Tour Down Under (TDU) research

The Tour Down Under (TDU) is emerging as an increasingly important area of research for members of the Centre for Tourism & Leisure Management (CTLM). **Professor Graham Brown** and **Dr Sunny Lee** are working on a number of projects and are collaborating with tourism and events researchers based at Bournemouth University in the UK which is providing Staff Mobility and Networking Funding. The projects that are designed to generate knowledge will be of value well beyond the borders of South Australia include:

- **The eventscape experience of the TDU**: Professor Brown and Dr Lee have developed a framework to better understand the eventscape of the TDU and the way it influences experiences gained across widely dispersed race environments. This framework was presented at the 2013 International Event Conference that was held in Bournemouth in July 2013. The framework will be tested at the TDU in 2014 and 2015.

- **The spatial transformation of local communities as the TDU venue**: Professor Brown and Dr Lee will conduct interviews with local communities in 2014 to understand the spatial transformation process of local communities as TDU venues, and the roles and attitudes of local communities to such transformation.

- **The event space consumption and place identity**: Dr Katherine King from Bournemouth University is visiting the 2014 TDU to examine event space consumption practices. Interviews with serious cycling enthusiasts will be conducted to understand their perceived values on the event space and place identity and compare them between local and event tourists.

- **The perceptions of key TDU stakeholders**: Professor Brown is working with Ms Holly May, an honours student who will examine the perceptions of key stakeholders of the TDU and their understanding of the values associated with the event and the range of platforms it offers to sponsors.

It is hoped that future projects will include examining the role of the TDU for destination branding of South Australia/Adelaide and whether the event can be used to promote behavioural changes leading to improvements in public health. If you are interested in this research and require further information, please contact Professor Graham Brown Graham.Brown@unisa.edu.au or Dr Sunny Lee Sunny.Lee@unisa.edu.au
Project updates

CTLM research on China tourism internationally recognised

A recent study has found the University of South Australia ranks number 11 in the world and number two in Australia for institutional contributions to China tourism research.

The review study article titled ‘Current State of China Tourism Research’ was published in Current Issues in Tourism. It was conducted by an international joint research team with researchers from the Hong Kong Polytechnic University and Deakin University who reviewed 147 published research articles on China tourism authored by 272 scholars from 132 institutions around the world.

CTLM researcher Dr Sam Huang has been studying Chinese tourist behaviours and China tourism issues since his PhD work in Hong Kong. He has recently published a co-edited book with Professor Chris Ryan on China tourism. Currently Dr Huang is also working as a guest editor for the special issue of Journal of China Tourism Research “Domestic tourism in China: Emerging trends and issues”. Sam has been featured in a recent UniSA news article for his applied research to prepare the Australian tourism industry with knowledge about the increasing arrivals of inbound tourists from China.

Olympic Games Research

Centre for Tourism and Leisure Management (CTLM) researcher Professor Graham Brown has conducted research about the Olympic experience at five Games – Sydney 2000, Salt Lake City 2002, Beijing 2008, Vancouver 2010 and recently researched spectator satisfaction and behavioural implications at the 2012 Olympic Games in London. The focus of Professor Brown’s research was to examine the role Olympic venues play in spectator satisfaction, and whether venues affect spectators’ intentions to participate in the sport themselves or return to the host city as repeat visitors. However, his research found high level spectator satisfaction at a great sporting venue does not necessarily influence spectators’ future intentions to return to the host city or increase their participation in sport.

After 18 months of planning and liaising with the International Olympic Committee (IOC) and various departments of the London Organising Committee in the lead-up to the Games, Professor Brown gained approval for UniSA to be the only university in the world to conduct research inside venues at the Olympic Games. With assistance from University of Westminster’s Dr Andrew Smith and six graduate students data was collected from over 600 spectators at the Aquatics Centre, Wimbledon and Greenwich Park. These represented three types of venues at the London Games – permanent stadiums built specifically for certain events such as the Aquatics Centre for swimming, existing venues like Wimbledon for tennis, and temporary facilities that were only used during the Games such as Greenwich Park for equestrian events.

A key finding of Professor Brown’s research was that high levels of spectator satisfaction do not necessarily influence a spectator’s future intentions to re-visit London or participate in sport. Different spectator groups registered different levels of spectator satisfaction, including people who liked the venue being more satisfied. People who were involved in the sport were also more satisfied such as people who follow tennis who were more likely to enjoy being at the tennis event than someone who does not follow tennis. However, there was no relationship between overall satisfaction and intention to take part in such sports once the spectator returned home. These findings suggest that people attend the Games as a once-in-a-lifetime experience, and enjoying watching a sport at the Olympics did not mean respondents were likely to participate in that sport more often after the Games.
Working holidays—what is the Australia experience?

