

Dr Steven Pike

- **PhD**
- **MBA (Distinction)**
- **Post Graduate Certificate in Business Research**
- **Certificate in Adult Teaching**
- **IATA/UFTAA Travel Diploma**

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- Consistent publishing track record since PhD completion in 2002, including five books and 59 academic journal articles (Over 10 at A* level and 40 at Q1)
- Research publications have attracted over 6,300 citations (Google Scholar)
- 11 keynote speaker invitations at academic and industry conferences
- Academic board member for three journals
- ‘Best research paper award’ at four international academic conferences
- Research performance awards at two universities
- Two international journal citations awards
- 22 years higher education teaching, with student evaluations consistently above Faculty and University averages
- 17 years tourism industry experience, including senior management of a leading destination marketing organisation

“The man who led Rotorua’s tourist industry out of the dark years of the 1980’s”.

- *The Daily Post*

Academic Qualifications

Doctor of Philosophy

University of Waikato, New Zealand 2003

Postgraduate Certificate in Business Research

University of Waikato, New Zealand 1999

Master of Business Administration (Distinction)

University of Waikato, New Zealand 1997

Diploma in Business

University of Waikato, New Zealand 1996

Certificate in Adult Teaching

Bay of Plenty Polytechnic, New Zealand 1996

IATA/UFTAA Travel Diploma

IATA/UFTAA, Switzerland 1981

Awards

- 2018 Best Paper Award, World Conference for Graduate Research in Tourism, Hospitality & Leisure. Cappadocia, Turkey. October.
- 2017 Emerald International Citation of Excellence Award, Emerald Publishing.
- 2017 Journal of Hospitality & Tourism Management Highly Commended Paper Award
- 2013 Vice-Chancellor's Performance Award (Excellence in Research), Queensland University of Technology.
- 2013 Best research paper award. 8th Consumer Psychology in Tourism, Hospitality & Leisure Symposium. Istanbul. June.
- 2011 Vice-Chancellor's Performance Award (Excellence in Research), Queensland University of Technology
- 2010 Best research paper award. International Society of Tourism & Travel Educators Conference. Los Angeles. October.
- 2004 Research Advancement Award, Central Queensland University
- 2002 Faculty of Business and Law Research Award. Central Queensland University
- 2001 PhD research selected for Association of Polytechnics New Zealand (APNZ) Research Showcase at Parliament Buildings, Wellington.
- 2000 Best Research Poster Presentation, Travel & Tourism Research Association (TTRA) 31st Annual Conference, Los Angeles.

Current position

Queensland University of Technology

2004 - present

Associate Professor, School of Advertising, Marketing & Public Relations (AMPR)

Coordination of the following postgraduate units:

AMN403	Marketing and Survey Research
GSN495	Tourism Marketing
AMN404	Project
AMN406	Readings in IMC

Coordination of the following undergraduate units:

AMB351	Tourism Marketing
AMB310	Internship
AMB201	Marketing and Audience Research

Acting Head of School

Chaired the school's Teaching & Learning Committee

Chaired the school's Research & Development Committee

Member of the Faculty Teaching and Learning Committee

Member of the Faculty of Business R & D committee, and RHD student subcommittee

Membership of the following School committees:

- Research & Development
- Student-Staff Liaison Committee
- Teaching & Learning Committee

Other responsibilities:

- Board member of the Queensland Tourism Industry (QTIC) Workforce Capacity Committee (2014-2015)
 - Executive Board member of the QUT Centre for Emergency & Disaster Management (2012-2013)
 - Founding member of the QUT Consumer Research Group (2013)
 - Honours programme coordinator (2008)
 - School research coordinator (2008)
 - Initiation and Coordination of AMPR monthly research methods seminars
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Academic Publications

- **PhD Thesis**

Pike, S. (2002). *Positioning as a Source of Competitive Advantage – Benchmarking Rotorua's Position as a Domestic Short Break Holiday Destination*. PhD Thesis. University of Waikato. November.

- **Books**

Pike, S. (2018). *Tourism Marketing for Small Businesses*. Oxford: Goodfellow.

Pike, S. (2016). *Destination Marketing Essentials*. (2nd Ed). Abingdon, Oxon: Routledge.

Pike, S. (2010). *Marketing Turistickog Odredista*. Turizmoteka: Zagreb.

Pike, S. (2008). *Destination Marketing*. Burlington, MA: Butterworth-Heinemann.

Pike, S. (2004). *Destination Marketing Organisations*. Oxford: Elsevier Science.

