

24 July 2023

The Chair, Council for Australasian Tourism and Hospitality Education (CAUTHE)

Proposal from the University of Queensland, Business School would like to formally bid to host a CAUTHE Conference in accordance with the Conference Bid Guidelines and Manual.

Conference Dates, Location and Venue

The proposed dates for the 2025 CAUTHE Conference are on or around the week of February 10 to 13, 2025. These dates do not clash with Waitangi Day (Feb 6) or Chinese New Year (starting January 29, 2025). The PhD workshop will be held on Feb 10, as well as some SIG groups. The conference itself will run from Feb 11 to 13.

At this stage, we are proposing that the conference be run on a face-to face basis only.

The conference will be hosted in a fully accessible CBD hotel in Brisbane that can be reached easily via public transit. A tentative booking has been made with the Sofitel Brisbane CBD. It is conveniently located near the train station and is a short walk to the Queen St. Mall shopping area. Other accommodation options will be sourced closer to the date.

Conference Theme, Programme and Workshops

The proposed conference theme is: **“TOURISM, HOSPITALITY AND EVENTS IN A ‘VUCA’ WORLD”**

VUCA stands for volatility, uncertainty, complexity, and ambiguity. It is arguably the new normal. The tourism and hospitality sector must figure out how to survive and thrive in this environment. The conference will bring together thought leaders to identify and discuss key issues within this phenomenon, explore innovative solutions and examine the requirements for an agile tourism, hospitality and events educational sector.

Conference Programme

Proposed sub-themes and paper topics include, but are not limited to

- Emerging mega trends in a 'VUCA' tourism, hospitality and events environment
- Event futures
- Innovation and technology
- Agility and adaptation
- Tourist behaviour
- Ethical tourism, hospitality and events - our expanding consciousness
- Research methods to understand futures and complexity:
- Higher education, teaching and learning in the VUCA world
- Other suitable topics

An exciting agenda is proposed with novel approaches to keynote speakers, session themes and breakout sessions. In particular, it is envisioned that the keynote speakers will come from industry and will focus on emerging trends that require greater collaboration between industry and academia.

We have invited two keynote speakers at this time and they have accepted. They include:

- Dr Sarah Kelly AOM – who is a board member of the 2032 Brisbane Olympic and Paralympic Organising Committee
- Ms Margy Osmond – who is the Chief Executive Officer of the Tourism & Transport Forum Australia (TTF), the peak industry group for the Australian tourism, transport and aviation sectors.

The PhD/ECR (annual) and MCA (biennial) workshops will be held prior to the conference, with the annual SIG meetings, CAUTHE AGM and Meeting of Directors and Journal Board Meetings to be held during the conference and after the formal sessions, respectively. The University of the Sunshine Coast will host the PhD workshop.

Of course, the agenda at this stage is tentative and flexible, giving us the opportunity to amend it should pressing issues arise.

We are planning to run a social event, likely on Day 2 of the conference, titled 'the CAUTHE-lympics'. A tentative booking has been made at Strike Bowling, in the Brisbane CBD. It offers 12 bowling lanes, a spectacular laser tag arena, pool tables, private karaoke rooms and three escape rooms. Strike Brisbane City is fully accessible.

The gala dinner will be held prior to the last day of the event to ensure as broad participation as possible. Social events may include a cruise along the Brisbane River among other activities.

The tentative programme is as follows:

The day before the conference (Feb 10, 2025)	PhD / ECR workshop and MCA workshop	
Day 1 (Feb 11, 2025)	Morning	Opening ceremony Keynote speaker (tentatively TTF) Concurrent sessions
	Afternoon	Concurrent sessions
	Evening	CAUTHE-lympics
Day 2 (Feb 12, 2025)	Morning	Chapter Directors' (or nominee) breakfast Keynote speaker (Brisbane Olympics) Concurrent sessions
	Afternoon	Concurrent sessions Poster session AGM and Chapter Directors' meeting Special interest groups (SIGs) (or optional tours)
	Evening	Gala dinner
Day 3 (Feb 13, 2025)	Morning	Concurrent sessions
	Afternoon	Great Focus group? Award ceremony Closing ceremony & handover

The conference program must include an opening plenary session, which includes a formal opening and Welcome to Country (Australia)

Budget

The budget is still to be determined but will be kept in line with current costing of CAUTHE conferences. Full use of student helpers will be made to help defray costs. We shall also work closely with the host venue to keep costs to a minimum.

Sponsorship is currently being sought from a number of sources.

At present, the conference fee has not been finalised, but we anticipate it to fall within the price of recent conferences.

It is recognised that only the Conference Management Team, as per the budget approved by the CAUTHE Executive, may commit to, or incur, charges and expenses in the staging of the conference. No party other than the CMT may suggest that costs will be covered, discounts offered, or 'freebies' granted by CAUTHE or the CAUTHE Conference.

