Contributors

David Airey is Emeritus Professor at the University of Surrey. He has been involved in tourism as a subject for study for more than 40 years as an academic and as a government official with national responsibility for tourism programmes in England. He co-edited the first book on tourism education and has recently co-edited the 500-page Routledge Handbook on the same topic. He has been involved in many research studies related to tourism education, many of which have appeared in academic journals. In 2006 he received the United Nations World Tourism Organization’s Ulysses Prize for his work in the creation and dissemination of knowledge. Since retiring from his full-time position at Surrey he has continued to teach, research and write, based both in the UK and internationally, where he holds a number of visiting professorships.

Kathleen Andereck is Director of School of Community Resources and Development and Director of Curricular Initiatives in the College of Public Service and Community Solutions at Arizona State University where she also holds the rank of Professor. She serves on several university level advisory committees including the Study Abroad, Graduate Education, and Social Science Research Advisory Committees. Her research focuses on the tourism experience from the perspective of both visitors and residents particularly as it applies to sustainable tourism. Andereck has done research work with a diversity of organizations and agencies at the federal and state level including the Bureau of Land Management, the USDA Forest Service, the Arizona Office of Tourism and the Arizona Department of Transportation. She has published this work in numerous academic journals including the top-tier publications in tourism studies. She has also presented many papers at national and international conferences. Andereck is active in a number of local and national organizations. She is an associate editor for three academic journals.

Charles Arcodia is an Associate Professor within the Department of Tourism, Sport and Hotel Management. He joined Griffith University in 2012 and has held previous full-time positions at the University of Queensland and the Queensland University of Technology. He has also had part-time/visiting academic positions at various other Australian and overseas universities. Arcodia’s research interests are generally in the field of event management and tourism management education, particularly approaches to experiential learning. The outcomes of his research have appeared in a variety of books and academic journals. Arcodia is the Executive Editor of the International Journal of Event Management Research and is an editorial board member of four other scholarly journals.

Florian Aubke is an Assistant Professor/Senior Lecturer for Hotel Management at the Department of Tourism and Service Management at MODUL University Vienna. He has substantial operational experience in the hospitality industry as well as national and international event management. Florian received his Bachelor of Business in Marketing and Hospitality Management as well as a Master of Business by Research from Victoria University, Melbourne, Australia. Since his doctoral studies (completed in 2012 with...
distinction at the Vienna University of Economics and Business), his research has focused on the analysis of social networks, both within and between organizations, with a particular application to the hospitality and tourism industry. Florian is an active member of the International Network for Social Network Analysis (INSNA) as well as the European Chapter of the International Council on Hotel, Restaurant and Institutional Education (EuroCHRIE).

**Roy Ballantyne** is a Professor at the University of Queensland. He has over 35 years’ experience in teaching and researching in tertiary institutions and has an established international reputation for his work and publications in higher education, environmental interpretation and education, free-choice environmental learning, and visitor research in museums, wildlife and ecotourism settings. He is the joint author of *Reflecting on University Teaching: Academics’ Stories* and *Designing Effective Interpretive Signs and Exhibits: Principles in Practice*; and is joint Editor of *Contemporary Issues in Heritage and Environmental Interpretation* and *The International Handbook on Ecotourism*. He has won national and international awards for his teaching, including the Australian National Teaching Fellowship (1997) and is an Honorary Fellow of the Australian Learning and Teaching Council.

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**Pierre Benckendorff** is an educator and scholar at The University of Queensland, Australia and has more than 15 years’ experience in education and research in the tourism field. Pierre’s passion for travel and tourism has taken him to some of the world’s leading theme parks and airports, the major cities of Europe and North America, the African Savannah and the bustling streets of Asia. He has also travelled extensively around Australia and New Zealand. His interests include visitor behaviour, tourism information technologies, and tourism education and training. Pierre is also an award-winning university lecturer and has held several teaching and learning leadership positions at both The University of Queensland and James Cook University. In 2007 he received a national Carrick (now Office for Learning and Teaching) citation for outstanding contributions to student learning. He has developed and taught undergraduate and postgraduate courses in introductory tourism management, international tourism, tourist behaviour, tourism and leisure futures, tourism transportation, tourism operations, tourism technologies, tourism analysis, business skills and marketing communications.

**Pedro Bingre do Amaral** has graduated in Forestry (MSc) and Regional and Urban Planning (MSc). He is currently doing his PhD research on Land Use Policies applied to Forestry and Nature Conservation. He is an Assistant Professor at the Higher School of
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Monika Birkle is a Senior Lecturer at HAAGA-HELIA University of Applied Sciences, Porvoo Unit. She has been actively involved in the renewal of the curriculum and pedagogical processes at Porvoo Campus. In addition to pedagogical issues, her main research interests and subject areas in teaching cover event planning and management, service design and developing services.

Anna Blackman's areas of expertise include business coaching effectiveness, Human Resource Management, Business Management and Wellbeing. She is specifically interested in building capacity with regional and rural businesses. She has published her work in journals, book chapters and case studies and has presented at local, national and international conferences and forums. She has successfully won a number of competitive grants (one being JCU’s Rising Star ECR Leadership Program) and a citation for outstanding contributions to student learning. Dr Blackman has worked in small business management for approximately eight years in Australia and has worked for a large multinational corporation in the UK. She is currently employed as a Senior Lecturer for James Cook University in their College of Business, Law and Governance. She is the Course Coordinator for the Graduate Certificate in Australian Rural Leadership for the Australian Rural Leadership Foundation and is a Fellow and Queensland Councillor for the Australian Human Resources Institute.

