



IT'S A NEWSLETTER

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The President's Message

It seems a good time to reflect on my four years as ITSA President. I am pleased to have been involved during a period of significant ITSA growth, a part of which is mirrored in the fantastic development of the International Journal of Tourism Cities - the ITSA journal. The period has seen me involved in three ITSA conferences, Perth, London and Tshwane. We have seen the installation of a London office to add to the foundation roots in China. From these broad brush developments, I want to extract four highlights. The points capture some of the aspects of ITSA which we need to preserve to flourish as a bright flower in the tourism research garden.

Good people. My first highlight is good people. ITSA has helped me and hopefully many more of us meet and work with good people. I started this journey already being close friends and colleagues with Alastair Morrison and to a lesser extent Tiger Wu. During this journey Alastair has been a driving power behind ITSA and the journal. No-one has matched his efforts in bringing about the success of the organisation. He often uses his exemplary marketing textbooks as his calling card, and they are indeed an outsize promotional tool, but they are outranked by his largesse, hard work, and dedication to make ITSA thrive. I have come to know Tiger Wu better through ITSA and even recently we shared good times in my house and home city. He too has a strong commitment to ITSA and his continuing input to help ITSA maintain its Chinese roots with a global mindset has been a strong effort. There are many more good people to mention and praise. In Perth, the late Sue Moore, the entertaining David Newsome, and the caring Diane Lee helped make the Perth conference a landmark for ITSA out of Asia. In London, the energetic James Kennell, the thoughtful and committed Andres Coca-Stefaniak, and the then very pregnant and hard-working Samantha Chaperon, spearheaded another international conference of substance. In London, I was able to renew my acquaintance with Dr Xinran Lehto and her commitment to academic standards prompted me to think that she would one day make a very worthy ITSA President. She has done much already to help build a better ITSA. In South Africa, the impeccably dedicated Nellie Swart, and the overworked but deeply caring Professor Cina van Zyl, were leaders of a welcoming and fun team whose attention to detail produced a memorable event for the growing followers of ITSA. There are many others. They include David Ma for his outstanding work on the newsletter, an array of conference speakers and scholars who put in the effort to provide presentations of style and substance, and the graduate students from all countries who used ITSA to engage with their fellow students and senior scholars. Yes, indeed, being ITSA President has meant many enjoyable encounters with many good people.



Good spirit. The comments about good people are underpinned by ITSA conferences and interactions seeking and substantially achieving worthwhile outcomes in a good spirit. Academic life has its competitive and potentially hostile elements. We may not always agree with how others want to study a topic, we may find some methods weak or poorly executed, and we may question the value of some work and organisational goals. At the conferences I observed few examples of harsh aggressive criticism. I noted that when work might have been executed better, there were suggestions for improvement and points for considerations rather than destructive attacks. Preserving this shared spirit of collegiality, trying to make everyone's work better, has been the ITSA way and it is a valuable asset to preserve in the future.

Good inclusiveness. I have had a particular desire during my time as President to ensure that ITSA is an inclusive, opportunity-generating organisation. We have taken action to be inclusive rather than engage in debates about supposed control of the tourism research academy by an elite, conservative and older male network. Both in London and in Tshwane, we held a youth Forum, not as a side issue to the conference but in the main program for everyone to hear the able youth voices who articulated their concerns and dreams about their academic life. It was successful in both venues and I am very committed to seeing it as a main feature of forthcoming ITSA events. The backgrounds of our keynote speakers has also represented our approach to inclusiveness. Some have been young, quite young; others have been from relatively less developed research locations; there have been many talented women but also men with something fresh to say; and there have been individuals from a diversity of ethnic and religious backgrounds. In the next conference in Indonesia-Singapore, this attention to inclusiveness is a principle that will be employed to continue to define ITSA thinking about the multi-faceted world of tourism research.

Good change. During the last four years ITSA has changed. The opening of the London office and the powering up of the International Journal of Tourism Cities are landmarks of that change. But so too the structure and focus of the organisation has been changing and adjusting to adopt a global gaze on tourism research rather than a predominantly Chinese perspective. Nevertheless, it is my view that ITSA will always be advantaged by having a Chinese heritage and a strong contemporary Chinese presence. The appointment of a number of regional vice presidents, several of whom have already recruited new members and represented ITSA well in their home areas, is a significant part of ITSA's evolution. Through the regional vice presidents we are reaching into South East Asia, the Mediterranean, Africa, the Middle East and South America. As more members and organisations join from these locations, ITSA will build and grow further. New initiatives for cooperation - labelled Trinergy and Domain leadership - are documented elsewhere in this newsletter, and it is worth trialling these pathways for cooperation; after all ITSA is a differentiated from other groups by its explicit stance that it connects scholars from different levels of tourism research development.

