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UNIVERSITY'S INVESTMENT IN TOURISM RESEARCH ALREADY PAYING DIVIDENDS

There is a real buzz in the CTSR with the appointment of five new Research Fellows, three of whom were appointed under the University's Priority Research and Innovation Program (PRIP). Even though these staff only commenced over the last 6 weeks, already there has been success with research grants that has enabled the Centre to employ more staff. The Centre is tracking ahead of its projected research income for the year and there are many exciting opportunities likely to be realised in the second half of the year.

Since returning to the university in late 2007, Professors Jago and Deery have expended considerable effort in establishing and developing research partnerships between the Centre for Tourism and Services Research and a range of public and private organisations. The appointment of Professor Terry Delacy to champion the Centre's climate change research agenda greatly enhanced the CTSR's range of research contacts particularly in the international market and Professor John Breen has added his extensive list of small business contacts to the Centre's database.

Although Professors Deery, Delacy, Breen and Jago brought a wide range of research partners to the CTSR during 2008, there were not the staff resources available within the Centre to capitalise on these opportunities. At the end of 2008, the University agreed to provide funding to the CTSR under PRIP that would enable some research fellows to be appointed. As a result, three Research Fellows commenced in April in the new research areas. Dr Helene de Burgh-Woodman is working with Marg Deery in the Wellness Tourism and Wellbeing Program, Rodney Con Foo is working with John Breen in Small Enterprise Management and Emma Calgaro is working with Terry Delacy in Tourism and Climate Change. Success with other research grant opportunities has enabled the employment of Dr Min Jiang to work with Terry Delacy on an AusAID funded project in the South Pacific and Dr Birgit Muskat to work with John Breen

and Leo Jago on a range of funded projects.

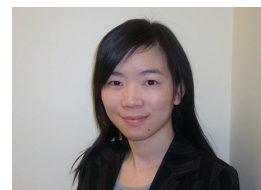
With the support received from the University under PRIP along with continuing financial support from the Faculty of Business and Law, the CTSR aims to be Australia's leading tourism research centre within 3 years with a strong international reputation. The Centre is well on the way to achieving this goal. Photos of four of the new Research Fellows are presented below.



Dr Helene de Burgh-Woodman



Mr Rodney Con Foo



Dr Min Jiang



Dr Birgit Muskat

1000 UNIQUE USERS

In May 2009, **Bo Zhu** from the Institute for Sustainability and Innovation at Victoria University's Werribee Campus became the 1000th person to conduct experiments at the Australian Synchrotron.

In a project led by **Mikel Duke** (Victoria University) and **Anita Hill** (CSIRO Materials Science and Engineering), Bo used synchrotron powder diffraction to investigate changes in the crystallinity of zeolite samples exposed to sea salts.

He successfully tested zeolite powders on high-throughput sample stages designed by CSIRO scientists **Danielle Kennedy** and **Matthew Hill** that enabled over 600 samples to be analysed in 72 hours of beamtime.

The researchers are looking at how zeolite interactions with different seawater ions can influence structural rearrangement and ion exchange. The synchrotron experiments will enable a better understanding of how such changes affect the performance of zeolite membranes for desalinating seawater. Synchrotron powder diffraction results identified slight structural changes between the original zeolite and the same zeolite treated with a sea salt solution. These slight changes have major consequences in ion-selective desalination performance and will be further investigated. Combined with laboratory experiments, the synchrotron work will help guide the design of membrane materials with the potential to substantially reduce the energy required for desalination.

The experiments were supported by a collaborative ARC Discovery Project with CSIRO, the University of South Australia and Arizona State University in the USA.



The Australian Synchrotron's 1000th user, **Bo Zhu** (centre), is congratulated by synchrotron powder diffraction expert **Kia Wallwork** and **David Cookson** from the synchrotron's user office.

HARRY C. BIGGLESTONE AWARD FOR EXCELLENCE IN COMMUNICATION OF FIRE PROTECTION CONCEPTS

Dorothy Bruck and **Ian Thomas** received the 2009 Harry C. Bigglestone Award for Excellence in Communication of Fire Protection Concepts for their paper, "Comparison of the Effectiveness of Different Fire Notification Signals in Sleeping Older Adults."

