

STRATEGY
2023-2026



CAUTHE

Council for Australasian Tourism
and Hospitality Education

CAUTHE acknowledges the Indigenous peoples, Traditional Custodians, and First Nations of the countries in and on which we live, work and study, and their ongoing cultural connections to land, sea and community. In Australia, we pay our respect to Elders past and present, and extend that respect to all Aboriginal and Torres Strait Islander peoples. In Aotearoa | New Zealand we acknowledge Tangata Whenua (People of the Land) and the rights and authority agreed within Te Tiriti o Waitangi. In the great Moana-nui | Pacific we acknowledge the many Indigenous peoples that are connected together by the ocean, culture and cosmology.

VISION

CAUTHE is the peak body for Australasian tourism, hospitality and events (TH&E) research and education. We lead, unite and grow an outstanding, diverse and sustainability-focused TH&E community.

MISSION

To support our members through a sharing culture of diversity, collegiality, expertise and scholarly inquiry.

STRATEGIC PILLARS

1. LEADERSHIP

STRATEGIC GOALS

To advance the needs of Australasian TH&E educators, scholars, researchers and providers.

KEY OBJECTIVES

- 1.1 Increase membership participation, both in Australasia and globally
- 1.2 Support, develop and promote CAUTHE's Journal (JHTM)
- 1.3 Strengthen the profile of CAUTHE and its members as experts in TH&E education and research
- 1.4 Commit to a sustainable future in TH&E education and research

2. ENGAGEMENT

STRATEGIC GOALS

To provide a forum for sharing, connection and dialogue among TH&E scholars, industry and government.

STRATEGIC PILLARS, CONT.

KEY OBJECTIVES

- 2.1 Strengthen and support the annual conference, PhD Scholar, Early Career Researcher and Mid-Career Academic workshops
- 2.2 Support and foster active involvement in Special Interest Groups
- 2.3 Strengthen links with kindred associations, industry and government, providing expertise and advice

3. SUPPORT

STRATEGIC GOALS

To promote opportunities that support the aspirations of members.

KEY OBJECTIVES

- 3.1 Support enhanced engagement and communications online and in-person
- 3.2 Produce and facilitate access to resources, professional and career development and networking opportunities
- 3.3 Promote and support high quality research and scholarship projects
- 3.4 Advocate for high standards in the TH&E tertiary education sector

SPECIFIC ACTIVITIES

1. LEADERSHIP

Advance the needs of Australasian TH&E educators, scholars, researchers and providers

ACTIVITIES	MEASUREMENT TOOLS
<p>1.1 Increase membership and participation in the Association</p> <ul style="list-style-type: none">• Develop a membership strategy to retain and increase membership and encourage active involvement, including postgraduate students beyond PhD level (e.g. Masters)• Develop targeted communication strategies and benefits (e.g. Chapter, Affiliate, Associate and Student members) including listing member benefits in the annual membership renewal notices• Provide a CAUTHE Annual Report (for Chapter Directors to assist with advocating for membership renewal) including summary 'CAUTHE at a glance' via an Infographic• Undertake a member survey at least every five years to ensure benefits are relevant and understood.	<ul style="list-style-type: none">• Social media & website engagement• Membership statistics• Member survey

ACTIVITIES	MEASUREMENT TOOLS
<p>1.2 Continue to support, develop and promote the Journal of Hospitality and Tourism Management</p> <ul style="list-style-type: none"> • Work with the Editor-in-Chief and publisher to raise the profile of the journal and attract high quality research papers in tourism, hospitality and events • Continue to support the Annual Research Symposium, Hackathon and Best PhD paper awards. • Support and promote JHTM’s social media communications strategy. 	<ul style="list-style-type: none"> • Journal statistics • Social media statistics • Participation in Research Symposium & Hackathon • Number of PhD paper award submissions
<p>1.3 Strengthen the profile of CAUTHE and its members as experts in TH&E education and research</p> <ul style="list-style-type: none"> • Promote TH&E education and research activities of Chapter member institutions in the newsletter • Support and promote TH&E Standards College of Peers workshops and Mentoring programme • Develop strategies to ensure that CAUTHE is the ‘voice of TH&E’ for educators, researchers, organisations, politicians and policy makers through advocacy and representation on national boards and advisory groups. 	<ul style="list-style-type: none"> • Chapter member spotlight in the bi-annual newsletter • TH&E Standards & Mentoring program surveys <ul style="list-style-type: none"> ◦ Board and advisory group representation and submissions
<p>1.4 Commit to a sustainable future in TH&E education and research</p> <ul style="list-style-type: none"> • Develop a sustainability charter and guidelines for the association. • Incorporate socio-cultural, environmental, and economic sustainability criteria in the CAUTHE event guidelines. • Identify innovative ways to advance sustainability. • Benchmark against best practices against other similar scale/ domain associations. • Engage with member institutions to ensure future conference hosting is organised sustainably. 	<ul style="list-style-type: none"> • Sustainability initiatives integrated into the annual ‘CAUTHE at a glance’ and Conference reports • Updated CAUTHE Conference guidelines

