

## SESSION 4

# About the Speaker

## "Growth Hacking Sustainability in Tourism"

SESSION 4 Wednesday, 24 August 2022 9.00 – 10.30AM (GMT +8)



### PROF. DR. JUHO PESONEN

University of Eastern Finland, Finland

Juho Pesonen is a professor of tourism business and deputy head of the department at University of Eastern Finland Business School. He is a member of the Tourism Business research group and the director of the International Master's Degree Programme in Tourism Marketing and Management. Prof. Pesonen completed his Ph.D. in marketing at University of Eastern Finland, focusing on market segmentation in rural tourism. Now his research focuses on understanding how tourism businesses can survive and thrive in the digital and sustainability transformations. Prof. Pesonen also has the title of Adjunct Professor of digital marketing at University of Turku. He is the president of the International Federation for Information Technology in Travel and Tourism ([www.ifitt.org](http://www.ifitt.org)) among other board positions. He has widely published his research in dozens of peer-reviewed academic journals and has edited several books in the tourism field.

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## SESSION 4

# About the Speaker

## "Smart Tourism — Challenges and Solutions"

SESSION 4 Wednesday, 24 August 2022 9.00 – 10.30AM (GMT +8)



### PROF. DR. PETER O'CONNOR

University of South Australia, Australia

Dr. Peter O'Connor is Professor of Strategic Management and Co-Director of the Centre for Enterprise Dynamics in Global Economies (C-EDGE) at University of South Australia Business School. His primary research, teaching and consulting interests focus on the use of technology in online retailing and marketing. In addition to authoring two leading textbooks, Peter has published research-based articles in leading academic journals including the Journal of Marketing, Harvard Business Review, Journal of Retailing and Consumer Services, Tourism Management, the Cornell Quarterly and the International Journal of Hospitality Management, amongst others. Prior to joining the UniSA, Peter founded the Chair in Digital Disruption, sponsored by BNP Paribas, at Essec Business School in Paris France. He taught, and held a number of senior administrative positions, at Essec for over 25 years, serving as both Director of MBA Programs and Dean of Academic Programs at various stages. In addition, he has regularly taught executive education seminars at London Business School; held visiting positions at both the Johnson Graduate Business School and the School of Hotel Administration at Cornell University; as well as worked in a variety of positions in industry in both Europe and the USA. In 2015, he launched Essec's first MOOC (Massive Online Open Course) on hotel distribution with Coursera, which currently has over 15,000 active learners. Peter is regularly quoted by the international press and consulted by investment companies and private equity firms on developments in the online marketplace. In addition to his duties at UniSA, Peter also works with internet analyst firm Phocuswright Inc. as a senior analyst. In this capacity he has worked with a large variety of leading travel companies across the globe, helping shape their distribution and online marketing strategies.

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## SESSION 4

# About the Speaker

## "Smart Tourism as a Sustainable Development Paradigm"

SESSION 4 Wednesday, 24 August 2022 9.00 – 10.30AM (GMT +8)



### PROF. DR. ULRIKE GRETZEL

University of Southern California, United States

Ulrike Gretzel is a Senior Fellow at the Center for Public Relations, University of Southern California. She received her PhD in Communications from the University of Illinois at Urbana-Champaign. Her research spans the design, use, and implications of emerging technologies, ranging from mobile applications to smart destinations, robots, and the metaverse. She has over 20 years of experience conducting academic and practice-focused studies that have been funded by research funding agencies, destinations, governments, and major industry players like TripAdvisor. Dr. Gretzel is a fellow of the International Academy for the Study of Tourism and is frequently acknowledged as one of the most cited tourism scholars.

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## SESSION 5

# About the Speaker

## "Centring Local Communities In Tourism"

SESSION 5 Wednesday, 24 August 2022 11.00 – 12.30PM (GMT +8)



## PROF. DR. FREYA HIGGINS-DESBIOLLES

University of South Australia, Australia

Freya Higgins-Desbiolles is affiliated with the University of South Australia and Swinburne University in Australia, Taylor's University of Malaysia and the University of Waterloo, Canada. Her work focuses on social justice, human rights and sustainability issues in tourism. She has worked with industry, community and non-profits. She is the co-editor of *Socialising Tourism: Rethinking Tourism for Social and Ecological Justice* (2022) and the forthcoming book *A Local Turn in Tourism: Empowering Communities* (2022).

