

# CAUTHE 2021 CONFERENCE ONLINE

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

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## Restarting the tourism, hospitality and events industry: looking backwards to move forward

**Panel discussion with industry and academic speakers**

**Wednesday 10 February 13:00 - 14:00 (AEDT)**

### Short Bios

#### Co-chairs of the discussion panel



Marianna Sigala is Professor at the University of South Australia and Director of the Centre for Tourism & Leisure Management. Prior to her current position she has been an academic staff at the Universities of Strathclyde and Westminster in the UK, and the University of the Aegean (Greece). Her academic credentials are combined with her professional experience in the tourism industry. Her interests include services and experience management, Information and Communication Technologies (ICT) in tourism and hospitality, as well as wine tourism. She is a widely published and multi-awarded authority: nine books, numerous papers in academic journals, and (keynote) presentations in international conferences. She has a long record of leadership and participation in international research projects funded by various entities such as the E.U. and the Council of Europe. She is a past President of EuroCHRIE and a past member of the executive board of ICHRIE and IFITT. She currently serves at the executive board of CAUTHE. She is the co-editor of the Journal of Service Theory & Practice, and the Editor-In-Chief of the Journal of Hospitality & Tourism Management. In 2016, she has been awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education. Since 2020, Professor Sigala is also appointed as Research Fellow of CAUTHE.



**Dr Fevzi Okumus** is the CFHLA Preeminent Chair Professor within the Hospitality Services Department at the University of Central Florida's Rosen College of Hospitality Management. He was the Founding Chair of the Hospitality Services Department. He has over 260 academic publications (over 150 refereed journal articles, three books, 12 book chapters and 90 conference presentations and reports). As of October 2020, his publications have received over 10700 citations and he has an h-index of 50. He chaired/co-chaired and served on numerous PhD dissertation and master thesis committees. He is the Editor-in-Chief of the International Journal of Contemporary Hospitality Management (IJCHM) (IF: 5.667) and the Journal of Hospitality and Tourism Insights (JHTI). He is a frequent speaker at international conferences. He has received numerous prestigious research awards and recognitions including "The Michael D. Olsen Research Award" in 2016; "The University of Central Florida Scroll & Quill Society Award" in 2017, the "CFHLA Preeminent Professor" again in 2017 and the John Wiley & Sons Lifetime Research Achievement Award from ICHRIE in 2018.

#### Members of the Discussion Panel



**Heather Croall** is an experienced CEO and Director known as a visionary in the creative sector who delivers innovative festival programs, new audiences and organisational growth. She has specific expertise in partner engagement, capital acquisition and digital transformation. With an international career in Film, TV and the Arts, Heather has a strong track record in implementing organisational change and capacity building. She has grown audience bases in all festivals she has led and has transitioned a number of festivals and creative sector organisations into the digital age. Between 2012 and 2015, Heather produced a series of 9 music archive feature documentaries for the BBC, ABC and various international festivals. In 2014, Heather was awarded an Honorary Degree of Doctorate by Sheffield Hallam University. In 2013, The Alliance of Women Film Journalists named Heather Ambassador of Women's Film for her work in creating opportunities for women documentary makers. In 2005, Heather was awarded a Fellowship in Interactive Media by Screen Australia.



**Steve Hood** is Senior Vice President of Research for STR. He has been with STR for nearly 25 years and was involved in the original development of the STAR program utilized by nearly 70,000 hotels and almost all hotel companies around the world. Steve is the Founding Director of the SHARE Center, STR's program to support hospitality and tourism education with over 1,000 schools involved from 80 different countries. The STR SHARE Center provides hospitality and tourism data for research and for use in the classroom as well as related resources including student certifications, training programs, and student competitions. Steve serves on advisory boards and as an honorary professor for leading schools, including Cornell, Penn State, Virginia Tech, University of Delaware, Colorado State, Ecole Hoteliere de Lausanne and Hong Kong Poly. Steve has been recognized with the ICHRIE Industry Recognition Award, the EuroCHRIE Nestle Pro Gastronomica Award and by the Hotel Schools of Distinction for his commitment to hospitality and tourism education.



**Brett Jardine** is the Managing Director of the Council of Australian Tour Operators (CATO). Brett joined CATO in March 2018 with close to three decades of experience across many segments in the travel industry including wholesale, touring and cruise. Between 2007 and 2017 Brett was at the helm of the Australasian office of the global cruise industry association – Cruise Lines International Association (CLIA), in a high-profile role that was an integral part of the cruise sector. In his time at CATO, Brett has overseen the transformation of the 21-year-old industry body that is the voice of the land-supply sector representing members that are predominantly Australian based tour operators and wholesalers. From the development and implementation of member systems and services through to Government representation, the profile of CATO and the value being delivered to its members has grown significantly under Brett's leadership.



