by Professor Wu Bihu, (Director of the Centre for Recreation and Tourism Research, Peking University) and Professor Alastair Morrison (formerly Professor and Director for International Research & Communications). We engaged in a field programme that showcased research and informed ecotourism in the WA context. This programme was organised and led by myself. The Peking University collaboration resulted in an academic visit by Peking University PhD student Lisa Conq in 2013/2014; the publication of a review paper: Cong et al. (2014) and Murdoch University organising (I was the conference Chair) the 5th International Tourism Studies Conference.

Liveable city research

Collowing on from the publication of Jones and Newsome (2015), and in collaboration with Cindy Choi and Young Ng (Association for Geoconservation, Hong Kong), work is in progress on exploring Hong Kong as a liveable city. We intend to expand this work into Mainland China by asking questions as follows: What assets do Chinese cities have? Where do Chinese cities stand in the international rankings? What information is needed and what might we/they do to improve things. Will cities in China always fall down on certain issues? What aspects/measures can be manipulated to enhance the position of Chinese cities in the rankings? Which are easier to change: policy, social or environmental conditions? We are targeting the International Journal of Tourism Cities for this work.

International activities

Guilin Seminar (August 2014)

David delivered a keynote presentation at the 5th China International Tourism Expo in Guilin that was hosted and opened by Andrew Massey, British Deputy Consul-General, Guangzhou. The seminar was and attended by about 150 guests which included Chinese government policy makers, leading tourism industry representatives and influential local and national media, including: Xinhua News Agency, China News Service, Guilin Daily, Guilin Evening News and Guilin TV. It is estimated that media reports from the seminar reached an audience of 50 million in China.

David shared his knowledge of UK ecotourism practice, explored the definition of ecotourism, provided examples of nature tourism in the UK and considered the difficulties in regard to managing popular but environmentally sensitive areas. Following question time it was pleasing to discuss important tourism issues for China such as how to develop tourism in a more sustainable way while facing the challenges from overcrowded tourism sites and overdevelopment of tourism products. David went to consider how tourism decision makers in China might think about restricting visitor numbers to scenic spots at certain times of the year and implement regulation to protect nature-based tourism sites thus minimising the impact on the environment. Given that there has been some environmental damage at the Guilin Scenic Area is essential that sustainable tourism is understood and practised in the future.



Yandangshan Seminar (August 2015)

At the Chinese Volcanic Geoparks Forum at Yandangshan the idea of Geopark to World Heritage was presented to delegates according to according to several important themes namely: an understanding of what World Heritage is; that World Heritage has universal values that transcend the values they hold for a particular nation; that sites need to meet at least one of ten selection criteria; that nominations must be able to justify why the site is of outstanding universal value and that statements of natural integrity are compared with existing properties elsewhere in the world.

Successful World Heritage listing means greater international scrutiny of the site and it is important that management arrangements are in place, or planned for the intended property. David also pointed out the importance of developing a management plan that addresses protection and conservation of natural values, enhances the role of the property in regard to community values and that specifies education and interpretive activities. Such management plans also contain the legislative, technical and scientific approaches that ensure services, maintenance and protection of the property. The last point that David made was that inscription on the World Heritage List brings many advantages and benefits, such as increased international profiling, improved environmental management, increased tourism, enhanced employment opportunities and income for local communities.



Visits to Zhoushan (2014 and 2015)

David participated in a Workshop and seminar in Zhoushan 2014 where the meeting was concerned with setting international indicators and standards for sustainable tourism in China. A second visit in 2015 saw David participate in the International Island Tourism Conference as an invited panel expert.

Visit to Shanghai (December 2015)

As a guest of Alastair Morrison, David visited Hannnah Shen at Fudan University to discuss international collaboration and gave a lecture on ecotourism at East China Normal University. The activities also included a visit to Hangzhou to meet with Director Li Hong of the Hangzhou Tourism Commission in order to discuss research relating to the Xixi National Wetland Park and the concept of livable cities.

