

CURRICULUM VITAE

Dr Christian Schott

Associate Professor in Tourism Management
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Academic Qualifications

Year	Degree	Institution	Major
2002	PhD	University of Exeter (UK)	Human Geography (Tourism Geographies)
1998	BSc (Hons)	University of Surrey (UK)	Hotel & Catering Management (Tourism Specialisation)

Victoria University of Wellington

2020-present	Associate Professor Tourism Management
2016-present	Faculty Coordinator and Chair of Steering Committee for Principles of Responsible Management Education, 0.2 Role at faculty level
2008-2019	Senior Lecturer Tourism Management
2002-2007	Lecturer Tourism Management

Previous Roles	1998-2002	Teaching Assistant University of Exeter (UK) and Assistant Research Consultant SouthWest Tourism
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Visiting Positions

University of French Polynesia	2022-present	Masters Course on Sustainable Destination Development
National University of Vanuatu	2018-present	UG Course on Sustainable Tourism Management
Royal Roads University	2018	UG Course on Sustainable Tourism Management
Technical University Berlin	2014	Visiting Research Fellow on DAAD Scholarship
University of Surrey	2010	Visiting Research Fellow
University of Exeter	2006	Visiting Research Fellow

Awards

- 2022 ***Te Whatu Kairangi / Aotearoa Tertiary Educator Award*** (formerly National Teaching Excellence Award) Ako Aotearoa
- 2020 ***Gold Award Sustainability***
Wharton-QS Reimagine Education (1500 submissions from 74 countries for 13 awards)
- 2019 ***University Sustainability Excellence Award***
Victoria University of Wellington
- 2019 ***Bronze Award Oceania Region***
Wharton-QS Reimagine Education

- 2019 **Article of the Year Award**
Tourism Recreation Research (ABDC A journal)
- 2018 **AACSB 'Innovations that Inspire' Honour**
Association to Advance Collegiate Schools of Business (AACSB)
- 2013 **Best Research Paper Award**
Travel and Tourism Research Association (TTRA) Europe Conference
- 2011 **University Teaching Excellence Award**
Victoria University of Wellington
- 2011 **Outstanding Presentation Award**
Building Excellence in Sustainable Tourism Education Network (BESTEN) Conference and Think Tank 2011

External Appointments

- 2024 Editor in Chief of Sustainability theories in Sage's Business Foundation Series
- 2023-pres. Associate Editor (Ecotourism) Frontiers in Sustainable Tourism
- 2021-pres. Appointment in 2021 and subsequent reappointment as 'Finalists Judge' for Wharton-QS Reimagine Education Awards
- 2021-pres. Associate Editor (Sustainable Tourism, Regenerative Tourism and Climate Change) Journal of Tourism Futures
- 2018-2022 Steering Committee of Principles of Responsible Management Education (PRME) Australian New Zealand Chapter
- 2013-2015 Vice-Chair of Tourism Education Futures Initiative

External Grants

- 2019-2022 **Centre of Asia Pacific Excellence (CAPE) | Project Leader \$249,000**
State of the Art Virtual Fieldtrip to Latin America: education for sustainability, sustainable tourism, cultural understanding of Latin America Stephen Marshall (Key Researcher), Andrea Milligan (Key Researcher), Jonathan Flutey (Key Individual).
- 2014 **Deutscher Akad. Austausch Dienst (DAAD) | Scientist Scholarship \$10,000**
'Youth mobility, tourism and self-development: the German tradition of 'Wanderschaft' at Technische Universitaet Berlin
- 2014 **Social Sciences & Humanities Research Council of Canada - Collaborator \$40,000**
Connection Grant for *Transformational learning and thought leadership in tourism education* at University of Guelph (Canada)
- 2009-2010 **Government of South Georgia and South Sandwich Islands | Key Researcher and Leader 'Visitor knowledge and behaviour' \$70,000**
'Ship-based visitor impacts on Grytviken's natural and industrial heritage, South Georgia' Malcolm Macfarlane (Project Leader), Mariska Wouters (Key Researcher).
- 2002-2007 **Foundation Research in Science & Technology | Named Researcher \$1.6m**
'Innovation in New Zealand tourism through improved distribution channels' Doug Pearce (PI), Mondher Sahli (Named Researcher), Bob Garnham (Named Researcher), Karen Smith (Named Researcher).

