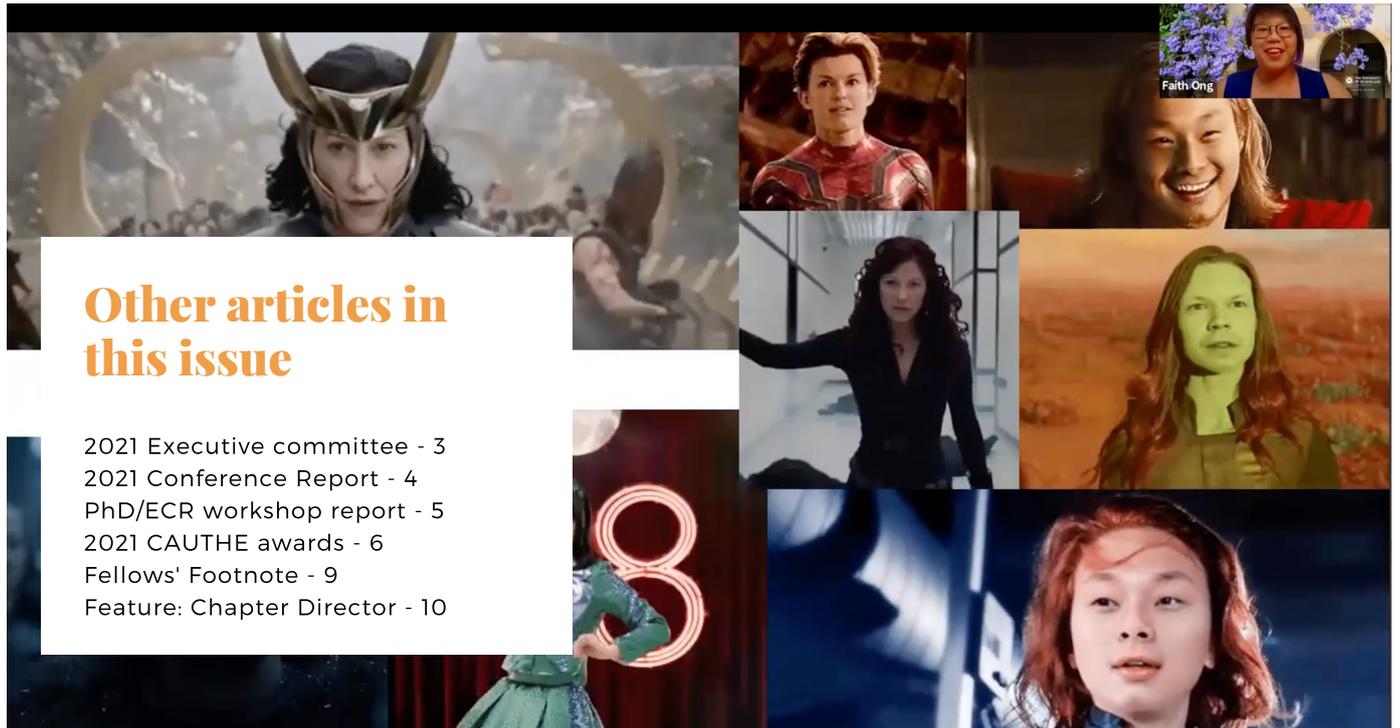


CAUTHE NEWSLETTER

The bi-annual newsletter of CAUTHE



Update from the Chair

by Prof Kirsten Holmes

Welcome to our first newsletter of 2021. I am hopeful that 2021 has started more positively than 2020. Yes, we are still having lockdowns but we are also seeing hope for the end of COVID, with the roll out of vaccine programs. It is still going to be a tough time for both for the tertiary education sector and tourism, hospitality and events. Most of our members have been very lucky based in Australia and New Zealand where the tyranny of distance has been in our favour. My thoughts are with our colleagues who have been less fortunate or who have family overseas in difficult circumstances.

