IT'S A NEWSLETTER

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International Tourism Studies association

The President's Message

There is much to look forward to in 2018 for ITSA members and friends.
In rating system terminology, 2018 can be envisaged as a 5A (AAAAA) year to come.

Firstly, there is A for Access.
More and more members from the regions of the world are signing up to ITSA as we develop the organisation through the efforts of a fresh team of enthusiastic regional Vice Presidents. The names of our new team are listed online at the website. As President, I am delighted to see the activity being generated by their enthusiasm. Indonesia leads the way as a country contributing new members and we hope the impetus continues everywhere.

Secondly, there is A for Agreement
Behind the scenes, the senior members of the executive have been working together to build a new Executive model to fit in with the evolution of our London and China offices. As a part of this agreement, we have expanded and consolidated the executive including adding positions to reflect the work of Dr Hannah Shen, while also recognising the long-time leadership and continuing need for guidance from Professors Wu and Morrison. We hope that a powerful active executive will deliver quality conferences, informative newsletters and help build the journal.

Thirdly, there is A for Africa (more specifically South Africa)
The conference in Pretoria, South Africa, will see ITSA add a fourth continent to its list; previously we have succeeded with top quality events in Asia, Australia and Europe. Now conference attendees have the chance to get together in a very exciting, visually spectacular and cosmopolitan part of the world. There is a genuine opportunity to meet new colleagues in this fresh location and with the ITSA ideals of bringing people together, the conference in the "rainbow" nation should be a highlight of the year.

Fourthly, there is A for Achievement with the ITSA Journal

It is important to stress that the Scopus listing of the journal is a top class achievement. It is a mark of international respectability that we can all enjoy and seek to embellish with quality submissions. The hidden hours put in by our editors Andres and Alastair are never seen, but are fundamental to this success. Reviewers too make a good contribution and we look forward to special editions. Dr Mimi Li has been asked to play a role as theme editor for Greater China and other special editions will ensure that themes of contemporary interest attract world class authors.

Fifthly, there is A for Attitude

As President, I am pleased to report that a positive attitude to growing ITSA globally has emerged from many conversations in 2018. Understandably, dealing with individuals in many countries with different cultures and ambitions can lead to misunderstandings. It is likely that among many talented ambitious academics, we will have some disagreements. James and colleagues in the London office are certainly helping ITSA thrive, while our China base can be proud of its formative efforts and I am confident can remain a solid core contributing to our international future. As current President from Australia and with an incoming President from America (Professor Xinran Lehto), we can build strong international networks with this positive attitude.

AAAAA ratings or Five Star status seem likely for ITSA in 2018.
Best thoughts to everyone for a productive and engaging year.

Distinguished Professor
Philip Pearce
ITSA President.
James Cook University.

GREETING FROM CHINA

Up to the end of 2017, ITSA has witnessed twelve years of worldwide development, six successful Biennial Conferences in five countries, three excellent turns of past Presidents' leaderships, two office operation system establishment in Shanghai and London, and one official association journal, the International Journal of Tourism Cities (IJTC), publication and recognition. We are calling for papers and inviting delegates from six human lived continents to our seventh Biennial Event that will be hosted by University of South Africa in August 2018.

ITSA was firstly founded in China and that's the uniqueness of ITSA. We have dozens of International Associations, Societies, Alliances in the field of tourism, hospitality and related areas around the world but very few generated or started from China, which have been recognized as the largest market of international tourism products and the number one tourism education system with more than six hundred universities delivering tourism and hotel management programs for undergraduate students.

While rooted in China, ITSA draws the world tourism research map far beyond China. The venues of the seven ITSA Biennial Conferences cover six countries in four continents, and the contributors to IJTC, either as editorial board members or authors, come from all over the world. It is ITSA's belief that bringing experiences from both developing and developed areas and both Western and Eastern countries demonstrates true inter-national and inter-cultural values and activities.

Time sections, months and seasons are recorded by two different calendar systems in modernized China: the Western Christian based and the Chinese Lunar based calendars. Generally Western February is the first month in Chinese Lunar calendar. The first day of the first month is traditionally named the Spring Festival (Chunjie). The whole week around Chunjie is a globally celebrated and greeted days among all Chinese culture influenced horizons. At this moment, as the founding Chairman of ITSA, I would love to share the warmest, the best, and the sincerest celebrations with you, your family and wish all ITSA members a happy and prosperous Year of Dog.

