



BCEC | TRC SYMPOSIUM

GROWING THE ASIAN MARKET

for tourism in Western Australia

PROGRAM

Monday 25 June 2018

8.30am to 2.30pm

Council Chambers

Curtin University



#WAtourism

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About the Tourism Research Cluster

The Tourism Research Cluster (TRC) increases Curtin's tourism research capability by providing a framework for the skills, expertise and resources of researchers to be shared, increasing opportunities for collaboration and building on the strengths of Curtin's well-established multidisciplinary approach to tourism research.

TRC offers members the chance to meet and network with tourism experts worldwide, share ideas and explore collaborative opportunities. We welcome new members to join TRC's pool of knowledge and expertise from which to source targeted and innovative solutions.

About the Bankwest Curtin Economics Centre

The Bankwest Curtin Economics Centre is an independent economic and social research organisation located within the Curtin Business School at Curtin University.

The Centre was established in 2012 through the generous support of Bankwest, a division of the Commonwealth Bank of Australia. The Centre's core mission is to deliver high quality, accessible research that enhances our understanding of key economic and social issues that contribute to the wellbeing of West Australian families, businesses and communities.

The Centre's research and engagement activities are designed to influence economic and social policy debates in state and Federal Parliament, regional and national media, and the wider Australian community. Through high quality, evidence-based research and analysis, our research outcomes inform policy makers and commentators of the economic challenges to achieving sustainable and equitable growth and prosperity both in Western Australia and nationally.

The Centre capitalises on Curtin University's reputation for excellence in economic modelling, forecasting, public policy research, trade and industrial economics and spatial sciences. Centre researchers have specific expertise in economic forecasting, quantitative modelling and economic and social policy evaluation.



Program

8:30am	Registration & Arrival Tea and Coffee
9:00am	Welcome by Professor Kirsten Holmes Professor, School of Marketing Dean of Research, Faculty of Business and Law Curtin University
9:05am	Professor Nigel de Bussy Pro Vice-Chancellor, Faculty of Business and Law Curtin University
9.10am	Hon. Paul Papalia MLA Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests
9:15am	China Outbound Tourism Research Professor Dr. Wolfgang Georg Arlt Director China Outbound Tourism Research Institute, Germany
9:45am	<i>Q&A with Professor Dr. Wolfgang Georg Arlt</i>
10:00am	BCEC Report Launch Are we China-Ready? Chinese Tourism in Western Australia Associate Professor Jianhong (Cecilia) Xia School of Earth and Planetary Sciences Curtin University
10:30am	<i>Q&A with Associate Professor Jianhong (Cecilia) Xia</i>
10.45am	<i>Morning tea</i>
11:10am	Tourism product development for Asian markets: The case of Australia's South West (preliminary findings) Dr Michael Volgger Senior Research Fellow, School of Marketing Curtin University Associate Professor Christof Pforr School of Marketing Curtin University
11:30am	The Japanese Tourist Culture and its Importance in Western Australian Tourism Dr Lesley Crowe-Delaney Research Fellow Curtin University Sustainability Policy Institute, Curtin University
11:50am	Travelling behaviour of Asian tourists who visit Western Australia Associate Professor Vanessa Quintal School of Marketing, Curtin University Ms Zorana Soldat PhD Candidate, School of Marketing, Curtin University
12:30pm	<i>Lunch</i>

Program *continued*

1:00pm	<p>Panel Discussion: Making WA Asia ready: what needs to be done? Chair: Professor Alan Duncan Director, Bankwest Curtin Economics Centre Ms Lisa Shreeve Chief Executive Officer Busselton Jetty Mr Yan Lyu Liaison Officer Bunbury - Jiaying Business Office Professor Dr. Wolfgang Georg Arlt Director China Outbound Tourism Research Associate Professor Jianhong (Cecilia) Xia School of Earth and Planetary Sciences Curtin University</p>
2:00pm	<p>Book Launch: Food, wine and China Professor Dr. Wolfgang Georg Arlt Director China Outbound Tourism Research Institute, Germany Associate Professor Christof Pforr School of Marketing Curtin University</p>
2:20pm	<p>Vote of thanks Professor Kirsten Holmes Professor, School of Marketing Dean of Research, Faculty of Business and Law Curtin University</p>
2:30pm	<p>Event concludes</p>





Professor Kirsten Holmes

**Professor, School of Marketing
Dean of Research, Faculty of Business and Law, Curtin University**

Professor Kirsten Holmes is an internationally-recognised expert in the study of volunteering, particularly in events, leisure, sport and tourism contexts. She also has expertise in developing sustainable events and festivals and is the lead author of the Routledge textbook *Events and Sustainability* (2015).

