

# The Changing Landscape of Tourism and Hospitality: The Impact of Emerging Markets and Destinations

COUNCIL FOR AUSTRALASIAN UNIVERSITY  
TOURISM AND HOSPITALITY EDUCATION

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## Table of Contents

CONFERENCE HOSTS.....	3
CONFERENCE ORGANISING COMMITTEE .....	4
Sub-committees.....	4
CONFERENCE DATES .....	5
CONFERENCE THEME.....	6
Sub-themes and potential paper topics .....	6
LOCATION.....	7
CONFERENCE VENUE.....	7
ACCESSIBILITY .....	8
Sydney Airport .....	8
Getting to the City.....	8
ACCOMMODATION.....	9
DRAFT CONFERENCE SCHEDULE .....	10
PhD, ECR & MCA WORKSHOP .....	11
SPECIAL INTEREST GROUP MEETINGS .....	12
CAUTHE MEETINGS .....	12
SOCIAL FUNCTIONS .....	12
PRODUCTION OF PROCEEDINGS.....	12
MARKETING AND WEBSITE.....	13
SUSTAINABILITY INITIATIVES .....	13
SPONSORSHIP .....	13
STUDENT INVOLVEMENT .....	13
CONFERENCE BUDGET .....	14
Income .....	14
Expenditure .....	14
CONFERENCE TIMELINE .....	16

# CONFERENCE HOSTS

## BLUE MOUNTAINS INTERNATIONAL HOTEL MANAGEMENT SCHOOL

The Blue Mountains International Hotel Management School (BMIHMS) has been providing hospitality education since 1991. The school will celebrate its 25<sup>th</sup> anniversary in 2016. The school was the first of its kind in Australia when it opened and has grown to be recognised as a leading provider of Hospitality Degree Courses. Over 23 years the Leura campus has developed hospitality degree courses where students live and study in a simulated hotel environment. This reflects the famous Swiss hotel school model of teaching and learning. Our Sydney city non-residential campus, located right in the heart of the city's CBD, functions as an executive business centre where 3rd year and postgraduate students complete their studies in purpose built, state of the art lecture rooms and teaching facilities, with wireless Internet and a modern well-equipped library on site.

In 2013, BMIHMS was ranked the number 1 Hospitality Management School in Asia Pacific and Australia (TNS Survey 2014) and at the 2013 Australian Tourism Awards the school won the gold medal for Tourism Education and Training.

The school currently offers 3 undergraduate and 2 Masters programs and employs more than 30 full-time and sessional lecturers and trainers. The school places a heavy emphasis on producing well-rounded graduates who have the practical skills, theoretical knowledge and personal attributes to be the future leaders of industry.



# CONFERENCE ORGANISING COMMITTEE

The conference organising committee will be tasked with providing the strategic direction for the conference. The committee will comprise the following people:

- Dr Scott Richardson: Director of Academic Affairs BMIHMS (Chair)
- Ms Jane Adams: Director of Operations BMIHMS (Deputy Chair)
- Mr Guy Bentley: CEO BMIHMS
- Mr Edmund Goh: Deputy Head of School
- Ms Ariane Lellman: Assistant Director of Operations BMIHMS
- Mr Simon Pawson: Academic Program Manager Sydney Campus
- Dr Zelko Livaic: Chair of Research Committee BMIHMS
- Dr Rajka Presbury: Chair of Teaching and Learning Committee BMIHMS
- TBA: ECR Representative
- TBA: PhD Representative

## Sub-committees

The conference organising will be supported by a number of sub-committees. These sub-committees will include:

- Scientific Committee
  - Professor Brian King, Chair, CAUTHE Fellow
  - Dr Scott Richardson
  - Dr Zelko Livaic
  - Dr Rajka Presbury
  - Mr Edmund Goh
  - Mr Simon Pawson
  - President CAUTHE, Advisor
  - TBA, we are currently approaching a number of colleagues, particularly at Sydney and NSW universities
- Industry Relations and Sponsorship Committee
  - Ms Janette Illingsworth
  - Mr Craig Stewart
  - Mr Philip Maw
  - Ms Lis Bastian
- Finance Committee
  - Ms Diana Xu
  - Ms Fiona Phrakaysone