Andrea Boyle has over 15 years' tourism teaching experience in the higher education and vocational education training sectors. Originally from England, Andrea gained an undergraduate award in law (LLB, Hons) and travelled to Australia where she managed a retail travel office before entering the field of tourism education. She has taught and coordinated a wide range of tourism subjects, and as a member of two teaching teams in the School of Business and Tourism at Southern Cross University, Australia, received two Vice Chancellor's Awards for Teaching Excellence and a national ALTC Award for Outstanding Contribution to Student Learning. After completing a Graduate Certificate in Higher Education (Learning & Teaching), Andrea’s PhD explored ‘education for sustainability’ within Australian tourism higher education. She is currently working as a Project Coordinator in Southern Cross University’s Equity and Diversity Office. Andrea’s research interest and publications focus on sustainability education, transformative education, critical perspectives within curricula and critical pedagogy. She is a guest co-editor for a Special Edition on Critical Perspectives in Tourism Education for the Journal of Hospitality, Leisure, Sport and Tourism.

Julia Caldicott is the Work-Integrated Learning (WIL) Coordinator with the School of Business and Tourism at Southern Cross University, Australia. The WIL team, of which Julia has been a part for many years, was awarded an Australian Learning and Teaching Council citation for pioneering and sustaining student-centred, transformative, work-enriched experiential learning opportunities in tourism and hospitality management. With a long-term interest in student development, Julia is currently completing a PhD, which examines the current role and further potential of WIL in fostering tourism.
students’ self-authorship development. Julia holds a Graduate Certificate in Higher Education (Teaching and Learning) in addition to tourism and nursing degrees. Prior to academia, Julia facilitated experiential learning for university students as a workplace supervisor and preceptor whilst in tourism and nursing positions.

**Lorenzo Cantoni** is Full Professor at the Università della Svizzera italiana (USI), Lugano, Switzerland, Faculty of Communication Sciences, where he served as Dean of the Faculty in the academic years 2010–14. He is currently Director of the Institute for Communication Technologies and scientific director of the laboratories webatelier.net, NewMinE Lab: New Media in Education Lab, and eLab: eLearning Lab. He is chair-holder of the UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Sites, established at USI, and president of the International Federation IT and Travel and Tourism (IFITT). His research interests are where communication, education and new media overlap, ranging from eLearning to eTourism, and from ICT4D to eGovernment.

**Vivina Almeida Carreira** is an Associate Professor at the Higher School of Agriculture, Polytechnic Institute of Coimbra, Portugal, where she has been teaching several subjects in the areas of specialized languages, communication, tourism products and cultural tourism as well as being engaged in institutional positions and in supervising students’ training and research. She is presently the coordinator of a Bachelor’s degree in Ecotourism and a member of the coordinating committee of a Master’s degree in Ecotourism. She is a referee for a few international journals and has published several papers in proceedings of national and international conferences, as well as in peer-reviewed scientific journals.

**Debbie Cotterell** is a PhD candidate within the Department of Tourism, Sport and Hotel Management at Griffith University, Australia. Debbie has a background of experience within the tourism and hospitality industry in Australia as well as Europe, Africa and Asia. Her career in teaching started as a secondary school teacher and workplace trainer. More recently she has been a regular tutor for tourism courses at Griffith University and Lecturer at Griffith College, Australia in an introductory research course. Her PhD is exploring the teaching and learning of sustainable tourism courses within higher education with a particular interest in the concept of ‘strong sustainability’ and the use of phenomenography as a research approach in education.

**Ruth Craggs** is a Lecturer at Dublin Institute of Technology, School of Hospitality Management and Tourism, Ireland. Ruth lectures in event management and tourism and is part of the ‘Students in Action’ initiative at DIT. She received her PhD from the University of Salford and has lectured in a number of Higher Education Institutes in the Republic of Ireland and the UK. Her research interests include business tourism, event fundraising and sponsorship, the social and economic impacts of events and consumer behavior in tourism.

**Émilie Crossley** is a recent graduate of Cardiff University whose work explores tourist subjectivity from the perspective of psychosocial studies and critical psychology. Her doctoral research presented an in-depth, qualitative study of British volunteer tourists in Kenya, focusing on postcolonial constructions of the toured Other, understandings of care in a tourism context, and the development of ‘ethical’ identities over time. As an
interdisciplinary scholar, Émilie has taught on a variety of degree programmes, including social psychology and tourism studies, and has a strong interest in pedagogical innovation. Her research interests include volunteer tourism, tourists’ perceptions of poverty, spatialities of care, and longitudinal methods. She currently works in Communications at Otago Polytechnic in New Zealand.

John C. Crotts is a Professor of Hospitality and Tourism Management in the School of Business at the College of Charleston, located in Charleston, South Carolina, USA. Prior to this position, he lectured in the Advanced Business Programme on tourism subjects at Otago University, Dunedin, New Zealand and was Director of the Center for Tourism Research and Development at the University of Florida, USA. His research encompasses the areas of economic psychology, sales and negotiation strategy, and the management of cooperative alliances. He also serves as the North American Editor of *Tourism Management*. Crotts is an active consultant with both large and small organizations, most recently including Hyatt North America, Starbucks, the South Carolina Ports Authority, the US Department of Energy, and the cities of Grand Island, LA and Charleston, SC. Educated at Appalachian State, Minnesota State, and the University of Oregon, John earned a PhD in Leisure Studies and Services from the University of Oregon in 1989.

W. Glen Croy is a Senior Lecturer and Director of Education in the Department of Management, Monash University, and visiting researcher at the Oxford School of Hospitality Management, Oxford Brookes University. His teaching and research interests are in tourism, with special research interests in the role of media in tourism, higher education, and tourism in natural and protected areas. Reflecting the tourism and media interest, he focuses primarily on the complex and subtle roles of film in tourism image formation and destination planning, and is a co-convener of the International Tourism and Media (ITAM) conferences. Glen’s interest in higher education is in three areas: first, the development, delivery and maintenance of authentic-experiential assessment and learning; second, students’ research skills development; and third, student peer-learning. Merging the interests in tourism, media and natural and protected areas, Glen has been involved in a number of projects partnered with protected area agencies including on pre-visit communication, partnerships and non-use of parks.

