

Curriculum Vitae

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Summary of Qualification

Hera Oktadiana earned her Ph.D from the School of Hotel and Tourism Management, the Hong Kong Polytechnic University. She also received CHE (Certified Hospitality Educator) from the American Hotel & Lodging Educational Institute.

She has twenty years experiences in the hospitality education, with 10 years in the managerial position, starting as a program coordinator in Trisakti Institute of Tourism, then advancing to consultant for a consulting firm in hotel training, until appointed head of the hotel school in Bunda Mulia Hospitality and Tourism Institute, Deputy Manager of International Program in Hotel and Tourism Management at Trisakti Institute of Tourism, Head of Hotel Management BINUS University and Head of School Hospitality and Tourism Management BINUS International. She joined James Cook University, Australia as a Visiting Scholar (tourism research) in 2017, then later as an Adjunct Associate Professor.

Her working and studying experiences in the USA, Japan, Malaysia, the Netherlands, and Hong Kong have contributed to the good interpersonal and communication skills, and to working with people in diverse environment.

Her research interests include tourism and hospitality education, in particular the philosophy of tourism and hospitality education and curriculum design, and tourist behavior/emerging markets, especially in the area of Muslim tourists. She has published in various tourism journals such as Annals of Tourism Research, Tourism Management Perspectives, Asia Pacific Journal of Tourism Research, International Journal of Tourism Research, Journal of Hospitality and Tourism Management, Journal of Hospitality and Tourism Education, and Tourism Culture, & Communication. She has also been actively reviewing manuscripts for various tourism journals. At present she is an Editorial Board of Asia Pacific Journal of Tourism Research (APJTR), International Journal of Tourism Cities (IJTC), Journal of Hospitality and Tourism Insights (JHTI), Journal of Indonesian Tourism, Hospitality and Recreation, and Jurnal Sains Terapan Pariwisata. Currently, she is a guest editor for the special issue of International Journal of Tourism Cities “Contemporary Trends, Issues and Challenges in Southeast Asian Tourism Cities”.

She is presently the Regional Vice President Southeast Asia of the International Tourism Studies Association (ITSA).

Academic Qualifications

- **PhD in Hotel & Tourism Management (2013-2016)**
School of Hotel & Tourism Management, the Hong Kong Polytechnic University, Hong Kong.
Recipient of International Postgraduate Scholarship and Research Studentship
Topic: Curriculum development for tourism and hospitality based on educational philosophy.
Supervisor: Professor Kaye Chon, CHE
(Average GPA 4.0)
- **Masters – double degree (2004-2006)**
Recipient of UBM Scholarship
 - MBA from Multimedia University, Malaysia (Graduated with First Class Honor, CGPA 3.86 out of 4.00)
 - Master of Management (MM) from University of Bunda Mulia (UBM), Indonesia (Best graduate/Cum Laude with CGPA 3.84 out of 4.00)
- **Bachelor of Applied Science in Hotel Management (1999-2000)**
Trisakti Institute of Tourism, Indonesia (Best graduate with CGPA 3.84 out of 4.00)
- **Higher Diploma in Hotel Management (1993-1996)**
Trisakti Institute of Tourism, Indonesia (scholarship recipient for the school year 1995-1996, Best graduate/ Cum Laude with CGPA 3.76 out of 4.00)
- **High School Diploma:** Marshfield High School, Oregon, USA (on AFS program).

Certification and Other Qualification:

- **Diversity, Equity and Inclusion in the Workplace Certificate**, issued by University of South Florida Muma College of Business, USA
- **CHE (Certified Hospitality Educator)** as of 2013, The American Hotel & Lodging Educational Institute (AHLEI)
- Certificate (1997), Hotel Management School of Leeuwarden, the Netherlands (Scholarship from the Selected Indonesian Restaurants in the Netherlands and Trisakti Institute of Tourism Jakarta)
- Certificate in patisserie (1997), SBBO Midden School, the Netherlands
- Assessor for the Competency Standard of Hotel & Restaurant, issued by Indonesian Australian Partnership for Skills Development (IAPSD)-AusAID and the Indonesia Hotel and Restaurant Association (2001)

Working Experiences

JAMES COOK UNIVERSITY, AUSTRALIA

January 2017 – present

Position: Tourism Research Scholar/Adjunct Associate Professor

Duties:

- Second Advisor of PhD student. Thesis title: Repeat Tourist Behaviour: Understanding motivation and experience of repeat tourists and identifying the stakeholders' perspective.
- Teaching Bachelor (Honours) and MBA Programs: Research Philosophy and Design, Research Methodology, and Applied Research Project subjects
- Conducting research concerning Indonesia-Australia tourism and tourists' behavior.
- Assisting with the development of subject outline and materials, marking Honours Debate, oral examination, final Honours thesis, and as a subject coordinator.
- Initiate collaborations between JCU Australia and Indonesian tourism institutions through visit to eight top tourism institutions/faculties in four major cities Indonesia. The visit has resulted in the