It has been memorable for me and worthwhile being ITSA President. Leadership, academic mentoring and creativity are not, however, solely the province of those with organisational titles. I intend to be a continuing contributor to the goals and principles of creating good tourism research through ITSA and in other ways in the coming years. I hope you have enjoyed working with me as ITSA President. I believe the friendships and links we have formed will be my most treasured souvenirs of this period of time.

Philip L. Pearce
ITSA President 2014-2018

EDITOR'S NOTE

Dear ITSA Members and Friends,

Welcome again to ITSA's newsletter. This November 2018 It's A Newsletter is exciting and full of progresses and successes on all fronts. We hope you've enjoyed the previous newsletters as this one promises to be even more enjoyable and inspiring.

The dynamic and inclusive conference in South Africa (August 2018) showcased some of the best tourism research in Africa and globally.

We are making an impact and expanding fast, including promising new members and forthcoming events, which will be announced in due course. Two new efforts are underway, the innovative ITSA Research Domain Leadership Program and the TRInergy initiative by the International Journal of Tourism Cities (IJTC), closely linked with ITSA's mission to connect scholars from developing and developed countries. Accordingly, it is safe to report that there is an upward trend of continuous successes for both ITSA and its IJTC.

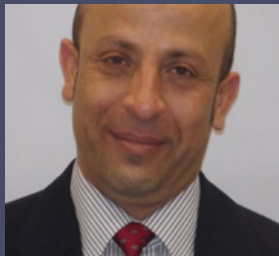
Now, to continue to encourage your active involvement in ITSA, please let us know about innovative and creative industry practices in your regions, emerging scholars, awards and any other significant developments that you see relevant.

And, as always, we welcome more suggestions under this column.

It is an exciting time to be involved in ITSA and great honour to work with you all.

Warm Greetings from London

The Editor



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Minister Derek Hanekom

Minister of Tourism (South Africa)



ITSA 7TH BIENNIAL CONFERENCE TSHWANE SOUTH AFRICA

The 7th ITSA Biennial Conference was a huge success and welcomed 262 delegates from 20 different countries!

The Conference began on Monday, 6 August 2018 and ran up until Friday, 10 August 2018. In this time, we had three full days of conferencing, a welcome function and a gala/awards dinner. The conference was held at the CSIR International Convention Centre, during this time the attending delegates experienced true South African Culture with an opening by the talented Limpopo dance group, International Tourism “GURU’s” and outstanding panel discussions that gave huge insights into all aspect of the tourism industry.

Day 2 kicked off with a bang and was filled with insightful keynote talks and fascinating paper sessions. Running parallel to this was an afternoon of sessions where students were also given the opportunity to present their hard work to all of the attendees in different sessions. Day 2 ended, and delegates were given an evening of leisure whereby they were able to explore the City of Tshwane.



Day 3 started with an opening session in the main hall, from here delegates had the choice of papers across eight different parallel presentation sessions.

The Gala/Awards Dinner was hosted at Monte De Dios (Wednesday, 8 August) whereby works presented were acknowledged and awards were handed out to the various category winners. The evening started off with the sounds of Re Ono Jazz band that got the evening started. This magical evening was supported by The City of Tshwane. The theme of the evening was modern day Africa.

Please use this link to gain access to the ITSA Video's and pictures (contributed by Nellie)

<https://drive.google.com/drive/folders/1f-c0qjE1meg9JB1GPY8Gu12AvWq87QoK-K?usp=sharing>



AN OVERVIEW OF TOURISM MANAGEMENT, PLANNING AND EDUCATION IN **IRAN**

By **Mahmood Ziaee**

Regional Vice President for the Middle East
Associate Professor of Tourism Management Department
Allameh Tabataba'i University, Tehran, Iran

Iran is home to one of the oldest civilizations in the world. It hosts a wealth of cultural and natural heritage, including 23 UNESCO World Heritage sites. According to UNWTO zoning, Iran is located in South Asia Region, and in 2017 it hosted about 18.3% of the 266 million international visitors of this region.