Prof. Dr Bihu (Tiger) Wu,
Founding Chairperson of ITSA,
Peking University

ITSA 2018 CONFERENCE
TO BE HELD IN SOUTH AFRICA

The University of South Africa (UNISA) is proud to host the 7th Biennial ITSA Conference for the first time on African soils. The conference theme of "Collaboration and Co-creation Opportunities in Tourism" not only ties in well with the current economic climate in Africa, where entrepreneurship and tourism are the drivers to create opportunities, but also with our beautifully vast landscapes and deeply rich cultures.

The ITSA Conference coincides with the 2nd International Tourism Educators Conference and will be held at the CSIR International Convention Center in the City of Tshwane, South Africa. The City of Tshwane, also known as Pretoria or the Jacaranda City, is home to UNISA, which boasts with over 300,000 students in 130 countries worldwide, making it the largest distance education university in the world. Philip Pearce, Tiger Wu, and Xinran Lehto are amongst the esteemed keynote speakers whom have been invited and confirmed their attendance to the event.

The conference organisers aim to classify this as a world class conference with delegates from over 50 countries represented. The South African National Convention Bureau (SANCB), Gauteng Tourism Authority (GTA) and the City of Tshwane (CoT) have already pledged their support for the conference. Tourism remains one of the key contributors to the South African Gross Domestic Product and provides inspiring hope as the "new gold" to uplift the economy.

The Call for Papers is currently open until 6 April 2018. As Africa is a place of vast skies and limitless horizons, we would like to encourage submissions related to the conference theme, as well as any of the sub-themes. We would especially like to focus on submissions from Young Scholars in Tourism and Best Emerging Scholars in Tourism, and we call upon regional Vice Presidents to nominate scholars to visit our country of unforgettable experiences. Please visit the ITSA website for more
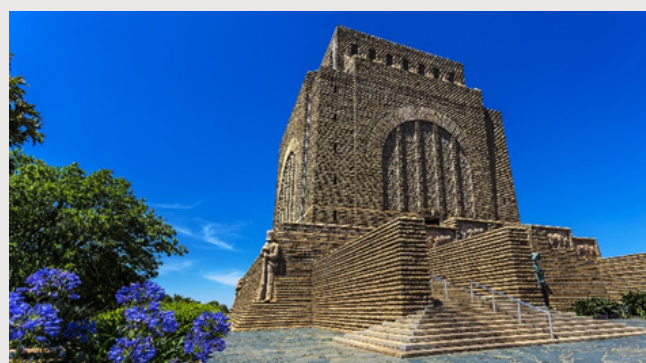
Voortrekker Monument (© Shutterstock)

information and submit all abstracts to itsa2018@unisa.ac.za . The provisional conference program and scientific committee are to be published soon.

In the inspiring words of Nelson Mandela, "Education is the most powerful weapon which you can use to change the world." We hope that you will embark to South Africa on this journey with us and experience our wonderful country and enrich your lives.

Prof. Dr.Cinà van Zyl
University of South Africa

2018

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Prof.David Maguire & Prof. Xinran Lehto

LAUNCH OF
ITSA LONDON OFFICE

> **" I wish our London Office great success!**
>
> Prof. Dr Bihu Wu,
> Founding Chairperson of ITSA,
> Peking University

ITSA's new London office was officially launched on 9th February in an event held at the University of Greenwich.

The audience of academics, industry representatives, journalists and researchers was welcomed by the Vice Chancellor of the University of Greenwich, Professor David Maguire, who explained the University's commitment to international education and researched and expressed his hope the new ITSA office would make a great contribution to this. Professor Dr Xinran Lehto, ITSA's incoming President then gave a presentation in which she explained the core mission and activities of ITSA and passed on messages of support from ITSA Executive members in China and Australia. Professor Dr Wolfgang Georg Arlt, ITSA RVP for Western Europe, ended the evening with a presentation of his latest insights into the China Outbound Tourism market, based on the international research of his China Outbound Tourism Research Institute in Germany. In addition to the audience who attended on the evening, the launch was streamed live on Facebook and Twitter, reaching hundreds more viewers. The event was a resounding success and concluded with vigorous discussions between industry representatives, ITSA members and visiting academics, that will help to build ITSA's industry engagement over the coming years.

