



# CAUTHE

COUNCIL FOR AUSTRALIAN UNIVERSITY TOURISM  
AND HOSPITALITY EDUCATION

## Newsletter August 2009

*Keeping in touch with members of CAUTHE*



CAUTHE 2010 Hobart Tasmania

### Update on SIGS

The first *International Volunteering and Tourism Symposium* held in Singapore on 15 June included two outstanding keynote speakers.

### MYM 2009

Our second forum aimed at strengthening the relationships with public and private sector tourism and hospitality organisations.

## CONTENTS



MYM and Industry Engagement Seminar

2



Update on CAUTHE 2010

2

### Also inside:



Updates on the Special Interest Groups

3



Update on Member benefits.  
A Word about Student Placements from Hostec.

4

*Our mission: to promote the development of tourism and hospitality education and research.*

## Welcome from the Chair

Welcome to another CAUTHE newsletter. We had a great Mid Year Meeting and Industry Engagement Seminar in July in Sydney and the details are provided below.

We have also included the recent activities of our Special Interest Groups. If you are interested in being involved with any of these SIGs, please email the contact person below.

We have been using *Google Analytics* to analyse website

usage, including statistics such as the number of visitors, visitor origin, traffic sources and top landing pages.

Planning for the CAUTHE 2010 conference is running at full steam. Please note that the deadline for full refereed papers is 1 October 2009 and working papers 31 October.

Best wishes,

Paul Whitelaw, Chair

## Mid Year meeting and industry engagement seminar

The Mid Year CAUTHE Industry Engagement Forum hosted at University of Technology Sydney on Friday 24 July 2009 was the second forum aimed at strengthening the relationships with public and private sector tourism and hospitality organisations.

The topic of the forum was related to *Tourism and Hospitality in a Dynamic Work* and the issues and challenges associated with this dynamic, turbulent and rapidly changing world.

### Program

The session included two academic speakers and an industry speaker:

1. Associate Professor Dianne Dredge, Southern Cross University, spoke about the importance of improving the clarity and certainty around event planning and helping

local government to improve its assessment of events.

2. Ms Carolina Roman, Monash University, spoke about climate change vulnerability and adaptation in alpine tourism regions.
3. Mr John King, CEO of Australian Tourism Export Council, spoke about the Jackson report, research trends and the STCRC.

These presentations were then followed by a lively open discussion and then networking drinks.

### Compendium of research projects

To complement the academic and industry speakers CAUTHE produced a compendium of member research projects related to the theme is available for download from the Members only area of the website.



*The forum was well attended with 20 organisations and universities being represented.*

## Update on CAUTHE 2010



Salamanca Place, Hobart Tasmania

**Call for full refereed papers  
deadline 1 October 2009**

### 2010 CAUTHE PhD Workshop

A one day CAUTHE PhD workshop will be held on Monday 8 February 2010 (the day before the commencement of the 2010 conference). The workshop will take place in the Grand Chancellor Hotel, Hobart and will include guest speakers and a discussion facilitation session coordinated by academics from Australia and overseas.

**All CAUTHE members are encouraged to mark this date in their diaries and communicate this date to PhD students.**

The cost of the workshop will be \$100 (or \$50 for full-time students who have registered and paid to attend the conference). Students will be able to book a place at the workshop via the conference website later this year. Enquiries should be directed to [Dr Brent Ritchie](#).

For more conference information go to [CAUTHE 2010](#).



**BEST** Education Network  
**THINK TANK IX**  
*The Importance of Values in Sustainable Tourism*

*First International Symposium on  
 Volunteering & Tourism*

## Updates on the Special Interest Groups

### Tourism and Volunteering

The first *International Volunteering and Tourism Symposium* was held at the James Cook University, Singapore campus on 15 June 2009, prior to the BEST Education Network Think Tank IX. The symposium was a joint initiative between the CAUTHE and ATLAS Special Interest Groups and the BEST Education Network. CAUTHE was a major sponsor of the symposium signaling a new era in CAUTHE's international collaboration and engagement.