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## SESSION 5

# About the Speaker

## "Indigenous Peoples and the SDGs: Can Tourism Be A Meaningful Enabler? "

SESSION 5 Wednesday, 24 August 2022 11.00 – 12.30PM (GMT +8)



### PROF. DR. LISA RUHANEN

University of Queensland, Australia

Dr Lisa Ruhanen SFHEA (PhD, GCED, BBusHons) is a Professor in Tourism and the Director of Teaching and Learning with the UQ Business School, The University of Queensland. She has undertaken academic and consultancy research projects in Australia and overseas in the areas of Indigenous tourism, sustainable tourism and policy, planning and governance. Lisa has more than 100 academic publications and in 2017 she and colleagues co-edited a book on Indigenous Tourism: Cases from Australia and New Zealand.

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## SESSION 5

# About the Speaker

## "Crystalizing Sustainability for Indigenous Tourism: The case of Orang Asli in Malaysia"

SESSION 5 Wednesday, 24 August 2022 11.00 – 12.30PM (GMT +8)



### DR. PUVANESWARAN KUNASEKARAN

Universiti Putra Malaysia, Malaysia

Dr. Puvaneswaran Kunasekaran is a Senior Lecturer at the Department of Social and Developmental Sciences, University Putra Malaysia. He obtained his PhD in the field of Community Development from Universiti Putra Malaysia. His research mainly focused on community-based tourism, indigenous tourism and sustainable tourism practices. He is also the Honorary Treasurer of the ASEAN Tourism Researchers Association (ATRA), and a Visiting Professor at Lyceum of the Philippines University (LPU). Apart from active research involvement, he is also involved in community development projects mainly in the rural areas of Malaysia by creating community capacity using tourism as a tool.

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## SESSION 6

# About the Speaker

## "A Need For Transformative Innovations In (Sustainable) Tourism To Fight Climate Change"

SESSION 6 Wednesday, 24 August 2022 2.00 – 3.30PM (GMT +8)



### PROF. DR. JARKKO SAARINEN

University of Oulu, Finland

Jarkko Saarinen is Professor of Human Geography at the University of Oulu (Finland), Distinguished Visiting Professor at the School of Tourism and Hospitality, University of Johannesburg (South Africa), and Visiting Professor at the Department of Civil and Industrial Engineering, Sustainable Destination Development, Uppsala University (Sweden). His research interests include tourism development and sustainability; tourism, communities and climate change adaptation; community-based natural resource management; and wilderness and conservation studies. He is currently Editor for Tourism Geographies and Associate Editor for Journal of Ecotourism and Annals of Tourism Research.

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## SESSION 6

# About the Speaker

## "A Review of Measures to Influence Human Behaviour Towards Reducing Resource Use in the Tourist Accommodation Sector"

SESSION 6 Wednesday, 24 August 2022 2.00 – 3.30PM (GMT +8)



### PROF. DR. SUSANNE BECKEN

University of Technology Sydney, Australia

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. Susanne is a member of the Air New Zealand Sustainability Advisory Panel, a Fellow of the International Academy for the Study of Tourism and the 2019 UNWTO Ulysses Award winner.

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## SESSION 6

# About the Speaker

## "A Review of Measures to Influence Human Behaviour Towards Reducing Resource Use in the Tourist Accommodation Sector"

SESSION 6 Wednesday, 24 August 2022 2.00 – 3.30PM (GMT +8)



### DR. STEFEN MACASKILL

Griffith University, Australia

Stefen is a Postdoctoral Research Fellow at Griffith University in Australia and Sustainability Consultant with the international engineering consultancy firm, WSP. His work focuses on sustainability within the built environment; including 'green' building standards, smart metering and sustainable finance

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## SESSION 7

# About the Speaker

## "Sustainability Marketing And Communication"

SESSION 7 Wednesday, 24 August 2022 4.00 – 5.30PM (GMT +8)



### PROF. DR. XAVIER FONT

University of Surrey, United Kingdom

Dr Xavier Font is professor of Sustainability Marketing at the University of Surrey, UK, and Editor in Chief of the Journal of Sustainable Tourism. He researches and develops methods of sustainable tourism production and consumption. He has published widely about sustainable tourism certification, and has consulted on sustainable product development, marketing and communication currently serving as advisor in Prince Harry's Travalyt coalition of Booking.com, Tripadvisor, Trip.com, Visa, Google and Expedia. He was part of the team conducting the stakeholder consultation for the European Transition Pathway, contracted by the European Commission. He is currently the Principal Investigator for the University of Surrey for the €23m Interreg project Experience to develop low season sustainable tourism visitor experiences in the UK and France.

