



Newsletter of the International Association for Tourism Economics

Vol. 1, No 3, 1 May 2018

2019 IATE Conference

It is with great excitement that we start this 3rd newsletter of IATE by announcing that the 2019 IATE Conference will be hosted by the Faculty of Economic Sciences, Universidad Nacional de La Plata, Argentina.

We received excellent proposals for hosting the 2019 IATE conference and would like to thank all those involved for their interest and effort. Congratulations to the winning bid from Natalia Porto and her team in Argentina.

It is the first time that an IATE conference will be hosted in South America and more information on the conference will be sent out in due course. We trust that it will be well supported by all current and future IATE members!

News from the Journal, Tourism Economics

Special issues – We are happy to announce the launch of two special issues on very timely topics:

- “E-tourism Economics”, edited by Davide Provenzano and Rodolfo Baggio
- “Tourism Economics in China: Facing the new normal”, edited by Sam Huang, Shina Li, and Junjie Wen.

The call for papers can be found at <http://journals.sagepub.com/page/teu/teu-calls-for-papers>.

March and May 2018 issues – The March and upcoming May issues also include three special focuses on “Quantitative Approaches in Tourism Economics and Management”, “Identifying the influential elements in the regional tourism economy” and “Local resources for tourism: From impact to growth”. Some of the main topics we covered include:

- Tourism price competitiveness with a focus on South Africa
- Optimisation of tourist demand through utility efficient frontier
- Agricultural and educational tourism
- High-speed trains and their impact on regional economies
- Characteristics of cycling tourists
- Visitors’ expenditure and its impact on economic growth
- Peer-to-peer accommodation market: The role of distance and the determinants of demand
- Quality and profitability of airlines
- The impact of cultural heritage value on visits
- Sun-and-beach self-catering accommodation and its determinants
- Attractiveness of European cities in hosting international conferences
- The efficiency of the Italian hospitality sector

We would like to thank all contributors, in particular the IATE members, and we look forward to receiving your future submissions!

Albert Assaf and Raffaele Scuderi

Global Hospitality Industry Overview

The STR Share Centre has recently published its report for the first quarter of 2018 and the following interesting trends in selected regions and markets are shared in this newsletter:

Europe (Euro constant currency, Q1 2018 vs. Q1 2017)

- Occupancy: +2.2% to 64.5%
- Average daily rate (ADR): +2.6% to EUR100.61
- Revenue per available room (RevPAR): +4.8% to EUR64.89

Europe's hotel industry reported increases across the three key performance metrics during Q1 2018, according to data from [STR](#).

Ireland (Local currency, Q1 2018 vs. Q1 2017)

- Occupancy: +3.4% to 67.6%
- ADR: +6.2% to EUR113.67
- RevPAR: +9.7% to EUR76.79

The absolute levels in the key performance metrics were each the highest for Q1 in STR's Ireland database. STR analysts note that performance is strong across the country, not just in the always popular Dublin, where RevPAR increased 7.8%. Continuing to help Ireland's performance is a lack of meaningful supply growth.

Russia (Local currency, Q1 2018 vs. Q1 2017)

- Occupancy: +6.1% to 53.5%
- ADR: +0.6% to RUB4,942.27
- RevPAR: +6.7% to RUB2,645.49

While supply growth remained steady in the country, demand grew at a high rate (+7.9%) for the second consecutive Q1 in Russia.

Turkey (Local currency, Q1 2018 vs. Q1 2017)

- Occupancy: +24.0% to 63.7%
- ADR: +27.9% to TRY282.55
- RevPAR: +58.5% to TRY180.06

Asia Pacific (US dollar constant currency, Q1 2018 vs. Q1 2017)

- Occupancy: +1.5% to 69.0%
- Average daily rate (ADR): +3.0% to US\$112.48
- Revenue per available room (RevPAR): +4.5% to US\$77.59

Hotels in the Asia Pacific region registered growth across the three key performance metrics during Q1 2018, according to data from [STR](#).

