

Robert James Harris, EdD

Current position

Principal, Event Training Australia and Associate, University of Technology Sydney, School of Business

Academic qualifications

EdD University of Technology, Sydney, 2010

MBA, University of Technology, Sydney, 1996

BA, Macquarie University, Sydney, 1995

Post Graduate Diploma of Marketing, Charles Sturt University, Bathurst, NSW, 1995

Diploma of Teaching, Newcastle College of Advanced Education, 1984

Associate Diploma of Travel and Tourism, Sydney Technical College, 1979

Academic experience

Principal, Event Training Australia (2018 – present)

Director, Australian Centre for Event Management, University of Technology, Sydney (2005 - 2017)

Senior Lecturer, Management Discipline Group, School of Business, University of Technology, Sydney (1990 - 2017).

Visiting Research Fellow, Faculty of Architecture and the Built Environment, Westminster University, London (2012 – 2014)

Visiting Research Fellow, Clemson University, South Carolina (1993)

Teaching experience: Postgraduate and Undergraduate programs

Event Concepts and Contexts; Event Impacts and Legacies; Event Management; Event Marketing; Event Project Management; Industry Project 1; Industry Project 2; Marketing for the Experience Industries; Event Sponsorship and Revenue Management; and Professional Practice for Graduates.

Teaching experience: Short courses

University of Technology, Sydney: Executive Certificate in Event Management (1998-2017) – developed and delivered this short course program in London, Singapore, Kuala Lumpur, Edinburgh, Auckland, Tauranga, Macau, Taipei, Bangkok, Kuching, Adelaide, Perth, Sydney, Melbourne, Brisbane and the Gold Coast.

Event Training Australia: Executive Certificate in Event Management (Business and Public Events) (2018 – present) – developed and delivered this short course program in Singapore, Sydney, Gold Coast, Brisbane, Melbourne

Publications

Books

Allen, J. K., O'Toole, W., Harris, R. J., & Jago, L (2020 – in preparation). *Festival and Special Event Management* (6th Ed.), John Wiley and Sons, Brisbane

Cashman, R. & Harris, R. J. (2012). *The Australian Olympic Caravan*. Walla Walla Press, Sydney

Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Events Management* (3rd ed.), Elsevier Butterworth Heineman, London

Allen, J. K., O'Toole, W., Harris, R. J., & McDonnell, I. (2011). *Festival and Special Event Management* (5th Ed.), John Wiley and Sons, Brisbane

- Allen, J., O'Toole, W., Harris, R. J., & McDonnell, I. (2008). *Festival and Special Event Management* (4th Ed.). John Wiley and Sons, Brisbane
- Bowdin, G., Allen, J., O'Toole, B., Harris, R. J., & McDonnell, I. (2006). *Events Management* (2nd ed.). Butterworth Heinemann, Oxford
- Allen, J., O'Toole, W., Harris, R. J., & McDonnell, I. (2005). *Festival and Special Event Management* (3rd ed.). John Wiley & Sons, Brisbane
- Harris, R., Jago, L., & King, B. (2005). *Case Studies in Tourism and Hospitality Marketing*, Pergamon Press, Sydney
- Harris, R., Griffin, A. R., & Williams, P. (2002). *Sustainable Tourism: A Global Perspective*, Butterworth-Heinemann, Oxford
- Allen, J., McDonnell, I., Harris, R., & O'Toole, W. (2002). *Festival and Special Event Management* (2nd Ed.). John Wiley & Sons, Brisbane
- Harris, R. & Allen, J. (2002). *The Regional Event Management Handbook*. Australian Centre for Event Management, University of Technology, Sydney.
- Harris, R. J. & Howard, J. (2001), *The Australian Travel Agency* (3rd ed.), McGraw Hill. Sydney
- Harris, R. & Howard, J. (1997), *The Australian Travel Agency* (2nd Ed.). McGraw Hill, Sydney
- Harris, R. and Howard, J. (1996) *Dictionary of Travel, Tourism and Hospitality Terms*, Hospitality Press, Melbourne
- Harris, R. & Leiper, N. (1995), *Sustainable Tourism: An Australian Perspective*, Butterworth-Heinemann, Sydney
- Harris, R. & Harris, J. (1994), *The Australian Travel Agency*. Irwin, Sydney

