



CAUTHE 2020 Conference Report

Date: Monday 10 – Thursday 13 February 2020

Location: Auckland University of Technology (AUT), Auckland, New Zealand

Hosted by: AUT’s School of Hospitality and Tourism, AUT Events

Website: www.cauthe2020.org

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1. CONFERENCE OVERVIEW

1.1 Background and overview

The 2020 conference marked the end of a long period of growth in the hospitality and tourism sectors, with COVID-19 appearing in full force shortly after the completion of the conference. The 2020 conference was very successful, the response to the call for papers for the CAUTHE 2020 Conference was been outstanding, with 297 papers being initially submitted and 220 being presented at the conference. This is one of the largest responses to CAUTHE submissions ever and has driven strong delegate numbers to result in one of the largest CAUTHE conferences to date, with over 280 attendees. We were pleased to offer a special concurrent paper session for seven delegates, whose

travel was cancelled due to Coronavirus, to present their papers remotely. Delegate survey feedback was outstanding, and the conference managed to deliver an excellent experience without making a financial loss. AUT Events provided excellent support and catering. The best aspects of the conference were generally acknowledged as being the incorporation of indigenous culture, a warm and friendly feeling, excellent catering, well organised and well communicated sessions and efficient paper management.

1.2 Conference program

Monday 10 February, 2020

Various times	Pre-Conference Tours <u>Location:</u> Auckland City
0830-1700	Pre-Conference PhD / ECR Workshop
1245-1700	Pre-Conference MCA Workshop <u>Location:</u> AUT
1700-1900	Informal Function: The Great Kiwi Backyard BBQ <u>Location:</u> AUT

Tuesday 11 February, 2020

0830-0915	Conference Day 1
0915-1030	Conference Opening
1030-1100	Opening Addresses
1100-1200	Morning Tea
	<u>Keynote Address</u>
	Alison Phipps, OBE, PhD, BA (Hons), FRSE, FRSA, FAcSS UNESCO Chair in Refugee Integration through Languages and the Arts University of Glasgow
1200-1300	Lunch
1300-1430	Concurrent Session 1
1430-1500	Afternoon Tea
1500-1730	Concurrent Session 2 <u>Location:</u> AUT
1730-1930	Welcome Reception <u>Location:</u> AUT

Wednesday 12 February, 2020

0715-0845 0845-0945	Conference Day 2 CAUTHE Chapter Directors' Breakfast <u>Keynote Address</u> John Barrett Managing Director and Founder, Kapiti Island Nature Tours - and Nature Lod
0945-1030	Concurrent Session 3
1030-1100	Morning Tea
1100-1300	Concurrent Session 4
1300-1400	Lunch & Poster Session
1400-1530	Panel Session – ERA/PBRF
1400-1530	Panel Session – Book Chapters vs. Publications
1530-1600	Afternoon Tea
1600-1730	CAUTHE Annual General Meeting
1730-1800	CAUTHE Chapter Directors' Meeting <i><u>Location: AUT</u></i>
1830-2000	Special Interest Group Meetings <i><u>Location: Various Venues to be announced</u></i>

Thursday 13 February, 2020

0745-0845 0800-0900 0900-1000	Conference Day 3 Events Think Tank Breakfast Elsevier JHTM Meeting <u>Keynote Address</u> Iis Tussyadiah Reader in Hospitality and Digital Experience, School of Hospitality and Tourism Management - University of Surrey
1000-1100	Concurrent Session 5
1100-1130	Morning Tea
1130-1300	Concurrent Session 6
1300-1400	Lunch
1300-1400	CAUTHE Fellows Meeting
1400-1530	Concurrent Session 7
1530-1600	Afternoon Tea
1600-1700	The Great Debate
1700-1730	Conference Close <i><u>Location: AUT</u></i>
1900-2300	Conference Dinner <i><u>Location: St Matthew-in-the-City</u></i>

2. CONFERENCE COMMITTEE

Organising Committee

- Dr Tracy Harkison, CAUTHE 2020 Chair and Programme Leader, School of Hospitality and Tourism, AUT
- Dr David Williamson, CAUTHE 2020 Chair and Senior Lecturer, School of Hospitality and Tourism, AUT
- Glen Bailey, AUT Events