Hong Kong (Local currency, Q1 2018 vs. Q1 2017)

- Occupancy: +3.8% to 90.1%
- ADR: +10.7% to HKD1,482.02
- RevPAR: +14.9% to HKD1,335.10

This was the first Q1 in STR's Hong Kong database with occupancy above 90%. According to STR analysts, performance momentum from 2017 extended into the first months of 2018 with strong demand, especially from Mainland China, generating more near-capacity occupancy nights and higher ADR premiums. Data from the Hong Kong Tourism Board showed a 9.9% increase in visitor arrivals during the first two months of 2018. Visitors from Mainland China accounted for 13.6% growth compared to the same two months in 2017.

Maldives (Local currency, Q1 2018 vs. Q1 2017)

- Occupancy: +7.6% to 76.7%
- ADR: +1.6% to MVR12,569.93
- RevPAR: +9.4% to MVR9,637.91

The absolute occupancy level was the highest for Q1 in the Maldives since 2014 thanks to the highest Q1 demand increase in the country (+10.6%) since 2010. According to the Ministry of Tourism, tourist arrivals to the Maldives increased 17.0% from Q1 2017. Europeans

represented the largest share of arrivals (56.8%) and most growth (+23.2%) compared to other world regions.

Vietnam (Local currency, Q1 2018 vs. Q1 2017)

- Occupancy: +5.9% to 75.7%
- ADR: +5.5% to VND2,917,007.93
- RevPAR: +11.7% to VND2,208,814.66

Even with healthy supply growth (+4.3%), the absolute occupancy level was the highest for Q1 in Vietnam since 2007. STR analysts cite strong tourism and foreign investment as reasons behind the hotel performance and inventory growth in the country. As per STR's March Pipeline Report, Vietnam ranked third in the Asia Pacific region among countries with the most rooms in construction (20 633 rooms in 59 hotels). Strong demand has helped hoteliers maintain their pricing power during this time of supply growth.

For more information, contact the STR SHARE Center, sharecenter@str.com.

Steve Hood (STR)

One for all and all for one

New bilingual Bachelor's degree in Tourism and Hospitality Management in Vanuatu underway

A new bilingual Bachelor's degree in Tourism & Hospitality was launched in Port Vila during February 2018. This new programme is the result of local and global efforts initiated in 2016 by the Ministry of Education and Training (MoET).

For IATE members who are not familiar with Pacific Island States, Vanuatu is a Y-shaped archipelago consisting of 82 relatively small islands (65 of them are inhabited), stretching for more than 1 300 kilometres between the Solomon Islands in the Northwest and New Caledonia to the Southeast. In the 1880s, France and the

United Kingdom claimed parts of the archipelago, and in 1906, they agreed on a framework to jointly manage the archipelago. The independent Republic of Vanuatu was established in 1980. Its current population is estimated to be around 280 000 people and the economy is similar to other Pacific island states, highly dependent on agriculture, tourism and raising cattle. Vanuatu produces some of the world's best organic beef (apologies for IATE friends who are vegetarians!). Tourism activities dominate the Vanuatu's economy (the tourism industry is estimated to contribute up to 45% of Vanuatu's GDP, 60.5% of total exports of goods & services and 38% of total employment).



Vanuatu is probably the most linguistically diverse nation in the world, with over 110 indigenous languages. The national language is Bislama and the principal languages of education are French and English.



As in many Pacific Island states, the country still suffers from a broad availability of good-quality education that prepares future generations to the needs of enterprises and labour markets. For many years, the Ministry of Education was planning to create a national bilingual university and this project is now taking place thanks to the many allies (individuals, universities and governments) who joined this good cause.

More about this new Bachelor of Tourism and Hospitality Management?

The MoET set ambitious goals: The new degree has to be bilingual to attract English and French speakers equally; it is also expected to deliver an effective and coherent Bachelor's programme that could equip the Ni-Vanuatu workforce with the skills required for the tourism jobs of today and those of tomorrow. Finally, the programme had to be 'unique' and complementary with other university programmes offered in the Pacific region.

