

# *CURRICULUM VITAE*

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## 1. Formal Education/Qualifications

### UNIVERSITY OF OTAGO (Dunedin, New Zealand)

August 1998 – December 2003 Ph.D. (Department of Tourism). Topic:  
*Environmentalism And On-Tour Experiences Of  
Tourists On Wildlife Watch Tours In New Zealand: A  
Study Of Visitors Watching And/Or Swimming With  
Wild Dolphins.*

July 1997 - June 1998 Enrolled for Master in Tourism Papers (preliminary  
work for the PhD studies).

### UNIVERSITY OF APPLIED SCIENCES (Wilhelmshaven, Germany)

September 1990 - April 1995 Diploma (Diplomkaufmann [FH]) in Economics, majors  
in Tourism and Marketing.

### COMMERCIAL HIGH SCHOOL (Siegburg, Germany)

1982 - 1985 School Leaving Certificate for University Entrance  
(Abitur).

## 2. Professional and Academic Honours, Positions and Memberships

### Memberships

2005 - New Zealand Tourism Research Institute (NZTRI)

2004 - American Cetacean Society (ACS)

2001- International Geographical Union (IGU) (Tourism Study Group)

- 2000 – 2002,  
2007 - The International Ecotourism Society (TIES)
- 2003 - 2006 Pacific Congress on Marine Science and Technology (PACON)
- 2001 – 2002 Tourism Concern (UK)

### 3. Publications

#### 3.1 Academic Journals (refereed)

- Lemelin, H.R.; P. Maher; J. Dawson; E. Stewart & **M. Lück** (*submitted*). Profiting from Ecocide: Cases of Last Chance Tourism. *Journal of Sustainable Tourism*.
- Scarpaci, C.; E.C.M. Parsons & **M. Lück** (*in press*). *Recent advances in whale-watching research: 2007-2008. Tourism in Marine Environments* 5(4). This paper was also presented to the Scientific Committee at the 60th Meeting of the International Whaling Commission, 29 May – 27 June 2007, Santiago, Chile. SC60/WW1.
- Scarpaci, C.; E.C.M. Parsons & **M. Lück** (2008). Recent advances in whale-watching research: 2006-2007. *Tourism in Marine Environments* 5(1): 55-66. This paper was also presented to the Scientific Committee at the 59th Meeting of the International Whaling Commission, 7-25 May 2007, Anchorage, Alaska. SC59/WW1.
- Jiang, Y.; **M. Lück** & E.C.M. Parsons (2008). Public Awareness and Marine Mammals in Captivity. *Tourism Review International*, 11(3) (Special Issue "Zoos, Aquaria, and Other Captive Wildlife Attractions"): 237-249.
- Lück, M.** & Y. Jiang (2007). Keiko, Shamu, and friends: Educating Visitors to Marine Parks and Aquaria? A Research Note. *Journal of Ecotourism*, 6(2): 127-138.
- Lück, M.** (2006). Editorial. *Tourism in Marine Environments*, 3(2): 75-76.
- Parsons, E.C.M.; **M. Lück** & J. Lewandowski (2006). Recent advances in whalewatching research: 2005-2006. *Tourism in Marine Environments*, 3(2): 179-189. This paper also presented to the Scientific Committee at the 58th Meeting of the International Whaling Commission, May/June 2006, St. Kitts & Nevis. SC58/WW1.
- Lück, M.** (2006). The Immersive Situation Circuit. *Schole: A Journal of Leisure Studies and Recreation Education*, 21: 167 - 171.

- Parsons, E.C.M.; J. Lewandowski & **M. Lück** (2005). Recent advances in whale-watching research: 2004-2005. *Tourism in Marine Environments*, 2 (2): 119-132. This paper was also presented to the Scientific Committee at the 57th Meeting of the International Whaling Commission, 30 May–10 June 2005, Ulsan, Korea. SC57/WW3.
- Lück, M.** & G. M. Laurence (2005). Guest Presentations via Videoconference: An alternative to face to face guest lectures. *Tourism Today* 5, 153-161.
- Lück, M.** & G. M. Laurence (2005). Innovative Teaching: Sharing Expertise through Videoconferencing. *Innovate: Journal of Online Education*, 2(1): <http://www.innovateonline.info/index.php?view=article&id=59>
- Lück, M.** (2004). Editorial. *Tourism in Marine Environments*, 1(1): 1 - 3.
- Lück, M.** (2003) Education on marine mammal tours as agent for conservation – but do tourists want to be educated? *Ocean & Coastal Management*, 46(9/10): 943 – 956.
- Warburton, C.A., Parsons, E.C.M., Woods-Ballard, A., Hughes, A., Johnston, P., Bates, H., and **Lück, M.** (2003). Whale-watching tourists in West Scotland. *Journal of Ecotourism*, 2(2): 93 – 113.
- Lück, M.** (2003). The New Environmental Paradigm: Is Dunlap and Van Liere's scale applicable in a tourism context? *Tourism Geographies*, 5(2): 228 – 240.
- Lück, M.** (2002). Large-scale Ecotourism - A Contradiction in Itself? *Current Issues in Tourism*, 5 (3&4): 361 -371.
- Lück, M.** (2002). Looking into the Future of Ecotourism and Sustainable Tourism. *Current Issues in Tourism*, 5 (3&4): 371 - 374.
- Higham, J.E.S. & **Lück, M.** (2002). Urban ecotourism: Contradiction in terms? *Journal of Ecotourism* 1(1): 36 – 51.
- Lück, M.** (2000). Ecotourism in Natural Settings: A View into Value Systems and On-Site Experiences of Visitors to New Zealand Eco-Attractions, Sites and Tours. In: Ladkin, A. (ed.) *Research into Consumer Behaviour and Value Systems of Ecotourists; Tourist Choice, Behaviour, Motivations, and Attachments; Visitors to Nature Based Destinations; Adventure Tourism and Channel Relationships in the Tourism Industry. International Journal of Tourism Research*, 2 (3): 217 – 222.

### 3.2 Guest Edited Academic Journals (refereed)

- Lück, M.** & Kirstges, T. (eds.) (2002). Global Ecotourism Policies and Case Studies. Special Double Issue of *Current Issues in Tourism*, 5 (3&4).

### 3.3 Academic Journals (non-refereed)

- Lück, M.** (2002). The New Environmental Paradigm: A Comparison of Studies Using Dunlap & Van Liere's NEP Scale Over the Last 20 Years. *Tourismus Jahrbuch* 6(2): 203 - 211.
- Lück, M.** (2001). Responsible Tourism: Does size really matter? *Tourismus Jahrbuch*, 5(1): 215 – 226.
- Lück, M.** (1998). Sustainable Tourism: Do Modern Trends in Tourism Make a Sustainable Management More Easy to Achieve? *Tourismus Jahrbuch* 2(2): 141 – 157.
- Lück, M.** (1998). Value systems and attitude-on-site-behaviour correspondence of ecotourists in natural settings of New Zealand. *Environmental Perspectives* (21): 4 - 6.

### 3.4 Books (authored/co-authored)

- Lück, M.** (*in progress*). *Marine Tourism: An Introduction*. (working title).

### 3.5 Books (edited/co-edited)

- Lück, M.;** Maher, P. & E. Stewart (eds.). *Cruises in Polar Regions: Promoting Environmental and Social Sustainability*. Earthscan Publications, London (*in progress*).
- Maher, P.; E. Stewart & **Lück, M.** (eds.). *Polar Tourism: Human, Environmental and Governance Dimensions*. Cognizant Communication, Elmsford, NY. (*in progress*).
- Lück, M.** (ed.) (2008). *Encyclopedia of Tourism and Recreation in Marine Environments*. CABI, Wallingford, UK.
- Lück, M.** (ed.) (2007). *Nautical Tourism: Concepts and Issues*. Cognizant Communication, Elmsford, NY.
- Higham, J. & **Lück, M.** (eds.) (2007). *Marine wildlife and tourism management: Insights from the Natural and the Social Sciences*. CABI, Wallingford, UK.
- Lück, M.;** A. Gräupl; J. Auyong; M.L. Miller & M.B. Orams (eds.) (2007) *Proceedings of the 5th International Coastal & Marine Tourism Congress*. School of Hospitality & Tourism and New Zealand Tourism Research Institute, AUT University, Auckland, New Zealand.
- Lück, M.** & Kirstges, T. (eds.) (2003). *Global Ecotourism Policies and Case Studies*. Channel View Publications, Clevedon/UK (off-print of the *Current Issues in Tourism* Special Issue 3&4, 2002).

Kirstges, T. & **Lück, M.** (eds.) (2001). *Umweltverträglicher Tourismus: Fallstudien zur Entwicklung und Umsetzung Sanfter Tourismuskonzepte*. Armin Gmeiner Verlag, Messkirch/Germany.

### 3.6 Edited Works: Contributions

Gross, S. & **M. Lück** (*in press*). Strategies of Cruise Lines – from Low Cost Cruises to Luxury Cruises. In: A. Papathanassis; M. Vogel & B. Wolber (eds.): *The Business and Management of Ocean Cruises*. Publisher tba.

**Lück, M.** & R.D. Altobelli (*in press*). Coastal Tourism as Motor for Community Development: The Story of Kaikoura, New Zealand. In: Dowling, R. & C. Pforr (eds.): *Coastal Tourism and Development: Planning & Management Issues*. Cognizant Communication, Elmsford, NY.

Kulczycki, C. & **M. Lück** (2008). Outdoor Adventure Tourism and Wellness. In Bushell, R. & P. Sheldon (eds.): *Wellness and Tourism: Mind, Body, Spirit, Place*. Cognizant Communication, Elmsford, NY.

**Lück, M.** (2008). Tourism in Protected Areas: A New Zealand Perspective. In: C. Eilzer, B. Eisenstein & W.G. Arlt (eds.): *National Parks and Tourism: Answers to a Global Question from the International Competence Network of Tourism Management (ICNT)*. Martin Medenbauer Verlag, Munich, Germany, pp. 101-119.

**Lück, M.** (2008). Amphibious Vehicles. In: Lück, M. (ed.) *Encyclopedia of Tourism and Recreation in Marine Environments*. CABI, Wallingford, UK, p. 17.

**Lück, M.** (2008). Azimuthing Propulsion. In: Lück, M. (ed.) *Encyclopedia of Tourism and Recreation in Marine Environments*. CABI, Wallingford, UK, pp. 41-42.

