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Health & Wellness Tourism

CT&LM researchers (Professor Graham Brown, Associate Professor Gary Howat and Dr Cornelia Voigt) in collaboration with colleagues from Southern Cross University and Monash University have successfully completed the first comprehensive study of wellness and medical tourism in Australia. It was funded by the Sustainable Tourism CRC in response to a request from the Australian Export Council for better information about demand and supply characteristics and the prospects for future development of the sector. The study received invaluable support from organisations such as *Golden Door* and examined success factors in locations such as Hepburn Springs which are positioned as wellness destinations. The situation in Australia was compared to that of other countries where national policies demonstrate a desire to gain a competitive advantage by promoting wellness and medical tourism.

Recently, there has been considerable academic interest in this subject. Wellness tourism was the focus of a PhD thesis completed by Dr Cornelia Voigt, *'Wellness Tourism: An Examination of the Relationships Among Motivational Processes, Health-promoting Lifestyle and Positive Well-being'*. The PhD was supervised by Professor Graham Brown and Associate Professor Gary Howat from the School of Management, Division of Business, UniSA.

Dr Voigt won the best PhD for the Sustainable Tourism CRC, including a prize of \$5,000 together with the Sir Frank Moore Trophy. The theme of Travel and Tourism Research Association Europe 2010 Annual Conference was *Health, wellness and tourism: healthy tourists, healthy business?* The conference was held in Budapest and the *Best Paper* was awarded to Cornelia Voigt and Jennifer Laing from Monas University, who reported some of the findings of the CRC study. Their paper was titled, *The structure of Australian wellness tourism providers: definition, typology and current structure.*



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South Australian Tourism Awards

The University of South Australia's School of Management has been inducted into the state's coveted Tourism Hall of Fame. UniSA's School of Management was one of just four inductees into the Tourism Hall of Fame, which requires winning the same category three years in a row.



"There is a great honour for the School and UniSA and reflects the quality of our tourism programs, our teaching team and our professional staff." (Professor John Benson, Head of School of Management)

Tourism: Creating a brilliant blend

8–11 February 2011

The Hawke Building
University of South Australia, Adelaide



UniSA's School of Management hosted the 2011 CAUTHE National Conference in Adelaide from the 8th to 11th February. Professor Graham Brown was one of more than 10 academics and researchers from the School of Management presenting at the conference, along with overseas presenters.

A detailed overview of the conference will feature in the next CT&LM Newsletter.

ERA Outcomes

The results from the first Excellence in Research

for Australia (ERA) assessment exercise confirm that

the UniSA Division of Business is clearly the leading research Business School in South Australia and ranks well with interstate competitors. At the four digit level, some six areas of our business discipline were assessed. In four of these areas (including **business and management**; and **tourism**) we received a world class ranking of 3. CT&LM staff publish mainly in the tourism discipline as well as in the business and management discipline.



Australian Government

Australian Research Council

Introducing our new member

Dr Aise Kim is a Lecturer in Tourism Management. Her research interests include environmental aspects of tourism, tourists' attitudes and behaviour, and market segmentation studies. She has undertaken the research on geological tourism and tourist experience in both the Flinders Ranges region, South Australia and Jurassic Coast, UK. She is continuing this research theme by an examination of special interest tourism markets and their behaviour in context of geological tourism, ecotourism, and food festivals. Dr Kim has also been involved in several tourism research projects using both quantitative and qualitative research methods.



Research activities update

Recent Refereed Journal Publications

Huang S., & Gross M., J. (2010). Australia's destination image among Mainland Chinese travellers: an exploratory study. *Journal of Travel & Tourism Marketing*, 27(1), 63-81.

Huang S. (2010). A Revised Importance-Performance Analysis of tour Guide Performance in China. *Tourism Analysis*, 15(2), 227-241.

Huang S. (2010). Tourism as the Subject of China's Doctoral Dissertations. *Annals of Tourism Research*, 38 (1), 316-319.

