

## CAUTHE 2010 CONFERENCE PROGRAM

<b>Monday 8 February 9.00am</b>		<b>PhD WORKSHOP</b>
<b>Monday 8 February 4.00pm</b>		<b>CONFERENCE</b>
<b>REGISTRATION OPENS</b>		
<b>Monday 8 February 6.30pm</b>		<b>WELCOME FUNCTION</b>
	<b>Drinks &amp; canapés until 8.00pm.</b>	
	<b>Dinner, own arrangement</b>	

### TUESDAY 9 FEBRUARY

<b>7.30am</b>	<b>HEADS OF SCHOOL BREAKFAST</b>	<b>Restaurant</b>
<b>8.00am</b>	<b>REGISTRATION</b>	
	<b>Mezzanine</b>	
<b>9.00am</b>	<b>PLENARY SESSION</b>	<b>Ballroom 3</b>
<b>Welcome and Official Opening</b>		

#### **Keynote Address**

*"Future issues in education: the way forward for tourism, hospitality and events"* – Pauline J. Sheldon, PhD, Professor of Tourism at the School of Travel Industry Management, University of Hawaii.

Professor Sheldon's address is supported by the CAUTHE Fellows.

*"The right traveller: travel careers of the highly involved"* – Professor Don Getz, School of Tourism, University of Queensland & Haskayne School of Business, University of Calgary

*"Tourism and communities: understanding and managing limits to tourism growth"*, Dr Claire Ellis PhD, Director Infrastructure and Industry Development, Tourism Tasmania & Professor Margaret Deery PhD, Centre for Tourism and Services Research, Victoria University

<b>11.30am</b>	<b>MORNING TEA</b>	<b>Mezzanine</b>
<b>12.00 noon</b>	<b>CONCURRENT SESSIONS - 1</b>	
<b>1.30pm</b>	<b>LUNCH</b>	<b>Mezzanine</b>
<b>2.30pm</b>	<b>CONCURRENT SESSIONS - 2</b>	

<b>4.00pm</b>	<b>CAUTHE Annual General Meeting</b>	<b>Ballroom 3</b>
<b>5.30pm</b>	<b>BUSES DEPART FOR GOVERNMENT HOUSE RECEPTION</b>	
<b>6.00pm</b>	<b>RECEPTION GOVERNMENT HOUSE</b>	
	<b>Buses return 7.10pm DINNER</b>	<b>Own arrangements</b>

**WEDNESDAY 10 FEBRUARY**

<b>8.00am</b>	<b>REGISTRATION</b>	<b>Mezzanine</b>
<b>9.00am</b>	<b>CONCURRENT SESSIONS - 3</b>	
<b>10.30am</b>	<b>MORNING TEA</b>	<b>Mezzanine</b>
<b>11.00am</b>	<b>CONCURRENT SESSIONS -4</b>	
<b>12.30pm</b>	<b>LUNCH</b>	<b>Mezzanine</b>
<b>1.30pm</b>	<b>CONCURRENT SESSIONS - 5</b>	
<b>3.00pm</b>	<b>AFTERNOON TEA</b>	<b>Mezzanine</b>
<b>3.30pm</b>	<b>SPECIAL INTEREST GROUPS</b>	
<b>5.45pm</b>	<b>CONFERENCE DINNER</b>	<b>Brooke Street Pier</b>
	Board <i>Peppermint Bay 2</i> to travel to Peppermint Bay Return at 10.00pm, arriving back at Brook St, 11.00pm	

**THURSDAY 11 FEBRUARY**

**8.00am**

**REGISTRATION**

**Mezzanine**

**9.00am**

**CONCURRENT SESSIONS - 6**

**10.30am**

**MORNING TEA**

**Mezzanine**

**11.00am**

**CONCURRENT SESSIONS - 7**

**12.30pm**

**LUNCH**

**Mezzanine**

**1.30pm**

**PLENARY**

**Ballroom 3**

**2011 Conference Presentation**

**Keynote address**

*"The future of Antarctic tourism"* – Dr Phillip Tracey, Senior Policy Adviser at the Australian Antarctic Division  
Forum – "The Research Agenda for Tourism and Hospitality"

*"Towards a national tourism research agenda for Australia"*  
– Professor David Simmons, Director of Research at the Sustainable Tourism Co-operative Research Centre and panel

