A post-pandemic future for tourism scholarship? – reflections on academic practice across 3 continents
Presentation

• Changing landscape of scholarly tourism & hospitality education – personal *patterns* & reflections
• Navigating our disrupted era
• Future prospects - institutions, scholars & alumni
Prophets of COVID-19 Transformation

Travel as we know it is over

- Brian Chesky – Airbnb Founder

50% of business travel will go away after the pandemic

- Bill Gates – Microsoft Founder
Preceding the pandemic

*Digital Vortex 2019* (IMD & Cisco)
My scholarly narrative – one of many

- Foundations outside tourism & hospitality
- *Town & Gown* philosophy
- Shaped by mobilities (& privilege?)
- Lifelong learning
Accumulating experiences & perspectives

• Scotland, Europe – foundations
• Melbourne, Australia – youthful exuberance
• Fiji, Pacific – community need
• Hong Kong, Asia – scale & geopolitical complexities
University roles – from *nuts & bolts* to strategy
Industry roles

destination melbourne

Canvas Holidays

QANTAS

Hilton

LAUREATE AUSTRALIA

OCEAN SPIRIT CRUISES
Consultancies
Media engagements
Scholarly inspirations
Australia – youthful exuberance

• Tourism education growth coincided with
  • Exponential growth of international travel (9.8M) &
  • Massification of higher education
• THE degrees @ 30 universities
Pacific story

- Tourism education in developing country settings
- Intense engagement in micro-states
Asia – back to teaching & a chance to reflect
Now our institutions & schools

- Rankings, benchmarking & metrics
- Public, private, teaching, research
- Complex tourism education architecture
Hotel School of the future?

- Globalisation & **Davos man** challenged
- Acceleration of **high tech vs high touch**
- Beyond craft & “business as usual”
- Rethinking our industry definition
Joined up Thinking – Tourism & the UNSDGs
Engaging with the multilateral architecture
Scholarly change initiatives
COVID-19 challenges & beyond

• An upended Industry
• Recessionary conditions & resurgent poverty
• Climate crisis
• Geopolitical rivalries & decoupling
Academic careers disrupted

• The Academy
  • Research
  • Teaching &
  • Service (University & community)
A new generation of tourism leaders

• Careers dedicated to tourism
• Spanning the public & private sectors
• Changemakers
Tourism leaders as post-crisis change agents

• The shift to purpose-based organizations
• Ecological & cultural sustainability
• Humanity
• Poverty alleviation
Change agents (ctd)

• Start ups, entrepreneurship & innovation
• Resident QOL & the visitor economy
• The human machine interface
A Post-crisis opportunity to embrace

- Multilateral solutions
- Integration of tourism into planning for recovery
- Joined-up design thinking
... and to engage

- Humanities as well as STEM
- Business sustainability as well as smartness
... & why I remain optimistic

- Globally linked tourism education will be undiminished
- STEM cannot substitute
- Adaptable education & tourism will help us understand our mobile humanity
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