Kirsten has taught at universities in Australia and the UK and has conducted research across 15 countries. She has published more than 60 peer reviewed papers in leading journals including *Nonprofit and Voluntary Sector Quarterly*, *Annals of Tourism Research*, *Tourism Management*, *Leisure Sciences* and *Voluntas*.

Kirsten's research has been funded by the Australian Research Council, the Australian Government's Office for Learning and Teaching, the UK Government and the International Olympic Committee.

Kirsten is regularly invited to work with industry and government, particularly the not-for-profit sector.



Professor Nigel de Bussy

**Pro Vice-Chancellor
Faculty of Business and Law, Curtin University**

Professor Nigel de Bussy is Pro Vice-Chancellor of the Faculty of Business and Law at Curtin University. Nigel holds a PhD from Curtin University and an MA from The Queen's College, Oxford.

He is a Fellow of both the Public Relations Institute of Australia and the Australian Marketing Institute, and a Certified Practising Marketer. Nigel joined CBS as a lecturer in public relations in 1994 and was Head of the School of Marketing from 2012 to 2017. Before joining Curtin, Nigel spent more than a decade as a public relations professional in the UK and Australia. His research has been published in a number of leading journals in the fields of public relations, communication management and marketing communications.



Hon. Paul Papalia MLA

Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests

Paul Papalia was born in Bunbury and raised in the small south west town of Burekup.

He entered the Royal Australian Navy and served in the military for 26 years, commanding a Clearance Diving Team, a navy patrol boat and the Navy's submarine escape and rescue service. Paul served in the counter terrorist squadron of the Special Air Service Regiment and was deployed on operations to Iraq on two occasions. He was awarded the Conspicuous Service Cross and Commendations from both the Land and Maritime Commanders.

Paul was first elected to the seat of Peel in February 2007, to the new seat of Warnbro in 2008 and subsequently re-elected in 2013 and 2017. Paul has served as Shadow Minister for Tourism, Corrective Services and Defence Issues.

In March 2017, Paul was appointed as Minister for Tourism; Racing and Gaming; Small Business; Defence Issues; Citizenship and Multicultural Interests in the McGowan Government.

Over the past 12 months, Paul has focused on the delivery of the Government's pledge to create jobs for Western Australians and diversify our economy by increasing interstate and international visitation.

He is overseeing the investment of \$425 million over the next 5 years to enhance destination and events marketing, leading campaigns that position Western Australia as the alternative gateway to Australia in key markets and attracting major events that encourage people to explore our extraordinary State. He is actively pursuing airlines to increase direct flights to Perth and is spreading the message that Western Australia is a high quality, affordable destination for business and leisure travellers, international students and their families.





Professor Dr. Wolfgang Georg Arlt

Director

China Outbound Tourism Research Institute, Germany

Professor Dr Wolfgang Georg Arlt is the Founder and Director of China Outbound Tourism Research Institute (COTRI), based in Germany and China. Professor Dr Arlt has been visiting China since the 1970s and has more than 30 years' experience working with China's tourism industry, both as a former tour operator and as a researcher and consultant. Professor Dr Arlt is currently a professor of international tourism management at the West Coast University of Applied Sciences, Germany and a visiting professor at universities in China, UK and New Zealand.

Professor Dr Arlt has published a number of books and articles about China's outbound tourism. He is a Fellow of the Royal Geographical Society, Royal Asiatic Society and International Association of China Tourism Studies, Vice-President (Western Europe) of the International Tourism Studies Association, a Research Fellow for the Japan Society for the Promotion of Science and a Board Member of the Pacific Asia Travel Association. In 2017, he became a member of the UN World Tourism Organization Tourism Experts Panel.



Dr Jianhong (Cecilia) Xia

**Associate Professor, School of Earth and Planetary Sciences
Curtin University**

Dr Jianhong (Cecilia) Xia is an Associate Professor at the School of Earth and Planetary Sciences at Curtin University. Cecilia has over 15 years' experience as a Geographic Information System (GIS) educator and spatial analyst and modeller. She has also worked as a transport geographer with a range of research experiences in relation to tourism, public transport development, driving, spatial navigation and wayfinding and human mobility.

