

Centre for Institutional and Organisational Studies Full Year Research Fellowship –Final Report

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Introduction

This report provides details of the activities, outputs and achievements from the CIOS-Full Year Fellowship I was awarded. This fellowship enabled me to further develop the *Sustainable Leisure Tourism Practices (SLTP) Program* in the Centre for Institutional and Organisational Studies (CIOS). The aim of this Program is to advance the objectives of CIOS by bringing a critical, and applied focus on sustainable leisure and tourism practices as sites of economic, political, social and cultural exchange.

The goals of the fellowship were to:

- Engage and lead other members of the SLTP Program in a range of capacity building research activities and produce related outputs focusing primarily upon sustainable tourism and community engagement.
- Develop team-based collaborative research activities involving scholars from across the University, Australia and internationally.
- Engage and mentor new members of the SLTP Program team including: four Early Career Researchers who are in full-time continuing positions in the Tourism Discipline in the Faculty of Business and Law and 6 RHD students.

This report demonstrates how these goals were achieved and reports on the three main areas of activity that were undertaken: Development and submission of manuscripts for publication; grant applications; and research-related networking and development. It concludes with recommendations for the future of the Fellowship Scheme. This report also includes two appendices: Appendix A - Summary of Expenditure associated with the fellowship; Appendix B - Summary of activities undertaken that were not part of the Fellowship but were activities necessary for me to undertake on behalf of the University, Faculty, School and Discipline.

Manuscript Outputs

In total, I have submitted 15 separate manuscripts to a range of refereed scholarly publication outlets during the course of the fellowship. In addition, I have developed 4 manuscripts to partial completion during the fellowship. These incomplete manuscripts are now been passed on to co-authors and are on-track for submission in 2011.

Manuscripts submitted for publication included 3 sole authored works, however, in-keeping with the collaborative focus of the goals of this fellowship the majority of papers were collaboratively developed with colleagues including several with junior academics and RHD students in the Tourism Discipline. The following tables summarise these outputs. These tables are followed by details of each manuscript.

Published/Accepted In-Press

Publication type	ERA/ABDC rank				Sub-total
C1: Journal Articles	A*	A	B	C	
	-	2	2	1	5
B1: Book Chapters					3
E1: Conference Papers					2
Total Published					10

Submitted – Under Review

Publication type	ERA/ABDC rank				Sub-total
C1: Journal Articles	A*	A	B	C	
	2	2	-	-	4
Total Under Review					4

Submitted – Rejected (not submitted elsewhere)

Publication type	ERA/ABDC rank				Sub-total
C1: Journal Article	A*	A	B	C	
		1	-	-	1
Total rejected					1

Manuscripts in progress

Publication type	ERA/ABDC rank				Sub-total
C1: Journal Article	A*	A	B	C	
	2	2	-	-	4
Total in progress					4

Journal Articles (C1)

Published

- Lyons, K.D. (2010). Room to Move? The challenges of career mobility for tourism education. *Journal of Hospitality and Tourism Education*. 22(2), 51-55. (ABDC Rank A).
- Dionigi, R. and Lyons, K.D. (2010). Examining layers of community in leisure contexts: A case analysis of older adults in an exercise intervention. *Journal of Leisure Research*. 42(2), 315-338. (ERA Rank: A).
- Lyons, K.D., Wearing, S. Benson, A.M. (2009). Introduction to the Special Issue on Volunteer Tourism, *Annals of Leisure Research*. (12), 3 & 4, 269-271. (ERA Rank: B).
- Young, T. and Lyons, K.D. (2010) 'I travel because I want to learn...': Backpackers and the conduits of cultural learning. *Lifelong Learning in Europe*. 3, 150-158. (ERA Rank: C).

Accepted- In press

- Lai, P. and Lyons, K.D. (Accepted 13 October 2010). Exploring place meaning and tourism as incentives for rural property owners to support sustainable

land management. *Tourism Geographies*. (ERA Rank: B).

