

AGENDA

[as of June 5, 2007]

Thursday, June 21, 2007

- 16:00 - 19:00 Registration, School of Hotel and Restaurant Management Front Desk
- 19:00 Welcome Reception at the Inn at NAU

Friday, June 22, 2007

- 07:30 – 09:00 Breakfast at the Inn at NAU
- 09:00 – 16:30 Registration, School of Hotel and Restaurant Management Front Desk

WELCOME AND INTRODUCTION, Room 109

09:00 – 09:30

Dr. Claudia Jurowski

Chair Think Tank VII

Northern Arizona University, Flagstaff, Arizona, USA

Mr. Bob Lomadafkie

Traditional Knowledge Scholar

Department of Applied Indigenous Studies

Northern Arizona University, Flagstaff, Arizona, USA

Mr. Carl Taylor

Initiator of the Sustainable Development Initiative for Coconino County

Coconino County Commission, Arizona, USA

Dr. Pauline Sheldon

Former Chair BEST Education Network

University of Hawaii School of Travel Industry Management, USA

Dr. Graham Miller

Chair, Knowledge Creation, BEST Education Network

University of Surrey, UK

KEYNOTE ADDRESS, Room 109

09:30 – 10:15

Research on Innovations for Sustainable Tourism

Dr. Daniel R. Fesenmaier

Temple University, Pennsylvania, USA

10:15 – 10:30

Break

RESEARCH PRESENTATIONS

Parallel Sessions

10:30 - 11:20

Session 1A: Innovative Community Based Projects, Room 114

Moderator: Dr. Jack Carlsen, Curtin University of Technology, Australia

Presentations:

A Community of Heroes

Ms. Regina Binder, Hughes Binder, USA

Branding Sustainability: Taking 'The Natural Step' in Whistler

Dr. Alison M. Gill, Simon Fraser University, Canada

Innovations in Volunteer Tourism: A Case Study of Fundraising Adventure Tours

Dr. Kevin D. Lyons, University of Newcastle, Australia

Tourism Research Teams: Innovation with and for Tourism Communities

Dr. Cynthia Messer, University of Minnesota Tourism Center, USA

Session 1B: Drivers for Innovation, Room 116

Moderator: Dr. Sue Beeton, La Trobe University, Australia

Presentations:

There's No Such Thing as Sustainable Tourism: Innovation through Challenging Assumptions

Dr. Gianna Moscardo, James Cook University, Australia

Destination and Enterprise Management for a Tourism Future

Dr. Larry Dwyer, University of New South Wales, Australia,

Dr. Deborah Edwards, University of Technology Sydney, Australia,

Dr. Nina Mistilis, University of New South Wales, Australia &

Carolina Roman, University of New South Wales, Australia

Learning as Prerequisite for Innovations in Tourism – Sustainable Tourism Development in the North Sea Region

Dr. Janne J. Liburd & Anja Hergesell, University of Southern Denmark, Denmark

Innovation in Tourism Education: Building the Capacity to Lead

Dr. Pauline Sheldon, University of Hawaii, USA

11:25 – 12:15

Session 2A: Social Entrepreneurship and Innovation within

Environmental Management, Room 114

Moderator: Ms. Regina Binder, Hughes Binder, USA

Presentations:

The Community of Communicators and the Communication of Sustainable Development – Management to Visitors of a National Park

Dr. G. Keith Henning, Adelphi University, USA

Rural Adventure Tourism and Social Entrepreneurship

Christina Heyniger, Xola Consulting, USA &

Dr. Kristin Lamoureux, George Washington University, USA

Tourist Perceptions of Environmentally Friendly Innovations

Dr. Kathleen L. Andereck, Arizona State University, USA

Session 2B: Barriers to and Methodologies for Innovation, Room 116

Moderator: Dr. Nancy Gard McGehee, Virginia State University, USA

Presentations:

The Uptake of Innovation in Tourism Organisations: Barriers and Facilitators

Dr. Marg Deery & Dr. Leo Jago, Victoria University, Australia

Barriers to Innovation in Hospitality Provision: Towards a Reorientation of Theory and Practice

Dr. Conrad Lashley, Nottingham Trent University, UK &

Dr. Barry O'Mahony, Victoria University, Australia

Envisioning Sustainable Tourism Futures: An Evaluation of the Futures Wheel Method

Dr. Pierre Benckendorff, James Cook University, Australia

Practical Interpretations of a Dynamic Model of Sustainable Tourism

Dr. Timothy T. Tyrrell, Arizona State University, USA &

Dr. Robert J. Johnston, University of Connecticut, USA

12:30 – 13:30

Luncheon at the Inn at NAU

RESEARCH PRESENTATIONS

13:30 – 14:15

Session 3A: Case Studies, Room 114

Moderator: Dr. Marg Deery, Victoria University, Australia

Presentations:

Volunteer Tourism: Sustainable Innovation in Tourism, or just “Pettin’ the Critters”?