**Lück, M.** (2008). Floatplane/Seaplane. In: Lück, M. (ed.) *Encyclopedia of Tourism and Recreation in Marine Environments*. CABI, Wallingford, UK, pp. 178-179.

**Lück, M.** (2008). Jet Propulsion. In: Lück, M. (ed.) *Encyclopedia of Tourism and Recreation in Marine Environments*. CABI, Wallingford, UK, p. 257.

**Lück, M.** (2008). Queen Mary. In: Lück, M. (ed.) *Encyclopedia of Tourism and Recreation in Marine Environments*. CABI, Wallingford, UK, pp. 381-382.

**Lück, M.** (2008). Stabilizers. In: Lück, M. (ed.) *Encyclopedia of Tourism and Recreation in Marine Environments*. CABI, Wallingford, UK, pp. 451-453.

**Lück, M.** (2008). Tender. In: Lück, M. (ed.) *Encyclopedia of Tourism and Recreation in Marine Environments*. CABI, Wallingford, UK, p. 469.

**Lück, M.** (2008). Tugboat. In: Lück, M. (ed.) *Encyclopedia of Tourism and Recreation in Marine Environments*. CABI, Wallingford, UK, p. 485.

- Lück, M.** (2008). Values. In: Lück, M. (ed.) *Encyclopedia of Tourism and Recreation in Marine Environments*. CABI, Wallingford, UK, pp. 499-500.
- Lück, M.** (2008). Wharf. In: Lück, M. (ed.) *Encyclopedia of Tourism and Recreation in Marine Environments*. CABI, Wallingford, UK, p. 533.
- Lück, M.** & J. Higham (2007). Marine Wildlife and Tourism Management: Scientific Approaches to Sustainable Management. In Higham, J. & M. Lück (eds.): *Marine Wildlife and Tourism Management: Insights from the natural and social sciences*. CABI, Wallingford, UK, pp. 380-388.
- Lück, M.** (2007). Captive Marine Wildlife: Benefits and Costs of Aquaria and Marine Parks. In Higham, J. & M. Lück (eds.): *Marine Wildlife and Tourism Management: Insights from the natural and social sciences*. CABI, Wallingford, UK, pp.130-141.
- Lück, M.** (2007). Managing Marine Wildlife Experiences: The Role of Visitor Interpretation Programmes. In Higham, J. & M. Lück (eds.): *Marine Wildlife and Tourism Management: Insights from the natural and social sciences*. CABI, Wallingford, UK, pp. 334-346.
- Higham, J. & **M. Lück** (2007). Marine Wildlife and Tourism Management: In Search of Scientific Approaches to Sustainability. In Higham, J. & M. Lück (eds.): *Marine Wildlife and Tourism Management: Insights from the natural and social sciences*. CABI, Wallingford, UK, pp. 1-16.
- Lück, M.** (2007). Is Nautical Tourism Sustainable? In Lück, M. (ed.) *Nautical Tourism: Concepts and Issues*. Cognizant Communication, Elmsford, NY, pp.125-127.
- Lück, M.** (2007). The Cruise Ship Industry: Curse or Blessing? In Lück, M. (ed.) *Nautical Tourism: Concepts and Issues*. Cognizant Communication, Elmsford, NY, pp.75-82.
- Lück, M.** (2007). Nautical Tourism Development: Opportunities and Threats. In Lück, M. (ed.) *Nautical Tourism: Concepts and Issues*. Cognizant Communication, Elmsford, NY, pp. 3-13.
- Higham, J.E.S. & **M. Lück** (2007). Ecotourism: Pondering the paradoxes. In J.E.S. Higham (ed.). *Critical Issues in Ecotourism: Understanding a complex tourism phenomenon*. Elsevier Butterworth Heinemann: Oxford, UK, pp. 117-135.
- Lück, M.** (2003). Marine Tourism. In: Hall, C.M. (ed.): *Introduction to Tourism: Dimensions and Issues*, 4<sup>th</sup> ed., Pearson Education, South Melbourne. Online Chapter: <http://www.pearsoned.com.au/elearning/hall/files/lueck.pdf>
- Lück, M.** (2002). Revisiting the New Environmental Paradigm: Is the Scale Applicable in a Tourism context? In Andrews, N.; Flanagan, S. & Ruddy, J. (eds.): *Innovation and Regional Development*. Dublin/Ireland, Dublin Institute of Technology, pp. 189 - 201.

- Lück, M.** (2002). Large-scale Ecotourism - A Contradiction in Itself? In: Lück, M. & Kirstges, T. (eds.): *Global Ecotourism Policies and Case Studies: Perspectives and Constraints*. Channel View Publications, Clevedon/UK, pp. 189 - 198. (off-print of the *Current Issues in Tourism* Special 3&4, 2002).
- Lück, M.** (2002). Looking into the Future of Ecotourism and Sustainable Tourism. In: Lück, M. & Kirstges, T. (eds.): *Global Ecotourism Policies and Case Studies: Perspectives and Constraints*. Channel View Publications, Clevedon/UK, pp. 199 - 202. (off-print of the *Current Issues in Tourism* Special 3&4, 2002).
- Lück, M.** (2001). Die Zukunft des Sanften Tourismus und des Nachhaltigen Tourismus. In: Kirstges, T. & Lück, M. (eds.): *Umweltverträglicher Tourismus: Fallstudien zur Entwicklung und Umsetzung Sanfter Tourismuskonzepte*. Armin Gmeiner Verlag, Messkirch/Germany, pp. 177 - 181.

### 3.7 Reviews of Academic Books

- Lück, M.** (2007). **Invited review** of: Waitt, G. & K. Markwell (2006). *Gay Tourism: Culture and Context*. New York, The Haworth Hospitality Press. *Annals of Tourism Research*, 34(4): 1106-1108.
- Lück, M.** (2006). Review of: Bauer, G. T. & B. McKercher (eds.) (2003). *Sex and Tourism: Journeys of Romance, Love, and Lust*. New York, The Haworth Hospitality Press. *International Journal of Tourism Research*, 8(1): 75-76.
- Lück, M.** (2005). Review of: World Tourism Organization (2000). *Sustainable Development of Tourism: A Compilation of Good Practices*. Madrid, World Tourism Organization. *Tourism Management*, 26(4): 633 – 634.
- Lück, M.** (2004). Review of: Clift, S., M. Luongo & C. Callister (eds.) (2002). *Gay Tourism: Culture, Identity and Sex*. London, Continuum. *Annals of Tourism Research*, 31(2): 481-483.
- Lück, M.** (2003). Review of: Garrod, B. & Wilson, J.C. (eds.) (2003). *Marine Ecotourism: Issues and Experiences*. Clevedon, Channel View Publications. *Journal of Ecotourism*, 2(2): 151 - 153.
- Lück, M.** (2003). Review of: Honey, M. (ed.) (2002). *Ecotourism & Certification: Setting Standards in Practice*. Washington, D.C.: Island Press. *International Journal of Tourism Research*, 5(6): 467.
- Lück, M.** (2003). Review of: Hussey, S. & P. Thompson (eds.) (2000). *The Roots of Environmental Consciousness: Popular tradition and personal experience*. London, Routledge. *Oral History*, 31(2): 90-91.
- Lück, M.** (2003). Review of: Ingelson, A., M. Mahony, & R. Scace (2001). *Chilkoot: An Adventure in Ecotourism*. Calgary, Fairbanks, University of Calgary Press, University of Alaska Press. *Journal of Sustainable Tourism*, 11(4): 376 - 377.

**Lück, M.** (2000). Review of: Uzzell, D. and R. Ballantyne (eds.) (1998). *Contemporary Issues in Heritage & Environmental Interpretation*. London, The Stationary Office. *Annals of Tourism Research*, 27 (4): 1071 – 1074.

**Lück, M.** (2000). Review of: France, L. (ed.) (1997). *The Earthscan Reader in Sustainable Tourism*. London, Earthscan Publications. *Tourism Management*, 21: 540 – 541.

### 3.8 Conference Contributions (\* denotes oral presenter[s])

**Lück, M.** (2008). Folgen des Klimawandels für den Küstentourismus. **Invited Presentation** at the *DTV-Fachkonferenz "Klimawandel fordert Tourismuswandel"*. Berlin, Germany, November 27, Deutscher Tourismusverband, Bundesministerium für Umwelt, Naturschutz und Reaktorsicherheit & Bund für Naturschutz.

Hull, J.S., E.H. Huijbens & **M. Lück\*** (2008). Cultural Heritage and Tourism: Identifying a Process for International Cooperation Through Innovation. 2. *International Tourism Conference "Turismo Cultural"*. Mexico City, Mexico. October 30 - November 2. Universidad Anáhuac.

**Lück, M.** (2008). Tourism and whalewatching – lessons learned from New Zealand. **Invited Keynote presentation** at *Regional Development Conference*. Húsavík, Iceland. May 5-6. Icelandic Tourism Research Centre.

\* Goodsir, W.; I. Ryan; **M. Lück** & E. Roberts (2008). Bureaucratic Culture or Culture of Bureaucracy. The Governance of Customer Service Employees: A Case Study of New Zealand Hotels. "Where the Bloody Hell Are We?" Council for Australian University Tourism and Hospitality Education (CAUTHE) 2008 Conference. Gold Coast, Australia. February 11-14. Griffith University. Working paper on CD Rom.

**Lück, M.** (2007). Tourism in National Parks: A New Zealand Perspective. 1. *International Tourism Conference "National Parks and Tourism"*. Heide/Holstein, Germany. November 23-24. West Coast University of Economics and Technology.

**Lück, M.** (2007). Nationalparktourismus in Neuseeland. **Invited presentation** at *Fachtagung "Naturerlebnis im touristischen Angebot"*. Heide/Holstein, Germany. November 22. Nationalparkamt Tönning, Nationalpark-Service GmbH, Dithmarschen Tourismus, Nordsee-Tourismus-Service GmbH, and Institut für Management und Tourismus (IMT) in der FH Westküste.

**Lück, M.** (2007). Dolphin and Whale Watching: A New Zealand Perspective. **Invited presentation** at *The 12th Symposium/Workshop on Cetacean Ecology and Conservation*. Taichung, Taiwan. October 8-12. Taiwan Cetacean Society, National Taiwan University, and Providence University. Abstract Book, p. 140.