Manuscripts in preparation

Johnston, K., Taylor, M., & Pike, S. (2019). *Tourism Management*. **A*/Q1**

Pike, S., Kotsi, F., & Wang, D. (2019). *Annals of Tourism Research*. **A*/Q1**

Kotsi, F., Pike, S., & Tam, L. (2019). *Tourism Management*. **A*/Q1**

Pike, S., & Tam, L. (2019). *Public Relations Review*. **A/Q1**

Pike, S., Dam, L., & Beatson, A. *Journal of Hospitality & Tourism Management*. **B**

Pike, S., Kotsi, F., & Casali, L. (2019). *Annals of Tourism Research*. **A*/Q1**

In review

Pike, S., & Kotsi, F. (2019). The 3 A's of stopover destination attractiveness: Access, ambience and attractions. *Journal of Travel & Tourism Marketing*. **A/Q1**.

- **Journal articles (59)**

Pike, S. & Kotsi, F. (2019). Stopover destination image– Perceptions of Dubai, United Arab Emirates, among French and Australian travellers. *Journal of Travel & Tourism Marketing*. <https://doi.org/10.1080/10548408.2018.1476303> **A/Q1**

- Kotsi, F., Pike, S., Gottlieb, U. (2018). Consumer-based brand equity (CBBE) in the context of an international stopover destination: Perceptions of Dubai in France and Australia. *Tourism Management*. 69 (December): 297-306. **A*/Q1**
- Pike, S., & Ives, C. (2018). Regional spotlight: The restructuring of New Zealand's regional tourism organisations (RTO). *Journal of Destination Marketing & Management*. 9(September): 371-373. **Q1**
- Pike, S., Kotsi, F., & Tossan, V. (2018). Stopover destination image: A comparison of salient attributes elicited from French and Australian consumers. *Journal of Destination Marketing & Management*. 9 (September): 160-165. **Q1**
- Pike, S., Gentle, J., Kelly, L., & Beatson, A. (2018). Tracking brand positioning for an emerging destination during the advent of the social media era: 2003 to 2015. *Tourism and Hospitality Research*. 18(3): 286-296. **B/Q3**
- Pike, S. (2017). Destination image temporality – Tracking perceived strengths and weaknesses over time. *Journal of Hospitality & Tourism Management*. 31: 126-133. **Q1/TIER B. AWARDED THE JHTM 2017 HIGHLY COMMENDED PAPER AWARD**
- Pike, S., Gentle, J., Kelly, L., & Beatson, A. (2018). Tracking brand positioning for an emerging destination during the advent of the social media era: 2003 to 2015. *Tourism and Hospitality Research*. 18(3): 286-296. **B/Q3**
- Pike, S. (2016). Book review of Kozak, M., & Kozak, N. (Eds). 2016. Destination Marketing: An International Perspective. Wallingford, Oxon: Routledge. *Tourism Management*. 56: 205-206. **A*/Q1**
- Pike, S. (2016). Destination image: identifying baseline perceptions of Brazil, Argentina and Chile in the nascent Australian long haul travel market. *Journal of Destination Marketing & Management*. 5(2): 164-170. **Q1**
- Pike, S., & Kotsi, F. (2016). Stopover destination image – Using the Repertory Test to identify salient attributes. *Tourism Management Perspectives*. 18 (April): 68-73. **B/Q1**
- Pike, S., & Bianchi, C. (2016). Destination brand equity for Australia: testing a model of CBBE in short haul and long haul markets. *Journal of Hospitality & Tourism Research*. 40(1): 114-134. **A/Q1**
- Granville, F., Mehta, A., & Pike, S. (2016). Destinations, disasters and public relations: Stakeholder engagement in multi-phase disaster management. *Journal of Hospitality and Tourism Management*. 28 (September): 73-79. **B/Q1**
- Pike, S. (2015). Destination brand performance measurement over time: Tracking consumer perceptions of a competitive set of destinations over a 10 year period. *Acta Turistica*. 27(2): 135-164. **C**
- Pike, S., & Page, S. (2014). Destination Marketing Organizations and destination marketing: A narrative analysis of the literature. *Tourism Management*. 41:202-227. **A*/Q1. Received the Emerald International Citation of Excellence award.**
- Bianchi, C., Pike, S., & Lings, I. (2014). Investigating attitudes towards three South American destinations in an emerging long haul market using a model of consumer-based brand equity (CBBE). *Tourism Management*. 42: 215-223). **A*/Q1**
- Glavas, C., Pike, S., & Mathews, S. (2014). Internet- enabled tourism entrepreneurs:

- international entrepreneurial values elicited through the Repertory Test with Laddering analysis. *International Journal of Tourism Research*. 16(1): 44-55. **A/Q1**
- Pike, S. (2013). Book review of Wang, Y., & Pizam, A. (Eds). Destination Marketing and Management – Theories and Applications. Wallingford, Oxfordshire: CABI. *Tourism Management*. 34(1): 247-253. **A*/Q1**
- Pike, S., & Bianchi, C. (2013). Destination branding performance measurement: A non-technical discussion for practitioners. *Tourism Tribune*. 28(1): 13-15. **(CHINESE LANGUAGE)**
- Pike, S. (2012). Destination positioning opportunities using personal values elicited through the Repertory Test and Laddering Analysis. *Tourism Management*. 33(1): 100-107. **A*/Q1**
- Murdy, S., & Pike, S. (2012). Perceptions of visitor relationship marketing opportunities by destination marketers: An importance-performance analysis. *Tourism Management*. 33(5): 1281-1285. **A*/Q1**
- Pike, S., Knott, K., & Newton, C. (2012). Perceptions of charities and the ultimate gift: The use of the Repertory Test to elicit salient bequest decision criteria. *International Review on Public and Non-Profit Marketing*. 9:119-136. **Q3**
- Pike, S., May, T., & Bolton, R. (2011). RTO governance: Reflections from a former marketing team. *Journal of Travel & Tourism Research*. Fall: 117-133. **C**
- Bianchi, C., & Pike, S. (2011). Antecedents of attitudinal destination loyalty in a long-haul market: Australia's brand equity among Chilean consumers. *Journal of Travel & Tourism Marketing*. 28(7): 736-750. **A/Q1**
- Pike, S., Murdy, S. & Lings, I. (2011). Visitor relationship orientation of destination marketing organisations. *Journal of Travel Research*. 50(4): 443-453. **A*/Q1**
- Pike, S., & Mason, R. (2011). Destination competitiveness through the lens of brand positioning. *Current Issues in Tourism*. 14(2): 169-182. **A/Q1**
- Pike, S., Bianchi, C., Kerr, G., & Patti, C. (2010). Consumer-based brand equity for Australia as a long haul tourism destination in an emerging market. *International Marketing Review*. 27(4): 434-449. **A/Q1**
- Pike, S. & Larkin, I. (2010). Longitudinal evaluations of student satisfaction with a postgraduate unit using Importance-Performance Analysis. *Journal of Teaching in Travel & Tourism*. 10(3): 215-231. **C/Q3**
- Pike, S. (2010). Destination branding – tracking brand equity for an emerging destination between 2003 and 2007. *Journal of Hospitality & Tourism Research*. 34(1): 124-139. **A/Q1**
- Pike, S. (2009). Destination brand positions of a competitive set of near-home destinations. *Tourism Management*. 30(6) : 857-866. **A*/Q1**
- Pike, S. & Schultz, D. E. (2009). Tourism research – how is it relevant? *Tourism Recreation Research*. 34(3): 326-328. **A**
- Pike, S., & Scott, N. (2009). Destination brand equity among the host community – A potential source of competitive advantage for DMOs: the case of Brisbane, Australia. *Acta Turistica*. 21(2): 160-183. **C**
- Pike, S. (2009). Book review of Donald, S.H., & Gammack, J.G. 2007. Tourism and the Branded City: Film and Identity in the Pacific Rim. Aldershot: Ashgate. *Tourism Recreation Research*. 34(1). **A**

- Pike, S. (2008). Book review of Ford, R.C., & Peeper, W.C. 2008. Managing Destination Marketing Organizations. Orlando: ForPer Publications. *Tourism Management*. 29: 1246. **A*/Q1**
- Pike, S. (2008). Five limitations of destination brand image measurement. *Tourism Recreation Research*. 33(3): 361-363. **A**
- Pike, S. (2007). Destination image questionnaires – The trial of a ‘don’t know’ option. *Journal of Travel & Tourism Research*. 2(Fall): 151-160. **C**
- Pike, S. (2007). Destination image literature: 2001 – 2007. *Acta Turistica*. 19(2): 107-125. **C**
- Pike, S. (2007). A cautionary tale of a resort destination’s self-inflicted crisis. *Journal of Travel & Tourism Marketing*. 23(2/3/4): 73-82. **A/Q1**
- Pike, S. (2007). Consumer-based brand equity for destinations: Practical DMO performance measures. *Journal of Travel & Tourism Marketing*. 22(1): 51-61. **A/Q1**
- Pike, S. (2007). Repertory Grid Analysis in group settings to elicit salient destination brand attributes. *Current Issues in Tourism*. 10(4): 378-392. **A/Q1**
- Pike, S. (2007). Repeat visitors – an exploratory investigation of RTO responses. *Journal of Travel & Tourism Research*. Spring: 1-13. **C**
- Pike, S. (2007). Conference report: International Conference on Destination Branding and Marketing for Regional Tourism Development. December 8-10 2005. Macau. *Tourism Management*. 28(2): 630-631. **A*/Q1**
- Pike, S. (2007). Book review of Hitz, M., Sigala, M., & Murphy, J. (Eds). Information and Communication Technologies in Tourism 2006. New York: SpringerWien. *Tourism Management*. 28(4): 1144-1145. **A*/Q1**
- Pike, S. (2007). Book review of Ritchie, B.W., Burns, P., & Palmer, C. (Eds). Tourism Research Methods: Integrating Theory with Practice. Wallingford, Oxfordshire: CABI. *International Journal of Contemporary Hospitality Management*. 19:1. **Q1**
- Pike, S. (2007). Book review of Frew, A.J., (Ed). Information and Communication Technologies in Tourism 2005. New York: SpringerWien. *Tourism Management*. 28(1):325-327. **A*/Q1**
- Pike, S. (2006). Destination decision sets: A longitudinal comparison of stated destination preferences and actual travel. *Journal of Vacation Marketing*. 12(4): 319-328. **A/Q1**
- Pike, S. (2005). Tourism destination branding complexity. *Journal of Product & Brand Management*. 14(4): 258-9. **B/Q1**
- Pike, S. (2005). Book review of Frew, A.J., Hitz, M., & O’Connor, P. (Eds). Information and Communication Technologies in Tourism 2003. New York: SpringerWien. *Tourism Management*. **A*/Q1**
- Pike, S. (2004). Book review of Singh, S., Timothy, D.J., & Dowling, R.K (Eds). Tourism in Destination Communities. *Tourist Studies*. 3(2): 228-229. **Q1**
- Pike, S. (2004). The use of repertory grid analysis and importance-performance analysis to identify potential determinant university attributes. *Journal of Marketing for Higher Education*. 14(2): 1-18. **C/Q3**
- Pike, S. (2004). Destination brand positioning slogans – towards the development of a set of accountability criteria. *Acta Turistica*. 16(2): 102-124. **C**
- Pike, S., & Ryan, C. (2004). Destination positioning analysis through a comparison of