Postgraduate Supervision Completed

PhDs: 4 completed PhD supervisions and one current

Masters: 10 students

Dissertations: 19 students

MBA Project: 1 student

Summer Scholars: 3 students

Postgraduate Examinations completed

PhDs: 8 theses

Masters: 10+ theses

Journal Articles

- Schott, C., Milligan, A., & Marshall, S. (2024). Immersive VR for K-12 experiential education—proposing a pedagogies, practicalities, and perspectives informed framework. *Computers & Education: X Reality*, 4, 100068.
- Chen, G., Smith, K., & Schott, C. (2023). Role identity of staff in Chinese volunteer tourism sending organisations. *Journal of Hospitality and Tourism Management*, 55, 471-481. <https://doi.org/10.1016/j.jhtm.2023.05.010> (ABDC A journal)
- Nhep, T., Schott, C., & Sahli, M. (2021). Climate change adaptation in Cambodia's coastal hotel sector: an analysis of adaptation measures and hotel characteristics. *Tourism Management Perspectives*, 40 (October). <https://doi.org/10.1016/j.tmp.2021.100890> (ABDC A journal)
- Pasanchay, K., & Schott, C. (2021). Community-based Tourism homestays capacity to advance the Sustainable Development Goals: a holistic Sustainable Livelihood perspective. *Tourism Management Perspectives*, 37 (January). <https://doi.org/10.1016/j.tmp.2020.100784> (ABDC A journal) (**Impact:** cited in high level Asia Development Bank Report (2021) on Sustainable Tourism After COVID-19: Insights and Recommendations for Asia and the Pacific)
- Schott, C., & Marshall, S. (2021). Full-Immersion Virtual Reality for Experiential Education: An Exploratory UX Analysis. *Australasian Journal of Educational Technology*, 37(1), 96-110. <https://doi.org/10.14742/ajet.5166> (93rd percentile of Education journals) (**Impact:** paper's research contributed to awarding of Gold Award Sustainability from Wharton-QS Reimagine Education 2020/21 and Te Whatu Kairangi National Teaching Award 2022)
- Phan, T.T.L. & Schott, C. (2019). Visitor responses to environmental interpretation in protected areas in Vietnam: a motivation-based segmentation analysis. *Tourism Recreation Research*, 44:4, 492-506, <https://doi.org/10.1080/02508281.2019.1630168> (ABDC A journal)
- Schott, C., & Marshall, S. (2018). Virtual Reality and Situated Experiential Education: A conceptualisation and exploratory trial. *Journal of Computer Assisted Learning* 4 (6), 843-852. (95th Percentile of Education Journals – Cite Score) (**Impact:** paper's research contributed to awarding of Gold Award Sustainability from Wharton-QS Reimagine Education 2020/21 and Te Whatu Kairangi National Teaching Award 2022)
- Schott, C., Nhem, S. 'Paths to the market: analysing Tourism Distribution Channels for Community-Based Tourism'. *Tourism Recreation Research*; Vol. 43(3); (2018) pp.356-371. (ABDC A journal)
- Schott, C. Virtual fieldtrips and climate change education for tourism students. *Journal of Hospitality, Leisure, Sport & Tourism Education*; Vol. 21 (Part A); (2017) pp.13-22. (ABDC

