



# CAUTHE

COUNCIL FOR AUSTRALIAN UNIVERSITY TOURISM  
AND HOSPITALITY EDUCATION

## 2010 Executive



Chair  
Brent Ritchie



First Vice Chair  
Dianne Dredge



Treasurer  
Kirsten Holmes



Secretary  
Elspeth Frew

Dear CAUTHE Members,

Welcome to the August 2010 CAUTHE post Mid Year Meeting (MYM) newsletter. It was extremely pleasing to see over 30 members at the recent MYM and Research Engagement Forum. Thanks to Victoria University for providing the venue. The feedback from members on the forum has been very positive. The executive are very keen to help establish research linkages with government and industry and provide much needed leadership in research. This engagement role will become increasingly important in the future development and direction of CAUTHE.

Thanks to all members who completed the recent member survey. A total of 116 responses were received. The executive will use this data and the written comments to help update our Strategic Plan and to evaluate our performance as an organisation. Many responses can be compared with the survey conducted in 2007 to track our progress.

CAUTHE is also updating our constitution which is outdated and overly complex. Such a review was deemed necessary as CAUTHE has had many changes to its membership and practices since the constitution was established in 1996. More details on this revision are in the newsletter but a revised constitution will be developed over the coming months for voting at the AGM in February 2011.

In the meantime, please enjoy the newsletter and I look forward to seeing you all at the CAUTHE 2011 conference in Adelaide where we will be *"Creating a Brilliant Blend"*.

**Brent Ritchie**  
**CAUTHE Chair**  
**August 2010**

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## 2010 CAUTHE Executive continued



Second Vice Chair  
Sacha Reid



2011 Conference  
Convenor  
Jenny Davies



Immediate Past  
Conference Convenor  
Alison Dunn



Public Officer  
Perry Hobson



Past Chair  
Paul Whitelaw



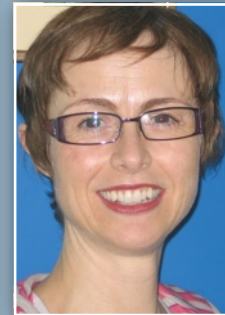
Committee Member  
Michael Hughes



Committee Member  
David Williamson



Committee Member  
Candice Harris



Committee Member  
Fiona Wheeler



CAUTHE Secretariat  
Penny Jose

For more information about the executive committee go to: [www.cauthe.com.au/about.html](http://www.cauthe.com.au/about.html)

*Tourism: Creating a brilliant blend*

8–11 February 2011

The Hawke Centre  
University of South Australia, Adelaide



## CAUTHE 2011 Conference



University of  
South Australia

Organisation for the 2011 CAUTHE conference in Adelaide is well advanced. The theme, "Tourism: Creating a Brilliant Blend" allows the School of Management at the University of South Australia to showcase the diversity of talent and product in the region, and encourages scholars to consider the notion of blend in tourism and hospitality education and research.

The conference will commence with a PhD and Early Career Researchers workshop on Tuesday 8th February. Delegates will be welcomed at a lunch on Wednesday 8th February followed by the official opening of the conference; the first day closing with a Welcome Reception. The conference will run until Friday 11th February and will conclude that night with the conference dinner which will give attendees the opportunity to celebrate CAUTHE's 21st birthday.



*Adelaide on the banks of the Torrens River*

The conference has programmed times for the Special Interest Groups and the CAUTHE AGM. The program will also include offsite sessions in wineries in the beautiful Adelaide Hills.

Special features of the 2011 conference will be to:

- Go back to its university roots - the main venue is in the centre of the city of Adelaide at the City West Campus of the University of South Australia
- Offer registration fees at current, or lower, levels without compromising quality
- Provide opportunities for flexible presentations

- Have a range of exciting keynote speakers and panels
- Hold a half day of the conference off site - in the beautiful Adelaide Hills
- Encourage delegates to experience our magnificent South Australian food and wine
- Offer a dinner to celebrate CAUTHE's 21st birthday on the final night
- Celebrate 21 years of annual CAUTHE conferences

### Papers

Papers can be submitted now!