- MOU signings with Trisakti School of Tourism, Pancasila University, Pelita Harapan School of Hospitality and Tourism, STIPRAM Tourism School).
- Promoting JCU collaboration with JCU senior tourism staff prof Philip Pearce through workshops, seminars, and guest lectures in various Indonesian tourism institutions (to attract international students)
 - Assisting with the program articulation for Trisakti School of Tourism (Trisakti students to study at JCU in the form of credit transfer, joint degree and online course)
 - Initiate International Tourism Research Webinar (June 29, 2020) with the Postgraduate Program of Trisakti School of Tourism to promote the collaboration between JCU and Trisakti. The Webinar was attended by more than 1,200 participants from 34 countries and regions in Asia, Australasia, Oceania, Africa, Europe, and America via Zoom and YouTube live <https://youtu.be/5Ey-EuB1i04>). The webinar was covered by various Indonesian media.
 - Assisting in the writing of Colombo Plan proposal to gain Australian government funding for the students' mobility.
 - Representing JCU as the Regional Vice President of International Tourism Studies Association (ITSA), editorial boards of prominent tourism journals, Asia Pacific Journal of Tourism Research and International Journal of Tourism Cities, and a guest editor of International Journal of Tourism Cities.
 - Continuing involvement in webinar and speaking engagements at international conferences, representing JCU.

TRISAKTI SCHOOL OF TOURISM

2020

Assisting Trisakti School of Tourism in the application for a Doctoral Program.

PRASETIYA MULYA UNIVERSITY

2017 - 2018

A consultant for the Hospitality Business and Event Management Programs (assisting the curriculum development, teaching and learning, and national accreditation).

BINUS UNIVERSITY & BINUS INTERNATIONAL

September 2007 – 2013

Position:

- Head of Hotel Management Department, Faculty of Economics and Business, Binus University (2008 – 2011)
- Head of Hospitality and Tourism Management, BINUS International (2008 – 2013)
- Project Manager for the establishment and opening of Hospitality & Tourism Management Program at BINUS International and Hotel Management Program at BINUS University (Jan-Sep 2008)
- Part-timer lecturer at the Faculty of Marketing Communication and Multimedia, BINUS University (2007).

Roles:

- Developing curriculum, syllabus, operational plan, students and lecturers' manual and other documents related with academics
- Developing and maintaining the MOU/ agreement with partner universities (Bournemouth University-UK, La Trobe Australia, IHHTI Swiss Hotel School)
- Developing and maintaining industry relationships, local and overseas
- Creating annual strategic plan and budget
- Ensuring that the strategic plan and budget achieve the target
- Developing promotional material and supporting the marketing activities
- Coordinating and organizing the preparation of practical facilities: kitchen laboratory, pastry laboratory, front office and lobby counter, housekeeping laboratory and restaurant
- Coordinating and organizing the development of lesson plans and course contents

- Recruiting and maintaining the lecturers
- Responsible for the new student intake, in collaboration with Marketing Directorate
- Supervising students' industrial work placement
- Ensuring the implementation of ISO in the Hotel/Hospitality and Tourism Management Department.

MOSION – Training for Emotional Development and Motivation

March 2007 – 2011

Position: Director of Training and Development/ Trainer

Roles:

- Developing training manuals for student and teacher training courses
- Conducting a training on emotional and spiritual intelligences, motivation and teaching-learning strategies for students and teachers in several high schools and at the Vocational Education Development Center of the Department of Education.

TRISAKTI INSTITUTE OF TOURISM (STP TRISAKTI)

March 2007 – September 2008

Position:

- Consultant/ Deputy Manager for the Hotel & Tourism International Program
- Lecturer (appointed as a lecturer for the Ministry of Education's Scholarship Program).

Roles:

- Developing curriculum, syllabus, MOU/ agreement, operational plan, students and lecturers' manual
- Developing and maintaining an academic relationship with IMI (International Hotel Management Institute) Switzerland
- Budgeting
- Developing promotional material and marketing plan
- Students and lecturers' recruitment.

BUNDA MULIA HOSPITALITY & TOURISM INSTITUTE

(AKPAR BUNDA MULIA) – In affiliation with Regency Institute of TAFE, SA

September 2003 – February 2007

Position: Head of Hotel Division

Roles:

- Responsible for recruitment, supervision, management, skills up-grading and standardization for lecturers
- Responsible for developing and maintaining the curriculum based on competencies, developing and maintaining the teaching plans and lecturers and students' guidelines, and organizing students' orientation programs
- Developing and maintaining industrial relationships and special academic relationship with Regency Institute of TAFE as Bunda Mulia's academic affiliation
- Coordinating and organizing the preparation of practical facilities
- Supervising students' industrial placement
- **Teaching role:** Lecturer of Manage Quality Customer Service, Professional English for Hotel, Cultural Awareness and Communication, and Front Office.

