Building a stronger future
Balancing professional and liberal education ideals in undergraduate tourism and hospitality education

Centre for Tourism & Leisure Management researchers Dr Michael Gross and Dr Aise Kim joined colleagues from three other universities (SCU, QU and VU) on a 2010-2012 national research project examining undergraduate higher education in tourism, hospitality and events (TH&E) education funded by the Australian Government Office for Teaching and Learning (OLT).

The aim of this project was to map the Australian TH&E undergraduate curricula paying particular attention to the balance between professional/vocational education and liberal education. Its purpose was to clarify what constitutes TH&E education in the higher education environment.

A snapshot of findings

TH&E education in the global higher education space. Tourism, hospitality and events will continue to be significant components of the Australian services sector and the economy more broadly.

Knowledge, skills and ethical professional practice. All stakeholder groups broadly accept that TH&E education should deliver theoretical and applied knowledge that enables students to develop crafted management skills.

Dynamics and flexibility. There is a range of influences that shape the TH&E curriculum space, which include global-local influences affecting the sector generally; context-specific factors relevant to higher education providers; managerial values, ideas and philosophies at play within institutions; and philosophical influences upon curriculum development and design.

Homogeneity versus differentiation. The analysis revealed a high level of homogeneity across TH&E programs and types of institutions.

Internal barriers to post-disciplinary TH&E studies. Most TH&E management programs are located within faculties of business and commerce.

Accreditation. There are a number of professional and accrediting bodies with an interest in TH&E, but as yet no consensus about the ‘best’ accreditation scheme or standard.

Four papers were produced from this project. For copies or further information please contact

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Conferences: A prominent presence at CAUTHE

Several members of the CTLM recently attended the 23rd Annual Conference for the Council for Australasian University Tourism and Hospitality in Christchurch, NZ.

Delegates from around the world could not miss the significant contribution made to CAUTHE by members of CTLM.

The following papers were published in J. Fountain & K. Moore (ed.) *CAUTHE: Proceedings of the 23rd Annual Conference*, Lincoln University, NZ.

- Kim, A. Environmental management practices in the green accommodation: A cross-cultural tourist perspective.

Recent CTLM industry research

**Benchmarking for the Australian University Sport (AUS)**

CERM PI has been working with AUS to finalise a sector endorsed set of GO8 key performance indicators and metrics for Australian University Sport. Led by Martin Doulton from Monash University as Project Chair the project has had strong support from Don Knapp (CEO of Australian University Sport) and sport managers from the GO8 universities. Heather March (CERM PI Senior Research Assistant) is coordinating CERM PI inputs and has recently finalised the 2012 benchmarks with data from each of the GO8 universities. Through Don Knapp other Australian universities will be invited to join the benchmarking project for 2013.

Future expansion to include Customer Service Quality Reviews for university facilities will be considered as Phase 2 of this project.

For further information please contact Heather March heather.march@unisa.edu.au.
CTLM research with Aquatics & Recreation Victoria (ARV)

UniSA CERM PI research is focussing on ‘Health and social benefits of public aquatic centres’ as part of the ARV and VSR research project ‘Defining the business and health impacts of local government aquatic & recreation industry’.

The major phases for CERM PI research include:

1. **Semi-structured interviews with adults** (18 years and over) who are regular customers of public aquatic centres, focussing on motives for participation and the influence of constraints to ongoing participation.

2. **Surveys of customers** (15 years & over) of selected public aquatic centres to include scales to measure: benefits of physical activity, influence of constraints to participation, self-confidence for physical activity, and motivation for physical activity. The survey also includes service quality attributes allowing for development of comprehensive models to examine relationships between a number of research constructs that contribute to customer satisfaction and customer loyalty.

3. UniSA CERM PI Research complementing the ARV project is data on customer benefits being collected from public aquatic centres across Australia and New Zealand.

The results of this research will be disseminated through industry focussed reports, conference presentations and industry & academic journals from later in 2013.

Tour Down Under (TDU) research with Bournemouth University

The Tour Down Under (TDU) is widely regarded as South Australia’s most important event due to its significant impacts on not only local tourism and the economy of South Australia, but also on the social and cultural life of communities throughout the State that feature in the event programme. Professor Graham Brown and Dr Sunny Lee are working on research related to the TDU, collaborating with Dr Richard Shipway and Dr Katherine King at Bournemouth University, UK. The research will involve a series of projects, with an initial study examining the perceptions of key TDU stakeholders. A subsequent study will seek to understand more about the race as a “festivalscape”.

Following a visit to the University of South Australia by Dr Richard Shipway during the 2013 TDU to develop and build the preliminary work, Bournemouth University Staff Mobility and Networking Funding has been granted to facilitate the research collaboration on the TDU between the two universities. With this support, Dr Lee will visit Bournemouth University in July to work on the project, and to attend the International Conference on Events (ICE2013) which will be held at Bournemouth University. UniSA is a partner of the conference. Dr Lee will present a conceptual research paper about the TDU as a festivalscape, ‘Conceptual insights from the Tour Down Under in Australia’ co-authored with Professor Brown. Dr King will visit UniSA in January 2014 to undertake research with Professor Brown and Dr Lee on the 2014 TDU. This collaboration will lead to closer research links between the two universities and further ongoing relationships as international partners.

**For further information please contact Professor Graham Brown:** [Graham.Brown@unisa.edu.au](mailto:Graham.Brown@unisa.edu.au).
PhD Graduate Update

The image adjacent is the famous Headingley Stadium in Leeds, England is where Eliza Hixson’s office is located (top row) and the large window in the middle is a lecture theatre.