Tourism Management in Iran

In 1907, the Ministry of Culture, Education, Endowment, and Fine Arts was established, protecting the cultural heritage in Iran. The first tourism management and planning institution named Attracting Foreign Tourists and Advertisement Bureau was set up in Ministry of Interior in 1935. After that the “Iranian Tourism Institute” was founded in 1945 to promote the development of domestic tourism. These institutions combined and promoted to the level of the “Ministry of Information and Tourism” in 1973.

.After the Islamic Revolution, the Cultural Heritage Bureau took the lead under the “Ministry of Culture and Islamic affairs” and finally in 2006, the Cultural Heritage, Handicrafts, and Tourism Organization was formed. Today this organization, under the office of the Presidency of Iran, governs all matters related to cultural heritage, tourism and handicrafts in Iran.

Tourism Planning in Iran

Starting in 1968, The Foreign Tourists and Advertisement Bureau along with Budget and Planning Organization had set long term strategies for improving Tourism industry in Iran. Afterward large scale projects such as Comprehensive National Tourism plan, Comprehensive Caspian Sea tourism plan were developed by using consultations form foreign companies of Tourist Consult Company, EMCO. and DOXIADIS Consulting Engineers.

After the Islamic Revolution, in 2000, the National Tourism Plan of Iran have been formulated with technical and financial support of the UNWTO. Also, parts of the Iranian 20-Year Vision Document pertained to tourism and cultural heritage. Since then many plans and programs in Tourism

have taken place; National Document for the Development of Ecotourism and Comprehensive Provincial Tourism Plans for all of the provinces have been developed and conducted throughout the country.

Tourism Education in Iran

Short courses on tourism training

The first short course on tourism training in Iran was offered in 1957 by the Municipality of Tehran city. It was designed for training housekeepers and waiters. In 1966, the Hospitality Excellence School was formed by the Attracting Foreign Tourists and Advertisement Bureau. The Tour guiding and Hoteling and Hospitality courses were among training programs which were offered in that school. Since 2003 until now the Cultural Heritage, Handicrafts, and Tourism Organization has the responsibility for standardization, evaluation and accreditation of all tourism education programs across the country.

Higher Education in Tourism

Higher education courses in the field of tourism has been started in 1995. In recent years, an increasing number of public and private universities and institutes begin to educate students in tourism management, planning, marketing and ecotourism in Iran. Today around 5300 students are pursuing associate degrees, 9300 bachelors, 600 masters, 40 PhD in this field. In recent years the number of publications both books and journals are also increased significantly, in this field.

Allameh Tabataba'i University has been the premier pioneer university for higher education in tourism management in Iran. Its Tourism Management Department get started with bachelor programs in 1995, followed by Master and Doctoral programs in 2004 and 2012. Four sub-disciplines are offered: Tourism Management, Hospitality Management, Tourism Planning and Tourism Marketing. This year, the department is serving 240 bachelors, 160 masters and 35 doctoral students under the instruction of 13 full-time professors and several part-time lecturers. As of today, nearly 700 tourism students have graduated from this department so far.

In addition to the educational mission, the department have been active in research by publishing numerous tourism books and also the first Persian peer-reviewed journal in the country titled "Tourism Management Studies" have been published since 2003. Furthermore, Allameh Tabataba'i University also formed the first tourism research center in Iran called the Center of Tourism Studies and Planning in 2004 as a research hub for the department.



Dr. Mahmood Ziaee

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Greetings, ITSA members!

As the incoming president, I am excited to announce a new membership program - The ITSA Research Domain Leadership Program (ITSA RDL). This program will be a grassroots program with the goal to connect and benefit ITSA members in a meaningful way. More specifically, we would like to:

- (1) harness the multifarious intellectual resources and research application contexts with our culturally diverse and global membership base;
- (2) Provide research leadership opportunities for researchers at various levels in their effort to establish global reputations and recognitions in their research areas;
- (3) provide cross-cultural and collaborative research opportunities for junior researchers;

We are, therefore, seeking applications from ITSA members interested in participating in the ITSA RDL Program as research domain leaders or research domain members. ITSA will, on a continuous basis, select research domain leaders who have built a strong line of research in a particularly focused area and are envisioning to become leading scholars in the area. The selected domain leaders will be leading research networking events and collaborative research initiatives pertaining to their specific areas.

Below is a list of sample domains. These are intended to serve as illustrations of possible domain areas. ITSA members are encouraged to apply to become a domain leader or a domain member of these and other research domains that you personally identify with.

