



ECU BUSINESS FLASHLIGHT CHINA'S TOURIST BOOM: OPPORTUNITIES FOR WESTERN AUSTRALIA

Edith Cowan University's School of Business and Law invite you to the ECU Business Flashlight, a regular forum for researchers and practitioners to engage in collaborative dialogue with industry and government on relevant issues in business and management.

The number of Chinese tourists are set to boom over the coming decade. Fuelled by experience-hungry millennials and a growing middle class, Chinese outbound tourists are expected to double to 220 million travellers by 2025. Tourism Research Australia's most recent survey, finds the characteristics of Chinese travellers in Australia are different from tourists of other source markets in terms of how they spend and where they go. As Western Australia looks to reduce its dependence on the resource sector, it has become increasingly important for us to seize the opportunities to grow the tourism sector and attract Chinese interest. We need to rethink how we market ourselves not only to a new generation, but to a culture quite different from ours. In this forum, Hon. Paul Papalia CSC, MLA along with two leading researchers on Chinese tourism, and a destination marketer from Tourism WA will provide their insights and discussions on this topic.

When: Friday, 28 July 2017

**Where: The City of Perth Library Auditorium
573 Hay Street, Perth**

**Time: 17:15 - 17:30 Registrations
17:30 - 18:50 Presentations
18:50 - 19:30 Networking over refreshments**

To register and obtain and obtain your free admission pass for this event, please log on to the Eventbrite website:

<https://ecubusinessflashlight22017.eventbrite.com.au>

Kind regards,

Associate Professor Hadrian Djajadikerta
Associate Dean Research
School of Business and Law

Keynote Speaker:

[Hon. Paul Papalia CSC, MLA](#) is the Minister for Tourism, Racing and Gaming, Small Business, Defence Issues, Citizenship and Multicultural Interests. Paul served in the military for 26 years, in that role he served in the counter terrorist squadron of the Special Air Service Regiment and was deployed on operations to Iraq on two occasions. He was awarded the Conspicuous Service Cross and Commendations from both the Land and Maritime Commanders before leaving the service in early 2004. Paul was elected to the seat of Peel in February 2007, then elected to the new seat of Warnbro in September 2008 and re-elected to that seat in 2013 and 2017. Paul served in the Shadow Ministry after WA Labor lost office in 2008 as Shadow Minister for Tourism, Corrective Services and Defence Issues. In March 2017 Paul was appointed as a Minister in the new McGowan Government.

This forum will also feature the following presenters:

[Professor Sam Huang](#) is a Professorial Research Fellow in the disciplines of Tourism and Services Marketing at ECU's School of Business and Law. He is internationally recognised as a prolific tourism researcher and one of the world leading scholars on Chinese tourism. He has previously worked in Beijing for the China National Tourism Administration (CNTA) as a central government official. Professor Huang is a founding fellow of the International Association for China Tourism Studies (IACTS), and the founder of the Australia-China Tourism Forum.

Dr George Chen is Principal Analyst and Manager of National Tourism Forecasts at Tourism Research Australia (TRA), Austrade. His team produces forecasts on Australia's inbound, outbound and domestic tourism. Dr Chen is also TRA's China tourism expert, managing research projects in this area. George has previously worked as an economist and policy advisor across various Australian Government departments including the Department of Industry and the Treasury.

[Ms Louise Scott](#) moved to Perth from Aberdeen in Scotland in 2011 and in January 2016 joined Tourism WA as Executive Director Strategy, Brand and Marketing Services. She has extensive experience in leading destination marketing in Australia and overseas and recently led the creation and launch of the 'Just another day in WA' campaign. Prior to joining TWA, Louise headed up Marketing, Communications and Events for the City of Perth and has held a number of senior roles in both the public and private sector. She has more than 20 years' experience across tourism, economic development, destination marketing and events management.