- Lück, M.** (2007). Marine Protected Areas in New Zealand. **Invited presentation** at *The 12th Symposium/Workshop on Cetacean Ecology and Conservation*. Taiwan. October 8-12. Taichung, Taiwan Cetacean Society, National Taiwan University, and Providence University. Abstract Book, p. 116.
- Lück, M.** (2006). Tourist Perceptions of Beach-Cast Seaweed and Coral Reef at Likuri Island, Fiji. *Tourism After Oil*. ATLAS Asia-Pacific Conference. Dunedin, New Zealand. December 6-8. Department of Tourism, University of Otago. Full paper on CD Rom.
- Lück, M.** (2006). Visitor Satisfaction With an Island Backpackers Resort: An Importance-Performance Analysis of Tourists on Likuri Island, Fiji. *Beyond Nature*. New Zealand Tourism Hospitality Research Conference, Dunedin, New Zealand. December 4-6. Department of Tourism, University of Otago. Full Paper on CD Rom.
- Lück, M.** (2006). From Health to Wellness: How developments in the German health system affected health tourism. **Invited presentation** at *Innovation and Tourism Conference Series (3<sup>rd</sup> International Seminar)*. Palma de Mallorca/Mallorca, Spain. September 28-29, Ministry of Economy, Finance and Innovation of the Balearic Islands Government.
- Lück, M.** (2006). Wildlife on the Reef: An Importance-Performance Analysis of Tourists on Likuri Island, Fiji. *Getting Real About Wildlife Tourism*. 2<sup>nd</sup> National Wildlife Tourism Conference, Fremantle, Australia. August 13-15, Wildlife Tourism Australia and FACET Western Australia, pp. 115-125.
- Jiang, Y. & \* **M. Lück** (2006). Orcas at Marine Parks and Aquaria: Educating the Public? Poster presented at *Getting Real About Wildlife Tourism*. 2<sup>nd</sup> National Wildlife Tourism Conference, Fremantle, Australia. August 13-15, Wildlife Tourism Australia and FACET Western Australia.
- Lück, M.** (2005). Coastal and Marine Tourism: Origins, Developments and Perspectives. **Invited Keynote presentation** at the *4<sup>th</sup> International Congress on Coastal & Marine Tourism (CMT)*. Çeşme, Turkey. November 15-18, Dokuz Eylül University & Sea Grant Oregon.
- \* Jafari, J. & \* **M. Lück** (2005). Seminar Conclusions and Recommendations. **Invited closing address** at *Innovation and Tourism Conference Series (2<sup>nd</sup> International Seminar)*. Alcudia/Mallorca, Spain. September 29-30, Ministry of Economy, Finance and Innovation of the Balearic Islands Government.
- Lück, M.** (2005). Nautical Tourism Development: Opportunities and Threats - Seminar Perspectives on Nautical Tourism. **Invited Opening Presentation** at *Innovation and Tourism Conference Series (2<sup>nd</sup> International Seminar)*. Alcudia/Mallorca, Spain. September 29-30, Ministry of Economy, Finance and Innovation of the Balearic Islands Government.

- Lück, M.** (2005). Environmental values of tourists swimming with wild dolphins. **Invited presentation** at the *Eco Summit: An interdisciplinary look at our relationship with the environment*. St. Catharines, Ontario. March 22, The Brock Eco Club, Brock University, St. Catharines, ON, Canada.
- Lück, M.** (2004). Tourists learning about Flipper and friends – but is that all they want to know? Poster presented at *Learning from Whales: Education, Inspiration, Action*. 9<sup>th</sup> International Conference, November 11-15, American Cetacean Society (ACS). Long Beach, CA.
- \* Laurence, G. M. & \* **M. Lück** (2004). E-Learning in Ontario - Beyond the Pilot Projects. **Invited presentation** to the *First Annual Ontario Research & Education Summit: Leveraging the Power of Orion*. June 14-15, Ontario Research and Innovation Optical Network, Toronto.
- Lück, M.** (2004). Sharing Expertise: Teaching via Videoconference. *Making the Most of Our Institutional Resources*. CTLET's First Annual Best Practices in Teaching and Learning Symposium. May 6, CTLET, Brock University, St. Catharines, ON, Canada (Presentation on video).
- Lück, M.** (2003). Interpretation and education on marine mammals tours: Let's hear from the people. *Viewing Marine Mammals in the Wild: A Workshop to Discuss Emerging Issues, Research and Management Needs*. 15<sup>th</sup> Biennial Conference on the Biology of Marine Mammals, Greensboro, NC, USA. December 14, NOAA Fisheries, Silver Spring, MD, USA. Abstract Book, pp 7-9.
- Lück, M.** (2003). Environmental Interpretation on Swim-With-Dolphins Tours: The Needs and Wants of the Tourists. *Canada's Oceans: Research, Management & the Human Dimension*. Ocean Management Research Network National Conference. November 13-15, Ocean Management Research Network, Halifax. Abstract Book, p. 40.
- \* **Lück, M.** & Higham, J.E.S. (2003). Marine ecotourism in the New Zealand urban context: Emerging trends, new challenges and developing opportunities. *Urban Tourism – Mapping the Future*. Travel & Tourism Research Association (Europe) Conference, Glasgow, United Kingdom, 24. – 27. September, CD Rom, pp. 134 – 145.
- Lück, M.** (2001). Revisiting the New Environmental Paradigm: Is the Scale Applicable in a Tourism context? *Tourism, Innovation and Regional Development*. European Association of Leisure and Tourism Education (ATLAS) & Marine Ecotourism for the Atlantic Area (META) 10<sup>th</sup> Anniversary International Conference and Parallel International Workshop on Marine Ecotourism, Dublin, Ireland, Dublin Institute of Technology, 4. - 6. October. Proceedings published as book (2 Volumes), see book chapters.
- Lück, M.** (2001). The New Environmental Paradigm: A Comparison of studies using the NEP over the last 20 years. *Geography, A Spatial Odyssey*. New Zealand Geographical Society and the Institute of Australian Geographers Joint Conference, Dunedin, New Zealand, Geographical Society (Otago Branch) 29. January – 02. February. Abstract Book, n.p.

- Lück, M.** (2000). Swimming with Flipper: The environmental values of tourists participating in swim-with-dolphins tours in New Zealand. Paper presented at *Academia meets Industry – Industry meets Academia*. 4<sup>th</sup> New Zealand Tourism and Hospitality Research Conference, Auckland, New Zealand, Auckland University of Technology, 5.-8. December.
- Lück, M.** (1998). Value Systems and On-Site Experiences in Natural Settings in New Zealand. *Tourism in the Pacific Rim: Past, Present and Future*. 2<sup>nd</sup> National Tourism Student's Conference, Dunedin, New Zealand, Tourism Club, University of Otago, 22/23. August, pp. 61 – 66.

## 4. Other Forms of Research Output and Evidence of Scholarship

### 4.1. Other Research Reports

- Scarpaci, C.; E.C.M. Parsons & **M. Lück** (2008). *Recent advances in whale-watching research: 2007-2008*. Paper presented to the Scientific Committee at the 60th Meeting of the International Whaling Commission, 29 May – 27 June 2007, Santiago, Chile. SC60/WW1 (also published in *Tourism in Marine Environments*, see “3.1 Refereed Publications”).
- Scarpaci, C.; E.C.M. Parsons & **M. Lück** (2007). *Recent advances in whale-watching research: 2006-2007*. Paper presented to the Scientific Committee at the 59th Meeting of the International Whaling Commission, 7-25 May 2007, Anchorage, Alaska. SC59/WW1 (also published in *Tourism in Marine Environments*, see “3.1 Refereed Publications”).
- Lück, M.** (2007). Tourist perceptions of beach-cast seaweed and coral reef at Likuri Islands, Fiji. Final Report on Research Grant from the AUT Central Contestable Research Fund Grant AX 05/04. Auckland, School of Hospitality & Tourism, AUT University.
- Parsons, E.C.M.; J., **M. Lück** & J. Lewandowski (2006). *Recent advances in whale-watching research: 2005-2006*. Paper presented to the Scientific Committee at the 58th Meeting of the International Whaling Commission, 24 May–20 June 2006, St. Kitts & Nevis. SC58/WW1 (also published in *Tourism in Marine Environments*, see “3.1 Refereed Publications”).
- Parsons, E.C.M.; J. Lewandowski & **M. Lück** (2005). *Recent advances in whale-watching research: 2004-2005*. Paper presented to the Scientific Committee at the 57<sup>th</sup> Meeting of the International Whaling Commission, 30 May–10 June 2005, Ulsan, Korea. SC57/WW3 (also published in *Tourism in Marine Environments*, see “3.1 Refereed Publications”).

**Lück, M.** (2005). *Destination Choice and Travel Behaviour of Gay Men*. Unpublished Summary Report. Department of Recreation & Leisure Studies, Brock University, St. Catharines, ON, Canada.

**Lück, M.** (2004). *Teaching Via Videoconference: Sharing Expertise*. Unpublished Summary Report. Department of Recreation & Leisure Studies, Brock University, St. Catharines, ON, Canada.

**Lück, M.** (2000). *Dolphin Swimming and Watching with Dolphin Experience (Akaroa), Dolphin Encounter (Kaikoura) and Dolphin Discoveries (Paihia)*. Unpublished Visitor Survey Report. Centre for Tourism, University of Otago, Dunedin, New Zealand.

#### 4.2 Theses and Dissertations

**Lück, M.** (2003). *Environmentalism And On-Tour Experiences Of Tourists On Wildlife Watch Tours In New Zealand: A Study Of Visitors Watching And/Or Swimming With Wild Dolphins*. Unpublished PhD thesis, Department of Tourism, University of Otago, Dunedin, New Zealand.

**Lück, M.** (1995). *Anforderungen von Reisemittlern als Herausforderung für die Vertriebspolitik grosser Reiseveranstalter, dargestellt am Beispiel von ITS und Flughafenreisebüros*. Diplomarbeit. Fachbereich Wirtschaft. Wilhelmshaven, Fachhochschule Wilhelmshaven.

#### 4.3 Other Media Outputs

**Interview** during the Climate Change and Tourism Conference, Berlin, 27 November, 2008. Die Ostsee wird nicht das neue Mallorca. In: *Frankfurter Rundschau*, 6./7. December 2008 (Nr. 286), page T2.

The same interview was also published in the *Kölner Stadtanzeiger*, 10. December 2008.