Centre for Tourism and Leisure Management researcher Dr Sunny Lee teamed up with Dr Timothy J. Lee from Risumeikan Asia Pacific University in Japan to study the perceived value of the working holiday program in Australia by South Korean visitors. Working holiday makers from South Korea are the second largest nationality group to come to Australia under this program, with 35,000 coming here every year. Australia’s working holiday program encourages cultural exchange by allowing young people from 19 countries that have agreements with Australia, to have an extended holiday supplemented with short-term work. Working holiday makers in Australia contribute to various sectors such as education, hospitality, seasonal work on farms, as well as contributing to Australia’s tourism market.

Dr Lee’s research revealed that overall satisfaction with the experiences of Korean working holiday tourists was not high but rather moderate, with study, work and culture identified as key areas of the working holiday program which need to be improved to increase the overall satisfaction level. Dr Lee’s research provides valuable information that should lead to better organised and managed working holiday programs that generate more benefits and attract more working holiday makers to Australia. This research was funded by the Australian Korean Foundation in the Department of Foreign Affairs and Trade. Further information regarding this project can be received by contacting Dr Sunny Lee.

The role of multicultural festivals for a multicultural Australia

Dr Sunny Lee and Dr Sam Huang conducted exploratory research to examine the social role of multicultural festivals in Australia for the development of multiculturalism, using the 2012 Moon Lantern Festival of the OzAsia Festival. The Oz Asia Festival is an Asian culture-themed community festival which celebrates the Asian mid-autumn harvest festival in Adelaide. The key findings from the study include:

- The festival helps people to become familiar with different cultures which will generate community acceptance of cultural diversity and promote social harmony
- The festival enhances the sense of social cohesion by bringing people together to enjoy similar things and by mixing, being happy and sharing cultures
- It helps to maintain cultural identity and provides an opportunity to enjoy ethnic minority cultures
- The festival strengthens a positive image toward Australians as the festival shows that Australians respect other countries and their cultures, and the festival provides a feeling that migrants and their cultures are respected and accepted in society.

Dr Lee and Dr Huang will be conducting quantitative research in 2014 on multicultural festival visitors’ experiences to provide a clearer picture of the social role of multicultural festivals in terms of cultural diversity and social cohesion in Australia. For further information please contact Dr Sunny Lee Sunny.Lee@unisa.edu.au or Dr Sam Huang Sam.Huang@unisa.edu.au
Introducing our new researcher

The Centre for Tourism & Leisure Management welcomes a new staff member – Dr Ian O’Boyle.

Dr Ian O’Boyle took up his position as lecturer in sport and recreation management within the UniSA Business School in early July. Prior to this he had been working at Massey University in New Zealand since the beginning of 2011 and the University of Ulster in the UK. He is an alumnus of University College Dublin (BSc Hons) and University of Ulster (MSc, PhD).

Ian’s major research interests lay in the area of sport governance at the National Sporting Organisation (NSO) level. Within the domain of sport governance his particular focus is on the election/appointment process of board members within these organisations and other issues related to the board process within NSOs. He has previously conducted research analysing these issues within NSOs in New Zealand and Europe and plans to expand this research to the Australian sporting environment. He is currently engaged in a large research project with Professor David Shilbury (Deakin Uni) examining the area of collaborative governance within 3 major NSOs in Australia. The study employs a qualitative case study method and it is anticipated that the findings of this research will shed new light on an area not previously examined within sport governance.

Ian has recently co-authored a book published by Routledge on sport governance and has collaborated with the leading academics in the field during this project. He is currently working on a generic sport management text-book to be published by Palgrave Macmillan towards the end of 2014. In addition to the above, Ian is first author on 8 peer reviewed journal publications, 6 book chapters, and has presented his work at the leading conferences in the field including the Sport Management Association of Australia and New Zealand.

Ian’s sporting interest is predominantly with basketball and he was a member of the Irish National Basketball Team from 2007-2010 before moving to New Zealand. He has moved to Adelaide from New Zealand with his fiancée Melissa, and their 6 month old twins, Conor and Isabel.