- Marketing Committee
  - Mr Jerome Casteigt
  - Mr Jerry Siden
  - Mr James Flanagan
- Social and Food & Beverage Committee
  - Ms Jane Adams
  - Ms Ariane Lellman
  - Mr Tom Frawley
  - Mr James Brady
  - Lis Bastian
- PhD, ECR and MCA Committee
  - Dr Zelko Livaic
  - Dr Rajka Presbury
  - Mr Edmund Goh
  - Mr Simon Pawson

## CONFERENCE DATES

The conference will run from Monday 8<sup>th</sup> of February until Thursday 11<sup>th</sup> of February. The PhD and ECR workshop will be held on Monday the 8<sup>th</sup>, with the main conference starting with a welcome cocktail function on the same night. The main conference will then begin with the official welcome and opening keynote speech on the morning of Tuesday the 9<sup>th</sup>.

## CONFERENCE THEME

The proposed conference theme is "The Changing Landscape: The Impact of Emerging Markets and Destinations".

As the number of travellers from emerging markets continues to rise, and the number of "new" destinations develop, the tourism and hospitality industry is faced with a rapidly changing demand for the products and services that are offered.

According to Credit Lyonnais Securities Asia (2014), it is estimated that Chinese outbound tourist numbers will reach 200 million by 2020, more than doubling in a decade. Added to this is the growing middle class in countries such as Brazil, Russia and India, as well as Eastern Europe, which will see outbound tourist numbers from these destinations also increase. Therefore, it is important to understand the needs of these "new" tourists to identify the products and services that these tourists are pursuing.

The number of destinations emerging as alternative tourist destinations, competing for the international tourist, is also growing rapidly. Developing destinations in Asia, the Middle East, Africa, South America and Eastern Europe are challenging many of the more traditional tourist destinations.

Tourism and hospitality educators must also consider the impact that these "new" tourists, and emerging destinations, will have on the skills and knowledge required by graduates. Changes may be needed to the tourism and hospitality curriculum to allow institutions to deliver contemporary and relevant skills and knowledge to graduates of these programs to ensure they can meet the needs of the changing tourism and hospitality landscape.

## Sub-themes and potential paper topics

Some of the key themes and topics are listed below. Papers in other areas related to the theme of the conference are also welcomed.

### Emerging Markets

- Marketing to the "new" tourist
- Rise of the global middle class
- Market segmentation
- Who is the "new" tourist
- Economic Impacts
- Impact on Traditional Markets

### Emerging Destinations

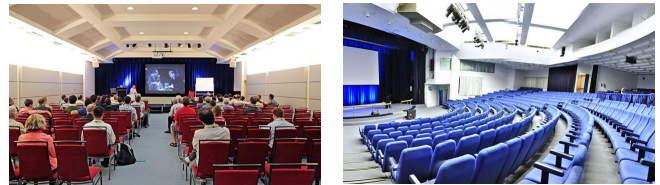
- Sustainability of Tourism Destinations
- Impact on traditional destinations
- Community Based Tourism
- Tourism Planning
- Tourism and Poverty Reduction
- Volunteer Tourism

### Education

- Emerging issues facing both educators and industry
- Re-thinking the curriculum and course design
- Training and Development Needs
- Impact of Technology

## LOCATION

The conference will be held in the Sydney CBD. Sydney is Australia's largest and most famous city. It's home to beautiful beaches, iconic buildings, historic landmarks, award-winning restaurants, and a vibrant culture. From the breathtaking views of Sydney Harbour to the serene tranquillity of Hyde Park, luxury shopping in George and Pitt Streets to bargain hunting in China Town and Paddy's Markets, Sydney has something for everyone. Sydney is home to luxury hotels, fabulous shopping and world-class dining. With the conference venue being right in the heart of the city, delegates will be able to easily walk from their accommodation to the conference venue and have direct access to all that Sydney has to offer.