OVERTOURISM

Key issue in European City Tourism Discussion 2017

Dr. Wolfgang Georg Arlt

Prof. Dr. Wolfgang Georg Arlt F.R.G.S., F.R.A.S. is professor for International Tourism Management at the West Coast University of Applied Sciences Germany in Heide/Holstein and director of the COTRI China Outbound Tourism Research Institute in Hamburg/Germany. He is the Regional Vice President of ITSA for Western Europe.

In 2012, the hashtag #overtourism appeared on Twitter for the first time. But only last year the deterioration of the quality of life of the citizens in European cities as diverse as Venice, Barcelona, Passau, Cinque Terre, and Dubrovnik was blamed on this new phenomenon. Hundreds of journalistic articles were published and several conferences organized by UNWTO, WTTC and the WTM London discussed the growing number of – sometimes violent – protests by the inhabitants of destinations who feel to become dispossessed of their city under the simultaneous attack of increasing numbers of arrivals of "normal" tourists, cruise ship passengers and AirBnB users.

In December 2017, McKinsey and WTTC published a study called Coping with success – Managing overcrowding in tourism destinations (available for free download online).

https://www.wttc.org/-/media/files/reports/policy-research/coping-with-success---managing-overcrowding-in-tourism-destinations-2017.pdf

It shies away from using the word Overtourism, even though the phenomenon it discusses is clearly not overcrowding. Travellers have complained about too many other travellers they have to share a destination with since the beginning of tourism. However, a recent (not yet published) research conducted by Markus Schuckert of Hong Kong Polytec University and myself showed that international visitors do not consider the 40 million Mainland Chinese descending on the Hong Kong SAR as overcrowding, but as an expected element of the experience of visiting a bustling Asian megacity. The local inhabitants however perceive the Mainland visitors as responsible for Overtourism.

The McKinsey study provides a good guideline how not to address the topic. It starts by looking at the future international arrival numbers to countries, when Overtourism is happening in cities and is fueled in most cases by domestic visitors as well. 97 out of 100 visitors on the Great Wall in Beijing are Chinese, the majority of visitors to Barcelona share the same passport with the local inhabitants.

The study then develops a mechanistic tool to measure "overcrowding" a.k.a. Overtourism using nine benchmarks including Number of visitors per square kilometer or Share of top 20 TripAdvisor attractions that are historic sights. An impressive amount of data for 68 cities is collected, but when the tool is tested, it fails miserably, as even the authors admit, finding for instance no problem in Barcelona. Small wonder, as Overtourism describes, according to the commonly accepted definition by Harold Goodwin, "destinations where hosts or guests, locals or visitors, feel that there are too many visitors and that the quality of life in the area or the quality of the experience has deteriorated unacceptably".

Responsible Tourism Partnership Working Paper, October 2017: Harold Goodwin: The Challenge of Overtourism (http://haroldgoodwin.info/pubs/ RTP WP4Overtourism01%272017.pdf)

Feelings, especially of hosts, are not really influenced by the number of historic sights and even less by the Difference in arriving-flight seats between high and low month, another benchmark used, which fails to understand that exactly the decline of seasonality in big city tourism bereaves locals from having the city at least during the off-season for themselves.

The second part of the McKinsey study than gives a lot of good advice how to mitigate overcrowding on four points:
1. Build a comprehensive fact base and update it regularly
2. Establish a sustainable growth strategy through rigorous, long-term planning
3. Involve all sections of society—commercial, public, and social
4. Find new sources of funding

This is good advice indeed, albeit for almost any activity related to tourism: looking carefully at facts, developing a good plan accordingly, involving all stakeholders and getting lots of money to finance your venture will help you, regardless if you open a fast food outlet in Istanbul, a contemporary art gallery in Buenos Aires or a new airport in Chengdu.

DARK TOURISM

Special issue of the International Journal of Tourism Cities (IJTC)

The IJTC Special Edition on Dark Tourism seeks to present papers which reflect the fact that dark tourism is of increasing interest and importance, both for academic study and for gaining an insight into how the tourism industry may best meet the needs of tourists and visitors. The SI is edited by Raymond Powell and Professor John Lennon. Dark tourism is of growing significance and often matters such as commemoration and heritage overlap in such a way as to challenge our, perhaps, negative associations with sites of death, disaster and tragedy.