**4.30pm**

**CLOSE**

DAY ONE: TUESDAY 9 FEBRUARY 2010		12.00 - 1.30 pm SESSION ONE			
Demand & Marketing - Demand Modelling	Destination Management - Tourism and Cities 1	Ethics, Environment & Sustainability - Climate Change & Tourism	Tourism & Hospitality Education - Strategic Issues	New Directions for Tourism and Hospitality Theory 1	HR - Tourism & Hospitality
Ballroom 1 Chair: Alfred Ogle	Ballroom 2 Chair: Peter Murphy	Ballroom 3 Chair: Terry Brown	Room 4 Chair: Nina Mistilis	Chancellor Room 6 Chair: Jennie Small	Harbour View Room 2 Chair: Alison Morrison
"Tourism demand forecasting and aggregation" - Jae Kim & Haiyan Song. "Multivariate exponential smoothing for forecasting tourism arrivals to Australia and New Zealand" - George Athanasopoulos & Ashton de Silva.	"Tracking the paths of visitors to London" - Deborah Edwards, Bruce Hayllar & Robert Maitland	"Australia's Carbon Pollution Reduction Scheme (CPRS): impacts on the tourism industry"- Serajul Hoque, Peter Forsyth, Larry Dwyer and Ray Spurr	"Faculty perceptions of quality in undergraduate hospitality, and leisure programs: a comparison between Taiwan and the UK" - Chih-Ching Teng, Jeou-Shyan Horng & Tom Baum	"Destination choice by young Australian travellers: a theoretical explanation to a practitioner problem"- Clifford Lewis, Alan Pomeroy and Greg Kerr	"Strategic human resource management in Malaysian five star hotels: 'Best practise' or environmental 'fit'?" - Rozila Ahmad, Noel Scott & David Solnet
"Modelling Australian and international inbound travel: a spatial temporal approach" - Minfeng Deng & George Athanasopoulos.	"Popular culture and the re-imagining of cities: projecting Errol Flynn" - Warwick Frost	"Adaptation to climate change risks for the South Pacific tourism sector"- Min Jiang et al	"Tourism and hospitality education in Australia: emerging issues and future prospects" - Steve Craig-Smith & Brian King	"Where's dad? Challenging the limits of true gender scholarship in family tourism research."- Heike A. Schaezel and Karen A. Smith	"Gen-gagement": Generational differences in employee engagement" - Anna Hood & David Solnet
"Forecasting the demand for Hong Kong tourism: the view of experts" - Haiyan Song, Stephen Witt & Vera Lin.	"City spaces, functional spaces: functions of urban tourism precincts" - Kate Schlenker, Deborah Edwards & Tony Griffin	"Using the Delphi approach to determine climate change adaptation strategies for Victoria's Surf Coast"- Ryan Jopp, Terry DeLacy and Judith Mair	"Strategic development of tourism education in Cambodia: a comprehensive framework" - Simon Pawson	"An investigation into the influence of adolescents on family decision making"- Micaela Spears and Outi Niininen	"An exploratory study in the motivation to stop versus the motivation to go for the highly employed in remote Cornwall" - Leigh Styles, Amanda Day & Megan Woods
	"Examining the performance of urban destinations: the case of Sydney" - Deborah Edwards, Tracey Dickson, Tony Griffin and Bruce Hayllar	"Challenges for growing Tuvalu's tourism industry"- Bruce Prideaux and Karen Elizabeth McNamara	"Factors impacting on the tourism and hospitality student experience: balancing life and study at Southern Cross University" - Michele Day & Maree Walo	"Tourism and national identity: a conceptual framework" - Leanne White and Elspeth Frew	"Human resource issues and industry trends in the UK conventions and exhibitions industry" - Adele Ladkin & Vivienne McCabe
		"An elicitation study to explore attitudes towards purchasing carbon offsets for flights" - Judith Mair & Emma			

