



CENTRE FOR INTERNATIONAL TRADE AND BUSINESS IN ASIA (CITBA)

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A PLACE FOR PROGRESSIVE
AND FORWARD-THINKING
INNOVATIVE RESEARCH

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A NEW PARTNERSHIP INITIATIVE

A SUSTAINABLE LIFESTYLE AND LUXURY TOURISM - THE PERFECT STRATEGY FOR FUTURE PANDEMICS

The pandemic health crisis brought on by the COVID-19 pandemic has wreaked havoc and severely impacted the tourism and hospitality industry in a very deep way. Border closures, quarantine, physical distancing, restrictions on the number of people gathering in public spaces and capacity limits to business premises, in addition to health declarations and checks have all halted much of global travel. Do some of these restrictions actually speak of the nature of luxury travellers we associate with?

The luxury travellers flying on first-class flights or private jets and partying on their own luxury yachts and booking-out exclusive resort stay appear to be a solution to keep the top end of the tourism market going during the pandemic while maintaining health safeguards.

The Boutique Lifestyle & Luxury Association (BLLA) and James Cook University Singapore (JCUS) Partnership Initiative aims to invigorate a continuous exchange between industry and academic institutions so as to benefit the integration of intellectual ideas & professional practice.

BLLA



JOURNAL OF RESILIENT ECONOMIES

JRE
ADVEN AFRICE

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**JAMES COOK
UNIVERSITY
SINGAPORE**



**CENTRE FOR INTERNATIONAL TRADE
AND BUSINESS IN ASIA (CITBA)**

THURSDAY, 29 APRIL 2021, 4 PM - 5 PM PACIFIC DAY
FRIDAY, 30 APRIL 2021, 8 AM - 9:15 AM SINGAPORE TIME

James Cook University (JCU), ACCOR and SKAL Club of Cairns Tourism, Hospitality, and Events (THE) THE Executive Mentorship Program



CITBA FLAGSHIP UPDATE

MARKET TRENDS AND INTELLIGENT FUTURES, THE EXECUTIVE MENTORING MIXER

Led by Dr Janice Scarinci, and supported by Professor Stephen Boyle, Dean, CBLG; the Executive Mentoring Mixer event was held at the Novotel Cairns Oasis Resort Hotel on Thursday, March 18th. Special thanks go out to Accor and SKAL International Cairns for providing 10 mentors for CBLG's undergraduate and graduate students in Tourism and Hospitality degree from James Cook University.

Co-leading the event, A/Prof Josephine Pryce praised the success of the mixer event and said "I think that the event was in the true spirit of hospitality as it served to welcome the students into the Hospitality and Tourism Industry. Both mentors and mentees were energised and forthcoming about how they can contribute to the special relationship of mentoring. It was refreshing to see such commitment to mentoring and to a career in the industry."

Dr Janice Scarinci and A/Prof Josephine Pryce are both active members of a CITBA flagship around [Asian Tourism Trends and Inttelginet Futures](#),



Front Row: From left to right: Robert Buhrke, JCU Connect; Nikki Giumelli, SKAL President; Dr. Josephine Pryce, MBA Coordinator; Kalib Martin, BTHE student; Cathryn Martin, BTHE student; Tia Cooper, BTHE student; Dr. Janice Scarinci, BTHE & MITHM Coordinator; Megan Kadic, Director of Sales; Claire Felderhof, BTHE student; Faizan Shafi, MITHM student; Thomas Joshy, MITHM student; Dr. Denis Tolkach, Lecturer JCU.

Back Row: From left to right: Matthew Bressington, BTHE student; Scott Grant, General Manager, Novotel; Damon Georgiou, Food and Beverage Manager and Executive Chef, Novotel; Bernadette Reynolds, Accor Hotels, Talent & Culture Manager; Shelly Cuthbertson, Operations Manager, Novotel; Suzie Pont, Lecturer, JCU; Akhil Narayanan, MITHM student; Sajana Perera, MITHM student; Thomas Joshy, MITHM student.