Violet V. Cuffy holds a PhD in Sustainable Tourism Management from the University of Surrey, and is a Fellow of the Higher Education Academy, UK. Violet is currently a Senior Lecturer in Tourism and Events at Bedfordshire University, United Kingdom. She is a former Commonwealth Scholar and also a former Scholar of the Organization of American States. She has taught a wide range of Tourism and Hospitality courses, Operations Management, Professional Development for Strategic Managers, Small Business Management and Business Research Methods. She has a strong research interest in Island Tourism, Carnival Tourism, Heritage and Cultural Tourism, Diaspora Tourism, Destination Development and Marketing, Tourism Policy and Product Development, Tourism Education and Training, and Lifelong Learning. She also has a background in Tourism Consultancy at both the small business and government level with an emphasis on community tourism, and eco-tourism planning and development. Violet is the author
Johan R. Edelheim is a dual citizen of Finland and Australia. He started his working career working in the tourism and hospitality industries and changed later to both vocational and higher education in the same fields. Johan’s cross-disciplinary education includes diplomas and degrees from hospitality, business, education, philosophy and cultural studies. He directed the Multidimensional Tourism Institute (MTI), an innovative combination of tourism education and research at three different educational institutions representing three different educational dimensions, from August 2011 until August 2016, and continues working there now as a Research Fellow. Behind most of Johan’s research lies a deeply rooted aim for humanism and equality. He looks at society and events with a purpose to highlight inequality in order to bring issues to common awareness. These matters of inequality can be found in all fields of studies and a conscious use of different theoretical lenses allows him to investigate matters. The majority of his research focuses on tourism, hospitality, leisure, education and society, quite often using different popular culture sources for data collection. Three distinct categories can be distinguished from his publications: culturally critical tourism and hospitality studies; tourism and hospitality education studies; and clarifications of tourism and hospitality concepts.

Chris Fanning has had a long involvement with the tourism industry as practitioner and tourism lecturer. As Lecturer and Coordinator of Tourism Industry Work-Integrated Learning at Flinders University, Chris has formed strong business relationships with a wide range of industry partners and has been able to combine her excellent practical knowledge of the sector with the mentoring of aspiring young professionals and students looking to have a career in tourism and events. Chris has placed over 1000 students with the tourism industry, primarily within South Australia but also across Australia and internationally. Chris regularly runs professional development workshops for the tourism industry on Customer Service, Tour Guiding and Interpretation. Her research interests include interpretation for children, destination management and work-integrated learning. Chris has a diverse background including 20 years’ experience in the Finance Industry and experience as a tour guide, site interpreter, tourism officer, conference secretary, event organizer and as a visitor information centre officer. As a tourism educator Chris is acutely aware of the importance of educating work-ready students and working with the tourism and event industry to ensure their workforce needs are recognized.

Jo-Anne Ferreira is Associate Professor and Deputy Head of School (Teaching and Learning) in the School of Education at Southern Cross University, Gold Coast, Australia. Jo-Anne’s research field is sociology of education, with a special interest in post-structuralist theories of identity, embodiment and power, and environmental and sustainability education. Recent research focuses on systems-based change in teacher education and strategies and techniques deployed by environmental and sustainability educators to empower learners to become environmental citizens.

Babu P. George has more than fifteen years of university teaching, research, and administrative service experience, in the US and internationally. Currently, he is Associate Professor of Management at Fort Hays State University, USA. In the recent past, he
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**Rebekka Goodman** received her PhD from the University of Exeter in Human Geography with a focus on sustainable tourism. Her current academic interests include sustainable tourism development, community-based eco-tourism, power and politics of development and qualitative research methods. She is currently a Lecturer at the School of Community Resources and Development at Arizona State University. Goodman has nearly six years of experience in curriculum development in sustainability and tourism including the creation and implementation of study abroad programmes in Switzerland, Mexico, Chile, Guatemala and Australia. She runs two programmes focused on enhancing ASU’s School of Community Resources and Development’s existing curriculum.

**Catherine Gorman** lectures in sustainable tourism, culture and heritage, tourism marketing and sustainable facilities management at the School of Hospitality Management and Tourism at the Dublin Institute of Technology, Ireland. Prior to lecturing, Catherine gained significant sectoral experience working with the National Tourist Board, where she was involved in development and marketing tourism at local, regional and national level. This connection with the industry acted as one of the catalysts for the Students in Action initiative first rolled out in 2012. Academic outputs and research interests relate to evaluating collaborative strategies, aspects of cultural and heritage tourism, environmental tourism and ecotourism. Catherine is a member of Campus Engage, which promotes civic engagement as part of education in tertiary institutions and universities in Ireland and is a member of ICOMOS Ireland.

**Kevin Griffin** is a Lecturer and former Head of Tourism at the Dublin Institute of Technology. His academic and teaching interests are quite eclectic and his key activity spans religious tourism and pilgrimage, sustainable tourism, cultural tourism, heritage interpretation, local history and education. He has written, presented and edited a range of work on various topics in the sphere of tourism, events and local studies, being keen to undertake research of both an applied and a theoretical nature. Kevin actively participates in a number of international tourism networks including the European Tourism Futures Institute, the UNESCO-UNITWIN Culture Tourism and Development network and the International Religious Tourism and Pilgrimage Group, which he has led through the production of numerous publications and foundation of an international journal. He recently worked on a three-year, fifteen-partner, one million euro EU-funded Tempus IV project entitled NETOUR, which aims to support the development of tertiary tourism education in Russia. Kevin has also developed an international profile in the area of sustainable tourism, and the DIT-ACHIEV Model for Sustainable Tourism Planning, which he developed with his colleague Sheila Flanagan, is recognized internationally as an exemplar of best practice in the area of sustainable tourism indicators.