Image: The CAUTHE 2021 Great Debate - online vs face to face

Mid-Year Meeting Plans

We are again planning an online Mid-Year Meeting due to the uncertainty around travel. The format worked well last year and still provides us with an important opportunity to connect virtually. We have tentatively set the date for Friday 23rd July. We are aware that some colleagues will have started teaching at this time but with the online format, it is easier to attend between other commitments.

New Executive Members

Please join me in welcoming our new Executive Committee for 2021, who were elected at our AGM in Auckland. The new members and familiar faces are listed on page 3.

2021 Initiatives

I was delighted that the #CAUTHEKindness campaign was mentioned during the conference Great Debate. The ongoing uncertainty in our sector due to COVID means that being kind and considerate to each other (and ourselves) continues to be vitally important.

Update from the Chair, cont...

Be Kind campaign

Our campaign addresses the need to be kind to each other, and as reviewers, to be constructive and respectful in the feedback we offer at conference presentations, as journal reviewers and as grant assessors. Watch out for our continued CAUTHE Be Kind campaign in 2021.

YouTube channel

CAUTHE now has a [YouTube channel](#), where we are posting the fantastic recordings from our conference as well as other events, including Iso-Chats. Watch out for more information as we grow our new communication tool.

Membership Matters

CAUTHE is a membership association - please look out for the Membership Matters videos, where we ask a diverse group of our members what they value from their association.

CAUTHE 2021 Online

We did it! CAUTHE successfully hosted its first conference as an association and the first fully online conference in our 30 year history! Huge congratulations to conference co-chairs Marianna Sigala and Paul Whitelaw for an enormous job well done, supported by many colleagues from the CAUTHE Executive, and Penny Jose (CAUTHE Secretariat) as well as members assisting as panellists, mentors for PhD students and ECRs, track chairs, session chairs and paper reviewers. While the format was entirely new for CAUTHE, we kept many of our regular activities including keynotes, industry and editors' panels, the PhD and ECR workshop, the Great Debate and even social events.



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The '**Ask a CAUTHE Fellow!**' initiative continued into 2021, following its inaugural launch in Auckland last year, but this year also moved online - this gave delegates the opportunity to ask for advice from the association's most senior members in an informal setting.

The **Great Debate** remains a highlight of the conference and was one of the best attended sessions. Congratulations to all the participants and the chair in debating the topic *Face-to-Face is so outdated! We should move everything online and keep it there!* There are high expectations for Great Debate team members but presenting online with no live audience is particularly challenging and you all did really well, technical challenges - some real, some staged - not withstanding!

The **PhD/ECR workshop** was held on the Friday prior to the main conference week, to spread sessions out and minimise online burnout. Special thanks to Edmund Goh, Ina Reichenberger, Michael Hughes and Mahdis Madani, our amazing PhD representative, for their work in pulling together a great program. The small group mentoring remains a highlight of the day for both mentees and mentors.

One interesting challenge was how to acknowledge delegates to Country, given we were all in different parts of the world. Taking advice from Curtin's cultural advisor, we used the chat function to acknowledge all the different indigenous groups representing every delegate's location.

CAUTHE has learned a lot about running an online conference. We have valued your feedback and know that some parts worked really well....others we could do differently in future. I believe that our biggest achievement was to still hold our annual conference in spite of everything and give our members the opportunity to connect. CAUTHE is first and foremost a community, whether we are online or face to face!

2021 Executive committee

The New CAUTHE Executive Committee was elected at the AGM on 12 February. The Executive committee is appointed by the Board of Directors. The committee includes elected office-bearers and co-opted members from a number of institutions in Australia and New Zealand. Monthly meetings are held online and the committee reports formally to the Board of Directors at the Annual General and Mid-year meetings.