- cognitive, affective and conative perceptions. *Journal of Travel Research*. 42(4): 333-342. **A*/Q1**
- Pike, S. (2003). A Tourism PhD Reflection. *Tourism Review*. 58(1): 16-18. **B/Q2**
- Pike, S. (2003). The use of Repertory Grid Analysis to elicit salient short break holiday attributes. *Journal of Travel Research*. 41(3): 326-330. **A*/Q1**
- Ryan, C., & Pike, S. (2003). Maori based tourism in Rotorua – Perceptions of place by domestic visitors. *Journal of Sustainable Tourism*. 11(4): 307-321. **A*/Q1**
- Pike, S. (2003). Book review of Baum, T & Lundtorp, S. (Eds). Seasonality in Tourism. *Tourism Management*. 24 (3): 346-347. **A*/Q1**
- Pike, S. (2002). The Use of Importance-Performance Analysis to Identify Determinant Short Break Destination Attributes in New Zealand. *Pacific Tourism Review.(Tourism Review International)*. 6(2): 23-33. **C**
- Pike, S. (2002). ToMA as a measure of competitive advantage for short break holiday destinations. *Journal of Tourism Studies*. 13(1): 9-19. **A**
- Pike, S. (2002). Destination Image Analysis: A Review of 142 Papers from 1973-2000. *Tourism Management*. 23(5): 541-549. **A*/Q1**
- Pike, S. (2001). Conference report: Lights, Camera, Action: Spotlight on Tourism in the New Millennium. 31st Annual Travel and Tourism Research Association Conference. June. *Tourism Management*. 22(5): 581-582. **A*/Q1**

- **Keynote conference presentations**

- Pike, S. (2019). Making research relevant to the tourism industry. *Zagreb Insititute for Tourism 6th Anniversary Conference*. November.
- Pike, S. (2016). Destination Marketing Organizations – Research opportunities in an era of uncertainty. Key note presentation at the 6th *International Conference on Tourism*. International Association for Tourism Policy (IATOUR). Naples. June. pp. 17-24.
- Pike, S. (2014). The destination marketing literature. 5th *Destination Marketing & Branding Conference*. Macau: Institute for Tourism Studies. December.
- Pike, S. (2009). DMO roles and challenges. UNWTO Tourism School, Fukuoka. November.
- Pike, S. (2008). Destination Management. UNWTO Tourism School, Melbourne. October.
- Pike, S. (2007). Destination branding is ‘easier said than done’ – Practical challenges faced by DMOs. 2nd *International Conference on Destination Branding and Marketing*, Macau: IFT/Perdue University. December.

- **Other key note speaker invitations unable to attend**

- First International Conference on Branding and Tourism Development in Iran. 2016
Cultural Heritage, Handicrafts and Tourism Organization (ICHHTO). January.

