

## **3<sup>rd</sup> International Tourism Conference**

### **ICNT Workshop, Potchefstroom, SA – 21.10.2008**

Stefano di Pietro, Bernd Eisenstein, Alice Gräupl, Alexander Scherer Leibold, Kaija Lindroth, Michael Lück, Peet van der Merwe, Dörte Renken, Melville Saayman, Elmarie Slabbert, Jagoda Strezovska,

Guests: Susanne Brennecke, Antje Korthals, Anja Wollesen, Sylvia Müller, Katrin Sievers,

#### **Welcome**

As host Melville Saayman takes the chair and asks Bernd Eisenstein to assist. He then welcomes all participants and gives a short summary on a successful conference.

The list of subjects to be discussed is as follows:

- Joint research
- Finland Application
- Brand Value
- Conference Publications
- ICNT networking
- Greetings from Ellen Böhling
- Date and outlook on coming conferences
- Miscellaneous

#### **1. Joint Research**

The results of the research project on Student Travel behaviour which were presented during the conference have shown interesting similarities as well as differences. These should be summed up and be published as a documentation of ICNT's work. The parties present agree on inviting the members who could not be in South Africa to send in their contributions and then go for a joint publication. Afterwards every member is free to build on that publication with their own.

It was also suggested to repeat this study at regular intervals in order to study developments. The South Africans have volunteered work on a structure that will then be sent around.

## **2. Finland Application/ Macedonian Welcome**

In accordance with the process of application for membership we agreed upon last year, Kaija Lindroth from the HAAGA-HELIA University in Poorvo, Finland, had presented her university during the conference. Members had yet to vote on acceptance of that application. The vote was unanimous and we are all very happy to have a new committed member on board.

The second new member we wish to welcome is the 'St. Clement Ohridski' University from Bitola, Macedonia. This university had been sponsored last year by Bernd Eisenstein and Prof. Jagoda Strezovska had also presented her university as well as her research during the conference.

A very warm welcome to both and we are looking forward to working with you!

## **3. Brand Value**

Bernd Eisenstein's conference paper dealt with the brand values of the member countries. Should there be any special interest in aspects relating to this subject, Bernd can be contacted. The idea of publishing the results has come up and will be seriously considered.

## **4. Conference Publications**

As with the contributions to the first conference, the plan was to publish also the papers from the second and third conference. Because of the small number of papers regarding the second conference, nothing has as yet be done- the idea is now to invite those colleagues who have not been able to attend the conferences to submit papers on the subjects of "Culture Tourism" (2<sup>nd</sup> International Tourism Conference, Mexico) or "Tourism Impacts" (3<sup>rd</sup> International Tourism Conference, South Africa). The idea of a joint publication for both has for the time being been rejected.

Contributions on "Culture Tourism" should be sent to: [eilzer@fh-westkueste.de](mailto:eilzer@fh-westkueste.de), contributions on "Tourism Impacts" to: [Peet.VanDerMerwe@nwu.ac.za](mailto:Peet.VanDerMerwe@nwu.ac.za) until **March 30, 2010**.

## **5. ICNT Networking**

In order to facilitate joint projects, the idea has come up to create some sort of data-base giving the research specialities of the staff members at our universities as well as a list of research projects (on-going and planned).

The FHW delegation will create a pdf. form and send it round.

## 6. Greetings from Ellen Böhling

Bernd Eisenstein then read greetings from Ellen Böhling, co-founder of the ICNT who unfortunately couldn't be present in South Africa. She nevertheless sent her best wishes and expressed her regret at not being present as well as her joy over the fact that the third conference had actually taken place. She also said she was looking forward to be part in the 4<sup>th</sup> International Tourism Conference.

## 7. Date and outlook on coming conferences

Then the date for the **4<sup>th</sup> International Tourism Conference** in Auckland, New Zealand was set. It will be held from **November 28-30, 2010** and the likely topic will be "Tourist Behaviour". It will be also possible to stay on for the **New Zealand Hospitality & Tourism Research Conference, December 1-3, 2010.**

The fifth conference 2011 is planned for Norway, for the year after Argentina was suggested.

## 8. Miscellaneous

Under this point once again the issue of 'dormant members' has been addressed. The idea is now to contact those who have not been present during the last two conferences in order to find out where the reasons lie. Should those members no longer be interested in participation this would open up new space for universities from their countries, as so far we observe a 'one university per country' policy.

In general the demand is for each member to send one representative at least once every three years. In case that this won't happen the member will then be crossed off the list.

The papers given at this year's conference should be sent to Peet van der Merwe who will install a link at the NWU website to make all papers available to all.

Bernd Eisenstein presented the plan of an ICNT journal which would be sponsored by a the owner of a private university in Romania. Pros and cons were discussed and the definite decision is shelved until Bernd has spoken to the sponsor sometime in January 2010.

