

CAUTHE 2021 CONFERENCE ONLINE

TRANSFORMATIONS IN UNCERTAIN TIMES: FUTURE
PERFECT IN TOURISM, HOSPITALITY AND EVENTS

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Destination Management in the Post-COVID era: How can we 'Build Back Better'?

Thursday 11 February 13:00 - 14:00 (AEDT)

Short Bios

Panel discussion with industry and academic speakers

Chair

Dr Roger Carter is an experienced tourism strategist, destination planner, marketer, and operational manager who has played a leadership role in the successful development of the tourism industry within the UK and internationally. He established TEAM Tourism Consulting as a virtual company with a global network in 1997, since when he has managed, directed or overseen approximately 250 projects throughout the UK and in more than 30 other countries around the world, including Turkey. Roger has also worked extensively with UNWTO and its partners, co-authoring many publications and speaking regularly at UNWTO conferences and seminars on all aspects of destination management and marketing and on the use of digital technologies and applications by tourism destinations. Before establishing TEAM, Roger worked for tourism boards at national, regional and city level in the UK, 15 years at CEO level.

Panelists

Dr Susanne Becken is a Professor of Sustainable Tourism at Griffith University in Australia and the Principal Science Investment Advisor (Visitor) in the Department of Conservation, New Zealand. She is also a Vice Chancellor Research Fellow at the University of Surrey in the United Kingdom and was the founding Director of the Griffith Institute for Tourism. She has published over 100 articles on sustainable tourism, climate change and tourism resource use. Susanne is a member of the Air New Zealand Sustainability Advisory Panel and sits on the Advisory Boards of My Green Butler, NOW Transforming Travel, and the Whitsunday Climate Change Innovation Hub. Susanne is a Fellow of the International Academy of the Study of Tourism and the 2019 UNWTO Ulysses Award winner.

Royce Chwin has recently joined the team at Tourism Vancouver as President and CEO in July 2020. Previously he was the President and CEO of Travel Alberta, an award-winning Provincial Crown Corporation responsible for the development and promotion of Alberta, Canada as a premier tourism destination. As Executive Director, Global Brand Integration at the Canadian Tourism Commission, Canada's national tourism marketing agency, Royce led the International brand and creative strategy. A career highlight was bringing the 'Canada. Keep Exploring' brand to life for millions of viewers of the successful 2010 Vancouver Winter Olympic Games. Royce spent the previous 20 years in the retail and hospitality industries in management and leadership positions leading and executing many aspects of business strategy and operations.



Dr Mario Hardy was appointed as Chief Executive Officer of the Pacific Asia Travel Association (PATA) in November 2014. Dr Hardy has 30 years of experience in specialised aviation businesses focusing on data analytics and technology, coupled with several corporate leadership capacities. He serves on the Advisory Board of the Global Tourism Economic Forum, the Global Tourism Resilience Centre, Hong Kong Polytechnic University Hospitality and Tourism School, Guilin Tourism University, Middle East Travel and Tourism Development Network Centre. He also received an Honorary Doctorate of Letters from Capilano University in 2016 and in 2017, Dr Hardy graduated from the Executive Program of Singularity University in Exponential Technologies and was honoured as a 'Global Ambassador of Peace Through Tourism' by the International Institute for Peace Through Tourism.



Brent Hill joined the SATC in the summer of 2015-16, and in the time since has helped build South Australian tourism into a \$8.1B industry. In Brent's time at the SATC he has been responsible for building a digital system that now sees southaustralia.com attract 7.5 million visitors annually and generating over one million leads to operators every year. Brent has delivered the well-known and award-winning campaigns Rewards Wonder, Tell us Where, #BookThemOut and Welcome Back and helped Adelaide achieve recognition as one of the top 10 regions to visit in 2017, as well as '#1 Rising Destination'.



Norbert Kettner has been the Vienna Tourist Board's Director since 2007. Prior to this (from 2003), he was Founding Managing Director of Departure Wirtschaft, Kunst und Kultur GmbH, Austria's first business promotion institution for the creative industries. From 1993 to 2003, Norbert was spokesman for the Executive City Councilor of Finance and Deputy Mayor of Vienna. Until 1999 he worked for him in the Vienna health department, and then moved to the City of Vienna's finance and economics policy department. From 2010, Norbert has been a member of the board of trustees of the Austrian Broadcasting Corporation ORF. He is Deputy Chairman of the supervisory board of Vienna City Marketing Agency, Deputy Chairman of the supervisory board of Kunsthalle Wien, Vienna's biggest exhibition space for contemporary art, a member of the City of Vienna's Economic Council 2030 and part of the Tourism and Hospitality Industry Advisory Board of MODUL University Vienna. From 1997 to 2007 he was a member of the Board of Directors of the Life Ball, Europe's biggest AIDS charity event. In 2015 Kettner chaired the municipal steering committee of the Eurovision Song Contest in Vienna.
[Image @ WienTourismus/ Peter Rigaud PHOTO Copyright]