The one day symposium included abstracts, full papers and two roundtables. The symposium included two outstanding keynote speakers namely, Professor Robert A. Stebbins and Associate Professor Stephen Wearing. The day culminated in a future research agenda for volunteering and tourism.

### Critical Approaches in Tourism and Hospitality

The Critical Approaches in Tourism and Hospitality SIG has organised a one-day Symposium on **Friday 28 August 2009** at the University of Technology Sydney (City Campus) from 9.30 to 5.00pm. The symposium is an opportunity to share completed research or work-in-progress with a supportive group of Critical colleagues.

The group plan to convene a workshop at CAUTHE 2010. Please direct any enquiries to the [co-ordinator](#).

### The Student Experience

A special issue on tourism and hospitality education/learning issues will be published in late 2009 in the *Journal of Hospitality and Tourism Management*. The SIG has proposed a cross university project titled: "*Benchmarking the student experience – are universities looking at the education components or actual student experiences?*"

Interested CAUTHE members are asked to contact the SIG co-ordinators for more information. Expression of interest for other projects in this area welcomed.

### Service Sector Innovation

The coordinators of this SIG are currently developing a research model framework to help direct theory development and applied research conducted by the SIG in the future. They intend to communicate with members via web based collaborative tools such as social networking tools such as Facebook or Sakai. The SIG proposes to meet at CAUTHE 2010.

## Website performance

The website has shown a steady increase in visitation since its launch in February (see Table 1).



For example from 21 July – 20 August 2009 we had a record number of visitors with 1,125 visits from 66 countries/territories. This represented a 49% increase from the previous month.

Other website statistics for the past month include:

- Traffic sources were: search engine (44%), direct traffic (30%) and referred sites (26%).
- Top landing pages were: conference 2010, conference registration and call for papers conferences.
- 1,125 visits came from 66 countries/territories (previous month in brackets):
  - Australia 700 (488)
  - Hong Kong 75 (8)
  - UK 69 (38)
  - NZ 43 (17)
  - USA 27 (27)
  - Malaysia 17 (31)
  - Austria 15 (10)
  - Canada 14 (5)
  - Singapore 14 (6)
  - Germany 13 (7)

After a year of web usage we plan to do a more thorough analysis to inform us how to better drive traffic to the site.

## Update on Member benefits

As a voluntary organisation CAUTHE relies solely on members fees to fund our range of services and activities.

We would like to thank all members who have renewed or joined CAUTHE over recent months. For those whose membership is outstanding or overdue, we would like to continue to provide you with our Associate Member benefits, and we need your financial support.

The CAUTHE executive has been very active in the past 12 months and initiated a number of new initiatives.

One of the benefits for Associate (individual) membership is that you can claim a generous conference discount at CAUTHE 2010. You will save \$90 (earlybird fee) or \$100 (standard fee) on your Conference registration and receive one year's CAUTHE membership + all member benefits.

The discount is NOT available to:

- Chapter (University) directors;
- Non-members whose institutions are Chapter (University) members;
- Fellows;
- Student members; or
- Affiliate (Organisation) directors.

A full list of member benefits are listed on the [website](#).

### A word about student placements by Hostec

With the trend in employees moving towards a career pathway that includes full time, part time, contracts and breaks for learning and lifestyle choices it is important that we recognise these changes and prepare for a new landscape in career design.

Hostec is a leading executive

recruitment and training company specialising in the Hospitality & Tourism industry. They understand that strengthening the relationship between education and business is critical, and have been facilitating these engagements for over 10 years.

Hostec are pleased to offer a tailored service to Institutions that are looking for work placements for students and to coordinate organisational design programs to assist undergraduates and post graduates in engaging with industry.

For more information contact Andrew Morley, Industry Engagement Manager on +61 2 8002 0215 or [email](#).

CAUTHE 2010  
Registration is  
now available. For  
more conference  
information go to  
[CAUTHE 2010](#).



Claim your CAUTHE 2010  
conference discount

JOIN CAUTHE NOW >