Scientific Committee

- Chair - Dr David Williamson, Senior Lecturer, School of Hospitality and Tourism, AUT
- Co-Chair - Dr Tracy Harkison, Programme Leader, School of Hospitality and Tourism, AUT

Tourism

- Stream Chair - Dr Claire Liu, Head of Department of Tourism & Events, School of Hospitality and Tourism, AUT

Hospitality

- Stream Chair - Associate Professor Shelagh Mooney, School of Hospitality and Tourism, AUT

Events

- Stream Chair - Associate Professor Tomas Pernecky, School of Hospitality and Tourism, AUT

Culinary Arts/Gastronomy

- Stream Chair - Associate Professor Tracy Berno, School of Hospitality and Tourism, AUT

Workshop Committee

- Professor Candice Harris, Head of Department, Management Department, Faculty of Business, Economics and Law, AUT
- Associate Professor Shelagh Mooney, School of Hospitality and Tourism, AUT
- Joanne Davidson, Department Coordinator, Management Department, Faculty of Business, Economics and Law, AUT
- Dr Ina Reichenberger, Wellington School of Business and Government, Victoria University of Wellington

Sponsorship Committee

- Lindsay Neill, Senior Lecturer, School of Hospitality and Tourism, AUT
- Warren Goodsir, Head of Department, School of Hospitality and Tourism, AUT
- Dr Nancy McIntyre, School Manager and Lecturer, School of Hospitality and Tourism, AUT

Other

- Keri-Anne Wikitera, Lecturer, School of Hospitality and Tourism, AUT
- Michelle Robin, AUT Marae Manager, AUT Ngā Wai o Horotiu Marae, Office of Māori Advancement, AUT
- Student Volunteers: Syed Muhammad Shaharyar, Tulia Tawaketini, Mary Yang, Shubham Saad, Linh Nguyen, John Wesley
- Professional Conference Organiser: AUT Events, Glen Bailey

3. SPONSORS

List of sponsors and categories

- **AUT** - Venue sponsor
- **STR Share Center** - Other Sponsor, Exhibitor
- **American Hotel & Lodging Educational Institute** - Exhibitor
- **Channel View Publications** - Exhibitor
- **Elsevier** - Exhibitor
- **Goodfellow Publishers** - Exhibitor
- **Springer** - Exhibitor
- **AUT Foundation** - Supporter
- **100% Pure New Zealand / Tourism New Zealand** - Supporter
- **Auckland Convention Bureau** - Supporter
- **Orbit World Travel** - Supporter
- **Southern Hospitality Ltd** - Supporter, Great Kiwi Backyard BBQ Sponsor
- **AUT / School of Hospitality & Tourism** – Monday afternoon tea & Think Tank breakfast catering

4. DELEGATE PROFILE

4.1 Delegates by registration type

Registration Type	Earlybird	Standard	Total
Full registration			
• Non-member	38	8	46
• CAUTHE member	92	39	131
Student			
• Non-member	23	11	34
• CAUTHE member	31	5	36
One-day registration			
• Non-member	6	8	14
• CAUTHE member	1	4	5
PhD/ECR workshop only			2
MCA workshop only			0
Complimentary			9
Exhibitor			4
Volunteer			6
Other			
		TOTAL	287

4.2 Delegate place of origin

Origin	n	%
Australia	110	38.60
New Zealand	111	38.68
International	66	23.16
TOTAL	287	100%

4.3 Social function attendance

Programmed Social Function	Delegates	Guests	Total
Informal	223	11	234
Welcome reception	263	12	275
Conference dinner	240	15	255
Optional tour(s)			33