P.T. HONORA MONDIAL JASA WISATA

(INTERNATIONAL TOURISM & TRAINING SERVICES)

October 2001 – December 2003

Position: Director

Roles: Finance, sales and marketing, project management, human resources management, training

Other activities:

- Assisting Bunda Mulia Hospitality & Tourism Institute, Jakarta in developing a curriculum and teaching plans and organizing a lecturer training for its International Program (Twinning program between Bunda Mulia and Regency Hotel School Australia) (July-August 2003)
- Managing workshops on Cornell Hotel Administration Simulation Exercise (CHASE) and Cornell Restaurant Administration Simulation Exercise (CRASE) in Jakarta, Bali and Singapore, in conjunction with the Regency Institute of TAFE South Australia (Hotel School) – (2003 – 2005)
- Managing the workshops on Hotel Management and F&B Management, in conjunction with the Regency Institute of TAFE South Australia (Hotel School)
- Managing an educational road show for South Australia: “Education Adelaide”
- Representative for Le Cordon Bleu Australia (Culinary School).

TRISAKTI INSTITUTE OF TOURISM (STP TRISAKTI)

September 1999 – August 2003

Position:

- Program Coordinator of Front Office, Hotel Accounting & Computer Training (Oct 2001 – Aug 2003)
- Lecturer (Front Office) (1999 – 2003)
- Secretary to the head of the hotel department (March 2000 – September 2001)

Roles: Responsible for supervision, management, skills up-grading and standardization for 15 lecturers

Other Activities :

- Instructor on “Standards, Learning Materials and Assessment Training Program”, managed by Indonesian Australian Partnership for Skills Development/ IAPSD – AusAID, Hotel & Restaurant Project
- Independent Lead Writer of Competency Based Training Teaching Materials for IAPSD - AusAID
- A judge for the Student Competency Competition – Jakarta Area, Front Office subject (2003)
- Assessor for Competency Standards on Front Office Subject, National Final Exam for the vocational high school students (2002 - 2003)
- Team member for in-campus activities (e.g. Dies Natalis, accreditation, annual meetings, student recruitment)
- Student mentor/student academic advisor (2000-2003, 2003-2007)
- Student mentor/advisor on final projects
- Supervising students’ industry experience and assisting in staff recruitment
- Managing and organizing seminars, workshops, guest speakers and industry visit for the Front Office and Accounting lecturers and students
- Speakers for seminars: Front Office and Accounting Departments as the Information Center, Beauty and Grooming Class
- Organizing a research in the front office subject.

N.V. NUSA TENGGARA TRADING CO, LTD., Jakarta

June 1999 – September 1999

Position: Secretary to the Director

Roles: Writing contract agreements, organizing meetings, responsible for all the correspondences and other administration jobs.

HOTEL BOROBUDUR JAKARTA

May – June 1999

Position: Public Relations

Roles: Variety of PR roles including guest relations, press/media.

EMBASSY OF THE STATE OF KUWAIT, TOKYO, JAPAN

December 1998 – March 1999

Position: Function/ Event Management

Roles: Responsible for all events in the embassy; organized lunches and dinner functions.

BOROBUDUR INTER-CONTINENTAL JAKARTA

November 1997 – December 1998

Position: Receptionist to the Executive Office/ Junior Secretary

Special duty: Assisting the Sales Manager of Bali Inter-Continental Resort in handling reservation.

ANAK DEPOK RESTAURANT, The Netherlands

October 1996 – October 1997

Position: Waitress, bartender, receptionist

Special duty: Promotion team member of Anak Depok Restaurant in the Culinary Expo (promotion & exhibition of the restaurants), and catering for private parties.

Teaching Experiences

- Adjunct Associate Professor, **James Cook University Australia** (2021 -)
Subject; Applied Research Project, Research Philosophy and Design, Research Methodology
- Adjunct Senior Lecturer, **James Cook University Australia** (2018 – 2020)
Subject; Applied Research Project
- Master and Doctoral Programs, **Trisakti School of Tourism**, Jakarta (2020 – present)
Subject: Research Methodology, Tourism Journal Writing, Academic Writing, Research Publication, Multivariate analysis/ Qualitative Data Analysis
- Workshop leader for ITSA (International Tourism Studies Association) 2020 Post-Conference Research Development **Workshops in World Cuisines & Healthy Foods in Tourism** (Singapore, 5 December 2020)
- **Guest lecturer for Bachelor (Honours)** for BU4062, Current Issues in Business Research, with topic of “Writing and Publishing: Behind the Scene” (April 2019).
- Tutor, **the School of Hotel & Tourism Management, the Hong Kong Polytechnic University** (2013-2016)
Subject: Environmental Management in the Hospitality Industry
- Part-timer lecturer, **Swiss German University**, Bachelor of Hotel and Tourism Management (2013, 2016)
- Part-timer lecturer, **Tarumanagara University Jakarta**, Master Program (2009-2013)
Subject: Consumer Behavior
- Lecturer, **Bina Nusantara (BINUS) University and BINUS International**, Jakarta
 - Hotel Management Program and Hospitality & Tourism Management International Program (2008-2013)
Subjects: Hospitality and Tourism Marketing, Supervision, Intercultural Communication, Rooms Division
 - Faculty of Marketing Communication and Multimedia (2007-2008)
Subjects: Sociology (an Introduction), Theory of Communication
- Instructor, **training programs at BINUS and other hospitality and tourism institutions** (2009 – 2013)
Topics include: Professional Attire for the Lecturers and Staff, Grooming and Performances, Service Excellence, Communication Skills, Leadership Skills
- Instructor, **HANA Bank Management Trainee Program** (2008)

