

Monday 8 February 9.00am

PhD WORKSHOP

Monday 8 February 4.00pm

CONFERENCE REGISTRATION OPENS

Monday 8 February 6.30pm

WELCOME FUNCTION

Drinks and canapés until 8.00pm

Dinner, own arrangement

**CONFERENCE SPONSORS
ACROSS PAGE**

NEEDS LOGOS AND COULD BE SPREAD

School of Business, University of Tasmania
CAUTHE Fellows
Tourism Research Australia
School of Marketing, University of New South Wales
Taylor & Francis
Elsevier
Wiley
ALTC
Emerald
Channel View

TUESDAY 9 FEBRUARY

7.30am

HEADS OF SCHOOL BREAKFAST

Restaurant

8.00am

REGISTRATION

Mezzanine

9.00am

PLENARY SESSION

Ballroom 3

Welcome and Official Opening

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.

Keynote Address

"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

Keynote Address

"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, School of Hospitality, Tourism and Marketing, Centre for Tourism and Services Research, Victoria University

11.30am

MORNING TEA

Mezzanine

12.00 noon

CONCURRENT SESSIONS - 1

Demand & Marketing - Demand Modelling

Ballroom 1

Chair: Alfred Ogle

"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.

"Modelling Australian domestic and international inbound travel: a spatial temporal approach" - Minfeng Deng & George Athanasopoulos.

"Forecasting the demand for Hong Kong tourism: the view of experts" - Haiyan Song, Stephen Witt & Vera Lin.

Destination Management – Tourism and Cities 1

Ballroom 2

Chair: Peter Murphy

"Tracking the paths of visitors to London" - Deborah Edwards, Bruce Hayllar & Robert Maitland

"Popular culture and the re-imagining of cities: projecting Errol Flynn" - Warwick Frost

"City spaces, functional spaces: functions of urban tourism precincts" - Kate Schlenker, Deborah Edwards & Tony Griffin

"Examining the performance of urban destinations: the case of Sydney" - Deborah Edwards, Tracey Dickson, Tony Griffin and Bruce Hayllar

Ethics, Environment & Sustainability – Climate Change & Tourism

Ballroom 3

Chair: Terry Brown

"Australia's Carbon Pollution Reduction Scheme (CPRS): impacts on the tourism industry"- Serajul Hoque, Peter Forsyth, Larry Dwyer and Ray Spurr

"Adaptation to climate change risks for the South Pacific tourism sector" - Min Jiang et al

"Using the Delphi approach to determine climate change adaptation strategies for Victoria's Surf Coast"- Ryan Jopp, Terry DeLacy and Judith Mair

"Challenges for growing Tuvalu's tourism industry"- Bruce Prideaux and Karen Elizabeth McNamara

"An elicitation study to explore attitudes towards purchasing carbon offsets for flights" – Judith Mair & Emma Wong

Tourism & Hospitality Education - Strategic Issues

Chancellor

Room 4

Chair: Nina Mistilis

"Faculty perceptions of quality in undergraduate hospitality, tourism, and leisure programs: a comparison between Taiwan and the UK" - Chih-Ching Teng, Jeou-Shyan Horng & Tom Baum

"Tourism and hospitality education in Australia: emerging issues and future prospects" - Steve Craig-Smith & Brian King

"Strategic development of tourism education in Cambodia: a comprehensive framework" - Simon Pawson

"Factors impacting on the tourism and hospitality student experience: balancing life and study at Southern Cross University" - Michele Day & Maree Walo

New Directions for Tourism and Hospitality Theory 1

Chancellor Room 6

Chair: Jennie Small

"Destination choice by young Australian travellers: a theoretical explanation to a practitioner problem"- Clifford Lewis, Alan Pomeroy and Greg Kerr

"Where's dad? Challenging the limits of true gender scholarship in family tourism research."- Heike A. Schaenzel and Karen A. Smith

"An investigation into the influence of adolescents on family decision making"- Micaela Spears and Outi Niininen

"Tourism and national identity: a conceptual framework" - Leanne White and Elspeth Frew

HR - Tourism & Hospitality

Harbour View Room 2

Chair: Alison Morrison

"Strategic human resource management in Malaysian five star hotels: 'Best practise' or environmental 'fit'?"