Elected members

- **Chair** – Prof Kirsten Holmes
- **First Vice Chair** – Dr Edmund Goh
- **Second Vice Chair** – Prof Karen Smith
- **Treasurer** – Dr Paul Whitelaw
- **Secretary** – Prof Erica Wilson

Co-opted members

- **2022 Conference Convenors** – Prof Kirsten Holmes | Dr Edmund Goh
- **Immediate Past Chair** – Assoc Prof Judith Mair
- **Immediate Past Conference Convenors** – Prof Marianna Sigala | Dr Paul Whitelaw
- **Journal and publications** – Prof Marianna Sigala
- **PhD/ECR bursaries** – Dr Naomi Dale
- **PhD Student Representative** – Ms Mahdis Madani
- **PhD/ECR workshop** – Dr Ina Reichenberger
- **PhD Student representative** – Ms Mahdis Madani
- **Journal and publications** – Professor Marianna Sigala
- **Kindred association liaison** – Dr Julia Albrecht
- **Marketing and communications** – Dr Effie Steriopoulos
- **Special Interest Group co-ordinator** – Dr Wendy Hillman
- **Committee members**
 - Dr Michael Hughes
 - Anastasia Yeark
 - Ms Isabella Ye
- **Other contacts**
 - Public Officer - Dr Jennie Small
 - Secretariat - Mrs Penny Jose

Call for Expressions of interest: 2021 PhD student representative

The CAUTHE Executive is seeking expressions of interest for the 2021 PhD student representative role. Applicants must be current CAUTHE Student Members and based at a Chapter Member institution.

Past student representatives have spoken highly of the valuable learning experience the position offers, and the support provided by the CAUTHE Executive in the execution of the duties. The closing date for applications is **Monday 12 April 2021**.

Please forward applications to the CAUTHE Secretariat, Penny Jose
<cauthe.secretariat@gmail.com>

CAUTHE 2022 Conference Plans

Given the ongoing uncertainty around travel restrictions due to COVID, the CAUTHE Executive are working on the best options for the CAUTHE 2022 conference. Watch out for an announcement soon!

Date claimer: 2021 Mid-year meeting

The 2021 Mid-Year meeting will be held online at 11:30 – 13:30 (AEST) on Friday 23 July. The meeting will follow a similar format to the 2020 MYM (see past agenda and reports at Mid-Year meeting 2020 Online). Further information will be distributed in June.

CAUTHE 2021 Conference Report

by Marianna Sigala and Paul Whitelaw

CAUTHE 2021 Conference Online proved to be a great success setting standards for online conferences, from which others may learn and even emulate.

The conference gathered together 303 participants from 101 institutions/universities, 19 organisations and 34 countries to discuss, vision and set the *future perfect* of our tourism, hospitality and events industry. CAUTHE 2021 was not a simple digitisation of our traditional annual CAUTHE Conference.

We made the most of technology tools and their ability to enrich all aspects of the conference program, including the *TH&E Standards* and *PhD/Early Career Researcher* workshops, the keynote speaker and interactive workshop, two industry-academic panel discussions, an applied qualitative interviewing workshop, a *global hotel industry outlook and SHARE center update*, the *Meet the Editor* and *Ask a Fellow* sessions, the virtual exhibition, the 137 paper/poster presentations, our *Great Debate*, three social networking activities, the Awards ceremony, five Special Interest Group meetings, the Annual General Meeting of members, a Chapter director meeting and *JHTM Editors' meeting*.

“

Technology gave us the chance to overcome time and place barriers and to incorporate into the program 23 distinguished academic and industry professionals from leading organisations all over the globe

Technology gave us the chance to overcome time and place barriers and to incorporate into the program 23 distinguished academic and industry professionals from leading organisations all over the globe such as:

- McKinsey, Texas University, TripAdvisor and STR
- CEOs of destination management organisations (PATA, Vienna, Vancouver, South Australia),
- TEAM Tourism Consulting
- SeaLink Travel Group
- Adelaide Fringe
- Culshaw Group of Companies
- Council of Australian Tour Operators
- social event sponsors: *Adelaide Festival Centre, Business in Bliss, Sprout* and *Sydney Opera House*.

The conference platform has also empowered colleagues to network, strengthen and establish new collaborations, to post and share inputs, questions and comments, to have their 'voice raised and heard' or even to watch themselves presenting.

The CAUTHE 2021 Conference Online produced a great legacy of material, including video recordings, proceedings, power point presentations and the digital footprint of the online participants. All these now constitute our collective CAUTHE 2021 memory, a valuable learning and edutainment resource of which we should all be proud.

