Welcome to our first research newsletter for 2019!

As you will see, there continues to be much activity in the research space. Our researchers continue to score hits in high-ranking journals, and our Research Clusters continue to build a culture of collaboration and research excellence. On this note, I would like to welcome our new Deputy Dean, Professor James Carolpio, who will also be leading the ‘Business and Management’ Research Cluster. In this edition of the newsletter, I am delighted to report that:

- **Professor Kevin Markwell** was recently interviewed by SBS radio about his research into the Sydney Gay and Lesbian Mardi Gras and Radio Australia’s Pacific Mornings program about the opportunities and challenges for tourism development in Papua New Guinea.

- Vanuatu’s Minister of Tourism recently signed off on the Vanuatu Sustainable Tourism Policy (VSTP) (2018-2030). The policy is the culmination of 12 months’ work by Southern Cross University researchers Dr. Cherise Addinsall and Professor Betty Weiler in collaboration with project leader Mr. Jerry Spooner, Director of the Vanuatu Department of Tourism, who is now enrolled in a Research Masters being supervised by Professor Markwell, Professor Weiler, and Dr. Addinsall.

- **Professor Yvonne Brunetto** provided a presentation to Lee Kuan Yew School of Public Policy in Singapore, on comparing the impact of psychological leadership capital on innovative behaviour in healthcare workers in Australia and the USA.

In this edition, we also profile doctoral candidate, Peita Hillman, whose Ph.D. research is devoted to exploring the role of active leisure events in positive lifestyle transformation amongst those who were previously physically inactive.

So, in conclusion, please take a moment to look at the achievements of our researchers.

Kind regards

Michael Kortt
Associate Professor | Director of Research
School of Business and Tourism

6 March 2019
The journal rankings below comply with the current ABDC journal quality ranking. However, please let us know if you publish in a Q1 or Q2 ranked journal listed on Scimago (http://www.scimagojr.com/).

**A*, A & Q1 Ranked Journals**


**B & Q2 Ranked Journals**


PhD Candidate

Peita Hillman
After completing my Master of Business (Research) with SCU, exploring the perceptions of local industry employees of tourism on their quality of life in Ubud, Bali, I decided to study a topic very close to my heart and personal experience for my Ph.D. research. This study explores the role of active leisure events in positive lifestyle transformation amongst those who were previously physically inactive. I spent much of my adult life sedentary; it was not until after my youngest child was a toddler I decided I needed to do something about my health and start exercising to set an example to my kids. What started as running a lap around the local oval, soon became an entry into my first 5km, it was so hard I remember struggling to get up a hill, but then there was an incredible sense of achievement at the finish line. A friend then convinced me to join a local running group, that was it for me, the social connection and enjoyment of the outdoors together was addictive, that was seven years ago. This year I will be lining up for my 12th half marathon and my 3rd World Major marathon in Berlin.

I am fascinated with the reasons people experience epiphanies and spark positive change in their lives. Together with my supervisors Dr. Matthew Lamont and Dr. Pascal Scherrer, we determined that exploring the role of active leisure events such as fun runs, triathlons, walking, and swimming, amongst previously physically inactive adults, has been largely overlooked in the literature. Therefore, here I am today, in the process of collecting my data, and interviewing some incredibly inspiring members of the community who have successfully made the transition from physically inactive to self-directed physical activity, including participation in at least 2 active leisure events each year.

I am so excited about my role as Running Ambassador for the Runaway Noosa Marathon; I hope I can inspire others to get out there and enjoy the event, to see how good getting fit can feel and the amazing benefits regular physical activity can bring to all facets of your life.

Engagement and Impact

Professor Kevin Markwell takes to the radio
Professor Kevin Markwell’s research interests have been the subject of two national radio interviews at the end of February. He was interviewed by SBS Radio about his research into the Sydney Gay and Lesbian Mardi Gras, an interview which was triggered by the piece he wrote on Mardi Gras for The Conversation, published in March last year. The interview explored the social and economic benefits of the event as well as its influence on other similar events held in regional Australia such as the Wagga Wagga and Hay Mardi Gras.