Bernd Eisenstein also welcomes Michael Lück to the ICNT board as he will be hosting the next conference. Bernd also suggests that Peet stays a board member in recognition of his great work for the ICNT. Peet accepts.

## **. Membership**

Due to the new and extended definition, the ICNT is no longer limited to universities, but also open to consultancy firms that work in the field of tourism research. The limitation of one member per region does not apply any longer, but a second member in the same country can only be accepted if the first member agrees to this. In addition, Peet van der Merwe (with support and input from Ellen Böhling) will create a criteria sheet as a guideline for future applicants.

Institutions wishing to join can choose either of two ways to apply: They can either be sponsored by a member who will then vouch for the new applicant or fill in a paper application and give a presentation at the following conference. In case of sponsorship, members expect the applicant to give a presentation to the sponsor.

Members will then vote openly on acceptance- there will be one vote per institution and the simple majority will decide.

For all members active participation is mandatory. Should during a three year period (as of now) any of the members fail to participate in either research projects, student/lecturer exchange or conferences, the membership will cease.

### **2a. New Members**

Two new applicants were then introduced by Bernd Eisenstein.

As first candidate the University St. Clement Ohridski, Bitola, Macedonia which has a special interest in joint research projects and lecturer exchange.

Second the IMT Instituto de Management y Turismo S.R.L. in Salta, Argentina represented by Ellen Böhling, who has a focus on tourism research, a strong cooperation with the Universidad Católica in Salta, works in tourism consulting, post educational courses and is currently developing a study program.

Both candidates were unanimously accepted.

## **3. Website**

The idea of an ICNT website was strongly supported by all. The FHW will organize the construction of a website and for the moment take over the responsibility for the contents. All members will be contacted and asked about their input on questions like the ICNT-logo, colour scheme etc.

The main idea is to create a platform on which the ICNT can present itself. Short introductions of the ICNT, all participating institutions as well as the main players will be posted. Additionally there will be an application form for those who wish to join ICNT.

There will also be an academic calendar, updated on the input of members, in order to facilitate coordination and cooperation.

Bernd Eisenstein guarantees financial sponsoring for the initial design of both, website and logo.

#### **4. Database**

As a supplement to the general ICNT website there will be a database, storing information on teaching personnel, research interests and actual projects, conditions for an exchange of lecturers etc. Members will be asked about their input in the near future.

#### **5. Publications**

Alex Scherer confirms that Anáhuac University will continue the series 'Schriftenreihe des IMT' to publish the results and contributions presented in this conference. All members express their appreciation of the book published after the last conference in Germany. The new volume will have 'Culture and Tourism' as its working title. All agree on English as the language of choice for the publication. The deadline for submission of articles is 31<sup>st</sup> January 2009 (extension until 28<sup>th</sup> February 2009 possible). The IMT in Heide will be responsible for the coordination with the publishers.

#### **6. Research**

In order to encourage joint research projects the idea of a research database is discussed. It should contain the research interests, fields of research and research activities of all members.

Furthermore some research information should be included in the information on the ICNT website. The idea is to add a category called 'research' with sub-categories that could be called 'current research' 'completed research' and 'future research'. As an alternative there could be the inclusion of research interests and projects into the personal CVs of the main players. This last idea is supported by all members.

#### **7. Outlook on Conferences to Come**

The **3. International Tourism Conference** will be held at the North-West University, South-Africa; Peet van der Merwe announces 27.-29.October 2009, as date for the conference. The title will be 'Tourism Impacts'. The invitation goes to students, members of the NWU as well as tourism related companies from the private sector.

The conferences number 4 and 5 will be held in New Zealand and Norway respectively. They will probably be integrated into bigger conferences conducted at the host universities at the same time.

## **8. Miscellaneous**

**-Managing Board** Bernd Eisenstein suggests the formation of an ICNT Managing Board. This suggestion meets with positive response from the other participants. The manning of the board is discussed. Wolfgang Georg Arlt is suggested as the right person to represent ICNT at conferences, conventions, fairs and all kinds of events. He could act as the outside face of the ICNT.

The members decide that every year the representative of the University hosting the coming conference, should automatically be part of the board. This means that for this coming year Peet van der Merwe will be a member of the board.

Bernd Eisenstein is suggested in his role as founder and initiator of the ICNT. He in turn suggests Michael Lück, Ellen Böhling is suggested by Peet van der Merwe. As Michael Lück begs to be excused because of lack of time, Ellen is supported and so the managing board consists of the following people (in alphabetical order):

Wolfgang Arlt, Ellen Böhling, Bernd Eisenstein, Peet van der Merwe,  
Dörte Renken will be working as support.

### **-St. Petersburg State University**

Marina Morozova and Daria Mikhailova state their interest in an intensification of student exchange among the participating Universities. They present their Masters course which is held exclusively in English and thus accessible to international students.

They introduce the idea of a database for student exchange which is supported by all. This could probably be combined with the database for the exchange of lecturers.