Sites associated with death and disaster appear to exert a dark fascination for visitors and tourists. Death, suffering, visitation and tourism have been interrelated for many centuries but the phenomena of Dark Tourism was identified as such and categorised by Lennon and Foley (1996, 2000). However, as early as 1993, Rojek had referred to 'Black spots' and 'Fatal Attractions' to highlight sites of fatality which he identified as a feature of the post-modern condition (Rojek 1993 p136). However, such a definitional framework was considered too narrow and Lennon and Foley (1996, 2000) hypothesised that there are aspects of the ancient, modern and post-modern to be identified within the spectrum of dark tourism. The phenomena developed included:

-Visits to death sites and disaster scenes
-Visits to sites of mass or individual death
-Visits to sites of incarceration
-Visits to representations or simulations associated with death
-Visits to re-enactments and human interpretation of death

Dark tourism has generated much more than purely academic interest. The term has entered the mainstream and is a popular subject of media attention. In the city of New York, the Ground Zero site within twelve months of 9/11 was attracting significantly greater numbers of visitors than prior to the terrorist attacks (Blair, 2002). From a management and operations perspective issues of; ethical presentation, visitor behaviour, site management, revenue generation, marketing and promotion, all create areas that are fraught with difficulties and are frequently the subject of criticism and debate. Education and the nature of the learning experience and the preservation of historical record are frequently used to justify and explain motivation for development and visitation. Interpretation of the unimaginable as an educational experience is often cited as the motivation but in truth the reasons for visitation to such sites is more complex and multifaceted.

This Special Edition explores the best of current thinking about dark tourism from a number of perspectives, but each has the common thread of "darkness" at the heart of their thinking. Often it is possible to reconsider tourism in a new light, or is that a new darkness?

References

Blair, J (2002) Tragedy turns to tourism at Ground Zero in The New York Times, 29 June p13

Lennon, J.J. and Foley, M. (2000) Dark Tourism – the Attraction of Death and Disaster, Continuum. (now in 4th International Edition)

Lennon, J.J and Foley, M (1996) 'Editorial: Heart of Darkness' in the International Journal of Heritage Studies 2 (1) 195-197.

Rojek, C (1993) Ways of Seeing Modern Transformations in Leisure and Travel, London, Macmillan
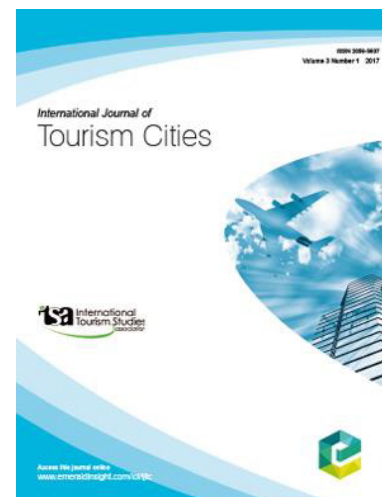
Call for Papers
International Journal of Tourism Cities

Themed Issue

TERRORISM IN TOURISM CITIES

Guest Editors:

Prof. Alastair Morrison, Purdue University, USA
Dr. Andres Coca-Stefaniak, University of Greenwich, UK

Terrorism attacks in major cities (e.g. New York, Paris, Brussels, London, Barcelona) and their impact on the image of these global tourism destinations is a topic of growing interest to academics, industry practitioners and policy makers worldwide. The impact of recent terrorist attacks may extend beyond immediate image issues and to wider longer-term aspects such as the resilience of the destination's brand, its overall competitiveness in global tourism markets and its attractiveness to major investors.

Although a number of studies have analysed the impact of security concerns linked to terrorism on the events industry (e.g., Hu and Goldblatt, 2005; Gordon et al., 2008) and tourism (see Sonmez and Graeffe, 1998; Goodrich, 2002), their scope to date remains somewhat limited with some considering economic impact (e.g., Pizam and Smith, 2000), visitor risk perceptions (e.g., Fuchs and Reichell, 2011; Korstanje, 2015), dark tourism (e.g., Seraphin and Seraphin, 2017), social theory (e.g., Mansfeld and Pizam, 2006) or tourism demand (e.g., Arana and Leon, 2008), with very few adopting a more strategic outlook as regards tourism destinations (Beirman, 2003; Paraskevas and Arendell, 2007). This themed issue seeks to redress this balance by addressing a major knowledge gap in our understanding of the longer term impacts of terrorism on the resilience of tourism destination brands (see Avraham, 2015), their overall competitiveness in the global tourism market and their attractiveness to major international investors.

