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| The Tourism Management Group, part of the School of Management, Victoria Business School, invites you to attend the following seminar: |
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| **Academia-Industry Collaboration: An airport love story from across the ditch** |
| Presenter: **Gui Lohmann**Associate Professor in Aviation Management and Postgraduate Program Director at Griffith University’s Aviation Department (Australia).**Friday 1st July****12.30 – 1.30pm****Boardroom, Level 12, Rutherford House****Pipitea Campus, Wellington**In this presentation, A/Prof Gui Lohmann shares his own journey of industry collaboration as an academic, particularly engaging with airport operators in Australia. He provides examples of small and large grants and projects, tackling some of the opportunities and challenges he has experienced in the last three years.This presentation also provides an overview of one of the research projects aiming to analyse the travel patterns and behaviours of Gold Coast airport outbound passengers. Three main aims are tackled in this presentation. Firstly, an analysis of the factors related to travel choices, including airfare affordability, proximity of residence to the airport, flight schedules and preferred airlines is provided. Secondly, a comparison using census data is made to test whether there is a relationship between air travel patterns and socioeconomic characteristics. Thirdly, the retail shopping behaviour of passengers at the Gold Coast facilities is examined. The results rely on a very large sample of over 4,600 local passengers living in the catchment areas of the airport.**About the presenter**:Dr Gui Lohmann is Associate Professor in Aviation Management and Postgraduate Program Director at Griffith University’s Aviation Department (Australia). He is also a member of the Griffith Institute for Tourism (GIFT) and has research interests in air transport management, tourism transport, airport passenger travel patterns and behaviours. Gui has collaborated with a number of organisations, including Queensland Airports Ltd (QAL), the Aviation Innovation Network (AIN), Adelaide Airport Ltd, the Brazilian Ministry of Tourism, the World Tourism Organization (WTO), the United Nations Environmental Program (UNEP), in addition to providing training to the Abu Dhabi Tourism Authority personnel (UAE) and the Danang Center for Tourism Promotion, Vietnam.ALL WELCOME |
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Any queries please email: tourism@vuw.ac.nz |
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