**In:** INSIDE AUT (2008). *Tourism tomes*. INSIDE AUT, July 2008, p. 5.

**In:** INSIDE AUT (2008). *Preserving paradise*. INSIDE AUT, June 2008, p. 12.

**Citation/quoted in:** Cooper, M. (2008). A Triple Bottom-Line for Tourism (Cover Story). *bright: Reflecting Business Brilliance* (New Zealand Trade & Enterprise), 26 (January/February), pp. 8-13.

**Radio Presentation** (1 hr). Nationalparktourismus in Neuseeland. Fachtagung “Naturerlebnis im touristischen Angebot”. Heide/Holstein, Germany. November 22. Nationalparkamt Tönning, Nationalpark-Service GmbH, Dithmarschen Tourismus, Nordsee-Tourismus-Service GmbH, and Institut für Management und Tourismus (IMT) in der FH Westküste. Broadcast on “Offener Kanal Westküste”, 3. December 2007, 1pm-4pm.

**Author Interview.** In CABI News, Issue 2 / Sept 2007. Available at <http://www.cabi.org/datapage.asp?iDocID=872>

**Interview** in: Culat, E.: balears fa ciència (The Balearic Islands Make Science). Interview during the 2<sup>nd</sup> *International Seminar (Nautical Tourism)* of the *Innovation and Tourism Conference Series*. Alcudia/ Mallorca, Spain. September 29-30, 2005. Ministry of Economy, Finance and Innovation of the Balearic Islands Government. Broadcasted via radio on 1st October, on 98.8 FM. MP3 file at [http://www.balearsfaciencia.com/castellano/qui\\_som/index.htm](http://www.balearsfaciencia.com/castellano/qui_som/index.htm) (minutes 29:35 to 31:05).

**Citation/quoted** in: Fraser, D. (2003). Tourism with taste: Wineries at the forefront of major attempt to turn Niagara into a prime culinary destination. *The St. Catharines Standard* (August 2), pp. A1-A4.

#### 4.4 Other Scholarly Outputs

- |                                       |  |
|---------------------------------------|--|
| <b>Founding Editor-in-Chief</b>       | <i>Tourism in Marine Environments</i> . Cognizant Communications Corp., Elmsford, New York (April 2003 – ).  |
| <b>Associate Editor</b>               | <i>Journal of Ecotourism</i> . Channel View Publications, Clevedon, UK (March 2003 – )   |
| <b>Journal Reviewing</b>              | Various reviews for <i>Annals of Tourism Research</i> (6), <i>Current Issues in Tourism</i> (9), <i>European Journal of Tourism Research</i> (1), <i>Human Organization</i> (1), <i>Journal of Ecotourism</i> (8), <i>Journal of Environmental Management</i> (1), <i>Journal of Sport &amp; Tourism</i> (1), <i>Journal of Sustainable Tourism</i> (2), <i>Tourism and Hospitality Planning &amp; Development</i> (1), <i>Tourism Management</i> (5), <i>Tourism Recreation Research</i> (1). |
| <b>Reviewing of Conference Papers</b> | 4 <sup>th</sup> <i>International Congress on Coastal &amp; Marine Tourism (CMT)</i> . Çeşme, Turkey. November 15-18, 2005. Dokuz Eylül University & Sea Grant Oregon (3 full papers).  |

**Book Reviews for Publishers**

Invited book review: Butterworth-Heinemann (2006).

Invited book review: Channel View Publications (2005).

Invited book proposal review: Elsevier Butterworth  
Heinemann (2005).

Invited book proposal review: CABI (2005).

Invited proposal review for a 2<sup>nd</sup> edition Butterworth  
Heinemann (2004).

**5. Academic and Professional Positions Held****5.1 Academic Positions Held****AUT UNIVERSITY** (Auckland, New Zealand)

July 2008 -	Head of Department (Tourism & Events). School of Hospitality & Tourism.
December 2006 – June 2008	Programme Leader, Postgraduate Tourism Programmes (MTourS, PGDipTourS), School of Hospitality & Tourism.
June 2006 -	Associate Professor, School of Hospitality & Tourism.
June 2005 – May 2006	Research Path Senior Lecturer, School of Hospitality & Tourism.

**BROCK UNIVERSITY** (St. Catharines, ON, Canada)

November 2003 – May 2005	Assistant Professor, Department of Recreation & Leisure Studies, Faculty of Applied Health Sciences.
July 2002 – November 2003	Lecturer, Department of Recreation & Leisure Studies, Faculty of Applied Health Sciences.

**NAPIER UNIVERSITY** (Edinburgh, Scotland, UK)

July 2001 – June 2002	Lecturer, School of Marketing & Tourism.
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**UNIVERSITY OF OTAGO** (Dunedin, New Zealand)

July 2000 – June 2001	Various lectures in different courses of the Department of Tourism and the Department of Physical Education (see 6.1 “Teaching Activities”).
July 2000 – June 2001	Teaching Assistant/Instructor for the Internet based medium Blackboard/CourseINFO at the Department of Tourism.
February 1999 - June 2000	Tutor at the Department of Tourism. Courses: Principles in Tourism, Global Tourism.
February 1989 - October 1999	Tutor at the German Department. Courses: 1 <sup>st</sup> and 3 <sup>rd</sup> year German, German culture.

**INSTITUT FREUND** (Wilhelmshaven, Germany)  
(Adult Education Centre)

March 1, 1997 - April 30, 1997	Lecturer. Courses: Tourism Marketing, Tourism Law, Tourism Economics.
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**EUROPAHAUS** (Aurich, Germany)  
(Youth Education Centre)

July 19, 1996 - July 28, 1996	Councillor and interpreter (German - English - German) on an International Youth Exchange. Subject: North Sea - its economical use and the ecological protection.
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**TRAVELPHONE** (Oldenburg, Germany)

November 17 - 19, 1995	Lecturer at a seminar/workshop for travel agents. Course: Tourism Marketing.
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**UNIVERSITY OF APPLIED SCIENCES** (Wilhelmshaven, Germany)

September 1995 - January 1997	Lecturer. Course: Tourism and Cultural Geography.
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**5.2 Visiting Lecturer/Professor Positions**

April & May 2009	Visiting Professor: Courses “International Tourism” and “Sustainable Tourism” (60 hours total). University of Applied Sciences Harz, Wernigerode, Germany.
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- November 2008 Visiting Professor: 15 hours in the course “International Tourism”. West Coast University of Economics and Technology, Heide, Germany.
- July & August 2004 Visiting Lecturer: Various Lectures in different papers of the Department of Tourism and the Department of Physical Education (see 6.1 “Teaching Activities”).

### 5.3 Professional Positions Held

- January, 1998 – January, 2001 Otago Campervans: Christchurch, New Zealand: Branch Manager, Dunedin.
- September 1994 - March 1997 *travelphone* (travel agency): Oldenburg, Germany: Partner and Managing Director.  
GREENLINE (travel agency for ecotourism): Oldenburg, Germany: Partner and Managing Director.
- March 1993 - August 1994 *travelphone* (travel agency): Wilhelmshaven, Germany: Managing owner.
- October 1993 - January 1994 Seminar Travel & Consulting and ECO Tours: Belize City, Belize: Tour guiding and general office work.
- November 1989 - September 1990 Thomas Cook: Bonn, Germany: Travel consultant, department for business travel.
- February 1989 - November 1990 Thomas Cook: Cologne, Germany: Travel consultant, department for business travel.
- September 1986 - January 1989 International Tourist Services ITS (tour operator): Cologne, Germany: Apprenticeship (IATA, European and overseas railway systems, ferries and cruises, car rentals, leisure travel).
- February - August 1985 International Tourist Services ITS: Cologne and Bonn, Germany: Reservation agent in the central reservation office and travel consultant in several offices in the Cologne/Bonn area.
- June 1985 - January 1986 International Tourist Services ITS: Cologne, Germany: Business Practical Course at the headquarter.

## 5.4 Further Experience while Studying at University

January 1 - January 23, 2000	Abel Tasman, Kahurangi and Nelson Lakes National Parks, New Zealand: Field Research for the Centre for Tourism, University of Otago.
September 9 - October 6, 1999	Melbourne and Sydney: Field Research/Interviews for the Marketing Department, University of Otago.
March/April 1999	University of Otago: Dunedin, New Zealand: Data entry for several projects of the Centre for Tourism and the Marketing Department, University of Otago.
January 31 - February 12, 1999	Fiordland National Park, New Zealand: Field Research for the Centre for Tourism, University of Otago.
May 1 - May 31, 1997	International Tourist Services ITS: Cologne, Germany: Reservation agent in the central reservation office.
April 18 - April 29, 1994	International Tourist Services ITS: Cologne, Germany: Buyer for the special programme "Christmas & New Year" in the profit centre 'car, bus, railway'.
July 12 - September 10, 1993	International Tourist Services ITS: Cologne, Germany: Catalogue production in the profit centre 'car, bus, railway'.
July 15 - September 15, 1992	International Tourist Services ITS: Cologne, Germany: Catalogue production in the profit centre 'car, bus, railway'.
March - May 1992	University of Applied Sciences: Wilhelmshaven, Germany: Research Assistant with Prof Dr Hartmut Luft (Tourism Department).
February 1 - February 28, 1992	Thomas Cook: Aachen, Germany: Travel consultant in the department for leisure travel.
September - November 1991	University of Applied Sciences: Wilhelmshaven, Germany: Research Assistant with Prof Dr Hartmut Luft (Tourism Department).
July 8 - September 20, 1991	International Tourist Services ITS: Cologne, Germany: Reservation agent in the central reservation office.
February 1 - February 28, 1992	Thomas Cook: Bonn, Germany: Travel consultant in the department for business travel.

