

TTRA Asia-Pacific Chapter e-Newsletter October 2016

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Welcome from the President

It's been an amazing 6 months for the APAC Chapter. Firstly, the launch of our Chapter Newsletter in May was a milestone we have been trying to reach for at least 2 years. My thanks to our editor Aaron Tham for the 'herding cats' role he has bravely undertaken. This was capped in June by APac being awarded the TTRA International Chapter Achievement award. We were the first Chapter ever to receive it on its first submission. There's more detail on that later in the newsletter so I won't give too many plot spoilers – but do give a big thanks to our Founding President Sue Beeton who lead the initiative.

The board also took some important decisions to continue professionalising our Chapter and our Conference. So the [2016 Chapter Conference in Dubai](#) will be the first where we present two key awards. We will be awarding our best paper award and a significant achievement award named in honour of Sue Beeton who founded the chapter. This will recognise an individual who has made a significant contribution to the success of the Chapter. The Conference will focus our energies on innovation and tourism including an exciting session on the role of content (especially film) in driving tourism. Early bird rates end on 1st November so if you haven't booked yet do so [now!](#) Again, you can read a full update of the Conference in this edition of the newsletter.

Another part of that process of professionalization is raising the profile of the board members who look after the Chapter for you. So this month, founding board member Perry Hobson of Taylor's University shares his journey in tourism and his thoughts on the future. Perry is never backward in coming forward with ideas so you'll find it a lively and entertaining read.

This newsletter, the conference and the board are all here for you - our members. To bring it alive and keep that momentum building we need your help. We've included updates on publications and events that might be of interest. But feel free to share your upcoming events and publications with us (simply email Aaron Tham at mtham@usc.edu.au) we'll include all relevant ones. But also feel free to send us your ideas on the content you would like to see in the newsletter. Finally, are you or do you know someone who could make a bigger contribution? We'll be opening up nominations to the APAC Chapter board in the next days. Keep your eye out for the announcement and submit. The elections will be in November with the results ratified at the AGM in Dubai in December.

See you in Dubai!



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Chapter Achievement Award

TTRA APac Wins Prestigious Chapter Achievement Award

At TTRA's International Conference 2016, APac Chapter's work was recognised with the 2016 Chapter Achievement award. The Chapter Achievement Award is presented to the chapter that best furthers the mission of TTRA "to improve the travel industry by supporting quality tourism research" through spirit, innovation, effectiveness and creativity.

Established in 2012 by long time TTRA member, Prof Sue Beeton, as a place for all those interested in travel and tourism research throughout the Asia-Pacific region to come together, TTRA APac is dedicated to further supporting travel and tourism research in the region. Membership comprises DMO research managers, industry research users, 'vendors' (research consultants), academic researchers and post-graduate students.

The award was presented based on TTRA APac's work in many areas, but most specifically the role of its annual conferences in adding content and meaning to tourism research in the world's fastest-growing tourism region.

From the first conference in Malaysia in 2012, each subsequent conference (Australia 2014 and Japan 2015) has grown in participation and quality. This year's upcoming conference in Dubai is set to continue this track record of growth and engagement.

As current Chapter President, Carolyn Childs explains, "this award marks the moment where TTRA has truly become international. The Association is one of the few places that all those interested in travel and tourism research can come together to grow one of the world's most important industry sectors. It's been an inspiring experience to take up the mantle from Sue in bringing that vision to Asia Pacific and to have the recognition of our colleagues and friends around the world for our work. This award not only recognises that – it will directly contribute to it."

Further information on the Chapter and upcoming conference can be found at:

<http://www.ttra.com/chapters/asia-pacific-chapter/> or by emailing: TTRA_APac@outlook.com



Carolyn Childs and Sue Beeton accepting the award on behalf of the Chapter



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2016 TTRA APac Annual Conference and Meeting in Dubai, UAE

Pushing the boundaries: Driving tourism innovation & creativity through research

Middlesex University Dubai
Dubai, UAE
December 2nd – 4th, 2016

Come and join us for this exciting tourism research conference.

Register before the end of October and access Early Bird discounts!

Join TTRA International at the same time and access great Member Discounts.

EARLY BIRD REGISTRATIONS ARE OPEN!!!

[Click here](#)

SNAPSHOT OF SPECIAL SESSIONS-As well as concurrent research papers presenting the latest in our region, we have a great range of speakers and Panels, including:

Keynotes: Gerald Lawless, Chairman of the [World Travel and Tourism Council](#) and Head of Tourism and Hospitality, Dubai Holding

Special Panel: Prof Sue Beeton has organized the *Creating Tourism via Film, TV and Pop Culture*, which will include an expert panel session (including filmmakers, academics, and destinations), a research track, and the launch of 2nd edition of Sue's book *Film-Induced Tourism*.