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DAY ONE: TUESDAY 9 FEBRUARY 2010		2.30 – 4.00 pm SESSION TWO			
Demand & Marketing - Tourism and Marketing Communications	Destination Management -- Tourism and Cities 2	Ethics, Environment & Sustainability - Heritage Tourism	Tourism & Hospitality Education -- Curriculum Innovation	Heritage Tourism – World/National Heritage	Food Industry
Ballroom 1 Chair: Haiyan Song	Ballroom 2 Chair: Deborah Edwards	Ballroom 3 Chair: Larry Dwyer	Room 4 Chair: Stephen Craig-Smith	Chancellor Room 6 Chair: Jennifer Laing	Harbour View Room 2 Chair: Paul Whitelaw
<i>"Twitter twitter – but who is listening? A review of the current and potential use of twittering as a tourism marketing tool"</i> - Brian Hay	<i>"Politics of tourism and the resident/tourism relationship: a case study of Fremantle, Western Australia"</i> - Sarah Veitch	<i>"Tourism suppliers' attitudes towards policy affecting tourism development in Natural World Heritage Areas: a case study of commercial tour operators in New South Wales, Australia"</i> - Po-Yu Wang	<i>"Educating students through an innovative knowledge exchange based internship"</i> - Noreen Breakey, Richard Robinson, Lisa Ruhanen & Stephen J. Craig-Smith	<i>"World Heritage-themed souvenirs for Asian tourists: Asian modernity melds with Macau cultural heritage"</i> - Hilary du Cros	<i>"Globalization versus localization strategies of international food service firms"</i> - <a href="#">Jimmy Chung</a> & Prakash K. Chathoth
<i>"Permission email marketing as a vehicle to connect with the local community in a destination: a case study"</i> - Alana Iles & Allison Anderson	<i>"Is Toowoomba (Australia) challenging the limits?"</i> - Sharlee McLennan, Lisa Ruhanen, Tien Pham & Brent Ritchie	<i>"Understanding the geotourism market"</i> - Aise Kyoungjin Kim & Graham Brown	<i>"Indigenous Australia and tourism education: an exploratory analysis of Indigenous cultural content in undergraduate tourism curricula"</i> - Andrew Peters	<i>"The forgotten heritages of Penang, Malaysia: potentials, threats and challenges for conservation"</i> - Ngai Weng Chan.	<i>"An integrated approach to research and innovation in food production"</i> - Svetlana Rodgers
<i>"Hotel advertising: the case of an Australian airline in-flight magazine"</i> - Alfred Ogle & Jeremy D'Gama	<i>"Short-break holidays: a competitive destination strategy"</i> - Peter Murphy & Outi Niininen	<i>"Sink it: but will they continue to come? The future of artificial dive tourism in Australia"</i> - Vikki Schaffer and Meredith Lawley	<i>"Incorporating service learning into New Zealand hospitality education: benefits and issues"</i> - <a href="#">Alisha Aldridge</a> , David Williamson & Irene Ryan	<i>"World Heritage or National Park? Visitor preference for protected area brands"</i> - Lisa King & Bruce Prideaux	<i>"Indian cuisine in Australia: 'EMUfication' of the peacock?"</i> - Jeremy D'Gama & Alfred Ogle
<i>"Marketing communications in tourism: state of the art and future research issues"</i> - Scott McCabe & Stephen Pratt	<i>"Cultural and festive activity as brand salience for the creative city destination: a case study of the UNESCO"</i>	<i>"Visitor loyalty at a private South Carolina protected area"</i> – David B Weaver & Laura J Lawton	<i>"The significance of Wrest Point in Tasmania's tourism &amp; hospitality industry"</i> – Dirk Reiser & Graeme Tonks	<i>"World Heritage site listing: whose values?"</i> - Trevor Sofield	<i>"Rural and regional Australian pubs and the tourism industry"</i> – Julie Carmody
	<i>"City of Literature"</i> - Martin Robertson				