- Disability and Accessible tourism design
- Complaint behaviour in tourism

- Poverty in tourism
- Restorative environments
- Asian popular culture and tourism events
- Augmented reality and immersive reality in tourism
- Visitor harassment
- Content marketing strategies
- Existentialism and tourism
- Heritage architecture and tourism

The ITSA RDL program encourages mid-career, ambitious, and talented ITSA scholars to apply to become a domain leader. ITSA will continuously publish the domain areas led by our domain leaders. Researchers interested in taking part in collaborative research in these domains are welcome to express interest in becoming a domain group member. The domain leaders will work with their respective groups of like-minded researchers across the globe to conduct collaborative research and publishing activities, collaborative grant activities, and other synergistic and scholarly activities.

As we celebrate the diversity of our association, we aim to harness synergistic intellectual synergies across our diverse and global membership base, to build signature areas of strength by pushing conceptual boundaries, and to provide ITSA members a meaningful platform to build their own research and scholarship leadership. Together, ITSA will grow its scholarship brand reputation alongside the successful career development of ITSA members. Together, we can build ITSA into a premier tourism association in the world, and fulfil our mission to bridge gaps between developing and developed nations.

The ITSA News Letter will provide periodic updates on our domain leadership program activities and celebrate scholarly accomplishments of all ITSA members.

Application

Specific actions to take to become a domain leader for our Research Domain Leadership Program are:

1. Express your interest of becoming a domain leader to Professor Philip Pearce (Philip.pearce@jcu.edu.au)
2. Specify a research domain in your email and explain why you would like to become the said domain leader.
3. Provide an updated CV.

Specific actions to take to become a domain research member for our Research Domain Leadership Program are:

1. Express your interest of becoming a domain member to Professor Philip Pearce (Philip.pearce@jcu.edu.au) or to the leader of an existing domain.
2. Specify an existing domain or a potential domain in your email
3. Provide an updated CV.

Domain Area I – Existential Dimensions in Tourism

Domain Background

Amidst preoccupations with managerial aspects of tourism underpinned by big data and robust measurements, it is easy to forget that, at the heart of any tourism activity is a human being. This humanness has many faces in tourism: that of a business traveler, of a volunteer tourist, of a hotel housekeeper, of a restaurant waiter, of a tourism official, of a local farmer. Each human individual is unique in many ways, including their understanding of the world, ideas of the good and the bad, as well as how one should live a life. The individuality that distinguishes people from one another, however, is also what brings them together in their humanness, and one way to understand this common ground is through the existential prism.

Existential ideas suggest that, by the fact of their birth, humans are tormented by the so-called existential predicament, or the four facts of life that uniquely characterize the human existence. These are meaning(lessness) of life, inevitability of death, pervasive alienation, and boundarilessness of freedom. For example, humans are the only known creatures who, since the early age, are aware of their own mortality, and thus they seek meaning to justify their existence. The quest for the creation of one's unique life meaning is complicated by the inner freedom to make choices, even when these choices can be sometimes externally constrained. Existentialists also question the possibility of genuine human connections as, no matter how close a person is with other individuals, he/she cannot completely share the companion's consciousness and thus his/her desires, feelings, and dreams. In brief, the existentialist sees humans as a meaning (rather than pleasure)-seeking beings thrown into in the alienating world full of difficult choices.

Domain Aim

The aim of this domain area is to advance the above area and to work towards a wider recognition of the importance of existential dimensions in tourism by scholars, industry practitioners, and tourist communities. As a philosophical stream, existentialism belongs to the Continental European intellectual tradition. The international reach of ITSA is hoped to be helpful to extend these ideas and to assess their relevance across non-European and culturally diverse contexts.

Possible Topics for Collaboration

In tourism, more and more tourism providers and academics recognize (although not always explicitly) tourists' existential concerns. Academically, we now know that, in addition to positive emotions, sensations of pleasure and comfort, modern tourists encounter and, at times, even seek out products and experiences that position them vis-à-vis existential aspects of life, discomfort, fear, and even impeding danger or death (think thanatourism, adventure tourism, volunteer tourism). There now exist tourism operators/agents that specialize in, for example, so-called "transformative" tours meant to challenge tourists' worldviews, to help solve personal dilemmas, or to simply "(re)discover" oneself. Many questions, however, remain:

- How does the existential predicament "on the move" differ from the predicament at home?
- Can tourism help with the quest for the meaning of life? Meaning of death?
- How do these issues manifest in traveling children? Young adults? Elderly tourists?
- How to effectively tap into various tourists' existential issues while facilitating meaningful tourism experiences?

