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NATIONALITY: Australian

DATE OF BIRTH: 13 February 1958

QUALIFICATIONS:

2005 Graduate Diploma of Higher Education, The University of Queensland.

2004 Doctor of Philosophy in the field of Tourism Management, The University of Queensland.

1997 Master of Business (Marketing), Queensland University of Technology.

1987 Master of Business Administration (Distinction), University of Warwick, United Kingdom.

1979 Bachelor of Science (Chemistry) (Honours), The University of Queensland.

MEMBERSHIPS:

Member Market Research Society of Australia (1985-)

Member Asia Pacific Tourism Association (2005-)

Associate Member Council of Australian University Tourism and Hospitality Educators (2006-)

International Association of Scientific Experts in Tourism (AIEST) (2008-)

International Network for Social Network Analysis Association (2010-)

International Federation for Information Technologies in Travel and Tourism (IFITT) (2011-)

Australian Regional Tourism Network (2012-)

LANGUAGES: English - mother tongue; German – basic level.

COUNTRIES OF

WORK EXPERIENCE: Australia, Fiji Islands, Kingdom of Tonga, China, Chile, United Kingdom, Vietnam.

EMPLOYMENT HISTORY:

2011 – Associate Professor in Tourism at the School of Tourism, The University of Queensland.

2007 – 2010 Senior Lecturer in Tourism at the School of Tourism, The University of Queensland.

2002 - 2007 Lecturer at the School of Tourism, The University of Queensland.

1999–2004 Consultant in tourism, marketing and strategy development.

1994–2000 Strategic Services Manager, Tourism Queensland (previously QTTC)

PUBLICATIONS:

Books

- Scott, N. & Laws, E. (eds), (2011) '*Advances in Service Networks*'. Routledge.
- Gao, J., Ballantyne, R., Scott, N. & Ding, P. (eds), 2011 '*The China- Australia Comparative Study on Tourism Sustainable Development*.'
- Laws, E., Agrusa, J., Scott, N. and Richins, H. (eds), 2011 '*Tourist Destination Governance: Practice, Theory and Issues*'. CABI.
- Silva, J., Jafari, J. & Scott, N. (eds), 2010 '*Tourism Development and Management: Challenges and Opportunities for Algarve*', Portugal. University of Algarve.
- Scott, N. & Jafari, J. (eds), 2010 '*Tourism in the Muslim World*', Emerald.
- Scott, N. & Laws, E. (eds), 2010 '*Safety and Security in Tourism: Recovery Marketing after Crises*', The Haworth Press.
- Scott, N., Laws, E. & Boksberger, P. (eds), 2010 '*Marketing of Tourist Experiences*', Taylor and Francis.
- Ballantyne, R., Brown, R., Pegg, S., & Scott, N. 2008 '*Valuing tourism spend in Queensland National Parks*'. Gold Coast: Sustainable Tourism CRC
- Scott, N., Cooper, C. & Baggio, R., 2008 '*Network Analysis and Tourism: From Theory to Practice*', Channel View.
- Scott, N. & Laws, E. (eds), 2006 '*Knowledge Sharing and Quality Assurance in Hospitality and Tourism*', The Haworth Press.
- Cooper, C., Scott, N., March, R., Wilkinson, I., Pforr, C. and Thompson. 2006 '*The Network Structure of Tourism Operators in Three Regions of Australia*'. Cooperative Research Centre for Sustainable Tourism, Gold Coast.
- Carson, D., Waller, I. & Scott, N. (eds), 2002. '*Drive Tourism: Up the Wall and Round the Bend*', Common Ground Publishing Pty Ltd., Altona, Victoria.
- Scott, N. 1999. *Tourism Research in Australia*. Gold Coast: Cooperative Research Centre for Sustainable Tourism.
- Noakes, S., Valerio, P., Scott, N. & Mallam, J. 1996. *The Branding of Far North Queensland*. Cairns: Far North Queensland Promotion Board, ISBN 06446301691.

Journal guest editor

- Scott, N. & Laws, E. (eds), 2010 '*Advances in service network analysis*', Service Industries Journal.
- Ruhanen, L., Scott, N., Benckendorff, P. & Roberts, E. (eds) 2010 '*The Student Experience*', Journal of Hospitality and Tourism Management.
- Scott, N., Laws, E. & Boksberger, P. (eds), 2009 '*Special issue on Marketing of Tourist Experiences*', *The Journal of Hospitality and Leisure Marketing*, vol. 18, no. 2/3.

Laws, E., Prideaux, B. & Scott, N. (eds), 2007 'Special Issue on Tourism Crisis Recovery', *The Journal of Travel and Tourism Marketing*, vol. 21, no.2/3/4.

Laws, E. & Scott, N. (eds), 2006 'Special Issue on Knowledge Sharing and Quality Assurance in Hospitality and Tourism', *The Journal of Quality Assurance in Hospitality and Tourism*, vol. 7, no. 1/2.

Refereed articles in journals

2012

Dai, S., Xu, H., Ding, P., Laws, E. & Scott, N. (2012) Distortions in Tourism Development in the Dali Autonomous Region, China. *Asia Pacific Journal of Tourism Research*, 17(2), 146-163.

Dabphet, S., Scott, N. & Ruhanen Diffusion of Sustainable Tourism (2012**In press**) *Journal of Sustainable Tourism*

Huang, Y., Scott, N. & Ding, P. (2012) Impressions of SanJieLiu: Effect of mood on experience and satisfaction *International Journal of Tourism Research*. 14(1), 91-102.