5. PAPER AND ABSTRACT REVIEW PROCESS

5.1 Paper and abstract reviewers

Paper reviewers	
Gelareh Aboali	Seul Ki Lee
David Adeloye	Pearl M.C. Lin
Allison Anderson	Erwin Losekoot
Richard Aquino	Michael Lueck
Charles Arcodia	Paul Lynch
Blake Bai	Barry Mak
Tom Baum	Alison McIntosh
David Beirman	Nancy McIntyre
Hamish Bremner	Sarath Munasinghe
Anthony Brien	Ben Nemeschansky
Naipeng Bu	Margarida Abreu Novais
Ann Cameron	Hera Oktadiana
Senija Causevic	Faith Ong
Joseph Cheer	Eerang Park
Mingming Cheng	Marcus Pearson
Cheryl Cockburn-Wootten	Hongxia Qi
Willem J.L. Coetzee	Rachel Qun Qin
Émilie Crossley	Ina Reichenberger
Claudia Eger	Martin Robertson
Dorthe Eide	Richard Robinson
Andrew Emery	Lisa Sadaraka
Andy Erickson	Heike Schanzel
Minoo Esfehiani	Christian Schott
David Fisher	Sabrina Seeler
Maria Gebbels	Fangfang Shi
Ruhet Genc	Karen Smith
Brielle Gillovic	David Solnet
Warren Goodsir	Haiyan Song
Semra Gunay Aktas	Aaron Tham
Christine Hall	Dale Thompson
Tracy Harkison	Gerry Treuren
Hansi Herath	Oscar Vorobjovas-Pinta
Rory Hill	Trudie Walters
Cathy Hsu	Ying Wang
Nguyen Van Huy	Pola Wang
Montira Intason	Yana Wengel
Menna Jones	Keri-Anne Wikitera
John Kelly	David Williamson
James Kennell	Erica Wilson
Veronica Lok Keng Lam	Christine Van Winkle
Matthew Lamont	Zazli Lily Wisker
Craig Lee	Yvonne Wood

5.2 Refereeing process

The refereeing process used the ExOrdo system and this allowed for efficient processing of the very large numbers of papers to be reviewed. On the whole the reviewed papers were returned to authors within a reasonable time frame and feedback from the delegate survey was positive about the reviewing process. Apart from the pressure of large volumes of papers – there were no major problems in this area.

5.3 Key Dates

The submission deadlines were:

- Full research papers: Friday 18 October 2019
- Working research papers: Sunday 10 November 2019
- Final accepted papers: Sunday 19 January 2020

6. PAPERS AND PRESENTATIONS

6.1 Paper and presentation session key features

The concurrent paper sessions ran very smoothly despite there being a record number. Some sessions had up to 6 streams running concurrently and timetabling and managing this volume was a challenge, especially when disruption from the COVID-19 pandemic led to 30 last minute cancellations. However excellent support from AUT Events and the use of the ExOrdo systems made last minute changes manageable. Feedback from the delegate survey was very positive around the concurrent sessions.

6.2 Paper and presentation summary

Item	Number
Keynote presentations	3
Panel presentations	3
Total papers submitted	297
Papers withdrawn by author	42
Papers rejected	35
Papers presented	220
Working papers	92
Full Papers	34
Posters / visual presentations	20
Oral presentations	200

7. FINANCIAL SUMMARY

7.1 Registration fees

Fees below are in NZD and inclusive of GST.

Registration Type	Fees	
	Earlybird	Standard
Full registration		
• Non-member	\$1,020	\$1,120
• CAUTHE member	\$900	\$1,000
Student		
• Non-member	\$560	\$610
• CAUTHE member	\$500	\$550
One-day registration		
• Non-member	\$425	\$525
• CAUTHE member	\$375	\$475
PhD/ECR workshop		
• With conference	\$65	\$65
• Workshop only	\$115	\$115
MCA workshop	\$25	\$25
Tour – Maori cultural	\$125	\$125
Tour – Waiheke island	\$265	\$265
Tour – Hobbiton	\$285	\$285
Tour - Waitomo	\$367	\$367

7.2 Conference income and expenditure

Funds below are noted ex GST.