Featured Practitioner Session: Laura Mandala, [Mandala Research](#) and Carolyn Childs, [MyTravelResearch.com](#) are putting together an interesting session on Shopping Tourism

Special issues will be edited in *Tourism Review International* and *eReview of Tourism Research*.

UAE National Day: The conference will coincide with the [45th UAE National Day](#)



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Spotlight Series #2 – Prof Perry Hobson

Spotlight Series

The TTRA Asia Pacific Chapter is proud to introduce our Spotlight Series in the newsletter. The Spotlight Series will feature one board member in each subsequent newsletter. This edition features Prof Perry Hobson. Perry is the Pro Vice-Chancellor for Global Engagement at Taylor's University in Malaysia, where he is also a Professor of Hospitality & Tourism.

1) What was your path into academia/research?

To be honest, I would describe myself as the 'accidental Professor' in the sense that I never really intended to be an academic but to be a practitioner. Although both my parents were teachers in the UK, they strongly encouraged me to get into another professional field. I initially completed my BSc (Hons) in Hotel & Catering Management from Oxford Brookes University (UK), and as part of that course I spent a semester on exchange in the USA. After I graduated, I decided to go back to the USA to study for a Masters in Hotel, Restaurant and Travel from the University of Massachusetts at Amherst (USA). It was while I was studying there I ended up working as a research assistant for both Dr Linda Lowry and Professor John Hunt (who was the first ever Distinguished Professor in Tourism in the USA). I was very fortunate to have such good mentors, and they were my inspiration to get into tourism research. It was through my interactions with them that I got involved with TTRA back in 1987. I then took the initiative to start up a student chapter of TTRA at UMass in 1988 (in fact it was only the second student chapter to be established in the USA) and I remember attending the TTRA annual conference in Montreal in 1988. At the time I was also inspired by other visionary people such as Lou D'Amore, and I then spent time helping him with his first and second "Tourism: A Force for Peace" conferences. It was while I was working at Southern Illinois University at Carbondale that I then got into research, and it was actually only much later than I completed my PhD on tourism at Southern Cross University in Australia in 2003. I was also very fortunate to get involved with what was a new 'start-up' journal called the Journal of Vacation Marketing (published by Sage) in 1994. I became Editor-in-Chief of JVM in 1999, and it has now been classified as an A (top 20%) journal by the Australian Business Deans Council and has been accepted into the Thompson-Reuters Social Science Citation Index (SSCI). JVM is now published by Sage, which also publishes the Journal of Travel Research – the journal that was founded by TTRA. In 2014 I was honoured to be installed as a Fellow of the Council of Australasian Universities for Tourism & Hospitality Education (CAUTHE) in recognition of my contribution to education and research.

Perry was invited by the Skål International Club in Bangkok to address their monthly meeting in January 2016



Spotlight Series – Prof Perry Hobson



Perry delivered a keynote speech on hospitality and tourism innovation at a conference in Taipei, May 2016

2) What is your current vision and aspirations for Asia Pacific tourism?

I initially moved to Hong Kong in 1992 after living and working in the USA. I have subsequently lived and worked in Australia and Malaysia and clocked up many miles flying around Asia-Pacific region. While I was working at Hong Kong Polytechnic University in the 1990s, I started getting into tourism research in this region. But I have always been drawn to research that is looking at topics that have not been explored before, or are even controversial. I remember writing a research paper on 'feng shui' and how it affected hotel design in Asia. I recall a North American-based reviewer blasting my paper saying it was 'possibly interesting, but quite irrelevant outside of Asia'. Of course, the owners of the MGM Grand later wished that they had read such a research paper when they had to spend millions re-designing the front of their hotel in Las Vegas so that their Chinese customers didn't have to walk through the mouth of the lion! My dream is that we can learn from the mistakes of other regions of the world as we grow tourism responsibly across Asia-Pacific. My nightmare is that we collectively manage to get it wrong. So my vision and aspiration is for tourism to be a tool that not helps to improve the lives of people economically in this region, but one that we can shape so that we can also do it in a socially and environmentally sustainable manner.

3) What does TTRA Asia Pacific means to you?

My hope is working to establish the chapter has been that TTRA Asia-Pacific will provide an opportunity for academics and practitioners to connect. The current situation is that at one end of the spectrum we have strongly focused practitioner organisations - such as Pacific Asia Travel Association (PATA), then industry social and networking organisations such as SKAL and now many trade and other industry specific related bodies for MICE, airlines and convention bureaus. Then at the other end of the spectrum we have academic associations such as the Asia Pacific Tourism Assoc (APTA) for tourism academics and APacCHRIE for hospitality educators. Sadly, there has not really been an organisation that has been able to offer a collaborative space for both groups to meet and interact. Its always been my hope that TTRA Asia-Pacific will play that role, as TTRA has successfully done in the USA and Canada for many years. We need insights from both practitioners and researchers to build a sustainable tourism industry in this region of the world with informed customer insights.

