

CERM Performance Indicators® Project



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The Indicator

December 2005

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Diary dates:

- The Bulletin Vol. 14 Edition No. 1 issued to subscribers December 2005
- UniSA/CERM PI Xmas shutdown 23rd December to 2nd January 2006
- Short course 24th to 29th September 2006

Satisfaction with Self-drive Tourism in South Australia

A/Professor G Howat and Professor G Brown are currently engaged in a research project to measure travellers' satisfaction with drive tourism for the SA Tourism Commission and STCRC. This project is currently focussed on the Limestone Coast region of South Australia. It is envisaged that this study will provide a better understanding of satisfaction with the self-drive experience to enable for improvements to relevant products and services (eg. rest stops, road signage, accommodation, quality of roads).

This research will provide direct empirical evidence to allow stakeholders such as regional tourism businesses, local government, and state government to adjust services relevant to the drive tourism experience.

Self-drive tourists will also benefit from improved products and services based on their needs and feedback.

For further information on this project please contact

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University of
South Australia

Comings and Goings

Recently, Gary Crilley presented preliminary findings of research conducted on the profile of trail users on Victorian trails to Parks Victoria management and associated industry members on behalf of the CERM PI® team. This research focused on user service preferences and personal benefits associated with trail use. Gary Crilley and Kate Gautier are delivering technical reports to Parks Victoria early this month.



On Thursday 2nd September, Gary Crilley and Gary Howat, co-Directors of the CERM PI project, hosted a meeting of the group's Industry Advisory Panel.



The meeting was attended by Phil Hamdorf (Executive Director, Office for Recreation and Sport SA), Mark Craig (Director, Adelaide Zoo), Brett Jude (Manager, Leisure Services, City of Manukau, New Zealand), Eric Brooks (General Manager, Sydney Academy of Sport and Recreation, NSW Dept of Tourism, Sport and Recreation) Lisa Davies (Accommodation Manager, Adelaide Shores) and Claire Savage (Manager, Tourism and Recreation Management, Dept of Environment and Heritage SA).

Discussion focussed around current and future research priorities for the leisure industry and CERM PI, and exploring the potential for collaboration. The group has committed to meet annually.

Gary Crilley attended the recent 'EcoTourism Australia's 2005 National Conference, *'Ecotourism: Creating Unforgettable Natural Experiences*, held in Hobart, Tasmania from 28th November to 2nd December 2005.

Richard McGrath and Bianca Price, Senior Research Assistants with CERM PI presented their Honours Thesis at the annual ANZALS Conference *'Kangaroo and Kiwi Kulture: Impacts on the Leisure Experience'*, held in Tauranga, New Zealand, 30th November to 3rd December 2005.

Gary Howat presented papers at the 14th International Conference on Comparative Management, National Sun Yat Sen University, Kaohsiung, Taiwan; and the 5th International Conference on Business Management, National Kaohsiung University of Applied Sciences, Taiwan during the week of 5-9 December 2005.

Additionally he facilitated workshops for Taiwan industry practitioners on measuring service quality (a) for hotels and restaurants, and for aquatic centres. Both workshops were organised by the Department of Tourism, National Kaohsiung University of AS.

Recent Publications

Gary Crilley's paper titled 'A Case for Benchmarking Customer Service Quality in Tourism and Leisure Services' was recently published in the *Journal of Hospitality and Tourism Management*, Vol. 12, No.2, 2005.

The article reports on a study at Adelaide Zoo and proves a baseline profile of adult customers, their perceptions of service quality at the zoo and implications for management.

CERM PI (UniSA) has a Memorandum of Understanding with the Royal Zoological Society of South Australia and has conducted a number of service quality related projects with both Adelaide Zoo and Monarto Zoological Park.



Developing Managers for Parks & Leisure short course

Sunday 24th to Friday 29th September 2006
University of South Australia, Mawson Lakes Campus

(A UniSA Graduate Certificate accredited course)

Benefits

By attending this course, you will:

- **Identify and develop** your own management qualities
- **Apply** evidence-based management practices
- **Critically review** the roles and performance of project teams
- **Manage** with greater confidence and professionalism
- **Open** important doors to industry networks
- **Learn by doing** in project based teams

Course Fee (all inclusive): A\$1,550.00 (+ GST)



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**CERM PI® team members would like to
take this opportunity to wish you
a very Happy Christmas and
safe New Year.**