Cecilia has published 70 peer-reviewed journal and conference papers, and book chapters. Cecilia has been awarded more than \$1 million dollars in research grants from government agencies, industries and the Australian Research Council since 2005. She has been recognised with the Surveying & Spatial Sciences Institute WA's Education Development Award (WA Spatial Excellence Awards) in 2013, and the Curtin University Faculty of Science and Engineering's Excellence and Innovation in Teaching Award in 2012.



Dr Michael Volgger

**Senior Research Fellow, School of Marketing
Curtin University**

Dr Michael Volgger is currently a Senior Research Fellow at Curtin University's School of Marketing and is Co-Director of its Tourism Research Cluster. Michael is also an Adjunct Research Fellow to the Center for Advanced Studies at the European Academy Bozen/Bolzano in Italy.

Michael has extensive international research experience and has conducted several applied research projects in Australian and European tourism destinations. His main areas of expertise include tourism destination governance and regional development, product development and innovation in tourism, as well as inter-organisational cooperation.



Associate Professor Christof Pffor

**School of Marketing
Curtin University**

Associate Professor Christof Pffor is Discipline Leader (Tourism, Hospitality & Events) and Course Coordinator for Tourism & Hospitality at the School of Marketing, Curtin University and Member of the Executive of the Curtin Business School Tourism Research Cluster.

Reflecting his academic background, which spans across tourism management, geography, political science and history, Associate Professor Pffor's past and current research is inter- and multi-disciplinary. In essence, his activities have concentrated on four interconnected research areas: sustainability, tourism public policy, destination governance and health tourism.

Associate Professor Pffor has contributed to more than 100 publications and numerous international and national research projects, and has been a Visiting Professor at a number of international universities.





Dr Lesley Crowe-Delaney

Research Fellow

Curtin University Sustainability Policy Institute, Curtin University

Dr Lesley Crowe-Delaney is a Research Fellow in the Curtin University Sustainability Policy Institute. Lesley holds a BA in Asian Studies and Geography, a Geography honours degree researching Comparative Coastal Hazardous Storage in WA and Japan, a Graduate Diploma in Education, and a PhD on 'Tourism and Coastal Development in Japan' at Curtin University completed mostly while rearing her family.

Co-author and sole presenter of the Ritsumeikan Student Tourism Summit's Mission Statement 2005 to an international delegation including then Prime Minister of Japan Junichiro Koizumi, Lesley's career spans executive consultancy in Australasian tourism and hospitality, and in education and training in Australia and Japan. She authored several publications and research projects in 2017: filmic tourism in Japan (2018), Hainan tourism development, online travel diaries of Chinese tourists, and the BCEC-funded project on Chinese traveller behaviour in WA alongside Associate Professor Jianhong (Cecilia) Xia, whom she has also worked with on transport projects. Recently being welcomed into the Science and Engineering Council of Teaching and Learning at Curtin, Lesley will also present at geography conferences in New Zealand, Quebec and Guangzhou. In 2017, Palgrave Macmillan contracted Lesley to write her book on *Tourism Coastal Development in Japan*.



Associate Professor Vanessa Ann Quintal

School of Marketing, Curtin University

Vanessa Ann Quintal is an Associate Professor at the School of Marketing at Curtin University. Her practitioner experience includes marketing management in the meetings, hotels, food, fashion, entertainment and travel sectors in Singapore, Australia, Hong Kong and Malaysia. Vanessa has coordinated and taught undergraduate and postgraduate courses in international and tourism marketing since 2002.

Vanessa's research interests include cross-cultural consumer behaviour in tourism, retail, banking and education. Her work has been published in leading journals including *Tourism Management*, *International Journal of Tourism Research*, *Tourism Analysis*, *Journal of Vacation Marketing*, *Journal of Hospitality and Tourism Research*, *Event Management*, *Marketing and Intelligence Planning* and the *Asia Pacific Journal of Marketing and Logistics*. Recently, she was presented with the Tourism Management 2018 Outstanding Contribution in Reviewing Award and was the recipient of the Unibank 2017 Best Postgraduate Lecturer (Marketing) Award.



Ms Zorana Soldat

PhD Candidate, School of Marketing
Curtin University

Zorana Soldat is a PhD candidate in the School of Marketing at Curtin University. Zorana has several years of practitioner experience in sales and marketing in the biotech industry. Currently, she is a sessional academic at Curtin University, teaching undergraduate units in marketing and international marketing.

Zorana has led and conducted various research projects with community-based clients such as Araluen Botanic Park and the City of Armadale. She has co-authored articles in reputable publications including the *International Journal of Wine Business Research*. Her current research interests focus on hedonic consumption in tourism and leisure contexts.