- Rozila Ahmad, Noel Scott & David Solnet

"Gen-gagement": Generational differences in employee engagement" - Anna Hood & David Solnet

"An exploratory study in the motivation to stay versus the motivation to go for chefs employed in remote Tasmania" - Leigh Styles, Amanda J Daly & Megan Woods

"Human resource issues and industry trends in the UK conventions and exhibitions industry" - Adele Ladkin & Vivienne McCabe

1.30pm

LUNCH

Mezzanine

2.30pm

CONCURRENT SESSIONS - 2

Demand & Marketing - Tourism and Marketing Communications

Ballroom 1

Chair: Haiyan Song

"Twitter twitter – but who is listening? A review of the current and potential use of twittering as a tourism marketing tool" - Brian Hay

"Permission email marketing as a vehicle to connect with the local community in a destination: a case study"
- Alana Iles & Allison Anderson

"Hotel advertising: the case of an Australian airline in-flight magazine" - Alfred Ogle & Jeremy D'Gama

"Marketing communications in tourism: state of the art and future research issues" - Scott McCabe & Stephen Pratt

Destination Management - Tourism and Cities 2

Ballroom 2

Chair: Deborah Edwards

"Politics of tourism and the resident/tourism relationship: a case study of Fremantle, Western Australia" - Sarah Veitch

"Is Toowoomba (Australia) challenging the limits?" - Sharlee McLennan, Lisa Ruhanen, Tien Pham & Brent Ritchie

"Short-break holidays: a competitive destination strategy" - Peter Murphy & Outi Niininen

"Cultural and festive activity as brand salience for the creative city destination: a case study of the UNESCO City of Literature" - Martin Robertson

Ethics, Environment & Sustainability – Heritage Tourism

Ballroom 3

Chair: Larry Dwyer

"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" - Po-Yu Wang

"Understanding the geotourism market" - Aise KyoungJin Kim & Graham Brown

"Sink it: but will they continue to come? The future of artificial dive tourism in Australia" - Vikki Schaffer and Meredith Lawley

"Visitor loyalty at a private South Carolina protected area" – David B Weaver & Laura J Lawton

Tourism & Hospitality Education – Curriculum Innovation

Chancellor

Room 4

Chair: Stephen Craig-Smith

"Educating students through an innovative knowledge exchange based internship" - Noreen Breakey, Richard Robinson, Lisa Ruhanen & Stephen J. Craig-Smith

"Indigenous Australia and tourism education: an exploratory analysis of Indigenous cultural content in undergraduate tourism curricula" - Andrew Peters

"Incorporating service learning into New Zealand hospitality education: benefits and issues" - Alisha Aldridge, David Williamson & Irene Ryan

"The significance of Wrest Point in Tasmania's tourism & hospitality industry" – Dirk Reiser & Graeme Tonks

Heritage Tourism – World/National Heritage

Harbour View Room

2

Chair: Jennifer Laing

"World Heritage-themed souvenirs for Asian tourists: Asian modernity melds with Macau cultural heritage"- Hilary du Cros

"The forgotten heritages of Penang, Malaysia: potentials, threats and challenges for conservation"- Ngai Weng Chan.

"World Heritage or National Park? Visitor preference for protected area brands"- Lisa King & Bruce Prideaux

"World Heritage site listing: whose values?"- Trevor Sofield

Food Industry

Chancellor Room 6

Chair: Paul Whitelaw

"Globalization versus localization strategies of international food service firms" - Jimmy Chiang & Prakash K. Chathoth

"An integrated approach to research and innovation in food production" - Svetlana Rodgers

"Indian cuisine in Australia: 'EMUfication' of the peacock?" - Jeremy D'Gama & Alfred Ogle

"Rural and regional Australian pubs and the tourism industry" – Julie Carmody

4.00pm

CAUTHE Annual General Meeting

Ballroom 3

5.30pm

BUSES DEPART FOR GOVERNMENT HOUSE RECEPTION

6.00pm

RECEPTION GOVERNMENT HOUSE

Buses return 7.10pm

DINNER

Own arrangements

WEDNESDAY 10 FEBRUARY

8.00am

REGISTRATION

Mezzanine

9.00am

CONCURRENT SESSIONS - 3

Demand & Marketing - Tourist Consumer Behaviour

Ballroom 1

Chair: Harmen Oppewal

"Talkin' bout your generation's travel: a conceptual model of generational cohort consumer behaviour" -

