



THE-ICE ...

MUCH MORE THAN JUST AN ACCREDITATION AGENCY

FIND OUT MORE

## THE-ICE 16<sup>th</sup> IPoE Forum 2023

### Panel 3 Chair: Evolving Technology, Robots, and Generative AI VS the Human Touch

#### Professor Alison Morrison

**Associate Dean (Research); Eminent Professor, William Angliss Institute, Australia**



Alison has made significant academic and publication contributions to the areas of hospitality, tourism, and entrepreneurship. Having held senior positions at the universities of Strathclyde, Surrey, and Victoria her expertise is well placed to inform future directions of hospitality and tourism education within the context of contemporary times.

This is further augmented through authoring and co-editing of texts in related areas. For example, the seminal texts of *In Search of Hospitality* (Butterworth-Heinemann), *Hospitality a Social lens* (Elsevier), and more recently a Springer publication; *The Study of Food, Tourism, Hospitality and Events: 21st-century approaches*. She has served on editorial boards for the likes of *Hospitality in Society*, *International Journal of Contemporary Hospitality*, and *Journal of Hospitality and Tourism Research*. This combines with an international profile gained in the delivery teaching and professional development programmes at educational centres worldwide, for example, in Gran Canaria, Canada, Hong Kong, Lapland, Iran and Mauritius.