While the attention to the existential concerns of the tourist is a step towards embracing the uniquely human side of tourism, existing efforts mostly ignore other human actors, such as, local residents and, by extension, tourism providers (e.g. a travel agent, a hotel housekeeper). Although equal in their humanness to tourists, these individuals may attend to their existential issues in the unique ways.

- Does tourism play a role in how these individuals see the meaning of their own life and the life of a local community?
- How do they make sense of touristic encounters in light of the cultural divide and existential alienation?
- How can existentially transformative experiences, typically designed for tourists, be also meaningful to tourism providers and local residents?
- Finally, in light of alienation pervasive in the modern world, how do the two existential human beings (a tourist and a tourism provider) encounter each other?
- Do they truly connect or purely exchange pleasantries?
- How do they make sense of tourism in relation to their respective personal freedom? How do they make difficult life choices and how tourism can support existentially loaded decision making?

Call for Participation

We are looking for researchers at any career stage, including graduate students, to join the domain. To do so, please

1. Express your interest in becoming a research member in a domain by sending an email to a domain leader (our first domain leader is Dr. Ksenia Kirillova at ksenia.kirillova@polyu.edu.hk)
2. Specify a research domain in your email and explain why you would like to be part of the research domain group.
3. Provide an updated CV.

Domain Leader Background

Dr. Ksenia Kirillova is in her fourth year of the tenure track assistant professor position at the School of Hotel and Tourism Management, the Hong Kong Polytechnic University. Her early (not yet scholarly) interest in the existential issues was motivated by my personal search for meaning in life and the significance of death. She defended the PhD dissertation (Purdue University, USA) that investigated existential authenticity and angst as outcomes of tourism experiences. Since then, she has published five papers that look at the problematics of human sociality, vacation effects, and transformative experiences in tourism from the existential perspective. Ksenia strives to be an existentially authentic scholar and promotes this way of being among peer researchers.



Dr. Ksenia Kirillova
The Hong Kong Polytechnic
University



Dr. Philip Pearce
James Cook University



Dr. Xinran Lehto
Purdue University



Member of the ITSA London Office are involved in an innovative project to spread the benefits of cultural heritage tourism to small businesses across Europe. The project is funded by the European Union's ERASMUS+ programme and is being delivered by a network of partners from the U.K., Romania, Denmark, The Netherlands, Ireland and Spain.

ROOTS will utilise new innovative approaches to produce extensive resources including; an awareness raising campaign, multiple manuals and a training kit that teaches how to implement and promote cultural heritage tourism and how to set up a local cultural heritage tourism community. The ROOTS Online platform of resources and community will ensure long term impact.

The ROOTS project aims to:

- Increase the entrepreneurial skills and cultural mind-set of owners and managers of tourism micro enterprises by creating training materials that; raise awareness on the topic of cultural heritage tourism, build understanding of the business opportunities it brings, and develop capacity on how to capitalise on it individually or as a cluster.
- Develop a coherent strategy for enhancing and diversifying tourist services.
- Increasing the knowledge of micro tourism companies so that they fully recognise, develop and capitalise on the potential and preservation of cultural & natural heritage, therein building high value/low volume (specialised) rather than high volume/low value (mass) tourism.

You can find out more about the ROOTS Project by visiting www.rootsproject.eu

Photo: ITSA London Office Social Media Officer, Dr Wenjie Cai at a ROOTS project meeting in Copenhagen, Denmark

Ying Zhang

RVP for China

Professor of Heritage Tourism and
International Tourism Research
Director of International Tourism Research Center
Deputy Director of Office of International Relations
Minzu University of China (Beijing)



Professor Ying ZHANG, Regional Vice President - China of the International Tourism Studies Association, Professor of Heritage Tourism and International Tourism Research, Director of International Tourism Research Center, Minzu University of China, is also serving as a committee member of the Tourism Discipline Expert committee of China, Evaluation expert of “the Ten thousand talents of tourism” of the Chinese Ministry of Culture and Tourism, the chairperson of the National Tourism Excellent Teaching Contest in China, Council member of Costume Research in China, assessment expert of China Scholarship Council, etc.

She received her Ph.D. from Peking University in 2003 and finished her post-doctoral research in Minzu University of China in 2006. She has presided over or participated in many import international or domestic research projects. She has independently written or co-authored more than 20 academic monographs either in Chinese or in English. Nearly 100 academic papers in academic journals are published or presented in or conferences proceedings.