4) Opportunities for collaboration with others in the TTRA Asia Pacific network

I believe that there are a wide number of opportunities for members, and in particular for industry practitioners and educators/researchers to connect. Furthermore, as an industry we need well-trained and educated individuals - not only to be today's managers but inspired and insightful leaders of the future. I hope that our emerging TTRA Asia-Pacific network cannot only just connect practitioners with other practitioners but also with policy makers, universities, researchers and consultants from around the region. I believe it will be these collaborations and networking opportunities that will become the hallmark of a successful chapter.

Recent Travel and Tourism Publications

Selected academic papers and books :

- Beeton, S. (2016). *Film-Induced Tourism* (2nd ed.). Bristol: Channel View Publications.
- Chen, C. (2016). How can Taiwan create a niche in Asia's cruise tourism industry? *Tourism Management*, 55(Aug), 173-183.
- Cohen, E. (2016). Ethnic tourism in mainland Southeast Asia: The state of the art. *Tourism Recreation Research*, doi: 10.1080/02508281.2016.1188485.
- Henderson, J. (2016). From rhetoric to reality? The ASEAN inter-governmental alliance and tourism. *Tourism Planning & Development*, doi: 10.1080/21568316.2016.1155075.
- Jin, X., & Ying, W. (2016). Chinese outbound tourism research: A review. *Journal of Travel Research*, 55(4), 1-14.
- Mason, M. (2016). Dishing out silver spoon: Agricultural tourism in the Tokachi-Obihiro area of Hokkaido. *International Journal of Contents Tourism*, 1(2), 31-43.
- Seaton, P. (2015). *Building heritage tourism and the semiotics of exhibition: Constructing places and spaces related to historical dramas in Japan*. Retrieved from http://buna.yorku.ca/jsac/jsac_web_pub/JSAC2015_comparative.pdf#page=111
- Wu, C. (2016). How aviation deregulation promotes international tourism in Northeast Asia: A case of the charter market in Japan. *Journal of Air Transport Management*, 57(Oct), 260-271.

Industry reports:

ASEAN Tourism Strategy Plan 2016-2025:

<http://www.asean.org/storage/2012/05/ATSP-2016-2025.pdf>

Queensland Asia Tourism Strategy 2016-2025:

<http://teqld.uberflip.com/i/717753-queensland-asia-tourism-strategy-2016-2025>

UNWTO Commission for East Asia and the Pacific & South Asia 28th Joint Meeting Decisions:

http://cf.cdn.unwto.org/sites/all/files/pdf/csa_cap_28_decisions.pdf

WTTC Travel & Tourism Economic Impact 2016 Asia Pacific:

<http://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2016/asiapacific2016.pdf>



Forthcoming Conferences and Events

- Global Eco Asia-Pacific Tourism Conference “Ecotourism: Fostering innovation – Sustaining excellence” 21-23 Nov 2016, Hobart, Australia (<http://www.globaleco.com.au/>)
- 1st Australia-China Tourism Forum “Strengthening Australia-China People and Cultural Links through Tourism: Looking beyond Economic Ties” 15-17 Dec 2016, Adelaide, Australia (<http://www.unisa.edu.au/Research/TourismLeisure/Australia-China-Tourism-Forum/>)
- India International Travel & Tourism 11-13 Jan 2017, Mumbai, India (<http://www.tourismfair.asia/>)
- Asean Tourism Forum “Shaping our tourism journey together” 16-20 Jan 2017, Singapore (<https://atf2017.com/>)
- 27th Council for Australasian Tourism and Hospitality Education (CAUTHE) Annual Conference 7-10 Feb 2017, Dunedin, New Zealand (<http://www.otago.ac.nz/cauthe2017/index.html>)
- Asia-Pacific Incentives and Meetings Expo (AIME) 21-22 Feb 2017, Melbourne, Australia (<http://www.aime.com.au/>)
- Routes Asia 19-21 Mar 2017, Okinawa, Japan (<http://www.routesonline.com/events/184/routes-asia-2017/>)
- 6th Asia Golf Tourism Convention 7-10 May 2017, Danang, Vietnam (<http://www.iagto.com/agtc>)
- PATA Annual Summit 18-21 May 2017, Negombo, Sri Lanka (<https://www.pata.org/event/pata-annual-summit-2017/>)

