



# CAUTHE

COUNCIL FOR AUSTRALASIAN UNIVERSITY TOURISM  
AND HOSPITALITY EDUCATION



## INSIDE THIS ISSUE:

Welcome	1
CAUTHE 2012 conference wrap-up	1
Introducing the 2011 Executive	2
PhD and ECR workshop	2
New fellows at CAUTHE 2012	3
CAUTHE 2012 award winners	5
National Tourism Research Agenda Framework	6
Where are they now? Part 1	7
Special Interest Groups update	8

View CAUTHE 2012 photos at [flickr](http://flickr.com/gp/cauthe/14GqN6)  
<http://flickr.com/gp/cauthe/14GqN6>

## WELCOME FROM THE CHAIR

Dear CAUTHE members

Welcome to our first edition for 2012. The recently concluded conference in Melbourne was a great success and I join all in congratulating La Trobe University for hosting such a successful event. As usual, the Bill Faulkner PhD and ECR workshop was a huge success – thanks to Mike Hughes and Fiona Wheeler for their great work.

I would like to welcome Elisa Backer onto the Executive as a co-opted member and thank Sacha Reid for her service to the Executive.

I was delighted to welcome two new CAUTHE Fellows; Margaret Deery and Geoffrey Crouch.

In this edition we have started a feature

whereby we visit previous winners of the various CAUTHE and conference awards – age certainly has not wearied our three winners from the early 2000's.

Brent Ritchie has been actively representing CAUTHE's interests in various research forum, and especially the commonwealth's Tourism Research Advisory Board.

Please note the following date for your diaries. The CAUTHE mid-year meeting and industry engagement workshop will be held on Friday 10 August at Victoria University. More details to come.

Enjoy your read.

Best wishes  
Paul A. Whitelaw  
CAUTHE Chair

## CAUTHE 2012 CONFERENCE WRAP UP

### Controversy at the first Australasian CAUTHE conference!

The 22<sup>nd</sup> Annual CAUTHE conference was held at the green star rated Melbourne Convention and Exhibition Centre, with a forward-looking theme of *The New Golden Age of Tourism*. Being the first conference since the expansion of CAUTHE to New Zealand, we welcomed many of our colleagues from across the ditch, but not without some controversy. It seems that the lineage of both Phar Lap and pavlovas was set to divide us. However, this was resolved through the presentation of a

'cross cultural' pavlova and a few sparkling wines with Melbourne Museum's Phar Lap at the gala dinner.

There were also some more serious moments at the conference, including the contribution from our international guests in the plenary sessions **and communicating** our research, not only to the academic community, but also out to the wider community. Prof Rick Perdue spoke from the academic journal perspective, while Helen Westerman from *The Conversation*, a collaborative initiative between journalists and academics, introduced delegates to this innovative project. We often

cont page 4

## INTRODUCING THE 2012 CAUTHE EXECUTIVE



Paul Whitelaw  
Chair



Dianne Dredge  
First Vice Chair



Mike Hughes  
Second Vice Chair



Judith Mair  
Secretary



Kirsten Holmes  
Treasurer



David Simmons  
2013 Conference  
Convener



Brent Ritchie  
Immediate Past  
Chair



Sue Beeton  
Immediate Past Con-  
ference Convener



Jenny Davies  
Special Counsel



Fiona Wheeler  
Committee  
Member



Aise Kim  
Committee  
Member



Elisa Backer  
Committee  
Member



Penny Jose  
Secretariat

The CAUTHE Executive committee for 2012 welcomes three new members:

- ◆ Aise Kim, University of South Australia, who is assisting Fiona Wheeler with the PhD and ECR workshops.
- ◆ Elisa Backer, University of Ballarat, who is coordinating the 'Where are they now?' articles about past award winners and assisting with development of a new initiative, a mid-career workshop.
- ◆ Jennie Small has taken over from Perry Hobson after many years in the role of Public Officer.



Jennie Small  
Public Officer

## CAUTHE 2012 PHD AND ECR WORKSHOP

The annual Bill Faulkner Workshop was held in conjunction with the CAUTHE 2012 conference in Melbourne, on February 6. The workshop aims to provide opportunities for learning and networking among PhD scholars and Early Career Researchers with fellow Tourism and Hospitality scholars and senior academics prior to the main conference. This year, Melbourne hosted 50 PhD scholars and ECRs and 22 senior Australian and international academics who volunteered their time and expertise to mentor junior colleagues. Each annual workshop has a different focus and content. The theme of the 2012 workshop was to demystify processes, debunk myths, remove stigma, and reduce fear of failure while providing some practical tips and advice in a collegiate and engaging format.