Refereed research papers due Thursday 30 September 2010

Working papers due Sunday 31 October 2010

<http://www.fcconventions.com.au/CAUTHE2011/papers.html>

Membership for CAUTHE will be available at registration with a discount registration for CAUTHE members.

Go to <http://www.fcconventions.com.au/CAUTHE2011/> for more information.



*Lenswood Estate Winery in the Adelaide Hills*

## Special Interest Groups

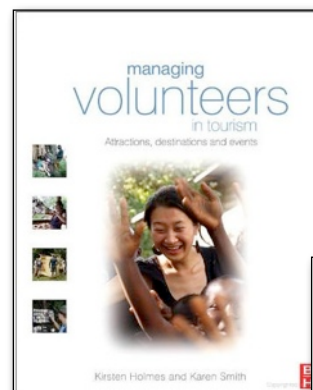
CAUTHE currently supports four Special Interest Groups (SIGs). Full details on their past and future activities can be found on the SIG section of the CAUTHE website. Highlights are below:

- The Critical Approaches in Tourism and Hospitality (CATH) are planning a full-day symposium for November 2010 in the Gold Coast/Byron Bay area. This will focus on a discussion of targeted draft papers for a forthcoming special issue of the Journal of Hospitality and Tourism Management. A new Hospitality and Society journal is also being edited by three of the SIG members: Conrad Lashley, Paul Lynch and Alison McIntosh.
- Lisa Ruhanen, Elizabeth Roberts and Noel Scott are organising a CAUTHE Student Experience SIG Forum entitled "Fostering Collaborative and Innovative Industry Academic Educational Alliances" on Friday, 8 October, 2010, at Bond University, Gold Coast, Australia. A call for abstracts has recently been distributed to CAUTHE members and are required by the end of August.
- Tourism and Volunteering SIG members Kirsten Holmes and Karen Smith have recently published a book titled *Managing Volunteers in Tourism: Attractions,*

*Destinations and Events* (Elsevier Butterworth-Heinmann). The book includes case studies by other SIG members Deborah Edwards, Leonie Lockstone and Tom Baum. In November 2010, Stephen Wearing and Kevin Lyons will be holding a half-day seminar at UTS that focuses on Gap Year and Volunteering. This will be directed at prospective gap year participants and their parents.

Please visit the SIG's page on the website to learn more and join the SIGs:

<http://www.cauthe.com.au/sigs.html>





## 2010 Research Engagement Forum

The 2010 Research Engagement Forum was held after the Mid Year Meeting on Friday 6<sup>th</sup> August, 2010 in Melbourne. This was the third forum organised by CAUTHE aimed at strengthening relationships with relevant public and private sector organisations. The forum was well attended with over 30 individuals participating across 13 universities and 5 government and industry organisations.



*Mr Wayne Calder, General Manager, TRA at the Research Engagement Forum*

The forum was titled “The Research Landscape” for Tourism and Hospitality: Challenges and Opportunities. The forum helped members to understand the changing nature of the tourism and hospitality landscape, particularly with regard to the National Long Term Tourism Strategy (NLTTS) and its implications for future strategic research. Strategic research priorities and opportunities for

collaboration between our members and government/industry were also discussed.

### Program

The session included three government and industry speakers:

- Mr Wayne Calder, General Manager, Tourism Research Australia,
- Dr Claire Ellis, Chair, NLTTS Destination Management Planning Working Group; and,
- Ms Adele Labine-Romain, Manager, Research and Analysis, Tourism and Transport Forum.

Other government and industry representatives who attended and contributed to the discussion included:

- Mr John Dalton, Tourism Victoria and Chair of the NLTTS Investment and Regulatory Reform Working Group; and,
- Ms Erin Gijselman, Research, Policy and Project Officer, National Tourism Alliance.