Zadar Tourism Industry Conference, Croatia. Zadar University. May.	2016
MARKTUR. 1 st South American Tourism Summit. Buenos Aires. May.	2011
3 rd International Conference on Destination Branding and Marketing, Macau: IFT/Perdue University. December.	2009
Asia Pacific Tourism Organization Conference, China. June.	2006

- **Book chapters and sections**

- Pike, S. (2018). Destination marketing organisations (DMO). In Cooper, C., Volo, S., Gartner, W., & Scott, N., (Eds.). *Sage Handbook of Tourism Management – Applications of Theories and Concepts to Tourism*. London: Sage Publications. pp. 129-153.
- Pike, S. (2018). Personal Construct Theory and the Repertory Test. In Nunkoo, R. (Ed). *Handbook of Research Methods for Tourism and Hospitality Management*. Abingdon, Oxon: Edward Elgar Publishing. pp. 222-230.
- Pike, S. (2014). Destination brand performance management over time. In Woodside, A.G., & Kozak, M. (Eds). *Tourists' Perceptions and Assessments. Advances in Culture, Tourism and Hospitality Research*. Volume 8. Emerald Group Publishing. pp. 111-120.
- Pike, S. (2010). A cautionary tale of a resort destination's self-inflicted crisis. In Scott, N., Laws, E., & Prideaux, B. (Eds). *Recovery Marketing after Crises*. Binghamton, NY: The Haworth Press.
- Pike, S. (2008). Destination. In Luck, M. (Ed). *Encyclopedia of Tourism and Recreation in Marine Environments*. Wallingford: CABI.
- Pike, S. (2008). Region. In Luck, M. (Ed). *Encyclopedia of Tourism and Recreation in Marine Environments*. Wallingford: CABI.
- Pike, S. (2007). 100% Pure New Zealand. In Lukas, B., Hair, J.F., Bush, R.P., & Ortinau, D.J. (Eds) *Marketing Research*. Sydney: McGrawHill.

- **Refereed Conference Papers**

- Kotsi, F., & Pike, S. (2018). Destination image measurement in the context of a stopover. The attractiveness of Dubai for French and Australian travellers. *10th World Conference for Graduate Research in Tourism, Hospitality and Leisure*. Cappadocia, Turkey. October.
- Kotsi, F., Pike, S., & Tossan, V. (2017). Stopover destination attractiveness: Qualitative insights. *Proceedings of the 4th World Summit for Tourism and Hospitality*. Orlando. December.
- Pike, S., & Kotsi, F. (2016). Stopover destination image - the emergence of Dubai as a stopover destination for Australian long haul travellers. CAUTHE Conference. Sydney. February.
- Pike, S. (2013). Measuring a destination's brand equity between 2003 and 2012 using the consumer-based brand equity (CBBE) hierarchy. *8th Consumer Psychology in Tourism, Hospitality & Leisure Research Symposium*. Istanbul. June.
- Pike, S., & Bianchi, C. (2013). Destination branding performance measurement for practitioners. *9th Annual International Conference on Tourism*. Athens Institute for Education and Research. Athens. June.
- Murdy, S., Pike, S., & Lings, I. (2012). The development of a model to measure destination brand performance across travel contexts. *Australia New Zealand Marketing Academy Conference*. December.
- Pike, S., & Kerr. (2012). Employer brand attributes: a comparison of the perspectives of prospective employees and expert opinion. *International Academy of Business and Economics Conference*. Venice, Italy. June.

- Murdy, S., & Pike, S. (2012). Perceptions of visitor relationship marketing opportunities by destination marketers: An importance-performance analysis. *2nd Advances in Tourism Marketing & Management Conference*. Corfu, Greece. May.
- Murdy, S., Pike, S., & Lings, I. (2011). The evaluation of destination image across travel contexts. *Australia New Zealand Marketing Academy Conference*. Perth. December.
- Glavas, C., Mathews, S., & Pike, S. (2011). Internet-enabled international entrepreneurship. A conceptual exploration of the link between a firm's resource base, dynamic capabilities and international market performance. *Australia New Zealand Marketing Academy Conference*. Perth. December.
- Glavas, C., Mathews, S., & Pike, S. (2011). International entrepreneurial values elicited through repertory test and laddering analysis: *An SME, Internet-enabled tourism perspective*. Academy of International Business Southeast Asia Regional Conference: Taiwan. December.
- Pike, S. & Kerr, G. (2011). Advertising agency employer branding: Eliciting salient attributes from the perspective of prospective employees. *7th Global Brand Conference at Oxford 2011 of the Academy of Marketing's Brand Corporate Identity and Reputation Special Interest Group*. Oxford. April.
- Pike, S. & Bianchi, C. (2011). Modeling destination brand equity in an emerging long haul market. *Travel & Tourism Research Association European Chapter Conference*. Archamps. April.
- Pike, S. (2010). Destination positioning opportunities elicited through the repertory test with laddering analysis. *International Society of Travel & Tourism Educators (ISTTE) conference*. Los Angeles: October
- Bianchi, C., & Pike, S. (2010). An application of the CBBE model to assess brand loyalty for a long haul travel destination. *2010 Global Marketing Conference*. Tokyo. September.
- Murdy, S., Pike, S., & Lings. (2010). In pursuit of tourism destination brand loyalty: visitor relationship management orientation of destination marketing organisations. *6th International Colloquium – Academy of Marketing SIG on Brand, Identity and Corporate Reputation*. ESADE. Barcelona. April.
- Bianchi, C. & Pike, S. (2009). Australia's Brand Equity as a Tourism Destination for Latin American Consumers. *ANZMAC Conference*. Melbourne. November.
- Pike, S. (2008). Destination branding – tracking brand equity for a competitive set of near-home destinations. *International Society of Travel & Tourism Educators (ISTTE) conference*. Dublin: September.
- Pike, S. (2008). Destination branding – analysing brand equity for Queensland's coral coast. *The Council for Australian University Tourism and Hospitality Education (CAUTHE) Annual Conference*. Gold Coast: Griffith University. February.
- Pike, S. (2007). Avoiding uninformed responses in destination image questionnaires. *International Society of Travel & Tourism Educators (ISTTE) conference*. Charleston, South Carolina. October.
- Pike, S. (2007). Destination image analysis – the use of Kelly's triads to elicit salient attributes. Abstract presented at the *17th International Congress on Personal Construct Psychology*. Brisbane. July.
- Pike, S. (2006). Destination marketing meets clinical psychology: trialling group

