



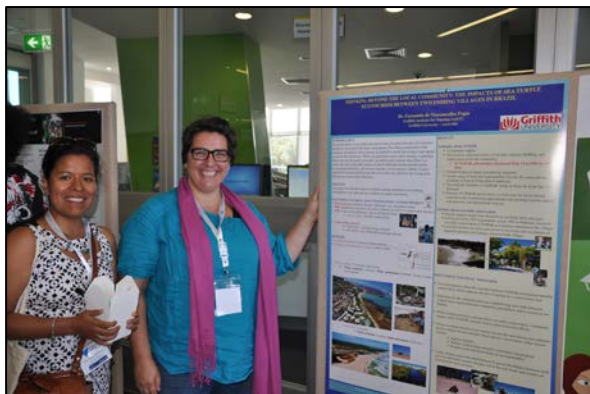
2015 CONFERENCE REPORT

2 – 5 February 2015
www.scu.edu.au/cauthe2015
Gold Coast, Queensland, Australia
Hosted by



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1. CONFERENCE OVERVIEW

1.1 Background and overview

Brief description of background and/or overview of national, environmental and/or other factors which impacted on the conference, attendance, success or otherwise; conference features and initiatives (venue, theme, keynote and/or invited speakers, program, workshops, social activities, format etc) and any other highlights.

The School of Tourism and Hospitality Management at Southern Cross University hosted the 25th Annual CAUTHE Conference on the Gold Coast campus. The CAUTHE 2015 conference theme was ***'Rising Tides and Sea Changes: Adaptation and Innovation in Tourism and Hospitality'***. In keeping with the beach theme, the Committee aimed to create a relaxed, 'on campus' feel, outside of the traditional hotel venue, and focused on having delegates experiencing as much of the Southern Gold Coast as possible. The Committee was also committed to utilising its own Professional Conference Organiser (Dr Peter Wynn-Moylan, who teaches in the SCU events program), as well as the skills of our student and staff volunteers.

The Bill Faulkner Memorial PhD and ECR Workshop was held on Monday 2nd February, just prior to the CAUTHE Conference. This was organised at SCU by Dr Pascal Scherrer, working with Dr Sebastien Filep and Dr Aise Kim. This proved a successful day, and a report on the outcome of this event has been provided separately to the CAUTHE Executive by Dr Scherrer (Feb 2015)..

The CAUTHE 2015 Conference Committee was committed to preserving the traditional format and social activities of the CAUTHE conference, but some aspects of the program had to be modified due to space limitations (lecture theatre capacity) on the new Gold Coast campus. This required transporting delegates to other venues for sessions which required all participants (eg., keynotes and Gala Dinner). For these reasons, all keynotes were grouped together on the first day, and plenary sessions were limited.

Day 1 of the program included the Keynote Speeches (Professor John Tribe, University of Surrey; Professor Betty Weiler, Southern Cross University; Martin Winter, Gold Coast Tourism), followed by lunch, at the Currumbin RSL. Delegates were then transported back to the campus for the first concurrent paper session and Special Interest Group meetings, followed by an on-campus Welcome BBQ. Days 2 and 3 comprised the core program including concurrent paper sessions and The Ideas Factory, with a Cocktail Reception held at Currumbin Wildlife Sanctuary on the evening of Day 2. Day 3 will concluded with the Great Debate facilitated by Professor Larry Dwyer, the conference handover to The Blue Mountains Hotel School, and the Gala Conference Dinner and Awards Ceremony.

The OLT projects featured throughout the program. A number of book launches were also held throughout the program. While paper submission numbers were down compared to the CAUTHEs in previous years, the number of delegates held strong, at a total of 209.