- B journal) (**Impact:** paper's research contributed to awarding of Gold Award Sustainability from Wharton-QS Reimagine Education 2020/21 and Te Whatu Kairangi National Teaching Award 2022)
- Schott, C. (2016). A portrait of Douglas G. Pearce. *Anatolia An International Journal of Tourism and Hospitality Research*, 27(1), 126-134. (ABDC B journal)
- Dredge, D., Schott, C., Daniele, R., Caton, K., Edenheim, J. & Munar, A.M. (2015). The tourism education futures initiative. *Anatolia: An International Journal of Tourism and Hospitality Research*, 26(2) 340–346. (ABDC B journal)
- Caton, K., Schott, C., Daniele, R. (2014). Guest Editorial: Tourism's Imperative for Global Citizenship. *Journal of Teaching in Travel and Tourism*, 14(2), 123-128. (ABDC B journal)
- Dredge, D. and Schott, C. (2013). Academic Agency and Leadership in Tourism Higher Education. *Journal of Teaching in Travel and Tourism*, 13(2) 105-129. (ABDC B journal)
- Schott, C. and Gretzel, U. (2013). Guest Editorial: Leadership for Transformation in Tourism Education. *Journal of Teaching in Travel and Tourism*, 13(2), 101-104. (ABDC B journal)
- Tiller, T. and Schott, C. (2013). The Critical Relationship between Climate Change Awareness and Action: An Origin-Based Perspective. *Asia Pacific Journal of Tourism Research*, 18(1-2), 21-34. (ABDC A journal)
- Murray, W.E., Overton, J., Prinsen, G., Schott, C. (2011). Bringing the world to the classroom – towards ‘virtual reality pedagogies for international education. *Journal of International Education and Business*, 2(2), 7-26.
- Pearce, D.G. and Schott, C. (2011). Domestic vs outbound booking and channel choice behavior: Evidence from New Zealand. *International Journal of Culture, Tourism and Hospitality Research*, 5 (2), 112-127. (ABDC B journal)
- Pearce, D.G., Reid, L, Schott, C. (2009). Travel arrangements and the distribution behaviour of New Zealand outbound travellers. *Journal of Travel & Tourism Marketing*, 26 (1), 80-97. (ABDC A journal)
- Schott, C. and Sutherland, K. (2009). Engaging Tourism Students through multi-media teaching and active learning. *Journal of Teaching in Travel & Tourism*, 8 (3), 351-371. (ABDC B journal)
- Schott C. (2007). Selling adventure tourism: a distribution channels perspective. *International Journal of Tourism Research*, 9 (4), 257–274. (ABDC A journal)
- Pearce, D.G., Tan, R, Schott, C. (2007). Distribution channels in international markets: a comparative analysis of the distribution of New Zealand tourism in Australia, Great Britain and the USA. *Current Issues in Tourism*, 10 (1), 33-60. (ABDC A journal)
- Schott, C. (2006). Proactive Crises Management Tools: Ecolabel and Green Globe 21 experiences from New Zealand. *Tourism Review International*, 10 (1/2), 81-90. (**Impact:** significant contribution to public debate: interviewed by Radio New Zealand & cited by Green party in report about the economy and the environment)
- Pearce, D.G. and Schott, C. (2005). Tourism distribution channels: the visitors' perspective. *Journal of Travel Research*, 44 (1), 50-63. (ABDC A* journal)
- Pearce, D.G., Tan, R, Schott, C. (2004). Tourism Distribution Channels in Wellington, New Zealand. *International Journal of Tourism Research*, 6 (6), 397-410. (ABDC A journal)

Edited Books/Volumes

- Prebežac, D., Schott, C., Sheldon, P. (Eds), *The Tourism Education Futures Initiative: Activating Change in Tourism Education*. (Routledge, 2014; 402pp).
- Schott, C., Caton, K., Daniele, R. (Guest Eds) 'Special Issue: Tourism Education for Global Citizenship'. *Journal of Teaching in Travel and Tourism*; Vol. 14(2), (2014).
- Schott, C., Caton, K., Herzog, C. (Eds) *Proceedings of the Eight TEFI Conference (TEFI8) 'Transformational Learning: Activism, Empowerment and Political Agency in Tourism Education'*. Guelph, Canada (4-7 June 2014): Tourism Education Futures Initiative (216pp).
- Schott, C. and Gretzel, U. (Guest Eds), 'Special Issue: Leadership for Transformation in Tourism Education'. *Journal of Teaching in Travel and Tourism*; Vol. 13(2); (2013).
- Schott, C., Feng, C., Fesenmaier, D.R. (Eds), *Proceedings of the Tourism Education Future Initiative 7th Conference*. Oxford, UK (13-16 April 2013): Tourism Education Futures Initiative (211pp).
- Schott, C. and Fesenmaier, M. (Eds), *Proceedings of the Tourism Education Future Institute 6th Conference*. Milan, Italy (28-30 June 2012): Tourism Education Futures Institute (152pp).
- Schott, C. (Ed), *Tourism and the Implications of Climate Change: Issues and Actions* (Emerald Publishers, 2010; 368pp).
- Smith, K. and Schott, C. (Eds), *Refereed Proceedings of the New Zealand Tourism and Hospitality Conference*. Wellington, 8-10 December (2004), 479pp.