DAY TWO: WEDNESDAY 10 FEBRUARY 2010		9.00 – 10.30 am SESSION THREE			
<b>Demand &amp; Marketing - Tourist Consumer Behaviour</b>	<b>Destination Management – Managing Tourism Destinations 1</b>	<b>Ethics, Environment &amp; Sustainability – Medical Tourism</b>	<b>New Directions for Tourism and Hospitality Theory 2</b>	<b>HR - Cruise and Aviation</b>	<b>Tourism and Hospitality Education Forum</b>
<b>Ballroom 1</b> Chair: Harmen Oppewal	<b>Ballroom 2</b> Chair: Brent Ritchie	<b>Ballroom 3</b> Chair: Anne Hardy	<b>Chancellor Room 6</b> Chair: Shirley Chappel	<b>Room 2</b> Chair: Alison Morrison	<b>Room 4</b> Chair: Paul Whitelaw
<i>"Talkin' bout your generation's travel: a conceptual model of generational cohort consumer behaviour"</i> - Sarah Gardiner, Debra Grace & Ceridwyn King	<i>"Using festivals and events to trigger the renaissance of a mature tourism destination: the case of Portimao"</i> - Adao Flores	<i>"Rock, reef, rejuvenation? A scoping study of medical and wellness tourism in Australia"</i> - Jennifer Laing et al.	<i>"Acknowledging generation and gender in critical tourism studies."</i> - Heike A. Schaenzel	<i>"All I need is to be respected! Crew experiences and job commitment in the cruise industry"</i> - Svein Larsen	Discussion of the ALTC project: Mapping the Tourism and Hospitality curricula
<i>"Recall of festival consumption emotions"</i> - Jiyeon (Jenny) Lee & Gerard Kyle	<i>"The dilemma of a paradise destination"</i> - Aishath Shakeela, Noreen Breakey & Lisa Ruhanen	<i>"Medical tourism: a comparison of Australian, French, South Korean medical and health tourists to Thailand"</i> - Kenneth E. Miller and Uraiporn Kattiyapornpong	<i>"Young women and their physical appearance on holiday"</i> - Jennie Small	<i>"Do growth mindset supervisors create a better work environment? Exploring the cruise line work environment."</i> – Einar Marnbur et al	
<i>"Inside the tourist mind: a study of immediate satisfaction"</i> - Sebastian Filep	<i>"Volunteers and tourism destination services"</i> – Karen Smith & Kirsten Holmes	<i>"Barriers to medical tourism development: the case of Hong Kong"</i> - Vincent C. S. Heung and Deniz Kucukusta	<i>"Practice what you teach: using critically reflective practice in teaching sustainable tourism planning"</i> - Erica Wilson	<i>"Cultural perceptions and job outcomes in cruise lines: are culture perceptions that important?"</i> - Thorald Nilsen, Svein Larsen & Einar Marnbur	
<i>"Effect of enduring involvement on the benefits from a dark tourism experience"</i> - Eun Jung Kang, Noel Scott, Timothy Lee & Roy Ballantyne	<i>"Where is Waldo? Uncovering the role and profiling the destination manager"</i> - Adao Flores	<i>"Leisurely pursuit or hard work? Theorising health and medical tourism"</i> , - Peta Cook	<i>"Spaces, things and identity'. Material simulacra in Khao Road"</i> – Neil Walsh	<i>"From upper-class to underclass. Working the skies: representations and reality, 1930 – 2010"</i> – Tom Baum	

DAY TWO: WEDNESDAY 10 FEBRUARY 2010		11.00 – 12.00 pm SESSION FOUR			
Demand & Marketing - Tourist Decision Making	Destination Management - Managing Tourism Destinations 2	Ethics, Environment & Sustainability - Host Communities and Tourism	Tourism & Hospitality Education - Capabilities & Assessment	Heritage Tourism - Heritage & Tourism	New Directions for Tourism and Hospitality Theory 3
Ballroom 1 Chair: Brian Hay	Ballroom 2 Chair: Noreen Breakey	Ballroom 3 Chair: Betty Weiler	Chancellor Room 4 Chair: Marg Deery	Room 2 Chair: Trevor Sofield	Chancellor Room 6 Chair: Neil Walsh
<i>"Observations of tourists' in-destination decision making processes: a perspective from New Zealand"</i> - Kevin Moore, Jude Wilson, Clive Smallman & David Simmons.	<i>"Risk perception and destination choice: the case of Australian travellers and the Middle East"</i> - Mona Sharifpour & Gabrielle Walters	<i>"Using complex adaptive systems to investigate Aboriginal-tourism relationships in Purnululu National Park: exploring the role of capital"</i> - Jennifer Strickland-Munro, Susan A. Moore & Helen Alison	<i>"Challenging undergraduate hospitality students: the use of debates as interactive teaching and assessment tools"</i> - Johan Edelheim	<i>"A study of battlefield tourists in Leper, Belgium"</i> - Caroline Winter	<i>"Dance in society: opportunities for tourism research"</i> - Elspeth Frew and Kim Williams
<i>"Risk reduction on perceived destination risk associated with international travel: a modelling approach"</i> - Ruth Yeung & Wallace Yee.	<i>"The role of innovation in Norwegian tourism"</i> - Xiang Ying Mei, Charles Arcodia & Lisa Ruhanen	<i>"Implementing Green Globe Lite on a regional scale: results from a Tasmanian trial"</i> - Anne Hardy and Gerry White	<i>"Developing tourism and hospitality graduate attributes in a university undergraduate commerce program"</i> - Nina Mistilis	<i>"Place attachment and heritage tourism: the case of Australian tourism attachment to Gallipoli"</i> - Anne Eastgate	<i>"A re-examination &amp; re-conceptualisation of residents' reactions towards tourism"</i> - Jojn Ap and Dan Musinguzi
<i>"In what conditions is a price increase perceived as fair? An empirical investigation in the cable car industry"</i> - Thomas Bieger, Isabelle Engeler & Christian Laesser.	<i>"Understanding location placement and film tourism through persuasive communication research"</i> - Eugene Thomlinson	<i>"Promoting visitors' environmental attitudes"</i> - Aise Kyoungjin Kim	<i>"Culture induction, hospitality culture capabilities and Australian bachelor degrees in Hospitality Management"</i> - Stuart Wiggins	<i>"Education and storytelling about the Great War: the 'Son et Lumière' in Pozières, France"</i> - Caroline Winter	<i>"Reading Tasmania: creative literature and interpretation"</i> - Shirley J. Chappel
<i>"Modelling the tourism consumer destination choice process"</i> - Twan Huybers, Harmen Oppewal & Geoffrey Crouch.	<i>"The Supposed tourism market's response to the 2009 Black Saturday bushfires"</i> - Gabrielle Waters	<i>"Confronting the recalcitrant tourist"</i> - Terry J Brown	<i>"Using technology in assessments: the student experience"</i> - Elisa Backer	<i>"Iconic Australia: ANTA travel posters from the 1930's to the 1960's"</i> - Julie Nixon and Gary Best	<i>"Visiting 'home': aboriginal cultural tourism and the value of intimacy."</i> - Mark Galliford



