

CAUTHE 2021 CONFERENCE ONLINE

TRANSFORMATIONS IN UNCERTAIN TIMES: FUTURE
PERFECT IN TOURISM, HOSPITALITY AND EVENTS

Between 9-12 February | #cauthe2021 | We're expecting you!



CAUTHE 2021 TRACK DESCRIPTIONS AND CHAIRS

Table of Contents

CRITICAL APPROACHES.....	2
DESTINATION MANAGEMENT, DEVELOPMENT AND POLICY	3
EDUCATION AND TRAINING.....	4
ENTREPRENEURSHIP AND INNOVATION.....	5
ETHICS, JUSTICE AND SUSTAINABILITY	6
EVENTS, FESTIVALS AND MICE	7
EXPERIENCES	8
HUMAN RESOURCE MANAGEMENT.....	9
INFORMATION AND COMMUNICATION TECHNOLOGIES.....	10
RISK, CRISIS AND RECOVERY	11
SERVICE OPERATIONS MANAGEMENT	12
SPECIAL INTEREST TOURISM.....	13
TOURISM GEOGRAPHIES AND TOURISM ECONOMICS	14
TOURISM MARKETING/CONSUMER BEHAVIOUR.....	15
WELL-BEING.....	16

Critical Approaches

Track Chairs

Erica Wilson, Southern Cross University

Oscar Vorobjovas-Pinta, Edith Cowan University

Tamara Young, University of Newcastle

This track welcomes papers from those who take a critical approach to tourism and hospitality studies. By critical, we align with the principles of the CAUTHE Critical SIG, referring to enquiry that deconstructs the cultural politics of tourism and hospitality research and education, and its wider political, economic, and social contexts. In this track, we wish to actively legitimize spaces and voices for critical modes of inquiry and pedagogy, and welcome a diversity of voice, experience and perspective.

Paper topics or issues could include, but are not limited to:

- Critiquing the concept of 'future perfect' in tourism and hospitality
- Social justice and human rights in tourism and hospitality
- Black Lives Matter, Indigenous tourism, Indigenization in research, education, curriculum
- Antiracism, Whiteness and privilege in tourism and hospitality
- Power, representation, discourse
- Critical perspectives on the impacts of COVID-19: industry, destinations, tourist experience
- Sexuality, LGBTQI+, and gender issues in tourism and hospitality
- Critical methodologies, approaches and paradigms
- Other topics relevant to critical tourism and hospitality.

Destination Management, Development and Policy

Track Chairs

Anne Hardy, University of Tasmania

Laurie Murphy, James Cook University

Michael Volgger, Curtin University

In these increasingly uncertain times, the need for destinations to respond to the needs of both their communities and the tourism industry has never been more pronounced. While economic aspects are important, the COVID pandemic has forced destination managers and policy makers to consider how tourism as a whole contributes to resident well-being and quality of life, as well as the protection of resources and community assets. The theme of this track is on research that focuses on how tourism policy and DMO's can actively engage and collaborate with destination residents and stakeholders to ensure sustainable development of tourism that balances business interests with community needs.

Relevant themes include

- Destination governance
- Destination resident engagement
- Stakeholder engagement
- Collaborative destination planning
- Tourism and community wellbeing
- Destination experience development and management
- Destination development and innovation
- Collaborative entrepreneurship and networked business models
- Alternative DMO funding models
- Collaborative destination marketing
- Tourism policy

Education and training

Track Chairs

Charles Arcodia, Griffith University

Hazreel Hasmi, Le Cordon Bleu Australia

Mieke Witsel, Southern Cross University

Education and training in Tourism, Hospitality and Event Management has always been important, but even more so when the industry has been deeply impacted by the current worldwide concerns. This track invites papers and presentations which explore education and training in its various forms, and its challenges and achievements, including (but not exclusively), topics such as the following:

- Teaching towards an unknown future
- Building dynamic careers
- Experiential learning
- Engaging students in online environments
- Interdisciplinarity in the curriculum
- Virtual and technological enhancement
- Inclusivity and equity
- Rethinking tourism and hospitality and events curricula

Entrepreneurship and Innovation

Track Chairs

Craig Lee, University of Otago

Harald Pechlaner, Catholic University of Eichstätt-Ingolstadt

Marcela Fang, William Angliss Institute

Vanessa Ratten, La Trobe University

Entrepreneurship and innovation provide a way for tourism, hospitality and events to survive in these uncertain times. In order to understand the transformations occurring in the uncertain global business environment an entrepreneurial attitude is required. This will enable tourism, hospitality and events operators to think futuristically but also be proactive about future possibilities. Potential topics that can be covered in this track include:

- Tourism entrepreneurship
- Tourism innovation
- Entrepreneurial thinking in events management
- Creativity in hospitality
- Futuristic behaviour in the tourism industry
- Strategic entrepreneurship in hospitality based on competitiveness
- Sustainable entrepreneurship in tourism