Chapters in Books

- Schott, C. & Schaenzel, H. (2024). Slow Tourism. In Jafari, J. and Xiao, H. (Eds) *Encyclopaedia of Tourism 2nd edition*. Springer.
- Schott, C. (2023). Douglas G. Pearce: a pioneer who bridged disciplines, languages and territories. In *Early Framers of Tourism Knowledge, Volume II* (pp. 45-53). Routledge.
- Schott, C. 'Digital Immersion for Sustainable Tourism Education: A roadmap to virtual fieldtrips' in Moscardo, G. and Benckendorff, P. (Eds) *Education for Sustainability in Tourism – A Handbook of Processes, Resources and Strategies*. (Springer) (2015); pp.213-227 (**Impact**: assisted development of research-led project recognised by AACSB Innovations that Inspire 2018 Honour)
- Dredge, D and Schott, C. 'The Tourism Education Futures Initiative – the Way Forward' In Prebežac, D., Schott, C., Sheldon, P. (Eds) *The Tourism Education Futures Initiative: Activating Change in Tourism Education* (Routledge, 2014), pp.371-379.
- Schott, C. 'Young Non-institutionalised Volunteer Tourists in Guatemala: exploring youth and self-development' in A.M. Benson (Ed) *Volunteer Tourism: Theory Framework to Practical Applications* (Routledge, 2011), pp. 53-70.
- Schott, C., Reisinger, A., Milfont, T.L. 'Tourism and Climate Change: Interrelationships and Implications', In C. Schott (Ed) *Tourism and the Implications of Climate Change: Issues and Actions* (Emerald Group, 2010), 3, pp. 1-24.
- Pearce, D.G., Schott, C. 'Tourism and Climate Change: Public and Private Sector Responses in New Zealand', In C. Schott (Ed) *Tourism and the Implications of Climate Change: Issues and Actions* (Emerald Group, 2010), 3, pp. 165-186.

Schott, C. 'Epilogue: Tourism and the Implications of Climate Change', In C. Schott (Ed) *Tourism and the Implications of Climate Change: Issues and Actions* (Emerald Group, 2010), 3, pp. 313-317.

Invited Research Presentations and Talks

Education New Zealand Masterclass 2022, a series of Masterclass webinars by New Zealand academics for Latin America. Presented on the topic of Sustainable Tourism Development: a regenerative approach to tourism (October 2022).

The University of the Third Age 2021 Lecture Series invited to present 'Education through Virtual Reality' at Embassy Theatre Wellington (March 2021)

SKAL Wellington Lecture Series 2021, invited to present on 'VR for a more sustainable tourism future' at Hotel Grand Chancellor, Wellington (March 2021)

Education New Zealand's 2021 Koreroero, a series of webinars between education leaders in New Zealand and Latin America. Presented on the topic of Rethinking the tourism business sector through COVID (November 2021).

EFMD Annual Conference 2018 'Education 4.0: New Jobs, New Skills, New Education' invited to present plenary on 'Educating for an unpredictable world: technology and learning for a more sustainable future' Plenary III Panel Contribution at Copenhagen Business School, Denmark (6-8 June 2018).

AACSB Asia Pacific 2017 Conference invited to present workshop on The Role of Simulation and Gamification in Business Education in South Korea (26-27 October 2017).

Launch of the *Journal of Tourism Futures* presented panel address on 'How can research shape the future of tourism education?' Wellington, October 2014.

Tourism Education Futures Institute World Congress presented panel address on 'Tourism and Hospitality Employees in 2020: A Tourism Management Perspective'. Philadelphia, USA (18-21 May 2011).

