

**MINUTES OF MEETING**

**Thursday 19 April 2007, 12:00 – 2:15 pm  
Monash Conference Centre  
Level 11, 30 Collins Street, Melbourne**

Dr Pieter Van Dijk gave a brief presentation followed by discussion regarding his research on “Emotional labour in a tourism context”.

**1. Apologies and attendance****1.1 Attendees:**

Prof Betty Weiler, Prof Peter Forsyth, Dr Pieter Van Dijk, Mrs Annita Allman, Monash University  
Mr Robert Brickley, Tourism Victoria  
Mr Paul Fairweather, Tourism Research Australia (representing the Hon. Fran Bailey)  
Ms Bindi Gove, VECCI  
Mr Nicholas Hunt, Tourism Alliance  
Mr Mark Manteit, Philip Island Nature Park  
Ms Maxine Sando, Tourism Frankston  
Peter Wirne, Consultant and ex-Tourism Research Australia

**1.2 Apologies:**

Mr. Garry Burns, Sovereign Hill  
Prof Edwina Cornish, Monash University  
Dr Mark Dimech, TTF Australia  
Dr Claire Ellis, Tourism Tasmania  
Prof Sam Ham, Monash University  
Prof. Leo Jago, ST CRC  
Ms Judith Muir, Polperro Dolphin Swims  
Ms Laura Mumaw, Zoos Victoria  
Jan Penney, The Mint Inc. and ex-Chair, Heritage Victoria

**1.3 Call for additional agenda items**

No items were added to the agenda.

**2. Confirmation of Previous Minutes (11/09/06)**

Minutes of the meeting held on 11 September 2006 were confirmed as an accurate record of that meeting.

**3. Business Arising from Minutes****3.1 Expansion of Advisory Board Terms of Reference**

The Board agreed with the changes made to its Terms of Reference (as per documents attached to the agenda).

**3.2 Editing of TRU Research Strengths**

The Board agreed with the changes made by the TRU Executive Committee to its Research Strengths (as per documents attached to the agenda).

**3.3 Helping industry to engage with research and building capacity to critically judge research**

Betty outlined the following six items that TRU is currently doing to engage with industry:

- Presenting at industry conferences (eg. Australasian Regional Association of Zoological Parks and Aquaria (ARAZPA), Tourism and Protected Areas Forum (TAPAF), Regional Tourism Conferences, Interpretation Australia Association (IAA), Ecotourism Australia (EA))
- Circulating or giving copies of quality research papers to industry contacts when TRU members come across them at conferences or in journals (eg. Transport in

- parks, interpretation in zoos, visitor experience research, emotions)
- Presentations such as Pieter's today
  - Organising forums (Tour Guiding and Interpretation, 2003; Quality Ecotourism, 2005; Tourism Economics Modelling, 2007)
  - Workshopping / demonstrating tool kits (in partnership with the STCRC)
  - Current projects – including mentoring of tourism staff to build capacity within individual tourism businesses.

Members of the Board provided the following feedback on some of the things that TRU is doing, as well as things it could be doing to better engage with industry.

- Members of industry do not always find it useful to spend time at research workshops, so such events would be better organised to coincide with other industry events already being conducted
- Members of industry prefer to know how the outcomes of research can be applied in their organisation rather than focusing on methodology
- The language used in presenting the outcomes of research to industry is important
- Individual tourism operators don't always have the time to invest in research (or in looking for the results of research), but prefer to have the information provided to them in a way that conveys value for money (ie: If I do this or don't do that, how will it affect my income)
- TRU members might wish to invest time in visiting/presenting to individual tourism organisations to propose research that is specifically tailored to the organisations' needs
- Members of the TRU Advisory Board might also visit TRU to discuss their organisation's research needs
- A difficulty for academics in conducting some research is the need to be writing research papers – this is not what industry wants, but is what academics need
- Some tourism operators lack knowledge of the availability of research and how to use the existing information to improve their business.
- The use of an intermediary (such as an Extension Officer) who can interpret the research and then deliver it to the end users in a way that they can understand and apply it was discussed

Members of the Board confirmed that part of their role would be to help TRU prioritise its existing research projects in terms of providing outcomes for industry, and also to identify projects that align with industry needs and could be undertaken by TRU, given TRU's strengths.

**ACTION:** TRU to provide a list of current research projects to the next Advisory Board meeting for Board members to comment on disseminating the research outcomes. TRU to provide a list of proposed projects as a way of identifying industry needs, interest and support. Sept 07

**ACTION:** TRU Executive Committee to revisit the Communication Matrix developed last year in relation to communication with industry. Sept 07

#### 4. New Business

##### 4.1 Tourism Economics Research Workshop Proposal

Peter Forsyth and a team from Monash have been working with researchers at the University of New South Wales and the Sustainable Tourism CRC on a range of economics-related projects, including Tourism Satellite Accounts, aviation policy, economics yield and tax/policy issues related to climate change. They have already held a number of workshops in Sydney and are planning to hold a similar workshop in Victoria in the week commencing 17 September 2007 (possibly to be held on the same day as the next TRU Advisory Board meeting). It is anticipated that the workshop will commence at 2pm and finish at 4:30pm, to be followed by drinks. Potential invitees include, Tourism Victoria, Department of Treasury and Finance, Tourism Transport Forum, Melbourne Airport, major hotel groups, JetStar, Virgin, Parks Victoria, Committee for Melbourne and CRC contacts.

**ACTION:** Board Members to advise Jennifer Laing (TRU Research Coordinator) of any other potential invitees to this workshop. June 07

**ACTION:** Betty to check Leo Jago's availability to attend the Tourism Economics workshop May 07

**ACTION:** Jennifer Laing to liaise with Bindi Gove regarding piggybacking this on the VTIC forum on 19 September as the program is still flexible. May 07

**POST-MEETING NOTE:** The TRU workshop on Tourism Economics has been scheduled for Wednesday 19 September to coincide with the Victorian Tourism Industry Council's (VTIC) quarterly meeting.

## 5. Next Meeting

### 5.1 Date for next meeting (week of 17-21 September)

Wednesday 19 September (same day as Tourism Economics workshop). Time to be advised.

### 5.2 Agenda Item for next meeting – Advisory Board input into RQF

Betty noted that this will be discussed at the next Advisory Board meeting when more information regarding the RQF process is in place.

### 5.3 Privileges of Advisory Board Membership

Betty thanked the Advisory Board members for their participation and asked if there is anything that Monash can do in return for their valuable contribution to TRU. One suggestion was access to the Monash Library and its databases.

**ACTION:** Betty to find out the availability of non-Monash staff/students accessing the Monash library service. Sep 07