Subjects: Professional Grooming, Table Manner, Telephone Skills, Handling Guest Complaints, Essential Presentation Skills, Non-Verbal Communication

- Lecturer, **Trisakti Institute of Tourism**, International Hotel and Tourism Management Program and Hotel Management programs (2007-2008, 2001-2003)
Subjects: Introduction to Hospitality and Tourism, Hospitality and Tourism Marketing, Marketing Management, Quality Service Management for Hotel Business, Front Office, Organizational Behavior, Hotel Management
- Trainer for the **Emotional Development & Motivation Training** (2007-2008)
- Trainer for the **Santika Hotel Group Executive Development Program** on “Foundation of Hospitality and Front Office Operational Analysis (2006)
- Lecturer, **Bunda Mulia Hospitality and Tourism Academy**, Jakarta (2003 – 2007)
Subjects: Cultural Awareness & Communication, Quality Service Management, Professional English for Hotel, Front Office
- Part-timer lecturer, **LPPN/ Lembaga Pengembangan Pariwisata Nasional** (Tourism Development Institution), Jakarta (2002 – 2003)
Subject: Communication
- Instructor for the **National Workshop for High School Vocational Teachers, P3GK Sawangan/ Ministry of Education’s teacher development program** (2000-2002)
Subjects: Front Office and Customer Relations
- Instructor on “Standards, Learning Materials and Assessment Training Program”, managed by Indonesian Australian Partnership for Skills Development (**IAPSD**)-AusAID, **Hotel & Restaurant Project** (2001)
- Senior Assistant Lecturer, **Trisakti Institute of Tourism**, Jakarta (1999 – 2000)

Speaker

- Keynote speaker for the **International Conference** titled “Glocal Evaluation Through and Post Covid-19 Times” (4 & 5 September 2021), Lexicon Management Institute of Leadership & Excellence, India.
- Discussant for **Doctoral Networking (Tourism session)**, Prasetya Mulya University Indonesia (as a reviewer for the PhD students’ thesis and manuscript for publication), (21 July 2021)
- Speaker for the **International Gastronomy Webinar**, “Building gastronomic tourism to sustain tourism and creative economy during the COVID-19 pandemic era – Practitioners and academic perspectives. Organized by Sahid Polytechnic University Indonesia, supported by Indonesia Gastronomy Community, Siena College New York-USA, Yono’s Restaurant New York-USA, Taylor’s University Kuala Lumpur-Malaysia, James Cook University-Australia, Jeonju University-South Korea, Afyon Kocatepe University-Turkey, University of Kota-Rajasthan, and the Ministry of Tourism and Sports Uzbekistan (14 July 2021)
- Speaker for the **National Dialogue Series**, “Building global humanitarian solidarity in facing Covid-19 pandemic”, organized by Forum 2045 - Indonesia (14 July 2021)
- Moderator for the **talk show on “Empowerment Forum: Micro Business Initiatives”**, a Multicultural Women’s Group event, organized by Townsville Multicultural Support Group Australia (28 May 2021).