Annmarie Nicely

RVP for the Caribbean Region

Associate Professor in
School of Hospitality and Tourism Management
Purdue University



Annmarie Nicely is Associate Professor in the School of Hospitality and Tourism Management at Purdue University located in West Lafayette, Indiana. Prior to becoming a university professor she completed her undergraduate degree at the University of the West Indies where she did one year in her homeland, Jamaica, and two years in the Bahamas. She later completed her master's and doctoral degrees at Florida International University and Oklahoma State University, respectively, both in the United States. For a number of years she was a frequent contributor to the Jamaican newspaper, The Gleaner's Hospitality Jamaica supplement where she wrote on a range of issues of importance to Jamaica's hospitality and tourism industry. Currently, she is the Co-Convener of Purdue's Caribbean Scholars Network as well as the founder and lead researcher at the Visitor Harassment Research Unit at Purdue.

A behaviorist, Dr. Nicely's general research interest is learning and performance in hospitality business and tourism communities. However, when it comes to solutions to unwanted behaviors in tourism communities her particular area of interest is visitor harassment mitigation. In recent times she has dedicated most of her efforts to both understanding and finding sustainable solutions to the global problem of the harassment of visitors by local micro-traders. Starting --- Dr. Nicely will be the new Regional Vice President (Caribbean Region) for the International Tourism Studies Association (ITSA).

Andres Coca-Stefaniak

RVP for International Journal of Tourism Cities

Associate Professor in
Marketing, Events and Tourism Department
University of Greenwich, London (UK)



J. Andres Coca-Stefaniak is Associate Professor in the Marketing, Events and Tourism Department at the University of Greenwich, London (UK). Prior to joining Greenwich, Andres worked as Head of Research and International Partnerships at the Association of Town and City Management and held a number of academic positions at other British universities. After completing his studies in Mining Engineering (BA, University of Nottingham) and Engineering Rock Mechanics (MSc, Imperial College of Science & Technology, London), Andres worked in the oil industry (Shell International Ltd) and deep mining (Anglo American plc), which may explain why he is always happy exploring caves, abandoned mines, bunkers and generally holes in the ground as an alternative to camping, sea kayaking or mountain hiking with his wife and daughter. Currently, he is managing two major research projects (combined budget of €6.3 million) co-funded by the European Union, he is Co-Editor-in-Chief (with Prof. Alastair Morrison, Purdue University) of the International Journal of Tourism Cities - ITSA's official journal

-, a member of the editorial advisory board of the Journal of Hospitality and Tourism Research, an advisor to the World Tourism Cities Federation, and was recently invited to provide expert evidence to a UK Parliament special committee inquiry investigating the future of high streets and town centres (downtowns) in the UK. Andres' research interests include the management, marketing and sustainability of places (incl. town centres and tourism destinations) and the development of 'smart' approaches to the management of tourism destinations. Starting --- Dr. Coca-Stefaniak will be the new Regional Vice President (IJTC) for the International Tourism Studies Association (ITSA).

BEYOND ARRIVALS TOTALS

INSIGHTS INTO CHINESE
OUTBOUND PATTERNS
TO SOUTH KOREA IN THE
FIRST HALF OF 2018



Christopher Ledsham, M.A.
China Outbound Tourism Research Institute

The original article can also be found on
COTRI's website at
<https://china-outbound.com/south-korea-h1-2018/>

Following the better-than-anticipated total of 80 million Chinese tourist arrivals seen around the world in the first half of 2018 – a year-on-year increase of 16.4% – COTRI raised its annual forecast for the whole of 2018 from an initial 154 million to 160 million Chinese border crossings. Should this total be achieved, it would represent a growth rate of 10.3% against 2017's annual total of 145 million arrivals.

Within 2018's robust double-digit growth rate is a wide range of trends and narratives that reveal different development rates in various destinations. A pillar among the total H1 2018 figure is the strong growth posted by the top-two global Chinese outbound destinations; Hong Kong SAR (23.7 million arrivals, +13.4% YoY) and Macau SAR (11.7 million arrivals, +13.3% YoY), contributing a net addition of 4.2 million arrivals between them. With the inclusion of Taiwan, the three Greater China destinations still account for a large share of the total Chinese outbound tourism market (45.9%), meaning that trend shifts in these destinations can have a notable effect on global patterns.

In addition to the two SARs, a number of other leading regional destinations including Thailand, Vietnam, Malaysia, Singapore and Japan all recorded strong double-digit growth rates in Chinese tourist arrivals in the first half of the year so far.