Huang, Y., Luo, S., Ding, P. & Scott, N. (2012**In press**) Impressions of Liusanjie: Study on Motivation, Theatrical Performance Evaluation and Satisfaction. *Current Issues in Tourism*

Kang, E., Scott, N. Lee, T., & Ballantyne, R. (2011) Benefits from visiting a 'dark tourism' site: The case of the Jeju April 3rd Peace Park, Korea. *Tourism Management*, 33(2) 257-265.

Shan, J., Scott, N. & Ding, P. (2012**In press**) Studying Chinese Outbound Tourism Motivation with Means-end Chain Theory. *Journal of China Tourism Research*

Ye, X., Scott, N., Ding, P. and Huang, Y. (2012**In press**) Residents' attitudes towards the 2010 World Expo in Shanghai prior to the event. *Journal of Sustainable Tourism*

2011

Ashton, A. & Scott, N. (2011) Hotel restaurant co-branding: The relationship of perceived brand fit with intention to purchase. *Journal of Vacation Marketing* 17(4), 275-286.

Driml, Brown, Ballantyne, Scott, Pegg (2011) A method for estimating the state-wide economic significance of national park tourism: the case of Queensland. *Tourism Analysis*, 16(3) 243-257.

Scott, N., Ashton, A., Ding, P. & Xu, H. (2011). Tourism branding and nation building in China, *International Journal of Culture, Tourism and Hospitality Research*, 5(3), 227–234.

Yabuta, M. & Scott, N. (2011) Dynamic properties of a tourism destination network. *Tourism Analysis*, 16(4) 493-498.

2010

Ahmad, R., Solnet, D. & Scott, N. (2010). Human resource practices system differentiation: A hotel industry study. *Journal of Hospitality and Tourism Management*, 17, 84–94.

Ashton, A. Scott, N. Solnet, D. & Breakey, N. (2010) Hotel Restaurant Dining: The Relationship between Perceived Value and Intention to Purchase. *Tourism and Hospitality Research* 10(3) 206-218.

Baggio, R., Scott, N. and Cooper, C. (2010) Network Science - A review focused on tourism. *Annals of Tourism Research* 37 (3) 802-827.

Baggio, R., Scott, N. & Cooper, C. (2010) Tourism destination governance: a complexity science approach. *Tourism Review*, 65(4) 51-60.

Ruhanen, L., Scott, N., Richie, B. & Tkaczynski, A. (2010) Governance: a review and synthesis of the literature, *Tourism Review*, 65 (4), 4–16.

Scott, N. & Cooper, C. (2010) Innovation for sustainable urban tourism: some thoughts on best practice. *Revista de Administração Pública*, 44(5) 1171-1190.

Scott, N., & Laws, E. (2010). Advances in Service Networks Research. *Service Industries Journal*, 30(10), 1581–1592.

2009

Cooper, C., Scott, N. & Baggio, R. (2009) Network Position and Perceptions of Destination Stakeholder Importance, *Anatolia*, 20(1), 33-45.

Dwyer, L., Edwards, D., Mistilis, N., Roman, C. & Scott, N. (2009) Destination and Enterprise Management for a Tourism Future, *Tourism Management*, 30(1) 63-74.

Marzano, G., & Scott, N. (2009) Power in destination branding. *Annals of Tourism Research*, 36(2) 247–267.

Pike, S. & Scott, N. (2009) Destination brand equity among the host community – A potential source of competitive advantage for DMOs: The case of Brisbane', *Acta Turistica*, 21(2) 160-183.

Scott, N. & Laws, E. (2009) Leisure Experiences' *Journal of Hospitality Marketing & Management*, 18(2/3), 99-110.

Yaghmour, S. & Scott, N. (2009) Interorganizational Collaboration Characteristics and Outcomes: A case study of the Jeddah Festival, *Journal of Policy Research in Tourism, Leisure and Events*, 1(2) 115-130.

2008

Higginbottom, K., & Scott, N. (2008) Strategic planning of wildlife tourism in Australia, *Journal of Ecotourism*, 11(2/3) 97-110.

Kao Chung, M., Patterson, I., Scott, N. & Li, C. (2008) Motivations and satisfactions of Taiwanese tourists who visit Australia: An exploratory study, *Journal of Travel and Tourism Marketing*, 24(1) 17–33.

Scott, N., Cooper, C. & Baggio, R. (2008) Destination networks: Four Australian cases, *Annals of Tourism Research* 35(1) 169-188.

Scott, N. & Ding, P. (2008) Management of tourism research knowledge in Australia and China, *Current Issues in Tourism*, 11(6) 514-528.

Scott, N., Laws, E. & Prideaux, B. (2008) Tourism Crises and Marketing Recovery Strategies *Journal of Travel and Tourism Marketing*, 23(2/3/4) 1-13.

2007

Scott, N. (2007) An evaluation of the effects of using case method on student learning outcomes in a tourism strategic planning course, *Journal of Teaching in Travel & Tourism*, 7(2) 21-34.

Scott, N. & Breakey, N. (2007) Yield applied to destination management - an inefficient analogy? *Tourism Economics*, 13(3) 441–452.

2006

- Clark, S. & Scott, N. (2006) Managing knowledge in tourism planning: How to assess your capability, *Journal of Quality Assurance in Hospitality and Tourism*, 7(1/2) 117-136.
- Pan, G. W., Scott, N. & Laws, E. (2006) Understanding and sharing knowledge of new tourism markets: The example of Australia's inbound Chinese tourism, *Journal of Quality Assurance in Hospitality & Tourism*, 7(1/2) 99-116.
- Scott, N. & Laws, E. (2006) Knowledge sharing in tourism and hospitality, *Journal of Quality Assurance in Hospitality & Tourism*, 7(1/2) 1-12.
- Scott, N. & Laws, E. (2006) Tourism Crises and Disasters: Enhancing Understanding of System Effects, *Journal of Travel and Tourism Marketing*, 19(2/3) 149-158.

