
DR. CARMEN COX (nee Tideswell)

CURRENT POSITION

*Senior Lecturer in Marketing – Graduate College of Management,
Southern Cross University*

- November 2004 to present

TEACHING AREAS

Subjects currently taught:

- Marketing Management
- Marketing in Retail and Service Environments

Subjects previously taught:

- Tourism and Hospitality Marketing
- Strategic Management in Tourism and Hospitality
- Entrepreneurship
- Rooms Division Management

RESEARCH INTERESTS

- Influence of user-generated content (Web 2.0) on consumer behaviour
- Relationship Marketing/Customer Loyalty
- Tourism/Destination Marketing
- Service quality in the hotel and hospitality industries

RESEARCH SUPERVISION

- Supervision of two PhD students to completion
- Successful completion of five DBA students
- Current supervision of three Doctor of Business Administration (DBA) students
- Supervision of several Master of International Tourism and Hospitality Management students undertaking research dissertations. This also included supervision of external students based overseas.
- Supervision of undergraduate students doing Cooperative Education projects
- Examiner for 2 x PhD theses
- Examiner for 2 x Master of International Hospitality Management theses from Auckland University of Technology
- Examiner for 5 x Doctor of Business Administration theses from University of South Australia
- Examiner of 1 x Master of Business thesis from RMIT University, Melbourne
- Examiner for 1 x Master of Business thesis from Southern Cross University

THESIS EXAMINATION

- Examiner for 2 x Master of International Hospitality Management theses from Auckland University of Technology
- Examiner for 5 x Doctor of Business Administration theses from University of South Australia
- Examiner of 1 x Master of Business thesis from RMIT University, Melbourne
- Examiner for 1 x Master of Business thesis from Southern Cross University

QUALIFICATIONS

Graduate Certificate in Higher Education (completed in 2002)

- Semester 2, 2001 to Semester 1, 2002 Griffith University, Gold Coast, QLD

PbD – Tourism Management (conferred in 2001)

1995 (July) – March 2001 Griffith University, Gold Coast, QLD

- This thesis investigated the influence of a range of consumer and destination related variables on the 'extent' to which international visitors engage in multi-destination tourist itineraries within Australia, with the ultimate objective being to reveal strategies with potential to increase the benefits of tourism to regional Australia.

Bachelor of International Business Relations (Honours-2A)

1993 Griffith University, Brisbane, QLD

- This Honours degree program involved the completion of a research thesis entitled '*The Impact of Airline Deregulation on Australia's Domestic Aviation Industry*'. The thesis examined the impacts of airline deregulation, based on a case study of the effect that Compass Airlines had on the industry. An econometric modelling approach was utilised to assess the impact of deregulation on the pricing structure of the industry and to determine whether remaining barriers to entry would in fact permit a truly deregulated environment to be maintained.

Bachelor of International Business Relations

1990-1992 Griffith University, Brisbane, QLD

Note: Many of the publications listed below are in the authors maiden name (Tideswell)

RESEARCH
PUBLICATIONS

Refereed Journal Articles – C1

Published

- Lee, S.H., & Cox, C. (2007). Acculturation, Travel Lifestyle and Tourist Behaviour: A Study of Korean Immigrants in Australia. *Tourism, Culture & Communication*. 7 (3): pp. 183-196
- Mason, D., Tideswell, C. & Roberts, E. (2006). Guest perceptions of hotel loyalty, *Journal of Hospitality and Tourism Research*, 30 (2) – pp. 191-206
- Lee, S.H., & Tideswell, C. (2005). Understanding the attitudes toward leisure travel and the constraints faced by Senior Koreans. *Journal of Vacation Marketing*. 11 (3): pp. 249-263.
- Tideswell, C. (2004). A student perspective on the use of team-based assessment to achieve the requirement to be creative: a study of entrepreneurship studies. *Journal of Teaching in Travel and Tourism*. 4 (4) pp. 1-22.