Co-authors **Bruck** and **Thomas**, both of Victoria University in Melbourne, Australia, were presented the 2009 Harry C. Bigglestone Award for Excellence in Communication of Fire Protection Concepts and a cash prize of \$5,000 from the Fire Protection Research Foundation. The award is named after the late Harry C. Bigglestone, a trustee of the Research Foundation and a fellow and president of the Society of Fire Protection Engineers. Each year the Harry C. Bigglestone Award is given to the authors of the most outstanding paper submitted to Fire Technology during the previous calendar year, as voted by the Editorial Board.

RESEARCH NEWS FROM THE FACULTY OF BUSINESS AND LAW

NEW RESEARCH GRANT FOR EFFECTIVE LEARNING IN SMALL AND MEDIUM TOURISM ENTERPRISES (SMTEs)

Professor John Breen of the School of Accounting has been successful in attracting a major research grant from the Sustainable Tourism Cooperative Research Centre (STCRC) to research effective learning and information channels utilised by SMTEs.

Professor Breen heads a very eminent team for this research, which includes **Professor Brian King** (a tourism industry expert with significant networks in the sector) and **Professor Beth Walker** from Edith Cowen University, Western Australia – an SME expert who has worked with intermediary groups in WA. **Professor Breen** has considerable research experience in studying SMEs for a range of government and industry groups, and heads the Small Business Research Group which is located within the Centre for Tourism and Services

Research. These are both hosted within the Faculty of Business and Law. The grant is valued at \$77,000 and the research will be conducted in the second half of 2009.

The project will deliver an improved understanding about the processes used by SMTEs to access information or undertake learning to make decisions within their business. The research will identify the preferred learning channels of SMTEs and the information sources relied upon. There will be benefits to governments and tourism industry agencies in terms of a more efficient information dissemination approach as well as the potential for greater engagement with SMTEs. This new level of understanding will be based on data systematically gathered via e-survey from SMTE managers in sectors of the tourism industry; from peak bodies serving the industry via telephone interview and focus groups, and augmented by case studies of six SMTE managers and nominated key members of their knowledge community of practice.

EDITORIAL ADVISORY BOARD FOR QUALITATIVE RESEARCH IN FINANCIAL MARKETS

Dr Guneratne Wickremasinghe, a Senior Lecturer in Accounting, has been invited to join the editorial advisory board of a relatively new journal *Qualitative Research in Financial Markets*, a journal of the Emerald Publishing Group. **Guneratne** is already the Executive Editor of the *Asian Journal of Finance and Accounting*, and is the postgraduate research coordinator in the School of Accounting.

Gune notes that *Qualitative Research in Financial Markets* is the first journal to be devoted exclusively to publication of studies in the rapidly-growing area of qualitative research in financial markets. This invitation is a clear example of the esteem in which **Gune's** work is held and we wish him well with this new appointment.

WERC UPDATE

VISITING GERMAN RESEARCH FELLOW

In June 2009, Work-based Education Research Centre (WERC) hosted **Frank Musekamp**, a visiting research fellow from the Institute of Technology and Education at the University of Bremen, Germany. **Frank's** research interests include the establishment of psychometric procedures for competency based assessments in vocational education and training.

PANEL PRESENTATION: THE CHANGING NATURE OF THE TERTIARY EDUCATION SECTOR

On Friday 26th June 2009, WERC hosted a Panel Presentation of The Changing Nature of the Tertiary Education Sector. Four eminent speakers presented their visions from a policy, international, equity and teaching/learning perspective. The purpose of the presentations was to challenge and provoke debate within the sector. Panel members were:

- Jim Davidson, currently the Managing Director of TVET (formerly Deputy Secretary of the Tertiary, Youth and International in the Department of Education, Employment and Workplace Relations (DEEWR))
- **Sally-Anne Wilkinson**, Associate Director, Entry & Further Education at Victoria University
- Frank Musekamp, a visiting research fellow from the University of Bremen, Germany
- **Professor Greg Baxter**, Pro Vice-Chancellor (Teaching and Learning) at Victoria University (VU).

WERC CIRCLE UPDATE

The WERC Circle, a network of researchers and VET practitioners interested in the possibilities of work-based and vocational research, is growing. Over 30 members have participated in events during the last two months covering diverse range of topics including an ERA Update, an overview of VU e-learning tools, the VU Library's research repository and the use of virtual worlds in vocational training.

If you are interested in attending or presenting at a WERC Circle gathering, please contact Mark O'Rourke at mark.orourke@vu.edu.au

VET MARKET AND PRODUCT ANALYSIS PROJECT (VETMAP)

This major project, run by WERC in conjunction with Shea Business Consulting, is designed to help VE program areas position themselves for contestability. Stage 1 of the project is now complete, and has resulted in a range of market, student and competitor analysis tools, as well as four initial program area reports. Stage 2 will see the project rolled out widely within VE, and will be led by project manager Mark O'Rourke who is on secondment from the School of Creative Industries until the end of 2010.