DISTANCE, MIGRATION, AND SUSTAINABILITY OF REGIONS

Flagship: [Community Empowerment, Sustainable Cities, and Building a Climate Resilient Economy](#)

Project # 10: Distance Migration, and Sustainability of Regions
Researchers: Ms Diana Castorina, A/Prof Riccardo Weletrs

COMMUNITY PRESENTATION NIGHT

Ms Diana Castorina, a CITBA HDR member, was invited to share her PhD research at PechaKucha Townsville Vol 26 event held on Thursday 25th February 2021. Pechakucha is one of the worlds fastest-growing platforms to share presentations in a simple and effective way for a diverse range of audiences. Presenters share a 20 slide presentation for 20 seconds of commentary for each slide. The organiser of the event, Dr Keith Noble, approached Diana after seeing her present at JCU's On Tap Inspiration in November 2020. (Image below)



As a lead up to this PechaKucha event, Diana was also invited on ABCNorth with Michael Clarke and Dr Keith Noble to share some highlights of her research and discuss the importance of researchers being able to communicate their findings with the wider community. (Image right)



SEMINAR

THE IMPACT OF ETHICS AND NORMS ON FOOD WASTE DECISIONS

24 MARCH 2021

PRESENTED BY: DR BREDA MCCARTHY

CO-RESEARCHER: A/PROF PENGJI WANG

Plastic is ubiquitous in the modern economy and in relation to food packaging, plastic provides numerous services. Yet, plastics - whether disposable or durable - cause pollution at almost every stage of their lifecycle, starting with the use of fossil fuels for their production and micro-plastic contamination of the marine environment at the disposal stage. Innovation is required to redesign packaging and accelerate the transition to a circular economy. The seminar, delivered by Dr McCarthy, Senior Lecturer in Marketing, focuses on consumer response to sustainable packaging and draws on models of behavioural change

Other Success Stories of the Month



JOURNAL OF RESILIENT ECONOMIES (JRE)

We are pleased to announce the launch of a new, Platinum Open Access journal, Journal of Resilient Economies (JRE). JRE represents a positive move toward providing a free open-access platform to empower open science initiative. JRE will put your research work at the heart of the conversations to advance the concept of resilience from micro-, meso-, and macro-level perspectives, with a multidisciplinary focus. A streamlined double-blind peer-review process is overseen by a leading panel of experts, to ensure a fair, high quality and rapid publication experience.

Click here to see JRE's [Call for Paper for July Publication](#)

MEDIA RELEASE

Dr Taha Chaiechi, Associate Professor of Economics at James Cook University, and Australia Director for the Centre of International Trade and Business in Asia (CITBA) at JCU; and Dr Caroline Wong, Associate Dean of Learning and Teaching, and Senior Lecturer in Business at James Cook University in Singapore sought to explore the relationship between economic growth and indicators of urbanisation specifically within a tropical context. This focussed their attention on Singapore and Cairns.

Click here to read [the full media release](#)



CITBA- BEMAS CONFERENCE -JULY 2021

preparation for CITBA's International Conference on Business, Economics, Management and Sustainability (BEMAS) is well under its way. To date, the conference has received 54 abstracts, involving 120+ authors from 8+ countries. Eight industry abstracts are received from industries and agencies, 3 of which are international agencies. Click here to be directed to [the conference website](#)



Community Empowerment,
Sustainable Cities, and
Transformative Economies
2-3 July 2021

PROJECT OF THE MONTH

Dr Janice Scarinci, A/Prof Josephine Pryce and Dr K Thirumaran are recipients of the JCU Collaborative Research Grant for 2020 and 2021. The project is titled **From University to Industry to Economies**, and it seeks to determine if the employability skills needed in the Tourism, Hospitality and Events Industry in Australia and Singapore have changed since the pre-COVID era. Currently, two publications are progressing, but the research team foresees even more publications on the horizon as this is a vast project with huge potentials.





Centre for International Trade and Business in Asia (CITBA)

CITBA's modus operandi is to include the finest scholars, both early career and more established, from James Cook University's Australian and Singaporean Campuses in collegial inter-disciplinary teams that foster an environment that encourages innovative thinking and supports research excellence.