Ecotourism activity in Uganda and India

In 2015 I was fortunate enough to visit two classic wildlife icon areas, the Bwindi Impenetrable Forest in Uganda and Satpura National Park in India. I went gorilla trekking in Uganda but also visited several other major wildlife destinations in Uganda. What impressed me about the gorilla trek in particular was the very professional way it was conducted with a view to minimising impacts on the gorillas. The interpretation delivered was outstanding and a gorilla trek must surely be one of the world's most outstanding wildlife tourism experiences (see http://theconversation.com/silverbacks-and-greenbacks-the-catch-22-at-the-heart-of-gorilla-conservation-46668).

In India I saw a wild tiger (along with many other mammals and birds) in Satpura National Park. Most of the wildlife tourism in Indian parks is conducted via jeep tours, which is OK if you are the only jeep in attendance at a sighting! Satpura National Park, however, restricts the number of jeeps that can enter the park and as a result delivers a quality wildlife tourism experience.







Sabah Research Programme

In August 2015 we had a very productive meeting at Universiti Malaya Sabah and gave lectures on our research programme (see Newsome et al. 2015; Rodger et al, 2015), Phase 1 of which is now complete. We met with Prof. Sharil Yusuf, DVC Research and Innovation. We tabled a number of Murdoch handouts profiling our post-graduate courses and VLS research bulletins. We discussed at length the range of research activities that we have undertaken, currently undertaking, and will be doing in the future. Besides the protected area work we are currently undertaking in Sabah, UMS is interested in other areas where Murdoch has expertise such as our Animal and Crop Science programmes. We are planning to develop an MOU between Murdoch and UMS.

In addition we met with Albert Teo (Borneo Ecotours), Prof Jennifer Chan and William Baya (Director of Sabah Wildlife). We are collaborating on the Kinabatangan Research Project and discussed the potential for further work relating to ecotourism and protected area management, which if successful, will give Murdoch a bigger presence in this part of Asia. Currently we are writing up the work (3 journal articles) and intend to return to Sabah in September 2016 in order to present our results and recommendations to the tourism industry and Ministry of Tourism.

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Professional experience, advisory roles and memberships

ITSA Sustainability Chair

Core member of the People in Nature Research Group, Murdoch University.

Member International Holiday Destination Committee of Experts (China)

Member of the Conservation Commission of Western Australia

Member of the Conservation Commission's National Park Management Planning Committee Member of the IUCN World Commission on Protected Areas Honorary Advisory Committee Member Hong Kong Geopark Guide System

Advisor Geoheritage Institute of Iran,

Advisor at the ASEAN Centre for Biodiversity Regional Training on Ecotourism Workshop for Protected Area Managers in Malaysia in 2009.

Editorial board: Journal of Ecotourism

Editorial board: Tourism in Marine Environments

Editorial board: Journal of Outdoor Recreation and

Selected publications and Presentations

Newsome. D. (2009) Definition and scope of ecotourism. Regional Training on Ecotourism for Middle-Level Protected Area Staff. ASEAN Centre for Biodiversity. Malaysia, 7-19 December 2009

Newsome. D. (2010a) Geotourism: some examples from around the world and setting an agenda for the future. Second Global Geotourism Conference, Mulu, Sarawak, 17-20 April 2010.

Newsome, D. (2010b) The need for a planning framework to preserve the wildness of Sibayak Volcano, north Sumatra. In: P. Erfurt-Cooper and M. Cooper (editors) Volcano and geothermal Tourism Sustainable Geo-resources for Leisure and Recreation, Earthscan. London, UK.