International Hospitality and Tourism Education Summit 2011 keynote address on 'Preparing Students for the Future: using ICT in New Zealand Tourism Education'. Guangzhou, China (11-13 May 2011).

Commissioned Report for External Body

Schott, C. '*South Georgia Visitor Survey Report*' (South Georgia, Government of South Georgia and the South Sandwich Islands, 2010), 87pp. **(Informed the Tourism Policy and Management of the British Sub-Antarctic Dependency of South Georgia)**

Recent Conference Papers and Presentations (full list will be provided on request)

Chen, G., Smith, K., & Schott, C. (2023, January). The roles of Chinese advisors in pre-, in-, and post-trips phases of volunteer tourism. In *CAUTHE 2023: Proceedings of the 33rd Annual Conference: Proceedings of the 33rd Annual Conference* (pp. 285-288). Fremantle, WA: Council for Australasian University Tourism and Hospitality Education (CAUTHE).

- Chen, G., Smith, K.A., & Schott, C. (2022). The roles of advisors in Chinese Volunteer Tourism sending organisations. Presented virtually at CAUTHE Conference 2022, 8 February, Brisbane
- Schott, C. (2021). Virtual Reality Experiential Education for Sustainability. Presented virtually at SDG Summit Aotearoa 2021 (Christchurch, 2 September)
<https://www.sdgsummits.nz/2daysummit2021>
- Schott, C. (2021). Innovative Experiential Learning about Sustainability and Tourism in Peru. Presented virtually at Growing global citizens in Aotearoa: Teacher Forum 2021 (Hamilton, 7 July).
- Schott, C., Milligan, A., Marshall, S., Flutey, J., & Proctor-Thomson, A. (2021). Live Project - VR for Environmental & Cultural Education. Presented at International XR 2021 Workshop (Auckland, 10 February).
- Schott, C. (2020). 21st Century Learning about Sustainability and UN's Agenda 2030 - 'leave no one behind'. Presented virtually at Wharton-QS Reimagine Education Conference 2020, 12 December, London
- Smith, K.A., Reichenberger, I., Sahli, M., Schott, C., & Yeoman, I. (2020). Collective Practices in Problem-based Learning. Presented at CAUTHE Annual Conference, 13 February, Auckland
- Schott, C. (2019). VR Experiential Education for a more Sustainable Future. Presented at Wharton-QS Reimagine Education Conference 2019, 10 December, London
- Schott, C., Milligan, A., Marshall, S., Flutey, J., & Proctor-Thomson, A. (2019). Virtual Reality for Environmental and Cultural Sustainability Education - A pilot project enlisting VR for situated experiential sustainability education in secondary schools. Presented at ASCILITE 2019 Conference, 3-5 December, Singapore.
- Schott, C., Milligan, A., Marshall, S., Flutey, J., & Proctor-Thomson, A. (2019). "Is that what it's really like?" Innovative technology for situated experiential education. Presented at CORE uLearn Innovation and Inquiry Symposium 2019, October 2019, Rotorua.
- Schott, C. 'Knowing about Nature and Human Impacts – a pedagogical tool for the challenges of the Anthropocene' in O. Kugapi and M. Aijala (Eds.) Proceedings of the Tenth TEFI Conference (TEFI10) 'Knowing with Nature – The Future of Tourism Education in the Anthropocene'. Pyhatunturi, Finland (3-6 June 2018): Tourism Education Futures Initiative (32-34).
- Schott, C. 'Walzing' with Nature – young peoples' love for the road, minimalist possessions, and sleeping under the stars' in O. Kugapi and M. Aijala (Eds.) Proceedings of the Tenth TEFI Conference (TEFI10) 'Knowing with Nature – The Future of Tourism Education in the Anthropocene'. Pyhatunturi, Finland (3-6 June 2018): Tourism Education Futures Initiative (52-54).
- Schott, C., Marshall, S. 'Virtual Reality for more sustainable Tourism Education: An exploratory multi-stakeholder trial' in Proceedings of 16th APac CHRIE Conference 'Innovation and Sustainability'. Guangzhou, China (31 May – 2 June 2018): Sun Yat-sen University (60-61).
- Phan, T. T. L., Schott, C. 'Visitor Satisfaction with Services for Environmental Interpretation in Cat Tien National Park, Vietnam' in Proceedings of 16th APac CHRIE Conference 'Innovation and Sustainability'. Guangzhou, China (31 May – 2 June 2018): Sun Yat-sen University (279-280).
- Nhep, T., Schott, C., Sahli, M. (2018). Climate Change Adaptation in the Coastal Tourism Hotel Sector: The case of Sihanoukville, Cambodia. in T. Young, G. McGinnis, P. Stolk (Eds) Proceedings of the 28th Annual CAUTHE Conference 'Get Smart: Paradoxes and

