The International Tourism Studies Association (ITSA) is a non-profit membership organization of leading scholars, researchers, and practitioners in the tourism and related fields. The major objective of ITSA is to bridge the gaps in tourism studies and research, education, and training between developed and developing countries.

The 5th Biennial ITSA Conference aims to:

1. Educate and inform its audience about the burgeoning China outbound tourism market;
2. Encourage discussion about Australia’s and WA’s nature based tourism and its synergies with China’s tourism market, academia, and government; and
3. Encapsulate the quintessential qualities for a city to become globally recognised as a “World Tourism City”.

Conference Organiser:
Promaco Conventions
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Theme 1 – China outbound tourism market

- Wolfgang Arlt
  Director – China Outbound Tourism Research Institute (COTRI)
- Bin Dai
  President – China Tourism Academy
- Carl Yin
  Deputy General Manager – Spring Travel, Shanghai China

Theme 2 – City tourism in the Asian Century

- Lisa-M. Scaffidi
  The Right Honourable the Lord Mayor of Perth – Breakfast Keynote
- Bihu Wu (Tiger)
  Professor – Peking University, China
- Betty Weiler
  Professor of Tourism – Southern Cross University

Theme 3 – Nature based tourism in the Asian Century

- Jim Dion
  Sustainable Tourism Program Manager – Maps Division
  National Geographic Society
- Paul F. J. Eagles
  Professor – University of Waterloo, Canada
- David Weaver
  Professor of Tourism Research, Griffith University
- Jim Sharp
  Director General – WA Department of Parks and Wildlife
- Philip L Pearce
  Foundation Professor of Tourism, James Cook University