CAUTHE & TRA Cooperation on Research Projects

Background

CAUTHE has been working with Tourism Research Australia (TRA) and in particular with Dr Leo Jago, General Manager of TRA, to facilitate research cooperation between CAUTHE members and TRA. TRA has confirmed that it is willing to provide some in-kind support to a number of academic research projects that align with TRA's broader research agenda. The in-kind support will initially include access to TRA data, subject to certain access protocols as outlined in this document.

CAUTHE has formed the CAUTHE TRA Research Committee to manage this relationship and receive and evaluate proposals under the scheme. Dr Judith Mair is the pro tem chair of this committee. Other members of the committee will also be appointed by the CAUTHE Executive. A delegate from the TRA will represent the TRA's interests.

Process

There are three stakeholders in this arrangement, CAUTHE, TRA and CAUTHE Colleagues who wish to avail themselves of the arrangement. There are a few processes for each to follow.

CAUTHE

The CAUTHE TRA Research Committee will manage the relationship between CAUTHE and TRA and the process of receiving and evaluating proposals which underpin this scheme.

The CAUTHE TRA Research Committee will call for and act as an initial clearing house for research proposals. All communication will be through this committee. A dedicated CAUTHE website will be established to provide all necessary information on the scheme.

There will be an initial and then an annual broad, general call for EOIs to all CAUTHE members. However, ad hoc calls can be made should a particular topic emerge. All calls for Expression of Interest (EOIs) will be openly distributed to all CAUTHE members whilst detailed information will be uploaded to the dedicated website.

The multi stage EOI and bidding process will identify and rank suitable projects. The CAUTHE TRA Research Committee will vet the proposals in the first instance for general compliance with the selection criteria. A panel of experts (in the relevant field), appointed by the CAUTHE TRA Research Committee and endorsed by the CAUTHE Executive, will receive vetted proposals and assess their relevance and value to the broader debate on the topic. The CAUTHE TRA Research Committee will be the sole point of communication with the proponent.

The CAUTHE TRA Research Committee will vet the outgoing research papers solely to ensure that the data has not been misinterpreted or used beyond its technical limitations.

Whilst respecting the confidentiality of proposals, the CAUTHE TRA Research Committee will report on its activities to the CAUTHE Executive via the monthly teleconference. This report will form part of the meeting minutes.

PROPONENTS

The development of this relationship has taken considerable time and resources, as will its ongoing management. The opportunity to access this data is seen as a key member benefit for CAUTHE members. As such, all proponents are expected to be Members of CAUTHE (be it Student, Associate or Fellow). Ideally, the proponent's institution should be a Chapter Member of CAUTHE.

The proponent will be required to prepare a fully developed research proposal, including the data required, and submit it to the CAUTHE TRA Research Committee. Given the complex structure of the IVS/NVS, its role in national performance reporting and the time pressures on TRA staff, proponents will be required to work with a CAUTHE "mentor" to ensure that their proposals are feasible and data requirements can be met.

TRA staff will not be available to provide assistance to proponents or successful applicants and so the onus is on proponents to ensure that the data exists in the right format for their project. The CAUTHE 'mentors' will assist in this matter. Data models and dictionaries of the IVS and NVS will also be provided to assist in this activity. A dedicated CAUTHE website will be established to provide all necessary information on the scheme and its resources.

Proposals must meet the required standard of relevance (namely, a well posited research question, conceptualised and operationalized problem, as well as analysis methods and data requirements), at which point they will be ranked and prioritised for access to data. The timing of such access will be determined by; the number of prioritised projects, the amount of work required by the TRA to prepare and forward the data, and TRA's ongoing workload and obligations.

Proposals may be accepted (and ranked for TRA attention), returned for revision or rejected.

The proponent will be required to report monthly on the progress of the project.

The successful proponent will be required to produce at a minimum two papers; one a two page summary for TRA to post to its website and a half page reflection on the experience for CAUTHE. All papers beyond these two, whether submitted for academic or industry publications, must be submitted to the CAUTHE TRA Research Committee to ensure that the data has not been misinterpreted or used beyond its technical limitations.

Proponents may not use the data beyond that described in the proposal. Under no circumstances can the data be used for commercial consulting.

In all publications the support of CAUTHE and the TRA must be acknowledged.

TRA

TRA will be represented on the CAUTHE TRA Research Committee. It will provide tranches of data from its databases as specified in the successful proposals. TRA will exercise keen oversight on the claims made about the data in the proposals and in the papers and reports emanating from the research. TRA staff will not be available for consultation with proponents or successful applicants at any time. Technical questions can be director to a 'mentor'.

Priorities

This scheme provides benefits for both TRA (increased understanding of and profile for their databases) and academic (increased research and publication opportunities). Without compromising academic independence, priority will be given to proposals that seek to advance the body of knowledge in terms of the six strategic priorities of Tourism 2020:

- Grow Demand from Asia
- Build competitive digital capability
- Encourage investment and implement the regulatory reform agenda
- Ensure tourism transport environment supports growth
- Increase supply of labour, skills and indigenous participation
- Build industry resilience, productivity and quality

Particular priority will be given to projects that address the following topics.

1. VFR (source of visitors, purpose of visit, activities undertaken, and accommodation used)
2. Social Media (pre-trip information seeking and booking as well as information seeking behaviour during the trip
3. Mobile Apps (which ones are most used, where, and when)
4. Information search behaviour (beyond the use of social media)

Alignment with SIGs

CAUTHE has academic expertise in these areas, and there is some overlap with the Special Interest Groups (SIGs) (such as Grow Demand from Asia and the Emerging Markets SIG, and also Industry Resilience and the new Tourism Risk SIG). However, while the SIGs may provide a forum for members to discuss possible projects and seek collaboration, they are not necessarily sufficiently inclusive of the wider CAUTHE membership to provide the only access to the opportunities created by the CAUTHE – TRA relationship.

The Next Steps

Given the importance of building a strong CAUTHE-TRA relationship, this arrangement will be reviewed on the 6 and 12 month anniversary of the program.

If you have any questions about this scheme, please don't hesitate to contact Judith Mair ph: (61 3) 9904 7044 or email: judith.mair@monash.edu.