



Date\_ 21<sup>st</sup> November 2014

MEDIA RELEASE

## **International Tourism Studies Association (ITSA) Conference 2014 - *Tourism, Cities and the Environment in the Asian Century.***

An exciting international look into the Asian Century is taking place in the form of the 5<sup>th</sup> ITSA Biennial Conference, - *Tourism, Cities and the Environment in the Asian Century.* The conference is being hosted by the International Tourism Studies Association and Murdoch University bringing World Class speakers, Government and Business Leaders together in a discussion on the promises of Tourism in the Asian Century.

Conference Convenor Associate Professor David Newsome said "ITSA is a non-profit membership organisation of leading scholars, researchers and practitioners in tourism and related fields. Outcomes of ITSA approaches have resulted in outstanding linkages, partnerships and cooperation between researchers from emerging and advanced economies, several of which have resulted in post graduate student exchanges and academic publications."

Dr Newsome said "On behalf of ITSA, Murdoch University, Peking University and the Government of Western Australia it is our pleasure to host this ground breaking conference which will be held in Perth Wednesday 26<sup>th</sup> to Friday 28<sup>th</sup> November 2014. This conference will focus on the Asian Century tourism industry building on excellent academic, business and government relationships. The ITSA conference in Perth aims to:

- Educate and inform the wider tourism industry about the burgeoning China outbound tourism market;
- Encapsulate the quintessential qualities for a city to become globally recognised as a "World Tourism City".
- Encourage discussion about Australia's place in Asian nature-based tourism products and its synergies with China's tourism market, academia and government."

This conference covers a unique blend of topics which combine interests across the tourism industry, governments and academia. It is a must attend for tourism professionals, government organisations and academics who wish to keep at the forefront of the latest developments and trends in the sector. For further information visit: <http://www.promaco.com.au/ITSA2014/>

The conference will be held at the Headquarters of the Government of Western Australia's Department of Parks and Wildlife, from 26<sup>th</sup> to 28<sup>th</sup> November 2014.

Contact:

Professor David Newsome

Chair; ITSA Conference 2014

Tel: +61 8 9360 261; Mob: 0448 979 649

Email: [d.newsome@murdoch.edu.au](mailto:d.newsome@murdoch.edu.au); (ITSA - <http://intl tourismstudies.com>)