Ms Lisa Shreeve

Chief Executive Officer
Busselton Jetty

Lisa Shreeve has been the CEO of the Busselton Jetty for the past three years, having previously been employed in the transport, mining, media and government sectors. A former Olympic torch bearer, Young Australian of the Year finalist, Telstra Small Business Award finalist and State and National Leadership program alumni, it has been Lisa's task to reinvigorate the 153 year old Busselton Jetty to meet current social, economic and environmental needs.

Lisa has a Masters in Regional Development and with her outside-the-box thinking and energy has inspired the board and staff at the Busselton Jetty to think big. Using various business analysis methods to build on the Jetty's comparative advantage, visitor numbers have grown under Lisa's leadership to more than 500,000 per year. Asian visitor numbers are up by nearly 15% over the past two years with very strong increases in numbers from Singapore, Malaysia and China. Lisa's goal is to make sure the Jetty is a bucket list item for international tourists to tick off when they visit Australia. The Busselton Jetty has been a WA Tourism Awards finalist for the past three years.





Mr Yan Lyu
Liaison Officer
Bunbury-Jiaxing Business Office

Yan Lyu is the Liaison Officer at the Bunbury-Jiaxing Business Office, a joint initiative of the South West Development Commission, Regional Development Australia - South West, City of Bunbury and Edith Cowan University. The office provides business advisory services and private industry support to regional businesses in the areas of promoting trade, culture and education between the South West region and China.

As the Liaison Officer, Yan provides consultation services to regional governments, the education sector, tourism organisations, hospitality companies and the aviation industry including translation and interpreting as well as introducing Chinese business practices, etiquette and customs.

Before migrating to Australia, Yan worked at the Beijing Municipal Government and Beijing Shijingshan District Government Office for 7 years.



Professor Alan Duncan
Director
Bankwest Curtin Economics Centre, Curtin University

Professor Alan Duncan is Director of the Bankwest Curtin Economics Centre and Bankwest Professor of Economic Policy at Curtin University.

Alan has published widely in academic and policy outlets of the highest international reputation, and was awarded the prestigious Frisch Medal of the Econometric Society in 2000 for a paper published in the world-leading journal, *Econometrica*. His broad range of research interests include: public policy; education, training and childcare; labour market participation; gender equity; and inequality and wellbeing.

Alan completed a DPhil in Economics at the University of York. He has served on senior advisory panels and boards for government and public sector organisations and has given evidence at Federal Senate Committee hearings.

Attendees

Mrs Amanda Alves

Receptionist
Midland Tourist Park

Ms Louise Ardagh

General Manager
Commercial and Marketing
Perth Racing

Ms Jane Ardern

Policy Adviser
Office of Hon. Paul Papalia MLA

Professor Dr. Wolfgang Georg Arlt

Director
China Outbound Tourism
Research Institute

Dr Liz Barbour

Chief Executive Officer
CRC for Honey Bee Products
University of Western Australia

Mrs Sharyn Bear

Marketing Manager
Art Gallery of Western Australia

Mr Brian Brosnan

Principal Business Development
Officer
Department of Primary
Industries and Regional
Development

Dr Luke Butcher

Academic, School of Marketing
Curtin University

Mrs Hana Byambadash

Agent
AusMonConsulting

Ms Sara Cavalcanti Marques

Sessional Academic (Tourism)
School of Marketing
Curtin University

Ms Camille Chen

Executive Creative Director
Legend Media Group

Ms Eva Chye

Principal Adviser
PwC

Mr David Collard

Principal
David Collard & Associates

Mr Jack Collard

Associate
David Collard & Associates

Dr Steve Crawford

Visitor Communications and
Marketing Manager
Parks and Wildlife Service

Mr Andrew Crevald

College Director
Curtin College - Navitas Ltd

Ms Danelle Cross

Manager, Executive Education
Curtin University

Dr Lesley Crowe-Delaney

Research Fellow,
Curtin University Sustainability
Policy Institute
Curtin University

Professor Nigel de Bussy

Pro Vice-Chancellor
Faculty of Business and Law
Curtin University

Professor Alan Duncan

Director
Bankwest Curtin Economics
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Ms Wendy Earl

