

EEE Research Seminar

Date: September 8, 2020 at 10:30 A.M.

LOCATION: via Zoom

<https://zoom.us/j/93122916204>

Meeting ID: 931 2291 6204

Dr. Jonathon Day
Associate Professor, Hospitality and
Tourism Management
Purdue University



The Wicked Problem of Sustainability and the Tourism System

In this conversation, we'll talk about tourism - as a global social phenomenon and a complex system. We'll talk about the impacts of tourism and the wicked problem of implementing change for improved sustainability in tourism.

Bio

Dr Jonathon Day, an Associate Professor in Purdue's School of Hospitality and Tourism Management, has over 25 years' experience in tourism management. An award-winning marketer, Dr Day has worked with destinations marketing organizations in Australia, New Zealand and the Americas.

Dr Day is the coauthor of *The Tourism System* 8th edition, author of "*Introduction to Sustainable Tourism and Responsible Travel*", as well as over 30 peer-reviewed articles in journals including *Tourism Analysis*, *Journal of Travel and Tourism Marketing*, *Annals of Tourism Research*, *International Journal of Contemporary Hospitality Management*. He currently chairs the Travel Care Code (travelcarecode.org), a network of academic and marketing organizations promoting responsible travel.

Dr Days research and engagement activities include projects in Nepal, Colombia, Uzbekistan, as well as the United States and Australia. He is active in a number of industry organizations. He is Chair of the Global Sustainable Tourism Council's Communication and Membership Workgroup, and a member of the executive of Tourism Education Futures Initiative. Dr Day speaks regularly on destination management and sustainable tourism.

Dr Day's interests focus on sustainable tourism, responsible travel, and strategic destination governance within the tourism system. He is interested in the role of business in solving grand challenges through corporate social responsibility programs and social entrepreneurship.

Dr Day has a Ph.D. from James Cook University, an MBA from the Anderson Graduate School of Management, UCLA and a Bachelors of Business from Queensland University of Technology.