Ethics, Justice and Sustainability

Track Chairs

Julia Albrecht, University of Otago

Mingming Cheng, Curtin University

Raymond Rastegar, The University of Queensland

This track invites papers that contribute to a broad understanding of ethics, justice and sustainability in tourism. Papers that deal with the new ethical, moral and sustainable challenges brought by the COVID-19 crisis are particularly welcome. Regardless of methodology, this Track of conferences papers includes (but is not limited to) considerations of:

- Ethical and moral aspects of tourism consumption;
- Privacy and algorithmic turn in tourism
- Ethical engagement of stakeholders in tourism;
- Facets of responsibility and inclusion in tourism;
- Reconsiderations of sustainability in tourism in a world of continuing and continual crisis; and
- Considerations moving beyond merely “just tourism”; how may we build justice in and through tourism?

Events, festivals and MICE

Track Chairs

Faith Ong, University of Queensland
Insun Sunny Lee, University of South Australia
Isabella Ye, University of Queensland
Judith Mair, University of Queensland
Leonie Lockstone-Binney, Griffith University
Martin Robertson, Edinburgh Napier University

As spaces of gathering and community, events are vital to the social landscape of the spaces in which they operate. With major disruptions to the event industry in 2020, it is timely to reimagine the ways events are held, how they can be designed for greater impact and further explore the roles these events play in our lives.

Suggested topics:

- Event legacies
- Mega-events and host cities
- Festivals and community well-being
- The event workforce
- Sport events
- MICE
- Evolving co-created experiences at events
- Managing events and designing event experiences in the COVID-19 era

Experiences

Track Chairs

Brian King, The Hong Kong Polytechnic University
Effie Steriopoulos, William Angliss Institute
Ina Reichenberger, Victoria University of Wellington

The emergence of global issues such as the coronavirus pandemic has affected the way customers will undertake tourist experiences in the future. This crisis is also seen as an opportunity for transformation. There are likely to be impacts on the broader experience economy. There is wide agreement that experiences will look quite different in the medium as well as in the short term. But how different could experiences be during or post Covid-19? In contributing to this debate, you are invited to contribute your ideas on the following experience related topics:

Suggested topics:

- Experience economy 2.0
- Rethinking experiences
- Experience co-creation
- Transformative experiences
- The destination experience
- Social connections and community well-being
- Pilgrimage experiences and transformation
- Meaningful experiences and spirituality
- Edutainment and tourism
- Mass and customised experiences
- Authentic experiences and motivations
- Perspectives on transformative theories
- Virtual and augmented experiences

Human Resource Management

Track Chairs

Diane Lee, Murdoch University

Edmund GOH, Edith Cowan University

Tom Baum, University of Strathclyde

The issues facing HRM and the workforce in hospitality and tourism have been extremely challenging during pandemic times. They have exacerbated some of the long standing and intransigent workforce challenges in the sector such as turnover, unemployment, service automation, the impact of industry 4.0 developments and intersectional disadvantage. The pandemic has in a way provided an opportunity for the rebirth of hospitality and tourism businesses to enable them to start afresh. The big question is whether industry practice in the area of HRM will change as a result of experiences during the pandemic? In this track, we would welcome submissions around issues that face a post COVID19 world such as working in precarious workplace environments, service automation, working from home, professional identity, un- and under-employment, skills and development, employee mobilities and social exclusion.

Information and Communication Technologies

Track Chairs

Aaron Tham, University of Sunshine Coast

Marianna Sigala, University of South Australia

Ulrike Gretzel, University of Southern California

Information and communication technologies are always at the core of tourism, and their role continuously evolves and is strengthened. All tourism stakeholders need to adapt their behaviors to valorize technological affordances and evolve within the dynamically changing environment: tourists adapt their perceptions and user behaviors; companies face new competitive landscapes and need technologies to compete and survive; governments seek to better understand and regulate technology-induced impacts.

The track invites research looking at the various ways in which information & communication technologies shape and transform the following (but not exclusive) issues in tourism, hospitality and events:

- Destination governance, management and marketing
- Labour markets, work experiences and other employment-related issues
- Education and executive/professional training
- Tourist behaviours and experiences
- Business models, operations and market offerings
- Innovation and entrepreneurship
- Tourism stakeholder collaboration and networking
- Resilience and crisis preparedness
- Research methods, approaches and ethics
- Access, sustainability and equality/fairness

Risk, crisis and recovery

Track Chairs

Brent Ritchie, University of Queensland

David Beirman, University of Technology Sydney

Joanna Fountain, Lincoln University

Joanne Pyke, Victoria University, Melbourne

The track welcomes papers from all scholars relevant to the field with a preference for papers which address the core conference themes of **new perspectives and diversity**. Please note that while papers on COVID-19 will be considered this is not the only crisis event in world tourism and favourable consideration will be given to other topics relevant to the track.