Book Chapters - Refereed

- Harris, R. (2002). The tale of the little penguins and the tourists - making tourism sustainable at Phillip Island National Park. In R. Harris, T. Griffin and P. Williams (Eds.), *Sustainable Tourism: A Global Perspective* (pp. 238 - 251). Butterworth-Heinemann, Oxford
- Harris, R. J. (2002). Wildlife conservation, tourism and the private sector: the case of Earth Sanctuaries Limited. In R. Harris, T. Griffin and P. Williams (Eds.), *Sustainable Tourism: A Global Perspective* (pp. 284 - 295), Butterworth-Heinemann, Oxford

Book Chapters - Non-Refereed

- Symko, C. & Harris, R. J. (2002). Making Paradise Last: Maho Bay Resorts. In R. Harris ; t. Griffin; and P. Williams (Eds.), *Sustainable Tourism: A Global Perspective* (pp. 252 - 268). Oxford: Butterworth-Heinemann, Oxford
- Simmons, M. & Harris, R. J. (1996). *The Great Barrier Reef Marine Park*. In R. Harris and N. Leiper, *Sustainable Tourism: An Australian Perspective* (pp. 11-19). Butterworth-Heinemann, Oxford
- Harris, R. J. (1996). Earth Sanctuaries. In R. Harris and N. Leiper, *Sustainable Tourism: An Australian Perspective* (pp. 3-10). Butterworth-Heinemann, Oxford
- Harris, R. J. & Walshaw, A. (1996). Club Mediterranee Lindeman Island. In R. Harris and N. Leiper, *Sustainable Tourism: An Australian Perspective* (pp. 89-99). Butterworth-Heinemann, Oxford
- Harris, R. J. & Varga, D. (1996), Jimby-Rinjah Lodge. In R. Harris and N. Leiper, *Sustainable Tourism: An Australian Perspective* (pp. 109-116). Butterworth-Heinemann, Oxford.
- Harris, R. J. (1996). Seven Spirit Bay. In R. Harris and N. Leiper, *Sustainable Tourism: An Australian Perspective* (pp. 125-134). Butterworth-Heinemann, Oxford.

Monographs

Allen, J., Harris, R., & Huyskens, M. (2000). *The Australian and International Meetings Industry: A Bibliography*. Centre for Leisure and Tourism Studies, University of Technology, Sydney.

Burkhardt, A. & Harris, R. (1998). *Event Management: A Selected Bibliography*. School of Leisure, Sport and Tourism, University of Technology, Sydney

Refereed articles

Harris, R. and Schenker, K. (2018) An Exploratory Study of Best Practice in Environmentally Sustainable Event Management in Australian Public Events, *Event Management*, 22:6, 1057 - 1072

Piazzzi, F. and Harris, R. (2016) Community Engagement and Public Events: The Case of Australian Folk Festivals, *Event Management*, 20:3, 395 - 408

Harris, R. J. (2013). An Exploration of the Relationship between Large Scale Sporting Events and Education for Sustainable Development – The Case of the Melbourne 2006

Commonwealth Games, *The International Journal of the History of Sport*, 30:17, 2069-2097

Harris, R., Edwards, D. and Homel, P., (2013) Managing Alcohol and Drugs in Event and Venue Settings: The Australian Case, *Event Management*, 18:4, 457- 470

Harris, R. J. (2013). The Role of Large-scale Sporting Events in Host Community Education for Sustainable Development: An Exploratory Case Study of The Sydney 2000 Olympic Games, *Event Management*. 18:3, 207 – 230

Harris, R. J. & Darcy, S. A. (2003). Inclusive and Accessible Special Event Planning: An Australian perspective, *Event Management*, 8:1, 39 - 47.

Harris, R. J. & Aitken, J. (2003). The Brisbane River Festival: A Movement or a Whim? *Event Management*, 8:1, 59 - 61.

Harris, R. J. & Huyskens, M. (2001). Establishing Tourism Event Strategies for Island States: The Case of the Kingdom of Tonga'. *Tourism*, 49:4, 349-358.

Harris, R. J. (2001). Events Beyond 2000: Setting the Agenda: Focus Group Outcomes'. *Event Management*, 6:4, 271-272.

Harris, R. J. & Jago, L. (2001). Professional Accreditation in The Australian Tourism Industry: An Uncertain Future, *Tourism Management*, 22, 383-390.

Harris, R. J. (2001). Tourism and Wildlife Conservation: The Case of Earth Sanctuaries Ltd. *The Environment Paper Series*, 4:2, 59-64.

Harris, R. J., Jago, L., Allen, J., & Huyskens, M. (2001), Towards an Australian Event Research Agenda: First Steps, *Event Management*, 6:4, 213-222.

Harris, R. J. (1999). Phillip Island Penguin Reserve: A Case of Sustainable Industrialised Tourism. *Environment Paper Series*, 6:1, 45-52.