## CONFERENCE VENUE

### **Wesley Conference Centre**

Located in the heart of Sydney's CBD in Pitt St, a stone's throw from the Harbour Bridge and Opera House, Wesley Conference Centre was designed as a number one venue for conferences, performances, debates and conversations. Every week from this iconic location thousands of guests connect, learn and grow professionally and personally. The Wesley is passionate about connecting people and doing all the good it can, consistent with its vision and values.

Wesley Conference Centre is Sydney CBD's premier conference venue. The tiered Wesley Theatre, with 875 seating capacity and a range of multi-purpose conference rooms, are fully supported by an onsite audiovisual team and catering services. This room can be reconfigured for smaller groups to accommodate 200-300 delegates. Conveniently located in the heart of Sydney's CBD, only 20 minutes' drive from Sydney Airport, Wesley Conference Centre is easily accessible by bus and train. Public parking is available. Accommodation is plentiful with many three, four and five star hotels literally minutes walking distance from Wesley Conference Centre.

Wesley Conference Centre has more than 20 years' experience in the hospitality industry with a diverse range of clients from the public and private sectors.

# ACCESSIBILITY

## Sydney Airport

Sydney airport is one of Australia's most important pieces of infrastructure. It is Australia's international gateway and an essential part of the transport network connecting Sydney to 47 international, 24 domestic interstate and 23 regional destinations (at 31 December 2013). Sydney Airport is conveniently located only 8 kilometres from the city centre.

## Getting to the City

### By Train

Sydney Airport is located just 13 minutes by train from the city. There are train stations located at both the International and Domestic terminals, which operate as part of the Airport Link train service.

The Domestic terminal train station is located directly between T2 and T3 terminals and is accessible from within the terminals from the Arrivals level. The International terminal train station is located at the northern end of the terminal and is accessible from the Arrivals level. Airport Link is a fast and convenient way to reach the centre of Sydney. Trains run approximately every 10 minutes and the journey to the city takes only 13 minutes. The international and domestic rail stations link directly to the City Circle line, which means most city destinations are within a short walk of stations. The conference venue is less than 5 minutes walk from Town Hall Station or Museum Stations.

For more information about Airport Link, including fares, maps and travel planners, visit the [Airport Link website](#).

### By Taxi

Each terminal has its own sheltered taxi rank with supervisors on hand during peak times to ensure a smooth flow of taxis for travellers. Kerbside supervisors can also organise taxis with wheelchair access, five-seaters and maxi taxis for larger groups or station wagons for large amounts of baggage.

Fare estimates:

Sydney City	\$45 - \$55 (one way)
North Sydney	\$55 - \$65 (one way)
Manly	\$90 - \$100 (one way)



## ACCOMMODATION

Sydney has a wide range of accommodation to suit all budgets and tastes. You'll find five star hotels by Sydney Harbour, at Pymont and Darling Harbour and around Circular Quay. You'll also find hostels, backpackers, motels, self-contained apartments and bed and breakfast accommodation in convenient locations close to the city centre or in suburbs nearby. Close to Sydney CBD accommodation are excellent restaurants, bars and five-star harbour and Sydney Opera House views. The below list are some of the hotels that the organiser will obtain special rates for delegates from. Most of these are within walking distance from the conference venue.

Quality	Property	Room Type	Indicative Rate
5 star	Four Seasons Hotel Sydney	Deluxe City View	\$400-425
	Hilton Sydney	Guest Room Plus	\$300-330
	Marriott Sydney Harbour	City View Room	\$380-410
	Shangri-La Hotel	Deluxe Darling Harbour Room	\$425-450
	Sheraton on the Park	Hyde Park View Room	\$440-470
4 and 4.5 star	The Castlereagh	Standard Double	\$160-200
	Adina Apartment Hotel	Standard Studio	\$300-330
	Novotel Rockford Darling Harbour	Standard Twin Room	\$230-260
	Vibe Hotel Sydney	Queen Room	\$180-210
	Rydges World Square	Standard King	\$250-280
	Adina Hotel Sydney Central	Studio Apartment	\$200-230
	Medina Serviced Apartments Martin Place	Premier 1 Bedroom	\$170-200
3 and 3.5 Star	Park Regis City Centre	Express Room	\$250-280
	Ibis Sydney World Square	Standard Room	\$180-210
	Travelodge Sydney	Guest Room	\$170-200
	Ibis Sydney Darling Harbour	Pymont View	\$170-200

## DRAFT CONFERENCE SCHEDULE

The conference will consist of a mixture of keynote speeches, panel discussions, concurrent paper presentations sessions, a research sharing session (poster presentation), and the Great Debate.