2005

- Scott, N. & Smith, E. (2005) Use of automated content analysis techniques for event image assessment, *Tourism Recreation Research*, 30(2) 87-91.
- Scott, N. & Parfitt, N. (2005) 'Lifestyle segmentation in tourism and leisure: Imposing order or finding it', *Journal of Quality Assurance in Hospitality and Tourism*, 5(2/3/4) 121-139.

To 2004

- Scott, N. (2004) Tourism research in Australia: An estimate of who and how much, *Journal of Tourism and Development*, 1(2) 47-54.
- Laws, E. & Scott, N. (2003) Developing new tourism services: Dinosaurs, a new drive tourism resource for remote regions, *Journal of Vacation Marketing*, 9(4) 368-380.
- Laws, E., Scott, N. & Parfitt, N. (2002) Synergies in destination image management: A case study and conceptualization', *International Journal of Tourism Research*, 4(1) 39-55.

Book chapters

- Gao, L., Scott, N., Ding, P., & Cooper, C. (2012). Tourist experience development: Designed attributes, perceived experiences and customer value. In R. Tsiotsou & R. E. Goldsmith (Eds.), *Strategic Marketing in Tourism Services* (pp. 215-230). Bingley, UK: Emerald Group Publishing Limited.
- Baggio, R., Scott, N., & Cooper, C. (2011) Design of tourism governance networks. In E. Laws, J. Agrusa, N. Scott & H. Richins (Eds.) *Tourism Destination Governance: Practice, Theory and Issues*. London: CABipp 159-171.
- Campiranon, K., Laws, E. & Scott, N. (2011) Responding to Crises in Thailand: A Governance Analysis. In E. Laws, J. Agrusa, N. Scott & H. Richins (Eds.) *Tourism Destination Governance: Practice, Theory and Issues*. London: CABI, pp. 91-102.
- Scott, N., Laws, E., Agrusa, J. & Richins, H. (2011) Tourist Destination Governance: Some approaches and suggestions for future research. In Laws, E., Agrusa, J., Scott, N. and Richins, H. (eds.) *Tourist Destination Governance: Practice, Theory and Issues*. CABI. pp. 203-212.

- Silva, J., Jafari, J. & Scott, N. (2010) Introduction. In Silva, J., Jafari, J. & Scott, N. eds. *Tourism Development and Management: Challenges and Opportunities for Algarve, Portugal*. University of Algarve, Algarve, Portugal pp. 19-26.
- Scott, N., Ruhanen, L. & Ding, P. (2010) Developing China's ecotourism product through marketing: examples from Australia. In S. Chen, D. Wu & L. Zhong (Eds.), *Theory and Practice in Ecotourism* (pp. 310-320). China Environmental Science Press: Beijing.
- Yu, Yifeng, Wang, Zhou & Scott, N. (2010) Drive Tourism in China in *Drive Tourism*, Prideaux, B. & Carson, D., (Eds) Taylor and Francis
- Sanad, H., Kassem, A., & Scott, N. (2010) Tourism And Islamic Law. Scott, N. and Jafari, J. (eds) *Tourism in the Muslim World*. Emerald, pp. 17-30.
- Scott, N. & Jafari, J. (2010) Introduction. Scott, N. and Jafari, J. (eds) *Tourism in the Muslim World*. Emerald, pp. 107–119.
- Scott, N. & Jafari, J. (2010) Conclusion: Exploring the Muslim world. Scott, N. and Jafari, J. (eds) *Tourism in the Muslim World*. Emerald, pp. 331-335.
- Wang, V. Fan, Ding, P. & Scott, N. Islam in China (2010) Scott, N. and Jafari, J. (eds) *Tourism in the Muslim World*. Emerald, pp. 107–119.
- Baggio, R., Cooper, C., Scott, N. & Antoniolli Corigliano, M. 2009 'Advertising and word of mouth in tourism, a simulation study' In A. Fyall, M. Kozak, L. Andreu, J. Gnoth & S. Lebe (eds.), *Marketing Innovations for Sustainable Destinations: Operations, Interactions, Experiences*, Oxford: Goodfellow Publishers.
- Ding, P., & Scott, N. (2009). Tourism in China *Berkshire Encyclopedia of China* (pp. 2297-2301). Great Barrington, MA: Berkshire Publishing.
- Scott, N., Laws, E. & Boksberger, P. (2009) 'Tourist Experiences' In N. Scott, E. Laws & P. Boksberger (eds) *2009 Marketing of Tourist Experiences*, Taylor and Francis.
- Marzano, G., Laws, E., & Scott, N. (2009) 'The River City'? Conflicts in the development of a destination brand for Brisbane. In B. Prideaux & M. Cooper (eds.), *Rivers as a Tourism Resource* CABI.
- Scott, N. 2008 Calibrating Tourism Networks. In C. Cooper, N. Scott & R. Baggio (eds.), *Network Analysis and Tourism: From Theory to Practice*. Channel View.
- Scott, N. (2008) Visualizing Tourism Networks: Connecting the dots. In C. Cooper, N. Scott & R. Baggio (eds.), *Network Analysis and Tourism: From Theory to Practice*. Channel View.
- Scott, N., & Cooper, C. (2007) Network analysis as a research tool for understanding tourism destinations. *Tourism Research: New Directions, Challenges and Applications* Elsevier Ltd. pp 199-215.
- Campiranon, K., & Scott, N. (2007) Factors Influencing Crisis Management in Tourism Destinations. In B. Prideaux, E. Laws & K. Chon (Eds.), *Crisis Management in Tourism*. Wallingford, Oxford UK: CAB International pp. 142-156.