- applications of Repertory Grid Analysis. *International Tourism Conference*. Akdeniz University. Turkey. November.
- Pike, S. (2006). A case study of a resort destination's rise and fall and rise in line with government intervention. *International Society of Travel & Tourism Educators (ISTTE) conference*. Las Vegas. October.
- Pike, S. (2006). Visitor relationship management (VRM) – repeat visitation opportunities for destination marketing organisations. *European Federation of the International Council of Hotel, Restaurant and Institutional Education Conference (EuroCHRIE)*. Thessaloniki. October.
- Pike, S. (2005). Destination brand performance measures – a consumer based brand equity approach. *International Conference on Destination Branding and Marketing for Regional Tourism Development*. Macao. December.
- Pike, S., & Larkin, I. (2005). Benchmarking student evaluations of a post graduate unit using importance-performance analysis. *Australia New Zealand Marketing Academy Conference*. Freemantle. December.
- Pike, S. (2005). Tourism destination preferences – a longitudinal analysis of consumer decision sets. *European Federation of the International Council of Hotel, Restaurant and Institutional Education Conference (EuroCHRIE)*. Paris. October.
- Pike, S. (2005). Benchmarking consumer-based brand equity for an emerging destination. *Tourism & Travel Research Association Conference*. New Orleans. June.
- Pike, S. (2004). Short break holidays in Australasia – a missed and/or problematic opportunity to enhance destination loyalty. *Leisure-Futures Conference*. Bolzano, Italy: EUR.AC Research. November.
- Pike, S. (2004). Destination positioning slogans – analysis of themes used by New Zealand regional tourism organisations. *Australia New Zealand Marketing Academy Conference*. Wellington: Victoria University of Wellington. November.
- Pike, S. (2004). Spoilt for choice – short break holiday preferences in the Brisbane market. *The Council for Australian University Tourism and Hospitality Education (CAUTHE) Annual Conference*. Brisbane: University of Queensland. February. pp. 577-586.
- Pike, S. (2003). 'Hot chicks', 'better parties' or academic stuff – perceptions of a regional university campus using Repertory Grid Analysis and Importance-performance Analysis. *Australia New Zealand Marketing Academy Conference*. Adelaide: University of South Australia. December.
- Pike, S., and Ryan, C. (2003). Dimensions of short break destination attractiveness – a comparison of cognitive, affective and conative perceptions. *The Council for Australian University Tourism and Hospitality Education (CAUTHE) Annual Conference*. Coffs Harbour: Southern Cross University. February.

- **Unpublished Consultancy Reports and Conference Presentations**

- Pike, S. (2016). Perceptions of destinations don't change much over time. *Inside Tourism*. Issue 1,064. 10 March. pp. 8-9.
- Pike, S., & Gentle, J. (2016). *Tracking perceptions of the Sunshine Coast in the*