The first keynote speech will address the theme of the conference “The Changing Landscape: The Impact of Emerging Markets and Destinations”. This speech will specifically focus on the impact of emerging markets on existing destinations. The ensuing panel discussion would support this theme and expand on what was discussed. This panel would consist of a combination of academics and industry professionals. This panel would also focus on the impacts of emerging markets on existing tourism destinations around the world.

The second keynote speaker would be a representative of industry, an NGO or government department and would focus on the impact of emerging destinations on local communities and traditional tourist destinations. This speech could focus on how emerging destinations can be developed sustainably or how existing destinations can compete with these “new” destinations.

Panel session two would focus on the impact emerging markets and destinations will have on tourism and hospitality educators. It will discuss issues related to curriculum design and delivery and identify why educators must adapt to ensure graduates have the required knowledge and skills to be able to meet the demands of industry.

There will be 6 concurrent sessions to allow researchers to present their work to their peers in a traditional presentation style. The research sharing session will allow researchers to present their work in a more interactive, collaborative style. This session will allow participants to present their work various ways such as through a poster or interactive media presentation.

The traditional great debate will finish the conference in a light hearted, but important, debate surrounding the issues of emerging markets. Utilizing the “emerging” theme of the conference, “emerging” academics (ECR’s, PhD’s) will face off against “traditional” academics in this debate.

	Monday 8 Feb PhD/ECR Workshop BMIHMS City Campus	Tuesday 9 Feb Wesley Conference Centre	Wednesday 10 Feb Wesley Conference Centre	Thursday 11 Feb Wesley Conference Centre
Morning	<ul style="list-style-type: none"> <li>• Workshop Registration</li> <li>• Session 1</li> <li>• Morning Tea</li> <li>• Session 2</li> </ul>	<ul style="list-style-type: none"> <li>• Conference Registration</li> <li>• Opening Ceremony and Welcome</li> <li>• Keynote Speaker 1</li> <li>• Morning Tea</li> <li>• Discussion Panel 1</li> </ul>	<ul style="list-style-type: none"> <li>• CAUTHE Head of Discipline breakfast meeting</li> <li>• Conference Registration</li> <li>• Concurrent Session 3</li> <li>• Morning Tea</li> <li>• Keynote Speaker 2</li> </ul>	<ul style="list-style-type: none"> <li>• Conference Registration</li> <li>• Concurrent Session 5 and SIG Meetings</li> <li>• Morning Tea</li> <li>• Panel Discussion 2</li> </ul>
Afternoon	<ul style="list-style-type: none"> <li>• Lunch</li> <li>• Session 3</li> <li>• Afternoon Tea</li> <li>• Session 4</li> <li>• Conference Registration</li> </ul>	<ul style="list-style-type: none"> <li>• Lunch</li> <li>• Concurrent Session 1</li> <li>• Afternoon Tea</li> <li>• Concurrent Session 2</li> <li>• CAUTHE AGM</li> </ul>	<ul style="list-style-type: none"> <li>• Lunch</li> <li>• Research Sharing Session and SIG Meetings</li> <li>• Afternoon Tea</li> <li>• Concurrent Session 4</li> </ul>	<ul style="list-style-type: none"> <li>• Lunch</li> <li>• Concurrent Session 6</li> <li>• Afternoon Tea</li> <li>• Great Debate</li> <li>• Conference Closing and Handover</li> </ul>
Evening	<ul style="list-style-type: none"> <li>• Informal dinner and networking drinks</li> </ul>	<ul style="list-style-type: none"> <li>• Welcome cocktail reception</li> </ul>	<ul style="list-style-type: none"> <li>• Free Night</li> </ul>	<ul style="list-style-type: none"> <li>• Conference dinner and awards</li> </ul>

## PhD, ECR & MCA WORKSHOP

The annual CAUTHE PhD and ECR workshops will be held on Monday the 8<sup>th</sup> of February, added to these will be the bi-annual mid-career academic workshop. The aim of the PhD workshop will be to create a supportive network for PhD students to discuss relevant issues and seek feedback from experienced faculty from around the world. The ECR workshop will focus on providing new faculty members with mentoring to develop their research, teaching and service agenda to allow them to achieve their academic goals. Both sessions will run concurrently with some sessions possibly running in conjunction.