DAY TWO: WEDNESDAY 10 FEBRUARY 2010		1.30 – 3.00 pm SESSION FIVE			
Demand & Marketing - Miscellaneous	Destination Management - Planning for Tourism in Destinations	Ethics, Environment & Sustainability – Tour Guiding & Interpretation	Hospitality & Hotel Management	Tourism Research Agenda	Tourism and Hospitality in China
Ballroom 1 Chair: Stuart Crispin	Ballroom 2 Chair: Gabrielle Walters	Ballroom 3 Chair: Thomas Bauer	Room 2 Chair: Tom Baum	Room 4 Chair: David Simmons	Room 6 Chair: Peter Murphy
<i>"What's in a name: a review of popular new words to describe holidays: a clever marketing ploy or a pointless waste of time?"</i> - Brian Hay	<i>"Integrating tourism and climate knowledge for destination adaption: challenges in the identification of knowledge gaps at the regional level"</i> - Pascal Tremblay	<i>"Exploring practitioner conceptualisations of professionalism among Australian ecotour guides"</i> - Sandra Sun-Ah Ponting, Stephen Wearing and Rosemary Black	<i>"Reframing hospitality service production: action spaces"</i> - Genevieve Lovell	<i>"The nomadic place of tourism research: realising the impact of tourism in the UK Research Assessment Exercise and Research Excellence Framework"</i> - Cara Aitchison	<i>"An experiential portrait of economy in hotels in China"</i> - Songshan (Sam) Huang
<i>"Serving those less able: are we up to it? Catering for aging and disabled travellers"</i> - Denise Schitko <i>"Applying social marketing techniques to perceptions of concession areas in Kruger National Park"</i> - Alexandra Coghlan	<i>"Shortcomings of landscape planning approaches in regard to developing tourism: Setiu, Malaysia"</i> - Asra Zaliza Asbollah	<i>"Visitor responses to interpretive signage at the Chengdu Research Base of Giant Panda Breeding: a comparison of Chinese and Western visitors"</i> - Jan Packer, Karen Hughes and Roy Ballantyne	<i>"The application of hospitality and hotel management principles and practices to NSW hospital emergency departments"</i> - John Jenkins	<i>"The Distorted Mirror: applying the pragmatic paradigm to end-user research"</i> - Alex Coglan & Bruce Prideaux	<i>"China's travel agency regulations: evolution and impacts on Asia-Pacific tourism"</i> - Songshan (Sam) Huang
<i>"Australian Cycle Tourists - Who are they? And how do they choose their cycling destinations using online technology?"</i> - Denis Puniard	<i>"Creating new tourism destinations: the paradox between niche tourism destinations, sustainability and diverse stakeholders: cases from Wales"</i> - Andrew Jones	<i>"The Savannah Guides: a tour guiding model for regional Australia?"</i> - Julie Carmody, Lisa King and Bruce Prideaux	<i>"The effect of interventions on the environmental behaviour of motel guests"</i> - Judith Mair & Susanne Bergin Seers	<i>"Exploring the limits of tourism research collaboration: a social network analysis of co-authorship patterns in Australian and New Zealand tourism research"</i> - Pierre Benckendorff	<i>"An examination of the development of a Chinese domestic hotel firm"</i> - Michael Gross, Sam Huang