Income	(NZD)
Conference registrations, additional dinners, workshops etc	215,710.54
Sponsorship	38,060.24
Other	7,318.75
Total Income	261,089.53
Expenditure	
Professional Conference Organiser (full/part)	15,783.75
Venue	106,611.26
Other direct costs	120,908.20
CAUTHE naming fees	6,669.00
Total Expenditure	249,972.21
Grand Total	11,117.32

7.3 Sponsorship income: tables, inserts and exhibitions

Funds below are noted ex GST.

Organisation	Satchel insert	Exhibition booth	Total (NZD)
Orbit			5,000.00
Southern Hospitality			2,500.00
Goodfellow Publishers		2,608.70	2,608.70
American Hotel & Lodging Educational Institute		1,739.13	1,739.13
STR Share Center			5,000.00
Channel		1,739.13	1,739.13
Elsevier	347.83		\$608.70
AUT (cash)			10,000.00
AUT (in kind venue hire)			12,775.00
AUT/School of Hospitality & Tourism (Monday afternoon tea)			1,647.39
AUT/School of Hospitality & Tourism (Think Tank breakfast)			954.00
TNZ			6,063.20
		TOTAL	50,635.25

8. DELEGATE FEEDBACK

For full report see conference delegate survey dashboard <https://www.surveymonkey.com/stories/SM-FDWVHVJD/>

8.1 Pre-conference

Pre-conference feedback was very positive, with 80+% good and excellent ratings on almost all categories. Where feedback fell below 80%, it was mostly in the NA category, rather than negative feedback.

8.2 Plenary sessions

Overall the feedback was positive for the keynote speakers. However of note was the number of NA responses for the second and third speakers. Attendance was disappointing for the final two presenters and this might be something for future organisers to consider.

8.3 Concurrent sessions

Again, feedback was very positive with over 80% good and excellent in all categories.

8.4 Venues, Catering and Social Activities

Feedback in this section was probably the most positive with very strong numbers and many positive comments about the venue, catering and general feel of the conference.

9. MEDIA AND COMMUNICATIONS

Information about media exposure and social media reporting of the conference.

Facebook – <https://www.facebook.com/events/355620575281157/>

- 95 followers indicated interested, 62 indicated they went.
- The first post was on 10 June 2019 and in total, and we posted a total of 21 times.
- The Facebook page was not originally set up as an 'event' page, so perhaps did not reach its full potential? It seemed Twitter was an easier and better form of communication for CAUTHE 2020.

Twitter – @cauthe2020 | #CAUTHE2020

- As at 17-Apr-20, the Twitter account had posted 85 Tweets, was following 620 Twitter accounts and had 219 Followers.
- A report is attached showing the Twitter activity in February 2020 which had the highest numbers. See Appendix 1 Twitter Activity Feb 2020.

Other Media

AUT coverage

- <https://news.aut.ac.nz/>
- <https://auti.aut.ac.nz/news/Pages/CAUTHE-conference-comes-to-AUT.aspx>
- <https://twitter.com/AUTuni/status/1226647820368666624>

Coverage outside AUT

- <https://www.tourismticker.com/2020/02/12/cauthe-2020-visitor-dispersal-faces-global-challenges/>
- <https://www.tourismticker.com/2020/02/14/cauthe-2020-australian-opportunity-for-safe-nz-as-asia-languishes/>
- <https://www.tourismticker.com/2020/02/13/cauthe-2020-act-now-to-save-the-environment-barrett/>
- <https://www.tourismticker.com/2020/02/11/industry-academia-converge-on-cauthe-2020/>
- <https://www.scoop.co.nz/stories/ED2002/S00014/tourism-and-hospitality-experts-converge-on-aut.htm>
- https://email.meetingnewz.co.nz/t/r-178D1BD1567A00E72540EF23F30FEDED?fbclid=IwAR09v5vBQKVYvwtekIEOBWcYWBz8qVH5w9CrXGusliKaq5EDJh_rxHUves8

Twitter

- <https://www.hospitalitybusiness.co.nz/cauthe-conference-comes-to-auckland/>
- <https://www.rnz.co.nz/national/programmes/sunday/audio/2018734350/the-north-s-inhospitable-hospitality-towards-refugees>