1.2 Conference Program

MONDAY 2nd February SCU Gold Coast Campus CAUTHE 2015 Bill Faulkner PhD Scholar and Early Career Researcher Workshop ***QLD TIME FOR ALL CAUTHE 2015 EVENTS***	
BUS FROM ACCOMMODATION TO SCU GOLD COAST CAMPUS	
8.00am Registration for PhD/ECR Workshop - Building B Foyer 5 th floor	
9.00am Welcome and Introductions – Building B Room B6.25/B6.26	
9.10am Group Activity: Ice Breaker and Speed Networking	
9.30am Plenary Session: Developing Research Quality & Impact: Academic perspective 1 (Professor John Tribe, University of Surrey)	
10.00am Facilitated Group Discussions	
10.30-11.00am Morning Tea (Foyer 6th Floor)	
11.00am Plenary Session: Developing Research Quality & Impact: Academic perspective 2 (Professor Susanne Becken, Griffith University)	
11.30am Facilitated Group Discussions	
12.00pm Plenary Discussion	
12.30pm-1.30pm Lunch (Foyer 6th Floor)	
1.30pm Mentoring Sessions: Review your CV	
2.30pm-3.00pm Afternoon Tea (Foyer 6th Floor)	
3.00pm Plenary Session: Developing Research Quality & Impact: Industry perspective (Frances Cream, City of Gold Coast)	
3.30pm Discussions, Implications & Recap	
4.00pm Panel Discussion	
4.45 Workshop Summary, Acknowledgements & Close	
5.00-7.00pm Welcome Campus BBQ (Outdoor Marquee Building A Ground Level SCU Gold Coast Campus)	
BUS FROM CAMPUS TO ACCOMMODATION DROP OFF POINTS	
Free Evening	

TUESDAY 3rd February CAUTHE 2015 Currumbin RSL and SCU Gold Coast Campus	
BUS FROM ACCOMMODATION PICK UP POINTS TO CURRUMBIN RSL	
8.30am-9.00am Registration and Refreshments on Arrival - Currumbin RSL	
9.00am-9.30am CAUTHE 2015 Opening Ceremony and Welcome Welcome to Country Welcome from CAUTHE Chair, Dr Judith Mair Official Opening, Peter Doggett, CEO, Connecting Southern Gold Coast University Welcome, Professor William MacGillivray, Senior Deputy Vice Chancellor, Southern Cross University	
9.30-10.15am Keynote Address 1 – Martin Winter, CEO, Gold Coast Tourism <i>'The Changing Face of Tourism: A View from the Beach'</i>	
10.15am-10.45am Morning Tea (Sponsored by OLT Setting the Standard Project)	
10.45am-11.30am Keynote Address 2 – Professor Betty Weiler, Southern Cross University <i>'Australian Tourism Researchers' Activity and Output: So Far, So Much, So What?'</i>	
11.30am-12.15pm Keynote Address 3 – Professor John Tribe, University of Surrey <i>'The Tourism Knowledge System'</i>	
12.15-12.30 Keynote Panel Q & A	
12.30pm-1.15pm Lunch	
BUS FROM CURRUMBIN RSL TO SCU GOLD COAST CAMPUS	
Tuesday 3 rd Feb SCU Gold Coast Campus 2.00pm-3.00pm Concurrent Papers Session 1	
3.00pm-3.30pm Afternoon Tea (Foyers Level 5 & 6) CABI Book Launch	
3.30pm-5.00pm CAUTHE Special Interest Group (SIG) Meetings (Building B)	
BUS FROM SCU GOLD COAST CAMPUS TO CURRUMBIN WILDLIFE SANCTUARY	
5.30-7.30pm Currumbin Wildlife Sanctuary Opening Drinks and Nibbles	
BUS FROM CURRUMBIN WILDLIFE SANCTUARY TO ACCOMMODATION DROP OFF POINTS	
7.30pm Coolangatta Dine Around (Optional)	

WEDNESDAY 4 th February 2015	
SCU Gold Coast Campus	
7.30am-8.40am Currumbin Surf Club CAUTHE Chapter Directors' Breakfast (by invitation)	
BUS FROM ACCOMMODATION PICK UP POINTS TO SCU GOLD COAST CAMPUS	
8.00am-9.00am Registration Desk Open	
9.00am-10.30am	
Concurrent Papers Session 2	
10.30am-11.00am Morning Tea (Foyers Level 5 & 6) ChannelView and Earthscan Book Launches	
11.00am-12.30pm	
Concurrent Papers Session 3	
12.30pm-1.30pm Lunch (Outdoor Marquee) + Teaching and Learning SIG Meeting (Room B5.41)	
1.30pm-3.00pm	
Concurrent Papers Session 4	
3.00pm-3.30pm Afternoon Tea (Foyers Level 5 & 6)	
3.30pm-5.00pm CAUTHE AGM and Directors' Meeting (Rooms B3.29/B3.30)	
BUS FROM SCU CAMPUS TO ACCOMMODATION DROP OFF POINTS 1	
5.00pm-6.30pm OLT Setting the Standard Workshop and Networking Drinks (Level 6 Foyer and Room B6.25/6.26)	
BUS FROM SCU CAMPUS TO ACCOMMODATION DROP OFF POINTS 2	
7.30pm Kirra Dine Around (Optional)	