Sarah Gardiner, Debra Grace & Ceridwyn King

"Recall of festival consumption emotions" - Jiyeon (Jenny) Lee & Gerard Kyle

"Inside the tourist mind: a study of immediate satisfaction" - Sebastian Filep

"Effect of enduring involvement on the benefits from a dark tourism experience" - Eun Jung Kang, Noel Scott,

Timothy Lee & Roy Ballantyne

Destination Management - Managing Tourism Destinations 1

Ballroom 2

Chair: Brent Ritchie

"Using festivals and events to trigger the renaissance of a mature tourism destination: the case of Portimao"

- Adao Flores

"The dilemma of a paradise destination" - Aishath Shakeela, Noreen Breakey & Lisa Ruhanen

"Volunteers and tourism destination services" - Karen Smith & Kirsten Holmes

"Where is Waldo? Uncovering the role and profiling the destination manager" - Adao Flores

Ethics, Environment & Sustainability – Medical Tourism

Ballroom 3

Chair: Anne Hardy

"Rock, reef, rejuvenation? A scoping study of medical and wellness tourism in Australia" - Jennifer Laing et al.

"Medical tourism: a comparison of Australian, French, South Korean medical and health tourists to Thailand" - Kenneth E. Miller and Uraiporn Kattiyapornpong

"Barriers to medical tourism development: the case of Hong Kong" - Vincent C. S. Heung and Deniz Kucukusta

"Leisurely pursuit or hard work? Theorising health and medical tourism", - Peta Cook

New Directions for Tourism and Hospitality Theory 2

Chancellor Room 6

Chair: Shirley Chappel

"Acknowledging generation and gender in critical tourism studies." - Heike A. Schaenzel

"Young women and their physical appearance on holiday" - Jennie Small

"Practice what you teach: using critically reflective practice in teaching sustainable tourism planning" - Erica Wilson

"Spaces, things and identity'. Material simulacra in Khao Road" - Neil Walsh

HR - Cruise and Aviation**Harbour View****Room 2**

Chair: Alison Morrison

"All I need is to be respected! Crew experiences and job commitment in the cruise industry" - Svein Larsen*"Do growth mindset supervisors create a better work environment? Exploring the cruise line work environment."* – Einar Marnbur et al*"Cultural perceptions and job outcomes in cruise lines: are culture perceptions that important?"* - Torvald Øgaard, Svein Larsen & Einar Marnbur*"From upper-class to underclass. Working the skies: representations and reality, 1930 – 2010"* – Tom Baum**Tourism and Hospitality Education Forum****Chancellor****Room 4**

Chair: Paul Whitelaw

10.30am**MORNING TEA****Mezzanine****11.00am****CONCURRENT SESSIONS -4****Demand & Marketing - Tourist Decision Making****Ballroom 1**

Chair: Brian Hay

"Observations of tourists' in-destination decision making processes: a perspective from New Zealand" - Kevin Moore, Jude Wilson, Clive Smallman & David Simmons.*"Risk reduction on perceived destination risk associated with international travel: a modelling approach"* - Ruth Yeung & Wallace Yee.*"In what conditions is a price increase perceived as fair? An empirical investigation in the cable car industry"* - Thomas Bieger, Isabelle Engeler & Christian Laesser.*"Modelling the tourism consumer destination choice process"* - Twan Huybers, Harmen Oppewal & Geoffrey Crouch.**Destination Management - Managing Tourism Destinations 2****Ballroom 2**

Chair: Noreen Breakey

"Risk perception and destination choice: the case of Australian travellers and the Middle East" - Mona Sharifpour & Gabrielle Walters*"The role of innovation in Norwegian tourism"* - Xiang Ying Mei, Charles Arcodia & Lisa Ruhanen*"Understanding location placement and film tourism through persuasive communication research"* - Eugene Thomlinson*"The Gippsland tourism market's response to the 2009 Black Saturday bushfires"* - Gabrielle Walters

