

# TRU News and Views

## Tourism and Media Conference

In November 2004 the TRU at Monash University joined forces with La Trobe University and the University of Otago (New Zealand) to host the inaugural International Tourism and Media (ITAM) conference. The theme of the conference was the general relationships between tourism and the media. The conference was convened by Glen Croy and Warwick Frost from TRU and Sue Beeton from La Trobe University.

The two day conference, held at La Trobe's John Scott meeting centre, was attended by about 40 people, with over 50 percent of the delegates post graduate students. This reflected the 'newness' of the research area, though also the significant development and contribution this area makes to tourism research now and into the future.

There were 30 outstanding presentations over a range of media topics including mass media, fictional media, non-fiction media and news media. Within these topics a number of issues were discussed providing differing perspectives of imaging successes and questions, destination marketing, visitor motivation, planning, education, perceptions and myths.

The conference was a great success and will be supported by the second ITAM conference held in Melbourne on the 28 November to 1 December 2006. TRU will host the conference, again with partners La Trobe University and the University of Otago.

For further information please do not hesitate to contact Glen, Warwick or Sue.

Abstracts from the inaugural ITAM conference are available from:

<http://ertr.tamu.edu/conferenceabstracts.cfm?conferenceid=31>

## Top award for tourism professor

Graduate research students have awarded Professor Betty Weiler the Monash Postgraduate Association's prestigious Supervisor of the Year Award.

MPA president Bhanuka Wanasinghe presented the award to Professor Weiler, at a ceremony at the Berwick campus in December 2004.

Several of Professor Weiler's graduate research students collaborated to submit an application to the MPA, outlining her excellence in research supervision and the inspiration and support she provided them in 2004 as their supervisor.

Her students describe her as "an outstanding mentor for research postgraduate students, in part because she is such an outstanding role model. Every postgraduate fortunate enough to be supervised by Betty will describe her as a friend or even 'best' friend. Her capacity for passion and understanding is amazing given her considerable appetite for hard work and achievement. If there were ever a person who perfectly matched both the letter and the spirit of the 'MPA Supervisor of the Year Award', it is Professor Betty Weiler."

"Betty always makes you feel that you are a priority. Given her countless other commitments, this is a remarkable achievement," said tourism PhD candidate Mr Jim Curtis.

"The research environment that Betty has created at Berwick's Tourism Research Unit is supportive, energetic, friendly and inspiring."

Professor Weiler, a distinguished academic in the tourism area, heads Monash's Tourism Research Unit, serves on the editorial board of five international journals and is supervisor to 1 DBA and 6 PhD candidates.



*Prof Weiler pictured above with baby Elska and Liam Smith. Liam has recently completed an MPhil and embarked on a PhD, and is one of the students who submitted the application.*

## Media Mentions

A number of TRU members have received their 15 minutes of fame recently, giving their expert opinion or discussing their tourism research. In the Age Newspaper Jeff Jarvis discussed the prospects for post tsunami tourism, while Dr Warwick Frost was asked to comment on the proposal for a toll on visitors to the Great Ocean Rd. Warwick was also interviewed on ABC774 radio regarding his research into coastal tourism and holiday homes (a summary of this research is featured over the page).

PhD student Jim Curtis' research on gaining visitor acceptance of voluntary shuttle bus usage within National Parks has received a variety of media mentions. Jim was interviewed on ABC radio in January for the Radio National Bush Telegraph program, and his research also made the news on Horsham's 3WM radio station and in the Ararat Advertiser.

For more information on any research activities, please contact TRU members via email ([Enquiries.TRU@buseco.monash.edu.au](mailto:Enquiries.TRU@buseco.monash.edu.au)), or have a look at the updated web site for individual contact details (<http://www.buseco.monash.edu.au/units/TRU>).