The conference provided a valuable professional development opportunity for many CAUTHE members to learn, be mentored, to network and promote themselves and their research work. CAUTHE 2021 was the collective work and success of many and various people behind and in front of the 'zoom' cameras.



2021 PHD/ECR Workshop

by Edmund Goh

70 PhD students and ECRs participated in the first Online Bill Faulkner Workshop on the 5th February 2021 that kicked off the CAUTHE virtual conference. The opening session *How to get the most out of your PhD: Back to basics* began with a panel consisting of ECRs and Senior academics. Panel members comprised Sara Dolnicar, Jun Wen, Karen Smith, Sean Lee, Isabella Ye, and Erica Wilson. The key advice from the panel members was to be passionate about your research, develop your research identity, be engaged in teaching, and be appreciative of service administrative duties.



The second session featured the traditional mentoring session where three students were appointed a Professor/Associate Professor to discuss their career trajectory / PhD journey.



The day ended with an *e-mindfulness* session with Peter Bliss who impressed the importance of a relaxed mind through a state of mindfulness in daily activities. According to workshop delegates, what they learned in this session is helpful for exhausted academics who sometimes get disconnected from their busy schedule.



Kindred associations: Future relationship and collaboration with TEFI

The Tourism Education Futures Initiative (TEFI) is an inclusive international network of tourism scholars and practitioners comprised of educators, researchers, industry actors and community members who seek to progress an alternative type of tourism that is sustainable and just, mutually delivering blended social, economic and environmental value, and promoting vibrant flourishing communities. Formed in 2006, TEFI's ambition is to create spaces of knowledge co-creation between industry and practice. Tourism education is conceptualised as a two-way discursive process moving us towards evidence-based tourism policy, planning and place-making.

Both CAUTHE and TEFI are key organisations working towards promoting research and scholarship in the areas of tourism, hospitality and events. Our organisations have co-signed a Memorandum of Understanding (MoU) which aims to facilitate opportunities for collaboration, networking and cross-disciplinary engagement for mutual benefit. This MoU is up for renewal later this year.

We seek **suggestions and input** from CAUTHE members for consideration of inclusion in the MoU with a view of facilitating greater collaboration to strengthen research cultures, inform teaching and learning development at undergraduate and postgraduate levels, and broaden potential links with industry across sectors identified with tourism, hospitality and events.

Please contact Julia Albrecht, CAUTHE <julia.albrecht@otago.ac.nz> and Karla Boluk, TEFI <kboluk@uwaterloo.ca> for questions, comments or suggestions.

CAUTHE 2021 Awards

By Erica Wilson and Penny Jose

CAUTHE is delighted to present a number of awards each year, in recognition of quality academic performance and in support of the annual Conference. At CAUTHE 2021 Online, a total of 137 papers and posters were presented. See [full list of past awards, criteria and previous winners](#).

Best Full Paper Award

The CAUTHE Best Full Paper is named in honour of Professor Philip L. Pearce, the Foundation Professor of Tourism in Australia and an ardent supporter of CAUTHE from its outset.

2021 Dr Denis Tolkach, James Cook University, *Transformations of Capoeira through travel*



Best PhD Scholar's Paper (Bill Faulkner Memorial Award)

The Best PhD Scholar's Paper is presented in memory of Bill Faulkner (1945-2002), Professor of Tourism. The Best PhD paper must be a fully refereed paper with the student as the primary author.

2021 Ding Xu, James Cook University, *I like your travel vlog: Delineating viewers' consumption and production*, co-authored by Dr Tingzhen Chen and Dr Zohre Mohammadi, James Cook University.



Best e-Poster Award

The award is open to papers which are presented as visual presentations or posters at the annual conference, and in 2021 with the additional challenge of being fully online! The posters are judged by delegate vote and by a sub-committee of the Conference Committee following the visual presentation session at the conference.

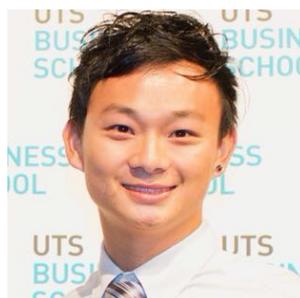
2021 Sophie Seeger and Antoine Bisson, Torrens University Australia, *Design Thinking and Subject Review – Reflection On The Applications Of Design Thinking In Hospitality Education*.