THURSDAY 5 th February 2015	
SCU Gold Coast Campus and Currumbin RSL	
BUS FROM ACCOMMODATION PICK UP POINTS TO SCU GOLD COAST CAMPUS	
9.00am-10.30am	
Concurrent Papers Session 5	
Thursday 5 th Feb 9.00am-10.30am Concurrent Papers Session 5 (Cont'd)	
10.30am-11.00am Morning Tea (Foyers Level 5 & 6) (Sponsored by OLT Online Business Simulations Project)	
11.00am-12.30pm	
Concurrent Papers Session 6	
Thursday 5 th Feb (cont'd)	
12.30pm-1.30pm Lunch and Ideas Factory Presentations (Outdoor Marquee / Building A Foyer)	
1.30pm-2.30pm Concurrent Papers Session 7	
2.45pm-3.45pm 'The Great Debate' (Room B3.29/3.30)	
3.45pm-4:00pm Conference Handover – CAUTHE 2016	
BUS FROM SCU CAMPUS TO ACCOMMODATION DROP OFF POINTS	
BUS FROM ACCOMMODATION PICK UP POINTS TO CURRUMBIN RSL	
6.30pm-10.30pm CAUTHE 2015 Gala Dinner and Awards Ceremony, Theme/Dress: 'Beach Glam'	
BUS FROM CURRUMBIN RSL TO ACCOMMODATION DROP OFF POINTS	
FRIDAY 6 th FEBRUARY SCU Gold Coast Campus: Building B Room B5.40 Office for Learning and Teaching (OLT) Setting the Standard Project (9.00am-3.30pm)	



2. CONFERENCE COMMITTEE

Conference Chair / Convenor: Professor Elizabeth Roberts
Academic Paper / Scientific Committee Chair: Associate Professor Erica Wilson
Ideas Factory / Poster Presentation Chair: Dr Mieke Witsel
Professional Conference Organiser: Dr Peter Wynn-Moylan
Bill Faulkner PhD/ECR Workshop Organiser: Dr Pascal Scherrer



Pascal Scherrer, Erica Wilson, Elizabeth Roberts, Mieke Witsel, Peter Wynn-Moylan

Student Volunteers

Brit Cooling	Jacob Halls	Priyanka Patel
Ros Derrett	Mohd Hairi Jalis	Jammi-Lee Scott
Cherise Addinsall	Taylor James	Sharna Sirris
Errol Almeida	Talia Taylor Jones	Mohit Trivedi
Emily Dunlop	Shreyas Kale	Jenifer Watai
Makyla Egan	Stacey Knight	Han Yin

SCU Staff Volunteers

Grant Cairncross	Sponsors
Bruce Korn	CABI
Julia Caldicott	Taylor & Francis / Informa
Rod Caldicott	Channel View Publications
Kay Dimmock	Goodfellow Publishers
Kaye Walker	OLT Setting The Standards
	On Line Business Simulations
	Elsevier
	SCU Gold Coast Facilities
	Gold Coast Tourism

3. DELEGATE PROFILE

3.1 Delegates by registration type

Registration Type	Earlybird	Standard	Total
Full registration			
• Non-member	20	10	30
• CAUTHE member	24	39	63
Student			
• Non-member	28	1	29
• CAUTHE member	7	24	31
One-day registration			
• Non-member	2	18	20
• CAUTHE member	nil	14	14
PhD/ECR workshop only	4	nil	4
Exhibitor			3
Other			15
		TOTAL	209

3.2 Delegate place of origin

Origin	n	%
Australia	144	69%
New Zealand	18	9%
International	29	14%
n/a or not specified	18	8%
TOTAL	209	(100%)

3.3 Social function attendance

Programmed Social Function	Delegates	Guests	Other	Total
Welcome reception	148	5	14	167
Conference dinner	144	2	15	163
Optional tour(s)	n/a	n/a	n/a	n/a



4. PAPER AND ABSTRACT REVIEW PROCESS

4.1 Paper and abstract reviewers

List / table of paper and abstract reviewers [and institutions] and theme leaders (if relevant)