Another top-10 destination that warrants a closer look, however, is South Korea. As it begins to recover from the effects on the embargo on group tours attributed to its agreement to host the United States' THAAD missile defence system, the country recorded double-digit year-on-year increases for the months of March to June inclusive, yet finished H1 2018 with 2.2 million Chinese arrivals, a total 3.7% lower than H1 2017. While the second quarter of the year (1.1 million arrivals) was an improvement against Q2 2017 (736,000), this was still far lower than the 2.1 million recorded in Q2 2016, before the introduction of the package tour ban.

Amid the shifts seen in Chinese outbound tourism to South Korea in recent years (FIT travel was not affected by the moratorium on package groups), a number of contagion effects can be observed in the demographics and travel characteristics of Chinese visitors to the country.

For example, coinciding with the introduction of the package ban in early 2017, there is a significant decrease in the previously-high percentage of female travellers to the country. While women had consisted of a significant majority of Chinese travellers to South Korea at the peak of its success in Q2 2016 (65% : 35%), this imbalance decreased significantly upon the barring of package groups one year later in Q2 2017 (53% : 47%); a factor that could be attributed to the country's popularity as a retail haven for cosmetic products.

The ban also corresponded with a number of other changes that can offer an insight into the profile of absent package tourists. During the most heavily affected period (Q2 2017 to Q1 2018), shifting trends included notable decreases in the share of travellers with university education, visiting for leisure purposes, staying in accommodation rated two-star or lower, belonging to the 50+ age group and residing in non-first tier cities.

Accordingly, the return to strong year-on-year growth in Q2 2018 – where package tourists have climbed back to accounting for 30% of the total number of Chinese visits to South Korea – is coinciding with shifts towards patterns seen before the ban. The second quarter of the year saw female travellers climb back to 59% of the total, those with education up to secondary level return to a fraction of 70%, the ratio of two star or lower-ranked accommodation increase by 4% and the proportion of travellers from cities ranked as third tier or below increasing from 25% to 32%.

With Chinese outbound tourism statistics, it is key to look beyond numbers to gain a true understanding of trends and wider context. COTRI Analytics provides quarter-by-quarter breakdowns of a wide-range of demographic categories alongside executive-level contextual analysis for the 80 leading destinations in Chinese outbound tourism.



IJTC CO-EDITOR'S REPORT

The International Journal of Tourism Cities - ITSA's official journal - was represented at the 7th ITSA Biennial Conference hosted in Tshwane/Pretoria by the University of South Africa in August 2018. Both co-editors of IJTC - Professor Alastair Morrison and Assoc. Prof. J. Andres Coca-Stefaniak - presented at the conference and praised it as a "growing, dynamic and inclusive conference showcasing some of the best tourism research in Africa and globally". They also attended the ITSA Executive Committee Meeting on August 6th and briefed EC members on IJTC's great progress. Downloads of articles from IJTC are growing rapidly with the most being downloaded in Malaysia, China, Indonesia, UK, and Australia.

IJTC has just published in Volume 4 Number 3, a Special Issue, edited by Michael C. Hall and Yael Ram - on "Walking in Tourism Cities". The contents include the following:

Editorial: Walking Tourism in Cities: Introducing the special is-sue	C. Michael Hall
Making cities more walkable: A view from Singapore's streets	Joan Henderson
Analysing the Flow Pattern in the Tourism City of Eskişehir	Saidazim Sharipov and Hatice Demirkol
Walk score and tourist accommodation	Yael Ram and Colin Michael Hall
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A Themed Issue due before the end of the year in Volume 4 Number 4 on “Terrorism in Tourism Cities” edited by Assoc. Prof. J. Andres Coca-Stefaniak and Professor Alastair M. Morrison. The contents of this issue are as follows:

Editorial: City tourism destinations and terrorism – a worrying trend for now, but could it get worse?	J. Andres Coca-Stefaniak and Alastair M. Morrison
Peacefulness at home: impacts on international travel	Claudia Seabra, Elizabeth Kastenholz, Jose Luis Abrantes, and Manuel Reis
The German source market perceptions: how risky is Turkey to travel to?	Rami Isaac and Vanessa Velden
The narrative rhythm of terror: a study of the Stockholm terrorist attack and the ‘Last Night in Sweden’ event	Cecilia Cassinger, Jorgen Eksell, Maria Mansson, and Ola Thufvesson
Destinations response to terrorism on Twitter	Danielle Barbe, Lori Pennington-Gray, and Ashley Schroeder
The fear of terrorism and shift in cosmopolitan values	Vanda Veréb, Helena Nobre, and Minoo Farhangmehr
Plan for the worst, hope for the best? Exploring major events related terrorism and future challenges for UK event professionals	Daniel Baxter, Jenny Flinn, and Lucrezia Picco

A Special Issue on CSR and Ethics in Tourism, Guested Edited by Rami Isaac of the Centre for Sustainability, Transportation and Tourism, Breda University of Applied Sciences in the Netherlands will be featured in 2019 in Volume 5 Number 2.