CAUTHE Fellows Award

The Fellows Award is given annually to an academic from Australia or New Zealand who is seen to have made the greatest contribution to Australasian tourism, hospitality and/or event education **or** research from those who have been nominated.

2021 Dr Mingming Cheng, Curtin University (Research)



Fellows' Commendations

The Fellows also presented two Fellows' Commendations,

2021 Dr Anja Pabel, Central Queensland University (Research) and Dr Jun Wen, Edith Cowan University (Research)



2021 Awards, cont...

Journal of Hospitality and Tourism Management Awards

The winning article was based on usage statistics and Scopus citation counts of the published papers and an assessment of the papers' contribution to the research field. Free access to the winning papers is available for a short time.

JHTM Best Paper Award

2021 Zhenxing (Eddie) Mao, Margie F. Jones, Mimi Li, Wei Wei, Jiaying Lyum, *Sleeping in a stranger's home: A trust formation model for Airbnb.*

JHTM Best Phd Paper Award

2021 Alexandra Cehan, *A multilayer network approach to tourism collaboration.*



JHTM Highly Commended PhD Paper Award

2021 Ryan Yung, *VR the World: Experimenting with emotion and presence for tourism marketing.*



JHTM Best Reviewer Award

The top reviewer award is based on both the number and speed of the reviews, as well as the quality of the reviews provided by these individuals.

2021

- Dr Kyle Woosnam
- Professor Girish Prayag
- Dr Yao-Chin Wang
- Dr Rawan Nimri

Hospitality & Society Award

The Hospitality & Society Award is open to all full hospitality papers submitted and accepted for the annual conference. Nominated papers are judged by a sub-committee of Hospitality & Society.

2021 Juan (Annie) Yang, Griffith University, *Destination Australia: To study or not to study?*



Social Media Awards

Congratulations to the winners of the 2021 social media awards. Thanks for helping us to share #CAUTHE2021!

2021 Sabiha Matin Bipasha, University of Newcastle, for a champion performance in online engagement (participation in online discussions and number of comments).



2021 Edmund Goh, Edith Cowan University, for a champion performance in online promotion (number of online posts and channels used).



2021 Erwin Losekoot, NHLStenden University of Applied Sciences, the Best Conference Photo



Image: Getting ready for #CAUTHE2021 - it's CAUTHE, but not as you know it!

2021 Case Studies Springer Book Project Winners

By Marianna Sigala

CAUTHE is delighted to announce the winners of the 2020 Case Studies Springer book project. The award for Best Case Study includes free registration at the CAUTHE 2021 Conference Online, plus an extra book copy, certificate and recognition/promotion. For those awarded 'Highly commended case study', they receive free CAUTHE membership for a year, an extra book copy, certificate and recognition/promotion.

Best case study

*Sustainable Tourism And Public Opinion:
Examining The Language Surrounding The
Closure Of Uluru To Climbers*

Bridget Tombleson and Katharina Wolf, Curtin University, Australia



Abstract

The decision to cease the climbing of one of Australia's major tourist attractions, the UNESCO World Heritage site Uluru, on 26th October 2019, has attracted much controversy, debate and worldwide attention. This case study explores traditional media commentary and reporting as well as social media discussions in the lead up to the closure of the climb. Drawing on framing theory, three key frames emerge that illustrate the opposing perspectives on the role of destination tourism. Through the economic lens, UNESCO World Heritage attractions like the Uluru climb perform a crucial role in supporting a country's economy. As a national treasure, the rock should be freely accessible to all Australians (entitlement frame). However, the inclusive sustainability worldview considers a site's history, contemporary relationship with the (local) community and potential for future generations. This case highlights issues in change management processes with regards to access to heritage sites. Insights into the narrative in the lead up to the closure of the climb enable readers to explore the complexities surrounding the desire to shift towards a more sustainable tourism model.