## 6. Teaching and Supervision

### 6.1 Teaching Activities

#### AUT University (Auckland, New Zealand)

Semester 1, 2008	215010 219110*	Tourism Industry Operations Marine Tourism
Semester 2, 2007	216003	Ecotourism
Semester 2, 2006	417900	Tourism Planning & Development
Semester 1, 2006	216902 219900*	Tourism Conservation & Heritage Contemporary Issues in Tourism
Semester 2, 2005	797707	Tourism Planning and Development

\* post-graduate papers (Masters)

#### Brock University (St. Catharines, Ontario, Canada)

Winter 2005	RECL/TOUR 3P38 TOUR 4P28	Strategic Management in Tourism Contemporary Issues in Tourism
Fall 2004	RECL/TOUR 2P18 RECL/TOUR 3V48	Tourism Industry Operations Tourism and Recreation in Marine Environments
Spring 2004	TOUR 3P88	Field Course (Mexico)
Winter 2004	TOUR 4P28 RECL/TOUR 3P66	Contemporary Issues in Tourism Ecotourism
Fall 2003	RECL/TOUR 2P18 TOUR 4P03	Tourism Industry Operations Honours Thesis
Winter 2003	TOUR 4F01 (2 <sup>nd</sup> half) TOUR 3P88	Contemporary Issues in Tourism Field Course (Cuba)
Fall 2002	RECL/TOUR 2P18	Introduction to the Tourism Industry

**Napier University (Edinburgh, Scotland, United Kingdom)**

Winter 2002	HT42004 HT71007*	Destination Management & Planning The Management of Tourism Operations
Fall 2001	HT12004 HT22008	Travel Industry Operations Tourism and the Environment

\* 7000 level = post-graduate courses (Masters)

**University of Otago (Dunedin, New Zealand)**

2004: Twenty-four lectures (1-3 hours each) in Tourism and Physical Education  
(Visiting Lecturer)

<b>Tourism</b>	TOUR 102	Global Tourism
	TOUR 212	Tourism Development and Planning
	TOUR 415*	Wilderness and Marine Tourism
<b>Physical Education</b>	PHSE 377	Leisure Environments

2000 – 2001: Forty lectures (1-3 hours each) and five online live tutorials (1 hr each) in  
Tourism and Physical Education:

<b>Tourism</b>	TOUR 101	Principles and Business of Tourism Management
	TOUR 102	Global Tourism
	TOUR 211	Tourism Impacts & Evaluation
	TOUR 212	Tourism Development & Planning
	TOUR 213	Tourism Marketing
	TOUR 303	Resort and Facilities Management
	TOUR 304	Event and Convention Management
	TOUR 305	Interpretation and Visitor Operations Management
	TOUR 713*	Tourism Development II
	TOUR 715*	Tourism Marketing
<b>Physical Education</b>	PHSE 376	Leisure Dimensions
	PHSE 377	Leisure Environments

\* 400/700 level = post-graduate papers

**Fachhochschule (University of Applied Sciences, Wilhelmshaven, Germany)**

1995, 1996 and 1997: Tourism and Cultural Geography

**Institut Freund (Adult Education Centre, Wilhelmshaven, Germany)**

1997: Tourism Marketing  
Tourism Law  
Tourism Economics

## 6.2 Student Evaluations

### 6.2.1 AUT University

#### Semester 1, 2008

		<b>Tourism Industry Operations 215010</b>	
	<b>Enrolled</b>	<b>39</b>	
	<b>Returned Evaluations</b>	<b>30</b>	<b>n/a</b>
1	This lecturer is approachable	3.30	0
2	The lecturer is organised and well prepared	3.40	0
3	The lecturer communicates effectively	2.86	1
4	The lecturer's enthusiasm helps me to learn	2.97	0
5	This lecturer helps me learn by using explanations and practical examples	3.20	0
6	This lecturer effectively uses his/her knowledge to guide my learning	<b>3.41</b>	1
7	This lecturer assesses my understanding when teaching and gives me constructive feedback about my progress	2.90	1
8	This lecturer seeks and responds to feedback from students	2.90	1
9	This lecturer clearly communicates assessment requirements	<b>2.87</b>	0
10	The lecturer treats me with respect	3.34	1
11	This lecturer creates a positive learning environment for me	3.31	1
12	This lecturer helps me to take responsibility for my own learning	3.31	1
13	Overall this lecturer is a highly effective teacher	3.27	0
	<b>Mean</b>	<b>3.16</b>	

Note: All responses represent the mean score on a four point Likert-type scale (1 = strongly disagree; 4 =strongly agree).

#### Semester 1, 2008

		<b>Marine Tourism 219110</b>
	<b>Enrolled</b>	<b>5</b>
	<b>Returned Evaluations</b>	<b>3</b>
1	I would recommend this paper to others	6.33
2	Overall organisation of the paper	6.00
3	Clear paper goals and objectives	5.33
4	Fair assessment requirements	6.33
5	Overall paper workload	6.33
6	Availability of resources	<b>6.67</b>
7	Overall quality of teaching for this paper	<b>4.67</b>
8	Amount and quality of individual feedback provided	5.33
9	Overall pace of paper teaching/ learning activities	5.67
10	Structure and flow of the paper	5.33
11	Balance between self-directed and teacher-directed learning	5.33
12	Timetabling of assessments	5.67
13	Availability of lecturer help	<b>6.67</b>
14	Value of tutorials in this paper	5.33
15	Relevance of paper assessment to paper learning outcomes	6.00
	<b>Mean</b>	<b>5.80</b>

Note: All responses represent the mean score on a seven point Likert-type scale

Question 1: 1 = strongly disagree; 4 =strongly agree

Questions 2-15: 1 = very dissatisfied; 7 = very satisfied

**Semester 2, 2007**

		<b>Ecotourism 219110</b>
	<b>Enrolled</b>	<b>31</b>
	<b>Returned Evaluations</b>	<b>19</b>
1	I would recommend this paper to others	5.16
2	Overall organisation of the paper	5.37
3	Clear paper goals and objectives	5.42
4	Fair assessment requirements	5.84
5	Overall paper workload	5.37
6	Availability of resources	5.37
7	Overall quality of teaching for this paper	5.53
8	Amount and quality of individual feedback provided	<b>5.11</b>
9	Availability of lecturer help	5.58
10	Relevance of paper content to paper learning outcomes	5.53
11	Extent to which paper meets your expectations	5.26
12	Relevance of paper assessment to paper learning outcomes	5.68
13	Effectiveness of audio-visual materials (slides, OHTs, videos, etc) to help learning	<b>5.95</b>
14	Interest and challenge generated by paper learning activities	5.26
15	Opportunities to contribute to in-class learning – asking questions	5.74
	<b>Mean</b>	<b>5.48</b>

Note: All responses represent the mean score on a seven point Likert-type scale  
1, 2, 3 = Poor; 4, 5 = OK; 6, 7 = Good

**Semesters 1&2, 2006**

		<b>Tourism Conservation &amp; Heritage 216902</b>	<b>Tourism Planning &amp; Development 217900</b>	
	<b>Enrolled</b>	<b>8</b>	<b>20</b>	
	<b>Returned Evaluations</b>	<b>7</b>	<b>16</b>	<b>n/a</b>
1	This lecturer is approachable	3.71	3.63	0
2	The lecturer is organised and well prepared	3.71	<b>3.81</b>	0
3	The lecturer communicates effectively	3.57	3.69	0
4	The lecturer's enthusiasm helps me to learn	3.57	3.56	0
5	This lecturer helps me learn by using explanations and practical examples	3.57	3.63	0
6	This lecturer effectively uses his/her knowledge to guide my learning	<b>4.00</b>	3.63	0
7	This lecturer assesses my understanding when teaching and gives me constructive feedback about my progress	<b>3.29</b>	<b>3.44</b>	0
8	This lecturer seeks and responds to feedback from students	3.43	3.69	0
9	This lecturer clearly communicates assessment requirements	3.57	3.50	0
10	The lecturer treats me with respect	3.71	3.75	0
11	This lecturer creates a positive learning environment for me	3.57	3.69	0
12	This lecturer helps me to take responsibility for my own learning	3.86	3.73	1
13	Overall this lecturer is a highly effective teacher	3.71	3.75	0
	<b>Mean</b>	<b>3.64</b>	<b>3.65</b>	

Note: All responses represent the mean score on a four point Likert-type scale (1 = strongly disagree; 4 =strongly agree).

## Semester 2, 2005

		Tourism Planning & Development 797707	
	<b>Enrolled</b>	<b>32</b>	
	<b>Returned Evaluations</b>	<b>16</b>	<b>n/a</b>
1	This lecturer is approachable	2.81	0
2	The lecturer is organised and well prepared	<b>3.50</b>	0
3	The lecturer communicates effectively	2.88	0
4	The lecturer's enthusiasm helps me to learn	2.88	0
5	This lecturer helps me learn by using explanations and practical examples	3.25	0
6	This lecturer effectively uses his/her knowledge to guide my learning	3.38	0
7	This lecturer assesses my understanding when teaching and gives me constructive feedback about my progress	2.87	3
8	This lecturer seeks and responds to feedback from students	<b>2.60</b>	1
9	This lecturer clearly communicates assessment requirements	2.67	0
10	The lecturer treats me with respect	3.20	1
11	This lecturer creates a positive learning environment for me	2.88	0
12	This lecturer helps me to take responsibility for my own learning	3.31	3
13	Overall this lecturer is a highly effective teacher	2.94	0
	<b>Mean</b>	<b>3.01</b>	

Note: All responses represent the mean score on a four point Likert-type scale (1 = strongly disagree; 4 =strongly agree).

## 6.2.2 Brock University

## Winter 2004/2005

		TOUR 3P38*	TOUR 4P28*	Dept. Mean
	<b>Enrolled</b>	<b>25</b>	<b>28</b>	
	<b>Returned Evaluations</b>	<b>15</b>	<b>23</b>	
1	The clarity of the course objectives/requirements was	4.13	4.59	4.07
2	The Course resources (e.g., textbook, book of readings, reserve materials, etc.) were	4.33	<b>4.05</b>	3.82
3	The Course assignments/requirements were	4.29	4.64	3.97
4	The degree to which the Course content challenged my intellectual ability was	4.21	4.45	3.95
5	My overall rating of the Course content is	4.13	4.70	4.03
6	The clarity of the Course material presented was	<b>3.87</b>	4.55	4.04
7	The degree to which assignments contributed to my understanding of the course material was	4.36	4.57	4.02
8	The degree to which class involvement was encouraged was	4.31	4.74	4.23
9	Feedback on assignments and tests was	4.07	4.43	3.81
10	The instructor's availability outside class was	<b>4.57</b>	4.57	4.20
11	The overall quality of instruction in this course was	4.36	4.77	4.18
12	Compared to instruction in other courses at Brock, I would rate the overall instruction in this class as	4.23	<b>4.83</b>	4.10
	<b>Mean</b>	<b>4.24</b>	<b>4.57</b>	<b>4.04</b>

Note: All responses represent the mean score on a five point Likert-type scale (1 = very poor; 5 = excellent).