RESEARCH NEWS FROM THE FACULTY OF ARTS EDUCATION AND HUMAN DEVELOPMENT

POLICY CHANGE TO US NATIONAL FIRE ALARM CODE

Research conducted at VU by Professors **Dorothy Bruck** (SSP) and **Ian Thomas** (CESARE) and Dr **Michelle Ball** (SSP) on the waking effectiveness of different emergency notification signals has led to a major policy change in the US code on smoke alarms. In early June the US National Fire Alarm code was changed by unanimous consent to mandate a 520 Hz square wave alarm in all residences where someone identifies themselves as having hearing loss and has mandated the phased introduction of the same low frequency alarm in all commercial sleeping rooms. Thus the 520 Hz square wave signal will replace the current high pitched signal in the relevant US smoke alarms. This signal was first 'discovered' at VU and has been extensively tested at VU with different populations. The code was also changed to mandate bed shakers for the deaf, and this change was based on the VU work showing the ineffectiveness of strobe lights for waking sleepers. The work has been a collaboration between staff in the Psychology Discipline and CESARE. In recognition of their pioneering research in this area Professors Bruck and Thomas received the prestigious *Harry C. Bigglestone Award for Excellence in Communication of Fire Protection Concepts* (as discussed above) in early June, where a video documenting their work was played to a Chicago conference audience of over two thousand fire safety personnel and researchers.



A smoke alarm



A bed shaker

RESEARCH BOOK PUBLICATION

A co-authored research monograph by **Jennifer Laurence** (SSP) and **AI/Prof. David McCallum** (SSP), *Inside the Child's Head: Histories of Childhood Behavioural Disorders*, has recently been published by Sense Publishing (Rotterdam and Taipei, May 2009).

Their book traces the emergence of biomedical diagnoses of behaviour disorders in children. It provides a new critical counterpoint to the kind of 'myth-or-reality' debate on childhood disorders. Social policy debates about ADHD, for example, inasmuch as they are conducted around essentialist dichotomies of 'the biological' and 'the social', lead into a philosophical cul-de-sac. The authors suggest that understanding and acting upon childhood disorders lie not so much in elucidating grand philosophical and etiological questions, or in pinning our hopes on new scientific discovery of what is going on 'in the child's head', as in the historical possibilities of the present-day make-up of this 'inside'.

Inside the Child's Head provides an account of the historical contexts in which the biomedical and social bases for disorders have been formulated, showing that both sets of understandings draw on common phenomena and use similar instruments to reach their conclusions. It goes on to outline a series of formative locations whence particular and localized governmental problems to do with managing discrete populations rub up against fairly inauspicious technical solutions, focused on pivotal events in specific institutional and social spaces. These include changes to the spatial organization of classroom; changes in the science of policing social space; the war-time development and extended clinical deployment of the electroencephalograph; the hand-in-hand emergence of computer and cognitive science; and the effects of the computer itself on the way we conceptualize brain-space. The book treats the appearance of the child with behaviour disorder as an achievement of various agencies of science-and-government, rather than an initial encounter for discovering scientific truths.

RESEARCH BOOK PUBLICATION CONTRACT

Dr Adrian Threlfall (SSP) a recent PhD graduate from the School of Social Sciences and Psychology in the Faculty of Arts, Education and Human Development who now lectures sessionally in the School, has won a prestigious book contract for a monograph based on his doctoral research. Titled *Fighting the Jungle War*, Adrian's book traces the evolution of the combat arms of the Australian Army from 1941-75. It focuses upon the development of jungle warfare from the early days against the Japanese in the South-West Pacific campaigns of WWII, onto the Malayan Emergency of the 1950s, the confrontation with Indonesia in Borneo (1963-66), and culminates with Australia's involvement in the Vietnam War. *Fighting the Jungle War* will be published by Allen & Unwin in June 2011. Adrian's PhD was supervised by Professor Phillip Deery.