It is recognised that CAUTHE has worked towards a model where the Association bears the financial responsibility for staging the conference, including any profit or loss (profit or loss arrangements can be discussed between CAUTHE and the Convenor/Organising Committee).

The Conference Convenor will work closely with the CAUTHE Executive and Treasurer in the establishment of and adherence to the budget.

Free registrations CAUTHE will generally permit free registrations for:

- CAUTHE Secretariat, with a service table in a prominent space
- CAUTHE PhD Student representative
- One attendee from Elsevier (CAUTHE's Journal publisher) with an exhibit booth for the Journal and related products.
- Keynote speaker.

A minimum conference discount of at least AU\$110 minimum (i.e. one year's membership fee) from the conference registration fees will apply for Associate and AU\$55 minimum for Student members. The member discount does not apply to Chapter or Affiliate members or Fellows i.e. only Associate or Student members are entitled to the respective discounts. Conference delegates are encouraged to take up CAUTHE Associate or Student membership as appropriate.

Conference Management, Support and Organising Committee

It is understood that CAUTHE has moved to a model whereby CAUTHE oversees the conference and budget but delegates the event's organisation to a conference host. CAUTHE supports the PCO, conference website, registration interface and central digital support in paper management via Events Air.

CAUTHE will oversee and fund the conference and will enter a Service Agreement ('Agreement') with the CAUTHE-nominated Professional Conference Organiser (for the provision of their PCO services). The PCO will help support the CAUTHE Executive and the Conference Convenor and Management Team to run a seamless, profitable event. The Agreement will include an Event Brief, which outlines the specific services to be provided and an approved Budget.

We shall work closely with the appointed PCO and conference venue.

It is appreciated that CAUTHE and its Executive have high level oversight of the annual Conference. The organisation works to ensure and promote CAUTHE's interests, budget and outcomes, are in line with its Mission, Vision and Strategic Objectives. The host institution, through bidding for the Conference, has responsibility for managing the annual event operations and ensuring its success. The CAUTHE Executive Committee supports and maintains overall approval of the conference budget and suitability of all elements, which will be reported through by the host Conference Convenor at monthly Executive meetings.

Timeline and Milestones

At this stage, pre conference planning is already underway with a working party established.

A finalised conference theme and agenda will be developed upon confirmation of UQ hosting the 2025 and will be presented at the 2024 conference.

A website will be developed by the end of the first quarter of 2024 with a call for papers issued in June/July. The deadline for working and full papers is still to be determined, but will follow CAUTHE protocols of mid to late October to ensure sufficient time for review and revision.

Convenor and Organising Committees, including Workshops

The nominated conference chair is Prof Bob McKercher. In addition, an emerging scholar will be identified as the co-chair. Other members of the organising committee include Prof Lisa Ruhanen, Prof Pierre Benckendorff, Dr Karen Hughes, Dr Sheranne Fairley, and other staff.

A scientific committee comprised will also be formed that will coordinate paper submission and reviewing.

The PhD/MCR workshop is going to be hosted by The University of the Sunshine Coast. Dr Aaron Tham has been identified as the organiser for this event.

Diversity, Inclusion and Access

We will comply fully with the CAUTHE Pledge by committing to:

- Advocating and including the voices of diverse groups, recognising that difference make CAUTHE strong;
- Offering the names of suitable colleagues within CAUTHE, and our own networks to ensure diversity in events, forums and conferences;
- Building trust in an environment free of derogatory comments and discrimination;
- Advocating the principle of the CAUTHE Be Kind Campaign, recognising the power of kindness and constructive feedback; and
- Encouraging fellow members and colleagues to participate in the CAUTHE Pledge.

Accommodation

At present, we are looking at the Sofitel Brisbane CDB as the host venue. Alternative accommodations will also be provided at different price points to meet the needs of CAUTHE's participants.

We shall ensure that the conference hotel complies with all the hosting requirements for CAUTHE, including sufficient plenary and breakout rooms, open space and digital facilities. Alternative accommodation options will also be organised at various price points, all will be within easy commuting distance of the conference hotel.

Sustainability

The conference will be committed to the principles of sustainability by eliminating plastic and non-biodegradable waste, as much as possible. The proposed conference hotel is undergoing a significant revitalisation of its rooms in 2024 and has made a commitment to improve its current sustainability practices.

We will also look into a carbon offset option for delegates.

We look forward to hearing from you. If you have any further questions, please let me know. Also, we would be happy to make a presentation at CAUTHE 2023 if desired.

Yours sincerely



Prof Bob McKercher
Chairman of the Board – International Academy for the Study of Tourism