**Anja Hergesell** is a Research Assistant at the University of Technology Sydney and a PhD student at Vienna University of Economics and Business. Her PhD studies examine
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Freya Higgins-Desbiolles is a Senior Lecturer in Tourism in the School of Management at the University of South Australia. She has researched and taught on Indigenous tourism for more than a decade; her work involves an Indigenous rights approach and is based on Indigenous community engagement and collaborations. Her work through the course Tourism and Indigenous Peoples has received numerous awards for community engagement, teaching and research, including an Australian national award, the Australian Teaching and Learning Council’s Citation Award for Outstanding Contributions to Student Learning in 2009.

Anne-Mette Hjalager is Professor and Research Director at the Danish Centre for Rural Research, University of Southern Denmark. Her areas of interest and publication are, among others, local development, innovation and labour market issues in tourism. She is involved in transnational research in the fields of rural outdoor activities, well-being and ecosystems services and in the exploration of innovation issues in tourism. She is editor-in-chief for the recently launched research journal *Gastronomy and Tourism*. Anne-Mette Hjalager is the co-creator of the tourism learning platform www.innotour.com.

Patrick J. Holladay is an Assistant Professor in the School of Hospitality, Sport and Tourism Management at Troy University. He received his PhD from Clemson University in Parks, Recreation & Tourism Management. His research focuses on eco- and sustainable tourism, community development through tourism, tourism planning and global issues in tourism. He has worked in conservation, environmental education, ecotourism, national park management, sustainability and community-based tourism development in Eastern Europe, the Caribbean, South-East Asia, Central and South America, as well a myriad of projects in the United States.

Eva Holmberg is a Senior Lecturer of Tourism and Methods at Haaga-Helia University of Applied Sciences. She teaches students on both Bachelor’s and Master’s courses such as brand management, responsible tourism and destination management. Her research interests are mainly related to destination management and development, branding and responsible tourism. In the EAKR-funded Tourism Co-opetition Network Project (TOUNET), she was the project manager for the study related to the economic impacts of tourism in Uusimaa region.

Laurel Horton-Tognazzini is with the Australian School of Management as an adjunct research associate. She graduated from Florida State University with an undergraduate degree in education and from Rollins College with a Master’s degree in counseling. Laurel is a Licensed Mental Health Counselor in the state of Florida with an extensive clinical work history including a private practice in Winter Park, Florida. She also is a national peer reviewer for Prevention Child Abuse: Healthy Families America. Her research focuses on education, with an emphasis on MOOCs.
Cathy H.C. Hsu is a Chair Professor in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University (PolyU). Prior to joining PolyU, she was teaching at Kansas State University and Iowa State University, USA. She is the Editor-in-Chief of the *Journal of Teaching in Travel & Tourism*. She also serves on 10 journal editorial boards. She is the editor of the book, *Global Tourism Higher Education: Past, Present, and Future* (2005) and co-editor of the book, *Tourism Education: Global Issues and Trends* (2015). Her research focuses have been hotel branding, hospitality marketing, tourist behaviours, service quality, and the economic and social impacts of casino gaming. She has obtained numerous extramural and intramural grants and has over 200 refereed publications. She received the John Wiley & Sons Lifetime Research Achievement Award in 2009 and the International Society of Travel and Tourism Educator’s Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education in 2011.

Karen Hughes is a Senior Lecturer and Programme Leader for the Bachelor of International Hotel and Tourism Management programme at the University of Queensland. She has been teaching and researching in tourism for approximately twenty years, specializing in the areas of environmental interpretation, visitor management and sustainable tourism. Karen has a practical and creative approach to teaching, one that is informed by her research interests and expertise in the design and evaluation of visitor learning experiences in museums, zoos, national parks and heritage settings. She believes that as in visitor settings, the key to successful learning experiences is to provide practical examples, interactive classroom exercises, and opportunities that encourage students to discuss, dissect and extend their in-class learning to ‘real world’ situations. Karen is currently working on several research projects investigating the impact of interpretation on visitors’ environmental behaviour, as well as exploring ways of using interpretation to familiarize Chinese visitors with Australian landscapes.

Gayle Jennings is the Director of Research, Imagine Consulting Group International Pty Ltd. She is also an Adjunct Professor of Tourism Management, Department of Tourism, Sport and Hotel Management, Griffith University, Gold Coast Campus. Gayle has a variety of experiences across various sectors associated with education, training and research. She is a qualified educator and experienced educational change consultant. Gayle has worked in a national government agency responsible for natural and marine area management, in planning and management as well as in research and monitoring. Gayle’s research agenda focuses on practical and applied research for business and industry, research training and education, qualitative methodologies, and quality tourism experiences. She has been the sole author and editor of a number of books and has written book chapters and journal articles across a range of topics relating to education, theoretical paradigms that inform research processes, water-based tourism, and quality tourism experiences.

Olga Junek is a Lecturer in Tourism and Events Management at Victoria University. Her lengthy overseas work experience in education and her early work experience in tourism have given her a broad international perspective in these study areas as well as an understanding of international students. Using grounded theory methodology in her PhD thesis on international students and their leisure time provided her with a good understanding of this methodology and its strengths in qualitative research. Further
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**Ulrike Kachel** is a Lecturer in Business Management and Marketing at Charles Darwin University in Sydney, Australia. Ulrike has a strong background in both the information technology (IT) and tourism sectors, including online marketing and platform development, touristic events management as well as working in dive tourism in the Caribbean. Ulrike’s research interests include sustainable tourism management and marketing, consumer behaviour, climate change, environmental practices and learning, conservation volunteering, online research, as well as higher education research. In her PhD from Griffith University in Australia, she developed the grounded theory of ‘Mediating Climate Change’, exploring tourists’ climate change perceptions and influences on travel behaviours.

