Background

The Centre for Tourism and Risk Management is a joint initiative of The University of Queensland and the Cooperative Research Centre for Sustainable Tourism (CRC Tourism). The Centre was established in July 2000 with the 12-month appointment of Professor Jeff Wilks as Centre Director and sole staff member. In October 2001, following a competitive interview process, Professor Wilks was offered a five year contract to continue to build the Centre. In January 2002 Ms Megan Surawski was appointed as the Centre’s Research Officer. This is a 6-month appointment funded by the CRC Tourism. The following progress summary is presented in three timeframes, representing the phases of the Centre to date.

July 2000 – September 2001

The first 15 months of operation with one staff member represented the establishment phase for the Centre. During that time significant achievements were made, including:

- Recruitment of international scholars and recognised industry experts to the Centre’s academic and industry advisory committees;
- Scholarly and academic output, including four (4) refereed journal articles and two (2) refereed conference papers published, one refereed journal article under review, two (2) book chapters written, one edited book in preparation, and one book commissioned;
- A dozen papers and presentations made at national and international conferences and seminars;
Establishment of the University and the Centre as sources of expertise in the high profile area of Risk Management in relation to tourism, including development of a website www ctrm uq edu au

Teaching courses at Honours and Masters level for the School and for other institutions as a source of income for the Centre;

Extensive media promotion of the Centre, School and University on radio, in print and on television;

Representing the School at industry and academic forums;

Successfully working across the Faculty with colleagues from Law to present the first of two regional industry seminars on Risk Management in Marine Tourism (Cairns); and

Contributing to activities in the School of Tourism and Leisure Management.

October 2001 – January 2002

This three-month period represented a time of consolidation for the Centre. While there was still only one staff member, the Director’s position was secure for a five-year term and the Centre’s immediate future was assured. Significant achievements during this time include:

- Writing and editing the new World Tourism Organization book, Safety and Security in Tourism: Partnerships and Practical Guidelines for Destinations over the Christmas/New Year period;
- Obtaining a $26,000 grant from the CRC Tourism for the six month appointment of a Research Officer;
- Three industry presentations;
- Successfully working across the Faculty with colleagues from Law to present the second regional industry seminar on Risk Management in Marine Tourism (Gold Coast);
- One book chapter written;
- Submission of one new refereed journal article to the Journal of Tourism Studies (joint project with Queensland Health);
- Continued promotion of the Centre and UQ tourism initiatives in the media;
- Contributing to activities of the School of Tourism and Leisure Management; and
- Acting as a reviewer/referee for theses, journal articles and government grants.

January 2002 – April 2002

This four-month period represented a time of new growth for the Centre. With two staff members it was possible to seek funding support, explore new project opportunities and produce more tangible academic and industry outputs. Significant achievements during this time include:

- Submission of an ARC Discovery Project Application for 2003/2004 – An assessment of tourist injuries, operator liability and litigation involving overseas tourists within Queensland, Australia – $192,000 requested;
Preparation of an ARC Linkage Grant Application for 2003 – A legal and medical review of Workplace Health and Safety initiatives to prevent recreational diving and snorkelling injuries in Queensland – $100,000 requested;

Submission of one new refereed journal article to the *Medical Journal of Australia* (joint project with the Australian Bureau of Statistics);

Acceptance of a refereed journal article by *Roadwise* (joint project with the Centre for Accident Research and Road Safety, QUT);

Four new journal articles in preparation;

Presentation at the CAUTHE National Conference;

Two invited presentations to the World Tourism Organization in Berlin;

Invited presentation at the Inaugural Tourism Futures Conference;

Enrolment of a Masters Degree candidate within the Centre;

Confirmation of enrolment for the Centre’s first Doctoral Candidate;

Preparation of a new postgraduate teaching program in Risk Management;

Submission of a funding application to the BEL Faculty for support to continue the Centre Research Officer position until the end of 2002;

Substantial contribution to the CRC Tourism Rebid Planning and Documentation process; and

Continuing role as a reviewer/referee for academic journals and granting bodies (e.g., Health Research Council of New Zealand).