Submitted - under review

- Lyons, K.D., Hanley, J., Wearing, S. and Neil J. (submitted May, 2010). Broadened Horizons? Global Citizenship and Gap Year Youth Travel. *Annals of Tourism Research*, (ERA Rank: A*).
- Lyons, K.D., Wearing, S. (Submitted, October 2010). *Emerging from the Tunnel: Reflecting on the Intersections of Volunteering and Tourism, Leisure Sciences* (ERA Rank: A).
- Wearing, S. and Lyons, K.D. (submitted December 2010). A critical review of Tourism volunteering and volunteer tourism: Two sides of the one coin. *Tourism Management* (ERA: A*).
- Lyons, K.D. and Wang, P. (Submitted, January 2011). *Society and Natural Resources*. The intersections of community and nature: An examination of two summer camps. (ERA Rank: A).

Submitted and rejected

- Wang, P. and Lyons, K.D. (Submitted July 2010 – Rejected December 2010). Examining Values Congruity in Tourism and Protected Areas. *Tourism and Hospitality Planning and Development* . (ERA Rank B).

In Progress – to be submitted in 2011

- Tarrant, M. and Lyons, K.D. Examining the impacts of a short term study abroad program upon environmental citizenship. To be submitted to *Journal of Studies in International Education* (ERA Rank: A) in March 2011.
- Lyons, K.D. and Tarrant, M. A comparative case study of American Study Abroad participants and their Australian versus New Zealand destination preferences. To be submitted to *Journal of Travel Research* (ERA Rank A*) in May 2011.
- Lyons, K.D. Markwell, K. A qualitative analysis of volunteer management in a wildlife tourist attraction. To be submitted to *Tourism Management* (ERA Rank: A*) in June 2011.
- Lyons, K.D., and Markwell, K. Constructing 'dangerous' destination images: Examining media images of Papua New Guinea. TO be submitted to *Tourism Analysis*. (ERA Rank: A) in July 2011.

Book Chapters (B1)

Published

- Lyons, K.D. and Wearing, S. (2011) Gap year Travel Alternatives: Gen-Y, Volunteer Tourism and Global Citizenship. In K.A. Smith, I.Yeoman, C. Hsu and S. Watson (Eds.). *Tourism and Demography*, pp. 102-109. Goodfellow publishers, Oxford.
- Wearing, S. Lyons, K.D., Snead, S. (2010). Volunteer Tourism. In J. Liburd and D. Edwards (Eds.) *Understanding the Sustainable Development of Tourism*, pp. 188- 204. Goodfellow Publishers, London.

In Press

- Lyons, K.D. (In press). In K. Henderson, D. Bialeski, V. Freysinger, and S.Shaw (eds.), *Women, Gender and Leisure*. Venture: Cedar Rapids, IA.

Conference Papers (E1)

Accepted –In Press

Johnson, P., and Lyons, K.D. (accepted November 2010). Knowledge transfer in a turbulent context: The case of Cruise Tourism Development in Newcastle, Australia. *CAUTHE 2011 Conference*, Adelaide, Australia.

Young, T. and Lyons, K.D. (Accepted November 2010). How do backpackers learn about Aboriginal Australian Culture? Implications for volunteer tourism. *CAUTHE 2011 Conference*, Adelaide, Australia.