Ethics, Environment & Sustainability – Host Communities and Tourism**Ballroom 3**

Chair: Betty Weiler

“Using complex adaptive systems to investigate Aboriginal-tourism relationships in Purnululu National Park: exploring the role of capital” - Jennifer Strickland-Munro, Susan A. Moore & Helen Alison

“Implementing Green Globe Lite on a regional scale: results from a Tasmanian trial” - Anne Hardy and Gerry White

“Promoting visitors’ environmental attitudes” - Aise Kyoungjin Kim

“Confronting the recalcitrant tourist” - Terry J Brown

Tourism & Hospitality Education – Capabilities & Assessment**Chancellor Room 4**

Chair: Marg Deery

“Challenging undergraduate hospitality students: the use of debates as interactive teaching and assessment tools” - Johan Edelheim

“Developing tourism and hospitality graduate attributes in a university undergraduate commerce program” - Nina Mistilis

“Culture induction, hospitality culture capabilities and Australian bachelor degrees in Hospitality Management” - Stuart Wiggins

“Using technology in assessments: the student experience” - Elisa Backer

Heritage Tourism – Heritage & Tourism**Harbour View****Room 2**

Chair: Trevor Sofield

“A study of battlefield tourists in Leper, Belgium” - Caroline Winter

“Place attachment and heritage tourism: the case of Australian tourism attachment to Gallipoli” - Anne Eastgate

“Education and storytelling about the Great War: the ‘Son et Lumière’ in Pozières, France” - Caroline Winter

“Iconic Australia: ANTA travel posters from the 1930’s to the 1960’s” - Julie Nixon and Gary Best

New Directions for Tourism and Hospitality Theory 3**Chancellor Room 6**

Chair: Neil Walsh

“Dance in society: opportunities for tourism research” - Elspeth Frew and Kim Williams

“A re-examination & re-conceptualisation of residents’ reactions towards tourism” - Jojn Ap and Dan Musinguzi

“Reading Tasmania: creative literature and interpretation” - Shirley J. Chappel

“Visiting ‘home’: aboriginal cultural tourism and the value of intimacy.” - Mark Galliford

12.30pm**LUNCH****Mezzanine**

1.30pm

CONCURRENT SESSIONS - 5

Demand & Marketing - Miscellaneous

Ballroom 1

Chair: Stuart Crispin

"What's in a name: a review of popular new words to describe holidays: a clever marketing ploy or a pointless waste of time?" - Brian Hay

"Serving those less able: are we up to it? Catering for aging and disabled travellers" - Denise Schitko

"Applying social marketing techniques to perceptions of concession areas in Kruger National Park" - Alexandra Coghlan

"Australian Cycle Tourists - Who are they? And how do they choose their cycling destinations using online technology?" - Denis Puniard

Destination Management - Planning for Tourism in Destinations

Ballroom 2

Chair: Gabrielle Walters

"Integrating tourism and climate knowledge for destination adaption: challenges in the identification of knowledge gaps at the regional level" - Pascal Tremblay

"Shortcomings of landscape planning approaches in regard to developing tourism: Setiu, Malaysia" - Asra Zaliza Asbollah

"Creating new tourism destinations: the paradox between niche tourism destinations, sustainability and diverse stakeholders: cases from Wales" - Andrew Jones

"The limits to inter-business collaboration in remote tourism regions: a case study in Northern Australia" - Pascal Tremblay

Ethics, Environment & Sustainability - Tour Guiding & Interpretation

Ballroom 3

Chair: Thomas Bauer

"Exploring practitioner conceptualisations of professionalism among Australian ecotour guides"- Sandra Sun-Ah Ponting, Stephen Wearing and Rosemary Black

"Visitor responses to interpretive signage at the Chengdu Research Base of Giant Panda Breeding: a comparison of Chinese and Western visitors"- Jan Packer, Karen Hughes and Roy Ballantyne

"The Savannah Guides: a tour guiding model for regional Australia?"- Julie Carmody, Lisa King and Bruce Prideaux

"Managing a sustainable film tourism industry"- Anne Buchmann

Hospitality & Hotel Management

Harbour View

Room 2

Chair: Tom Baum

"Reframing hospitality service production: action spaces" - Genevieve Lovell

"The application of hospitality and hotel management principles and practices to NSW hospital emergency departments" - John Jenkins