A Call for Papers has been issued for a new Special Issue on Tourism in Indian Cities, Guest-Edited by Dr. Jithendran Kokkranikal (University of Greenwich), Professor Kapil Kumar (Indira Gandhi Open University), and Alastair M. Morrison. Historically cities have been major tourist destinations for a variety of reasons. (Ashworth and Page, 2010). The pull factor to the cities varies from cultural and monumental heritage to pilgrimage cities and from events to modern leisure activities. Not only they are attractions for both domestic as well as international tourists but in many cases, they are the entry ports for remote destinations. Hence, tourism to cities has also been a major contributory factor in their expansion, economic growth and opportunities for employment. Besides, cities have also emerged as Centres of multiculturalism, convention avenues, exhibitions, fairs and festivals. All such activities and development have led to demographic changes also with rapid growth of population in cities, thereby also having an impact on the sustainability of cultural heritage. Further, globalisation and constantly evolving global economic systems have created the need for cities to reinvent themselves to maintain their economic competitiveness, if not survival (Marques and Borba, 2017). In fact, tourism too has increased competitiveness among the destinations with various cities world over vying with each other to attract tour-



ists and tourism related business. There are a host of factors that influence the tourists' choice of city as a destination, from understanding culture, leisure, events, security, etc. Constant tourism inflows also pressurize the carrying capacity in relation to infrastructure and environment and very often the relationship between the host and the guests. The guest-host relationships have also led to cultural and societal changes in many cities, sometime leading to anti-tourism movements and protest over tourism (Seraphin, Sheeran and Pilato, 2018).

Taking these factors into account we have decided to bring out a Special Issue on "Tourism in Indian Cities". Indian cities have been hardly researched from the point of view of tourism, both positively and negatively. Moreover, one finds in India various patterns of urbanization with the most ancient cities like Varanasi, or Haridwar, etc. to the most modern grand cities like Chandigarh, Noida, Gurgram, etc. They also present a unique mix of traditional cultural and modernity. Hence, researching such cities from the point of view of tourism

An agreement was also reached with the journal's publishers - Emerald - to offer free access to a selected article every month.

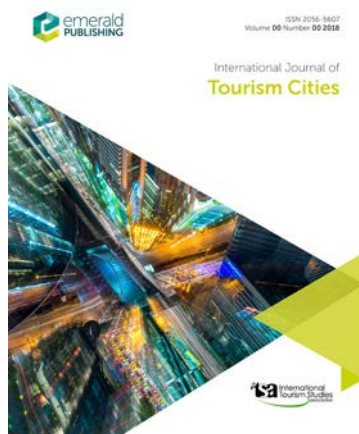
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IJTC TRInergy PROPOSAL

TRInergy is an initiative of the International Journal of Tourism Cities (IJTC) that:

- Combines the Invited Article and Literature Review recommendations (from Emerald Publishing Group) by requesting extended literature reviews from eminent scholars.
- Teams-up the eminent scholars with developing country and young scholars who have a need to publish in venues like IJTC. Works in progress (such as for theses and dissertations) are considered.
- Invites all Theme Editors and ITSA RVPs to take part in this effort.
- TRInergy is being conducted on a pilot basis with the two topics of “urban tourism” and “tourism cities.”

Basic assumptions underpinning TRInergy proposal:

- ITSA’s mission is to connect scholars in developing and developed countries.
- This is another initiative to satisfy ITSA’s mission.
- ITSA wants to do more to assist young scholars in their research and publishing.
- IJTC is a strong brand for ITSA; however, it is worthwhile to further enhance IJTC’s bonding with ITSA’s mission.
- Emerald is advising the IJTC Co-Editors to get more Invited Articles (from eminent scholars) and Literature Reviews to attract greater citations.
- It is difficult for scholars in developing countries to publish articles in international journals. IJTC’s Scopus listing appeals to these scholars.

For more information on TRInergy or to express your interest in participation, please contact:

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