Aims and Scope

The booming Chinese outbound tourism market has become the fastest-growing tourism source market and the largest spender in international tourism globally. Many destinations around the world intend to capitalise on the opportunities this new market creates. A common strategy appears to be the development of new products, services and also strategic partnerships, which require major adaptations in supply and service structures within destinations. In the context of an increasingly competitive market place we will explore during the Symposium how key destinations in the Asia-Pacific region and in Europe have responded to the China outbound tourism market phenomenon. Exploring a range of international case studies, we will discuss the topic from a demand as well as a specific destination response perspective and examine how wine and food have been used in a range of national and international cases as a mechanism to attract visitors specifically from China.

As food and wine feature prominently in current tourism marketing campaigns for Australia and Western Australia hosting the event in Margaret River, Western Australia’s prime wine and food destination, is well timed and placed to discuss the Symposium’s theme.

The two-day Symposium includes keynote speakers, industry case presentations and workshops as well as field trips to some key attractions in Margaret River. It is hosted by the Curtin Business School Tourism Research Cluster in collaboration with the Asia Business Centre.

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