

7th World Research Summit for Hospitality & Tourism

8-11 December 2023: UCF Rosen College, Orlando, Florida, USA.

Dr Neil Ormerod, CinTurs Principal Researcher recently attended the 7th World Research Summit for Hospitality and Tourism. The conference took place between the 8-11 of December 2023 at the prestigious University of Central Florida Rosen College for Hospitality Management.

Neil presented initial findings from a collaborative research project involving colleagues from the UK Centre for Events Management at Leeds Beckett University, UK. The FuturETHinking project addresses an industry need for event tourism professionals to engage in long-term future thinking.

To date, the research has involved a large-scale trial of a novel multiple polylogue discussion method. This involved a workshop with 120 business tourism professionals to consider the personal, business, and societal implications of four far-future world scenarios set in the year 2050. By engaging collaboratively in these discussions, the method is designed to support the development of personal and organisational creativity and resilience, which in turn drives future industry innovation. Planned outputs from this project include academic publications, a series of industry workshops, and further research involving event management students who will become the next generation of professionals in the events industry.