Economic Development
City of Subiaco

Mr Mark Exeter

Tourism and Business Advisor
South West Development
Commission

Mr. Marcolino Esteveao Fernandes E Brito

PhD student
Curtin University

Ms Rose Finck

Ms Tanya Francis

Economic Development Officer
City of Stirling

Ms Patricia Gamero

Tours & Operations Manager
Perth-Tours WA

Ms Amy Gan

Marketing Officer
Perth-Tours WA

Mrs Jayde Glorie

Industry Development Manager
Tourism Council WA

Ms Brooke Gregory

International Marketing
Manager
Curtin University

Mrs Kumesh Haripersad

Business Manager
Bankwest Curtin Economics
Centre

as at Monday 18 June 2018



Attendees

Mrs Tweety Hinchcliffe-Chen

Admin Officer
Counselling and Disability
Services, Curtin University

Ms Terri Holland

Economic Development
City of Subiaco

Professor Kirsten Holmes

Dean, Research,
Faculty of Business and Law
Curtin University

Mr Brian Hunt

Owner
Entopia Wines

Mr Colin Ingram

Senior Policy Officer
Dept of Biodiversity,
Conservation & Attractions

Mrs Mary Jardine-Clarke

Director
Clarke Corporate
Communication

Mr Roger Jardine-Clarke

Director
Clarke Corporate
Communication

Ms Renee Jefferys

Managing Director
Aussie Orientation Services

Ms Kate Jennings

Director, Brand and Marketing
Curtin University

Mrs Stephanie Juszkwicz

Aviation Business Development
Manager
Perth Airport

Mr Jonathan Lee

Director
Divonu International Ltd.

Ms Barbara Lung

Deputy Director
International Student
Recruitment
Curtin University

Mr Yan Lyu

Liaison Officer
Bunbury-Jiaying Business Office

Dr Iris Mao

Lecturer
Edith Cowan University

Ms Sara Marques

TRC Coordinator
Curtin University

Mrs Karen McDonald

Tourism Lecturer & Course
Co-ordinator
South Metropolitan TAFE

Mr Jamie McElroy

Marketing and Communications
Manager
Ground Transport Solutions /
Hughes WA

Ms Libby Mettam MLA

Shadow Minister for Tourism;
Small Business; Whip

Mr Eric Mitran

Flight Operations Manager
Fal Jet Operations Perth

Ms Iby Moh

International Marketing
Manager
EUS International

Mrs Desideria Murti

PhD Student
Curtin University

Mr Evan Nicholas

Director, Strategic Engagement
Curtin University

Mrs Veronica Nivatvongs

Senior Business Development
Officer
Department of Jobs, Tourism,
Science and Innovation

Ms Jacinta Overman

Coordinator, Tourism and
Concessions
Department of Biodiversity,
Conservation and Attractions

Hon. Paul Papalia MLA

Minister for Tourism; Racing
and Gaming; Small Business;
Defence Issues; Citizenship and
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Dr Joanna Pearce

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Mrs Joanne Peckitt

Communication and
Stakeholder Engagement
Coordinator
Bankwest Curtin Economics
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Mr Bob Perovic

Director of Sales & Marketing
Quality Hotel Ambassador Perth

**Associate Professor
Christof Pforr**

Associate Professor
School of Marketing
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Attendees

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Associate Professor
School of Marketing
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Tour Director
South West Tourist Services
(SWTS)

Mrs Myrianthe Riddy

Director
Mandurah Cruises

Miss Emily Rose

Student Experience Coordinator
(Digital)
Study Perth

Mr David Russell

Head of Sport & Recreation
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Associate Dean
Edith Cowan University

Ms Rei Seah

Market Manager, China
Tourism WA

Dr Natalia Shagina

Environmental Specialist
Midland Tourist Park

Miss Emily Sharland

Director
Salticity

Ms L-A Shibish

Consultant
Sustainable Tourism Solutions

Ms Lisa Shreeve

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Abu Siddique**

Senior Honorary Fellow
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Mr Satvinder Singh

Project Manager
Main Roads WA

Mrs Brianna Snowdon

Sales & Marketing Coordinator
Quality Hotel Ambassador Perth

Ms Zoldana Soldat

PhD Candidate
School of Marketing
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Mr Chris Stavrianou

Head Of Perth Office
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Dr Michael Volgger

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**Ms Jody Juanita Lyn
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Tourism Gourmet Connect
Southwest

Ms Margaret Wilson

Managing Director
CMW Management

Mr Raymond Wong

Group Leasing Agent
Strzelecki Group

**Associate Professor
Cecilia Xia**

Associate Professor
School of Earth and Planetary
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Mr Zhengzhou Xu

Business Development - Asia
Ferngrove Wines

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