RESEARCH LEAVE

Professor Phillip Deery has just returned from 6 months' research leave in New York, where he was featured in "Progressions", the latest New York University Library Newsletter: *Scholar Studies Cold War Dismissals of NYU Faculty*:

"Phillip Deery, Professor of History at Victoria University in Melbourne and a scholar of the early Cold War in Australia, Great Britain and the United States, has a Tamiment Library fellowship this spring to research the episode using documents in the NYU Archives. Deery is also conducting research in Tamiment on the Cold War persecution of the Joint Anti-Fascist Refugee Committee (JAFRC). Tamiment's extensive collections of personal papers include those of many JAFRC organizers and members." [extract]



Professor Phillip Deery

RESEARCH BOOK PUBLICATION

Dr John Tully has just had his second novel accepted for publication by Hybrid Press. *Infinities of Soul* is a crime novel set in Tasmania and is quite different in setting and themes to his first novel *Death is the Cool Night* (Papyrus Press), set mostly in Germany. John's main focus remains historical works, with creative publications being a secondary focus.

VU HOST OF UPCOMING CONFERENCE

VU is hosting next year's Australian Association for the Advancement of Pacific Studies Conference in June (AAAPS). Dr Helen Hill (SSP), Dr Irene Paulsen (Education) and Dr Jane Landman (CATA) form part of the organizing committee along with representatives from Pacific communities in Melbourne and other scholars in this field. The conference will combine conventional scholarly presentations with cultural and community activities.

2009 ASIAN STUDIES ASSOCIATION OF AUSTRALIA PRESIDENT'S PRIZE AND DK AWARD NOMINATION

Dr Priya Raghavan's PhD thesis, *Family, politics and popular television: An ethnographic study of viewing an India serial melodrama*, is VU's nomination for the 2009 Asian Studies Association of Australia (ASAA) President's Prize and DK award for Outstanding Thesis on Asia. Priya, who graduated in 2008, worked in CATA and was supervised by Jane Landman and John Sinclair.

SPECIAL STUDIES PROGRAM

Dr Tom Clark (CATA) departs shortly for his Special Studies Program at the Robarts Centre at York University, Toronto. Tom will be located in the Graduate Program in Communication and Culture (an interdisciplinary grouping jointly auspiced by York and Ryerson Universities) in Toronto. This program is internationally recognized for its strengths in research, graduate education, and professional knowledge transfer within several key fields of my work for VU: communications, rhetoric, public relations, and cultural studies. Tom plans to conduct and publish interdisciplinary research into Canadian and comparative problems in communication and rhetoric; and expand VU's connections with an important group of empirical researchers in legal-professional studies (many of whom are based in Toronto). Tom will also develop and implement a new graduate module on Spoken Communication in collaboration with Faculty staff of the Program.

BENEFITS OF OPEN ACCESS CLEARLY OUTWEIGH COSTS IN THREE EUROPEAN COUNTRIES

For Denmark, the United Kingdom and the Netherlands free access to scholarly materials could offer significant benefits not only to research and higher education but also to society as a whole. This has been calculated by Australian economist Professor John Houghton in studies which have taken place in these three countries on the costs and benefits of scholarly communication. He has now summarised these findings in a report commissioned by Knowledge Exchange, which is a partnership of the IT bodies from Denmark (DEFF), the United Kingdom (JISC), the Netherlands (SURFfoundation) and Germany (DFG).

At present universities pay millions of Euros every year for access to scientific and scholarly publications. Businesses, smaller educational institutes, and other organisations often cannot afford the expensive licences needed for access. If the "Open Access" model were to be applied globally, this would allow for increased access to research results for both researchers and the public at large.

In the three national studies the costs and benefits of scholarly communication were compared based on three different publication models. The modelling revealed that the greatest advantage would be offered by the Open Access model, which means that the research institution or the party financing the research pays for publication and the article is then freely accessible. Adopting this model could lead to annual savings of around EUR 70 million in Denmark, EUR 133 million in The Netherlands and EUR 480 in the UK. The report concludes that the advantages would not just be in the long term; in the transitional phase too, more open access to research results would have positive effects. In this case the benefits would also outweigh the costs.

The findings from this modelling suggest that open access alternatives are likely to be more cost-effective mechanisms for scholarly publishing in a wide range of countries (both large and small). Given the potential benefits, it does seem worth while to ensure that there is a level playing field between alternative publishing models. This will reduce the barriers to innovation in scholarly publishing.

The full text of the study can be downloaded from the address:

<http://www.knowledge-exchange.info/Default.aspx?ID=316>

Title: Open Access – What are the economic benefits? A comparison of the United Kingdom, Netherlands and Denmark.

Author: John Houghton, Centre for Strategic Economic Studies, Victoria University, Melbourne.

THANK YOU to all who contributed to the content of the Research Matters bulletin.