Refereed proceedings

Full Papers

Piazzzi, F. & Harris, R. (2013). Building Relationships with Local Communities: Approaches to Community Engagement by Australian Folk Festivals. *Making Waves, International Conference on Events*, Bournemouth University

Harris, R. J., Edwards, D., & Homel, P. (2013), Key Considerations in Determining Crowd Controller Numbers at Events and Venues. *Making Waves, International Conference on Events*, Bournemouth University

Harris, R. J. (2012). Large Scale Sporting Events and Education for Sustainable Development: The Case of the 2000 Sydney Olympic Games. *International Conference on Tourism and Events*, Ulster University.

- Harris, R. J. (2012). Education for Sustainable Development and Large-Scale Sporting Events – the Case of the 2006 Melbourne Commonwealth Games. In R. Harris, K. Schlender, C. Foley and D. Edwards (eds.) *Australian Event Symposium*, Australian Centre for Event Management, University of Technology, Sydney.
- Harris, R. J. (2005). Approaches to Community Engagement by Public Events, *Australian Event Symposium: The Impacts of Events*, Australian Centre for Event Management, University of Technology, Sydney
- Harris, R. J. (1999). Meeting the Educational Needs of the Events Sector: A Practitioners Perspective. *Asia-Pacific Tourism Association Conference*, Hong Kong Polytechnic.
- Harris, R. J. (1999). Public Events: Can they contribute to environmental sustainability, *Council for Australian University Tourism and Hospitality Education Conference*, Edith Cowan University.
- Harris, R. J. (1998). Event Management Training and Education in Australia, *New Zealand Tourism and Hospitality Research Conference*, Lincoln University

Abstracts

- Harris, R. J., Edwards, D., & Homel, P. (2013). Crowd Control Management at Venues and Events: Best Practice Examples. *Australian Drug and Alcohol Strategy Conference*, Sydney.

Refereed journal guest editorship

- Harris, R., Edwards, D., Foley, C. and Schlenker, K. (2012) Special Issue: Australian Event Symposium, *Event Management*, 18:4
- Harris, R. and Jago, L. (2003) Special Issue: Australian Event Symposium, *Event Management*, 8:1
- Harris, R. & Griffin, T. (2001) *The Environment Paper Series*, 4:2
- Jago, L. & Harris, R. (2001) Events Beyond 2000: Setting the Agenda, *Event Management*, 6:4

Refereed conference proceedings editorship

- Harris, R. J., Schlenker, K., Foley, C., & Edwards, D. (2013). *Proceedings of the Australian Event Symposium*, Australian Centre for Event Management, University of Technology, Sydney
- O'Mahony, B., Harris, R., & Mair, J. (2007), *Proceeding of the Australian Event Symposium: Re-venting the City: Events as Catalysts for Change*, Victoria University, Melbourne
- Griffin, A. R. & Harris, R. (2003), *Current Research, Future Strategies: Bridging Uncertainty - Proceedings of the 9th Annual Conference of Asia Pacific Tourism Association*, University of Technology, Sydney.
- Jago, L., Deery, M., Harris, R., Hede, A., & Allen, J. (2002). *Proceeding of the Australian Event Symposium: Events and Placemaking*, Australian Centre for Event Management, University of Technology, Sydney.

Conference presentations (no associated papers/abstracts)

Harris, R. (2017), The Role of Events in Successful Tourism Precinct Development, *Biennial Chihlee University Exhibition and Conference Industry Conference*, Taipei, Taiwan (Keynote presentation).

Harris, R. J. (2012). Trends in Australian Event Management Education. *Biennial Chihlee University Exhibition and Conference Industry Conference*, Taipei, Taiwan. (Keynote presentation).

Harris, R. J. (2010). International Research Trends in Event Studies. *Korean Academic Society of Events and Conventions Conference*, Seoul, Korea (Keynote presentation).

Harris, R. J. & Wicks, B. (2003) Community Engagement and Public Events. *International Festivals and Events Association Conference*, Anaheim, California.

Harris, R. J. & Huyskens, M. (2001). Events and Sustainable Development. *Convention and Expo Summit*, Las Vegas, Nevada.

Research/teaching grants and consulting projects

2013: Carlsen, J. & Harris, R. J., *Festival and Event Economic Impact Evaluation Project*, Tourism Research Australia. (\$19,900.00)

2012: Harris, R. and Allen, J. *Australia Day Event Evaluation*, Warringah Council (\$8000)

2011: Harris, R. J. & Foley, C., *Event management electronic teaching and learning aids*, UTS Business School (\$8,000.00)

2011: Harris, R., Homel, P., & Edwards, D., *Crowd Controller requirements at venues and outdoor events* (\$190,000.00), National Drug Law Enforcement Research Fund.