The morning saw the group divided into two parallel sessions, one for PhDs and one for ECRs. Dr Michael Hughes of Curtin University facilitated an interactive session on the Emotional Journey of a PhD Scholar. The session included a mixture of background information, silent reflection, sharing ideas in pairs and small groups, and general discussion among the group as a whole. Some practical ways for dealing with the emotional ups and downs of the PhD journey were workshopped.

Concurrently, the ECRs and some late stage PhDs attended a diverse and stimulating panel session on Grant Getting and Research Project Leadership. Chaired by Assoc Prof Brent Ritchie, University of Queensland, the panel included Prof David Simmons, Lincoln University, Prof Marg Deery Curtin University, Dr Judith Mair, Monash University and Dr Peter Janssen, Manager, Research De-

## CAUTHE 2012 PHD AND ECR WORKSHOP, CONT....

velopment, Research Services, La Trobe University. The full range of grants was covered from national, international, industry and internal university sources. Perspectives from both the applicant and grant funder viewpoints were presented. The session provided practical insights on the grant getting and project management processes including key success factors.

After lunch, the PhD Scholars were divided into small discussion groups according to their stage of candidacy, while ECR delegates were grouped according to research interest area. Two senior academic fa-

cilitated each group to provide an opportunity for delegates to discuss their research and writing in a more personalised setting. This core session of the Bill Faulkner workshop is highly valued, summed up by delegates as follows:

“Sitting down with a small group of PhD students and senior academics was perhaps the most helpful thing I have done since starting my PhD. Their advice and clarity was invaluable, and may be the difference now for me in producing a good piece of research, to a great one hopefully.”

The final session of the day brought the whole group back together for a panel discussion among the editors of four journals including: Prof Richard Perdue, *J Travel Research*, Prof. Geoffrey Crouch, *Tourism Analysis*, Dr Sue Beeton, *Tourism Review International* and Prof Jack Carlsen, *International J Event and Festival Management*. Each of the editors presented their perspectives on journal publication, including the role of the editor, the submission and review process, and some key success factors on how to get published.



## NEW FELLOWS AT CAUTHE 2012

Fellows are appointed by the CAUTHE Executive in recognition of their enduring commitment to hospitality and tourism education and research and CAUTHE.

The CAUTHE Fellowship was formed in August 2008, with the inaugural Fellows formally invested at the CAUTHE 2009 Conference in Fremantle. Two additional fellows were inducted at CAUTHE 2012 conference, Margaret Deery and Geoffrey Crouch.



CAUTHE's Fellows are:

- ◆ Leo Jago (Chair) - Nottingham University Business School
- ◆ Brian King - Victoria University
- ◆ Stephen Craig-Smith - University of Queensland
- ◆ Jenny Davies - University of South Australia
- ◆ Larry Dwyer - University of New South Wales
- ◆ Bob McKercher - The Hong Kong Polytechnic University
- ◆ Philip Pearce - James Cook University
- ◆ Betty Weiler - Southern Cross University
- ◆ Margaret Deery - Curtin University
- ◆ Geoffrey Crouch - La Trobe University





## CAUTHE 2012 WRAP UP, CONT....

from page 1 discuss 'industry engagement', but neglect the wider community, which *The Conversation* reaches to this innovative project. We often discuss 'industry engagement', but neglect the wider community, which *The Conversation* reaches.

While on the topic of communication, the conference was on Twitter and Facebook, with regular tweets flying around throughout the plenary sessions. On the second morning, **Hospitality** issues were addressed in an entertaining and provocative conversation between Prof Conrad Lashley, Prof John Swarbrooke and Prof Alison Morrison. They brought expertise from not only the UK, but also from Europe via the Swiss Hotel School and Australia.

While the CAUTHE conference is seen by many delegates as one of the few (if only) opportunities for Australasian (and international) academics to discuss their issues and concerns with colleagues, this tends to bore the pants off the industry. So, the **Ideas Factory** was not only opened up to our industry colleagues at no cost, it was sponsored by the Victorian Tourism Industry Council. This session proved to be one of the highlights of the conference, enabling people to present and discuss their research in innovative ways. Through the VTIC sponsorship we have opened up a number of avenues for future engagement.

