

# W. JAMES WHYTE VISITING RESEARCH FELLOWSHIP

## Dr Alison Morrison - visiting fellow 2018

Dr Alison Morrison was recently at UQ Business School, visiting and collaborating with many Tourism academics through the W. James Whyte Visiting Research Fellowship.

Her experience here at UQ was incredibly impactful for her research, finding value in collaboration with academics who she considers some of the best in their field.

“In my professional opinion, the academics at UQ Business School are top of mind when it comes to tourism, hospitality and events research in Australia. I very much respect the contributions that they make to their respective fields.”

Dr Morrison had the chance to work with Associate Professor Judith Mair on a project surrounding local government policy and strategy in the success of community events and festivals. She also worked on a project on hospitality employments for disabled youth and the homeless with Dr Richard Robinson.

Their collaborative work is expected to produce an output in the near future.

While her experiences with academics was valuable, she also appreciated the opportunity to interact with UQ Business School research students.

“I highly enjoyed the interaction with the high quality academic staff and research students. In particular, meeting one on one with individual



research students who came and discussed aspects of their research and career aspirations following my research seminars.”

By the end of her visit, Dr Morrison took away an intellectually stimulating experience that she will treasure.

“The fellowship has afforded me the opportunity to benefit from intellectual immersion in an energised critical mass of tourism, hospitality and events academics, which is a rarity within the current higher education landscape – in Australia and internationally.”





## Profile

Currently, Alison is Eminent Professor at William Angliss Institute, Melbourne. Most of her career was spent at the University of Strathclyde where she held posts as Vice-Dean (Research) of the Strathclyde Business School, and Head of the Department of Hospitality and Tourism Management (formerly The Scottish Hotel School). This was followed by a role as Professor of Hospitality at Surrey University, and Head of School of International Business, Victoria University in Melbourne. Alison has published primarily in her specialist area of small and entrepreneurial hospitality and tourism businesses.

Within the field of hospitality, key contributions have been made through the co-edited books 'In Search of Hospitality' and 'Hospitality: A Social Lens'. She has taught entrepreneurship in hospitality and tourism extensively overseas at universities in Austria, the Netherlands, Finland, New Zealand, Canada, Hong Kong, Switzerland, Australia, Lapland, Iran and Mauritius.