Details of the activities outlined above for all three time periods are presented in the attached Appendix.
Forthcoming Activities in May 2002

• Hotel Safety. Invited presentation at the Fourth International Travel and Tourism: Policy, Law and Management Conference, Newcastle upon Tyne, England, 17 May 2002;

Planned Activities June – December 2002

Teaching and Industry Training

• Develop and deliver the new postgraduate subject in Tourism and Risk Management;
• Teach a specialist subject in Risk Management at the Australian International Hotel School (1-5 July);
• Develop a tourism industry training program in Media Skills and Management;
• Develop a tourism training program/short course in Workplace Health and Safety Auditing; and
• Run an accredited Workplace Health and Safety Officer (WHSO) course for tourism and hospitality industry members.

Publication

• Edited book on Tourist Health and Safety with Stephen Page for Elsevier Science; and
• Four (4) new refereed journal articles.

Partnerships

The key message from the new WTO manual *Safety and Security in Tourism* is that all destinations must create partnerships to ensure the safety of their visitors. In the coming months the Centre will be actively exploring commercial opportunities with a major law firm and several government departments, in order to demonstrate the value of partnerships at an international tourist destination. In order to assist tourist operators with their legal responsibilities, the Centre will also examine the logistics of running Industry Training Courses and Workshops in the following areas:

• Negligence and defence of legal claims;
• Public liability insurance and risk management strategies;
• Hotel safety auditing;
• Marine tourism;
• Responsible liquor service;
• Outdoors/parks management for tourism;
• Adventure tourism;
• Medical conditions and injuries in tourism/hospitality; and
• Partnerships with government agencies (implications for duty of care).
APPENDIX

Centre Activity Details to Date

Recruitment of international scholars and recognised industry experts to the Centre’s academic and industry advisory committees:

Management Committee
Prof Ian Zimmer (BEL Faculty)    Adjunct Prof Daniel Gschwind (Industry)
Prof Terry De Lacy (CRC Tourism) Prof Chris Cooper (School)
Prof Jeff Wilks (Centre)

Academic Advisory Group
Prof Bill Faulkner (deceased) (AUS) Prof David Grant (UK)
Prof Stephen Page (UK)            Prof Chris Ryan (NZ)
Prof David Fennell (CAN)          Prof Alan Ewert (USA)
Prof Stephen Hargarten (USA)      Prof Stephen Clift (UK)

Industry Advisory Group
Sir Frank Moore (AUS)             Mr Trevor Atherton (SAUDI)
Mr Ian Gunner (AUS)               Mr Rob Davis (AUS)
Mr Grant Bowie (AUS)              Mr Graham Wason (UK)

Scholarly and academic output:


Papers and presentations at local, national and international level:

- Centre Planning and Development. Presentation to the Board of the CRC Tourism, Griffith University, Gold Coast, 27 July 2000;
- Risk Management for Scuba Diving Operators on the Great Barrier Reef. Presentation at the 8th Annual Scientific Meeting on Diving and Hyperbaric Medicine, Brisbane, 9 September 2000;
- Development of the Centre for Tourism and Risk Management. Presentation at the Tourism Outlook Conference, Sydney, 10 October, 2000;
- Travel Agents and the Law. Presentation at the Travel World National Conference, Brisbane, 10 November 2000;
- International Visitors and Road Safety in Australia. Presentation to the Australian Coroners National Conference, Brisbane, 22 November 2000;
- The Centre for Tourism and Risk Management. Presentation for the Combined Universities Tourism and Hospitality Seminar Program, Griffith University, Gold Coast, 24 November 2000;
- Healthy Island Resorts: Challenges and Opportunities. Keynote Address at the Healthy Island Resorts Symposium, Airlie Beach, 5 February 2001;
- Leisure and Risk Management in the Tourism Industry. Presentation for The University of Queensland Business Faculty Associates Seminar Series, Hilton Hotel, Brisbane, 5 April 2001;
- Risk Management in Marine Tourism. Seminar for the Australian Maritime College, Launceston, Tasmania, 11 May 2001;
- Tourists, Water-Related Injuries and Risk Management Strategies. Presented at the 7th Annual Conference of the Asia Pacific Tourism Association, Makati City, Philippines, 6 July 2001;
- Travel Agents’ Health and Safety Advice: Current Issues. Presented at the 7th Annual Conference of the Asia Pacific Tourism Association, Makati City, Philippines, 6 July 2001;
- Tourism in Queensland. Presentation to the Probus Club of Carindale, 12 July 2001;
• Managing the Unforeseen. Presentation at the Tourism Outlook Conference, Hobart, 31 October 2001;
• Risk Management in Tourism and Hospitality. Presentation to a Joint Seminar by Victoria University and Parks Victoria, Melbourne, 5 November 2001;
• Risk Management in Tourism and Hospitality. Presentation to the Queensland Clubs Buying Group, Brisbane, 27 November 2001;
• Tourists and Water Safety in Australia. Presented at the CAUTHE National Conference, Fremantle, 8 February 2002;
• Risk Assessment in Tourism: The CRC Australian Program. Presented at the Tourism Futures Conference, Couran Cove Island Resort, 17 April 2002.

Teaching

TALM 6101/7107 – Global Tourism Business Principles
This UQ Honours and Masters level course was run in second semester 2001.

HM 309 – Risk Management in Tourism and Hospitality
This course was taught for the Australian International Hotel School, 24-28 October 2001. Will be taught again 1-5 July 2002.

TALM 6503/7503 – Risk Management: Tourism
With the international increase in concern regarding traveller safety and security, risk management has become a critical issue for tourist destinations worldwide. Collapses within the global insurance industry and increases in litigation have also placed substantial pressure on small business operators in many countries. There is currently high interest in the topic of risk management by governments and the tourism industry, especially business strategies to cope with increasing litigation and maintaining quality customer service. This course is designed to address risk management strategies for tourist operators in relation to the four key sources of risk – commercial, personal, the natural environment and the socio-cultural environment. The course is significant in that it is a direct response to international demand for specialist education programs in the area of risk management for the tourism and hospitality industries.
TALM 6503/7503 has been submitted to the Board of Studies and ideally will be taught in second semester 2002.

**Risk Management in Marine Tourism Seminars**

These two major regional seminars (Cairns 19 June 2001 and Gold Coast 13 November 2001) were funded by the CRC Tourism and the School of Tourism and Leisure Management. The seminars were run in association with the Centre for Maritime Studies (UQ) and involved a range of government departments. Sponsorship was provided by Qantas and Queensland Transport (Maritime Division). Full reports of the seminars are available on the Centre’s website [www.ctrm.uq.edu.au](http://www.ctrm.uq.edu.au).

**Media Interviews**

More than 30 media interviews have been undertaken since the Centre commenced operations. These include:

ABC radio and television news, ABC television Stateline current affairs, ABC regional and interstate programs, Channel 10 television news, University News, the Courier Mail, the Australian, UQ Business Magazine, Sunday Mail, Cairns Post.

**Reviewer for Academic Journals**

Journal of Hospitality and Tourism Management
Annals of Tourism Research
Journal of Tourism Studies
Tourism Management
Annals of Leisure Research

**Contribution to activities in the School of Tourism and Leisure Management**

- Contributed to School Committees and the School Review process;
- Organised professional photographer for Tourism and Leisure Management staff photographs (developed into School Christmas Cards, staff web site images, electronic images for conferences, staff noticeboard);
- Organised graphic designers for School website, and School Review Document;
- Attended industry and university functions representing the School;
- Developed media stories and promotional opportunities for the School;
- Obtained funding and industry support for two scholarships; and
- Acted as reviewer of staff papers and contributed to research activities.