

10th conference of the International Competence Network of Tourism Research and Education in Heide / Germany

June 23rd-25th 2016

Short report from the network member meeting, June 24th 2016

Chair: Prof. Bernd Eisenstein, Westcoast University of Applied Sciences

Agenda and results:

1. Next conference:

- As the last two conferences took place in Europe it had already been decided in Sheffield last year that the conference in 2017 should be either in New Zealand or South Africa.
- Michael Lück proposes to hold the 2017 conference in New Zealand as he has received a commitment on the funding by his dean.
- The year afterwards (2018) the conference would take place in South Africa.
- For our newest member Stenden the year 2020 would be good for being host country of the conference for the first time as in 2019 another conference takes place in Stenden.
- Respectively the next conference will take place in Auckland in autumn 2017 (probably November). Michael Lück will inform the members on the precise dates as soon as possible.

2. ICNT members:

- The members agree that it is time to officially exclude the Saint Petersburg State University of Engineering and Economics, Russia, and the Sun Yat-Sen University, China, from the ICNT as they have not joined the conferences nor other activities in the network for years.
- That leads to the fact that there is no longer an Asian member in the network.
- The members agree that it would therefore be good to look for new suitable Asian candidates. In the past new members always had origin in personal contacts of one of the members so that would be the best way to get new members.
- For the Destination Brand survey it is planned to include Russia and China as it is a requirement from the university. Therefore finding new members in these countries would be advantageous.
- Vietnam is proposed as an Asian country as it is culturally close to the other members. Possibly John Kelly might have a contact to a university there.
- Nevertheless the members also agree that the network should not become too big (maximum of 12 members). After the exclusion of Russia and China the network has 9 members at the moment.
- Melville Saayman states that it would be important for future candidates to inform them about the expectations of the network in advance e.g. that a participation on the conferences is obligatory. Fixed criteria would be helpful. The members agree.
- In order to inform possible new members or the own university about the ICNT (aim, members, projects) some marketing material would be helpful. Some of the money that the Westcoast University of Applied Sciences has received for international projects should therefore be used to create a small flyer that all the members can download and print from the website and the website would need an actualization.

3. Publications:

- The next book is almost ready and will probably be released in two months.

- The next publication on the conferences in Sheffield and Heide will be supervised by Alisha Ali, John Hull and Anne Köchling / Christian Eilzer. The four in charge will discuss a suitable timing and send the deadline for handing in the article to the members.
- In the past the discipline in terms of following the deadlines was not very good so all members are asked to stick to the communicated deadlines.
- An integration of the ICNT Corporate Design for the next book will be checked.
- Albert proposes to include a conference review in the Journal of Tourism Futures in order to announce the next book.
- It is suggested to generate a list of all the publications and research projects that had origin within the ICNT. Anne will ask the members to send her a list so that she can create an overview that should also be published on the website.

4. Further cooperations:

- During the conference Bernd has explained that the Westcoast University of Applied Sciences offers a generous budget for the next 3 years in order to support international projects. Therefore the opportunity for implementing further research or other projects within the ICNT is given. From next year on Anne Köchling will be officially in charge of coordinating the international research activities of the Westcoast University of Applied Sciences. Bernd Eisenstein proposes that until the end of the year Anne Köchling will collect ideas for research projects among the members. The next step would then be to make a concept / plan for the three years that should be discussed on the next conference.
- Destination Brand study:
 - One of the surveys that will definitely be conducted within the next years, is the international Destination Brand survey (survey in 20 countries). Ellen Böhling had informed all the members about the possibility to participate in this survey. Depending on the individual circumstances e.g. referring to time resources, the type of cooperation can be decided individually. If this survey is not interesting for one of the member countries one can talk about other research projects that would be more suitable.
 - Ellen will get in touch with the members to inform about the new schedule and the next steps. It is planned to have the survey prepared until the next conference so that afterwards the fieldwork might start.
- First ideas for further cooperative projects (*please send draft to Anne until the end of the year*):
 - In cooperation with the German National Tourist Board the Westcoast University of Applied Sciences additionally plans to measure the spontaneous associations for several destinations. This might be interesting for the others as well (draft from Ellen Böhling, Germany)
 - Project on the salmon run in Canada that takes place in October 2017 (draft from John Hull, Canada)
 - Project with real time data (draft from Jarmo Ritalahti, Finland)
 - Project about events or brand personality (draft from Bjørn Ove Grønseth, Norway)
 - Project about brand loyalty programs for frequent flyers (draft from Michael Lück, New Zealand)
- All members declare that they are open for further faculty or research exchanges within the network.

5. Other

- The members agree that the presentations of the conference may be put on the ICNT website (pdf files). For the future a password access for members would be a good idea.
- In the past the foundation of a registered society was discussed. The members agree that this is no longer of interest.

To Dos:

- Michael: send information on next conference dates in New Zealand to the members.
 - Alisha / John / Anne / Christian: decide on timing for the next book and communicate to the others.
 - All members: send information on all publications and research projects that had origin in the ICNT to Anne until the 30th of September.
 - Albert / Anne: check on publishing a conference review in the journal of tourism futures.
 - Micha / Anne: update the website: delete excluded members, put on information of the conference in Heide (presentations, photos) and add the list of publications and research projects.
 - Micha: ask John Kelly about his contact to Vietnam and inform the other members.
 - Everybody: send ideas for research or other projects to Anne until the end of the year 2016.
 - Bernd / Anne: make a concept / plan for the international projects during the next 3 years based on the ideas of the ICNT members.
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