**Magdalena Kachniewska** is the Dean of Master Studies and Associate Professor in Tourism Department, Warsaw School of Economics (WSE). She is a member of the Scientific Council of World Economy Collegium in WSE and a member of the Tourism Research Working Group at the Polish Ministry of Sport and Tourism. She is an expert of the Hotel Market Institute. She is an honorary member of the Gdansk Agrotourism Society, senior consultant of the Polish Tourism Organisation and Mazovia District Regional Tourism Organisation. Magdalena has been the leading consultant at the opening stage of 26 hotels in Poland and Slovakia. She is a juror in numerous competitions of HoReCa enterprises, propagator of the concept of e-marketing and new technologies in tourism, a member of the Scientific Council of e-TravelForum and Chairperson of the competition committee in ‘New Technologies in Travel Sector Tech. Travel Award’ contest. Until 2010 she was the president of Efekt Hotele Co., General Manager of Best Western Krakow Premier Hotel, General Manager of Express by Holiday Inn Hotel. Until 2012 she was a member of the Supervisory Board at the European Mortgage Fund (managing four hotels in Poland). She is a member of the Scientific Council of *Folia Turistica* and *Journal of Eastern European and Central Asian Research*.

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**Sandra Kensbock** is a Lecturer in the Department of Tourism, Sport and Hotel Management at Griffith University. She teaches international tourism and hotel
management related courses. Sandie’s research interests are predicated on a socialist feminist philosophical perspective investigating the sociological aspects of tourism, hospitality and events. Her specific research interests are in the fields of hospitality employment relations, sustainable tourism and tourism entrepreneurship. Her research appears in leading tourism management, research and tourism education journals. Sandie has a keen interest in theoretical aspects of qualitative research and especially in grounded theory methodologies.

Brian King is Professor and Associate Dean at The Hong Kong Polytechnic University. He was previously Professor of Tourism at Victoria University in Australia (1998–2012) and is originally from Scotland. In addition to his academic roles he has occupied various university leadership positions in Australia including Pro Vice-Chancellor (Industry and Community) and Pro Vice-Chancellor (Students). His research expertise is in tourism marketing with an emphasis on cultural dimensions and emerging Asia-Pacific markets, particularly China. He has published several books on tourism marketing, VFR travel, resorts and Asia-Pacific tourism. He is joint editor-in-chief of *Tourism, Culture & Communication* and has held visiting professorships in Italy, Fiji, the UK and USA. He has consulted for international agencies on tourism, human resource development and marketing. His industry experience includes manager and/or director roles in airlines, tour operations, destination management, cruise operations and hotels. He is a Fellow of the International Academy for the Study of Tourism (IAST) and of the Council of Australasian Tourism and Hospitality Education (CAUTHE). He chairs the assessment panel for the International Centre of Excellence for Tourism and Hospitality Education (THE-ICE).

Janne J. Liburd is Professor of Tourism and Director of the Centre for Tourism, Innovation and Culture at the University of Southern Denmark. She is a cultural anthropologist and her research interests are in the fields of higher education, innovation and sustainable tourism development. She is the co-founder of the European Master in Tourism Management and the INNOTOUR platform. Professor Liburd is the former Chair of the BEST Education Network (2005–10) and present Chair of the UNESCO World Heritage Wadden Sea National Park.

Kevin Lyons is a Professor of Tourism and Management at the University of Newcastle, Australia and was recently appointed Deputy Head of the Faculty of Business and Law. His research focuses upon the intersections between volunteering, tourism and community engagement, regional tourism planning and management, and transformational learning through travel.

Ceri Macleod is an experienced specialist in providing cross-faculty support and leadership in the development and delivery of effective work-integrated learning practices in higher education. Ceri worked in the Australian higher education sector for many years, prior to which she worked in the UK public sector. She has a professional and academic background in economic development, specializing in the promotion of long-term economic growth and employment. She has an Honours degree in Industrial Economics and a Master’s in Local and Regional Economic Development. She now lives in New Zealand, after switching from academia to the tourism sector in the country’s beautiful South Island.
Amy Maguire is a Senior Lecturer in Public International Law at the University of Newcastle Law School, Australia. Amy’s doctoral research and subsequent work considers the right of self-determination under international law, with particular focus on the right’s capacity to address the legacies and experience of colonialism in settler societies. In this context, Amy is particularly interested in the relationships between international and domestic law and Indigenous peoples in Australia. She also conducts research in the fields in public international law, human rights, climate change law, refugee rights, Indigenous legal issues, and the Indigenization of law curricula. Amy is interested in the social impacts and potential of law, and seeks to explore inter-disciplinary approaches to law reform. As a teacher of law to undergraduate and postgraduate students, Amy is committed to the exploration of Indigenous experiences, perspectives and laws and the benefits this brings for her students, both Indigenous and non-Indigenous.

Ady Milman is a Professor in the Rosen College of Hospitality Management at the University of Central Florida. He earned a Master’s degree in Tourism Planning and Development from the University of Surrey in England, and a PhD in Business Administration from the University of Massachusetts. His background includes extensive research, consulting, publications, public speaking, and presentations in the fields of marketing, strategic management, hospitality and tourism. Following his practice as the Disney Sabbatic Professor, he developed a curriculum in Theme Park and Attraction Management. Ady Milman is often invited to offer lectures in Austria, Canada, France, Israel, the Netherlands, Puerto Rico and Portugal. In 2014, he spent his sabbatical at the Management Center Innsbruck, Austria as a Fulbright Scholar. He was also the recipient of ISTTE’s Martin Oppermann Memorial Award, the Canadian Pacific Visiting Scholar grant at the University of Calgary, and the Rosen College Faculty Award for Outstanding Service.

Massimo Morellato is a Lecturer at the Department of Tourism and Events at Auckland University of Technology, New Zealand. Massimo has conducted his doctoral research on mega events at the Centre for Tourism Policy and Research, Simon Fraser University, Canada. Massimo holds a PhD in Marketing and Management, a Doctor Magistrale degree in Computer Science and a Postgraduate Certificate in Education and Pedagogy. Massimo’s research interests span across tourism, marketing and leisure studies and he is particularly attracted by interdisciplinary studies that lead to more sustainable use of natural and cultural resources. Massimo has acquired extensive teaching experience at different levels of education. In Italy, he renewed didactical and educational programmes according to European Commission guidelines on digital competence. In New Zealand he introduced an experiential and digital-enhanced learning project in the Bachelor of Arts in Event Management. His involvement in digital and mobile learning initiatives is driven by the possibility to empower students as active creators of knowledge.