Key topics areas and themes include:

- New perspectives on risk, crisis and recovery management including lessons learned from past crises.
- Case studies of natural hazard events and community responses to them
- Socially and environmentally sustainable responses to natural or human originated disasters
- Application of theory to case studies or themes of risk, crisis and recovery in tourism, hospitality or events
- Strategic approaches to risk and recovery
- Case studies of specific sectors or comparative studies of sectors in managing and/or responding to risk and crisis.

Service Operations Management

Track Chairs

Anastasia Yeark, Kaplan Business School

Erwin Losekoot, NHLStenden University of Applied Sciences

Rajka Presbury, Torrens University - Blue Mountains International Hotel Management

Papers that give us insights into the managerial aspects of service management and that address the changing needs of customers; the challenge of conforming to new rules of operating whilst at the same time delivering service excellence; any aspects of the process, people, information and systems that produce and deliver services. Topics may include, but are not limited to:

- Changing customer expectations
- Managing supply relationships
- Resource utilization
- Service Processes
- Driving operations improvements to meet the new challenges
- Technology and service operations
- Lean and clean operations
- Case studies of best practice
- Experiences and service operations

Special Interest Tourism

Track Chairs

Anna Carr, University of Otago

Connie Loi, Macao Institute for Tourism Studies

Denis Tolkach, James Cook University

Eve Lianping Ren, Macao Institute for Tourism Studies

Naomi Dale, University of Canberra

Timothy Lee, University of the Sunshine Coast

We welcome papers related to the conference theme – *Transformations in Uncertain Times: future perfect in tourism, hospitality and events*, and focusing on innovations in coping with difficult times, changes and modifications in operation and management, observation of consumer behavior change, new norms, forecasting, policy change, risk and governance strategies, collaborations, CSR, and modified marketing practices in special interest tourism, hospitality and events.

The Special Interest Tourism track looks at niche and dedicated areas of tourism including but not limited to;

- Casinos,
- Cultural tourism,
- Food and wine tourism,
- Health tourism,
- Luxury tourism,
- Nature-based tourism,
- Retail tourism, and
- Other special interest tourism areas.

Tourism Geographies and Tourism Economics

Track Chairs

Elaine Yang, Griffith University

Haiyan Song, Hong Kong Polytechnic University

Joseph M. Cheer, Center for Tourism Research, Wakayama University

The Tourism Geographies & Tourism Economics (TG & TE) track seeks to coalesce papers that accentuate broad multi-disciplinary perspectives linking tourism to pertinent geography and economics frameworks. The overarching aim is to enable papers presented in this track to develop towards publication. Track convenors are keen to organize submitted papers into a potential journal Special Issue.

Tourism Geographies

- People, Place and Space: Host and Guest Encounters
- Resilience - Social, Ecological and Economic Resilience to Change

For Tourism Economics

- Tourism Demand Modelling and Forecasting amid COVID-19*
- Social, Economic and Environmental Impacts of COVID-19* – Measurements, Methods and Implications

** Not exclusively COVID-19 related only and may include emphases on other shocks*

Tourism marketing/consumer behaviour

Track Chairs

Anja Pabel, Central Queensland University

Chris Krolkowski, University of South Australia

Gabby Walters, The University of Queensland

Perry Hobson, Sunway University

This track aims to facilitate and deepen the conversations about topics relating to tourism marketing and consumer behaviour in uncertain times. The track will share knowledge about the many aspects needed to embrace transformation, e.g. creative online content/interactive marketing; tourist storytelling by, for and with each other; accessing memories and building value; digital marketing that engages tourist audiences on an emotional level; proactive use of social media to build a loyal community of followers; marketing in times of crisis, i.e. need to diversify target markets; demarketing, etc.

Well-being

Track Chairs

Andreas Zins, Curtin University Malaysia

Sebastian Filep, Hong Kong Polytechnic University

Well-being includes emotional, cognitive and spiritual dimensions of human existence, as well as people's physical and mental health. The global health pandemic has brought the issues of human well-being to the fore in tourism, hospitality and events. In particular, the pandemic has jeopardized well-being of guests and visitors, communities, and workers in our sectors. To ensure a mindful transformation of tourism, hospitality and events, a greater future research focus on health and well-being will be needed.

We invite submissions including, but not limited to, the following topics in tourism, hospitality and events:

- Emotions and well-being
- Happiness, enjoyment
- Quality of life
- Meaning and eudaimonia
- Mindfulness
- Spirituality, meditation
- Mental *health*
- *Physical health*
- Wellness
- Slow time
- Love, kindness, compassion
- Grit and resilience
- Flourishing
- Humor
- Other topics broadly related to well-being of stakeholders in tourism, events and hospitality settings.