The partner universities to help Vanuatu build and deliver this new Bachelor's degree include the University of New Caledonia (UNC) with the support of academics from Victoria University of Wellington (New Zealand), the Toulouse Jean-Jaurès University, through its Higher Institute for Tourism, Hospitality and Food (ISTHIA), and Taylor's University, Malaysia through its School of Hospitality, Tourism and Events Management.

The bilingual Bachelor's in Tourism and Hotel Management involves three years of full-time study. It takes place in Port-Vila and has been designed to enrol around 50 students in 2018. The new programme attracted nearly as many English speakers as French speakers. Half of the courses are taught in English, the other half in French. We have found out that English-speaking students need a dedicated, reinforced setup to achieve the required level in French. They are currently taking intensive French

language classes to become proficient in French and understand all courses perfectly in their second year of study.

This programme seeks to prepare students to take on positions not only in the travel and tourism industry, but also in local or national government agencies as a policy analyst or in advisory or education roles. There are also possibilities for graduates in the private sector in jobs such as consultants or planners who could develop tools to ensure the sustainable use of Vanuatu's natural environment as well as preserving Vanuatu's unique biodiversity into the future.

Companies from the tourism sector in Vanuatu highlighted a need for educated, rapidly operational and competent local managers and executives. Internships and apprenticeships are therefore critical. Students are required to complete four internships during the first two years of the programme.

“Le mot de la fin” (Conclusion)

On a personal note, it has been a great honour and privilege for me to be part of the team who put in place this new Bachelor's of Tourism and Hospitality Management in Port Vila and to contribute modestly in the creation of the future National University of Vanuatu. The journey has been long, but the best is yet to come.



What impressed me the most during my recent teaching experiences in Vanuatu is the students' eagerness to learn and improve their knowledge in tourism economics. They taught me that students

who are interested in a topic or who value learning a particular topic, such as ‘tourism economics’, are more likely to work harder and engage more in learning than the students who attend the classroom with this permanent question in mind: “Do I really need to learn tourism economics to get my degree?”. It has been a very enjoyable teaching experience and I look forward to returning back to Port Vila.

Mondher Sahli

Research projects to follow

Inventory of touristic resources of the Municipalities of the Province of Buenos Aires – Research study

A research group formed by Dr Natalia Porto, as the director, and four tourism students of the School of Economics of the Universidad Nacional de La Plata, is carrying out a study that begins in 2017 and continues today, related to the endowment of touristic resources in Argentina.

The aim of this work is to prepare an inventory of touristic resources of 134 municipalities of the Province of Buenos Aires, using as a starting point the international methodology of the Organization of American States (OAS). The resources are classified according to different criterion categories and, by using different classifications, we reach our own classification methodology.

The categories that we use are:

- Natural Resources,
- Cultural and Heritage Resources,
- Cultural Manifestations and
- Events, Sport Clubs, Amenities (such as cinemas, theatres, etc.)

Sources of information for resource searches are various:

- Official tourism website of the Municipalities of the Province of Buenos Aires;
- Official tourism website of each municipality or tourism section on the municipality’s official website;
- List of National Historic Monuments (2015); Guide to Popular Festivities (2018); Portal of National Commission of Popular Libraries;
- Brochures of the municipalities.

The intention is to extend and replicate the present work for all the provinces in the country, generating an important tool to identify touristic resources and to value them, taking into account both their quantitative and qualitative characteristics. We have already collected more than 5 400 categorised touristic resources. Currently, we are waiting to publish the work towards the end of this year.

Natalia Porto

| Categories and subcategories | Description | Examples |
|------------------------------|---|--|
| 1. Natural Resources | a) Lakes, lagoons, rivers b) Natural reserves c) Relief d) Modified of landscape ecosystem | Lakes, lagoons, rivers, streams, beaches Reserves Mountains, hills Squares, parks, farmings, artificial forests |
| 2. Cultural Resources | a) Museum and historic building b) Religious construction c) Other | Museums, libraries, monuments Churches, cathedrals, monasteries |
| 3. Cultural Manifestations | a) Traditional festivities b) Other | Traditional events, festivals Clubs |
| 4. Others | a) Thematic space b) Conference, congress c) Sports d) Other | Thematic parks, amusement parks Non-traditional events Sport clubs, sport activities |

Upcoming events and special editions

Asia:

Tourism Economics Special Issue on “Tourism Economics in China: Facing the new normal”

This special issue aims to examine various facets of tourism economics issues emerging in China due to the country's transition into the 'new normal' economy. It provides a platform to explore and examine the context-specific tourism economics issues emerging in China's current economic development stage. Given China's unique economic system in transition, understanding the emerging economic issues in the tourism industry in China will enrich the literature of tourism economics and contribute to the general body of knowledge in tourism economics.