Ng, Y., Fung, L. W. and Newsome, D. (2010) Hong Kong Geopark: uncovering the geology of a metropolis. In: R. Dowling and D. Newsome (editors) Global Geotourism Perspectives Goodfellow Publishers Limited, Oxford, LIK

Newsome, D. (2011b) How to be a geopark tour guide. Keynote address, Geotourism Workshop, Hong Kong. 20-27 January, 2011

Newsome, D. (2011c) What is geotourism? Keynote address, Geotourism Workshop, Wudalianchi Geopark China, 29 July-August 3, 2011.

Newsome, D. (2012a) Optimising tropical ecotourism: the case of 3 Malaysian destinations. Global Ecotourism Conference, Cairns, Australia, 15-17 October 2012.

Newsome, D. (2012b) Monitoring hiking trails: a neglected activity. Invited Workshop Participant.

Centre of Built Environment, Faculty of Architecture & Environmental Design. International Islamic University Malaysia (IIUM).

Newsome, D., Dowling, R. and Leung, Y-F. (2012) The nature and management of geotourism: A case study of two established iconic geotourism destinations Tourism Management Perspectives 2-3: 19-27.

Newsome, D. (2013) An 'ecotourist's recent experience in Sri Lanka. Journal of Ecotourism. 12: 210-220.

Field, R. and Newsome, D (2014) Krakatau: tourism and the recovery of a volcanic rainforest In: Volcanic Tourist Destinations pp 217-229. Edited by P. Erfurt-Cooper. Springer-Verlag, Berlin.

Cong, L., Newsome, D., Wu, B. and Morrison, A. (2014) Wildlife tourism in China: a review of the Chinese research literature. Current Issues in Tourism.

Jones, C. and Newsome, D. (2015) Perth (Australia) as one of the world's most liveable cities: a perspective on society, sustainability and environment. International Journal of Tourism Cities1: 18-35.

Newsome, D., Rodger, K. Pearce, J. and Moore, S. (2015) Wildlife Tourism: an international perspective. Research Seminar, Faculty of Business, Economics and Accountancy, Universit Malaya Sabah. August 10th 2015.

Rodger, K., Moore, S. Pearce, J. and Newsome, D. (2015) Wildlife Tourism Visitor Research Methods. Research Seminar, Faculty of Business, Economics and Accountancy, Universit Malaya Sabah. August 10th 2015.

PROCEEDINGS OF THE 5TH INTERNATIONAL TOURISM STUDIES ASSOCIATION CONFERENCE TOURISM, CITIES AND THE ENVIRONMENT IN THE ASIAN CENTURY Wednesday 26th to Friday 28th November 2014 Department of Parks and Wildlife Perth, Western Australia Edited by Brian Spittles, David Newsome and Diane Lee

The 5th International Tourism Studies Association Biennial Conference was held in Perth, Western Australia from 26-28 November 2014. The conference theme was 'Tourism, Cities and the Environment in the Asian Century'. It was co-organized by ITSA, Murdoch University, and Peking University, and was held at the Western Australian Department of Parks and Wildlife (DPAW).

The three day conference covered a unique blend of topics which combined interests across government, academia, and the tourism industry and enabled participants to learn more about China's burgeoning outbound tourism market and the opportunities this presents for Western Australia's extraordinary range of tourist destinations and experiences. It was a must attend for tourism professionals, academics, and government organisations who wish to keep at the forefront of the latest developments and trends in the sector.

The conference opened with dances from an Australian Aboriginal troupe (Richard Walley and the Middar Dance Group) and was then structured around three topical streams. These were:

- Day 1 China outbound tourism market;
- Day 2 Tourism cities in the Asian century;
- Day 3 Nature-based and heritage tourism.

Each theme was addressed by four keynote speakers, further explored in the presentation

of academic papers and posters, and finally discussed in a culminating panel discussion. The conference aimed to:

- 1. Educate and inform its audience about the burgeoning China outbound tourism market;
- 2. Encourage discussion about Australia's and Western Australia's nature based tourism products and its synergies with China's tourism market, academia, and government;
- 3. Encapsulate the quintessential qualities for a city to become globally recognised as a 'World Tourism City'.