- Speaker for the **talk show of Horison Nusantara’s Hospitality Podcast on Indonesia Tourism from Helicopter View** – Horison Hotel Group (15 May 2021)
- Speaker for the **Webinar on Developing Sustainable and Competitive Tourism Villages** – Organized by Trisakti School of Tourism Indonesia in collaboration with the tourism villages in South Sumatra and West Java (8 April 2021)
- Speaker for the **Talkshow on Indonesia Tourism Outlook 2021 and Beyond**, World Tourism Day Indonesia, PATA Indonesia (27 January 2021)
- Keynote Speaker for **Indonesia Business Outlook 2021** “Tourism and Creative Economy, New Opportunity Post Pandemic” (21 December 2020)
- Speaker for **World Women in Tourism Webinar “Connect, Grow, Flourish: Accelerating Women in Tourism”** (12 December 2020)
- Keynote speaker for the **International Tourism Studies Association Biennial International Conference**, Jakarta, Indonesia (2 December 2020)
- Speaker for **CBLG Research Seminar Series at James Cook University Australia: “Understanding Muslim Tourists”** (11 November 2020)
- Speaker for the **National Hospitality Webinar Series - The Rise of Local Brands in the Indonesian Hotel Industry**, with a topic of “Emotional Attachment and Brand Relationship in the Midst of Covid-19”, organized by Enhaiier Cooperation and Neuronasia Learning Center, in collaboration with Indonesia Hotel General Manager Association (IHGMA) and Swiss German University (6 October 2020).
- Speaker for the **Tourism Webinar Research Series**, “Tourism Technology and Tourists’ Experiences” organized by Pelita Harapan Tourism and Hospitality School, Indonesia (29 July 2020).
- Speaker for the **International Tourism Research Webinar “Rejecting Myths: Stories from Tourism Research Journeys”**, Trisakti School of Tourism and James Cook University Australia (19 June 2020).
- Speaker for the **“Pesona Talk”** Trisakti School of Tourism (2020)
- Speaker/Guest lecture for the **Seminar on “Technology, Tourism, Research, and Skills for the Future”** at Trisakti School of Tourism Jakarta, Indonesia (2019).
- Speaker for the **Seminar on Tourism: Publishing Your Work**, Trisakti School of Tourism, Jakarta, Indonesia (2019)
- Keynote speaker on **Scientific Research Methodology Workshop**, Universitas Pendidikan Indonesia / Indonesia University of Education (2018)
- Speaker and Mentor for the **3-day Publication Program Workshop** for the Indonesian Tourism Scholars, Jakarta, Indonesia (2018)
- Speaker for the **1st Townsville Multicultural Food Festival 2018**, Townsville, Queensland, Australia

Examiner, Reviewer, and Supervisory Roles

Examiner:

- Examiner for the preliminary proposal of Doctoral students, Trisakti School of Tourism Indonesia

- Assessor for the Oral Examination of Bachelor (Honors) for the subject ‘Research Philosophy and Design’, James Cook University, Australia
- External examiner for the Bachelor of Honors (B.Hons) thesis, James Cook University, Australia (2016, 2017, 2020)
- Thesis examiner for the Master Program in Management, Tarumanagara University, Jakarta, Indonesia
- Examiner for the International Bachelor Program in Hospitality and Tourism Management at Bina Nusantara (BINUS) University, Jakarta, Indonesia
- Examiner for the Diploma/Advance Diploma programs at Bunda Mulia Institute of Tourism, Jakarta, Indonesia (Hotel Management, Regular and International Program)

Reviewer:

- Panel reviewer for the Australia Awards: Sustainability Tourism for Regional Growth (2017, 2018)
- Paper reviewers for hospitality and tourism journals (e.g. Tourism Management Perspectives, Current Issues in Tourism, International Journal of Tourism Cities, Asia Pacific Journal of Tourism Research, Journal of Hospitality and Tourism Education, Journal of Travel and Tourism Marketing, Journal of China Tourism Research, Tourism, Culture, and Communication)
- Paper reviewers for various Hospitality and Tourism International Conferences
- Peer reviewer for Udayana Journal of Social Sciences and Humanities (UJoSSH).

Supervisory Role:

- PhD Secondary Advisor, thesis title: Repeat Tourist Behaviour: Understanding motivation and experience of repeat tourists and identifying the stakeholders' perspective, James Cook University (current)
- Bachelor thesis supervisor for the International Bachelor Program in Hospitality and Tourism Management at Bina Nusantara (BINUS) University, Jakarta, Indonesia
- Final project Supervisor for the Diploma/Advance Diploma programs at Bunda Mulia Institute of Tourism, Jakarta, Indonesia (Hotel Management, Regular and International Program)
- Final project Supervisor for the Diploma/Advance Diploma programs at Trisakti Institute of Tourism, Jakarta, Indonesia (Hotel Management Program)

Editorial Boards

- Editorial Advisory Board of Journal of Hospitality and Tourism Insights (JHTI)
- Editorial Board of Asia Pacific Journal of Tourism Research (APJTR)
- Editorial Board of International Journal of Tourism Cities (IJTC)
- Guest Editor of International Journal of Tourism Cities’ special issue “Contemporary Trends, Issues and Challenges in Southeast Asian Tourism Cities” (Emerald Publishing).
- Editorial Board of Jurnal Sains Terapan Pariwisata (Journal of Tourism Applied Research)
- Editorial Board of Journal of Indonesian Tourism, Hospitality and Recreation

Teaching and Training Manuals

- Subject developer for Tourism Master Program “Tourism and Hospitality Operations Management” (2019)
- Syllabus and material developer for the Hotel Management and Hospitality and Tourism Management Programs, BINUS University/ BINUS International (2008-2013)
- Training manual for Cafe and Restaurant Program (CaRe) for high school students of low income family, a CSR activity for a foundation of “Rumah Belajar Yayasan Cinta Anak Bangsa” (2010-2011)
- Student Manual “Front Office 1”, for students of Diploma I, III and IV, Trisakti Institute of Tourism Jakarta (2002, 2003)
- Lecturer Manual “Front Office”, national workshop for the hotel school teachers, organized by the Ministry of Education, (2001, 2002)
- Hospitality Training Packages for the Hotel and Restaurant National Competency Standard of Indonesia, Indonesia Australia Partnership for Skills Development-AusAID and Indonesia Hotel Association (PHRI):
 - Perform Clerical Procedures (2001)
 - Process and Receive Reservation (2001)
 - Manage Quality Customer Service (2001).