- Scott, N. & Clark, S. (2006) The development and tracking of a Branding Campaign for Brisbane. In B. Prideaux, G. Moscardo & E. Laws (eds.) *Managing Tourism and Hospitality Services*. London: CABI. pp 300-313.
- Scott, N. & Laws, E. (2006) Systemic Effects of Crises and Disasters. In Prideaux, B. and Laws, E. (eds) *Managing Crises for Tourism* London Haworth.
- Scott, N. (2006) Management of tourism: Conformation to whose standards? In B. Prideaux, G. Moscardo and E. Laws (eds.), *Managing Tourism and Hospitality Services: Theory and International Applications*, London: CABI. pp. 54-61.
- Cooper, C., Scott, N. & Kester, J. (2006) New and Emerging Markets. In D. Buhalis & C. M. M. Costa (eds), *Tourism Futures*. London: Butterworth Heinemann pp. 19-29.
- Scott, N. & Parfitt, N. (2005) Lifestyle segmentation in tourism and leisure: Imposing order or finding it. In E. Laws and M. Thyne (eds) *Hospitality, Tourism, and Lifestyle Concepts: Implications for Quality Management and Customer Satisfaction*, London: Haworth, pp. 121-139.
- Higginbottom, K., & Scott, N. (2004) Wildlife tourism: A strategic destination analysis. In K. Higginbottom(ed), *Wildlife Tourism*. Altona, Victoria: Common Ground Publishing, pp. 253-277.
- Scott, N. & Laws, E. (2004) Whale watching - the roles of small firms in the evolution of a new Australian niche market. In R. Thomas (ed), *Small Firms in Tourism: International Perspectives*, London: Elsevier, pp. 153-166.
- Scott, N. (2002) Product market perspective of self-drive tourism. In D. Carson, I. Waller & N. Scott(eds) *Drive Tourism: Up the Wall and Round the Bend*, Altona, Victoria: Common Ground Publishing Pty Ltd., pp. 81-90.
- Scott, N. (2002) Branding the Gold Coast for domestic and international tourism markets. In E. Laws (ed.) *Tourism Marketing: Quality and Service Management Perspective*, London: Continuum, pp. 197-211.
- Scott, N. & Laws, E. (2001) Use of tourism distribution channels for destination marketing: A model and case study. In D. Buhalis & E. Laws (eds), *Tourism Distribution Channels: Practices, Issues and Transformations*, London: Continuum, pp. 298-311.
- Scott, N., Parfitt, N. & Laws, E. (2001) Destination management: Cooperative marketing: A case study of Port Douglas. In B. Faulkner, G. Moscardo & E. Laws (eds), *Tourism in the 21st Century: Lessons from Experience*, London: Continuum, pp. 198-221.

Refereed conference papers

2011

- Damayanti, M., Ruhanen, L. & Scott, N. (2011) Organic innovation in the informal tourism sector: The case of the becakwisata, Yogyakarta Paper for CAUTHE 2011. 9-11 February Refereed.
- Yabuta, M. & Scott, N. (2011) Is an ecotourist a green consumer? A theoretical framework for empirical research on ecotourists' behaviour. A paper presented to the CAUTHE Conference Refereed.

2009

- Baggio, R., Cooper, C. Scott, N. & Antoniolli Corigliano, M. (2009) *Advertising and word of mouth in tourism, a simulation study* A paper submission for the 3rd Advances in Tourism Marketing Conference Bournemouth UK 6-9 September.
- Yutyunyong, T. (2009) *The relationship between social exchange theory and social representations theory towards resident's perspective of tourism development*. Paper presented at CAUTHE.

2008

- Shihab, A., Scott, N., & Arcodia, C. (2008) *Critical Analysis of Framing Theory Literature in Relation to Crisis Communications*. Paper presented at the Third International Media and Tourism Conference. Melbourne.
- Yaghmour, S. and Scott, N. (2008). Interorganizational collaboration characteristics and outcomes: A case study of the Jeddah Festival. In: Arcodia, C. and Zhang, X., Events, Business Travel, Tourism and Education. Global Events Conference III and China Events Education Conference III, Guangzhou, China, (350-361). 17-19 November, 2008.
- Baggio, R., Scott, N. and Arcodia, C. (2008) *Collaboration in the events literature: a co-authorship network study* TTRI/CTCC Conference Nottingham University Nottingham
- Dwyer, L., Edwards, D., Mistilis, N., Roman, C., & Scott, N. (2008) *Destination and Enterprise Management for Australian Tourism to 2020*. In Proceedings of the 19th Annual Council for Australian University Tourism and Hospitality Education (CAUTHE) conference. Gold Coast.

2007

- Scott, N., Cooper, C. & Baggio, R. (2007) *Use of network analysis in tourism research*. Paper in Advances in Tourism Marketing Conference 10- 12 September 2007, Valencia, Spain.
- Ashton, S. A. and Scott, N. (2007). *An examination of the effect of prior travel experience on perceived risk through use of blogs*. In: Othman, N. and Arcodia, C., Heritage & Tourism: Alliance and network relationship, event management and event tourism. 3rd Tourism Outlook Conference/Global Events Congress II, Kuala Lumpur, Malaysia. 16-18 July
- Scott, N. R. and Cooper, C. P. (2007). *Network analysis as a research tool for understanding tourism destinations*. In: D. Airey, Cutting Edge Research in Tourism - New Directions, Challenges and Applications. Cutting Edge Research in Tourism - New Directions, Challenges and Applications, Surrey, UK. 6-9 June.
- Baggio, R. & Scott, N. (2007) *What network analysis of the www can tell us about the organisation of tourism destinations*. Paper presented at the CAUTHE Conference: Tourism: Past Achievements, Future Challenges, Manly, Sydney.

