CAUTHE
Council for Australasian Tourism and Hospitality Education

CAUTHE Critical Approaches in Tourism and Hospitality Special Interest Group Workshop

Beyond Frictionless: Rethinking Convenience and Care in Digital Tourism

Digital tourism sells seamless/frictionless travel but (in reality) digital experiences are often not smooth leaving the tourist frustrated, exhausted and feeling helpless. This session unpacks the gap between the (digital) promise and the experience. We look at everyday tourist encounters to show how 'digital convenience' doesn't remove friction – it moves it. Responsibility, risk, and problem-solving shift from organisations to travellers, and the burden is not shared equally.

📅 Date & Time

Wednesday 11 February 2026
5:00 – 6:00 pm

📍 Location

CAUTHE 2026 Conference
Hickinbotham Hall
National Wine Centre, Adelaide

Session Format

- Introduction to the topic
- Structured small-group analysis of familiar digital tourism interactions
- Whole-group discussion and theoretical integration

Post-Workshop

Optional drinks/dinner at a nearby pub. Venue to be advised
(At delegates' own expense)

We look forward to welcoming both new and returning members to the CAUTHE SIG workshop.

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