"The effect of interventions on the environmental behaviour of motel guests" – Judith Mair & Susanne Bergin Seers

"The world's most successful tourist restaurant" - Neil Leiper & Maxine Hawker

Tourism Research Agenda

Chancellor

Room 4

Chair: David Simmons

"The nomadic place of tourism research: realising the impact of tourism in the UK Research Assessment Exercise and Research Excellence Framework" – Cara Aitchison

"The Distorted Mirror: applying the pragmatic paradigm to end-user research" – Alex Coglean & Bruce Prideaux

"Exploring the limits of tourism research collaboration: a social network analysis of co-authorship patterns in Australian and New Zealand tourism research" – Pierre Benckendorff

Tourism and Hospitality in China

Chancellor

Room 6

Chair: Peter Murphy

"An experiential portrait of economy in hotels in China" - Songsshan (Sam) Huang

"China's travel agency regulations: evolution and impacts on Asia-Pacific tourism" - Songsshan (Sam) Huang

"An examination of the development of a Chinese domestic hotel firm" - Michael Gross, Sam Huang

"China's outbound tourism as a way of ordering" – Tony Tse

3.00pm

AFTERNOON TEA

Mezzanine

3.30pm

SPECIAL INTEREST GROUPS

Student Experience Chancellor 6

Volunteer Tourism Chancellor 4

Modeling Tourist Behaviour Harbour View Room 2

Critical Approaches in Tourism and Hospitality Ballroom

1

6.00pm

CONFERENCE DINNER

Brooke Street

Pier

Board *Peppermint Bay 2* 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

Demand & Marketing - Understanding Tourist Types

Ballroom 1

Chair: Stuart Crispin

"In search of Australia's missing tourists" - Ewen Michael.

"The relationship of VFR travellers with tourism industries" - Elisa Backer.

"A study of Australian outbound international tourism" - Neelu Seetaram.

"Distinctions between short and long breaks" - Carmel Herington, Bill Merrilees & Hugh Wilkins.

Destination Management - Destination and place marketing

Ballroom 2

Chair: Malcolm Wells

"Place-based marketing: influence of dominant ownership type on place image" - Daisy Dawson, Joanna Fountain & David Cohen

"Snapshots on destination image formation" - Andreas Zins

"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

"Critical success factors of crisis management in tourism: a case study of political crisis in Thailand" - Kom Campiranon

Ethics, Environment & Sustainability - Sustainable Management

Ballroom 3

Chair: Rosemary Black

"Ecotourism & strategic management" - Stuart Crispin & Mark Wickham

"Sustainable tourism management: learning from Antarctica" - Thomas G. Bauer

"Limits to tourism and recreation in water catchments" - Jack Carlsen and Michael Hughes

"And then there was water: the role of fresh water in regional tourism" - La Vergne Lehmann

New Directions for Tourism and Hospitality Theory 4

Chancellor Room 6

Chair: Mark Galliford

"Conceptualising a contemporary marketing mix for sustainable tourism marketing" - Alan Pomeroy, Lester W. Johnson and Gary Noble

"Beyond the boundary: what do we know of tourism, the business of illusion- and delusion?" - Brian Wheeler

"Risk perception in travel: a conceptual framework" - Sarah Ryu & Segu Zuhair

Sport & Events Tourism 1

Chancellor

Room 4

Chair: Richard Shipway

"Event governance: the rhetoric and reality of the World Rally Championship, Northern Rivers, NSW"-
Dianne Dredge et al.

"Event segmentation: a research agenda" - Aaron Tkaczynski & Sharyn Rundle-Thiele

"Finding new ways of evaluating the socio-cultural impacts of festivals and events"- Phil Rogers

"The employment of event management graduates by event companies: an adoption of innovations perspective."- Miguel Moital and Danielle Cooper

Miscellaneous Papers

Harbour View Room 2

Chair: Pascal Tremblay

"Coming home: the effects of the volunteer tourism experience on the volunteer" – Simone Grabowski & Stephen Wearing

"Long distance walks: where are they going?"- Robert Saunders, Betty Weiler and Jennifer Laing