- Possibilities in Tourism, Hospitality and Events Education and Research*. Newcastle: The University of Newcastle. pp.455-471.
- Schott, C. (2018). Freedom Camping: The Freedom Campers and Residents Perspectives. in T. Young, G. McGinnis, P. Stolk (Eds) *Proceedings of the 28th Annual CAUTHE Conference 'Get Smart: Paradoxes and Possibilities in Tourism, Hospitality and Events Education and Research'*. Newcastle: The University of Newcastle. pp.579-581.
- Schott, C. The value(s) of Contextual Knowledge. Paper presented at Ako Victoria 2017 Te Rautaki Maruako: Learning and Teaching Values in Action. Wellington, NZ (6 July 2017).
- Abeyssekara, L., Toland, J., and Schott, C. 'The role of Online Travel Agents in improving the business value of Small Tourism Enterprises: The case of Sri Lanka'. In *Proceedings of the Third International Conference on Asian Studies*, Niigata, Japan (20-21 June 2015) (64).
- Schott, C., Biran, A., Paddison, B., Manley, B, Santos, C., Hill, F., Stone, G. and Jamal, T. 'Does language have the power to change the world for the better?' Presented at *AKO Victoria 2015*, Wellington, NZ (17 April 2015).
- Schott, C, Proctor Thomson, A and Marshall, S. 'Cutting Edge Digital Immersion for Experiential Learning' In Wilson, E., & Witsel, M. (Eds.) (2015). *Rising Tides and Sea Changes: Adaptation and Innovation in Tourism and Hospitality: Proceedings of the 25th Annual CAUTHE Conference*, Gold Coast, Queensland (2–5 February 2015): Southern Cross University: Gold Coast (697-699).
- Schott, C. 'A centuries-old German mobilities tradition in a globalised and digitalised world'. Paper presented at the *5th New Zealand Mobilities Symposium*. Wellington, New Zealand (3-4 July 2014).
- Schott, C. 'Transformative Learning and Youth Travel'. In C. Schott, K. Caton and C. Herzog (Eds.) *Proceedings of the Eight TEFI Conference (TEFI8) 'Transformational Learning: Activism, Empowerment and Political Agency in Tourism Education'*. Guelph, Canada (4-7 June 2014): Tourism Education Futures Initiative (pp.19-20).
- Schott, C. 'Educating for a better Future: educate and cultivate', presented at *Association for Tourism in Higher Education (ATHE) 2014 Conference under the theme 'Celebrating 20 years of ATHE: the future of Tourism in Higher Education'*, Canterbury, UK (5-6 December 2013).
- Schott, C. 'Antipodeans in Europe: long distance, long stay youth mobility' in *TTRA Europe 2013 Book of Abstracts*, Dublin: TTRA Europe, pp.161-163. (**TTRA Europe 2013 Best Paper Award**)
- Ezra, P, Schott, C., Smith, K.A. 'Education for Global Citizenship: An African Community Perspective on Volunteer Tourists'. In Schott, C., Feng, C., Fesenmaier, D.R. (Eds), *Proceedings of the Tourism Education Future Initiative Conference 7th*, 13-16 April 2013. Oxford, UK: Tourism Education Futures Initiative, pp. 52-54.
- Schott, C. 'Virtual Mobilities and Sustainable Tourism: Virtual fieldtrips for climate change education' in T.R. Tiller (ed.) *Conference Proceedings of BEST EN Think Tank XII*, Sydney: University of Technology Sydney, June 2012, pp. 341-356.