Claudia Mössenlechner has been active in the field of teaching and higher tourism education for some 20 years, focusing on English as a second language, communication skills, intercultural training and leadership. Her courses and coaching sessions focus on language, communication and leadership and management for tourism and hospitality businesses. In her function as a head of MCI Learning Solutions, Claudia is responsible for developing and overseeing eLearning solutions and online graduate programmes.
Contributors

including curriculum development. She has conceptualized courses for tertiary education as well as for private and public companies in Austria and Italy. In addition, she has extensive experience as an examiner and accredditor (European Higher Education Space).

Ziene Mottiar is a Lecturer in the School of Hospitality Management and Tourism, College of Arts and Tourism, Dublin Institute of Technology, Ireland. Her key areas of research interest in tourism are in the areas of entrepreneurship, destination development and regional development. She has published in a variety of books and journals including *Journal of Vacation Marketing, Tourism Planning & Development, Leisure Studies* and *International Small Business Journal*. From an educational perspective she is particularly interested in innovative teaching methods, student feedback, video in education and the dissertation experience for students and supervisors, and has researched, published and created teaching materials in these areas.

Jamie Murphy is a Professor and Research Director at the Australian School of Management. His background includes European Marketing Manager for PowerBar and Greg Lemond Bicycles, Lead Academic for the Google Online Marketing Challenge, and a PhD from Florida State University. Professor Murphy’s industry and academic experience spans continents and includes hundreds of academic publications and presentations, as well as dozens of *New York Times* and *Wall Street Journal* stories. His research focus is on the effective use of the Internet for citizens, businesses and governments, particularly MOOCs.

Aliisa Mylonas has extensive experience teaching in both secondary and higher education settings. In 2009, she joined Tourism at The University of Queensland as a Learning Manager, enabling her to make a significant contribution to improving students’ learning experiences. This has been achieved by directly supporting academics with initiatives linked to programme and course design, curriculum alignment, first year and capstone experiences, revamped teaching approaches and the creation of authentic assessment tasks. Aliisa is also an accomplished facilitator, education consultant, and ‘critical friend’ and mentor to university academics keen to reflect on, and share, their practice. She particularly enjoys supporting early career academics as they transition into the demands, rewards and challenges of teaching, learning and assessment in higher education.

Ara Pachmayer is an Assistant Professor at the Humboldt State University. She received her PhD from Arizona State University in the School of Community Resources and Development. Her research interests include international education, impact of tourism development on perception of community life, sustainable and community-based tourism development and qualitative research methods, the common thread in the research being how hosts and travellers experience tourism and the resulting impacts on communities and individuals. She has 15 years of experience in the field of international education and has created and assisted in the development of numerous study abroad programmes in many locations. Pachmayer has also led multiple groups of university students on educational programmes abroad.

Georgios C. Papageorgiou is Head of the International Tourism and Hospitality Management Department at Deree – the American College of Greece. Having completed studies in tourism business administration, tourism policy and management, and
academic practice in Greece and the UK, he was previously a Lecturer in Tourism at the University of Surrey and the Academic Dean of Alpine Center in Greece. His experience focuses on academic quality assurance and programme design in the areas of tourism and hospitality, and his research interests include tourism marketing, tourism policy planning and development, tourism education, qualitative research methodologies, and the relationship between tourism and popular culture – in particular music, film and literature.

**Anna Para** is a PhD candidate in the Collegium of World Economy at the Warsaw School of Economics (WSE) and is currently working on her PhD thesis. Her research interests include: tourism management, HR management, innovativeness, competitiveness, CSR and sustainable development. She graduated from the Warsaw School of Economics in 2011, where she studied International Relations as well as Management. In 2011 she took part in a one-semester exchange programme in Germany at Johannes Gutenberg University in Mainz. She has gained professional experience in different tourism companies.

**Philip L. Pearce** is the first Professor of Tourism in Australia and is based at James Cook University. He holds a First Class Honours degree in Psychology and a Diploma of Education from the University of Adelaide and earned a Doctorate from the University of Oxford studying tourists in Europe. He has held a Fulbright scholarship at Harvard University. In 2008 he won a national level award from the Australian Learning and Teaching Council (ALTC) for advancing tourism education and for the supervision of Doctoral level students, having now successfully supervised 40 such students. He is the author of 250 publications and 15 books on tourism. He was awarded the James Cook University President’s Award for overall research excellence in 2012. In 2016 Philip Pearce became the first social science researcher to be recognized as a Distinguished Professor of James Cook University. He is a frequent keynote speaker at tourism conferences, particularly in Asia. His special interest areas are tourist behaviour, including positive psychology applied to tourism, and Chinese tourism. He has taught multiple international specialist tourism courses in Bangkok, Thailand; Sardinia and Milan, Italy; Innsbruck, Austria and in Singapore. He supervises a large number of current PhD students and has been the principal supervisor for successful graduates from 12 countries. He currently supervises PhD students from Australia, China, Malaysia, Russia, Singapore and Thailand.

**Bernadette Quinn** is a Human Geographer working in the Department of Tourism at the Dublin Institute of Technology, Ireland. She teaches a number of modules relating to tourism studies, tourism policy and international event management to students on undergraduate and postgraduate tourism programmes and is Programme Tutor for the DIT’s MSc Event Management. Bernadette is an active researcher with a particular interest in festivals and cultural events, cultural and heritage tourism, as well as women and leisure. She has a strong publications track record, having published her first book *Key Concepts in Event Management* in 2013, and numerous articles in journals such as the *Annals of Tourism Research, Journal of Sustainable Tourism, Urban Studies, Tourism Geographies* and the *Journal of Policy Research in Tourism, Leisure & Events*.