Aaron Tkaczynski	Geoffrey Crouch	Madalyn Scerri
Ada Lo	Glen Croy	Manli Zhu
Alexandra Bec	Graham Brown	Margaret Deery
Alexandra Coghlan	Grant Cairncross	Matthew Lamont
Alison Gill	Gui Lohmann	Micha Lueck
Alison Dunn	Hanyu Chen	Michelle Whitford
Ambrozio Correia Neto	Harmen Oppewal	Mieke Witsel
Andrea Boyle	Harvey Lemelin	Noah Nielsen
Anne Hardy	Heike Schaenzel	Noel Scott
Antonia Canosa	Helen Breen	Outi Ninnonen
Arianne Reis	Hema Subramonian	Pascal Scherrer
Barry O'Mahony	Insun (Sunny) Lee	Paul Barron
Betty Weiler	Jacqueline Leigh	Paul Stansbie
Beverly Sparks	James Donnelly	Paul Weeks
Bob McKercher	Jamie Murphy	Paul Whitelaw
Brian King	Jan Packer	Peter Forsyth
Brent Moyle	Jeffrey Kidd	Pierre Benckendorff
Brent W Ritchie	Jennie Small	Richard Robinson
Carl Cater	Jill Poulston	Rob Hallak
Carmen Cox	Joanne Edney	Rod Caldicott
Char-Lee McLennan	Johan Edelheim	Rosemary Black
Conrad Lashley	John Haw	Sacha Reid
Christian Schott	John Tribe	Sam Huang
Damien Jacobsen	Judith Mair	Sandie Kensblock
David Beirman	Juergen Gnoth	Sarah Gardiner
David Scott	Julia Caldicott	Sebastian Filep
Deborah Che	Karen Hughes	Sharen Nisbet
Deborah Edwards	Karen Smith	Simon Darcy
Diane Lee	Karla Boluk	Stephen Espiner
Elisa Backer	Kate Rodger	Stephen Shaul
Elizabeth Parker	Kay Dimmock	Sue Beeton
Elizabeth Roberts	Kaye Walker	Sue Muloin
Elsbeth Frew	Ken Butcher	Tom Baum
Emma Stewart	Kevin Markwell	Ulrike Gretzel
Eric Shelton	Laurie Murphy	Warren Goodsir
Freya Higgins-Desbiolles	Leanne White	Wendy Hillman
Gabby Walters	Leonie Lockstone-Binney	Ying Wang
Gayathri (Gee) Wijesinghe	Lisa Ruhanen	Young-Sook Lee
Genevieve Lovell	Lynn Gribble	Yun-Lok Lee

4.2 Refereeing process

Papers were managed through a manual, email submission system, Chaired by Erica Wilson. Discussions were held by the Conference Committee early on as to the merits of a software-based abstract submission system, but the Chair of the Scientific Committee decided on a manual system (as used in previous CAUTHEs), based on an Excel spreadsheet database. For a small-medium sized conference like CAUTHE (around 200 delegates) it was felt this system would be manageable, and it worked well for the Chair to have the manual 'control' of the system. A dedicated university email address for CAUTHE 2015 was established for paper submissions (cauthe2015papers@scu.edu.au).

All papers were acknowledged with a template email for a response, and then entered in the CAUTHE 2015 spreadsheet (with some administrative assistance provided by Joanne Cooper, School of Business and Tourism).

The refereeing process was managed through a Scientific Committee of 10 SCU academics (see below). The Chair sent each submitted paper to one of the Committee members, depending on their area of expertise, and that member then managed the review process (locating either 1 reviewer for Working Papers, or 2 reviewers for Full Papers).

The recommendations were then sent to the Chair, and a decision was made on the outcome of the paper (eg minor, major, reject). All decisions to authors were emailed by the Chair, with a letter of outcome. No major issues arose from this process, although having the submission and extension dates so close to the end of the year did require a very fast turnaround time.

Best papers were nominated by anonymous reviewers during the double-blind paper review process. The Scientific Committee then made the final choices from the nominated papers. The best visual papers were decided upon at the Conference, and announced following the Ideas Factory presentations. The CAUTHE 2015 Ideas Factory was coordinated by Dr Mieke Witsel.