2008 and 2009: Harris, R. and Allen, J., *Evaluation of Live Green Festival*, Sydney City Council (\$8,000 x 2)

2006: Harris, R. and Allen, J., *Venue Competitor Analysis* – conducted for Playbill Venues, Sydney (\$9000)

2004: Harris, R. J., & Allen, J., *Community Engagement and Public Events.*, Arts ACT (\$8000)

2003: Carlsen, J., Jago, L., Harris, R., Bergin-Seers, S., & Sanders, D. *Australian tourism businesses accreditation*, Cooperative Research Centre for Sustainable Tourism, (\$20,000)

2002: Carlsen, J., Jago, L., Harris, R., & De Silva, R., *Australian tourism businesses accreditation: factors impacting the uptake of the Australian Tourism Accreditation Standard in Australia*, Cooperative Research Centre for Sustainable Tourism (\$31,000).

1999: Harris, R. *Professional Development Package for Regional Tourism Event Managers*, Cooperative Centre for Sustainable Tourism, (\$8,000)

1999: Harris, R. & Griffin, T. *'Identification and analysis of urban tourism issues incorporating an exploratory study of the functional aspects of tourist precincts within urban tourism systems (with specific reference to FIT international tourists and the Rocks Precinct in Sydney)'*, Cooperative Research Centre for Sustainable Tourism (\$10,000)

Service and awards

University of Technology, Sydney

2012-2013: Chair Industry Engagement and Internationalisation Committee, Management Discipline Group, School of Business, University of Technology, Sydney

2012: Member, School of Business International Collaboration Advisory Group

2011-2012: Member, UTS Travel Management Advisory Committee

2011-2012: Course Coordinator, Events and Leisure Bachelor of Management Programs

2011: Member, Faculty Board, Faculty of Business

2005 - 2017: Director, Australian Centre for Event Management

2003: Member, Course Development Committee, Masters programs in event management jointly developed in association with Capital College, Beijing and Tsinghua University, Beijing.
2003-2004: Member, Faculty of Business Postgraduate Programs Committee
2002-2003: Event Sub-Program Coordinator, Cooperative Research Centre for Sustainable Tourism
2001-2002: Disciplinary Team Leader (Tourism), School of Leisure, Sport and Tourism
2001-2002: Member, Faculty of Business Board
2000-2001: Faculty of Business Executive Development Unit Advisory Board
1999 – 2004: Deputy Director, Australian Centre of Event Management
1999-2000: Director, Continuing Professional Education, School of Leisure, Sport and Tourism
1999 - 2012: Chair/Co-Chair (x5), Australian Event Symposium, Australian Centre for Event Management
1999: Joint Founder (in association with Associate Professor Tony Veal) of the Australian Centre for Event Management, University of Technology, Sydney

Other Tertiary Institutions

2004: Member Course Review Committee, Tourism and Event Management Programs, Southern Cross University
2004: Member, Product Advisory Committee, Department of Education and Training, for the development of resources to support the delivery of national event management qualifications
2003: Chair, external review committee for curriculum and course material developed for the Advanced Diploma and Diploma in Event Management, NSW TAFE
1999 - Member Bachelor of Business (Tourism) Review Committee, Victoria University
1999 - Chair, TAFE NSW Eco-tourism Program Advisory Committee

Industry

2016 – present: Judge, Australian Event Awards
2016 – Assessor, Events Tasmania, Regional Events Grants
2016- present: Assessor, Destination NSW, Regional Flagship Events Program
2001 - 2003: Director, New South Wales Festivals and Events Association
1997 - 2000: President, Australian Institute of Travel and Tourism, Canberra, Australia

Awards

2019. Appointed Professional Fellow, Asia Pacific Institute for Events Management
2019. Event Training Australia (sole ownership), acknowledged as Centre for Excellence for Event Management Training by the Asia Pacific Institute for Events Management
2011: Director, Australian Centre for Event Management, University of Technology, Sydney at the time it was awarded the national award for *Best Education and Training Program*, Australian Event Awards
2004: Meritorious Service Award, Forest-Killarney Soccer Club
2000: Certificate of Appreciation for Service as President, 1997-2000, Australian Institute of Travel and Tourism
1998: Award for Outstanding Services to Australian Tourism - Inbound Tourism Organisation of Australia (now Australian Tourism Export Council).

Contacts

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