**Sarah Rawlinson** joined the University of Derby 20 years ago after a career in the travel industry where she specialized in group travel. She is passionate about experiential learning and making sure that students have the skills and knowledge that employers are
seeking in today’s graduates. Sarah is currently Head of Department, Hotel, Resort & Spa Management at the University.

Dirk Reiser is Professor of Sustainable Tourism at the Rhine-Waal University of Applied Sciences in Kleve, Germany. He is a social scientist. His primary research interests include sustainable tourism, wildlife tourism, events, and globalization. He is a member of the expert panel for the European Tourism Indicator System (ETIS) and of the Deutsche Gesellschaft für Tourismuswissenschaft (DGT).

Jarmo Ritalahti is a Principal Lecturer of Tourism at HAAGA-HELIA University of Applied Sciences. His main research interests in tourism focus on intermediation and business tourism and pedagogical development and pedagogy in higher education. He was responsible for the new pedagogical approach and curricula development at HAAGA-HELIA’s Porvoo Campus project in 2007–11. Ritalahti is also doing regional tourism research and development projects.

Peter Ryan is the founder of the Higher Education Leadership Institute. Over the past 20 years Peter has assisted a number of organizations to navigate the complex regulatory framework which ensures the quality of Australia’s higher education providers, specializing in the areas of regulatory approvals, quality assurance, and corporate and academic governance. Peter has also undertaken academic due diligence on a number of acquisitions on behalf of prospective purchasers and provided strategic advice in relation to regulatory matters associated with takeover and merger activity in the Australian private higher education sector. Peter maintains a bank of research and statistical data on the size and make-up of the Australian private higher education sector. Peter’s current research focuses on the commercialization of MOOCs.

Theresa Ryan is a Lecturer and Researcher in the College of Arts and Tourism at the Dublin Institute of Technology Ireland. Her background is in marketing and international business and her current research interests include tourism, memory and interpretation, tourism history, destination development and entrepreneurship. She has an avid interest in exploring and adopting interactive and innovative approaches to learning and sees this as an essential part of her role as a lecturer. This has included the adoption of new technologies for teaching, learning and assessment purposes, including wikis, blogs and ePortfolios. She is particularly interested in facilitating collaborative, problem-focused, generative learning. She has been involved in ‘The Students in Action’ Programme in DIT since its inception in 2012 and sees this as a key means of encouraging learners to become fully immersed in learning, to develop new strategies and to solve problems in a real-time situation to the benefit of both the learners and the tourism communities with which they engage.

Nicolai Scherle is Professor of Tourism Management and Intercultural Communication at the BiTS, University of Applied Sciences in Iserlohn, Germany. He is a cultural geographer and is head of the International Management for Service Industries programme. His primary research interests include entrepreneurship and internationalization, intercultural communication and diversity, and tourism media. He is a Fellow of the Royal Geographical Society, as well as a member of the Center for Corporate Citizenship and the advisory network for intercultural communication FORAREA.
Stephen Schweinsberg is a Lecturer in Sustainable Management in the UTS Business School. Stephen coordinates the core unit Integrating Business Perspectives, which is completed by all first year students in the Bachelor of Business degree. He also teaches in a range of research methods and other subjects across the Bachelor of Management and Master of Management degree programmes. Stephen’s current research interests are in the areas of Honours pedagogy in business education, the social impacts of coal seam gas development in Australian rural communities and national park-based tourism management.

Mary-Anne Smith has over twenty years of industry experience in most sectors of the tourism and hospitality industry, within Australia and internationally. Her frontline managerial experience in travel agencies and hotels developed her customer focus, while her airline and tour wholesaling practice developed managerial and corporate skills. Mary-Anne began studies at Griffith University, Gold Coast, Queensland, Australia in 1999, completing an MBA followed by a MITHM (with Honours) and a MEDL (Higher Ed) through Macquarie University, Sydney. She is a recent PhD graduate, whose thesis focused on Quality Tourism Experiences. For Mary-Anne, education is the key to employability. Having both industry knowledge and academic understanding, she changed careers. She has taught for over ten years in technical colleges and at postgraduate level at Griffith University. Mary-Anne intends to continue teaching, publishing from her PhD and furthering her quality experiences studies in teaching and tourism.

Dimitrios P. Stergiou holds a PhD from the University of Surrey. Currently he is Assistant Professor of Tourism Management at the Hellenic Open University. He also holds appointments as Adjunct Assistant Professor at the Technological Educational Institutes of Athens and Thessaloniki, Greece. He has over 10 years of experience in teaching, learning and research in the wider areas of tourism education and tourism management. Alongside his academic duties he has worked with several government and private organizations on tourism project work.

Michael A. Tarrant is Josiah Meigs Distinguished Teaching Professor at the University of Georgia in Athens, GA, USA. He is the founding Director of Global Programs in Sustainability (www.DiscoverAbroad.uga.edu) started in 2001, which provides study abroad programmes for approximately 400 students a year throughout the South Pacific and South-East Asia. He maintains a campus-wide research programme addressing the global learning outcomes of international education and his research interests extend to the human dimensions of natural resources, educational travel and tourism, and attitude–behaviour correspondence.