Responding to feedback regarding difficulties for the **Special Interest Groups** to meet and share ideas, they were given the opportunity to have streamed concurrent sessions as well as two evenings to meet, talk and socialise. This enabled those interested in more than one SIG to participate, as well as some proposed SIGs to find time to meet. The scholarship of **Teaching** was not neglected in

the plenary sessions, with Dianne Dredge and her team providing a timely update on the Australian Learning and Teaching Project, which CAUTHE has supported.

The extremely popular **Great Debate** returned this year, chaired ably by Larry Dwyer with teams of *Aussie Heroes* and *Foreign Devils* arguing whether Australian Tourism was dying and beyond recovery. The audience found it hard to disagree with the compelling arguments of the affirmative team (the Foreign Devils), particularly Hong Kong's takeover of tourism in all forms. As Larry predicted, Brian Wheeler apologised to the Aussie Heroes for winning.

Apart from drinking with Phar Lap and debating with our neighbours, the final gala dinner at the Melbourne Museum provided a great end to the conference, in a venue rarely experienced in this manner. There was much to celebrate, including the prestigious CAUTHE awards (for details on the winners see the Awards section later in this newsletter).

Many thanks to our sponsors – numerous, but notably Le Cordon Bleu, Victorian Tourism Industry Council (VTIC), Tourism Victoria, the City of Melbourne, Tourism and Transport Forum (TTF), Jetstar Airways, the IMAP Group: Cities of Port Philip, Stonington, Yarra, Melbourne and Griffith University. The conference organising team was led by Sue Beeton as Conference Chair, ably assisted by Clare Lade, Lisa Melsen, Paul Strickland and Min Juan (MJ) Deng-Westphal. Finally, thanks go to the La Trobe University Marketing Department, particularly Katrinka Szuhan and Stephen Scoglio for their ability to 'work under fire'!

Sue Beeton, CAUTHE 2012 conference convenor



Welcome reception



Closing ceremony—the Pavlova



Gala dinner—Pharlap and 2013 convenor



Gala dinner—Melbourne Museum

## CAUTHE 2012 AWARD WINNERS

The awards ceremony was held during the Gala Dinner at CAUTHE 2012 conference. The ceremony included the Best Full Paper, Bill Faulkner Memorial Award for Best PhD Paper and Best Ideas Factory presentation. CAUTHE acknowledged for the winners of the PhD and ECR bursaries. Finally, Leo Jago presented the Fellows awards given annually for contribution to Hospitality and Tourism Education and Research.

**The CAUTHE Award for Best Full Paper**

Alana Harris (William Angliss Institute), "Preceding Factors in Joining a Social Network: the Case of Sunbird Caravanners in Northern Australia".

*Presenter:* Roger Haden, Manager Educational Leadership Le Cordon Bleu (Australia)

**The Bill Faulkner Memorial Award for Best PhD Scholar's Paper**

Michelle Thompson, James Cook University, "Segmenting visitors to Tropical North Queensland by Travel Motives" co-authored and supervised by Professor Bruce Prideaux, JCU.

*Presenter:* Brent Ritchie, UQ

**The CAUTHE VTIC Award for Best Ideas Factory**

Uraiporn Kattiyapornpong, University of Wollongong, "Was I born to shop? A comparison between Korean and Australia Tourists in Thailand", co-author Kenneth E Miller, University of Technology, Sydney.

**Early Career Researcher bursary**

Elisa Backer, University of Ballarat, "Partial Industrialisation in Tourism: Modelling Ballarat"

*Presenter:* Mike Hughes, Curtin University

**PhD scholar bursary**

Michelle Thompson, James Cook University, "Segmenting visitors to Tropical North Queensland by Travel Motives", co-author Professor Bruce Prideaux, JCU.

*Presenter:* Fiona Wheeler, Monash University

**CAUTHE Fellows awards**

Fellows award for contribution to Hospitality and Tourism Education and Research: Dr Glen Croy, Monash University (left).

Fellows commendation for contribution to Hospitality and Tourism Education and Research: Dr Warwick Frost, La Trobe University (right).