Dr Ian O’Boyle  ian.o’boyle@unisa.edu.au

International Conference on Events (ICE2013)

Three members of the Centre for Tourism and Leisure Management (CTLM) attended the International Conference on Events (ICE2013), held at Bournemouth University, Bournemouth, UK, 3 - 5 July, 2013. The CTLM was a conference partner, and sponsored the best paper award. Associate Professor Vivienne McCabe was involved in the conference scientific committee. Dr Sunny Lee’s attendance was funded by Bournemouth University Staff Mobility and Networking Funding. The following papers were presented at the conference.

- Hixson, E., Brown, G. & McCabe, V. Young people’s participation in events: Exploring the social impacts of two Adelaide events
- Huang, S. & Lee, I. S. Motivations of attending a multicultural festival: An exploratory study
- Lee, I. S. & Brown, G. The eventscape experience: Conceptual insights from the Tour Down Under in Australia
- McCabe, V., Hallak, R. & Brown, G. Business practices and characteristics of meeting and event organisations: Findings and observations from an Australian study
- Murray, D. & Price, B. If you build it will they come? A focus on the elite competitor’s motivations, perceptions of event quality, satisfaction and intention to return
Recent Conference presentations


Recent publications


2013 Industry research workshops


CTLM Seminar Series 2013

Topic: Exploring place attachment: An empirical analysis of sports events spectators
Presenter: Professor Graham Brown, Professor in Tourism and Event Management, UniSA

Topic: Environmental management practices in the green accommodation: A cross-cultural tourist perspective
Presenter: Dr Aise Kim, Senior Lecturer in Tourism and Event Management, UniSA

Topic: Perceived value and satisfaction of the ‘Working Holiday’ program in Australia
Presenter: Dr Sunny Lee, Lecturer in Tourism and Event Management, UniSA

Topic: Ethnic diversity in hospitality firms: A conceptual framework and research propositions
Presenter: Ashok Manoharan, PhD scholar in Tourism and Event Management, UniSA

Topic: Exploring migrants’ leisure participation and the mediating role of place attachment and community embeddedness on acculturative stress
Presenter: Hazreel Hasmi, PhD scholar in Tourism and Event Management, UniSA

Topic: An exploratory study on Chinese outbound tourists’ affective experiences
Presenter: Michael Sun, PhD scholar in Tourism and Event Management, UniSA

Topic: Developing a framework of authenticity and integrity in cultural and heritage tourism
Presenter: Effie Wang, Xi’an Fanyi University

Topic: Tourism in protected areas
Presenter: Dr Paul Whitelaw, Senior Lecturer, College of Business, Victoria University, Melbourne

Topic: The Hong Kong Tourist Satisfaction Index
Presenter: Professor Haiyan Song, Associate Dean (Research) & Chair Professor of Tourism, School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Topic: Modelling and Forecasting Chinese Outbound Tourism: An Econometric Approach
Presenter: Professor Haiyan Song, Associate Dean (Research), & Chair Professor of Tourism, School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Topic: London Olympic Games
Presenter: Professor Graham Brown, Professor in Tourism and Event Management, UniSA

Topic: Food heritage, foodways, regional food tourism: The case of Japanese Udon noodles
Presenter: Dr Sean Kim, Flinders University

Topic: Building a Stronger Future: Balancing liberal and professional education ideals in tourism, hospitality and events education
Presenter: Dr Michael Gross, Lecturer in Hospitality and Tourism, UniSA

Topic: Post-Olympic Tourist Experience: An autoethnographic perspective
Presenter: Sam Huang, Senior Lecturer in Hospitality and Tourism, UniSA
International visitors 2014

With Staff Mobility and Networking Funding from Bournemouth University, Dr Katherine King, Lecturer in Leisure Studies at Bournemouth University in the UK, will be visiting the CTLM from 16th to 30th January 2014.

While at UniSA, Dr King will be working with Professor Graham Brown and Dr Sunny Lee on the research project linked to the Tour Down Under. Her research interests focus on the geographies of sport and leisure, in particular the inter-connections between identities, lifestyles and sport and leisure spaces. Dr King’s travel will be a step forward for the links between the two universities.

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.

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

Contact details
Centre for Tourism & Leisure Management
School of Management
UniSA Business School
Bldg P, Mawson lakes Boulevard, Mawson Lakes SA 5095
Phone +61 8 8302 5321 Fax +61 8 8302 5255
Email raylene.jones@unisa.edu.au
Websites unisa.edu.au/tourismleisure unisa.edu.au/cermpi