Dr. Nancy Gard McGehee, Virginia Polytechnic Institute and State University, USA

Environmentally Sustainable Practices of Victorian Enterprises

Dr. Sue Beeton, La Trobe University, Australia,
Dr. Sue Bergin-Seers, Victoria University, Australia &
Dr. Christine Lee, Monash University, Australia

Getting Fit to Innovate: TUI’s Inn Olympics

Dr. Graham Miller & Dr. Caroline Scarles, University of Surrey, UK

The Practical Application of Sustainable Tourism Development Principles: A Case Study of Creating Innovative Place-making Tourism Strategies

Dr. Robert Billington & Natalie Carter, Blackstone Valley Tourism Council, Inc., USA

Session 3B: Other Topics on Sustainable Tourism, Room 116

Moderator: Dr. Gianna Moscardo, James Cook University, Australia

Presentations:

Thematic Analysis of Sustainable Tourism and the Triple Bottom Line

Dr. Michael Hughes & Dr. Jack Carlsen, Curtin University of Technology, Australia

Outfitting and Guiding as Sustainable Tourism

Dr. Norma Nickerson, University of Montana, USA

Social Responsibility and Innovation on Trafficking and Child Sex Tourism: Morphing of Practice into Sustainable Tourism Policies?

Camelia Tepelus, Lund University, Sweden

14:15 – 14:30

Break

INDUSTRY OPEN FORUM, Room 109

14:30 – 16:30

The Ecometric, An Innovative Measurement Tool for Sustainable Resort Management

Gina MacIlwraith
EHS Director of Xanterra, USA

Local foods innovate tourism products

Ms. Patty West
Ethnobotanist, Flagstaff, Arizona, USA

The Diablo Trust, an innovative land management project

Ms. Mandy Roberts Metzger
President of the Diablo Trust, Flagstaff, Arizona, USA
& Mr. Bill Towler
Community Development Director for Coconino County, Arizona, USA

Facilitator: Dr. Deborah Edwards, University of Technology Sydney, Australia

19:00

Award Dinner at the Inn at NAU
Presentation of the Outstanding Paper Award

Saturday, June 23, 2007

07:30 – 09:00 Breakfast at the Inn at NAU

09:00 - 13:00 Registration, School of Hotel and Restaurant Management Front Desk

KEYNOTE ADDRESS, Room 109

08:30 – 09:15 **Innovative Technologies in Travel and Tourism – Towards a More
Balanced Triple Bottom Line**

Dr. Ivo Martinac

Royal Institute of Technology, Sweden

FRAMING SESSION, Room 109

09:15 – 10:00 **Innovation in Tourism Enterprises: An Approach to New Service
Development**

Dr. Larry Dwyer and Dr. Deborah Edwards

University of New South Wales & University of Technology Sydney, Australia

10:15 – 10:30 Break

RESEARCH FORUM

Participants in parallel research forums

10:30 – 12:00 Research Forum A "Social innovations", Room 114

Research Forum B "Innovations in SMEs, the private sector and economics",
Room 116

12:00 – 16:00 **SITE VISIT**

Bus ride to Sedona with views of Oak Creek Canyon & the Sedona Red Rocks

Luncheon at Joey's

Ms. Diane Dearmore

Executive Director of the Institute of Ecotourism, Sedona, Arizona, USA

- The Institute of Ecotourism,
- Los Abrigados Resort &
- The Sedona Project

17:00 – 18:30 Time to explore Talaquepaque

18:30 Bus departs for return trip to Flagstaff

NOTE: Dinner on your own - a list of restaurants in Talaquepaque and Flagstaff will be provided.

Sunday, June 24, 2007

- 07:30 – 09:00 Breakfast at the Inn at NAU
- 09:00 - 13:00 Registration, School of Hotel and Restaurant Management Front Desk
- KEYNOTE ADDRESS**, Room 109
- 09:15 - 10:00 **Innovations for Education on Sustainable Tourism**
Dr. Alan Lew
Northern Arizona University, Flagstaff, Arizona, USA
- RESEARCH FORUM**
- 10:00 – 10:45 Research Forum A, Room 114
Research Forum B, Room 116
- 10:45 – 11:00 Break
- 11:00 – 13:00 Research Forum A, Room 114
Research Forum B, Room 116
- 13:00 – 14:30 Luncheon “All American Cookout” at the Inn at NAU
- 14:30 – 15:15 **Report-outs from Research Forums**, Room 109
- 15:15 – 15:30 Break
- 15:30 - 16:15 **Closing Session and Conclusions**, Room 109
- 19:00 Closing Dinner “Dining in the Southwest” at the Inn at NAU