Highly commended

*A Day In The Life Of Guest Experience
Stagers: The Saffire Freycinet Experience*
Anita Manfreda, Torrens University Australia
and Justin King, Vomo Island Fiji



Abstract

This case study illustrates a day in the life of hosts and guests at Saffire Freycinet, a luxury lodge in Tasmania, Australia. It highlights key aspects in the co-creation and management of high quality accommodation experiences in a luxury lodge. The case study allows students to reflect on and apply the concepts of guest experience, experience quality, staging, management and co-creation of luxury accommodation experiences.

Pending publication: Sigala, M., Yeark, A., Presbury, R., Fang, M. & Smith, K. (2021). *Case Based Research in Tourism, Travel, Hospitality and Events*. Springer Verlag.

For more about the project see [Case Studies Springer book project](#).

ISO-CHATS Returns in 2021!

By Anne Hardy and Tamara Young

CAUTHE members will be thrilled to hear that ISO-CHATS has rebooted in 2021 - which kicked off with an excellent presentation on the 5th March by Dr Jennie Small, CAUTHE Fellow and Critical SIG Co-Leader, on women's bodies on holiday. With so many of our global research community still isolated from friends and family, ISO-CHATS will continue to provide you with a collegial space for sharing research. We are shaking up the format and planning an exciting line-up: in addition to individual presenters, we will also have discussion panels, themed sessions and book launches. So lock the date and time into your diaries: The **first Friday** of every month at 12:00 (AEST). Watch the [ISO-CHATS](#) and CAUTHE social media for more information on the 2021 program of events.

Footnotes from the Fellows

By Professor J.S. Perry Hobson,
Sunway University, Malaysia



This section, instigated by the late Philip Pearce when he was Chair of the CAUTHE Fellows, provides brief commentaries from Fellows about topics of potential interest to tourism scholars at all levels. All Fellows are invited to make a contribution and share thoughts on general topics of interest to the wider CAUTHE membership.

Let's Not Waste This Crisis

As Charles Dickens wrote at the start to the Tale of Two Cities, *It was the best of times, it was the worst of times*. The current pandemic-stricken world we live in seems like another one of those points in time. For anyone owning the shares of various online and technology companies, then it's been the best of times. However, for those of us vested professionally and personally in the hospitality, events and tourism industries it has been the worst of times - with borders closed, planes grounded and hotels boarded up. While the initial vaccine roll-out offers a glimmer of hope, the reality of continuing and intermittent tourism shutdowns looms large for some time to come.

There is a saying 'Never let a good crisis go to waste' and so how do we not waste this particular crisis? After all, we have gone from over-tourism to virtually no tourism. Very few industries ever get the global 're-set' button pushed. So how should we use this opportunity for humanity to re-think what we have been doing? As the pandemic set in during 2020, it was noticeable that people initially kept talking about a return to normality. The trouble for me was that it implied returning to all the problems that tourism had.

As the pandemic evolved, we then started talking about 'The New Normal', which in many ways seemed like a revised version of the old normal, except with all lot of social distancing and health protocols. The question in my mind has been how do we start to re-vision a completely new normality for living on our planet, and how can tourism be re-thought as a sustainable part of that?

After all, isn't this the time to imagine a future that is does not take us back to the over-crowded, over-indulgent and unsustainable tourism practices of the past?

As Arundhati Roy wrote in his Financial Times article [The Pandemic is a Portal](#):

'Our minds are still racing back and forth, longing for a return to 'normality', trying to stitch our future and our past and refusing to acknowledge the rupture. But the rupture exists. And in the midst of this terrible despair, it offers us a chance to rethink the doomsday machine we have built for ourselves. Nothing could be worse than a return to normality. Historically pandemics have forced humans to break with the past and imagine their world anew. This one is no different. It is a portal, a gateway between one world and the next', adding that, 'We can choose to walk through it, dragging our dead rivers and smoky skies behind us, or we can walk through lightly with little luggage, ready to imagine another world and ready to fight for it.'