*Presenter:* Leo Jago



## NATIONAL TOURISM RESEARCH AGENDA FRAMEWORK

### Tourism Research Advisory Board and National Tourism Research Agenda

On Friday 10 February CAUTHE and the Department of Resources, Energy and Tourism facilitated a research engagement workshop. The workshop attracted a good cross-section of researchers from a range of universities and representatives from Tourism Research Australia. The main purpose of the workshop was to identify how *Tourism 2020*–related research project ideas should be developed; and explore how such projects should be supported and co-funded, in particular through the Research Advisory Board. The workshop followed a background briefing document and discussion questions sent to members prior to the meeting.

At the meeting partnerships were identified as a critical component of research collaboration and ARC grant success, in particular industry partnerships. However, given partnerships usually take time to develop, leadership and support by a lead government agency was considered important. In particular, RET may be able to facilitate support for tourism projects that address important priorities in other government departments at Australian Government and state or territory level (such as indigenous employment, innovation, transport and regional development)

In the short-term (one year), several low-cost, high-profile areas where the academic community may increase both their awareness and contribution to the work being undertaken in *Tourism 2020* were identified and three main recommendations were presented and agreed to at the Research Advisory Board meeting on March 2<sup>nd</sup>:

1. Pilot projects will be scoped by Tourism Research Australia in conjunction with CAUTHE members. Consideration will be given to topic areas and possible funding for pilot projects (in the range of \$20,000-\$30,000 per project) will be considered.
2. In consultation with CAUTHE, Tourism Research Australia identifies and invites a CAUTHE representative to attend Tourism Research Committee meetings and Tourism Forecasting Committee

Technical Committee meetings; and

3. Academic researchers be approached in a systematic manner by *Tourism 2020* Working Groups in relation to research. This may include an academic representative on each Working Group to help provide advice and guidance on research matters.

It was noted at the Research Advisory Board meeting that successful short term proposals are likely to identify medium and longer term options. In particular, they should more easily identify and evaluate a range of processes and mechanisms that may assist collaborative ARC Linkage grant applications to address tourism research priority gaps relating to government objectives.

The CAUTHE executive nominated Associate Professor Brent Ritchie to continue to represent CAUTHE members on the Research Advisory Board for a further 2 years. He will work with Tourism Research Australia to processes for pilot projects and integration of CAUTHE members into relevant research meetings and *Tourism 2020* Working Groups. These detailed processes and budget options will be presented to the Advisory Board in their June meeting.

For more information on the Advisory Board meetings, including minutes, please see: <http://www.ret.gov.au/tourism/policies/nlts/workinggrps/research/Pages/default.aspx>

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### DATE FOR DIARIES

**CAUTHE Mid-year meeting  
and industry engagement  
workshop  
6 August 2012**

**Victoria University,  
Melbourne, City Flinders  
campus**

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## WHERE ARE THEY NOW? PART 1

Acknowledging achievement is very important. CAUTHE is conscious of the benefit that can come from recognising talent through offering awards. The recognition of talent allows the collegial environment that is part of CAUTHE to be part of the celebration of achievement and helps encourage people to keep excelling.

But sometimes we wonder. Where are they now? What happens to those recipients of various awards? How have those awards helped the recipient?

In this month's newsletter we feature CAUTHE's first three award recipients to find out where they are now. These three recipients were awarded the 'Best PhD Scholar's Paper' award in 2002, 2003, and 2004 respectively. Here's what we learned.



**Christof Pforr**

*Bill Faulkner Award for Best PhD paper 2002*

Christof was employed at Edith Cowan University when he received the award but shortly after he

took up a position at Curtin University. He is now an Associate Professor in Tourism Management and also Discipline Leader for International Business, Tourism, Hospitality and Events at Curtin University.

Christof feels that receiving the award was a "fantastic recognition" for his work as PhD student and gave him "a lot of encouragement to continue in my research endeavours". He says "I am not sure if the award itself played a particular role in my career path, but it has certainly made my research known amongst the CAUTHE community, which was great." Christof feels that awards that value PhD students and ECRs are important.



**Lisa Beesley**

*Bill Faulkner Award for Best PhD Paper 2003*

Shortly after being awarded her PhD in August 2003 Lisa worked in Vietnam at RMIT International University in

Hồ Chí Minh City. Upon her return to Australia in 2006 she took up a research position with UQ School of Tourism. In late 2008 she left to join Griffith University and is now a Senior Lecturer. She is

also Honours Program Convenor Nathan campus and currently undertaking a Graduate Certificate in Higher Education.

