The Tourism Research Cluster (TRC) and Consumer Research Lab (CRL) welcome you to the International 2021 TRC X CRL Symposium

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)
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 of ‘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 continue engagement with tourists and stakeholders.

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

Consumer Research Lab
Associate Professor Billy Sung

Tourism Research Cluster
Dr Sean Lee
Associate Professor Michael Volgger
Cluster Co-Director

Faculty of Business and Law, Curtin University

Professor Nigel De Bussy
School of Management and Marketing, Curtin University

Session 1 - Global, Domestic and Local Perspectives
How are digital technologies changing the tourism landscape globally?

09.00 – 09.10 Welcome Address
Ingrid Cumming, Curtin’s Nyungar Cultural Advisor, Curtin University

09.10 – 09.20 Welcome from the Tourism Research Cluster Co-Director
Associate Professor Michael Volgger, School of Management and Marketing, Curtin University

09.20 – 09.30 Welcome from the Symposium Chairs
Associate Professor Billy Sung and Dr Sean Lee, School of Management and Marketing, Curtin University

09.30 – 09.50 The future of the Tourism WA digital strategy
Mollie Hill, Executive Director, Brand and Marketing Services Tourism WA

09.50 – 10.10 Reimagining travel and tourism with technology
Professor Kis Tuss/phpdragon, Intelligent Systems in Service, University of Surrey, UK

10.10 – 10.30 How do we make digital feel? Confessions of a micro tourism founder
Amanda Peterkin, Proprietor of Live Ningaloo

10.30 – 11.00 Morning Tea

11.00 – 11.20 Staying relevant and resilient in a rapidly changing environment
Amanda Peterkin, Marketing Manager, Margaret River Busselton Tourism Association

11.20 – 11.40 How do you make digital feel? Confessions of a micro tourism founder
Santa Beckwith, Proprietor of Live Ningaloo

11.40 – 12.00 Can digital replace the human touch in tourism?
Lisa Shreeve, CEO, Busselton Jetty

12.00 – 12.20 Understanding the role of technology in modern destination marketing
Adam Marshall, 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 Oliver Looker, General Manager, Liveli (NGIS)
- Geospatial technology expert
Associate Professor Crystal Abadi, Curtin University, Australia
- Academic and researcher in influencer culture
Xavier Sala Busquets, Market Manager, Expedia
- Online travel agent expert
Ricardo Carrera, Head of Digital, Initiative
- Digital media buying expert
Craig Wells, Director, WellStrategic Creative
- Photographer, videographer and virtual tour expert

15.00 – 15.15 Q & A

15.15 – 15.30 Concluding Speech

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/
Contact: lbrc.lab@curtin.edu.au