Scientific Committee

Associate Professor Erica Wilson (Chair)

Andrea Boyle	Dr Matthew Lamont
Dr Helen Breen	Dr Arianne Reis
Julia Caldicott	Professor Elizabeth Roberts
Dr Kay Dimmock	Paul Weeks
Bruce Korn	Dr Mieke Witsel

Acknowledgements to Mrs Joanne Cooper (SCU, paper administrative support)

4.3 Key Dates

- **Early bird submissions:** 15th December Early Bird Registration
- **Closing date full papers:** Original date 15 October 2015
(Extended to 30th October)
- **Closing date working papers:** Original date 15 November 2015
(Extended to 30th November)
- **Notification of acceptance:** By 15 Dec for majority of papers (15 December)

5. PAPERS AND PRESENTATIONS

5.1 Paper and presentation session key features

Brief summary of concurrent session / paper and poster presentations

There was a good response to our call for papers, with 153 papers submitted and 134 papers presented in total (104 Working Papers and 30 Full Papers at the Conference. Ten (10) posters were presented during the Ideas Factory which took place on the Thursday 5th February, over lunch. In 2015, there was a particularly strong submission of papers from PhD and higher degree research students.

Paper submissions in the areas of sustainable tourism, climate change, destination management and innovation in hospitality seemed particularly prominent at CAUTHE 2015. Concurrent paper streams were organized around the following themes:

- Critical Approaches in Tourism and Hospitality
- Destination Development and Resilience
- Event Studies
- Events Studies and Entertainment
- Gastronomy, Restaurants and the Hospitality Experience
- Hotel and Hospitality Management
- Hotel and Hospitality Management and Employment
- Indigenous, Volunteer and Community-Based Tourism
- Innovation in Tourism and Hospitality Research and Methodology
- Innovations in e-Tourism and Technology
- Niche and Emerging Markets
- Risk, Crisis and Recovery Management
- Sustainable Tourism
- Teaching and Learning/Education
- Tourism and the Chinese Market
- Tourism Governance and Networks
- Tourist Motivation and Experience
- Transport and Tourism

The CAUTHE Special Interest Group (SIG) areas were also featured prominently, with sufficient papers to warrant each SIG a themed stream in concurrent paper sessions.

5.2 Paper and presentation summary

Item	Number
Keynote presentations	3
Panel presentations	0
Total papers submitted	153
Papers withdrawn by author	13
Papers rejected	5
Papers presented	134
Working papers	104
Full Papers	30
Posters / visual presentations	10
Oral presentations	124

6. FINANCIAL SUMMARY

The financial reporting is in AU\$.

6.1 Registration fees

Registration Type	Fees	
	Earlybird	Standard
Full registration		
• Non-member	18800	10420
• CAUTHE member	20160	28390
Student		
• Non-member	13720	1690
• CAUTHE member	10080	3080
One-day registration		
• Non-member	640	6680
• CAUTHE member	nil	5165
PhD/ECR workshop		
• With conference	n/a	n/a
• Workshop only	400	nil
Other	nil	500

6.2 Conference income and expenditure

Income	
Conference registrations, additional dinners, workshops etc	119,725
Sponsorship	3000
Exhibitor Fee	6572
Total Income	129,297
Expenditure	
Professional Conference Organiser	20,000
Venue Hire	14,500
Catering	42,430
Entertainment	1,200
Transport	5,000
Other direct costs	23,729
CAUTHE naming fees	2,325
Additional CAUTHE naming fee contribution	10,000
Total Expenditure	119,184
Balance	\$10,113

6.3 Sponsorship income: tables, inserts and exhibitions

Organisation	Table display	Exhibition booth	Other	Total
CABI afternoon tea with cake			330	330
CABI		1980		1980
Taylor & Francis / Informa		1980		1980
Channel View Publications		1980		1980
Goodfellow Publishers: html email	302			302
OLT Setting The Standards			1500	1500
On Line Business Simulations			1500	1500
Gold Coast Tourism – in kind				
SCU Bus and Drivers – in kind				
SCU Gold Coast Facilities staff – in kind				
SCU Gold Coast Venue, equipment and furniture – in kind				
TOTAL				9572



7. DELEGATE FEEDBACK

A two-phase approach was taken for CAUTHE 2015 delegate feedback. Paper based surveys were distributed and collected at the conference itself, and then an online survey was emailed out to all delegates post-event.