**Fall 2004/2005**

		<b>RECL/ TOUR 2P18*</b>	<b>RECL/ TOUR 3V48*</b>	<b>Dept. Mean</b>
	<b>Enrolled</b>	<b>58</b>	<b>48</b>	
	<b>Returned Evaluations</b>	<b>46</b>	<b>31</b>	
1	The clarity of the course objectives/requirements was	4.18	4.21	3.88
2	The Course resources (e.g., textbook, book of readings, reserve materials, etc.) were	3.70	<b>3.75</b>	3.58
3	The Course assignments/requirements were	4.13	4.21	3.84
4	The degree to which the Course content challenged my intellectual ability was	3.67	3.97	3.81
5	My overall rating of the Course content is	4.16	4.25	3.82
6	The clarity of the Course material presented was	4.28	4.42	3.83
7	The degree to which assignments contributed to my understanding of the course material was	3.96	4.14	3.84
8	The degree to which class involvement was encouraged was	3.93	4.18	4.12
9	Feedback on assignments and tests was	<b>3.60</b>	4.07	3.70
10	The instructor's availability outside class was	<b>4.33</b>	<b>4.50</b>	4.13
11	The overall quality of instruction in this course was	4.29	4.48	3.95
12	Compared to instruction in other courses at Brock, I would rate the overall instruction in this class as	4.21	4.50	3.87
	<b>Mean</b>	<b>4.04</b>	<b>4.22</b>	<b>3.86</b>

Note: All responses represent the mean score on a five point Likert-type scale (1 = very poor; 5 = excellent).

**Winter/Spring 2003/2004**

		<b>RECL/ TOUR 3P66* (W)</b>	<b>TOUR 3P88* (S)</b>	<b>Dept. Mean (W)</b>
	<b>Enrolled</b>	<b>26</b>	<b>13</b>	
	<b>Returned Evaluations</b>	<b>21</b>	<b>12</b>	
1	The clarity of the course objectives/requirements was	4.44	4.41	4.15
2	The Course resources (e.g., textbook, book of readings, reserve materials, etc.) were	<b>3.89</b>	<b>4.14</b>	3.86
3	The Course assignments/requirements were	4.22	4.29	4.07
4	The degree to which the Course content challenged my intellectual ability was	4.33	4.19	4.04
5	My overall rating of the Course content is	4.39	4.45	4.11
6	The clarity of the Course material presented was	4.50	4.46	4.14
7	The degree to which assignments contributed to my understanding of the course material was	4.44	4.37	4.13
8	The degree to which class involvement was encouraged was	<b>4.61</b>	4.58	4.39
9	Feedback on assignments and tests was	4.22	4.36	4.01
10	The instructor's availability outside class was	4.39	<b>4.61</b>	4.34
11	The overall quality of instruction in this course was	4.44	4.60	4.19
12	Compared to instruction in other courses at Brock, I would rate the overall instruction in this class as	4.56	4.53	4.14
	<b>Mean</b>	<b>4.37</b>	<b>4.42</b>	<b>4.13</b>

Note: All responses represent the mean score on a five point Likert-type scale (1 = very poor; 5 = excellent).

**Winter 2003/2004**

		<b>TOUR 4P17*</b>	<b>TOUR 4P28*</b>	<b>Dept. Mean</b>
	<b>Enrolled</b>	<b>5</b>	<b>18</b>	
	<b>Returned Evaluations</b>	<b>4</b>	<b>15</b>	
1	The clarity of the course objectives/requirements was	4.50	4.40	4.15
2	The Course resources (e.g., textbook, book of readings, reserve materials, etc.) were	<b>4.00</b>	<b>3.93</b>	3.86
3	The Course assignments/requirements were	4.75	4.20	4.07
4	The degree to which the Course content challenged my intellectual ability was	<b>5.00</b>	4.07	4.04
5	My overall rating of the Course content is	4.75	4.20	4.11
6	The clarity of the Course material presented was	4.75	4.60	4.14
7	The degree to which assignments contributed to my understanding of the course material was	<b>5.00</b>	4.07	4.13
8	The degree to which class involvement was encouraged was	<b>5.00</b>	4.67	4.39
9	Feedback on assignments and tests was	4.50	4.14	4.01
10	The instructor's availability outside class was	4.67	<b>4.73</b>	4.34
11	The overall quality of instruction in this course was	<b>5.00</b>	4.33	4.19
12	Compared to instruction in other courses at Brock, I would rate the overall instruction in this class as	4.50	4.47	4.14
	<b>Mean</b>	<b>4.70</b>	<b>4.32</b>	<b>4.13</b>

Note: All responses represent the mean score on a five point Likert-type scale (1 = very poor; 5 = excellent).

**Fall 2003/2004**

		<b>RECL/ TOUR 2P18*</b>	<b>TOUR 4P03*</b>	<b>Dept. Mean</b>
	<b>Enrolled</b>	<b>34</b>	<b>5</b>	
	<b>Returned Evaluations</b>	<b>24</b>	<b>5</b>	
1	The clarity of the course objectives/requirements was	4.38	4.60	3.93
2	The Course resources (e.g., textbook, book of readings, reserve materials, etc.) were	4.04	<b>4.00</b>	<b>3.69</b>
3	The Course assignments/requirements were	4.13	4.40	3.85
4	The degree to which the Course content challenged my intellectual ability was	4.17	4.60	3.80
5	My overall rating of the Course content is	4.33	4.60	3.81
6	The clarity of the Course material presented was	4.29	4.25	3.82
7	The degree to which assignments contributed to my understanding of the course material was	4.04	4.80	3.85
8	The degree to which class involvement was encouraged was	<b>4.00</b>	<b>5.00</b>	4.12
9	Feedback on assignments and tests was	4.04	4.80	3.78
10	The instructor's availability outside class was	4.08	4.60	<b>4.19</b>
11	The overall quality of instruction in this course was	4.42	4.25	3.93
12	Compared to instruction in other courses at Brock, I would rate the overall instruction in this class as	4.48	4.75	3.85
	<b>Mean</b>	<b>4.20</b>	<b>4.55</b>	<b>3.89</b>

Note: All responses represent the mean score on a five point Likert-type scale (1 = very poor; 5 = excellent).

**Winter 2002/2003**

		<b>TOUR 3P88*</b>	<b>TOUR 4F01*</b>	<b>Dept. Mean</b>
	<b>Enrolled</b>	<b>11</b>	<b>17</b>	
	<b>Returned Evaluations</b>	<b>9</b>	<b>16</b>	
1	The clarity of the course objectives/requirements was	4.33	4.50	<b>3.97</b>
2	The Course resources (e.g., textbook, book of readings, reserve materials, etc.) were	<b>4.00</b>	<b>4.00</b>	<b>3.58</b>
3	The Course assignments/requirements were	<b>4.88</b>	4.38	<b>3.80</b>
4	The degree to which the Course content challenged my intellectual ability was	4.22	4.13	<b>3.78</b>
5	My overall rating of the Course content is	4.75	4.31	<b>3.78</b>
6	The clarity of the Course material presented was	4.50	4.44	<b>3.88</b>
7	The degree to which assignments contributed to my understanding of the course material was	4.44	4.47	<b>3.78</b>
8	The degree to which class involvement was encouraged was	4.66	<b>4.60</b>	<b>4.12</b>
9	Feedback on assignments and tests was	4.22	4.44	<b>3.82</b>
10	The instructor's availability outside class was	4.66	4.38	<b>4.03</b>
11	The overall quality of instruction in this course was	4.66	4.53	<b>3.91</b>
12	Compared to instruction in other courses at Brock, I would rate the overall instruction in this class as	4.66	4.50	<b>3.83</b>
	<b>Mean</b>	<b>4.50</b>	<b>4.39</b>	<b>3.86</b>

Note: All responses represent the mean score on a five point Likert-type scale (1 = very poor; 5 = excellent).

**Fall 2002/2003**

			<b>RECL/ TOUR 2P18*</b>	<b>Dept. Mean</b>
	<b>Enrolled</b>		<b>37</b>	
	<b>Returned Evaluations</b>		<b>29</b>	
1	The clarity of the course objectives/requirements was		3.68	<b>4.04</b>
2	The Course resources (e.g., textbook, book of readings, reserve materials, etc.) were		<b>2.94</b>	<b>3.60</b>
3	The Course assignments/requirements were		3.87	<b>3.92</b>
4	The degree to which the Course content challenged my intellectual ability was		3.59	<b>3.94</b>
5	My overall rating of the Course content is		3.69	<b>3.90</b>
6	The clarity of the Course material presented was		3.72	<b>4.00</b>
7	The degree to which assignments contributed to my understanding of the course material was		3.59	<b>3.90</b>
8	The degree to which class involvement was encouraged was		3.35	<b>4.23</b>
9	Feedback on assignments and tests was		3.19	<b>3.91</b>
10	The instructor's availability outside class was		<b>4.03</b>	<b>4.25</b>
11	The overall quality of instruction in this course was		3.81	<b>4.07</b>
12	Compared to instruction in other courses at Brock, I would rate the overall instruction in this class as		3.72	<b>4.04</b>
	<b>Mean</b>		<b>3.60</b>	<b>3.98</b>

Note: All responses represent the mean score on a five point Likert-type scale (1 = very poor; 5 = excellent).

