

# 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
- Fjii, Pacific – community need
- Hong Kong, Asia – scale & geopolitical complexities



# University roles – from *nuts & bolts* to strategy





THE HONG KONG  
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香港理工大學

# Industry roles

destination  
melbourne

Canvas  
Holidays



OCEAN  
SPIRIT  
CRUISES



  
LAUREATE  
AUSTRALIA







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# Consultancies



NZZ

BBC  
NEWS

CNN

The  
Economist

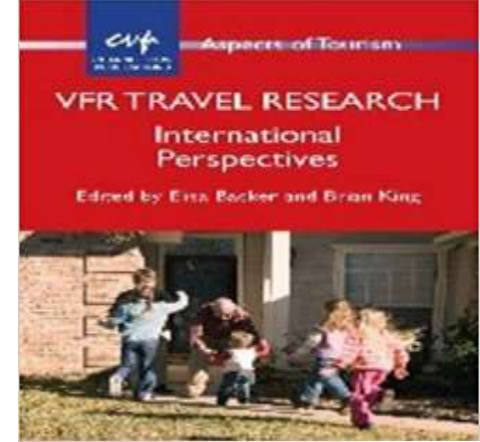
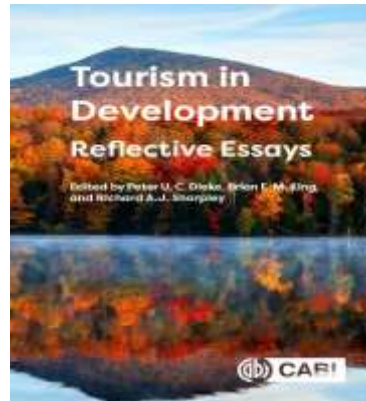
## Media engagements



BECTV



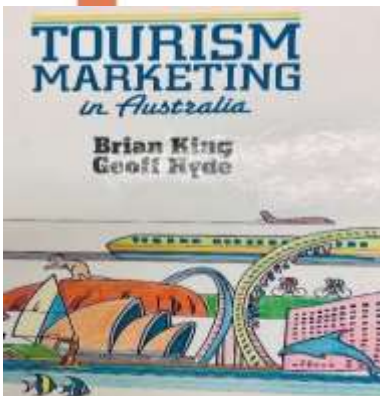
# Scholarly inspirations





# 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



**ACCREDITED MEMBER**



International Centre  
of Excellence in  
**Tourism and Hospitality  
Education (THE-ICE)**



# 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

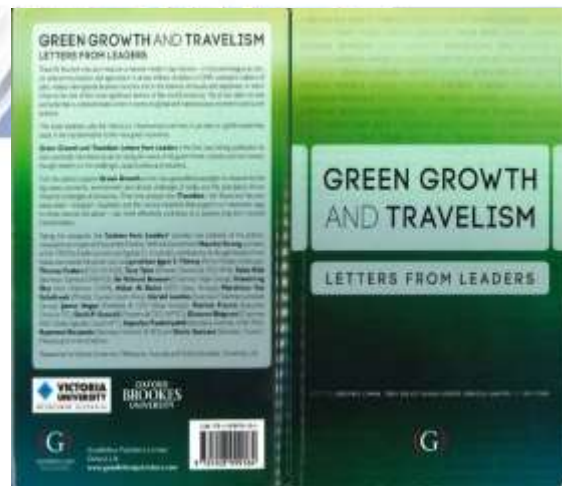


SCHOOL FOR  
THE VISITOR  
ECONOMY





# Joined up Thinking – Tourism & the UNSDGs





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## Engaging with the multilateral architecture



United Nations  
Educational, Scientific and  
Cultural Organization



# Scholarly change initiatives



Changemaker  
Campus

**BESTEN**  
Building Excellence in Sustainable Tourism  
Education Network

**TEFI** TOURISM  
EDUCATION FUTURES INITIATIVE



# 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)



LEADERSHIP  
DISRUPTED

The  
Economist

THE NEXT  
RECESSION

# A new generation of tourism leaders

- Careers dedicated to tourism
- Spanning the public & private sectors
- Changemakers



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香港理工大學

School of  
Hotel & Tourism Management  
酒店及旅遊管理學院

## DOCTOR of Hotel and Tourism Management

**Application being  
accepted until  
30 June 2020!**



D-HTM

# 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

*Staycation Delights* ♥  
**HOLIDAY AT HOME**







# A Post-crisis opportunity to embrace

- Multilateral solutions
- Integration of tourism into planning for recovery
- Joined-up design thinking



**SUSTAINABLE  
DEVELOPMENT  
GOALS**





## ... 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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