2. ENGAGEMENT

Provide a forum for sharing, connection and dialogue among TH&E scholars, industry and government.

ACTIVITIES	MEASUREMENT TOOLS
<p>2.1 Strengthen and support the annual conference, PhD Scholar, Early Career Researcher and Mid-Career Academic workshops</p> <ul style="list-style-type: none"> • Continue to offer the conference registration discount, PhD Scholar & ECR bursary program, carer support, PhD/ECR & MCA Workshops, NZ PhD Symposium and awards • Engage with member institutions to ensure future conference hosting is established up to three years in advance • Provide more teaching-related professional development opportunities at seminars, workshops and conferences, and the option to create specific teaching-focused events. 	<ul style="list-style-type: none"> • Conference and workshop surveys • Number of paper submissions • Number of bursary & carer support applications • Award winner, bursary & carer support testimonials • Conference delegate numbers by type
<p>2.2 Continue to support and foster active involvement in Special Interest Groups</p> <ul style="list-style-type: none"> • Support SIG activities e.g. symposia, webinars or conference sessions • Promote SIG engagement in research development activities and publications 	<ul style="list-style-type: none"> • Monitor level of SIG activity and number of new SIGS

ACTIVITIES	MEASUREMENT TOOLS
<p>2.3 Strengthen links with kindred associations, industry and government, providing expertise and advice</p> <ul style="list-style-type: none"> • Continue to support the joint CAUTHE/SMAANZ/ANZALS HDR Conference and links with industry associations and public sector organisations • Support government, industry and international academic colleagues participation in conferences • Encourage partnership with kindred Associations within and beyond Australia and New Zealand e.g. Memoranda of Understanding, co-hosting conference streams 	<ul style="list-style-type: none"> • Continued MOU engagement including number of joint symposia, cross-promotion of activities & knowledge sharing • Conference delegate numbers by type • New (or renewed) MOUs

3. SUPPORT

Promote opportunities that support the aspirations of members.

ACTIVITIES	MEASUREMENT TOOLS
<p>3.1 Support enhanced engagement and communications online and in-person</p> <ul style="list-style-type: none"> • Promote member use of social media channels for e.g. news items, press releases, career opportunities 	<ul style="list-style-type: none"> • Level of online engagement (e.g. Facebook, LinkedIn)
<p>3.2 Produce and facilitate access to resources, professional and career development and networking opportunities</p> <ul style="list-style-type: none"> • Develop the PhD/ECR, MCA, TH&E Standards and other workshops with additional collaboration, mentoring and engagement opportunities throughout the year • Provide member only access to conference proceedings and limited open access to JHTM award winning papers • Support JHTM activities which facilitate professional and career development and networking. 	<ul style="list-style-type: none"> • Number of workshops and symposia hosted and numbers of members attended
<p>3.3 Promote and support high quality research and scholarship projects</p> <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. 	<ul style="list-style-type: none"> • Number of TH&E Standards workshops and symposia hosted and numbers of members attended
<p>3.4 Advocate for high standards in the TH&E tertiary education sector</p> <ul style="list-style-type: none"> • Champion the College of Peers TH&E Standards workshops and activities • Encourage and support members in their professional and career development including via the annual PHD/EDR & MCA workshop small group mentoring and CAUTHE's Mentoring programme 	<ul style="list-style-type: none"> • Number of TH&E Standards workshops and symposia hosted and numbers of members attended • Participation in annual PHD/EDR & MCA workshop small group mentoring and Mentoring programme • Informal mentoring and networking amongst colleagues

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