



LEADING CHANGE IN TOURISM – DO SUSTAINABILITY LESSONS HAVE STAYING POWER AND STICK?

The tourism sector has repeatedly shown its resilience in the face of setbacks such as the global financial crisis and COVID-19. Advocates have embraced the concept of regenerative tourism and purpose-based organizations are advancing. Progressing the sustainability agenda will involve mobilizing consumers and shareholders as well as corporations' current and future leaders. Drawing upon examples from the Asia-Pacific region, Europe and the Americas this presentation will share some of the challenges ahead for leaders across the tourism and hospitality sector.

FRI, MARCH 1, 2024

5-6p Reception | 6-7:30p Lecture

Walter Dods, Jr. RISE Center
 1810 University Avenue | 2nd Floor



RSVP by

Fri, February 23, 2024

[shidler.hawaii.edu/
lanelecture](https://shidler.hawaii.edu/lanelecture)

FEATURING

BRIAN KING, PH.D.

Professor and Department
 Head of Hospitality, Hotel
 Management, and Tourism
 at Texas A&M University

Brian King, Ph.D., is professor and department head of hospitality, hotel management, and tourism at Texas A&M University. Previously, he held leadership roles at The Hong Kong Polytechnic University and Victoria University, Melbourne, Australia. With a career spanning Europe, Australasia, the Pacific and Hong Kong, King has diverse industry experience in airlines, tour operations, destination management, cruise operations and hotels. Recognized for his contributions, he received the Qantas Outstanding Contribution by an Individual Gold Award in the Victorian Tourism Awards, Australia in 2018. He has published extensively in the fields of tourism, culture and communication and in hospitality leadership. He has authored and/or edited books on Asia-Pacific tourism, tourism marketing, tourism development, resorts and VFR tourism. As the founder and co-editor-in-chief of the journal *Tourism, Culture and Communication*, King remains actively engaged in academia and industry.



For more information: Amanda Rease, TIM events and marketing manager
 (808) 956-6926 | arrease@hawaii.edu



Supported by Ambassador L.W. Bill Lane, Jr. and Mrs. Jean Lane
 Endowment in Sustainable Tourism and the Environment.