

STRATEGIC PLAN 2016-2021



CAUTHE

Council for Australasian Tourism
and Hospitality Education

VISION

CAUTHE will be the uniting scholarly Association for Australian and New Zealand tourism, hospitality and events (TH&E), providing leadership, engagement and support for academics while welcoming links with colleagues from around the world.

MISSION

CAUTHE facilitates open, honest and respectful communication amongst members and leads engagement with relevant outside bodies to further high quality TH&E research and education in the region.

STRATEGIC PILLARS

1. LEADERSHIP

STRATEGIC GOALS

To raise the profile of the Association and improve awareness of TH&E on the political and public agendas.

KEY OBJECTIVES

- 1.1 Increase membership and participation in the Association
- 1.2 Continue to support and promote CAUTHE's Journal of Hospitality and Tourism Management (JHTM)
- 1.3 Strengthen the profile and improve understanding of TH&E

2. ENGAGEMENT

STRATEGIC GOALS

To provide a forum for interaction between TH&E educators and researchers in Australia and New Zealand and establish links with kindred associations within and beyond the region.

KEY OBJECTIVES

- 2.1 Strengthen and support the annual conference, PhD Scholar, Early Career Researcher and Mid-Career Academic workshops
- 2.2 Foster engagement of Special Interest Group members
- 2.3 Strengthen and broaden links with kindred associations, industry and government

3. SUPPORT

STRATEGIC GOALS

To develop, promote and foster access to TH&E networks and resources for members.

KEY OBJECTIVES

- 3.1 Support enhanced communications and exchange technologies
- 3.2 Produce and facilitate member only access to resources, tools and professional development opportunities
- 3.3 Promote and support high quality research projects

SPECIFIC ACTIVITIES

1. LEADERSHIP	MEASUREMENT TOOLS
CAUTHE will continue to raise its profile as the peak TH&E body for academics in Australia and New Zealand at local, national and international levels.	
1.1 Increase membership and participation in the Association <ul style="list-style-type: none"> Develop a membership strategy to retain and increase membership and encourage active involvement <ul style="list-style-type: none"> Develop targeted communication strategies and benefits (eg. Chapter, Affiliate, Associate and Student members) Provide a CAUTHE Annual Report (for Chapter Directors to assist with advocating for membership renewal) Undertake a member survey at least every five years and include (1-2) questions relating to membership in the annual conference survey. 	<ul style="list-style-type: none"> Social media & website engagement Membership statistics Chapter membership numbers and retention Member survey feedback
1.2 Continue to support and promote the Journal of Hospitality and Tourism Management (JHTM) <ul style="list-style-type: none"> Work with the publisher and the journal Editor-in-Chief to raise the profile of the journal and attract high quality research papers in tourism, hospitality and events 	<ul style="list-style-type: none"> JHTM statistics
1.3 Strengthen the profile and improve understanding of TH&E <ul style="list-style-type: none"> Raise the profile of TH&E as a field of study in education and research settings Develop strategies to ensure that CAUTHE is the 'voice of TH&E' for educators, researchers, organisations, politicians and policy makers <ul style="list-style-type: none"> Advocate to increase prominence of TH&E education and research on the political and public agenda Seek representation on national boards and advisory groups (eg Tourism Research Advisory Board) Establish presences on Excellence in Research Australia (ERA) and Performance-Based Research Fund (PBRF) panels in New Zealand Support elected CAUTHE members to take up advisory opportunities in Canberra and Wellington Use Fellows to assist with lobbying the Australian Business Deans' Council (ABDC) to improve the rankings of TH&E journals 	<ul style="list-style-type: none"> TH&E journal rankings Board and advisory group representation

2. ENGAGEMENT		MEASUREMENT TOOLS
CAUTHE will provide a forum for interaction between TH&E educators and researchers in Australia and New Zealand and establish links with kindred associations within and beyond the region.		
2.1 Strengthen and support the annual research conference, PhD scholar, Early Career Researcher (ECR) and Mid-Career Academic (MCA) workshops <ul style="list-style-type: none"> • Ensure future conference hosting is established up to three years in advance • Promote the quality and standard of the conference (eg provide additional guidelines to hosts, expand conference awards, invite international colleagues) • Develop and expand PhD Scholar & ECR bursary program 		<ul style="list-style-type: none"> • Conference and workshop surveys • Number of paper submissions • Number of bursary applications • Award winner and bursary testimonial feedback • Number of delegates (early-bird, student, etc.)
2.2 Foster engagement of Special Interest Group (SIG) members <ul style="list-style-type: none"> • Support SIG collaboration with kindred associations e.g. joint symposia or conference sessions • Enhance SIG engagement in research development activities 		<ul style="list-style-type: none"> • Level of SIG activity
2.3 Strengthen and broaden links with kindred associations, industry and government <ul style="list-style-type: none"> • Support influential government, industry and international academic colleagues to participate in conferences • Encourage partnership with kindred Associations within and beyond Australia and New Zealand eg Memoranda of Understanding, co-hosting conference streams 		<ul style="list-style-type: none"> • New (or renewed) Memoranda of Understanding • Increased MOU engagement including number of joint symposia, cross-promotion of activities and knowledge sharing

3. SUPPORT		MEASUREMENT TOOLS
CAUTHE will develop, promote and foster access to accessible TH&E networks and resources for members.		
3.1 Support enhanced communications and exchange technologies <ul style="list-style-type: none"> • Promote online TH&E discussion-board using social media or other e.g. for virtual interaction, press releases, career opportunities 		<ul style="list-style-type: none"> • Level of online engagement (e.g. Facebook, Linked-In, Twitter, other)
3.2 Produce and facilitate member only access to additional resources, tools and professional development opportunities <ul style="list-style-type: none"> • Promote and develop the PhD Scholar, ECR and MCA workshops with additional collaboration, mentoring and engagement opportunities throughout the year • Develop and provide member only access to materials such as case studies for publication and sharing • Provide member only access to conference proceedings 		<ul style="list-style-type: none"> • Number of resources uploaded onto 'members only' area of CAUTHE website
3.3 Promote and support high quality research projects <ul style="list-style-type: none"> • Support the TH&E Learning and Teaching Academic Standards legacy project by facilitating ongoing discussions and collaboration activities around various components of the Standards such as assessment design and calibration. 		<ul style="list-style-type: none"> • Calibration workshops and symposia hosted and numbers of members attended