Publications

Edited Book:

- Pearce, P., & Oktadiana, H. (Eds.). (2020). *Delivering tourism intelligence: From analysis to action*. Bingley, UK: Emerald Publishing Limited. <https://books.emeraldinsight.com/page/detail/Delivering-Tourism-Intelligence/?k=9781787698109>

Book Chapters:

- Pearce, P. L., Oktadiana, H., Pearce, J. R., & Chen, T. (2021). Enjoying sunset: Successful ageing and the grey nomad community. In C. Pforr, R. Dowling, & M. Volgger (Eds.). *Consumer tribes in tourism*. Springer Nature Singapore, Pty, Ltd.
- Oktadiana, H., & Pearce, P. L. (2021). Tourism in ASEAN cities: Features and direction. In A. M. Morrison & J. A. Coca-Stefaniak (Eds.). *Routledge handbook of tourism cities* (pp 462-476). Oxon, UK: Routledge. <https://doi.org/10.4324/9780429244605-32>
- Oktadiana, H. (2021). A portrait of Indonesia tourism: Present and future. In J. Zhao, L. Ren, & X. Li (Eds.). *The hospitality and tourism industry in ASEAN and East Asian destinations: New growth, trends, and developments*. Apple Academic Press.
- Oktadiana, H. (2020). A panorama of Muslim tourists’ queries: What do they want to know about travelling? In P. L. Pearce, & A. Correia (Eds.). *Tourism’s new markets: Drivers, details and directions* (pp. 37-56). Oxon: Goodfellow Publishers Limited.
- Oktadiana H. (2020). Making tourism technology user-friendly: From problems to positive experiences. In P. Pearce & H. Oktadiana (Eds.). *Delivering tourism intelligence: From analysis to action* (pp. 143-160). Bingley, UK: Emerald Publishing Limited. <https://books.emeraldinsight.com/page/detail/Delivering-Tourism-Intelligence/?k=9781787698109>
- Pearce, P., & Oktadiana H. (2020). The value of tourism intelligence. In P. Pearce & H. Oktadiana (Eds.). *Delivering tourism intelligence: From analysis to action* (pp. 1-14). Bingley, UK: Emerald

Publishing Limited. <https://books.emeraldinsight.com/page/detail/Delivering-Tourism-Intelligence/?k=9781787698109>

- Pearce, P., & Oktadiana H. (2020). From analysis to action: Long and winding road. In P. Pearce & H. Oktadiana (Eds.). *Delivering tourism intelligence: From analysis to action* (pp. 313-328). Bingley, UK: Emerald Publishing Limited. <https://books.emeraldinsight.com/page/detail/Delivering-Tourism-Intelligence/?k=9781787698109>
- Oktadiana, H. (2019). Sleeping and staying. In P. Pearce (Ed.). *Tourist behaviour: The essential companion* (pp. 122-142). Glos, UK: Edward Elgar Publishing Limited. <https://www.elgar.com/shop/tourist-behaviour>
- Oktadiana, H. & Chon, K. (2019). Differentiating Academic and Vocational Hospitality and Tourism Education: The Milieu of Indonesia. In Claire L. & Heike, S. (Eds.). *Tourism Education and Asia* (pp. 15-33). Singapore: Springer Nature Singapore, Pte, Ltd. <https://www.springer.com/gp/book/9789811326127>
- Oktadiana, H., & Pearce, P. L. (2018). Motivated Muslims: Exploring Travel Career Patterns among Indonesian Tourists. Yang, E. C. L. & Khoo-Lattimore, C. (Eds.), *Asian cultures and contemporary tourism* (pp.101-119). Singapore: Springer Publication. <https://link.springer.com/book/10.1007%2F978-981-10-7980-1#about>

Journal Articles:

- Rahmafitria, F., Suryadi, K., Oktadiana, H., Putro, H., & Rosyidie, A. (2021). Applying knowledge, social concern and perceived risk in planned behavior theory for tourism in the Covid-19 pandemic. *Tourism Review*, 76(4), 809-828, DOI:10.1108/tr-11-2020-0542
- Jing L., Pearce, P. L., & Oktadiana, H. (2020). Can digital-free tourism build character strengths? *Annals of Tourism Research*, 85, 103037. <https://doi.org/10.1016/j.annals.2020.103037>
- Rahmafitria, F., Pearce, P. L., Oktadiana, H., & Putro, H. P. H. (2020). Tourism planning and planning theory: Historical roots and contemporary alignment. *Tourism Management Perspectives*, 35, <https://doi.org/10.1016/j.tmp.2020.100703>
- Oktadiana, H., Pearce, P. L., & Li, J. (2020). Let's travel: Voices from the millennial female Muslim travellers. *International Journal of Tourism Research*. 22(5), 551-563. Doi: <https://doi.org/10.1002/jtr.2355>
- Oktadiana, H., Pearce, P. L., & Mohammadi, Z. (2020). Special dietary requirements: restaurant sector responses across six tourist cities. *International Journal of Tourism Research*, 22(4), 507-517. Doi: <https://doi.org/10.1002/jtr.2352>
- Oktadiana, H. & Pearce, P. L. (2020) Losing touch: Uncomfortable encounters with tourism technology. *Journal of Hospitality and Tourism Management*, 42, 266-276
- Oktadiana, H., Pearce, P. L., Pusiran, A., & Agarwal, M. (2017). Travel career patterns: The motivations of Indonesian and Malaysian muslim tourists. *Tourism Culture and Communication*, 17(4), 231-248. Doi: <https://doi.org/10.3727/109830417X15072926259360>
- Oktadiana, H., & Chon, K. (2017). Why do we teach what we teach? Perspectives from Asia's hospitality and tourism program directors. *Journal of Teaching in Travel & Tourism*, 17(4), 281-299. <https://doi.org/10.1080/15313220.2017.1396945>
- Oktadiana, H., & Pearce, P. L., (2017). The "Bule" paradox in Indonesian tourism research: Issues and prospects. *Asia Pacific Journal of Tourism Research*, 22(11), 1099-1109. Doi: <https://doi.org/10.1080/10941665.2017.1374987>

- Oktadiana, H. & Chon, K. (2017). Vocational vs. Academic debate on undergraduate education in hospitality and tourism: The case of Indonesia. *Journal of Hospitality & Tourism Education*, 29(1),13-24. <https://doi.org/10.1080/10963758.2016.1266942>
- Oktadiana, H., Pearce, P., & Chon, K. (2016). Muslim travellers' needs: What don't we know? *Tourism Management Perspectives*, 20, 124-130. <http://dx.doi.org/10.1016/j.tmp.2016.08.004>
- Oktadiana, H. & Chon, K. (2016). Educational Philosophy: Grounding the Tourism Curriculum. *Annals of Tourism Research*, 57, 236-239. doi: 10.1016/j.annals.2016.01.003
- Oktadiana, H. & Pearce, P. L. (2016). The 26th CAUTHE Annual Conference 2016 (Conference Note). *Anatolia*, 28(1), 100-101. <https://doi.org/10.1080/13032917.2016.1166418>
- Mathias Dharmawirya, M., Oktadiana, H. & Adi, E. (2012). Analysis of expected and actual waiting time in fast food restaurants". *Industrial Engineering Letters*, 2(5), 8-17
- Oktadiana, H. & Djauhari, R. H. (2011). The importance of understanding cultural awareness for managers in the hospitality industry. *Binus Business Review*, 2(1)
- Oktadiana, H. & Kurnia, A. (2011). How customers choose hotels. *Binus Business Review*, 2(1)
- Oktadiana, H. & Yuliana (2010). Consumers' demographic and satisfaction in using spa package service at GY Spa Jakarta. *Binus Business Review*, 1(2)
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- Oktadiana, H. (in press). Muslim travel motivation. In *Tourism Management and Marketing*. Edward Elgar Publishing Limited. ISBN: 9781800377479

Conferences Proceedings and Presentations:

- Oktadiana, H., Li, J., & Pearce, P. L. (2019, May). Let's travel: Voices from the millennial female Muslim travellers. *Proceedings of 2019 APacCHRIE & EuroCHRIE Joint Conference* (pp. 1620-1632). Paper presented at the APacCHRIE & EuroCHRIE Joint Conference 2019, Hong Kong. Hong Kong: The Hong Kong Polytechnic University.
- Oktadiana, H., & Pearce, P. L. (2019, February). Uncomfortable encounters with tourism technology. *CAUTHE 2019: Sustainability of tourism, hospitality & events in a disruptive digital age: Proceedings of the 29th Annual Conference*. Paper presented at the 29th CAUTHE Annual Conference 2019, Sydney, Australia. Cairns: Central Queensland University Australia. **(The paper won the Best Paper Award)**
- Oktadiana, H., & Pearce, P. L. (2018, February). ASEAN tourism slogan: Assessing emotional distinctiveness through lexical database analysis. In Young, T., McGinnis, G., & Stolk, P. (Eds.). *Get Smart: Paradoxes and Possibilities in Tourism, Hospitality and Events*. Paper presented at the 28th CAUTHE Annual Conference 2018, Newcastle, Australia (pp. 190-204). Newcastle: Newcastle Business School, University of Newcastle
- Oktadiana, H., & Pearce, P. L. (2017, May). The "Bule" paradox in Indonesian tourism research: Issues and prospects. Paper presented at the 15th APacCHRIE Conference 2017, Bali, Indonesia.
- Oktadiana, H., Pearce, P., & Chon, K. (2016, May). Muslim travelers' needs: What don't we know? *Innovation, Education, Research*. Paper presented at the 2nd Global Tourism & Hospitality