10. SUMMARY

The 2020 conference was very successful, the response to the call for papers for the CAUTHE 2020 Conference was been outstanding, with 297 papers being initially submitted and 220 being presented at the conference. This is one of the largest responses to CAUTHE submissions ever and has driven strong delegate numbers to result in one of the largest CAUTHE conferences to date, with over 280 attendees. We were pleased to offer a special concurrent paper session for seven delegates, whose travel was cancelled due to Coronavirus, to present their papers remotely. Delegate survey feedback was outstanding, and the conference managed to deliver an excellent experience without making a financial loss. AUT Events provided excellent support and catering. The best aspects of the conference were generally acknowledged as being the incorporation of indigenous culture, a warm and friendly feeling, excellent catering, well organised and well communicated sessions and efficient paper management.

Areas for improvement and future consideration: The ExOdo conference App was not used as widely and not enjoyed as much as we had hoped, perhaps more education and promotion of future apps could improve the uptake. Integrating the paper management system with CAUTHE requirements for the proceedings proved testing as ever, and consideration might be given to better co-ordination of the paper management system and proceedings in the future. In retrospect we were very lucky to be able to hold the conference before COVID-19 closed the world down.

Report prepared by:

Name: Glen Bailey, Tracy Harkison and David Williamson

Position: CAUTHE 2020 Organising Committee Chairs

Date: 10-Jun-2020

Appendix 1 Twitter Activity Feb 2020

Date	Tweets published	impressions	engagements	engagement rate	retweets	replies	likes	user profile clicks	url clicks	hashtag clicks	detail expands	media views	media engagements
1/2/20	0	128	2	0.02	0	0	0	1	1	0	0	0	0
2/2/20	0	130	2	0.02	0	0	0	0	2	0	0	6	0
3/2/20	1	818	16	0.02	1	0	1	6	3	2	3	1	0
4/2/20	0	328	16	0.05	2	2	4	3	2	2	1	4	0
5/2/20	0	194	2	0.01	1	0	0	0	0	0	1	1	0
6/2/20	0	193	3	0.02	0	0	0	0	1	0	2	0	0
7/2/20	4	532	20	0.04	1	1	7	3	4	0	3	50	1
8/2/20	0	266	14	0.05	0	0	1	0	7	0	3	30	3
9/2/20	4	848	55	0.06	0	1	17	8	9	0	5	84	15
10/2/20	1	1612	98	0.06	0	0	16	6	5	25	9	87	37
11/2/20	0	681	30	0.04	3	0	8	5	3	5	1	28	5
12/2/20	3	688	18	0.03	0	0	5	5	0	3	0	20	5
13/2/20	8	2027	182	0.09	3	0	57	16	11	10	16	81	69
14/2/20	2	705	35	0.05	0	0	10	3	1	4	4	19	13
15/2/20	1	341	14	0.04	0	1	2	0	0	1	6	10	4
16/2/20	1	361	19	0.05	1	0	3	1	8	1	0	9	5
17/2/20	2	548	35	0.06	1	1	5	6	6	2	7	12	7
18/2/20	1	591	24	0.04	1	0	10	1	1	0	2	9	9
19/2/20	0	418	9	0.02	1	0	1	1	3	0	2	3	1
20/2/20	0	211	4	0.02	0	0	2	0	0	0	1	1	1
21/2/20	0	128	0	0.00	0	0	0	0	0	0	0	0	0
22/2/20	0	147	0	0.00	0	0	0	0	0	0	0	0	0
23/2/20	0	105	1	0.01	0	0	0	0	0	0	0	3	1
24/2/20	0	116	0	0.00	0	0	0	0	0	0	0	0	0
25/2/20	0	103	0	0.00	0	0	0	0	0	0	0	0	0
26/2/20	0	78	0	0.00	0	0	0	0	0	0	0	0	0
27/2/20	0	125	0	0.00	0	0	0	0	0	0	0	0	0
28/2/20	0	62	0	0.00	0	0	0	0	0	0	0	0	0
29/2/20	0	76	0	0.00	0	0	0	0	0	0	0	0	0