

Professor Hugh Wilkins

SBL Professorial Research Talk, 28 April

Professor Hugh Wilkins is a Professor of Tourism and Marketing at the School of Business and Law.

Professor Wilkins will speak on the importance of souvenirs to tourists as a means of keeping evidence of their experiences. He will look at the types of souvenirs purchased, motivation for purchase, and usage of the souvenirs. He will present an argument of souvenirs are an extension of self.

Biography:

Hugh Wilkins is Professor of Tourism and Marketing at the School of Business and Law. He was the former Head of School for the previous School of Business and School of Marketing, Tourism and Leisure.

Hugh joined ECU late 2011 having previously been based at Griffith University, where he was Director of Offshore Operations for the Griffith Business School. Prior to moving to Australia in 1996, he taught at Oxford Brookes and Staffordshire Universities in the United Kingdom.

Hugh's research interest area is consumer behaviour with particular focus on the tourism industry. He has written a wide range of publications in this area. Prior to joining academia he worked for a large industrial organisation in the UK in financial management before branching out into ownership and management of small business in the UK.

Professor Wilkins is a member of the editorial boards of Journal of Hospitality Marketing and Management, International Journal of Contemporary Hospitality Management and the Journal of Vacation Marketing.



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