The delegates to the conference were mainly from Australia, China, and Southeast Asia.

These proceedings have not been fully peer reviewed. In most cases, written papers by presenters were not available, hence, in such instances, information from Power Point presentations was extracted. However, the written information on a number of Power Points was either scarce or abstract (i.e. the presenter used bullet points and images and simply spoke to these). This has resulted in a diversity of article formats; some mostly text, others mostly images. In instances where neither a written paper nor a Power Point was available, the presenters' abstracts have been placed at the end of these proceedings. A list of email contact for authors is provided at the end of these Proceedings.

All copyright of the content of these papers remains the property of the individual authors.

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EDITORS



Brian Spittles



David Newsome



Diane Lee

THE IMPACT OF DESTINATION WEBSITES AND CULTURAL EXPOSURE: A COMPARISON STUDY OF EXPERIENCED AND INEXPERIENCED TRAVELERS

Author(s): Chulmo Koo (Kyung Hee University, Seoul, Korea (the Republic of))

Namho Chung (Kyung Hee University, Seoul, Korea (the Republic of))

Dan J Kim (University of North Texas, Denton, United States)

Sunyoung Hlee (Seoul, Korea (the Republic of))

Citation: Chulmo Koo , Namho Chung , Dan J Kim , Sunyoung Hlee , (2016) "The impact of

destination websites and cultural exposure: a comparison study of experienced and

inexperienced travelers", International Journal of Tourism Cities, Vol. 2 Iss: 1

Abstract: **Purpose**

As a growth of the competition between cities in Asia effective tourism marketing of the city cultural tourism product will become increasingly important. Cultural exposure to a particular foreign city through the media affects people's preferences for that destination and may ultimately be a function of the behavior of that city cultural product. This study examines the impacts of experienced and inexperienced travelers' media exposure and their perception of the media exposure on their intention to visit the actual site (i.e., South Korea).

Design/methodology/approach

To enhance our understanding of the intention to visit the destination, this study proposes a research model based on use and gratification (U&G) theory and information system (IS) success model.

Findings

We found a direct, positive effect of satisfaction with the KTO's website on potential travelers' intentions to visit Korea.

Research limitations/implications

First, although most measurement items were adopted from previously validated empirical studies and the results of the measurement model testing showed high reliability and validity, further study is warranted to validate the measurement scales in the context of smart tourism. Second, given the relatively small sample size, the findings of this study should not be generalized to other populations.

Originality/value

We built a conceptual model that synthesized the IS success model and U&G theory in the context of tourism and empirically tested the model using a set of data collected from potential travelers. Overall, the proposed research model is well supported by the results of the study.

IDENTIFYING CORE DETERMINANTS OF TOURISM DEMAND IN HONG KONG INBOUND MARKETS

Author(s): Elizabeth Agyeiwaah (Hong Kong Polytechnic University, Hong Kong)

Raymond Adongo (Hong Kong Polytechnic University, Hong Kong)

Citation: Elizabeth Agyeiwaah , Raymond Adongo , (2016) "Identifying core determinants of

tourism demand in Hong Kong inbound markets", International Journal of Tourism

Cities, Vol. 2 Iss: 1

Abstract: **Purpose**

The purpose of this paper is to identify the core factors that determine tourism demand in four inbound markets of Hong Kong.

Design/methodology/approach

The general-to-specific approach was adopted as a step-by-step approach to identify the major determinants of tourism demand in Hong Kong.

Findings

The study revealed word of mouth and income of source market are core determinants of tourism demand in all four inbound markets.

Originality/value

Knowledge of core determinants of tourism demand is useful to destination management organizations and tourism business owners for strategic planning and decision making to increase total revenues.