- Interested authors should email their abstract (200-300 words) or proposal to Andres Coca-Stefaniak (a.coca-stefaniak@gre.ac.uk) before November 15th, 2017.
- Authors will be notified no later than December 1st, 2017 on the decision over their abstracts.
- Full articles (6,000-8,000 words) should be submitted by March 31st, 2018. The format of guidelines is provided on the journal webpage. http://www.emeraldgrouppublishing.com/products/journals/author_guidelines.htm?id=ijtc
- All manuscripts will undergo anonymous peer review.

AIMS OF THIS ISSUE

1. To determine how acts of terrorism in affected cities influence these cities' destination images and brands.
2. To explore how consumers adapt their behaviours in the short- and long-term with respect to affected cities and their surrounding regions.
3. To examine the strength of destination brand resilience in cities affected by terrorist acts.
4. To analyze successful recovery strategies in tourism cities affected by terrorism.
5. To review the overall impacts of terrorism aimed at visitors on global tourism.
6. To analyze risk-taking profiles of consumers in the context of terrorism acts and their probability of occurrence.

TOPICS OF THIS ISSUE
(indicative but not exhaustive themes):

1. Terrorism and destination brand resilience
2. Terrorism management frameworks for tourism cities
3. Destination image recovery after terrorism attacks
4. Visitor behaviour during and after terrorism attacks
5. Crisis management in tourism cities
6. Consumer perceptions of risk in visiting affected cities
7. Changes in activity behaviours of tourists in affected cities
8. Impacts of terrorist attacks on tourism regions

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THE TOURISM SYSTEM

is published in its 8th edition by
Alastair M. Morrison,
Xinran Y. Lehto and
Jonathon G. Day

The Tourism System has had seven editions since 1985, all co-authored by Robert Christie Mill and Alastair M. Morrison. A novel departure begins with this 8th edition, under the guidance of a new authorship team. The three authors of the new edition gratefully acknowledge the many years of hard work and dedication from Robert Christie Mill who decided to retire from the writing of this book.

The Tourism System continues to move from strength to strength. All the authors have practical experience in destination management and marketing, particularly in Australia, Canada, China, Indonesia, New Zealand, Singapore, United Kingdom, and the United States. They are teaching tourism and hospitality management at a university level in different countries, and training tourism practitioners around the world. With home backgrounds from the UK, China, and Australia, plus extensive travel experiences, the three authors have attempted to make The Tourism System more global in scope through examples, cases, and the approximately 120 Quick Trips.

The following is a description of the four parts and 17 chapters in this 8th edition of The Tourism System, highlighting many of the important changes from the previous edition.
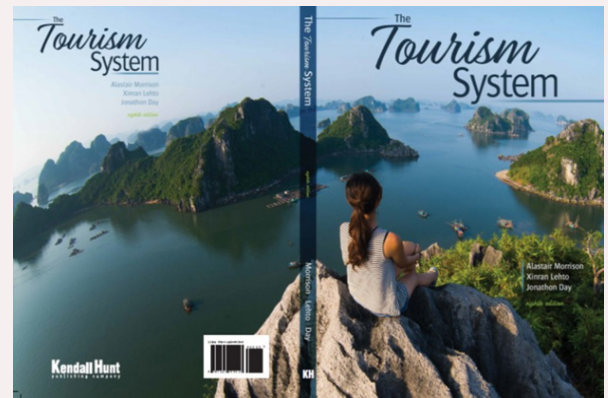
I DESTINATION

Part 1 of The Tourism System is dedicated to destinations as they are the supply-side fulcrum for tourism. Chapters 1-6 in the 8th edition are substantially revised and reorganized to better represent the new realities of destination management with, for example, a greater emphasis on sustainable tourism and visitor experiences.

Chapter 1 (The Tourism System and Destinations) is significantly revised in the new edition. For the first time, this chapter starts with an overview of the tourism system. An extended discussion on the destination product and a more balanced description of the five components follow. A new destination system model is introduced showing how the destination product components work together. Other players in tourism are described as well.

Chapter 2 (Tourism Impacts) is revised and provides an introduction to sustainability and the triple-bottom-line impacts of tourism. The chapter introduces the functions of corporate social responsibility (CSR) and social entrepreneurs as well as the role of the traveler in contributing to sustainability through responsible travel practices.

Chapter 3 (Tourism Policy and Organizations) starts by reviewing the roles of government in tourism. It then introduces a new tourism policy-setting process. Influential tourism organizations at different geographic levels are classified and profiled, including UNWTO, WTTC, WTCF, PATA, ETC, CTO, SPTO, Destinations International, and others.