In terms of numbers of surveys received, 49 delegates completed paper surveys, and 55 completed online surveys, with a **total of 104** CAUTHE 2015 surveys completed. All figures below are based on a combination of the paper and online surveys.



Of survey respondents, 86% identified as 'Paper Presenters' and 14% as 'General Attendees'. Seventy-six (76)% of respondents were from Australian institution, with the remaining 21% from International locations.

Overall, delegate feedback was positive both pre- and during-conference, showing mean scores about 4 or above on most feedback items (on a 1=very dissatisfied to 5=very satisfied scale).

7.1 Pre-conference

Table 7.1 below shows high satisfaction with all pre-conference aspects, in particular with 'Pre-Conference Communications' (4.2/5; 83.6% satisfaction: either satisfied or very satisfied), 'Call for Papers' (4.2/5; 85.5% satisfaction), and 'Submission of Papers' (4.2/5; 84.6% satisfaction).

Table 7.1. Delegate Satisfaction with Aspects Prior to the Conference

Item	Satisfaction					Line Graph	Mean	Total
	Very dissatisfied	Dissatisfied	No opinion	Satisfied	Very satisfied			
Pre conference communications	1.0% 1	3.8% 4	10.6% 11	47.1% 49	36.5% 38		4.2	103
Call for papers	0.0% 0	0.0% 0	14.4% 15	49.0% 51	36.5% 38		4.2	104
Submission of papers	0.0% 0	2.9% 3	12.5% 13	45.2% 47	39.4% 41		4.2	104
Program	1.0% 1	4.8% 5	9.6% 10	52.9% 55	31.7% 33		4.1	104
Conference registration	1.0% 1	1.9% 2	14.4% 15	47.1% 49	35.6% 37		4.1	104

**Please note that a general report on the Bill Faulkner PhD and ECR Workshop has been provided separately by the Workshop organisers. It should be noted that while the PhD/ECR workshop was not formally evaluated on the CAUTHE 2015 survey, several positive open-ended comments were received regarding the Workshop.*

7.2 Plenary sessions

There were no plenary sessions held at CAUTHE 2015.

7.3 Concurrent sessions

Table 7.2 below shows that during the event, delegates were highly satisfied with 'Conference On-Site Administration' (4.2/5; 83.7% satisfaction: either satisfied or very satisfied); 'Keynote Speakers' (4.1/5; 86.6% satisfaction) and 'Paper Presentation Sessions' (4.1/5; 86.5% satisfaction). Delegates were not as highly satisfied with the Poster presentations (Ideas Factory) (3.6/5; 50% satisfaction).

Open-ended comments revealed some dissatisfaction with the small space available for the Ideas Factory, but that the quality of posters was good.

Table 7.2. Delegate Satisfaction with Aspects During the Conference

Item	Satisfaction						Line Graph	Mean	Total
	Very dissatisfied	Dissatisfied	No opinion	Satisfied	Very satisfied				
Conference on site administration	1.9% 2	3.8% 4	9.6% 10	46.2% 48	37.5% 39		4.2	103	
Key note speakers	2.9% 3	2.9% 3	7.7% 8	52.9% 55	33.7% 35		4.1	104	
Paper presentation sessions	2.9% 3	2.9% 3	7.7% 8	54.8% 57	31.7% 33		4.1	104	
Social activities and entertainment	0.0% 0	6.7% 7	15.4% 16	48.1% 50	28.8% 30		4.0	103	
Venues and facilities	4.8% 5	8.7% 9	13.5% 14	51.0% 53	22.1% 23		3.8	104	
Poster presentation (Ideas factory)	0.0% 0	10.6% 11	25.0% 26	37.5% 39	12.5% 13		3.6	89	
Catering	8.7% 9	26.0% 27	12.5% 13	32.7% 34	20.2% 21		3.3	104	

7.4 Venues, Catering and Social Activities

As shown in Table 7.2 above, 'Social Activities and Entertainment' showed relatively high satisfaction (4.0/5; 76.9 satisfaction). However, 'Venues and Facilities' (3.8/5) and 'Catering' (3.3/5) received the highest rates of dissatisfaction at CAUTHE 2015, but both items still rated above 50% satisfaction ('Venues and Facilities'; 53.1% satisfaction: either satisfied or very satisfied) ('Catering'; 52.9% satisfaction).