The speakers identitiespecially concerning the ‘supply side’ of the industry including labor and skills; investment and regulatory reform; industry resilience; product development and indigenous tourism.

The presentations were followed by a lively open discussion about ways to improve research collaboration and knowledge transfer between universities and industry/government. Some of the suggestions will be followed up by the CAUTHE executive later this year. The forum concluded with networking drinks. For a full summary of the forum please contact Brent Ritchie via e-mail on: [b.ritchie1@uq.edu.au](mailto:b.ritchie1@uq.edu.au)

## Secretariat Report

CAUTHE has had a 60% increase in associate and student members over the past 12 months and now boasts 190 individual member, 22 chapter members and four affiliate members (including Tourism Research Australia and the Tourism and Transport Forum). Many individuals took advantage of the facility to pay membership with the CAUTHE 2010 conference registration fee late in 2009. We anticipate this facility will be available for the CAUTHE 2011 conference.

Since February 2010, 16 associate members and two student members have joined CAUTHE. We would also like to welcome the University of Southern Queensland as a new Chapter member and the Sydney School of Business and Technology as a new Affiliate member.

## CAUTHE in the media

CAUTHE received a mention in The Australian Financial Review article titled “Tourism Degrees Fail to Click.” The article written by education reporter Joanna Mather was published on Monday 16 August and discussed the future of tourism education. CAUTHE Chair Brent Ritchie was quoted in the article along with CAUTHE Fellows Stephen Craig-Smith (from UQ) and Brian King (from VU). Griffith University, UTS and Bond university members were also quoted in the article. The best quote came from Stephen Craig-Smith who said that “Tourism has lost a little bit of its sexiness.” Brian King was a bit more subtle suggesting that tourism education was “off the boil.”

## Mid Year Meeting

The differences between the constitution and current practice, and proposed changes were presented and discussed by members at the Mid Year Meeting. The discussion focused on three main areas: membership, eligibility and voting rights; board of directors and office bearers; structure and quorums related to meetings.



*Dr Brent Ritchie, CAUTHE Chair discussing the strategic plan*

Most of the discussion was concerned with membership and voting rights. Members agreed that CAUTHE had flourished as an organisation but recognised that it needed to simplify and bring its constitution into line with current practices. It was also identified that CAUTHE needed to keep itself primarily as a university based organisation but could welcome private providers as affiliates. It was anticipated that little difference would be made to the current



*Members attending the MYM*

operations of CAUTHE as a result of proposed changes to the constitution. A revised draft constitution would be provided to members for comment in 2010, revised based on member feedback and presented at the 2011 AGM for member endorsement.

As reported at the MYM, the last 12 months has been busy for the CAUTHE Journal, the Journal of Hospitality and Tourism Management. From the period of 2007-2009 there was a growth in journal article downloads from 679 to 8500 and a growth in the number of journal subscribers from 18 to 1206. Journal content is downloaded from 38 countries with the majority of downloads coming from Australia, UK and America. In 2009 the journal published 16 articles. In 2010, 6 articles have been published to date and 3 more are in production. There will also be a special issue on "Health and Wellness Tourism" in conjunction with the TTRA European Chapter in 2010. In early 2011, a special issue on "Cruise Tourism" will be published with UK and NZ guest editors, helping to internationalise the journal. A total of 29 abstracts were submitted for this special issue with a target of accepting 12-14 for publication. In 2011 journal output will rise to 20 per annum and continue on an ongoing basis.

Thanks to Brent Ritchie and Margaret Deery as co-editors, the editorial board and all the authors and referees for their support over the last 12 months.



*Members attending the MYM*

### Council for Australian University Tourism and Hospitality Education

CAUTHE Secretariat: School of Hospitality, Tourism and Marketing Victoria University  
Footscray Park Campus PO Box 14428 MCMC VICTORIA 8001  
Phone: +61 3 9919 4413 Fax: +61 3 9919 4931 E-mail: [penny.jose@vu.edu.au](mailto:penny.jose@vu.edu.au)