Murray D., & Price B. (2010). Sex sells (conditions apply): Perceived trustworthiness of sexy compared to attractive female staff. *International Journal of Business Research*, 10(4), p30-44.

Voigt C., Howat G., & Brown G. (2010). Hedonic and eudaimonic experiences among wellness tourists: an exploratory enquiry. *Annals of Leisure Research*, 13(3), 541-562.

Conference Presentations (The 2011 CAUTHE conference will feature in the next CT&LM Newsletter)

Murray, D. (2010). 'Generations and Leisure in a Changing World'. Keynote presentation at the *Parks and Leisure Australia National Conference*, Adelaide.

Howat, G., & McGrath, R. (2010). 'Responding to the Challenges of Health & Wellbeing: Benefits sought by aquatic centre customers'. Presentation at the *Parks and Leisure Australia National Conference*, Adelaide.

McGrath, R., & Howat, G. (2010). 'Managing Aquatic Facilities: Reviewing the past to enlighten a changing future'. Presentation at the *Parks and Leisure Australia National Conference*, Adelaide.

Industry research Links

McCabe V., Hallak R., & Brown G. (2010). *Profile, Issues and Practices of Meeting and Event Management Organisations*. Consultancy report for Meetings and Events Australia (MEA).

Voigt, C., Laing, J., Wray, M., Brown, G., Howat, G., Weiler, B., Trembath, R. (2010). *Wellness and medical tourism in Australia: Supply, demand and opportunities*. Gold Coast: Sustainable Tourism Co-operative Research Centre. (ISBN 9781921658297).

Dr Huang recently visited the School of Hotel & Tourism Management (SHTM) of the Hong Kong Polytechnic University. The trip was supported by the UniSA Early Career Researcher International Travel Award program. While in Hong Kong, Sam worked with Professor Cathy Hsu of SHTM to develop a grant proposal to seek funding from the Research Grants Council of the Hong Kong Government.

The Centre for Tourism & Leisure Management (CT&LM) was formed in 2006 and is the leading centre in South Australia for research in tourism, hospitality, events, sport and leisure.

The centre has three key research themes that encompass the range of research activities of the core members of the Centre:

- managing service quality in the events, sports, and leisure industries
- understanding tourism, hospitality and leisure experiences
- promoting health and wellness, lifestyle

A major research program in the Centre is the CERM Performance Indicators® Project. CERM PI has been providing performance indicators and national benchmarks for operational performance and customer service quality, for aquatic, sports and leisure centres, tennis facilities and golf courses since the early 1990's.

Other research studies have been undertaken in the areas of 'Health and Wellness Tourism in Australia'; 'Meetings, Conventions & Business Events Industry'; and 'Self-drive Tourism'. Further information will be published on these and other research in future issues.



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CERM Performance Indicators Project®

The CERM Performance Indicators is an applied research project of CT&LM. The CERM PI team is comprised of staff and research assistants from the School of Management at UniSA.

CERM PI currently provides reviews for over 200 sports and leisure facilities in Australia and New Zealand. The CERM PI annual national benchmarking survey for sports and leisure centres has been the basis for the development of robust operational benchmarks for 18 years. These benchmarks support a self-assessment framework and a continuous improvement culture within many organisations.

The CERM Performance Indicators emphasise the importance of service delivery that is in touch with customers, is efficient and accountable, and can be incorporated into strategic and operational planning. CERM PI services are based on the key dimensions of operational management (efficiency), and effectiveness (including customer service quality).

Some current industry research partners are

Australia	New Zealand
City of Moreland	City of Auckland
City of Whitehorse	City of Christchurch
Dept of Territory & Municipal Services	City of Tauranga

The CERM PI services are unique in the leisure industries because they are developed within an ongoing applied research forum. Hence, improved industry-specific knowledge is disseminated and directly put to use by industry partners.

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