



In partnership with the Department of Biodiversity, Conservation and Attractions (Parks and Wildlife Services) and the Curtin Asia Business Centre, Curtin University's Tourism Research Cluster (TRC) is pleased to invite you to the

## 2019 TRC SYMPOSIUM

# FROM UNDER-TOURISM TO JUST-RIGHT-TOURISM Asian, European, American and Australian Perspectives

- Date:** Wednesday, 20 February 2019
- Time:** 8.00 am – 5.15 pm (Symposium) \$45.00  
5.30 pm – 8.30 pm (Fervor Dinner) \$40.00
- Venue:** Medical School (Building 410), Room 101,  
Curtin University, Bentley Campus
- Registration:** Now open, please click [here](#)

Please refer to our website for more information ([2019 TRC Symposium](#))



Department of Biodiversity,  
Conservation and Attractions



Curtin University

Asia Business Centre



## About the Symposium

On 20 February 2019 the Curtin Tourism Research Cluster will host its Annual International Symposium on the topic 'From Under-Tourism to Just-Right-Tourism: Asian, European, American and Australian Perspectives'. The focus of the Symposium is on 'under-tourism' and possible future development pathways for Western Australia, with the 'over-tourism' debate providing context and learnings from current global experiences. The Symposium will bring global and national expertise to Western Australia to stimulate debate and foster exchange between academia, industry and government.

Furthermore, the Symposium will offer the opportunity to participate in a truly unique culinary experience, pop-up dining with Fervor. Savour rare, fresh and locally sourced Western Australian native foods crafted with passion by Paul Isvok and his team.

## 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.

# From Under-Tourism to Just-Right-Tourism

## Asian, European, American and Australian Perspectives

### SYMPOSIUM PROGRAM

#### Wednesday, 20 February 2019

08.00 – 08.15	Arrival / Registration
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#### Welcome Address

08.15 – 08.25	Welcome to country
08.30 – 08.45	Prof Nigel de Bussy, <i>PVC Faculty of Business &amp; Law, Curtin University</i> Hon Paul Papalia, <i>MLA, Minister for Tourism, Western Australia</i> Libby Mettam, <i>MLA, Shadow Minister for Tourism</i>
08.45 - 09.00	<b>Undertourism: Opportunities for Western Australia</b> - <i>Dr Michael Volgger &amp; Prof Christof Pforr, Curtin University, WA</i>

#### Session 1 – Global Trends

09.00 - 09.15	<b>Resilient tourism development: The UNWTO Perspective</b> - <i>Dr Dirk Glaesser, Director, Sustainable Development of Tourism, United Nation World Tourism Organisation (UNWTO)</i>
09.15- 09.45	<b>Overtourism: Starting point of a big transformation? Current issues in European tourism</b> - <i>Prof Harald Pechlaner &amp; Natalie Olbrich, Catholic University of Eichstaett-Ingolstadt, Germany / Eurac Research, Italy</i>
09.45- 10.15	<b>Managing masses: Overtourism as a challenge for Chinese attraction points</b> - <i>Prof Bao Jigang, Sun-Yat-Sen University, China</i>
10.15- 10.30	<b>The Cruise Industry: From global challenges to local opportunities</b> - <i>Ann Sherry AO, Executive Chairman, Carnival Australia</i>
10.30- 10.45	<b>Why local is the new global</b> Guy Taylor, Brand strategist
10.45 - 11.05	Morning tea

#### Session 2 – Industry Perspectives from Western Australia

11.15- 11.35	<b>Tourism and aviation route development</b> - <i>Claire Werkmeister, Tourism WA</i>
11.35- 11.55	<b>Keeping the experience real – A parks perspective</b> - <i>Steve Crawford, Parks &amp; Wildlife Service</i>

11.55- 12.15	<b>A regional perspective from the Mid-West</b> - <i>Gavin Treasure, CEO, Mid West Development Commission</i>
12.15- 12.35	<b>An Aboriginal tourism perspective</b> - <i>Rob Taylor, CEO, WAITOC</i>
12.35- 13.20	Light lunch

### Session 3 - Opportunities

13.30- 14.00	<b>The luxury of emptiness, silence and deceleration</b> – <i>Prof Helene Cristini, International University of Monaco</i>
14.00- 14.30	<b>From capacity to overtourism: How many is too many and when is enough enough?</b> - <i>Prof Geoffrey Wall, Waterloo University, Canada</i>
14.30- 15.00	<b>Uncrowded, safe, clean places: Motivations of Chinese outbound tourists</b> - <i>Prof Sam Huang, Edith Cowan University, WA</i>
15.00- 15.30	<b>Tourism development campaigns in China and Australia: A comparison</b> - <i>Dr Meng Wei, South China Agricultural University, China</i>
15.30- 15.50	Tea break