Kao, M. C., Patterson, I., & Scott, N. (2007) *Segmentation of Taiwanese tourist motivations and their destination service satisfaction when visiting Australia*. Paper presented at the CAUTHE 2007 Conference: Tourism: Past Achievements, Future Challenges, Manly, Sydney.

2006

Kao, M., Patterson, I., Scott, N. and Li, C. (2006) *Destination satisfaction of group package tourists*. paper for ATLAS Asia-Pacific Conference, New Zealand, December 3 -5.

Marzano, G., & Scott, N. (2006) *Destination branding: conceptualization of collaboration within a problem domain*. Paper presented at the ATLAS Asia-Pacific Conference 2006 Tourism after Oil, New Zealand, December 3 -5.

Marzano, G., & Scott, N. (2006) *Consistency in destination branding: the impact of events*. Global Events Congress, Brisbane, Australia, September 26-28.

Marzano, G. and Scott, N. (2006) *Dimensions of Power and Collaboration in the Context of Destination Branding: A Theoretical Framework*. In: CAUTHE, Melbourne. 6-9 February, 2006.

Breakey, N., McKinnon, S., & Scott, N. (2006) *Special event evolution: The Schoolies festival*. Global Events Congress, Brisbane, Australia, September 26-28.

Higginbottom, K., & Scott, N. (2006) *Strategic planning of wildlife tourism in Australia*. Wildlife Tourism Conference Perth August

Scott, N., and Cooper, C. (2006) *Network analysis as a research tool for understanding tourism destinations*. Paper for Cutting Edge research in tourism conference, University of Surrey, June 6-9.

Scott, N., & Breakey, N. (2006) *Yield applied to destination management - an inefficient analogy?* Paper presented at the 16th Council for Australian University Tourism and Hospitality Education Annual Conference, Melbourne, Australia, February 6-9.

2005

Cooper, C. & Scott, N. (2005) *The network structure of a regional tourism organization: Application of the social network theory in one region of Queensland*. Paper for the 15th Council of Australian University Tourism Hospitality Educators Conference, Alice Springs.

To 2004

Scott, N. & Laws, E. (2004) *The Whale's Tale: Two destinations and a niche market*. Paper for the 14th Council of Australian University Tourism and Hospitality Educators Conference, Brisbane.

Scott, N. (2000) *Something new with the resort cycle: Some problems derived from analogy their solution*. Paper for the Council of Australian University Tourism and Hospitality Educators Conference, Brisbane.

Scott, N., Parfitt, N. & Laws, E. (1999) *Co-operative destination and hotel brand image management in Port Douglas Tropical North Queensland*. Paper presented to the Asia Pacific Tourism Association Fifth Annual Conference, Hong Kong.

Pearce, P., Morrison, A., Scott, N., O'Leary, J. T., Nadkarni, N. & Moscardo, G. (1996) *Building an Understanding of Visitors Staying in Commercial Accommodation*. Proceedings of the Tourism and Hospitality Research Conference, Coffs Harbour, Prosser, G. (ed), Canberra: Bureau of Tourism Research.

Working papers

- Scott, N., Ruhanen, L. & Ding, P. 2009 *Developing China's ecotourism product through marketing: Examples from Australia*. Paper presented at the International Forum on Ecotourism: Xining (Qinghai Province), China – 19-24 August 2009
- Dabphet, S., Scott, N. & Ruhanen, L. 2009 *The Sustainable Tourism Development Concept: Identifying Perceptions of Local Authorities and Local Residents in Kret Island, Thailand*. 8th Asia Pacific Forum for Graduate Students Research in Tourism. Sejong University, Seoul, Korea.
- Surwee-Ashton, A. Scott, N. Breakey, N. & Solnet, D. 2009 *Hotel restaurant dining: an examination of the relationship between consumer socio-demographic characteristics and purchase goals*. 8th Asia Pacific Forum for Graduate Students Research in Tourism. Sejong University, Seoul, Korea.
- Ding, P., Scott, N. & Craig-Smith, Stephen 2009 *Some critical issues on the development of higher tourism education in China 2009* International Symposium on the Globalization of Higher Tourism Education, Shanghai, China 20-21 June 2009
- Scott, N., Ding, P. & Craig-Smith, Stephen 2009 *Development of higher tourism education in Australia: History and recent issues* International Summit on the Globalization of Higher Tourism Education, Shanghai, China 20-21 June 2009
- Scott, N., 2009 *Network analysis as a research tool for examining the structure of the Gold Coast, Australia* 3rd Congress of the Society for the Investigation of Tourism Valparaiso Chile 18-20 May 2009
- Baggio, R., Scott, N. & Cooper, C. (2008) *Network science and socio-economic systems: A review focused on a tourism destination* Carlo F. Dondena Centre for Research on Social Dynamics Working Paper No. 7 University of Bocconi, Milan
- Ahmed, R., Scott, N. & Solnet, D. (2008). How does the introduction of strategic jobs in four and five star hotels affect organisational commitment and organisational citizenship behaviour: A theoretical framework. In: Richardson, S., Fredline, L., Patiar, A. and Ternel, M., *Tourism and Hospitality Research, Training and Practice: "Where the 'bloody hell' are we?"*. Proceedings of the 18th Annual Council for Australian University Tourism and Hospitality Education, CAUTHE, Conference, Gold Coast, Australia, (1-9). 11-14 February, 2008.
- Ashton, S., Scott, N. & Breakey, N. (2008). Hotel restaurant co-branding: The impact of consumer evaluation on perceived risk, perceived value and intention to purchase. In: Richardson, S., Fredline, L., Patiar, A. and Ternel, M., *Tourism and Hospitality Research, Training and Practice: "Where the 'bloody hell' are*