"Network Approach to tourism: a preliminary analysis of how to avoid strategic drift in an increasingly changing market environment" - Ehsan Uddin Ahmed

"Understanding the importance of governance in tourism policy making: A model for consideration" - Tzu-Wen (Carol) Hsu & Robert Inbakaran

10.30am

MORNING TEA

Mezzanine

11.00am

CONCURRENT SESSIONS - 7

Demand & Marketing - Customer Satisfaction & Relationship Marketing

Ballroom 1

Chair: Elisa Backer

"Value equity as a customer satisfaction driver in tourism settings" - Ip Kin (Anthony) Wong, Mark Rosenbaum & Ruth Mo Wah Yeung

"Hotel restaurant dining: the relationship between perceived value and intention to purchase" - Ann Suwaree Ashton & Noel Scott

"Relationship selling and the service performance of casino frontline employees" - Catherine Prentice & Brian King

"What is the future for corporate hospitality post the GFC? An appraisal of the marketing effectiveness of corporate hospitality" - Colin Drake

Destination Management - Methodology to Manage Tourism Destinations

Ballroom 2

Chair: Sarah Veitch

"An evolutionary network approach to rethinking resort governance: a conceptual framework" - Alison Gill & Peter W Williams

"Comparing pictorial and verbal scales for city destination management" - Iiona Pezenka & Anke Schneider

"Using multidimensional item response theory to measure efficiency of pictures for emotional city" - Christian Weismayer & Iiona Pezenka

"Re-visiting the Tourism Crisis Life Cycle Model" - Micaela Spiers & Outi Niininen

"Destination positioning: a comparison between tourism stakeholders and tourists at a regional destination" - Aaron Tkaczynski & Sharyn Rundle-Thiele

Ethics, Environment & Sustainability – Special Interest Tourism

Ballroom 3

"Sustaining what? The Ethics of managing wildlife-tourism interactions"- Georgette Leah Burns, Jim MacBeth and Susan Moore

"The Italian agritourism model - government intervention, branding, and product development: Implications and recommendations for developing agritourism in Australia"- Pauline Porcaro

"The use of green products: tourist attitudes, motivations and behaviour" – Leo Jago, Marg Deery & Judi Inglis

"Identifying the ecotourist market using the core criteria of ecotourism: is there a true ecotourist that seeks nature, learning and sustainability?"- Narelle Beaumont

Tourism & Hospitality Education – Careers

Chancellor

Room 4

Chair: Tom Baum

"The relations between career perception and career choice tendency for college students majoring in the tourism and hospitality industry"- Cheng-Ping Chang & Ni-Fang Chen

"The exploration of a career path for cellar door personnel in the wine tourism sector" - Kim Williams

"The Boundaryless Career: hotels had it first" - Shelagh Mooney & Irene Ryan

"Mentoring an essential tool for developing graduate knowledge" - Rajka Presbury, Mathew Hardy & Nicolette Le-Grange

Heritage Tourism – World/National Heritage

Harbour View Room 2

Chair: Trevor Sofield

"Exploring the links between cultural heritage and wine tourism"- Warwick Frost, Jennifer Laing & Keir Reeves

"Revitalising a hidden treasure: wine heritage tourism in the Grampians, Australia"- Keir Reeves

"Where/how does this bit fit? Museums, heritage and tourism in New Zealand's local government jigsaw"- Jane Legget

"Innovation in heritage tourism- a contradiction in terms"- Julia Crozier

Sport and Events Tourism 2

Chancellor Room 6

Chair: Richard Shipway

"Getting more out of sport events: leveraging strategies and the Sydney World Masters Games sport development outcomes" - Alana Thomson

"Rural community development through adventure-based sport tourism: some general lessons from the Canadian experience" - Mark Lowes

"Happy sails or flappy sails: sports tourism at an international sailing federation World Cup event" - Holly Henderson

"A logistic regression model for analysing the determinants of golf tourists satisfaction" - Miguel Moital

"Impacts of mega-events in developing and developed countries" - ShiNa Li

12.30pm

LUNCH

Mezzanine

1.30pm

PLENARY

Ballroom 3

2011 Conference Presentation

Keynote address

"The future of Antarctic tourism" – Tom Maggs, General Manager, Policy Support, 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