The MCA workshop will provide MCA's (senior lecturers or 'freshly minted' associate professors), with strategic and practical advice on academic career development through one-to-one mentoring sessions and panel discussions with CAUTHE fellows and senior professors. This workshop will run from 3pm-5pm on Monday the 8<sup>th</sup> of February. There will be no cost to attend this workshop.

The three workshops will be held at the BMIHMS Sydney City Campus and will finish with the networking drinks and light dinner where attendees will join the full conference delegates that arrive on Monday.

## SPECIAL INTEREST GROUP MEETINGS

CAUTHE Special Interest Groups (SIG's) will have the opportunity to meet during the conference. CAUTHE currently supports seven SIG's. Two one and a half hour sessions will be arranged for the groups to meet to discuss the various research agenda's and also introduce the groups to potential new members.

## CAUTHE MEETINGS

The CAUTHE AGM will be held on Tuesday afternoon (9<sup>th</sup> Feb.), together with concurrent session 2. The CAUTHE Heads of program breakfast will be held on Wednesday morning (10<sup>th</sup> Feb.). The conference Chair will liaise with the Chair of CAUTHE to schedule other meetings as required.

## SOCIAL FUNCTIONS

The conference will provide delegates with several opportunities to network through various activities such as:

- Informal dinner and networking drinks
- Welcome cocktail reception at Sydney Tower
- Gala Dinner at Taronga Zoo or similar
- Morning and afternoon teas
- Lunches

## PRODUCTION OF PROCEEDINGS

The conference proceedings will be made available to all delegates via a USB drive in order to reduce excess paper usage. The call for papers for this conference will be issued via the CAUTHE website and mailing list and will also be disseminated through other key email lists (e.g. trinet). The copyright for all papers will be assigned to CAUTHE and the conference proceedings will have an ISBN number. The Scientific Committee will control the call for papers, which will include full papers and working papers, and will be responsible for the paper review process (double blind reviewing). In addition to the paper presentation sessions, a research sharing session will be held with full paper and working papers invited to participate. The paper submission and paper review process will be conducted online using a relevant academic submission platform.

## MARKETING AND WEBSITE

The conference will have a dedicated website which will be ready to go live at the conclusion of the 2015 CAUTHE conference. The conference will be promoted at the 2015 CAUTHE conference as well as other conferences in the Asia Pacific region. Other networks such as CHRIE, Tri-Net, TTRA, PATA etc. will also be utilised to promote the conference. The conference will rely heavily on technology

## SUSTAINABILITY INITIATIVES

The conference will have a green theme and employ a number of sustainable initiatives. The conference will rely heavily on technology and will minimise the use of paper through having the proceedings on usb/online and the program will be delivered through an iPhone/Android app.

## SPONSORSHIP

The Sponsorship Committee will be tasked with raising \$30,000 in sponsorship. This committee will utilise BMIHMS's extensive industry connections (more than 600 industry partners) to attract sponsorship.

## STUDENT INVOLVEMENT

3<sup>rd</sup> year and Masters students enrolled at the Sydney Campus will be heavily involved in the preparation and running of the conference. Event Management students will begin working on preparations for the conference, in conjunction with the different committee's, in term 2 of 2015 (April). Students will be most heavily involved with the sponsorship and social committee's.

## CONFERENCE BUDGET

Blue Mountains International Hotel Management School will take full responsibility for organising, financing and marketing the conference. The school will demonstrate its commitment to the conference by pledging \$10,000 of seed funding towards the costs associated with hosting the conference.