Industry and Discipline Networking and Development

- As Deputy Chair of the Tourism Hunter (previously Hunter Regional Tourism Organisation) I have been instrumental in overseeing the restructure of this organisation. As a result, the strategic plan for Tourism Hunter focuses specifically upon research and training initiatives, and the University of Newcastle and the Faculty of Business and Law are well positioned to be considered an important resource for providing advice and expertise to the Tourism industry in the Hunter via research and training consultancies and activities. In November 2010, I completed my two year term as Deputy Chair and was subsequently re-elected to the Board as the Research and Training Industry Representative. I am currently making arrangement for senior management from the University of Newcastle to address the Board in 2011 regarding the links between International Education and Tourism in the region. This will lay the foundation for a series workshops for Tourism Operators in the Hunter I am planning for 2011 on Tourism Industry/University of Newcastle collaboration opportunities.
- My involvement and networks in Tourism Hunter has enabled me to support a range of industry engagement activities in the Faculty. This included encouraging Industry leaders to participate in a recent 'meet the Manager' series hosted by the Faculty. I have introduced researchers in the Faculty to industry leaders. This has resulted in the development of a number of research projects that are industry relevant being undertaken, particularly by academic staff in the Tourism Discipline including:
 - A CIOS funded study being led Dr. Patti Johnson that focuses upon home porting in Newcastle (I have helped co-author a report to CIOS on this project that will be submitted in August 2010).
 - Research on backpackers in the Hunter being lead by Dr. Tamara Young.
 - Engaging industry in the CRC bid identified above.
- Stephen Wearing (UTS) and I received funding from the Council of Australian Tourism and Hospitality Education and from the Cosmopolitan and Civil Societies Research Centre at UTS Sydney to conduct a half day workshop in Sydney on Gap Year Tourism in December 2010. This workshop was co-sponsored by CIOS. I was co-convenor of the workshop which was aimed at young adults considering a gap year and their parents and presented current research on Gap Year travel and Gap Year organisations. There were 25 attendees in total. This

workshop received positive attention from the media including articles in the North Shore Times, and Manly Daily. Professor Wearing and I also conducted a total of three radio interviews about the workshop.

- Through my industry networks in the Hunter, I was contacted by the Newcastle Chapter of the Australian Hotels Association regarding the development of an undergraduate Tourism Student scholarship to be sponsored by the AHA. I facilitated a meeting between the AHA and representatives from the Newcastle Industry Scholarship Scheme (UNISS). Negotiations are continuing with the hope that the scholarship will be finalised during 2011.
- I have finalised arrangements for Professor Michael Tarrant from the University of Georgia to come to the Faculty of Business and Law during the first half of 2011 as a visiting scholar. Professor Tarrant's expertise in educational tourism and visitor management in protected areas will be invaluable for academic staff in the Tourism Discipline. Professor Tarrant will be working on a number of research initiatives with academic staff in the discipline and will make himself available to develop research links with other staff in the Faculty. Professor Tarrant and I are in the final stages of completing two manuscripts to be submitted to A and A* journals during early 2011.

Grant Applications

ARC Discovery Grants:

As Lead CI, I submitted an application for the 1st round 2010 (co-investigator - S. Wearing from UTS). This application requested \$260,000 from the ARC (over 3 years) to conduct research on the impacts of international gap-year tourism undertaken by Australians.

- Assessor feedback was positive and highlighted the importance of the research in terms of National Priorities.
- A rejoinder was completed and submitted in late June 2010.
- The application was unsuccessful but was ranked in the top 25% of unsuccessful applications.
- During December 2010, I commenced re-working the application with advice from Professor Bob Breakspere an expert consultant contracted by the Faculty of Business and Law. I have drafted a new approach and methodology based on this advice. This application is on-track for submission to the ARC Discovery project grant round in March 2011.

Bid for a Collaborative Research Centre: Securing and Safeguarding Biodiversity

I have taken a leadership role in the development of Social Sciences program in a Collaborative Research Centre application under the leadership of Professor John Rodger at the University of Newcastle. The proposed CRC focuses upon Biodiversity and the protection of Endangered Species. Please note: The Faculty of Business and Law through CIOS is a major supporter of this bid.

I have attended and lead several planning workshops (two 2 day workshops and 3 one day meetings) and an online forum with scientists and industry partners from Australia and New Zealand. Based on these workshops/meetings I have been

instrumental in building a team of researchers who are assisting me to draft the Social Sciences program submission. This team is comprised of over 70 researchers from Universities, Government and Industry in Australia and New Zealand. This includes 11 academics from the University of Newcastle including both senior and ECR academic staff in the Faculty of Business and Law and Faculty of Education and Arts. Major collaborating universities include:

- University of Newcastle (lead university)
- Waikato University
- UTS
- University of South Australia
- Charles Sturt University
- University of Tasmania
- Charles Darwin University
- Australian National University
- University WA

