

## Keynote speaker

Tuesday 19 October 2021 | 08:15 – 09:15 (Adelaide, SA)

Professor Bob McKercher, The University of Queensland

**Topic:** *Bad Research Practice : Myths and Realities of Special Interest Market Studies*

### Session description

Far too much of the research on special interest tourism markets is so deeply flawed conceptually and methodologically, that not only does it produce unreliable results, it is downright dangerous. The risk is that much of this research 'proves' market opportunities exist, when in fact they do not, leading operators and destinations to invest scarce resources pursuing phantom markets. This presentation highlights the dangers of producing such flawed research. It dissects the reasons why many studies are fundamentally flawed and tells a cautionary tale about the need to think carefully about the research method adopted in tourism studies.

### Speaker bio

Dr Bob McKercher is a professor of tourism at the University of Queensland. He has recently relocated there, after having spent the past 22 years in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. He started his academic career at Charles Sturt University. Prior to that he worked for about 10 years in the Canadian tourism industry in a variety of operational, advocacy and management roles.

He received his PhD from the University of Melbourne in Australia, a Masters degree from Carleton University in Ottawa, Canada and his undergraduate degree from York University in Toronto, Canada. He has published over 300 scholarly papers and research reports, is the author or co-author of *The Business of Nature-based Tourism*, *Cultural Tourism* and *Tourism Theories Concepts and Models*. He has also edited a number of other books.

Prof McKercher is the Chairman of the Board of the International Academic for the Study of Tourism; a Fellow of the International Academic for the Study of Tourism; the Council for Australian University Tourism and Hospitality Education and; the International Academy of Culture, Tourism and Hospitality Research.

