



Tourism Research Cluster
School of Management and Marketing
Faculty of Business and Law
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The Tourism Research Cluster (TRC) and Consumer Research Lab (CRL) welcome you to the International 2021 TRC X CRL Symposium

General enquiries email: TRC@curtin.edu.au
Web: <https://businesslaw.curtin.edu.au/our-research/centres-and-institutes/tourism-research-cluster/>

The Tourism Research Cluster (TRC) is a network for researchers and industry in tourism research.

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THE DIGITAL FUTURE OF THE TOURISM INDUSTRY IN WESTERN AUSTRALIA

18 February 2021, Curtin Bentley Campus

Curtin University, Bentley Campus,
Tim Winton Lecture Theatre (Building 213, Room 101)

With thanks to our event partner



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- @TourismCluster <https://twitter.com/TourismCluster>
- TRC - Tourism Research Cluster <https://www.linkedin.com/in/trc-tourism-research-cluster-140256183/>
- Consumer Research Lab <https://www.linkedin.com/company/consumer-research-lab/>

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#TRCxCRLSymposium

Welcome

Advances in digital technology are fostering innovation, growth and globalisation in the tourism industry, redefining notions of travel altogether. In fact, digital innovation and platforms have disrupted the way tourism businesses operate and how tourists experience tourism products. The COVID-19 pandemic has further underscored the importance of digital technology in facilitating the delivery of tourism products; the management of businesses and the industry as a whole; as well as continued engagement with tourists and stakeholders.

Recognising the importance of the topic, the Curtin Tourism Research Cluster is collaborating with the Curtin Consumer Research Lab to bring you the 2021 Annual International Symposium. Focusing on the topic 'The Digital Future of the Tourism Industry in Western Australia', this year's Symposium brings together global and national expertise to Western Australia. It aims to foster a dynamic exchange between academia, industry, and government on the opportunities and challenges of digitalisation facing the tourism industry today.

It is our hope that the Symposium will stimulate conversations and collaborations to enhance the digital readiness and resilience of the sector.

Dr Sean Lee Tourism Research Cluster
Associate Professor Billy Sung Consumer Research Lab
SYMPOSIUM CHAIRS



Symposium Program

08.10 – 08.40	Arrival / Registration
Welcome Address	
08.40 – 08.50	<i>Ingrid Cumming</i> , Curtin's Nyungar Cultural Advisor, Curtin University
08.50 – 09.00	<i>Professor Nigel De Bussy</i> , Pro Vice-Chancellor, Faculty of Business and Law, Curtin University
09.00 – 09.10	<i>Professor Julia Richardson</i> , Head of School, School of Management and Marketing, Curtin University
09.10 – 09.20	Welcome from the Tourism Research Cluster Co-Director <i>Associate Professor Michael Volgger</i> , School of Management and Marketing, Curtin University
09.20 – 09.30	Welcome from the Symposium Chairs <i>Associate Professor Billy Sung</i> and <i>Dr Sean Lee</i> , School of Management and Marketing, Curtin University
Session 1 – Global, Domestic and Local Perspectives How are digital technologies changing the tourism landscape globally?	
09.30 – 09.50	The future of the Tourism WA digital strategy <i>Mollie Hill</i> , Executive Director, Brand and Marketing Services Tourism WA
09.50 – 10.10	Reimagining travel and tourism with technology <i>Professor Iis Tussyadiah</i> , Intelligent Systems in Service, University of Surrey, UK
10.10 – 10.30	The rise of technology in tourism – A post-COVID analysis <i>Terrance Dewar</i> , Founder and Chairman for Australian Biome Project
10.30 – 11.00	Morning Tea
Session 2 – Industry Perspectives from Western Australia What is happening here in WA?	
11.00 – 11.20	Staying relevant and resilient in a rapidly changing environment <i>Amanda Peterkin</i> , Marketing Manager, Margaret River Busselton Tourism Association

11.20 – 11.40	How do you make digital feel? Confessions of a micro tourism founder <i>Sonia Beckwith</i> , Proprietor of Live Ningaloo
11.40 – 12.00	Can digital replace the human touch in tourism? <i>Lisa Shreeve</i> , CEO, Busselton Jetty
12.00 – 12.20	Understanding the role of technology in modern destination marketing <i>Adam Marshall</i> , CEO, Marketforce
12.20 – 13.30	Lunch
Session 3 – Opportunities for the Digital Future (Panel discussion) What are the digital challenges of today and what opportunities are there for the future?	
13.30 – 15.00	<i>Oliver Looker</i> , General Manager, Lively (NGIS) • Geospatial technology expert <i>Associate Professor Crystal Abidin</i> , Curtin University, Australia • Academic and researcher in influencer culture <i>Xavier Sala Busquets</i> , Market Manager, Expedia • Online travel agent expert <i>Ricardo Carreira</i> , Head of Digital, Initiative • Digital media buying expert <i>Craig Wells</i> , Director, WellStrategic Creative • Photographer, videographer and virtual tour expert
15.00 – 15.15	Q & A
Concluding Speech	
15.15 – 15.30	Closing speech from the Symposium Chairs <i>Associate Professor Billy Sung</i> and <i>Dr Sean Lee</i> , School of Management and Marketing, Curtin University Cooperative Research Centre for Tourism, Hospitality and Events <i>Professor Kirsten Holmes</i> , Dean of Research, Faculty of Business and Law, Curtin University
15.30 – 17.00	Networking – wines and nibbles

About the Curtin Tourism Research Cluster

The Tourism Research Cluster (TRC) increases Curtin's tourism research capability by providing a framework for the skills, expertise and resources of researchers to be shared, increasing opportunities for collaboration and building on the strengths of Curtin's well-established multidisciplinary approach to tourism research.

Website: <https://businesslaw.curtin.edu.au/our-research/centres-and-institutes/tourism-research-cluster/>

Contact: trc@curtin.edu.au

About the Curtin Consumer Research Lab

The Consumer Research Lab specialises in the use of consumer biometrics and digital innovation to generate consumer insights and intelligence. Integrating biometric, immersive, and digital tracking technologies, the Lab applies its research capabilities across multiple disciplines including marketing, tourism, agribusiness, media, health, and education.

Website: <https://businesslaw.curtin.edu.au/about-us/our-facilities/consumer-research-lab/>

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