<p><i>'Improved measurement of regional dispersal of tourism'</i> - Tay R. Koo</p>	<p><i>"The limits to inter-business collaboration in remote tourism regions: a case study in Northern Australia"</i> - Pascal Tremblay</p>	<p><i>"Managing a sustainable film tourism industry"</i> - Anne Buchmann</p>	<p><i>"The world's most successful tourist restaurant"</i> - Neil Leiper &amp; Maxine Hawker</p>	<p><i>"China's outbound tourism as a way of ordering"</i> - Tony Tse</p>
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DAY THREE: THURSDAY 11 FEBRUARY 2010		9.00 – 10.00 pm SESSION SIX			
Demand & Marketing - Understanding Tourist Types	Destination Management - Destination and place marketing	Ethics, Environment & Sustainability - Sustainable Management	New Directions for Tourism and Hospitality Theory 4	Sport & Events Tourism 1	Miscellaneous Papers
<b>Ballroom 1</b> Chair: Stuart Crispin	<b>Ballroom 2</b> Chair: Malcolm Wells	<b>Ballroom 3</b> Chair: Rosemary Black	<b>Chancellor Room 6</b> Chair: Mark Galliford	<b>Chancellor Room 4</b> Chair: Richard Shipway	<b>Harbour View Room 2</b> Chair: Pascal Tremblay
"In search of Australia's missing tourists" - Ewen Michael.	"Place-based marketing: influence of dominant ownership type on place image" - Daisy Dawson, Joanna Fountain & David Cohen	"Ecotourism & strategic management" - Stuart Crispin & Mark Wickham	"Conceptualising a contemporary marketing mix for sustainable tourism marketing"- Alan Pomeroy, Lester W. Johnson and Gary Noble	"Event governance: the rhetoric and reality of the World Rally Championship, Northern Rivers, NSW"- Dianne Dredge et al.	"Coming home: the effects of the volunteer tourism experience on the volunteer" - Simone Grabowski & Stephen Wearing
"The relationship of VFR travellers with tourism industries" - Elisa Backer.	"Snapshots on destination image formation" - Andreas Zins	"Sustainable tourism management: learning from Antarctica"- Thomas G. Bauer	"Beyond the boundary: what do we know of tourism, the business of illusion- and delusion?"- Brian Wheeler	"Event segmentation: a research agenda" - Aaron Tkaczynski & Sharyn Rundle-Thiele	"Long distance walks: where are they going?"- Robert Saunders, Betty Weiler and Jennifer Laing
"A study of Australian outbound international tourism" - Neelu Seetaram.	"Regional planning and resilient futures: destination modelling and tourism development - the case of the Ningaloo Coastal region, Western Australia" - Tod Jones, John Glasson & David Wood	"Limits to tourism and recreation in water catchments"- Jack Carlsen and Michael Hughes	"Risk perception in travel: a conceptual framework" - Sarah Ryu & Segu Zuhair	"Finding new ways of evaluating the socio-cultural impacts of festivals and events"- Phil Rogers	"Network Approach to tourism: a preliminary analysis of how to avoid strategic drift in an increasingly changing market environment" - Ehsan Uddin Ahmed
"Distinctions between short and long breaks" - Carmel Herington, Bill Merrilees & Hugh Wilkins.	"Critical success factors of crisis management in tourism: a case study of political crisis in Thailand" - Kom Campiranon	"And then there was water: the role of fresh water in regional tourism" - La Vergne Lehmann		"The employment of event management graduates by event companies: an adoption of innovations perspective."- Miguel Moital and Danielle	"Understanding the importance of governance in tourism policy making: A model for consideration" - Tzu-Wen (Carol) Hsu & Robert Inbakaran