Clearly the pandemic has prompted a lot of new thinking and re-focusing in other industries. After all, we are seeing several car companies announcing that they will now be offering all electric vehicles (EV) by 2025 or 2030. These organisations have used the pandemic to re-invent themselves around being both technology-led and sustainable. The reality is that vaccines are unlikely to be a panacea for COVID. This means we'll probably be living with it forever, just as we have done with other endemic viruses.

A panel session at the CAUTHE 2021 conference posed the question *Destination Management in the post-COVID era: How can we 'Build Back Better'*? However, such a title could imply that destinations should be planning to 'build back' tourism to pre-COVID levels. What if some destinations don't want to build back tourism at all? After all, following other natural disasters in Australia (such as bush fires and floods) we don't necessarily just 'build back' to where we were before, because in some cases the environmental conditions do not permit it. It seems to me that this is the time to stretch our current thinking, and to think about re-conceptualising tourism.

The COVID 're-set' presents us with a unique opportunity to take a bigger step back, and to vision the broader changes that humanity really needs to engage in. First, we need to be able to image how humanity is going to be able to continue to live sustainably on this planet. Second, we'll need to re-think how we engage in work and leisure within a sustainable natural environment, and then to re-vision tourism within that context. If we stay within our existing paradigms and thinking, then I fear we are unlikely to be really be able to build back much better. We'll just end up with a slightly improved version of what we were doing. Surely, that would be a waste of a crisis.

Feature: CAUTHE Chapter Director

By Assoc Prof Ian Yeoman,
Chapter Director,
Victoria University of Wellington



February 2019 seems like another world: News from Victoria University of Wellington, New Zealand

In February 2019, whilst at the 29th CAUTHE conference in Auckland we were seeing the beginning of COVID-19 in which delegates from China were not allowed into New Zealand, so they had to participate in the conference virtually. Several weeks later, New Zealand closed its borders, and we went into lockdown. Our borders are still closed to international tourists and living with COVID-19 is the new normal.

At Victoria University of Wellington, we offer a range of Tourism Management programmes including a Bachelor's degree, Masters, Graduate Diploma and PhD. All of which are [UNWTO TedQual](#) accredited and we are ranked as a top 100 provider in the [QS subject rankings](#). When the borders closed and we went into lockdown, our international students where in the New Zealand.

So, it was a matter of adapting to the new world. The university decided to close for several weeks, so we could readjust, move teaching online, redesign assessments and courses. Everyone moved very fast to adapt and we succeeded. Student feedback across all our courses was excellent.

Using virtual reality to provide meaningful education on sustainability

Associate Professor Christian Schott's research has led to the development of a VR experience that lets students experience cultures around the world.



Dr Christian Schott's award winning VR and sustainable tourism education programme

During the year, the team was focused on the students and engagement with industry. We organised a virtual careers fayre, we won several excellence [awards for teaching and learning](#), created a [webinar series about the re-imagination of New Zealand tourism](#), wrote several [press stories](#) for [newsroom.co.nz](#) and tried our best to create a sense of normality.

We are small team of five academics, including one team member who was on sabbatical during lockdown and couldn't return. We learned that we depended upon each other and had to look out for each other. As zoom was the new word of 2020, redesigning and the delivery of these courses was a challenge and put extra strain on many of us. Well-being and communication were extremely important as we had a sense of responsibility and commitment to the students and each other. There where a few heated moments, times when we got lost and made mistakes. But all of us, supported each other and helped each other out.

One year later, the borders are still closed and there are no new arrivals of international students for any of our courses. This meant, we could not run our postgraduate degrees in 2021, as they are primarily focused on international students. We have seen a drop in students enrolled onto the first year of the Bachelor of Commerce (Tourism Management) which is a concern. Team members have resigned and parallel to this, there is a blanket ban on recruiting new academic staff. This might sound a bit grim!

Looking to the future, we are a team who will face the challenges head on as COVID-19 has been a catalyst for changing university education. In 2025, we will not be what we were in 2019. Maybe the future is about our expertise, the value of a university degree focused on critical thinking, problem solving and creativity within a tourism management context and what we can contribute to society. I would like to think so. Whatever the future, I can only be thankful to the rest of team. That is Karen, Ina, Christian and Mondher.