- Tideswell, C. & Fredline, E. (2004). Developing and Rewarding Loyalty to Hotels: The Guests' Perspective. *Journal of Hospitality and Tourism Research*. 28 (2): May: 186-208.
- Tideswell, C. & Faulkner, B. (2003). Identifying Antecedent Factors to the Traveler's Pursuit of a Multi-Destination Travel Itinerary. *Tourism Analysis*.7 (3/4): 177-190.
- Tideswell, C. & Faulkner, B. (2002), Multidestination Tourist Travel: Some Preliminary Findings on International Visitors' Exploration of Australia, *Turizam*. 50 (2).
- Tideswell, C., Mules, T. & Faulkner, B. (2001), An Integrative Approach to Tourism Forecasting: A Glance in the Rear View Mirror, *Journal of Travel Research*. 40 (2), 162-171.
- Tideswell, C. & Faulkner, B. (1999). Multi-destination travel patterns of International Visitors to Queensland, Australia, *Journal of Travel Research*, 37 (May).364-374.
- Faulkner, B. & Tideswell, C. (1999). Leveraging Tourism Benefits from the Sydney 2000 Olympics. *Pacific Tourism Review*. 3 (3/4), 227-238.
- Davidson, M. & Tideswell, C. (1998). A Comparative Study on Hospitality Education in Australia, *Journal of Hospitality and Tourism Education*, 10 (2), 56-61.
- Faulkner, B. & Tideswell, C. (1997). A Framework for Monitoring Community Impacts of Tourism, *Journal of Sustainable Tourism*, 5 (1), 3-28.

Books/Monographs

- Tideswell, C. (2004). *The Road More Travelled: Multi-Destination Itineraries of International Visitors to Australia*. BTR Occasional Paper Number 35. Bureau of Tourism Research, Canberra.
- Faulkner, B. & Tideswell, C. (2002). *Gold Coast Tourism Market Analysis*. Common Ground Publishing. Altona, Victoria.

BOOK CHAPTERS

- Faulkner, B. & Tideswell, C (2005). Rejuvenating a Maturing Tourist Destination: The Case of the Gold Coast: Australia. In *The Tourism Area Life Cycle, Volume 1* (Butler, R.W. – ed). Multilingual Matters & Channel View Publications: pp.306-337.
- Sparks, B. & Tideswell, C. (2003). Services Marketing Issues in Tourism and Hospitality. In *Services Marketing: A Managerial Approach* (McColl-Kennedy, J –ed). John Wiley & Sons. Melbourne: pp. 391-417.

- Tideswell, C., Sparks, B. and Noakes, S. (2003). Rejuvenating a Mature Tourist Destination In Services Marketing: A Managerial Approach (McCull-Kennedy, J –ed). John Wiley & Sons. Melbourne: pp. 568-572.

Edited Volume of Conference Proceedings

- Bureau of Tourism Research (1998). Progress in Tourism & Hospitality Research, 1998, Parts 1 and 2, Proceedings of the 8th Australian Tourism and Hospitality Research Conference, Gold Coast, Bureau of Tourism Research (Faulkner, B., Weaver, D. & Tideswell, C. eds), Canberra.

Conference Papers (Refereed) – E1

- Tideswell, C. (2005). Loyalty Behaviour and Relationship Commitment Towards Hotel Services, Proceedings of the Australia and New Zealand Marketing Academy Conference (ANZMAC), 5-7 December, Perth: 48-55
- Faulkner, B., & Tideswell, C. (1999), The Thunder Down-Under: Forecasting Methods for Tourism Benefits of the 2000 Olympic Games, Travel and Tourism Research Associations' 19 Annual European Chapter Conference, Dublin, Ireland, Dublin Institute of Technology.
- Oppermann, M, Tideswell, C., & Faulkner, B. (1999). Influence of the 'Destination Index' on Tourists' Travel Behaviour, Tourism and Hospitality – Delighting the Senses, Proceedings of the 9th Annual Australian Tourism and Hospitality Research Conference, CAUTHE, Adelaide: 48-55 (Presenter)
- Faulkner, B. & Tideswell, C. (1996). Gold Coast Resident Attitudes Towards Tourism: The Influence of Involvement in Tourism, Residential Proximity and Period of Residence, in Prosser, G (ed), Tourism and Hospitality Research: Australian and International Perspectives, BTR, Canberra: 19-36.

Conference Papers (not Refereed)

- Roberts, E., Williamson, D., & Tideswell, C. (2007). Work/Life Balance: Cutting through the Jargon to Its Meaningful Application in a New Zealand Context. International Human Resource Management Conference, Tallin, Estonia.
- Tideswell, C. (2002). The Students' Group Experience of Learning in Entrepreneurship in Tourism and Hospitality. 2002 New Zealand Tourism and Hospitality Research Conference, Rotorua, NZ (December): pp. 172-180.