ABSTRACTS OF INTERNATIONAL JOURNAL OF TOURISM CITIES 2016, VOL. 2 NO. 1

OLD WALLS, MODERN CITY: RESEARCH ON URBAN MEMORY OF DISAPPEARING ANCIENT BEIJING CITY WALLS

Author(s): Fang Wang (College of Architecture and Landscape Architecture Peking University,

Beijing, China)

Yaoyao Peng (Peking University, Beijing, China) Hsiao Chieh Wang (Peking University, Beijing, China)

Fan Yin (Peking University, Beijing, China)

Citation: Fang Wang, Yaoyao Peng, Hsiao Chieh Wang, Fan Yin, (2016) "Old walls, modern city:

research on urban memory of disappearing ancient Beijing city walls", International

Journal of Tourism Cities, Vol. 2 Iss: 1

Abstract: **Purpose**

Ancient city walls are typical linear space elements of Beijing that represent the transformation of urban form over the past 800 years and have greatly influenced the memory of the entire city. However, recently, most of the walls have been torn down in the process of fast urbanization and old city renewal. This paper focuses on people's cognition and evaluation of urban memory during this pull-down-and-preserve process.

Design/methodology/approach

A sample of 380 participants was investigated on a number of issues using questionnaires, including memory case reminders (stability, variability, temporality), emotional bonding with memory case (identity, dependence, authenticity), and socio-demographic variables (age, education, life experience, length of residence). The Urban Memory Cognition (UMC) model and attitude Evaluation Value (EV) model which were based on Likert Scale were used to process the collected data.

Findings

In the three aspects of memory case reminders, stability and temporary elements can be most cognized, whereas variability elements are more difficult due to their change over time. As for emotional bonding with memory case, people show a high level of identification with the walls; the walls' memory being passed down could enhance people's memory when mentioning Beijing. Further, higher-education groups consider the walls' authenticity to be most important and are unwilling to accept the outcome of walls-ruins parks; older adults have tolerant attitudes to the ruins parks.

Originality/value

This study could not only contribute to the excavation of urban memory, but also strengthen citizens' sense of identity and cohesiveness, thus shaping the spirit and culture of the city. Some findings could provide applicable guidelines for urban heritage protection and contribute a new perspective on the interrelationship between people and their physical surroundings.

TOWARDS DEVELOPING A MODEL TO ASSESS THE EXPERIENCE OF VISITORS OF THE JANADRAIH FESTIVAL, SAUDI ARABIA

Author(s): Tarek sayed Abdelazim (Minia University, Menia, Egypt; University of Hail, Hail, Saudi

Arabia)

Abdallah Ali Alajloni (University of Hail, Hail, Saudi Arabia)

Citation: Tarek sayed Abdelazim , Abdallah Ali Alajloni , (2016) "Towards developing a model to

assess the experience of visitors of the Janadraih festival, Saudi Arabia", International

Journal of Tourism Cities, Vol. 2 Iss: 1

Abstract: **Purpose**

The purpose of this study is to evaluate the experience of visitors with the Janadriah

festival.

Design/methodology/approach

An on-site intercept survey was conducted among a random sample of visitors of the festival. The survey was conducted by two field researchers between February 10 and February 25, 2014. A self-administered questionnaire was distributed only to those who agreed to respond to the survey. Out of 200 questionnaires distributed, 28 were incomplete and thus eliminated from the study. As a result, 172 questionnaires were accepted for the purpose of final analysis, representing a response rate of 86%.

Findings

There is a statistically significant contribution for both the first motivation (I participate in the Janadriah festival to increase my cultural knowledge) and the fifth one (I participate in the Janadriah festival to see new and different things and to enjoy a unique atmosphere). There is a statistically significant relationship between the most of services provided and the level of satisfaction. As well as, there is a statistically significant relationship between the perception and the level of satisfaction, also with the word of mouth communication. Finally, the results shown that behavioral intention had a positive influence on word of mouth communication.

Research limitations/implications

Time limits: the research was conducted during the organization of the Janadraih festival during its 26th session (February-March 2014).