**\* Course Titles:**

RECL/TOUR 2P18	Tourism Industry Operations
TOUR 3P38	Strategic Management in Tourism
RECL/TOUR 3P66	Ecotourism
TOUR 3P88	Tourism Field Course
RECL/TOUR 3V48	Tourism and Recreation in Marine Environments
TOUR 4F01	Contemporary Issues in Tourism (full year, taught second half)
TOUR 4P28	Contemporary Issues in Tourism (half year)
TOUR 4P03	Tourism Honours Thesis Preparation (Methods, Proposal)
TOUR 4P17	Tourism Honours Thesis (supervision)

RECL = Recreation & Leisure Studies

TOUR = Tourism Studies

RECL/TOUR = cross-listed courses

### 6.2.3 Napier University

	HT 22008 Tourism and the Env'ment	HT 12004 Travel Industry Operations	HT 42004 Destination Mgt. and Planning
	Fall 2001	Winter 2002	Winter 2002
Enrolled	58	57	34
Returned Evaluations	22	33	17

#### Module Content

1	I was clear how the module content related to the aims & learning outcomes (see lecturer or module handbook)	4.27	4.39	4.12
2	The module content was at the right level for me	4.18	4.34	4.19
3	The recommended resources were relevant and at the right level	4.32	4.31	4.25
4	I feel the aims & learning outcomes of the module are being achieved	4.29	4.10	4.00

#### Module Organisation/Administration

5	The introduction I received on how the module would be run was useful and accurate	3.64	4.38	3.94
6	Any resources, equipment and accommodation provided were appropriate for supporting my learning	4.36	4.18	3.88
7	Any changes to agreed arrangements were communicated in good time	4.48	4.44	4.57
8	Where more than one member of staff was involved, they worked together as a team to deliver this module effectively	n/a	n/a	n/a

#### The Experience of Learning

9	The module content was well organised & structured	4.48	4.39	4.06
10	The pace of learning was about right for me	4.24	4.23	4.20
11	The module related theories and concepts to practice	4.41	4.10	4.33
12	I had sufficient opportunities to participate in a range of activities which encouraged me to learn	4.18	4.07	4.00
13	I had sufficient opportunities to develop practical skills	3.59	3.96	3.88
14	I felt confident that I would be supported when seeking academic guidance/advice	4.73	4.52	4.60
15	I was clear how I could use my own time to support my learning in this module	4.14	4.00	4.20
16	Before starting an assessment, I was clear what was expected of me	4.30	4.00	4.38

#### My Own Contribution: Recognising my own contribution to my learning, in general I

19	regularly attended any time-tabled classes	4.10	3.89	4.29
20	made sure that I was well prepared before taking part in formal learning activities	3.91	3.88	4.00
21	actively participated when taking part in formal learning activities	4.14	4.13	4.25
22	adhered to agreed targets and submission dates	4.59	4.28	4.47

#### Overall

23	The module developed or increased my knowledge of & interest in the subject	4.86	4.41	4.20
24	I am now clear where this module fits into the wider subject area	4.50	4.22	4.06
25	The workload of this module was similar to other modules I am studying	4.10	4.04	4.13
	<b>Mean</b>	<b>4.26</b>	<b>4.19</b>	<b>4.18</b>

Note: All responses represent the mean score on a five point Likert-type scale (1 = totally disagree; 5 = totally agree).

## 6.3 Supervision of Students

### 6.3.1 Graduate Thesis Supervision

Name	Degree Type	Title	Start Date	Completion Date
<b>AUT University</b>				
Spring, Jonathon (p/t) (Primary Supervisor)	Ph.D.	Interpretation and Training for wildlife tourism, New Zealand (working title)	12/2006	<i>in progress</i>
Altobelli, Roberto D. (Primary Supervisor)	Ph.D.	Shark tourism in Fiji: An examination of education and interpretation. (working title)	09/2006	<i>in progress</i>
Goodsir, Warren (Co-Supervisor)	MIHM	What Were They Thinking? Employee's Ability to Meet Customer Interpersonal Needs in Hospitality Service Encounters.	09/2006	04/2008 (with First Class Honours)
<b>Brock University</b>				
Jiang, Yixing (Supervisor: 09/04 – 05/05; Advisor: 06/05 - )	MA	The Effectiveness of interpretive Methods in Informal Educational Facilities: An Experimental Study with reference to Marine Parks	09/2004	08/2006
Sheppard, Valerie (Co-Supervisor)	MA	A comparison of the ethical nature of Caribbean and Alaskan cruise ship tourists	09/2003	05/2005 (with distinction)
Chen, Tony (Advisor since 10/2003)	MA	An Analysis of students' travel motivations and images of China as a tourism destination	09/2002	12/2004
Ebert, Kevin (Advisor since 03/2003)	MA	Tourism and the Precautionary Principle: A Survey of Academic and Governmental Stakeholders	09/2001	12/2003 (with distinction)
<b>Napier University</b>				
Wu, Wendy (Supervisor 2001/2002)	MSc	Is China's Marketing Successful? Assessing British People's Image of China as a Tourism Destination	09/2001	11/2003

### 6.3.2 Undergraduate Thesis Supervision

Name	Degree Type	Title	Start Date	Completion Date
<b>Brock University</b>				
Bohunicky, Taryn	BTS (Hons)	Rise of Popularity of Black History and Black Tourism in Chatham-Kent	09/2004	Not Completed
Gosling, Derek	BTS (Hons)	Expectation and satisfaction of visitors to urban eco attractions: The cases of the Niagara Falls Aviary and the Butterfly Conservatory, Niagara Falls	09/2004	05/2005
McAlister, Alexandra	BTS (Hons)	Motivations of Adventure Tourists	09/2004	05/2005
Racher, Jennifer	BTS (Hons)	Travelling with dogs: Owners' needs and provisions of accommodation providers	09/2004	05/2005
Turcotte, Amy	BTS (Hons)	A profile of young adventure travellers	09/2004	05/2005
Forbes, Jill	BTS (Hons)	Ecolabeling and Certification	09/2003	05/2004

Name	Degree Type	Title	Start Date	Completion Date
<b>Brock University</b>				
Gibson, Rachel	BTS (Hons)	The Potential of greenhouse tourism in the Niagara Region	09/2003	05/2004
Jiang, Yixing	BTS (Hons)	Marine Mammals: An Awareness Study of Marine Parks	09/2003	05/2004
Jing, Jing	BTS (Hons)	Young Tourists' Motivation and Satisfaction with City Trips	09/2003	05/2004
Monteith, Melissa	BTS (Hons)	Barriers of Travelling: A Dialysis Patients' Perspective	09/2003	05/2004
<b>Napier University</b>				
Boylan, Suzanne	BA (Hons)	Dark Tourism: Where do we make an ethical decision?	09/2001	04/2002
Duffy, Leanna	BA (Hons)	Tourism and the environment: Does Edinburgh care?	09/2001	04/2002
McLuckie, Lisa	BA (Hons)	The Impact and Effects of Tourism on the Balearic Islands	09/2001	04/2002
Turner, Erica	BA (Hons)	A report into the marketing concepts used within the marketing industry, with special reference to P&O Cruises	09/2001	04/2002

### 6.3.3 Other Project Supervision

Name	Project Type	Title	Start Date	Completion Date
<b>AUT University</b>				
Tian Feng, Sabrina	Reading in Tourism (478200)	Geography of Travel & Tourism. Case Study: New Zealand Geography and Tourism	09/2006	12/2006
Buch, Tina	Independent Reading (479201)	Socio-environmental impacts of small-scale sporting events: definitions and applications	10/2005	12/2005
<b>Brock University</b>				
Jiang, Yixing	Independent Study (AHSC 5V61)	Preparation of an article submitted to <i>Tourism Review International</i> . Topic: Public Awareness and Marine Mammals in Captivity	01/2005	05/2005
Jiang, Yixing	Independent Study (INTL 3P90)	Content Analysis of Marine Park Programs Around the World	01/2004	05/2004
Hibino, Chiharu	Independent Study (TOUR 4P18)	Gay Men Student's Travel Motivations	01/2004	05/2004
Sheppard, Valerie *	Independent Study (AHSC 5V61)	Ethics and Cruise Ship Tourism	01/2004	05/2004
Hibino, Chiharu	Independent Study (TOUR 3V98)	Gay Men Student's Travel Motivations	09/2003	12/2003
Yasko, Taryn	Independent Study (INTL 3P90)	Safety and Security Issues at Destinations	01/2003	04/2003
Hibino, Chiharu	Independent Study (INTL 3P91)	The social and environmental impacts of tourism in Cuba	01/2003	05/2004

Napier University				
Bezerait, Claire; Bridgland, Rebecca, de Wit, Mel; Docherty, Emma, MacKenzie, Muir; Innes, Scott	Tourism Management Live Project	Recommendations for non-car access to and around the Museum of Scottish Country Life, Wester Kittockside/East Kilbride, Scotland	01/2002	05/2002

\* Joint supervision with Dr. D.A. Fennell

## 7. Examination/Adjudication

### 7.1 Internal Examination

- 2006            Examiner for MBus thesis, School of Business, AUT University. Title: *The impact of World Heritage Site status on tourism to Shenyang Imperial Palace.*
- Examiner for MBus thesis, School of Business, AUT University. Title: *A Study on Chinese Outbound Travel agencies: The Case of China to New Zealand Travel.*
- 2003-2004     Twenty BTS (Honours) dissertations, Department of Recreation & Leisure Studies, Brock University, St. Catharines, ON, Canada.
- 2001            Eight BA (Honours) dissertations, School of Marketing & Tourism, Napier University, Scotland, UK.

### 7.2 External Examination

- 2008            External Examiner for Ph.D. thesis, University of the Sunshine Coast, Maroochydore, Queensland, Australia. Topic: *The Communication of Conservation: The competing priorities of ecotourism and government, and what it means for the tourist.*
- 2008            External Examiner for Ph.D. thesis, University of the Sunshine Coast, Maroochydore, Queensland, Australia. Topic: *The interactive effect between the intensity of wild dolphin tourism experiences and high quality education/interpretation commentaries and the impacts on participants.*
- 2007/08        External Examiner for Ph.D. thesis, The University of New South Wales, Sydney, Australia. Topic: *Whale watching in New South Wales: Research to integrate the needs of whales, tourists and industry.*
- 2007            Referee (the two examiners' assessment diverged by more than 20%) for MTour Thesis, Department of Tourism, University of Otago, Dunedin. Topic: *The New Zealand Food and Wine Tourism Industry: A Stakeholder Analysis.*

- 2007 External Examiner for Bachelor of Sustainable Tourism (Hons) thesis, University of the Sunshine Coast, Sippy Downs, Sunshine Coast, Australia. Topic: *Environmental Impacts at Marine-based Sporting Events*.
- 2006 External Examiner for MTour thesis, Department of Tourism, University of Otago, Dunedin. Topic: *Towards best practice in mediating the ecotourism-environment relationship*.
- 2005 Referee (the two examiners' assessment diverged by more than 20%) for MTour Thesis, Department of Tourism, University of Otago, Dunedin. Topic: *The Development of Commercial New Zealand Ecotourism: A Longitudinal Study (1999-2004)*.
- 2004 Referee (the two examiners' assessment diverged by more than 20%) for MTour Thesis, Department of Tourism, University of Otago, Dunedin. Topic: *NZ Ecotourism Operators' Perception of Environmental Certification*.

### 7.3 Adjudication

- 2004 Referee for Research Grant Proposal. Topic: *Monitoring the interactions between the estuarine dolphin, Sotalia guanensis (van Beneden, 1864), and the tourist activities in the Estuarino-Lagunar de Cananeia Complex, south coast of Sao Paulo*. Granting organization: International Foundation For Science, Stockholm, Sweden.
- 2004 National Tourism Foundation (USA) Tourism Award Committee 2004 (Brock University).
- 2003-2005 Member of the Adjudication Committee for Social Sciences and Humanities Research Council of Canada (SSHRC) Internal Seed Grants. Brock University.
- 2003-2005 Member of interview and selection panel for international exchange programme (Brock University - University of Otago). International Office, Brock University.