Conference Abstracts

- Tideswell, C., Mason, D. & Roberts, E. (2004). Exploring the Nature of Hotel Guest Loyalty: Characteristics of the Guest, the Hotel's loyalty strategies and the Impact on Loyalty. 14th Annual Conference of the Council for Australian University Tourism and Education, Brisbane. (Presenter)
- Sparks, B., Fredline, E. & Tideswell, C. (2004). Service failures and the provision of information: Impacts on customers' feelings of respect 14th Annual Conference of the Council for Australian University Tourism and Education, Brisbane.
- Fredline, E., Tideswell, C and Cegeilski, M.. (2003). Community Awareness of the Social Impacts of Tourism. 13th Annual Conference of the Council for Australian University Tourism and Education, Fremantle.
- Tideswell, C. and Fredline, E. (2002). Hotel Guest Loyalty: 12th Annual Conference of the Council for Australian University Tourism and Education, Fremantle. (Presenter)
- Tideswell, C. & Faulkner, B. (2000). Connecting Tourism Regions through Multi-Destination Travel Itineraries: Unravelling the Travel Behaviour of Australia's International Visitors, Peak Performance in Tourism and Hospitality Research: Proceedings of the 10th Australian Tourism and Hospitality Research Conference, Mt Buller, Victoria, La Trobe University , 71-71. (Presenter)
- Faulkner, B., Weston, A. & Tideswell, C. (1998). Forecasting the Tourism Impacts of the Sydney 2000 Olympics, Progress in Tourism & Hospitality Research: Proceedings of the 8th Australian Tourism and Hospitality Research Conference, Gold Coast, Bureau of Tourism Research, 411-411.
- Tideswell, C. (1997). Travelling in Queensland: What Influences the Extent of Multi-destination Tourism Undertaken by International Visitors, Tourism Research Building A Better Industry – Proceedings of the 7th Annual Australian Tourism and Hospitality Research Conference, Bureau of Tourism Research, Manly, 582-582. (Presenter)
- Faulkner, B. & Tideswell, C. (1996). Monitoring the social impacts of Tourism, in 27th Annual Conference Proceedings of the Travel and Tourism Research Association, TTRA, Las Vegas

Contributions to Consulting Reports (published by centre for tourism and hotel management research, griffith university)

1998-1999, South Australian Tourism Visitor Forecast Updates (South Australian Tourism Commission)

1996-1999, Gold Coast Regional Monitor of Tourism Activity -monthly industry bulletin, (Gold Coast Tourism Bureau)

1998, Naturelink: The Skyrail Experience, Visitor Forecasts and Economic Impact Assessment Report, (Naturelink Pty Ltd)

1998, Canada's Tourism Performance: Updated Evaluation based on a Shift-Share Approach to Market Share Analysis, (Canadian Tourism Commission)

1997, Sydney 2000 Tourism Olympic Forecasting Study, (Tourism Forecasting Council/KPMG Management Consulting)

1997, Paribud-Ekoling: Sustainable Tourism Initiatives in Indonesia, (University of Diponegoro, Indonesia)

1996, Sustainable Tourism in Thailand, (Tourism Authority of Thailand)

1996, South Australian Economic Impact and Forecasting Project, (South Australian Tourism Commission)

1996, South Australian Regional Tourism Profiles, (South Australian Tourism Commission)

1995, Canada's Tourism Performance: Evaluation based on a Shift-Share Approach to Market Share Analysis, (Canadian Tourism Commission)

1994-1995, Social Impacts of Tourism on the Gold Coast, (Gold Coast City Council)

ADDITIONAL
PROFESSIONAL
ACTIVITIES

Editorial Board Member:

- Australasian Journal of Business and Social Inquiry
- Tourism – An International Journal

Reviewer of Journal Article Submissions to following journals:

- Annals of Tourism Research
- Tourism Management
- International Journal of Contemporary Hospitality Management
- Tourism Review International (formerly Pacific Tourism Review)

Membership of University Committees

- DBA Ethics Sub-Committee (Chair)
- SCU Human Research Ethics Committee