Place limit: The research was conducted at the capital of Aaudi Arabia, Janadriah province

Practical implications

The model of the study could be applied in similar studies for different festivals all over the word.

Originality/value

The integrated model of the study represent an added value to the research in the field of tourism festivals

ABSTRACTS OF INTERNATIONAL JOURNAL OF TOURISM CITIES 2016, VOL. 2 NO. 1

TOURISM CONVERSION AND PLACE BRANDING: THE CASE OF THE OLYMPIC PARK IN MONTREAL

Author(s): Romain Roult (Universite du Quebec a Trois-Rivieres, Trois-Rivieres, Canada)

Jean-Marc Adjizian (Ottawa, Canada) Denis Auger (Trois-Rivieres, Canada)

Citation: Romain Roult , Jean-Marc Adjizian , Denis Auger , (2016) "Tourism conversion and

place branding: the case of the Olympic Park in Montreal", International Journal of

Tourism Cities, Vol. 2 Iss: 1

Abstract: Purpose

Many Olympic cities are faced with the challenge of converting various remaining infrastructures after the Games have been held. These infrastructures, often imposing and highly specialized, require local actors to innovate and engage in an urban renewal process that can be very complex and expensive when trying to give them a second life as tourism sites.

Design/methodology/approach

Based on an online survey administered to international travellers (n = 5,553) and 36 semi-structured interviews with local stakeholders, this study shows that the Olympic Park, mainly through the stadium, has international recognition.

Findings

However, the sustainability and development of these attractions will need a major overhaul with its welcoming amenities and the integration of the surrounding neighbourhoods in the regeneration plan.

Originality/value

Among these facilities, we have the Montreal Olympic Stadium, which is often identified as the architectural jewel of the Games and is used as an urban flagship in tourism development strategies. This situation raises several questions not only in the field of tourism, but also the fields of urban studies, leisure and sociology. This article will examine the case of the Olympic Park in Montreal and its urban regeneration concepts and place branding that have been integrated into the tourism strategies since the early 2000s.

ABSTRACTS OF INTERNATIONAL JOURNAL OF TOURISM CITIES 2016, VOL. 2 NO. 1

RETHINKING URBAN DESTINATION MARKETING

Author(s): John Heeley (Best Destination Marketing, Sheffield, UK; Sheffield Hallam University,

Sheffield, UK)

Citation: John Heeley , (2016) "Rethinking urban destination marketing", International Journal

of Tourism Cities, Vol. 2 Iss: 1

Abstract: Purpose

This paper traces the emergence of a dominant paradigm from within which academics and practitioners alike currently describe and otherwise explain urban destination marketing. The paradigm has been dubbed the 'theory of marketing competitive advantage' by the author, and by others as the '4P's marketing paradigm'. To effectively market themselves as tourism destinations, this paradigm requires towns and cities to differentiate themselves through the provision of more or less unique products, based on which they subsequently undertake branding, market positioning, distribution and other activities through bespoke destination marketing organisations (DMOs).

Design/methodology/approach

The paper summarises the findings of 1) a review of the academic and practitioner literature on urban destination marketing; 2) an online investigation of urban destination marketing in 62 European towns and cities, consulting the corporate and consumer pages of the relevant DMO web site; and 3) in-depth interviews with 20 senior DMO departmental executives. Each interview was recorded digitally for subsequent transcribing, and was conducted on the basis of a semi-structured interview schedule.

Findings

Theory, as enshrined in the '4P's marketing paradigm' rarely holds up in practice. Irrespective of whether or not a town or city possesses competitive advantage (and few do), DMO marketing gravitates almost inexorably towards a 'marketing of everything'. Moreover, much the greater part of urban destination marketing is ineffective, failing to create visitors and deliver the commercial and economic returns on which it is premised. Against a backdrop of DMO marginality and ineffectiveness and a reluctance by them to market what is special and different about places, the continued existence of DMOs and the destination marketing they undertake is thrown into serious question.