- we?".Proceedings of the 18th Annual Council for Australian University Tourism and Hospitality Education, CAUTHE, Conference, Gold Coast, Australia, (1-12). 11-14 February 2008.
- Scott, N., & Laws, E. 2007*Marketing Brisbane: The evolution of tourism policy*. Paper presented at the APTA Tourism Conference, Beijing.
- Scott, N., & Ding, P. 2007*Tourism trends: What destination managers need to know?* Paper presented at the Asia Pacific Tourism Association, Beijing.
- Scott, N R & Lee, T J 2006.Understanding visitor experience in leisure-sport destinations. In: J. Ko, 60th TOSOK (Tourism Sciences Society of Korea) Tourism Conference - Leisure Sports & Tourism - Alternatives to Dynamics of Korean Tourism Development. Leisure Sports & Tourism, Seoul Korea, (310-322). 3-6 July 2006.
- Pan, G., Scott, N. & Laws, E. 2006*Tourism information sharing of new tourism market – a case study on the Chinese inbound travel market to Australia*.Paper for the 12th Asia Pacific Tourism Association (APTA2006) Conference Hualien, Taiwan, 26-29 June.
- Scott, N. & Taufatofua, R. 2006*Effect of low cost airlines on pacific island tourism destinations*.Paper for the 12th Asia Pacific Tourism Association (APTA2006) Conference Hualien, Taiwan, 26-29 June.
- Kao, M. C., Patterson, I. & Scott, N. 2006*Importance and performance of Taiwanese tourists' motivations to visit Australia*.Paper for the 12th Asia Pacific Tourism Association (APTA2006) Conference Hualien, Taiwan, 26-29 June.
- Marzano, G., & Scott, N. 2006 *Dimensions of power and collaboration in the context of destination branding: A theoretical framework*.Paper for the 16thCouncil of Australian University Tourism and Hospitality Educators Conference, Melbourne, February 6-9.
- Cooper, C. & Scott, N. 2005 *Knowledge for Networked Destinations*.Paper for the Recent Developments in Tourism Research Conference, Faro Portugal.
- Marzano, G., & Scott, N. 2005 *Stakeholder power in destination branding: A methodological discussion*.Paper presented at the International Conference on Destination Branding and Marketing for Regional Tourism Development, Macao, China, December 8-10.
- Scott, N., Parle, A., & Vaughan, J. 2005 *The Queensland aviation sector: Trends and issues*. Paper presented at the 2nd Tourism Outlook Conference: Tourism Edge and Beyond, Shah Alam, Selangor, Malaysia, December 4.
- Scott, N.,2005Tourism organization and partition: Diagnosis of the structure of regional tourism.Paper presented at the APTA Conference, Seoul, Korea.
- Scott, N., Ding, P. & Liu, J. 2005*Development of tourism in Hangzhou, China*.Paperpresented at the 15thCouncil of Australian University Tourism and Hospitality Educators Conference, Alice Springs, Australia.
- Cooper, C., Scott, N. & Craig-Smith, S. 2004 *Knowledge for networked destinations*.Paper presented at a conference at Mahidol University, Thailand.

- Scott, N. 2004 *Triangulation: A survey of four fields*. A presentation for the Combined Schools Symposia, The University of Queensland, Brisbane, Australia.
- Raybould, M. & Scott, N. 2003 *Schools out forever: A study of the Gold Coast 'Schoolies' festival*. Paper presented at the Riding the Wave of Tourism & Hospitality Research, The 13th annual conference of the Council for Australian University Tourism and Hospitality Education Coffs Harbour, eds. V. McCabe & P. Hobson, Southern Cross University, Ballina, Australia.
- Scott, N. 2003 *Trends in tourism: Evolution of tourism product markets*. Paper presented at the Riding the Wave of Tourism & Hospitality Research The 13th annual conference of the Council for Australian University Tourism and Hospitality Education, Coffs Harbour, ed. V. McCabe & P. Hobson, Southern Cross University, Ballina, Australia.
- Scott, N. 2002 *Trends in Tourism: Dynamics of Product Markets*. Paper presented at the Tourism on the Edge: The 12th annual conference of the Council for Australian University Tourism and Hospitality Education, Perth, eds. C. Pforr & J. Carlsen, CRC for Sustainable Tourism, Gold Coast, Australia.
- Scott, N. 2001 *A "natural trajectory approach" to forecasting*. Paper presented to Capitalizing on Research: The 11th annual conference of the Council for Australian University Tourism and Hospitality Education, Canberra, eds. C. Pforr & B. Janeczko, University of Canberra, Canberra, Australia.
- Scott, N. 1999 *Application of a tourism system model to State Tourism Planning*. Paper presented to Tourism and Hospitality: Delighting the senses: The 9th annual conference of the Council for Australian University Tourism and Hospitality Education, Adelaide, SA, eds. J. Molloy & J. Davies, Bureau of Tourism Research, Canberra, Australia.
- Kim, E., Bernstein, P. & Scott, N. 1999 *Understanding international tourist satisfaction: Japan & Hong Kong markets in North Queensland region*. Paper presented to Tourism and Hospitality: Delighting the senses: The 9th annual conference of the Council for Australian University Tourism and Hospitality Education, Adelaide, SA, eds. J. Molloy & J. Davies, Bureau of Tourism Research, Canberra.
- Scott, N. 1995 *A travel dispersion index and other applications of the Queensland Visitor Survey*. Paper presented to the National Tourism and Hospitality Research Conference Melbourne, Australia.