Lisa feels that winning the award gave her a greater sense of confidence in her work and her abilities and gave her a more solid foundation on which to build her career. She thinks that the education program CAUTHE offers to PhD students "is of immense value".



**Aggie Wegner**

*Bill Faulkner Award for Best PhD Paper 2004*

Since winning the Bill Faulkner Award Aggie completed her PhD at Murdoch University. She

then worked as a research fellow on a project in collaboration with colleagues from Monash University. After the completion of the project she was offered a research fellow position at Charles Darwin University, in Darwin, NT, in the School of Social and Policy Research. After 1.5 years she was offered the inaugural position of academic postgraduate advisor in the Faculty of Law, Education, Business and Arts. In 2011 I became the Sub-Dean Research and Research Training in her faculty.

In January 2012 Aggie took up the Associate Dean Research and Research Training position in addition to her role as Senior Research Fellow. She's also an elected member of CDU's Academic Board and CDU's Research and Research Training Committee.

Aggie believes that winning the CAUTHE award has positively influenced her work as well as belief in her abilities. She be-

lieves that the award is viewed positively when she's applied for positions and helped her in securing the jobs she applied for. Aggie says that the CAUTHE network has furthered her research by providing her with collaborative opportunities and has even resulted in long term friends.

More past award winners to come in the next issue. By Elisa Backer

### STOP PRESS—CAUTHE 2013

#### Conference bursary applications now open!

The call for PhD and Early Career Researcher bursary applications for the 2013 CAUTHE conference in Christchurch, New Zealand is currently open.

Each bursary includes the Bill Faulkner PhD and ECR workshop and CAUTHE conference full registration fee plus \$1000 toward travel and accommodation for the conference.

Deadline for submission of applications is September 1, 2012.

Visit

[http://www.cauthe.com.au/phd\\_and\\_ecrs.html](http://www.cauthe.com.au/phd_and_ecrs.html) to download the guidelines and application form.

## CAUTHE 2013 conference



## Call for papers is now open!!

- Full papers due 1 September
- Working papers due 1 October

We look forward to welcoming you to the first CAUTHE conference in New Zealand.

For more information go to [www.cauthe2013.com](http://www.cauthe2013.com)

## SPECIAL INTEREST GROUPS UPDATE

**Events Studies**

The SIG meeting at CAUTHE was attended by 20 delegates. Planned activities include a special issue of the *International Journal of Event and Festival Management* on Research Methods and Trends in Festivals and Events and a workshop later this year to be held at SCU.

Event studies paper stream at CAUTHE was also well attended, with SIG members presenting all the papers in the stream.

Judith Mair, Monash University & Michelle Whitford, Southern Cross University

**Teaching and Learning**

The Teaching and Learning meeting at CAUTHE was attended by approximately 20 delegates. At this meeting the following initiatives and activities were discussed:

- Strong alignment between the SIG and the ALTC Project will provide direction for the SIG over the coming year.
- Pierre Benckendorff linked the ALTC project to the im-

pending need to develop academic standards for tourism and hospitality education under the AQF. Further investigations about the potential development of TH&E standards will be undertaken in THE-ICE benchmarking session below.

- THE-ICE benchmarking session will be on academic standards for tourism, hospitality and events education. Sponsored by UQ (June, 2012), the program currently under development and will be of interest to SIG members.
- Glen Croy suggested a mid-year workshop on research skills development aligned to a current ALTC project, which SIG members will investigate

Pierre Benckendorff, University of Queensland & Dianne Dredge, Southern Cross University

**Volunteering and Tourism**

The Tourism and Volunteering SIG met at the CAUTHE 2012 conference to discuss the direction of research in volunteering in tourism. While a number of

projects and ideas were discussed, the consensus was that research needs to be more critical, engage with communities and create a nexus between local and international volunteering.

The SIG will meet again in late 2012 to discuss these issues further with international colleagues.

Simone Grabowski-Faulkner, UTS

**Transport and Tourism**

A new SIG was approved by the CAUTHE Executive in March, the Transport and Tourism SIG. This SIG is intended to provide a forum for CAUTHE members at the intersection of tourism and transport. A number of research and practitioner relevant activities are planned. For more information, please contact the convenors of the SIG.

Gui Lohmann, Southern Cross University & David Duval (Senior Visiting Fellow, School of Aviation, University of New South Wales)

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