## Upcoming Events

### 10 June 2005

TRU Seminar, 10am – 3pm.  
Monash University, Berwick Campus  
Contact Sue Broad – (03) 9904 7048

### 16 June 2005

TRU Annual General Meeting  
Monash University, Berwick Campus  
Open to TRU Members only  
Contact Annita Allman – (03) 9904 7224

### September / October 2005

TRU Industry seminar on  
Heritage Tourism  
To be held in Melbourne – Date TBA  
Contact Sue Broad for expressions of  
interest – (03) 9904 7048

### 3-6 October 2005

IAA Conference – Strahan, Tasmania  
Contact Interpretation Australia Assoc  
<http://www.interpretationaustralia.asn.au/>

## Coastal tourism and holiday homes

The recent summer holidays saw a range of proposals to force holiday-home users to pay for developing facilities for coastal tourism. These included a levy on holiday homes and turning the Great Ocean Road into a tollway.

The resultant debate highlights the value of recent research by Dr Warwick Frost. For the first time data are available on the scale and significance of holiday homes in coastal Victoria.

Major findings of his study include:

- Victorians have the highest rate of holiday home usage in Australia
- Most holiday homes are located in a belt between 80 and 200 kilometres of Melbourne.
- This belt is gradually expanding, as former holiday home towns become suburbs of Melbourne.

- The greatest numbers of holiday homes are at Cowes, Anglesea, Inverloch and Lorne. In all four towns 50% or more of houses are holiday homes.
- 33% of overnight domestic visitors to Phillip Island stay in their own holiday homes. Visitors staying at the holiday homes of friends and relatives push this rate over 50%.
- 27% of overnight domestic visitors to the western section of the Surf Coast Shire (Anglesea to Lorne) stay in their own holiday homes. Similarly 26% of domestic visitors to the southern section of the Mornington Peninsula shire stay in holiday homes.

Further details may be found in Warwick Frost, 'A hidden giant: second homes and coastal tourism in south-eastern Australia', in C. Michael Hall and Dieter Müller [eds.], *Tourism, mobility and second homes: between elite landscape and common ground*, Channel View, Clevedon, 2004, pp. 162-173.

Dr Frost can be contacted via email:  
[Warwick.Frost@buseco.monash.edu.au](mailto:Warwick.Frost@buseco.monash.edu.au)

## Presentations highlight visit by overseas academic

At a recent seminar held at Berwick campus, Professor Sam Ham presented excerpts from the research he has been doing for the past several years, on travellers' philanthropy with cruise tourists in the Galapagos Islands. Prof Ham outlined the development and delivery of the research-driven campaign involving face-to-face, print and web-based media, which resulted in contributions by tourists

to the Galapagos Conservation Fund increasing by more than 120 per cent. Prof Ham led a discussion of the theory, data collection, message design and media along with implications for other applications of behavioural psychology in strategic communication planning.

On his most recent visit to Australia, Professor Sam Ham was also the featured speaker at the STCRC's Career Development Workshop for CRC scholarship holders, held in Alice Springs on 31 January - 1 February. Thirty-two STCRC PhD Scholarship recipients attended the workshop, which coincided with the CAUTHE 2005 conference.

The highlight of the workshop was a three quarter day workshop presented by Professor Sam Ham, discussing "Interpretation and Sustainable tourism - Some Issues for

Theory and Research".

Professor Sam H. Ham is adjunct professor of tourism at Monash University and Director of the Centre for International training and Outreach (CITO) and professor of communication psychology, nature-based tourism and protected area management in the University of Idaho's Department of Conservation Social Sciences. Professor Ham teaches graduate courses in behavioural theory, environmental communication and interpretation, international issues in nature conservation, and recreation and tourism management. His research has focused on influencing tourist behaviour through communication, communication influences on travellers' philanthropy, interpretation, ecotourism guide training and non-formal environmental education in the U.S. and developing countries.

## TRU Executive

We are excited to announce that Professor Peter Forsyth and Professor Sam Ham have accepted the role of Deputy Directors of TRU. The Executive meets four times a year and consists of the Director, the two new Deputy Directors and five other members of TRU.

Members of TRU Executive: Prof Betty Weiler (Director), Prof Peter Forsyth (Deputy Director), Prof Sam Ham (Deputy Director), Dr Sue Broad (Research Coordinator), Glen Croy (BusEco Rep), Jeff Jarvis / Dr Vicki Peel (Arts Rep), Liam Smith (Student Rep) and Annita Allman (Executive Assistant/Finance Officer).

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