



CURTIN TOURISM RESEARCH CLUSTER (TRC)



Benefits of becoming a member of the TRC

- Meet other tourism researchers and professionals, and explore collaborative opportunities.
- Increase your network and share ideas.
- Have access to a calendar of free events addressing a range of topical tourism issues.
- Acquire a membership free-of-charge and with no affiliation to Curtin University required.

Mission and objectives

- Connect industry, government and academia both nationally and internationally to discuss the vast field of tourism.
- Provide targeted, innovative and timely solutions to relevant tourism research problems.
- Advance the tourism field by committing to current demand-driven research projects.
- Fuel ongoing debates in tourism by hosting regular events with renowned experts.
- Offer a gateway for students to pursue and develop skills in tourism and hospitality research.



Key research areas

- Increasing Asian markets for tourism in WA
- Sustainability and nature-based tourism
- Aboriginal and heritage tourism
- Volunteering, hospitality and events
- Food and wine tourism
- Sharing economy and digital tourism marketing
- Destination management, product development and branding in tourism
- Regional and rural tourism

Past and current demand-driven research projects (selection)

- Are we China-Ready? Chinese Tourism in Western Australia (Bankwest Curtin Economics Centre).
- South West for Asia: Promoting tourism product development in Australia's South West Region for Asian Markets (South West Development Commission, Bankwest Curtin Economics Centre, Australia's South West).
- The Impact of Airbnb on WA's Tourism Industry (Bankwest Curtin Economics Centre, Tourism WA, Government of Western Australia).
- Aboriginal Product Adaptation and Integration: Promoting Aboriginal Product Adaptation for New Markets and Aboriginal Product Integration into Mainstream Packages in Western Australia (Tourism WA).
- Evolution of Image, Brand Awareness and Perceived Quality of Study Destinations (Study Perth).