Reports

- Scott, N., Burgess, N., Monday, A., O'Brien, P., Baggio, R., Sellitto, C. & Banks, D. 2009 *Development of a toolkit designed to guide SMTEs in planning for and implementing ICT within their enterprises*. Gold Coast, Queensland: Sustainable Tourism CRC
- Ballantyne, R., Pegg, S., & Scott, N. 2008 *Queensland National Parks: Visitor Satisfaction Report*. Brisbane: Visitor Research Unit, School of Tourism, UQ.

Scott, N., & Breakey, N. M. 2008 *Industry performance analyser for tourism (IPAT) research and pilot study*. Gold Coast, Queensland: CRC for Sustainable Tourism Pty Ltd.

Scott, N. 2002 *Mega-trends Analysis*. Cooperative Research Centre for Sustainable Tourism, Gold Coast.

PhD thesis

Scott, N. 2005, 'Tourism trends: Evolution of tourism product-markets,' The University of Queensland.

RESEARCH TOPIC AND CURRENT INTERESTS:

My broad topic area is *tourism destination management* with research interests in marketing, policy and planning. I am currently focusing my research into stakeholder collaboration in tourism destinations and using social network analysis techniques to examine this.

GRANTS,CONSULTANCIES,STUDY TOURS AND REPORTS

Grants

- 2012 Experience Gold Coast: Innovative Product Development for International Student Travel, S. Gardiner (Griffith University) and N. Scott. Government of Australia.
- 2009 Comparative study on leisure tourism or Agro-tourism in peri-urban areas between Australia and China Dr N.Scott, Dr P. Ding, Dr. Jianming CAI
Planning for San Pedro de Atacama, Chile Dr N.Scott, Dr N.Breakey University Catholica del Norte
Planning for Los Rios Region, Chile Dr N.Scott, Dr N.Breakey, Prof R.Ballantyne, Dr D.Solnet Austral University, Chile.
- 2008 eHotelier: Managing Knowledge to Service Industry and Inform Curriculum Development Dr N.Scott, BraatOrion Research Centre
Future directions for ATDW services Dr N.Scott Australian Tourism Data Warehouse
Valuing Queensland Parks Project – extension Prof R.Ballantyne, Dr S.Pegg, Dr N.Scott, Brown Sustainable Tourism CRC
- 2007 Development of a toolkit designed to guide SMTEs in planning for and implementing ICT within their enterprises. Sustainable Tourism CRC with Paul O'Brien.
STCRC Network Coordinator Research Funds, STCRC.
CGE Regional Tourism Modeling, STCRC with Lisa Ruhanen and Tien Pham.
- 2006 *China research project* (The School of Tourism) with Peiyi Ding, Charles Arcodia and Paul Barron
MSRF Project (TNQ) with Professor Bruce Prideaux
STCRC Network Coordinator Research Funds, STCRC.
IPAT - data collection through the internet, Sustainable Tourism CRC with Noreen Breakey
Atlas of the economic contribution to tourism of National Parks, Sustainable Tourism CRC, Queensland Parks and Wildlife Service and Tourism Queensland
- 2005 *Drive Route in South East Queensland*, Tourism Queensland with Stephen Clark.
Yield of Tourism. Tourism Queensland with Noreen Breakey.

- BabyboomerDrive Tourism*, Tourism Queensland and the Northern Territory Tourism Commission with Dr Lee Slaughter.
- Evaluation of Schoolies Week*, Gold Coast. Department of Communities, Queensland Government, with Dr Shane Pegg.
- Implications of mega-trends for Australia as a sustainable destination*, Sustainable Tourism CRC, led by Prof. Larry Dwyer, with Prof. Chris Cooper.
- 2004 *Statistics and Image* Surfers Paradise Management Association
TALM Website development, BEL Faculty.
Tourism Stakeholder Research, Sustainable Tourism CRC, led by Prof. Chris Cooper, with Prof. Ian Wilkinson, Dr Roger March & Dr Christoff Pforr
- 2003 *Tourism Queensland Stakeholder Review*, Tourism Queensland and CRC for Sustainable Tourism, led by Prof. Chris Cooper with Prof. Leo Jago.
- 1999 *Gold Coast Visioning Megatrends Project* CRC for Sustainable Tourism

Consultancies

- 2012 *Report on Tourism in Queensland*. Queensland Audit Office
- 2011 *Tourism Issues Paper*. Gold Coast City Council.
The future of online bookings in the tourism sector and the role the ATDW should play. ATDW.
Evaluation of the Role of Regional Tourist Boards in the Kingdom Of Saudi Arabia. Supreme Commission for Tourism and Antiquities.
Chapter 1 of the OECD publication on Tourism Trends and Policies 2012 Organisation for Economic Co-operation and Development (OECD) (8086)
- 2009 *Future directions for ATDW services*. Australian Tourism Data Warehouse
- 2008 *Queensland Network Review*. Stafford and Associates
- 2007 *Visit ASEAN Campaign Evaluation*. UniQuest
- 2006 *Review of the Fiji Tourism Master Plan: Marketing and Tourism Statistics Specialist* GRM International Pty Ltd
- 2005 *Case Study Excellence in Tourism: Tourism Australia* Sustainable Tourism Cooperative Research Centre
Evaluation and Future Arrangements of Schoolies Week for the Department of Communities, Queensland State Government.
Innovation and Infrastructure Development: Review of current literature with Sustainable Tourism Services for Department of Industry Science and Tourism.
- 2004 *Destination Image of Alice Springs* Sustainable Tourism Services.
Tourism Statistics Advice Northern Territory Tourism Commission.
- 2001 *Dayboro Strategic Tourism Plan* with the National Centre for Tourism.