Dr Eliza Hixson graduated from UniSA, School of Management with her PhD in 2012. Since then she has returned to the United Kingdom where she has been appointed Lecturer in Events Management at Leeds Metropolitan University.

Her undergraduate teaching covers courses such as Evolution of Events, Events Organisation Management and Corporate Hospitality & Conferences. Eliza also supervises 3rd Year Dissertation students, and supervises 2nd year students with their organising of charity events.

Dr Hixson’s research is focussed on strategic meetings management and has been involved with the MPI. Through this project she has attended EIBTM in Barcelona during November 2012 and will be attending IMEX-F in May this year.

PhD Scholar update

- CTLM PhD scholar Michael Sun was recently awarded a University PhD Scholar International Travel Grant by UniSA. He will visit the School of Hotel and Tourism Management at Hong Kong Polytechnic University to present his PhD research to PhD students and academic staff of the host School.

Journal editorships

- Dr Sam Huang has accepted guest editorship in two journal special issues: 1) Journal of Hospitality and Tourism Management Special Issue “Expanding the Knowledge Base on Emerging Markets”; 2) Journal of China Tourism Research Special Issue “Domestic Tourism in China: Emerging Trends and Issues”.

Visiting scholar

- Dr Richard Shipway, Senior lecturer in the School of Services Management, Bournemouth University in England, visited the School of Management, University of South Australia in January 2013 to work with Professor Graham Brown and Dr Sunny Lee and develop the preliminary work on research related to the Tour Down Under.
Recent publications

- Dr Sam Huang has finished his edited book (in collaboration with Dr Chris Ryan), “Tourism in China: Destinations, Planning and Experiences”. The book will be in print in June.


CERM PI benchmarks for sport, leisure and aquatic facilities

The CERM PI Project within CTLM, UniSA Business School has recently published its latest Bulletin (Vol 21) with results from the CERM PI annual benchmarking survey for Australian public sport, leisure and aquatic centres.

The 2012 CERM PI Bulletin lists over 50 operational management benchmarks for three groupings of public ‘dry’ sport and leisure centres, and over 70 benchmarks for the nine groupings of aquatic centres.

The benchmarks cover the following categories of facility operation:

- Finance
- Services
- Staff
- Facility presentation
- Utilities
- Membership
- Equipment

Data for the benchmarks was provided by 151 centres from throughout Australia for the 2011/12 financial year. These data have been combined with data from the two previous financial years to provide the 2010-2012 benchmarks from a total of 106 dry centres and 344 aquatic centres.
Research areas

China tourism and Australia-China tourism relations
China has emerged in the world not only as an economic power, but also as a tourism power. Many emerging research issues need to be addressed to assist the Australia tourism and related service industries to better understand the Chinese tourist market and cope with challenges brought about by this new market.

Entrepreneurship in the tourism, hospitality and events sectors
Small and medium enterprises play a critical role in the tourism, hospitality and events sectors. These enterprises are driving forces for economic development and for the sustainability of the tourism industry. Research examines entrepreneurial activities within these enterprises and the factors influencing business performance.

Health and wellness, lifestyle
Healthy lifestyles have been identified as a long term priority theme for University research over the next ten years. Health benefits considered in a more holistic paradigm includes a range of studies assessing health benefits for customers at public sports and leisure centres, and botanic gardens and national parks.

Internationalisation of hospitality, and China hospitality industry
Internationalisation of firms from developing countries will be an important theme in future hospitality research. Such research will study the nature of relevant stakeholder relationships that will determine the activities, pace and progress along such firms' internationalisation paths.

Understanding tourism, hospitality, leisure experiences and destination marketing
Tourism is one of the growth industry sectors in Australia, contributing over five per cent to the total GDP of Australia. Consequently, understanding the tourist experience is of key economic, marketing and social significance and hence is an integral theme of the centre.

Service quality and operational management in the events, sports, and leisure industries
Service quality, satisfaction and customer behaviour analysis in sport, leisure and tourism is considered as a major focus of the centre, and includes benchmarks for operational performance and customer service quality for public sports and leisure centres as well as golf courses, botanic gardens, and national parks.
CERM Performance Indicators Project® (CERM PI)

The CERM Performance Indicators is an applied research project within CTLM. The CERM PI team includes staff and research assistants from the UniSA Business School.

CERM PI reviews focus on operational management and customer service quality. CERM PI currently provides reviews for over 100 sports, aquatics and leisure facilities in Australia and New Zealand.

The CERM PI annual national benchmarking survey collects data from over 150 Australian public sport, leisure and aquatic centres and has been the basis for industry operational benchmarks for 22 years. These benchmarks can be incorporated into strategic and operational planning, and support a self-assessment framework and a continuous improvement culture within many organisations.

CERM PI also compiles operational management industry performance indicators for Tennis Australia’s facilities, and conducts visitor service quality reviews for botanic gardens and national parks.

Some current industry research partners are
- Aquatics & Recreation Victoria (ARV)
- Australian Leisure Facilities Association (ALFA)
- Botanic Gardens of Adelaide
- City of Auckland
- City of Christchurch
- City of Dunedin
- City of Fremantle
- City of Monash
- City of Moreland
- City of Rockingham
- City of Sydney
- City of Whitehorse
- Economic Development Directorate (ACT)
- Manukau Leisure Services
- Northcote Aquatic & Recreation Centre
- Parks Australia
- Tauranga DC
- Venues West
- Warringah Aquatic Centre
- YMCA Victoria

CERM PI is committed to facilitating quality management in the leisure industries

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