Chapter 4 (Tourism Legislation and Regulation) is reorganized and updated. It explains the reasons for and categories of tourism laws and regulations. Specific forms of destination area legislation and regulation are described. Self-regulation within the tourism sector is also discussed.

Chapter 5 (Tourism Destination Planning) introduces for the first time the 5 Ps framework for tourism planning. This chapter retains the classic tourism destination planning process of The Tourism System that has been so popular in prior editions.

Chapter 6 (Sustainable Tourism Development) places a greater emphasis on sustainable tourism and the triple-bottom-line concept. A new section describing different forms of tourism development is another highlight.

II MARKETING

Part 2 of The Tourism System focusses on tourism marketing. Part 2 has been significantly updated in the 8th edition. Chapter 7 and 8 have both been revised and updated and a new chapter, Chapter 9, focusing on product and experience development, has been added. These changes provide the 8th edition with a concise but comprehensive introduction to tourism marketing functions. Throughout the section, the tourism planning process is applied as a foundational concept for marketing-related planning.

Chapter 7 (Tourism Marketing) has been revised to provide an overview of the marketing function. New concepts such as the use of big data and consumer profiling complement descriptions of more traditional segmentation and target marketing techniques. The branding section has also been enhanced to reflect the importance of this aspect of marketing.

Chapter 8 (Tourism Promotion) has been updated to reflect the changing nature of tourism promotion. The chapter addresses increasing barriers to promotion and permission marketing as well as providing an overview of the promotional "toolbox" available to tourism marketers today.

Chapter 9 (Tourism Product and Experience Development) is new to the 8th edition. It introduces important concepts of experiential travel and experience development. The chapter outlines the components of the product development toolbox and introduces the product life cycle and the importance of product renewal.

IV TRAVEL

Part 4 of The Tourism System, as with Part 3, has been completely overhauled and updated. This section explores mobility and the organizations that facilitate travel through the tourism system. Chapters 15-17 in the 8th edition address travel flows, travel trade intermediaries and transportation modes.

Chapter 15 (Evolution of Travel and Travel Flows) is almost entirely new and now incorporates a section on the history of travel flows. It provides comprehensive data on current flows of tourism by world region and for individual countries. Forecasts for travel flows and key trends are reviewed.

Chapter 16 (Travel Trade Intermediaries) has been updated and moved to Part 4. The chapter includes a greater emphasis on online travel agencies (OTAs) and has expanded to include meeting and convention sector intermediaries. The chapter introduces sharing economy companies as important new intermediaries in the tourism system. It also includes a discussion of the importance of travel-related media as information intermediaries.

Chapter 17 (Traveling: Transportation Modes and Carriers) has been completely revised and reorganized. The chapter includes major modes of transportation – both between destinations and around destinations. It incorporates the latest trends impacting transportation including airline trends and high-speed rail. The chapter also explores transportation that encapsulates the tourism experience including cruising, touring, and luxury rail experiences.

III DEMAND

Part 3 of The Tourism System focuses on the demand side of tourism. Chapters 10-14 in the 8th edition are completely re-organized and revised to better reflect rapidly changing aspects of contemporary visitor behavior, including, for example, the changing role and impact of technology such as use of mobile devices, websites, and virtual reality on traveler mobility, diaspora and behavior. An entirely new chapter (Chapter 11) is dedicated to the understanding of the travel consumptive experience.

Chapter 10 (Tourism Motivation and Travel Benefits) is almost completely rewritten. This chapter presents numerous theories and propositions pertaining to visitor motivations from both historical and contemporary perspectives. Added is a new section that focuses on how tourism can be integral to the wellness of the contemporary visitor and marketing and destination experience design implications are presented throughout the chapter.

Chapter 11 (Tourism Experience) is a new chapter added to the 8th edition. This chapter describes how visitors consume a destination product. It introduces component and procedural views of the tourism experience, and addresses topics such as tourist place sense-making, the role of destination aesthetic qualities, and major experience design themes. It discusses how best to design and deliver satisfactory destination experiences for travellers.

Chapter 12 (Travel Decision-Making and Travel Information) is updated and revised in several ways. The chapter now introduces several models of traveler decision-making and how they can be used in destination management. The role of travel information and the behavioral patterns of traveler information search and use are freshened to reflect the fast-evolving landscape of information technology and destination information management.