Radio Australia’s Pacific Mornings program interviewed him about the opportunities and challenges for tourism development in Papua New Guinea. During this interview, he outlined the challenges that PNG faces in attracting greater numbers of tourists and the kinds of special interest tourism markets that would be best to target.
Vanuatu Sustainable Tourism Policy

Vanuatu’s Minister of Tourism recently signed off on the Vanuatu Sustainable Tourism Policy (VSTP) (2018-2030). The policy is the culmination of 12 months’ work by Southern Cross University researchers Dr. Cherise Addinsall and Professor Betty Weiler in collaboration with project leader Mr. Jerry Spooner, Director of the Vanuatu Department of Tourism who is now enrolled in a Research Masters being supervised by Professor Markwell, Professor Weiler, and Dr. Addinsall.

The policy seeks to ensure a sustainable tourism industry by embracing Vanuatu’s environment, custom, culture, and traditional economy. It was informed by extensive consultation with key stakeholder groups, including representatives of over 300 tourism operators, government staff, NGO’s, private industry, and community representatives. The project team carried out interviews, surveys, workshops and a National Sustainable Tourism Forum. Each verbal and written comment was considered and incorporated in revisions to the policy alongside a detailed policy and legislation review. Mr. Spooner suggested this rigorous process in the development of the VSTP has led to a widely accepted policy framework, which can minimise potential impacts and develop strategies to support Vanuatu’s culture and its people.

The VSTP puts forward ambitious but achievable goals, objectives and actions based on the Global Sustainable Tourism Council Criteria for Sustainable Destinations. The VSTP provides a policy framework to address high leakages from tourism earnings, develop measures to minimise the impact of tourism on the environment and the traditional economy, protect traditional knowledge, protect areas of high biodiversity value, promote Ni Vanuatu entrepreneurship, and instill Vanuatu values to guide how the tourism industry is developed.

Mr. Spooner also acknowledged and thanked the New Zealand Government through the VSTAP (MFAT) program for their financial support towards the development of the VSTP. The policy can be accessed at the following link:

https://tourism.gov.vu/policies.php

Professor Yvonne Brunetto presents at Lee Kuan Yew School of Public Policy

In February, Professor Yvonne Brunetto provided a presentation to Lee Kuan Yew School of Public Policy in Singapore, on comparing the impact of psychological leadership capital on innovative behaviour in healthcare workers in Australia and USA.

Professor Brunetto was one of two Australian public sector scholars selected to present. All papers presented looked at innovation in public sector systems; however, Professor Brunetto’s was the only paper to look at innovation in public sector employees.
Engagement and Impact continued

Council of Australasian Universities Tourism and Hospitality Education (CAUTHE) Conference

The School’s Tourism Research Cluster was very well represented at the 2019 Council of Australasian Universities Tourism and Hospitality Education (CAUTHE) Conference hosted by Central Queensland University in Cairns. The following papers were presented:

- Che D and Jalil MH. Integrating Local Cuisine into Malaysian Government Destination Marketing Strategies.
- Gregory S. Researching older women who scuba dive: Keen to go, above and below.
- Dimmock K, Lamont M, Scherrer P and Mackellar J. A systematic quantitative literature review of rail trails research.
- Von der Heidt T, Muschter S, Caldicott R, and Che D. Airbnb – Bane or Blessing? Key Informants’ View on Impacts on Community in the Byron Shire, Australia.
- Weeks P. The foggy lens of hotel history.

Two of these papers, one on Airbnb and one on rail trails, are the first outcomes of the two research projects supported by the seed funding made available from RESCOM last year.

Share your research success with us

Do you have a news item to share with the School of Business and Tourism and the wider community? If so, we would love to hear and promote your research achievements within the School. Please email your research achievements to tanya.stewart@scu.edu.au