Prospective authors are strongly encouraged to contact the guest editors regarding potential topics of interest or any questions/suggestions regarding the special issue.

Abstracts (700 words, including research objectives, methods, expected results and research contributions) can be submitted directly to the guest editors via email by September 15, 2018 at the following addresses:

- Songshan (Sam) Huang, Edith Cowan University, Email: s.huang@ecu.edu.au
- Shina Li, Sun Yat-sen University, Email: lishina@mail.sysu.edu.cn
- Junjie Wen, Sichuan University, Email: junjie.wen@scu.edu.cn

The abstracts will be reviewed by all the guest editors, and those who make a significant contribution and fit into the theme of the special issue will be invited for full paper submissions.

Full papers should be submitted before December 30, 2018. For more information, visit <http://journals.sagepub.com/pb-assets/cmscontent/TEU/Economics-in-China.pdf>

Europe:

10th OTIE International Conference on Islands Tourism - 2018 (ICIT)



Call for Abstracts
10th International Conference on Islands Tourism
Palermo (Italy), 7th – 8th September, 2018

Palermo, Italian Capital of Culture 2018 and hosting Manifesta 2018, 7-8 September, 2018

The 10th OTIE ICIT_2018 will promote the scientific and technical exchange between international academics and experts on insular contexts in order to address efficient strategies for insular development by promoting a wide cooperation. The conference is one of the working steps of the Island Economy Working Group created in Brussels, the last November, 27th. The scope of the IEWG, as well as that of this conference is to promote the creation of an International Network of Island Contexts.

Publication opportunities in relevant scientific journals and all the details are specified in the CALL FOR ABSTRACTS in the OTIE EVENTS website section

Abstract submissions:

1 page A4 (including at least 3 references) by 15 May, 2018 through e-mail at research@otie.org

For any further requests or queries, contact:

- doc@otie.org;
- secretariat@otie.org



Scholarships and post-doctoral positions

PhD Research Scholarship in China Tourism

This scholarship is offered by the International Association for China Tourism Studies (IACTS) with the financial and logistic support from the Monitoring Centre for UNWTO Sustainable Tourism Observatories (MCSTO) and Centre for Tourism Planning & Research at Sun Yat-sen University, Guangzhou, China.

The scholarship aims to provide support to PhD candidates who are involved in China tourism studies in a university or research institute outside mainland China to do field work in China.

Financial benefits:

RMB 15 000 yuan will be offered for the expenses of fieldwork in China.*

Starting Date: July to August, 2018

Length: One year

Application due date: 13 May, 2018

Requirements:

- Applicants should be doctoral candidates majoring in Tourism Management or related disciplines in a university or a research institute outside mainland China;
- The dissertation should be related to China tourism research;
- Applicants should have a well-developed research proposal that is conceptually sound and operationally feasible;
- Applicants should provide evidence of English proficiency; Mandarin speaking ability is preferable;
- Applicants should possess critical and analytical thinking, have good writing skills, and have prior experience in field research and teamwork.
- A recommendation letter is required from the applicant's PhD supervisor.

Please send your CV, research proposal, and a letter of recommendation to Ms REN Kaiyan: renky3@mail.sysu.edu.cn

A note from the editors

Thanks to all our contributors! We call on all of you to keep sending news, updates, research projects, conference and other calls to include in the newsletter. These can be sent to Andrea Saayman (andrea.saayman@nwu.ac.za) and/or Mondher Sahli (Mondher.Sahli@vuw.ac.nz).