

# WORKSHOP & NETWORKING



Centre for  
Tourism and Leisure  
Management



## **New Technologies and Tourism Innovation Workshop**

**&**

## **CTLM End of Year Celebration**

**22 November 2018**

**University of South Australia**



**CHATEAU YALDARA**  
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# New Technologies & Tourism Innovation Workshop

BH2-09 Barbara Hanrahan L2, City West Campus

<b>13:00 – 13:30</b>	<b>Registration</b>
<b>13:30 – 13:40</b>	<b>Welcome</b>  <b>Professor Marianna Sigala</b> , Professor in Tourism, Director of the Centre for Tourism and Leisure Management (CTLM), School of Management, University of South Australia
<b>13:40 – 15:00</b>	<b>New Technologies &amp; Tourism Innovation: The Future is Here</b>  <b>Dr Kristin Alford</b> , Director of MOD, University of South Australia <i>Adapting Digital Innovations to Inspire Young Adults at MOD</i>  <b>Dr Aaron Tham</b> , School of Business, University of the Sunshine Coast <i>Building block(chains) and bit(coin)s: The early tourism landscape in Australia?</i>  <b>Mark Kasperski</b> , Lecturer, International College of Hotel Management <i>Augmented Reality and the Implications for Tourism</i>  <b>Discussion Panel</b>
<b>15:00 – 15:30</b>	<b>Coffee break (networking)</b>
<b>15:30 – 17:00</b>	<b>Social Media: Innovating Tourism Marketing</b>  <b>Rubina Carlson</b> , Digital Marketing Executive, SeaLink Travel Group <i>Social Media Success with SeaLink: engaging with customers and inspiring them to travel</i>  <b>Katrina McLachlan</b> , Online Course Facilitator, University of South Australia Online <i>The new media paradigm: Telling authentic stories</i>  <b>Smart Tourism &amp; Big Data: Innovating Tourism Services &amp; Management</b>  <b>Dr Anne Hardy</b> , Senior Lecturer, University of Tasmania <i>Big Data and destination marketing: the case of Tourism Tracer in Tasmania</i>  <b>Professor Marianna Sigala</b> , Professor of Tourism, Director of the Centre for Tourism and Leisure Management (CTLM), University of South Australia <i>Unravelling the smartness of smart tourism services: best practices and implications</i>  <b>Discussion Panel</b>

# CTLM End of Year Celebration

Atrium, Yungondi Building, City West Campus

<b>17:30 – 17:45</b>	<b>Registration</b>
<b>17:45 - 18:00</b>	<b>Introductions</b>  <b>Professor Marianna Sigala</b> , Professor in Tourism, Director of Centre for Tourism and Leisure Management (CTLM), University of South Australia  <b>Professor Marie Wilson</b> , Pro Vice Chancellor (Business & Law), UniSA Business School, University of South Australia
<b>18:00 - 18:10</b>	<b>Tourism in South Australia</b>  <b>Hon. David Ridgway MLC</b> , Minister for Trade, Tourism and Investment
<b>18:10 – 18:40</b>	<b>Interview with Jeff Ellison</b> <b>Jeff Ellison</b> , CEO & Managing Director of SeaLink Travel Group  <b>Professor Marianna Sigala</b> , Professor in Tourism, Director of Centre for Tourism and Leisure Management (CTLM), University of South Australia
<b>18:40 - 19:30</b>	<b>Drinks, canapes and networking</b>