- 2000 *Trends in Tourism* for Tourism Portugal with the University of Queensland School of Tourism and Leisure Management.
- 2000 *Tourism Research Modules* project for Tourism Victoria with the National Centre for Tourism. Economic Development in the Lockyer Valley with Allan Bonsall and Associates.
- 2000 *Western NSW Market Research* for Cobar Shire Council with the National Centre for Tourism.
- 1999 *Key Queensland Industries* for Tourism Queensland.

International Study Tours

- 2011 Chendu and Chongching
- 2009 Hainan Island, China
San Pedro de Atacama, Chile
- 2007 Coastal Tourism, Shanghai, China
- 2006 Tourism Planning Three Gorges Region China
Tourism and Leisure Planning Linyi China
- 2004 Report on Tourism Product Development in Xiaoshan, China.

Other Reports

- Scott, N. 2007 *Visit ASEAN campaign evaluation* REPSF AusAid.
- Scott, N. & Breakey, N. 2006 *IPAT - data collection through the internet*, Gold Coast: Sustainable Tourism CRC.
- Scott, N. *Tourism and Passenger Transport* An information paper developed for the Queensland Tourism Industry Council.
- Raybould, M. & Scott, N. 2001. *Schoolies Week Gold Coast 2001: Report of the results of a visitor survey and estimation of economic impacts*. Gold Coast: Cooperative Research Centre for Sustainable Tourism.

OTHER

International Guest Speaker

- 2012 *Governance in OECD Countries*, UNWTO/PATA Forum. Guilin, China 11-13th October
- 2009 *Trends in Tourism Education in Australia* International Summit on Globalization of Higher Education, Shanghai China 20th June
- 2008 *Strategic tourism destination management: Improving competitiveness, efficiency and effectiveness* MICE Asia Executive Congress, 14th-15th July 2008, Kuala Lumpur

- Destination Management* TPO Tourism School on City models for destination management & marketing 29th April -1 May 2008, Melbourne, Tourism Promotion Organization for Asia- Pacific Cities
- Tourism Marketing. Lessons from Experience* Presentation to the Gulf Investment and Tourism Forum, Jeddah, Kingdom of Saudi Arabia, February.
- 2007 *Marketing on a Shoestring*. Presentation to the South Pacific Travel.Org, Fiji, May.
2006. *Urban Tourism- Developing Emotionscape*. Presentation to the International Conference on Metropolitan Tourism, Shanghai, November 17.
- General Principles of Marketing & Promotion* Presentation to the South Pacific Tourism Organization, Fiji, July 24.
- Understanding visitor experiences in leisure-sport destinations. TOSOK, Korea July 3.
- The effect of low cost airlines on Tonga*. Tonga Tourism Planning Meeting, Tonga, February.
2005. *'The human side of destinations – Knowledge, education and organization*. Invited presentation at the 2nd Tourism Outlook Conference: Tourism Edge and Beyond, Universiti Teknologi Mara, Selangor, Malaysia. December 4-6.
- Destination Branding*. Presentation to the South Pacific Tourism Organization, Fiji, August.
- Marketing Evaluation*. Presentation to the South Pacific Tourism Organization, Fiji, August.
2004. Globalization and Knowledge Management Abha, Kingdom of Saudi Arabia March
- 1996 *'Tourism from South East Asia'* Speech presented to the Third International Conference on Economics in Business, Griffith University, Brisbane.
- 1995 *'How to use research to best advantage'*, Speech presented to the Inbound Tourist Organization of Australia (South-East Queensland Branch), Brisbane.

Guest lecturer

- 2012 Shanghai Normal University October
Chongqing Normal University October
Guilin Tourism Institute October
Sun YatSen University October
- 2011 University of Algarve July
IULM University July
Sun YatSen University April
- 2008 Sun YatSen University November
Shanghai Normal University November
Beijing International Studies University November

- 2006 Beijing International Studies University September
- 2006 Tourism Marketing. University of the South Pacific August

PROFESSIONAL SERVICES

Expert Panel

2009 – 2011 Member of the Expert Committee of the Shanghai Tourism Development Research Centre

Journal Editorial Board

2009- Service Industries Journal
2009- Current Issues in Tourism
2012- Revista Acadêmica do Observatório de Inovação do Turismo (Brasil).

Journal International Panel of Referees

Annals of Tourism Research,
Tourism Management
International Journal for Managing Service Quality.

Professional activities

2007 SE Queensland Australian Regional Tourism Network Coordinator
SE Queensland Tourism Network Coordinator Sustainable Tourism Cooperative Research Centre
2006 SE Queensland Australian Regional Tourism Network Coordinator
SE Queensland Tourism Network Coordinator Sustainable Tourism Cooperative Research Centre
2005 Asia Pacific Tourism Association Observer
2004 Korean Tourism Reference Group Invited Member
1999 Committee member (Research) Pacific Asia Travel Association, Queensland Australia Chapter
1994-1999 State Representative Tourism Research Committee of the Australian Standing Committee on Tourism (ASCOT)
1998-1999 Cooperative Research Centre for Sustainable Tourism Regional Tourism Research Committee Member
1997-1999 Cooperative Research Centre for Sustainable Tourism Program 3 (Business Research) Advisor
1997 Airbus Industrie Air Transport Seminar Cairns 7-11 April

1991

Chairperson Market Research Society of Australia (Queensland)