Open-ended questions revealed comments about the need for more healthy options at the morning and afternoon teas (quality; variety); and about the separate venues/accommodation and associated transport logistics.

A summary of open-ended comments supports the feedback above:

In open-ended comments, delegates were satisfied with the following aspects of the conference:

- Opportunities for social networking
- Friendly hosts/ SCU staff and volunteers
- Keynotes and paper presentations
- PhD and ECR workshops
- Atmosphere and collegiality
- Social events
- The Great Debate
- Currumbin Wildlife Sanctuary
- Organisation of presentation sessions
- Location of the conference (Gold Coast)
- The coffee cart

In open-ended comments, delegates suggested that the following areas were in need of improvement:

- Catering:
 - insufficient quantity, quality and variety
 - insufficient supply of water
 - need for healthier options, savoury options, non-alcoholic options, soft drinks, special dietary requirements
- Transport/ logistics:
 - unreliable, infrequent, lack of communication of pick up times
- Venue:
 - Separation of multiple venues and accommodation – better to keep everything (including people) in one place, e.g. use a large hotel as venue
 - Space for morning/afternoon teas and lunches too cramped – crowded, long queues, noisy
 - Space for Ideas Factory too small
- Conference registration fee too expensive
- Selection of restaurants in the area
- More hospitality focus needed
- More engagement with the tourism industry
- Time keeping between breaks

8. MEDIA AND COMMUNICATIONS

Pre-conference announcements, the Call for Papers and all other communications were distributed on Trinet, on the CAUTHE webpage (www.scu.edu.au/cauthe2015), and via the CAUTHE listserve and news briefs. Kim Axford from the Technology Services department at SCU developed the CAUTHE 2015 website, and this was regularly maintained and updated to disseminate key information about the conference, and right up until the event.

Internal marketing and internal press releases were handled via SCU Marketing and Communications. A DL postcard was also developed prior to the conference, which was distributed widely by the Organising Committee and other SCU staff members at various domestic and international conferences.

Social media for CAUTHE 2015 was managed predominantly through the existing CAUTHE facebook page (there was no Twitter feed for CAUTHE 2015). As part of the Organising Committee, both Mieke Witsel and Erica Wilson were made 'site administrators' for this purpose, and managed the posts both pre-conference and during conference. Thanks to Jane McLennan (SCU), Penny Jose (CAUTHE) and Mieke Witsel (SCU) for their excellent photography skills to capture the event and social activities. The Gala Dinner photographs in particular posted on facebook reached thousands of people and generated hundreds of comments (See Table 8.1).

Table 8.1 Facebook Activity on CAUTHE Page

Post	People reached	Clicks	Comments
Gala dinner	3,322	8,297	287
Award ceremony	561	795	32
Handover and closing ceremony	498	281	28
Great debate	755	1,000	45
Chapter Directors' Breakfast	195	380	13
25 years birthday + CABI book launch	566	644	58
Morning tea and round about	416	829	34
Amusing awards	211	146	7
Ideas factory	711	1,402	74
Welcome reception: Currumbin Wildlife Sanctuary	450	399	17
Opening ceremony: Currumbin RSL	673	360	29
PhD_ECR workshop	516	839	42
	8,874	15,372	666

*Source: P. Jose, CAUTHE and Facebook page administrator



9. SUMMARY

In summary, we believe that the 2015 CAUTHE Conference was a success overall. The lack of space for keynotes on the Gold Coast campus was an issue but we managed as best as we could given this limitation. The highlights included the Chapters' Directors Breakfast at Elephant Rock, the Great Debate, and the Gala Dinner.

One suggestion for future conferences is to consider keeping everyone together in one hotel but it does not have to be five star accommodation. We would also suggest ensuring that there is more variety and healthier options in relation to the catering.

As Conference Chair, I would like to thank the Organising Committee members and CAUTHE Executive for the tremendous work that they did before, during, and after the conference. Erica Wilson deserves special recognition as the Chair of the Scientific Committee. Special thanks to our sponsors and to SCU for providing the facilities for the conference; we wouldn't have been able to make a profit had it not been for this support.

Best wishes to The Blue Mountains Hotel School for the 2016 CAUTHE Conference.

Report prepared by

Name: Professor Elizabeth Roberts and Associate Professor Erica Wilson

Position: Dean and Foundation Head, & Deputy Head, School of Business and Tourism, Southern Cross University

Date: 31 July 2015.