## 8. Consultancies and Advisory Work

- 2008 Advisor for Marine/Wildlife Tourism. Regional Tourism Development Plan, Húsavík, Iceland. Thingeyjarsýsla Region Development Agency & Icelandic Tourism Research Centre.
- 2007 Invited Panelist on the *National Geographic's Destination Stewardship* survey. Center for Sustainable Destinations, National Geographic Society.
- 2006 Invited NZQA external moderator and advisor for new proposed programme “Diploma of Adventure Tourism Management”, Queenstown Resort College, Queenstown, New Zealand.
- 2006 Second PARC member of the validation panel for the proposed subject “Sport and Recreation Management”, School of Business and Division of Sport and Recreation, AUT University.
- 2006 Second PARC member of the validation panel for the proposed programme “Master of Construction Management”, School of Art and Design and School of Business, AUT University.

## 10. Other Professional or Academic Activities and Responsibilities

### 10.1 Programme Development

#### AUT University

- 2008 New paper development: Tourism Industry Operations (BTourS)
- 2005-2007 Involvement in the development of the new Tourism Programmes:
- Member of the Tourism Programme Committee
  - Development of the Major in Environmental Studies for the BTourS degree
  - Coordinator of the MTourS and PGDipTourS degree development (SCRAP, PARC, CUAP)
  - New paper development:
    - Global Tourism (BTourS)
    - Ecotourism (BTourS)
    - Heritage & Culture Tourism (BTourS)
    - Marine Tourism (MTourS/PGDipTourS)

**Brock University**

- 2003-2005      Involvement in the revamp of the International Studies Programme, work through the external review process.
- 2002-2005      Involvement in the revamp of the Tourism Degree Programmes (BTS and BTS [Hons]) in the Department of Recreation & Leisure Studies.

**10.2 University Committees****AUT University**

- 2008 -                      - Faculty Management Team, Faculty of Applied Humanities  
                                  - Undergraduate Exam Board, School of Hospitality & Tourism  
                                  - Undergraduate Board of Studies, School of Hospitality & Tourism
- 2007 - 2008              - Postgraduate Board of Studies, Faculty of Applied Humanities  
                                  - Postgraduate Exam Board, Faculty of Applied Humanities
- 2006 -                      - Senior Management Team, School of Hospitality & Tourism
- 2006                        - Programme Approval and Review Committee (PARC)
- 2005 -                      - Tourism Programme Committee

**Brock University**

- 2004                        - NTF Tourism Award Committee 2004
- 2004 – 2005              - CTLET Advisory Committee for Instructional Technology Development  
                                  - LCD Data Projector/Laptop Committee, Department of Recreation Leisure Studies  
                                  - Equipment Committee, Department of Recreation & Leisure Studies
- 2003 – 2005              - Library Representative for the Department of Recreation & Leisure Studies  
                                  - International Studies Programme Committee  
                                  - Adjudication Committee, SSHRC Internal Seed Grants
- 2003 - 2004              - Tenure, Promotion, and Re-Appointment Committee (Chair), Department of Recreation & Leisure Studies
- 2002 - 2005              - Tourism Programme Committee

## Napier University

- 2001 - 2002
- Board of Examiners, School of Marketing & Tourism (Undergraduate Programme)
  - Board of Examiners, School of Marketing & Tourism (MSc Programme)
  - Board of Examiners, School of Life Sciences (BSc Ecotourism Programme)
  - Board of Studies, School of Marketing & Tourism (Tourism Programme)
  - Module Board, School of Marketing & Tourism (Tourism Programme)
  - Research Committee, School of Marketing & Tourism
  - Fire Warden, West Wing, Craighouse

### 10.3 Conference Organisation

- 2009
- Member of the International Steering Committee: *6<sup>th</sup> International Coastal & Marine Tourism Congress: The Spirit of Ubuntu, Connecting Continents, Places and People*, June 2009, Port Elizabeth, South Africa.
- 2007
- Session Chair, *Whale Watching Session* at Round Table Meeting: Action Plans for Taiwan Cetacean Conservation. Taipei, Taiwan: National Taiwan University, 12 October 2007.
- Session Chair, 12<sup>th</sup> Symposium on Cetacean Ecology and Conservation “Threats and Strategies: Reflections of the Year of the Dolphin”. *Session: Threats to cetaceans – pollution, disease, noise*. Taichung, Taiwan: Taiwan Cetacean Society, National Taiwan University, Providence University. 10 October 2007.
- 2006
- Session Chair, New Zealand Tourism and Hospitality Research Conference 2006 “Beyond Nature”. *Session: Beyond Nature*. Dunedin, New Zealand: Department of Tourism, University of Otago. 5-7 December.
- Session Chair, New Zealand Tourism and Hospitality Research Conference 2006 “Beyond Nature”. *Session: Tourism and the Environment*. Dunedin, New Zealand: Department of Tourism, University of Otago. 5-7 December.
- Session Chair, The 2<sup>nd</sup> Australian Wildlife Tourism Conference “Getting Real About Wildlife Tourism. *Session: Impacts and Management C*. Fremantle, Australia: Wildlife Tourism Australia and Forum Advocating Cultural and Eco-tourism (FACET). 13-15 August.

- 2005 - 2007            Chair, Organising Committee & MC: *5<sup>th</sup> International Coastal & Marine Tourism Congress: Balancing Marine Tourism, Development, and Sustainability*, held at AUT University 11-14 September, 2007.
- 2005                    Member of the International Steering Committee: *4<sup>th</sup> International Coastal & Marine Tourism Congress: Development, Impacts, and Management*, November 2005, Çeşme, Turkey.

### **10.5 Occasional Lectures, Invited Guest Lectures and Seminar Presentations**

- 8<sup>th</sup> April, 2008: AUT University, Auckland, New Zealand. Research Project Management (219119): *Aspects of Quantitative Research*.
- 27<sup>th</sup> March, 2008: AUT University, Auckland, New Zealand. Global Tourism (215307): *Case Studies of Tourism in The Americas*.
- 18<sup>th</sup> March, 2008: AUT University, Auckland, New Zealand. Tourism Heritage and Culture (216001): *Natural Heritage*.
- 11<sup>th</sup> March, 2008: AUT University, Auckland, New Zealand. Contemporary Issues in Tourism (707605): *Contemporary Developments in the Airline Industry*.
- 26<sup>th</sup> September, 2007: AUT University, Auckland, New Zealand. The Business of Tourism (216002): *Tour Operators and Travel Agents*.
- 29<sup>th</sup> August, 2007: AUT University, Auckland, New Zealand. Global Tourism (215307): *Alaska/The Caribbean and the Cruise Ship Industry*.
- 27<sup>th</sup> August, 2007: AUT University, Auckland, New Zealand. Global Tourism (215307): *Mundo Maya*.
- 8<sup>th</sup> June, 2007: AUT University, Auckland, New Zealand. Research Project Management (219119): *Questionnaire Design and Implementation*.
- 7<sup>th</sup> March, 2007: AUT University, Auckland, New Zealand. Contemporary Issues in Tourism (707605): *Ecotourism: An Introduction*.
- 20<sup>th</sup> March, 2006: AUT University, Auckland, New Zealand. Contemporary Issues in Tourism (707605): *Ecotourism: An Introduction*.
- 1<sup>st</sup> December, 2005: Hong Kong Polytechnic University, Hong Kong. Seminar Presentation: *Keiko, Shamu, and Friends: Dying to Educate You?*
- 30<sup>th</sup> August, 2005: AUT University, Auckland, New Zealand. Tourist Behaviour (497716): *Decision Making and Risk Taking*.
- 25<sup>th</sup> August, 2005: AUT University, Auckland, New Zealand. Contemporary Issues in Tourism (707605): *Ecotourism: An Introduction*.

- 22<sup>nd</sup>, 29<sup>th</sup> August & 5<sup>th</sup> September, 2005: AUT University, Auckland, New Zealand. Hospitality Cooperative Education (217806): *Literature Reviews & Referencing*.
- 24<sup>th</sup> May, 2004: University of Otago, Dunedin, New Zealand. Tourism Transport Management: *The Boom of No-Frills Airlines* (lecture via video conference)
- 29<sup>th</sup> March, 2004: Napier University, Edinburgh, Scotland. International Case Studies in Tourism. *The Significance of Marine Tourism in Canada* (lecture via video conference).
- 22<sup>nd</sup> March, 2004: Brock University, St. Catharines, ON, Canada. Introduction to Tourism (RECL/TOUR 1P98): *The Business of Tourism*.
- 12<sup>th</sup> March, 2004: Brock University, St. Catharines, ON, Canada. Interactive Travel Distribution Channels (RECL/TOUR 2P28): *Business Travel and the Internet: Services of specialized travel agents for business and corporate travel*.
- 19<sup>th</sup> August, 2003: University of Otago, Dunedin, New Zealand: *Visitor Experiences on Swim-with-Dolphins Tours in New Zealand* (lecture via video conference).
- 18<sup>th</sup> June, 2003: Brock University, St. Catharines, ON, Canada: *The Internet, Your New Travel Planner*. Two workshops at the Good-4-U-All Wellness Conference.
- 14<sup>th</sup> March, 2003: Brock University, St. Catharines, ON, Canada: Introduction to Research Design and Evaluation (RECL/TOUR 2P07): *Aspects of Quantitative Research: Lessons learned from Experience*.
- 8<sup>th</sup> April, 2002: Höhere Fachschule für Tourismus, Hochschule fuer Wirtschaft (HFW) Luzern, Switzerland: *What is wrong with large-scale ecotourism?* (lecture at Ramada Hotel Jarvis in Edinburgh).
- 09<sup>th</sup> January, 2002: Department of Ecotourism, Napier University, Edinburgh, Scotland. Seminar Presentation: *Is large-scale ecotourism possible?*
- 04<sup>th</sup> October, 2000: Department of Environmental Studies, University of Otago, Dunedin, New Zealand. Seminar Presentation: *Large-Scale Ecotourism: A contradiction?*
- 25<sup>th</sup> July, 2000: Centre for Tourism, University of Otago, Dunedin, New Zealand. Seminar Presentation: *Dolphin Tours in New Zealand: A booming tourism sector*.

Auckland, January 2009