- Brisbane short break holiday market: 2003-2015*. Report prepared for Sunshine Coast Destination Ltd. January.
- Pike, S., & Gentle, J. (2016). *Tracking perceptions of the Gold Coast in the Brisbane short break holiday market: 2003-2015*. Report prepared for Gold Coast Tourism Corporation. January.
- Pike, S., & Gentle, J. (2015). *Tracking perceptions of Bundaberg North Burnett in the Brisbane short break holiday market: 2003-2015*. Report prepared for Bundaberg Region Ltd. December.
- Pike, S., & Gentle, J. (2015). *Tracking perceptions of the Fraser Coast in the Brisbane short break holiday market: 2003-2015*. Report prepared for Fraser Coast Opportunities Ltd. December.
- Pike, S. (2014). *An update on destination brand perceptions in the Brisbane short break holiday market*. Prepared for Bundaberg Region Ltd. February.
- Pike, S. (2006). *An update on destination brand perceptions in the Brisbane short break holiday market*. Report prepared for Bundaberg Region Ltd. September.
- Pike, S. (2005). *The Brisbane Short Break Holiday Market*. Report prepared for Tourism Whitsundays. September.
- Pike, S. (2005). *The Brisbane Short Break Holiday Market*. Report prepared for Mackay Tourism Ltd. September.
- Pike, S. (2005). *Great potatoes...tasty destinations: Towards a set of Accountability criteria for destination brand slogans*. QUT School of AMPR – Management Briefing Seminar to Clemenger BBDO. June.
- Pike, S. (2005). *Great potatoes...tasty destinations: Towards a set of Accountability criteria for destination brand slogans*. QUT School of AMPR – Management Briefing Seminar to Publicis Mojo. June.
- Pike, S. (2005). Focus on branding. *Nigel Coventry's Inside Tourism*. Issue 538. March.
- Pike, S. (2005). *The Brisbane Short Break Holiday Market*. Report prepared for Capricorn Tourism. March.
- Pike, S. (2005). *Perceptions of the Fraser Coast in the Brisbane Short Break Holiday Market*. Report prepared for Fraser Coast South Burnett Regional Tourism Ltd. March.
- Pike, S. (2005). *The Brisbane Short Break Holiday Market*. Report prepared for Gladstone Area Promotion and Development Ltd. March.
- Pike, S. (2005). *Perceptions of the Coral Coast in the Brisbane Short Break Holiday Market*. Report prepared for Bundaberg Region Ltd. March.
- Pike, S. (2005). *Characteristics of the Brisbane Short Break Holiday Market*. Report prepared for Brisbane Marketing. February.
- Pike, S. (2005). *Opportunities in the Brisbane Short Break Holiday Market*. Report prepared for Southern Downs Tourist Association Inc. February.
- Pike, S. (2005). *Characteristics of the Brisbane Short Break Holiday Market*. Report prepared for The Outback Queensland Tourism Authority. February.
- Pike, S. (2005). *Characteristics of the Brisbane Short Break Holiday Market*. Report prepared for Brisbane Marketing. February.
- Pike, S. (2005). *Perceptions of the Gold Coast in the Brisbane Short Break Holiday Market*. Report prepared for Gold Coast Tourism. February.
- Pike, S. (2004). *Opportunities in the Brisbane Short Break Holiday Market*. Report

- prepared for Toowoomba & Golden West Tourist Association Ltd. December.
- Pike, S. (2003). *Beautiful Bargara Beach – An Ideal Short Break Destination*. Report prepared for the Bargara Progress Association. October.
- Pike, S. (2003). *Positioning the Coral Coast as a Short Break Destination*. Report prepared for the Burnett Shire Council Tourism Industry Advisory Committee. October.
- Pike, S. (2003). *Bridging Academia and Industry: Introducing Importance-Performance Analysis*. Report prepared for the Coral Coast Chamber of Commerce and Tourism. July.
- Pike, S. (2003). *The Brisbane Short Break Holiday Market*. Report prepared for Bundaberg Region Ltd. June.
- Pike, S. (2003). *Opportunities for the Coral Coast in the Brisbane Short Break Holiday Market*. Report prepared for Burnett Shire Council Tourism Industry Advisory Committee. May.
- Pike, S. (2003). *Market Perceptions of Central Queensland University's Bundaberg Campus*. Report prepared for Campus Management. April.
- Pike, S. (2002). *How is Taupo Positioned as a Short Break Holiday Destination in the Auckland Market?* Consultancy report prepared for Destination Lake Taupo. March.
- Pike, S. (2001). *Northland's Position as a Domestic Short Break Destination*. Report presented to Destination Northland. Waitangi. March.
- Pike, S. (2001). *Coromandel's Position as a Domestic Short Break Destination*. Report presented to Tourism Coromandel. Whangamata. March.
- Pike, S. (2001). *Tauranga's Position as a Domestic Short Break Destination*. Report presented to Tauranga District Council. July.
- Pike, S. (2001). *How is Rotorua Positioned as a Domestic Short Break Holiday Destination in the Auckland Market?* Consultancy report prepared for Tourism Rotorua. November.
- Pike, S. (2000). *He Matai Tapoi Maori*. Report prepared for the board of the NZ Maori Arts & Crafts Institute. November.
- Pike, S. (1997). *Gisborne Tourism Services Board Implementation Plan 1997/98*. Consultancy report prepared for Gisborne District Council. April.