**Melissa Laurie** has over 10 years of media experience in the Asia Pacific and has worked at some of the world's leading media organisations, including Fairfax, Bauer Media and TripAdvisor. Melissa helps brands strengthen their online presence and provides strategic recommendations to move their business forward. She has a proven track record in delivering award-winning media solutions and part of her success is down to her can-do attitude and creative thinking. She is the creator of 'Travel Watch' a weekly video series that is jam-packed with the latest travel news and latest happenings from around the world in Tourism. With a flair for travel, Melissa is one continent short of a global travel footprint. Melissa has been invited to speak and host training workshops at numerous industry events including the Forward Marketing Summit, New technologies and Innovation in Tourism and Wine Tourism Australia on key topics such as global insights and trends in tourism, consumer's buying behaviour and online marketing strategies.



**Eoin Loftus** has more than 27 years' experience in the South Australian tourism industry. He is CEO of the Culshaw Group of Companies, incorporating South Australian-owned and operated Majestic Hotels and numerous commercial property investments. Within the Majestic Hotels portfolio are: Majestic Roof Garden Hotel in Adelaide, Majestic Old Lion and Tynte Street Apartments and Majestic Minima Hotel in North Adelaide, and Majestic Oasis Apartments in Port Augusta. Due to open late 2020, M Suites, a new 91 serviced apartment property also in North Adelaide, on the former Channel 9 site on Tynte Street, will join the portfolio. Eoin is Chairman of the Tourism Industry Council of South Australia, the peak tourism association for the state, which contributes to achieving the full economic potential that tourism can offer. More recently, Eoin joined the International College of Hotel Management Academic Board. Contributing towards the college curriculum from an industry perspective. Initially he undertook the Certificate in Hospitality at Regency TAFE. He also holds a Graduate Diploma in Business Administration from the University of Adelaide, a Graduate Certificate in Management from the University of South Australia, and is a graduate and member of the Australian Institute of Company Directors.



**Paul Victory** is General Manager of Growth and Innovation at the SeaLink Travel Group and has a long history in tourism and leisure services in the Australian tourism industry across Queensland, Victoria and South Australia. Paul has been with SeaLink's South Australian operations management and executive team for the past 15 years, in international sales, business development and marketing for Kangaroo Island. As General Manager at SeaLink Queensland and SeaLink Northern Territory for six years (2011-2017), Paul managed services throughout Northern Australia in Townsville and Darwin. Paul has strong values in building first nations tourism opportunities and has applied this work across Northern Australia and in his role at the South Australian Tourism Commission. Paul has more recently been in a national business growth and innovation role for SeaLink, establishing SeaLink's Tasmanian operations and managing a range of national development projects. Paul was a Non-Executive Director of Townsville Enterprise Ltd (2013-2019), chairing the Regional Tourism Committee and is current Chairman and Director of the Museum of Under Water Art, a not for profit company installing one of the world's leading underwater art museums on the Great Barrier Reef. Paul holds a Masters Degree from Victoria University, Melbourne (1997) and is currently undertaking an MBA at Southern Cross University.



**Denis Verdier-Magneau** is the Directeur du Développement Culturel at the Centre Georges Pompidou. After various professional experiences in the transport and banking sector, this was his first experience in the world of Museums where he collaborated in the establishment of a new information system and contributed to the establishment of a new audiovisual department with a programming definition adapted to all audiences of the CNAC G.P. He then joined, in 1996, the Public Establishment of the Palace, Museum and National Estate of Versailles for its creation as an autonomous public administrative establishment. Since then, it has evolved on several missions concerning the reception and cultural offer for an audience of more than 75% of foreign visitors. Actually, Director of Cultural Development that he carries out the coordination of the annual cultural programming with a team of 220 people working in the services of exhibitions, editions, cultural and school programs, product marketing, research and quality, as well as information and sales. Anxious to find the best means of mediation for all, he strives to promote the access of all to the site of the Palace of Versailles, in a context of strong development of its attendance. He also participate to the definition and implementation of the institution's strategic directions. He participates in and contributes to exchanges organised by the Ministry of Culture on cultural and public development policies and represents the Institution in various associations or interdepartmental groups dealing with issues relating to culture and tourism (InterMuseums Association, Regional Tourism Committee).



**Jackey Yu** is the co-leader of McKinsey's Travel and tourism practice in Asia. He has 12 years of experience advising travel and tourism clients, such as airlines, resorts, theme parks, cruise lines and travel agencies, on strategy design and implementation, sales and marketing transformation, organisation and governance optimisation. Jackey leads the Greater China Travel and Tourism team on transformative engagements in the region, such as advising leading international hotel groups to design competitive business models and setting up a multi-layer branding strategy to reach different customer segments. Jackey recently supported leading theme park and attractions groups in building functional capabilities in sales and marketing, channel management, pricing model and salesforce efficiency improvement. He also recently assisted global cruise liners to assess Asia's market potential and potential market entry strategies. Jackey spearheads regional knowledge development, and is the co-author of the latest McKinsey whitepaper on tourism in China, and tourism recovery in Asia under COVID-19. Before joining McKinsey, Jackey worked in a marketing role at Yahoo! Hong Kong. He was educated in Hong Kong, France and Singapore, holds an MBA from INSEAD and a Bachelor of Business Administration from the Chinese University of Hong Kong.