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DAY THREE: THURSDAY 11 FEBRUARY 2010		9.00 – 10.00 pm SESSION SEVEN			
Demand & Marketing - Customer Satisfaction & Relationship Marketing	Destination Management - Methodology to Manage Tourism Destinations	Ethics, Environment & Sustainability – Special Interest Tourism	Tourism & Hospitality Education – Careers	Heritage Tourism – World/National Heritage	Miscellaneous Papers
Ballroom 1 Chair: Elisa Backer	Ballroom 2 Chair: Sarah Veitch	Ballroom 3 Michael Gross	Chancellor Room 4 Chair: Tom Baum	Harbour View Room 2 Chair: Trevor Sofield	Chancellor Room 6 Chair: Richard Shipway
<i>“Value equity as a customer satisfaction driver in tourism settings” - Ip Kin (Anthony) Wong, Mark Rosenbaum &amp; Ruth Mo Wah Yeung</i>	<i>“An evolutionary network approach to rethinking resort governance: a conceptual framework” - Alison Gill &amp; Peter W Williams</i>	<i>“Sustaining what? The Ethics of managing wildlife-tourism interactions”- Georgette Leah Burns, Jim MacBeth and Susan Moore</i>	<i>“The relations between career perception and career choice tendency for college students majoring in the tourism and hospitality industry”- Cheng-Ping Chang &amp; Ni-Fang Chen</i>	<i>“Exploring the links between cultural heritage and wine tourism”- Warwick Frost, Jennifer Laing &amp; Keir Reeves</i>	<i>“Getting more out of sport events: leveraging strategies and the Sydney World Masters Games sport development outcomes” - Alana Thomson</i>
<i>“Hotel restaurant dining: the relationship between perceived value and intention to purchase” - Ann Suwaree Ashton &amp; Noel Scott</i>	<i>“Comparing pictorial and verbal scales for city destination management” - liona Pezenka &amp; Anke Schneider</i>	<i>“The Italian agritourism model - government intervention, branding, and product development: Implications and recommendations for developing agritourism in Australia”- Pauline Porcaro</i>	<i>“The exploration of a career path for cellar door personnel in the wine tourism sector” - Kim Williams</i>	<i>“Revitalising a hidden treasure: wine heritage tourism in the Grampians, Australia”- Keir Reeves</i>	<i>“Rural community development through adventure-based sport tourism: some general lessons from the Canadian experience”- Mark Lowes</i>
<i>“Relationship selling and the service performance of casino frontline employees” - Catherine Prentice &amp; Brian King</i>	<i>“Using multidimensional item response theory to measure efficiency of pictures for emotional city” - Christian Weismayer &amp; liona Pezenka</i>	<i>“The use of green products: tourist attitudes, motivations and behaviour” – Leo Jago, Marg Deery &amp; Judi Inglis</i>	<i>“The Boundaryless Career: hotels had it first” - Shelagh Mooney &amp; Irene Ryan</i>	<i>“Where/how does this bit fit? Museums, heritage and tourism in New Zealand’s local government jigsaw”- Jane Legget</i>	<i>“Happy sails or flappy sails: sports tourism at an international sailing federation World Cup event”- Holly Henderson”</i>
<i>“What is the future for corporate hospitality post the GFC? An appraisal of the marketing effectiveness of corporate hospitality” - Colin Drake</i>	<i>“Re-visiting the Tourism Crisis Life Cycle Model’ - Micaela Spiers &amp; Outi Niininen</i>	<i>“Identifying the ecotourist market using the core criteria of ecotourism: is there a true ecotourist that seeks nature, learning and sustainability?”- Narelle Beaumont</i>	<i>“Mentoring an essential tool for developing graduate knowledge” - Rajka Presbury, Mathew Hardy &amp; Nicolette Le-Grange</i>	<i>“Innovation in heritage tourism- a contradiction in terms”- Julia Crozier</i>	<i>“A logistic regression model for analysing the determinants of golf tourists satisfaction”- Miguel Moital</i>
	<i>“Destination positioning: a comparison between tourism</i>				<i>“Impacts of mega-events in developing and developed</i>

	<i>stakeholders and tourists at a regional destination"</i> - Aaron Tkaczynski & Sharyn Rundle-Thiele				<i>countries"</i> - ShiNa Li
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