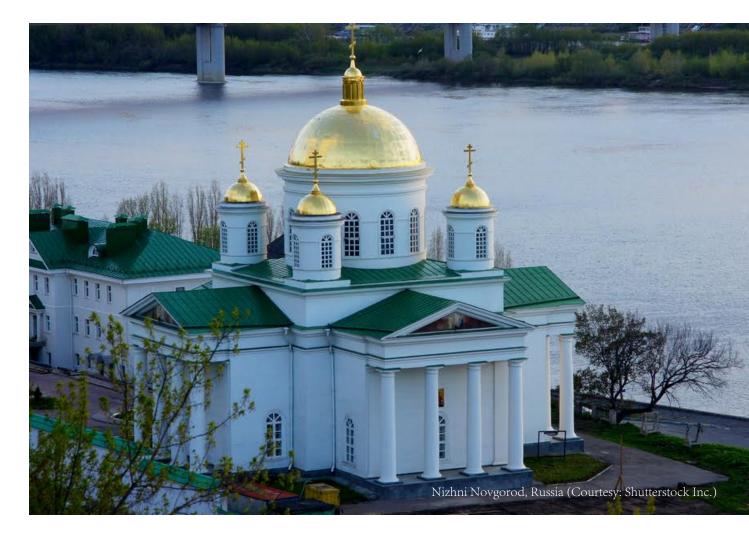
Originality/value

This paper is intended to give the reader an understanding of why success is so problematic in urban destination marketing, serving as an antidote to the prevailing idealised, normative and unproblematic picture of the DMO world as this is depicted from within the prevailing '4P's marketing paradigm'. The research method provides a basis on which to unite theory and practice in the field of urban destination marketing in a more systematic and verifiable manner than has hitherto ever been the case.

MOU BETWEEN

UNIVERSITY OF FLORIDA, USA AND N. I. LOBACHEVSKY STATE UNIVERSITY OF NIZHNI NOVGOROD, RUSSIA

Russia is a vast country with rich and varied tourism resources – unique natural features, beautiful landscapes, historical and cultural attractions, places of ethnographic interest, and excellent recreational opportunities. In 2012, Russia entered the list of the world's top ten tourism destinations for the first time, with 26 million international arrivals and accrued more than US \$9.9 billion in tourism receipts. The recent and upcoming mega sporting events will likely increase international arrivals as well as facilitate domestic tourism. Given the need to diversify its tourism product mix beyond Moscow, St. Petersburg, and Sochi, the government has announced 11 cities to host the FIFA World Cup-2018. Among these cities is Nizhni Novgorod, one of the historic and cultural centers in Russia with a population of 1.3



million. The city is also a commercial hub for industry, manufacturing, innovation and research, as well as a major educational center.

In 2011, University of Florida (UF) and N. I. Lobachevsky State University of Nizhni Novgorod (UNN) signed a Memorandum of Understanding to implement an institutional development partnership to improve tourism education, research, and industry outreach. The activities focused on curriculum development, course delivery, student mobility programs, faculty training programs, seminars to disseminate best practices, and collaborative research initiatives. In 2015, the first group of UNN students graduated from the "Bachelor of Science in Tourism" degree program established under the partnership.

Student exchange took place in 2012, 2013, and 2014. The program for Russian and American students was developed around the themes of tourism, hospitality, and destination management. The program combined academic, experiential, and service learning components, as well as cultural and language components. The Eric Friedheim Tourism Institute (UF), together with Visit Gainesville and UNN, organized "Tourism Destination Management" workshop at Nizhni Novgorod in 2013 to share best practices in destination management, and the city of Gainesville served as an example of a destination building its brand around nature, culture, and sports. The workshop was attended by tourism industry practitioners of Nizhni Novgorod and city tourism planners as well as faculty and students from three UNN departments. Sixteen professionals received the Executive Certificate, and 39 students received the Certificate of Attendance.