Lynn Vanzo is an experienced Work-Integrated Learning (WIL) administrator in the School of Humanities & Creative Arts at Flinders University, Adelaide, Australia. Her position requires strong working relationships with key stakeholders, including industry professional organizations and government agencies, enabling placement and project opportunities for a diverse range of students. WIL programmes in the school occur in the areas of International Tourism, Screen & Media, Archaeology, Creative Writing, Languages and High Achievers programme (Bachelor of Arts). Her position entails providing high-level advice to academics, students and placement providers, ensuring that WIL policy and procedures, WH&S and insurance requirements are adhered to. Lynn
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Catherine Vertesi began her academic career in 1980 at the University of British Columbia in Marketing and Strategic Management. She was one of the first in Canada to introduce mobility programmes for students and grew them to become 25 per cent of the BBA U/G and 50 per cent of the MBA students’ experience. She joined the President’s team to work on a variety of internationalization initiatives including ESL pathway programmes and professional education undertakings. In 2001 she became Dean of Business at Capilano University and was named Vice President, Education with a portfolio that included management, tourism and international programmes in 2006. Catherine has been active in the international education associations worldwide, assuming leadership positions and promoting excellence in international education practices. She received awards from UBC for teaching, curriculum innovation and student service and in 2003 received the CBIE International Leadership Award for Canada. In 2012 she was awarded the Woman of Distinction Award for Education in Vancouver and in 2013 she was given the Distinguished International Leadership Award for the Province of British Columbia. Since beginning at Capilano she has initiated exchanges and field schools, introduced internationalization elements into Capilano courses and led the international centre in developing greater integration of the international students attending Capilano. In partnership with Switzerland’s FHNW, Catherine has four times led Canadian faculty from 17 institutions to Europe for professional development.

Stephen Wearing is at the University of Newcastle, Australia. He has conducted numerous projects and lectures worldwide and is the author of 13 books and over 100 articles dealing with issues surrounding leisure and sustainable tourism. His practical experience as an environmental and park planner at local, state and international level has provided him with real world experiences that he brings to his teaching and research. His research interests include ecotourism, community based and volunteer tourism, environmentalism, sociology of leisure and tourism and social sciences in protected area management.

Alan Williams is the former CEO and Managing Director of the Australian School of Management, and past President of the Asia Pacific Council of Hotel, Restaurant and Industry Educators (APacCHRIE). He is current Director of the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE), a not-for-profit international hospitality and tourism accreditation agency and global network of leading quality education institutions. Alan has been in the hospitality and tourism education industry for more than 26 years. He is passionate about education at the vocational and higher education levels and has presented at numerous conferences. A recent focus is successful development and use of Massive Open Online Courses (MOOCs) in hospitality and tourism.

John Willison is a Senior Lecturer in the School of Education, University of Adelaide and teaches in the Master’s in Education programme. He is currently using and evaluating interactive learning modules in advance of face-to-face sessions to flip the classroom for educators enrolled in the Master’s. He collaborates closely with colleagues across
the university and this work has led to rich and varied aspects of curriculum design and assessment, including at national and international levels. John’s principal research interest centres on the ways that academics conceptualize and implement the explicit development of their students’ research skills in content-rich courses. He leads an initiative considering Research Skill Development (RSD) and assessment in the curricula of disciplines in all faculties across whole undergraduate and postgraduate degrees. This long-term project focuses on degree-programme outcomes of RSD use and draws heavily on interviews with graduates, academics and, in the future, with industry partners.

Erica Wilson is Associate Professor and Deputy Head, Teaching and Learning in the School of Business and Tourism at Southern Cross University, Australia. She has taught across a range of subject areas, including special interest tourism, research methods, and sustainable tourism. Erica’s research publications focus on gender and tourism, slow tourism, and critical approaches and methodologies in tourism. Following her interest in critical theory, Erica has applied this lens more recently to the scholarship of teaching, exploring the potential of critically reflective practice (CRP) and transformative change through Education for Sustainability.

Peter Wiltshier is Senior Lecturer and Programme Leader for Tourism Management at the University of Derby. He conducts research to ensure that the public and private sector work together to develop resources and skills for communities to take charge of their own destinies. It is the pursuit of bottom-up planning and policy development that is sought and is to be enabled through his work and teaching.

Nicholas Wise has lectured in the areas of tourism and recreation management and his academic background and PhD is in human geography from Kent State University in Ohio, USA. Nicholas has conducted research focusing on sport in the Dominican Republic and Argentina and tourism in Croatia and Serbia, publishing broadly across several disciplines. His academic interests involve urban and regional regeneration, sports geography, sports tourism, competitiveness and place image/identity. For his teaching, he regularly uses Google Earth in his lectures, especially in classes focusing on sustainable regeneration and tourism planning as part of his spatial perspective and emphasis in his visual method of lecturing. He has also published articles on the use of Google Earth in research in the Journal of Community Psychology and Cityscape: A Journal of Policy Development and Research.

Tamara Young is a Senior Lecturer in Tourism Studies in the Newcastle Business School at the University of Newcastle, Australia. Tamara combines critical tourism theory and cultural methodologies to examine the role of tourism media as an interface between traveller cultures and travelled cultures, and the role that cultural learning in travel experiences plays in the shaping of traveller identities. Recent work includes examining representations of Aboriginal Australia in tourism media and backpacker experiences of Indigenous cultures and Indigenous cultural landscapes. Tamara is co-author of Tourist Cultures: Identity, Place and the Traveller (Sage, 2010), interrogating the experiential and educational aspects of tourism cultures and their significance in contemporary global society. These longstanding interests complement and inform her current research agenda focused on critical perspectives and pedagogies in tourism education, particularly the incorporation of non-Western knowledges in curriculum design and development.
Anita Zehrer is Professor and Head of the Family Business Center at MCI Management Center Innsbruck, Deputy Head of the MCI Academic Council, Adjunct Professor at the University of Notre Dame in Sydney as well as Vice-President of the German Association for Tourism Research. Since 2014 she has also been a Member of the Tourism Advisory Board of the Federal Ministry of Foreign Affairs and Energy, Germany and, since 2016, she is tourism expert at the EU Committee of Regions in Brussels. Her research interests are diverse and include family business management, service experiences and service design, entrepreneurship and leadership, tourism epistemology and tourism education. Anita has fifteen years of experience in education (both undergraduate and graduate level) and research in the tourism field.

Hanqin Qiu Zhang is a Professor of International Tourism at Hong Kong Polytechnic University. She received her BA from Nankai University in Mainland China, her MA from the University of Waterloo in Canada, and her PhD from the University of Strathclyde in the UK. She has been teaching Chinese tourism-related subjects at both undergraduate and graduate level. Her research interests are tourism studies, consumer behaviour, and Chinese hotel and tourism development and policy issues.