### Session 4 - Industry / Government Panel:

#### Cruise Ships, Aviation Access & Airbnb – Threats or Opportunities for WA?

16.00- 17.00	Kevin Brown ( <i>CEO, Perth Airport</i> ) Christine Cole ( <i>Tourism WA</i> ) Prof Peter Newman AO ( <i>WA Scientist of the Year, Curtin University</i> ) Michelle Reynolds ( <i>CEO, Rottnest Island Authority</i> ) Rob Taylor ( <i>CEO, WAITOC</i> ) Claire Werkmeister ( <i>Tourism WA</i> ) <i>Moderated by Prof Kirsten Holmes, Dean of Research, Faculty of Business &amp; Law, Curtin University</i>
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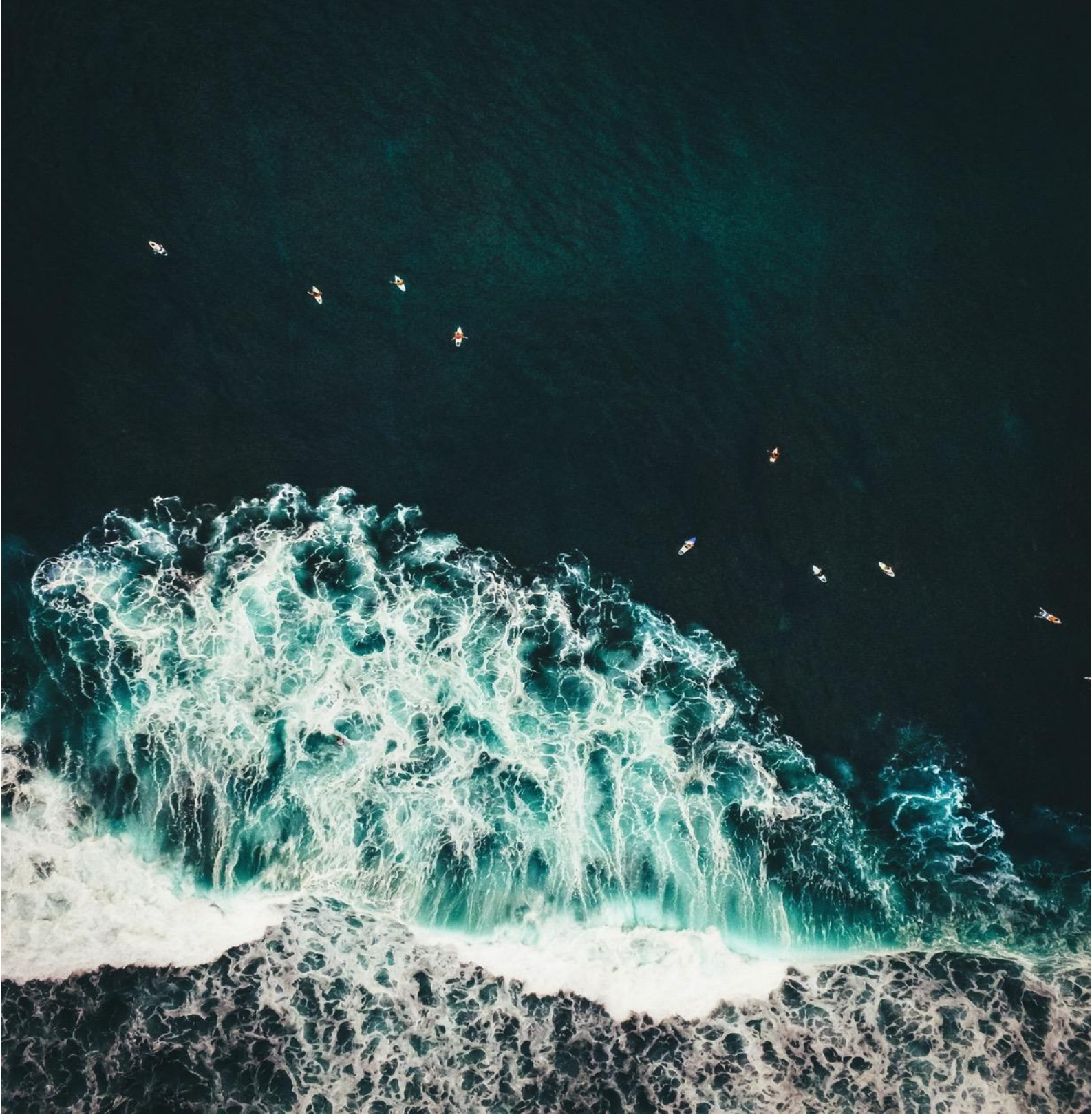
### Concluding Session

17.00 – 17.15	<b>Just-Right Tourism</b> - <i>Prof Christof Pforr &amp; Dr Michael Volgger, Curtin University, WA</i>
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### Symposium Dinner

17.30 – 20.30	<b>Fervor - Pop Up Native Food Experience</b> ( <i>Curtin University Campus</i> )
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Symposium Co-Chairs: Prof Christof Pforr and Dr Michael Volgger,  
Curtin Tourism Research Cluster



WITH THANKS TO THE FOLLOWING SYMPOSIUM PARTNERS:



Asia Business Centre



Department of Biodiversity, Conservation and Attractions