Other Academic Experience

- **Journal editorial board member**

Journal of Destination Marketing & Management Q1 (Founding member) 2011 -
Acta Turistica 2011 -
Tourism Recreation Research Q1 2009 - 2011

- **Journal Reviewer**

Since

Tourism Management Q1 1998
Annals of Tourism Research Q1 2005
Journal of Travel & Tourism Marketing Q1 2004
Journal of Hospitality & Tourism Management Q1 2008
International Journal of Hospitality Management Q1 2009
International Journal of Culture, Tourism, and Hospitality Research 2013
Journal of Destination Marketing & Management Q1 2012
Acta Turistica 2012
Tourism Geographies Q1 2008
International Journal of Tourism Research Q1 2008
Current Issues in Tourism Q1 2007
Journal of Air Transport Management Q1 2017
Journal of Travel & Tourism Research 2007
Anatolia 2005
Tourism Recreation Research 2005
Tourism – An International Interdisciplinary Journal 2003
New Zealand Geographer 1998

- **Expert panel member**

FutureBrand (New York) Annual Country Brand Index 2009

Employment History

Central Queensland University, Bundaberg, Australia

Senior Lecturer, School of Marketing & Tourism

Faculty of Business and Law

2002 - 2004

- Coordination of the delivery of the following School of Marketing and Tourism courses for external distance students and CQU campuses in Queensland, New South Wales, Victoria, Singapore, Hong Kong, Malaysia and Fiji:

Advertising & Promotion (Postgraduate)

Professional Competencies for Marketing, Tourism and Business

- Delivery of the following undergraduate marketing and tourism courses at Bundaberg Campus: Marketing, E-Marketing, Impacts of Tourism, Understanding Tourism

Waiariki Institute of Technology, Rotorua, New Zealand

Lecturer

1998 – 2002

Bachelor of Tourism Management (BTM) programme

New Zealand Diploma in Business programme

The BTM was New Zealand's first tourism degree, commencing in 1995. Personal responsibilities on the BTM programme included the development and delivery of the following management papers: Marketing of Tourism, Destination Marketing, Tourism Business Planning, Tourism Industry Management, and Principles of Marketing

Other responsibilities included: Student research supervision, overseas field trip organisation (Samoa 2001, Gold Coast 2000), Industry internship supervision

Bay of Plenty Polytechnic, Tauranga, New Zealand

Lecturer

1996 - 1997

New Zealand Diploma in Business programme

Diploma in Tourism programme

Diploma in Travel programme

Principle lecturer for the delivery of the following courses: Tourism Industry Management, Principles of Tourism, Destination New Zealand, Itinerary Planning, Stress and Time Management, Tour Guiding. Other responsibilities included: domestic field trips, student interviews, internal course moderation.

Tourism Rotorua, New Zealand

General Manager

1989 - 1996

Key responsibilities:

Tourism Rotorua Marketing Office: 5 staff, \$1.1 million budget

Functions:

- Market Research
- Domestic promotion
- Local residents tourism awareness
- Overseas promotion
- Public relations
- Industry liaison

Tourism Rotorua Travel Office: 10 staff, \$3 million turnover, IATA licensed

Functions:

- Domestic travel
- Group travel
- Conferences
- Corporate travel
- Local sights

Rotorua Convention Centre: 6 staff, \$1.5 million budget

Functions:

- Conferences
- Theatre
- Exhibitions

Ten years ago Taupo was the rising star and Rotorua was a dirty town and fragmented community, rapidly losing all appeal. The local council employed Steve Pike as marketing manager and Rotorua became a shooting star.

- Tourism Today

Pike's appointment defined a new era. He was influential in leading the rejuvenation of the Rotorua region; sufficiently so that many local residents associate the process of recent revitalisation with the individual (Ateljevic and Doorne, 2000).

Ansett Pioneer, Brisbane, Australia

Queensland Area Sales Manager, Brisbane

1988

The primary goal was the development of increased travel agency sales, of the Ansett Pioneer range of coach touring holidays and scheduled services. Functions included: travel agency sales calls, consumer advertising, travel exhibitions, trade seminars.

New Zealand Tourism & Publicity Department

Travel Consultant, Brisbane, Australia

1982 - 1987

The primary goal was to support the New Zealand tourism industry's development in Queensland, Northern Territory and Papua New Guinea. Functions included: agents reservations, consumer reservations, group travel, travel exhibitions, agents seminars.

Promotions Officer, Rotorua, New Zealand

1978 - 1982

The primary goals were the central reservations support for the department's overseas offices, and the servicing of visitors' travel and sightseeing. Other responsibilities included: Visiting Media Programme, Assistant Hunting & Fishing Advisory Officer.

National Bank

Head Teller, Rotorua, New Zealand

1977 - 1978

Rainbow & Fairy Springs Wildlife Sanctuary

Part time tour guide, Rotorua, New Zealand

1976 - 1980

BOARD MEMBERSHIP

Queensland Tourism Industry Council – Workforce Capacity

2012 – 2014

QUT Centre for Emergency & Disaster Research

2012 - 2013

Bargara Council - Tourism Advisory Board

2002 – 2004

Bundaberg Region Ltd – Destination marketing committee

2003

Tourism Rotorua – Tourism Advisory Board

1990 – 1996

Tourism Bay of Plenty

1989 - 1991

REFEREES

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Zayed University, Dubai, UAE
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Dr Anne Lane

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Queensland University of Technology, Brisbane, Australia
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