Chapter 13 (Forces Shaping Tourism: Culture, Time, Socio-Demographics, and Psychographics) is comprehensively revised, with increased emphasis on the roles of national culture and psychographic factors influencing travel behavior. Nine Quick Trips are added to the chapter to provide better contextual understanding of the forces shaping tourism demand.

Chapter 14 (Traveler Segments) is revamped to provide a current view of the modern traveler. Much of the focus is placed on strengthening the sections focusing on business travelers. Thirteen Quick Trips are added to this chapter providing examples and discussions of current industry practices regarding the various traveler segments, including, for instance, travel expense management systems.
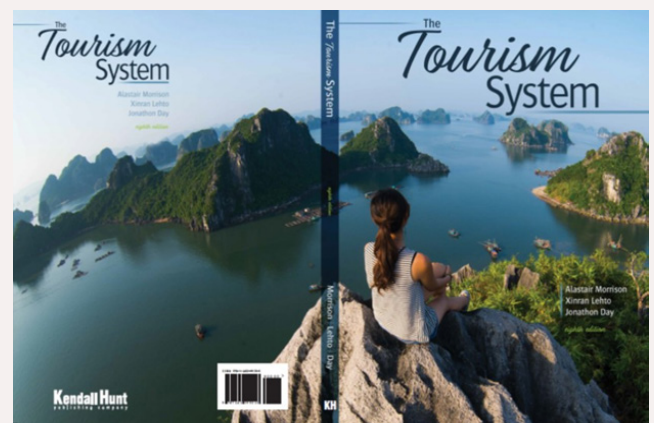
WELCOME PROJECT

An innovative new project has been developed and submitted for European Union funding, following the work of many ITSA members and their partners. Dr Miroslav Vujicic (RVP for Eastern Europe), Dr Mao-Ying Wu (RVP for China) and Prof Dr Wolfgang Georg Arlt (RVP for Western Europe) have worked together on this project, which aims to create new relationships in tourism education between China and the Western Balkans region of Europe. The project has applied for nearly one million euros of funding from the ERASMUS+ programme and, if successful, will lead to new joint doctoral programmes and centres of excellence in tourism education, building on EU-China Tourism Year 2018 and the dramatic growth of Chinese tourism to the Western Balkans in recent years.

CURRENT ITSA
REGIONAL VICE PRESIDENTS

POSITIONS	NAME	AFFILIATIONS
Vice President (China)	Prof. Maoying Wu Prof. Zhang Jie	Zhejiang University, PR China Nanjing University, PR China
Vice President (North East Asia)	Dr Chiemi Yagi	University of the Ryukus, Japan
Vice President (Central Asia)	James Yip	Malaysia
Vice President (South Asia)	Dr Abhishek Bhati	JCU, Singapore
Vice President (Southeast Asia)	Dr.Hera Oktadiana	James Cook University, Australia
Vice President (Australasia)	Dr. Claire Liu	AUT University, New Zealand
Vice President (Africa)	Prof. Cine van Zyl	University of South Africa
Vice President (Middle East)	Dr. Mahmood Ziaee	Allameh Tabatab'i University, Iran
Vice President (Eastern Europe)	Dr. Miroslav Vujicic	University of Novi Sad, Serbia
Vice President (Western Europe)	Prof. Wolfgang Arlt	University of Applied Sciences, Germany
Vice President (UK and Ireland)	Dr. Samantha Chaperon	University of Greenwich, UK
Vice President (USA and Canada)	Dr. Xiaoxiao Fu	Univesrity of Central Florida, USA
Vice President (Mexicio, Central America and Carribean)	Dr. Blanca Camargo Ortega	University of Monterrey, Mexico
Vice President (Russia)	Dr. Svetlana Stepchenkova	University of Florida, USA
Vice President (South America)	Dr. Sara Joana Gadotti dos Anjos	Universidade do Vale do Itajaí (UNI-VALI), Brazil
Vice President (International Journal of Tourism Cities)	Dr. J. Andres Coca-Stefaniak	University of Greenwich, UK

SOCIAL MEDIA UPDATE

ITSA is active on social media sites in English and Chinese.
Connect on Facebook at https://www.facebook.com/ITSAHQ
Connect on Twitter at @ITSA_HQ
Connect on Sina Weibo at http://weibo.com/besitsa
Connect on Linkedin at https://www.linkedin.com/grp/home?gid=3783610
Connect on Wechat through the barcode on the right