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## SESSION 7

# About the Speaker

## "Using Technology to Understand and Encourage Sustainable Tourism Behaviours: An Exploration of Opportunities and Innovations"

SESSION 7 Wednesday, 24 August 2022 4.00 – 5.30PM (GMT +8)



### ASSOC. PROF. DR. ANNE HARDY

University of Tasmania, Australia

Associate Professor Anne Hardy is a researcher with a keen interest in tourist behaviour and sustainable tourism and is based at the University of Tasmania in the School of Social Sciences. Her research has been cited over 2000 times and she is the author of three books, the most recent of which is titled *Tourist Tracking and Mobility*. Some of Anne's most well known research is the multiple award winning project, *Tourism Tracer*. This project was the first to track tourists, with their consent, for the duration of their holiday throughout entire destinations. *Tourism Tracer's* success resulted in changes in the way that destinations such as Tasmania collect visitor information. Since its development, it has been used in many other national and international jurisdictions and has since been commercialised. Anne's international and national reputation for innovative, engaged and impact driven tourism research in the areas of tourist behaviour and sustainable tourism has led to a variety of national and international academic invitations. She is on the Advisory Board for the Global Tourism Plastics Initiative, was a contributor to the Kasani Call to Action on Sustainable Tourism, and has been a speaker and project partner for the UNWTO's Sustainable Tourism division, One Planet. She is on the editorial board of a variety of journals including *Tourism Geographies*, *Annals of Tourism Research*, *Annals of Tourism Research Empirical Insights* and *Frontiers in Sustainable Tourism*. Anne is the co-founder the highly successful iso-CHATS series. This series is dedicated to sharing the work of tourism researchers across the globe during the COVID pandemic on a regular basis. It rapidly gained a reputation of being a collaborative, social and supportive space for new, emerging and experienced researchers from across the world.

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## SESSION 7

# About the Speaker

## "Digital Media and Political Consumerism: A Focus on Gen Z Tourists"

SESSION 7 Wednesday, 24 August 2022 4.00 – 5.30PM (GMT +8)



### DR. SIAMAK SEYFI

University of Oulu, Finland

Siamak Seyfi is an Assistant Professor at the Geography Research Unit of the University of Oulu, Finland. Using an interdisciplinary and multidisciplinary approach, his research interests focus on tourism mobilities, political consumerism, sustainability, resilience, as well as qualitative sociological/ethnographic research methods in tourism. Siamak has published in leading tourism journals and serves on the editorial boards of multiple tourism journals.

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## SESSION 8

# About the Speaker

## "The Sharing Economy and UN Sustainable Goals: Where We Are Now and How We Move Forward"

SESSION 8 Wednesday, 24 August 2022 6.00 – 7.30PM (GMT +8)



### ASSOC. PROF. DR. MINGMING CHENG

Curtin University, Australia

Dr Mingming Cheng is an Associate Professor in Digital Marketing and Director of the Social Media Research Lab in the School of Management and Marketing at Curtin University, Australia. Mingming is an award-winning researcher and educator with an international reputation in digital marketing and tourism. He is best known by his highly cited work on the sharing economy and social media analytics. Further information can be found: [mingmingcheng.com](http://mingmingcheng.com)

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## SESSION 8

# About the Speaker

## "Critical Perspectives on the Sharing Economy & Sustainable Tourism Development"

SESSION 8 Wednesday, 24 August 2022 6.00 – 7.30PM (GMT +8)



### ASSOC. PROF. DR. RICHARD ROBINSON

University of Queensland, Australia

Richard joined The University of Queensland in 2005 after a career as a chef. He has taught undergraduate and postgraduate courses in hospitality and tourism management and professional development. His teaching & learning expertise and scholarship are recognized by awards and advisory appointments at state, national and international levels. He was conferred his PhD, investigating the mobility and motivations of chefs, in 2011. His research projects, largely adopting a critical positionality with many nationally and internationally funded, explore tourism and hospitality workforce policy and planning, skills development, 'hospitality', 'foodies' consumer behaviours and designing and evaluating education programs. He currently holds an Advance Queensland Industry Research Fellowship, to develop a tourism workforce crisis resilience and recovery strategy.

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## SESSION 8

# About the Speaker

## "When Innovation Hurts: Managing The Dark of the Sharing Economy for Better Sustainability and Well-Being"

SESSION 8 Wednesday, 24 August 2022 6.00 – 7.30PM (GMT +8)



### DR. STEPHANIE CHUAH HUI WEN

Taylor's University, Malaysia

Stephanie Hui-Wen Chuah is a Senior Lecturer at the School of Hospitality, Tourism & Events and an Associate Director of the Centre for Research and Innovation in Tourism (CRiT) at Taylor's University. Prior to that, she served as an Assistant Professor at the Department of Business Administration in Asia University, Taiwan. Her research interests lie in artificial intelligence and robotics, sharing economy, technological innovation, social media, and service marketing with an emphasis on Hospitality and Tourism Management. Her research work has appeared in top-tier journals including Journal of Business Research, International Journal of Contemporary Hospitality Management, Journal of Hospitality Marketing & Management, Tourism Management Perspectives, Internet Research, Journal of Retailing and Consumer Services, Computers in Human Behavior, among others.

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