Four research studies have been conducted to date in collaboration with UNN. Currently, the two institutions are looking forward to expand research collaboration through joining forces of two research centers – the Eric Friedheim Tourism Institute at UF and the Center for Tourism Research at UNN.

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UF and UNN
Vice-president of ITSA for Russia















the context of rapid cultural and economic globalisation, over half of the World's population now live in urban areas. Through rural migration, new economic opportunities and enhanced global mobilities, cities and towns have expanded dramatically resulting in challenges to their character and identity. Visible changes in skylines and boundaries are also accompanied by less obvious shifts in how cities preserve, present and promote their pasts and traditions against fierce and competitive demands for space. Urban heritage, as the valued tangible and intangible legacies of the past, would appear to be an increasingly important asset for communities and governments alike, allowing cities to mark their distinctiveness, attract tourists and inward investment and, retain a historical narrative that feeds into the quality of life. At the same time, new heritage the heritage of the future - is being created in cities and towns. This reflects the patterns and trends of wider economic, social and cultural change and is resulting in 'starchitecture' and new iconic structures, but also in small scale interventions whereby communities are creating and nurturing buildings, objects, spaces and practices that have meaning and value to them.

This conference seeks to examine the processes of protecting, planning and promoting urban heritage in the face of on-going changes, pressures and opportunities at the global and the local level. We wish to better understand the ways in which heritage can be mobilised in the development of city well-being and the changing approaches to how it is managed, taking into account issues of ownership, responsibility, local and national economies and identities. Critically we address the question of long term sustainability and

pose the question of what will future residents, communities and tourists inherit from their towns and cities?

The event aims to provide critical dialogue beyond disciplinary boundaries and we invite papers from all disciplines and fields including: anthropology, architecture, archaeology, art history, cultural geography, cultural studies, design, ethnology and folklore, economics, history, heritage studies, landscape studies, leisure studies, museum studies, philosophy, political science, sociology, tourism studies, urban history, urban/spatial planning.

We welcome perspectives on all aspects of urban heritage / heritage in the urban context - world heritage, historic urban landscapes, colonial heritage, religious heritage, intangible heritage and traditions, museum heritage, food heritage etc. Potential themes of interest include:

- Innovative modalities of protection and planning urban heritage
- Community approaches to and uses of, urban heritage
- City based tourism and visitor economies of urban heritage
- Urban heritage as a form of social resistance
- Heritage as city memory
- Cosmopolitan urban heritage and re-creating identities
- Global and mega-city competition through heritage
- Revitalising the city through heritage
- Sub-urban and sub-altern heritage
- Urban spaces, traditions and intangible heritage

Please send a 300 word abstract of your paper with a clear title and contact details to ironbridge@contacts.bham.ac.uk as soon as possible but no later than October 15, 2015.

www.inheritingthecity.wordpress.com

ITSA WECHAT OFFICIAL ACCOUNT

NOW ON LINE!



Great news!!! The new ITSA Wechat Official Account has been officially on line since the beginning of year 2016!

As one of the most popular social media channels, Wechat not only has a remarkable market penetration among Chinese mobile users, but now gaining its increasing impact worldwide. ITSA aims to take the full employment of Wechat Official Account to circulate the latest news and updates among ITSA members and academia.

ITSA Wechat Official Account pushes a package of messages weekly, which may include but not limited to following information: introduction & interview of the ITSA members, ITSA activities, tourism academia news, tourism market news, etc. Submission and contribution of all kinds are most welcome. Please contact Prof. Tiger WU or Dr. Hannan Shen if you are willing to contribute.



Screenshots of ITSA Wechat Offical Account

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To spur livelier interaction and communication among ITSA members, we encourage you to share your latest research and achievements in this newsletter. If you would like to share your good news with us, please contact the ITSA Secretary.

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