



Case Study Workshop

Date: Monday 15 July 2019

Time: 1:30pm – 4:00pm

Location: Southern Cross University, Gold Coast campus, Building B, Level 6.25 Board Room

Workshop aim

The workshop aims to 'train', guide and motivate scholars to develop, write and use case studies for educational purposes. The workshop will be interactive and it will use case studies published in the Journal of Hospitality & Tourism Cases to provide real life examples. The workshop will provide a robust methodology and detailed guidelines on how to write case studies. Pedagogical strategies that can be used for integrating case studies into instructional methods will also be presented.

Agenda

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| 1.30 – 2.15pm | Welcome – Rational and scope of the case study project (Marianna Sigala) |
| 2.15 – 3.00pm | Developing and writing case studies for educational purposes (MS) |
| 3.00 – 3.30pm | Integrating case studies into pedagogical practices (MS) |
| 3.30 – 4.00pm | Where to from here? (ALL) |
| 4.00 – 5.00pm | Drinks and nibbles Building A, Level 4 Function Room |
| 5:30pm til late | Social dinner – Xenia Grill , 58 Marine Parade, Coolangatta, Queensland.
All welcome (costs covered by attendees). |

Key resource: DMO mexico case study xxx (<http://cauthe.org/wp-content/uploads/2019/07/2019-07-15-DMO-mexico-case-study-xxx.docx>)