### Income

The major source of income for the conference will be registration fees paid by delegates. BMIHMS will also aim to raise approximately \$30,000 in sponsorship, both cash and in-kind, to go towards the costs of running the conference. In addition to sponsorship, CAUTHE will contribute \$1,500 towards the hosting of the PhD/ECR Workshops.

	Member	Non-Member
Full early bird rate	\$850	\$950
Full standard rate	\$950	\$1,050
1 day registration early bird	\$325	\$375
1 day registration standard	\$350	\$400
Full early bird student*	\$450	\$500
Full standard student*	\$500	\$550
ECR/PhD workshop for those attending conference**	\$50	\$50
ECR/PhD workshop**	\$100	\$100

\*Student rate is for full time students only

\*\*Attendees to both PhD/ECR workshop and CAUTHE Conference pay \$50 additional to their CAUTHE registration

### Expenditure

Membership fees will be collected, as part of the registration fee, and these fees will be paid to CAUTHE at the conclusion of the conference. As per previous conferences, an additional payment of \$25 per delegate will be paid to CAUTHE as a name levy.

The main sources of expenditure for this conference will be venue hire, food and beverage, conference secretariat and social functions. The expenditure also includes a contingency of 5% of total costs.

<b>BUDGET</b>			
<b>INCOME</b>			
<b>Registration Fee (Based on 220 delegates)</b>			
CAUTHE Member - Standard	20	\$950	\$19,000
CAUTHE Member - Early Bird	70	\$850	\$59,500
CAUTHE Non Member - Standard	20	\$950	\$19,000
CAUTHE Non Member - Early Bird	30	\$1,050	\$31,500
Student Member - Standard	10	\$500	\$5,000
Student Member - Early Bird	15	\$450	\$6,750
Student Non Member - Standard	5	\$550	\$2,750
Student Non Member - Early Bird	10	\$500	\$5,000
1 day registration - Member Early bird	10	\$325	\$3,250
1 day registration - Member Standard	10	\$350	\$3,500
1 day registration - Non Member Early Bird	10	\$375	\$3,750
1 day registration – Non Member Standard	10	\$400	\$4,000
ECR/PhD workshop for those attending conference**	45	\$50	\$2,250
ECR/PhD workshop only	5	\$100	\$500
<b>TOTAL REGISTRATION INCOME</b>			<b>\$165,750</b>
<b>Social Functions</b>			
Welcome Reception – Additional Tickets	20	\$80	\$1,600
Conference Dinner – Additional Tickets	20	\$120	\$2,400
Sponsorship/BMIHMS seed funding			\$40,000
CAUTHE contribution to PhD/ECR Workshop			\$1,500
<b>TOTAL INCOME</b>			<b>\$211,250</b>
<b>EXPENSES</b>			
Conference Secretariat Expenses			\$60,000
Venue Costs			\$80,000
Informal Dinner and Networking Drinks	120	60	\$7,200
Welcome cocktail reception	200	80	\$16,000
Conference dinner	240	120	\$28,800
Contingency			\$10,175
CAUTHE name levy	220	25	\$5,500
CAUTHE membership fees (Full)	50	100	\$5,000
CAUTHE membership fees (Student)	20	50	\$1,000
<b>TOTAL EXPENSES</b>			<b>\$213,675</b>
<b>NET POSITION</b>			<b>-\$2,425</b>

# CONFERENCE TIMELINE

Activity	Committee	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16
Agree objectives and format of event with team	COC	█																
Source venue	COC	█																
Confirm venue booking	MC	█																
Confirm Budget	COC/FC	█																
Prepare Marketing Collaterals for Launch Event at CAUTHE 15	MC		█															
Launch Website	MC				█													
Launch event at CAUTHE 15	COC				█													
Confirm Program Schedule	COC					█												
Identify speakers	COC					█												
Launch Marketing Campaign	COC/MC					█	█	█	█	█	█	█	█	█	█	█	█	█
Online Registration System Goes Live	COC					█												
First Call for Papers Announcement	SC						█											
Identify Conference Hotels	IRSC						█											
Confirm F&B Requirements and Social Events	SFBC							█										
Confirm speakers	COC								█									
Second Call for Papers	SC								█									
Prepare program app	CS									█								