The support of local, regional, national and international social networks and communities of interest is vital to the success of this proposed CRC. Therefore the application, which was original submission date was July 2010 has been postponed to July 2011 to enable this support to be finalised. To this end, I have held a number of meetings with industry partners including a number of zoos and wildlife parks to explore projects and opportunities for involvement. Major collaborating organisations who have agreed to participate include:

- Perth Zoo
- Auckland Zoo
- Taronga Zoo
- Land Care New Zealand
- Zoos South Australia
- Australia Zoo
- Department of Conservation (New Zealand)
- Department of Primary Industry

ARC Linkage Grants:

I was part of a team of researchers who developed an application for the ARC Linkage Grant 2nd Round 2010 being led by Dr. Bronwen Dalton from UTS. The research project was entitled: 'The role of Australian International Exchange Programs in developing career skills, intercultural awareness and global citizenship'.

In April, we secured an industry partner - Rotary Youth Exchange who has made a cash commitment of \$30,000 over three years. Under the advice of Professor Bob Breakspere, we postponed the application until we could secure additional industry partners. I have subsequently approached a number of tourism industry organisations and the NSW Department of Education. These organisations are considering the proposal and will make a decision in early 2011. If these partners agree to participate, I will lead a team of researchers who will submit an application through the university of Newcastle for round 1 2011.

AusAid/ ACFID Grants

I was a team member exploring the possibility of developing an AusAid grant application (lead by S. Wearing, UTS) that would fund coordinated studies of micro-businesses, micro-business loans and sustainable indigenous tourism in Papua New Guinea and nearby regions. At a meeting with AusAid representatives in April 2010 we were advised that funding for Tourism related research was not likely to be a priority for the next few years. We were advised to delay our application and instead explore smaller research projects that might be funded by other aid-related organizations. We took this advice as follows:

- I worked with Stephen Wearing and researchers from University of Georgia (USA) (including Professor Michael Tarrant) to develop and submit 'Australian Council for International Development (ACFID) research proposal' in June 2010. This proposal was for a small demonstration village tourism research project in Sirawak. Unfortunately, we were deemed ineligible to submit this proposal as we were not formally affiliated with one of ACFID's member organisations. We are exploring collaborative arrangements with Non-profit organisations such as Oxfam to rectify this. We are planning to resubmit an application later in 2011.

Social Sciences and Humanities Research Council (SSHRC) of Canada Grant

I am part of a team of researchers under the leadership of Associate Professor Luis Aguiar, University of British Columbia, who submitted an application for funding from SSHRC in November 2010. This funding was for an international workshop that will be held in Canada in August 2011 and that will focus on business and community practices in valley landscapes. I am actively involved in developing a stream for the workshop that focuses upon volunteerism and tourism. This application is currently under review.

Conclusion and Recommendations

This fellowship is a worthwhile initiative of CIOS that I believe should be continued if funding is available. It provides a very valuable means for building the research capacity of the Faculty and provides the flexibility and freedom necessary to explore and pursue a range of activities that strengthen the profile of CIOS. It is evident that this fellowship reaches far beyond the one year, and has enabled me to pursue opportunities that I expect will bear significant fruit in the future. At a more personal level this Fellowship has enabled me to engage in activities that demonstrate both within and beyond the University of Newcastle, that I am developing a profile as leading researcher in the area of leisure and tourism studies. My recent promotion to Associate Professor Rank is evidence of this.

Recommendation for the Future

I strongly support the continuation of this fellowship scheme. However, I believe a few strategies might be employed in the future to help further strengthen this initiative. They include:

- Providing a dedicated office space for CIOS fellows to work in. This would provide both a symbolic and physical separation from other duties and responsibilities in the Faculty while enabling fellows to work more collaboratively rather than in isolation.
- Put in place support capacity to ensure Fellows are freed from other Faculty and University responsibilities during the year of their fellowship.
- Provide opportunity for Fellows to undertake part of their fellowship at other Universities or research facilities. This may be valuable for those candidates who are working on projects that are based in other locations around the world.