Conference and 15th Asia Pacific Forum for Graduate Students Research in Tourism, Hong Kong (pp. 816-818). Hong Kong: School of Hotel & Tourism Management

- Pearce, P., Oktadiana, H., & Wang, Z. (2016, February). How do I look? An ethological study of posing for the tourist photograph. In Scerri, M. & Hui, L. K. (Eds.). *The Changing Landscape of Tourism and Hospitality: The Impact of Emerging Markets and Destinations*. Paper presented at the 26th CAUTHE Annual Conference 2016, Sydney, Australia (pp. 184-200). Sydney: Blue Mountains International Hotel Management School. **(The paper won the Best Paper Award)**
- Oktadiana, H. & Chon, K. (2015, July). What does Indonesia's tourism need? A viewpoint from stakeholders on occupational needs. In Lew, A. A., Othman, N., Saufi, A., & Andilolo, I. (Eds.). *Balancing Development and Sustainability in Tourism Destinations*. Paper presented at the Tropical Tourism Outlook Conference, Lombok, Indonesia (pp.317-327). Mataram: University of Mataram.
- Oktadiana, H. & Chon, K. (2015, June). Stakeholders' perspectives on undergraduate curriculum of hospitality and tourism: A case of Indonesia. In Poulston, J. & Kim, P. B. (Eds.). *Hospitality and Tourism in Greening World: Challenges and Opportunities*. Paper presented at the 13th APacCHRIE Conference 2015, Auckland, New Zealand (pp. 925-934). Auckland: Auckland University of Technology.
- Oktadiana, H. & Chon, K. (2014, May). A review of programs and program directions of the Indonesia's hospitality and tourism study at the undergraduate level. In Nair, V., Hussain, K., Mura, P., Hui, K. H. K., & Ragavan, N. A. (Eds.). *Breaking Barriers Shifting Gears*. Paper presented at the 12th APacCHRIE Conference 2014, Kuala Lumpur, Malaysia (pp. 1-12). Subang Jaya: Taylor's University Sdn. Bhd.
- Oktadiana, H. & Chon, K. (2014, May). *Development and system of hospitality and tourism education: An observation from selected countries*. Paper presented at the Global Tourism and Hospitality Conference 2014 and 11th Asia Tourism Forum: Charting the New Path: Innovations-Research-Education. Hong Kong: The Hong Kong Polytechnic University.
- Oktadiana, H. (2013, May). Exploring the curriculum development of diploma IV and bachelor programs for hospitality and tourism studies in Indonesia. In Mair, J. (Ed.). *Academics meet Industry*. Paper presented at the 1st World Conference on Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013, Bangkok, Thailand (pp. 278-289). Bangkok: Siam University (grant from BINUS University).
- Oktadiana, H. (2013, May). *Students' perception on business seminar course: a preliminary study*. Paper presented at the 2nd AITTEI (Association of the Indonesian Tourism Tertiary Education Institutions) International Conference 2013 in Trends, Issues and Innovations in Tourism and Hospitality, Kuala Lumpur, Malaysia.
- Oktadiana, H. (2012, November-December). Multidisciplinary approach in the curriculum development: A case in a hospitality and tourism program in Jakarta, Indonesia. In Thomas, T. K., Poulain, J. P., Mura, P., & Hussain, K. (Eds.). *The Way Forward: Exploring Multidisciplinary Approaches*. Paper presented at the 4th ASIA EURO 2012 in Tourism, Hospitality and Gastronomy, Selangor, Malaysia (pp. 1-10). Subang Jaya, Malaysia: Taylor's University Sdn. Bhd.
- Oktadiana, H. (2012). *Overview of hospitality and tourism education in Indonesia*. Paper accepted at the 1st AITTEI (Association of the Indonesian Tourism Tertiary Education Institutions) in Bangkok, Thailand.
- Oktadiana, H. (2011, December). *Developing programs and curricula to enhance entrepreneurial skills and creativity in hospitality and tourism education (in Indonesia)*. Paper presented at the 15th UNESCO-APEID International Conference on Inspiring Education: Creativity and Entrepreneurship, Jakarta, Indonesia.
- Oktadiana, H. (2011, June). *Issues in the hospitality and tourism education in Indonesia: Problems and challenges*. Paper presented at the 9th APacCHRIE: Hospitality and Tourism Education: From a Vision to an Icon, Hongkong. Hong Kong: The Hong Kong Polytechnic University.

- Oktadiana, H. (2010, May). *The development of hospitality and tourism study in Indonesia: Gaining its recognition as an independent discipline*. Paper presented at the 9th Asia Tourism Forum (ATF) International Conference. Huelien, Taiwan: Taiwan Hospitality & Tourism College, Jinwen University of Science & Technology, and The Hong Kong Polytechnic University
- Oktadiana, H. & Furinto, A. (2009, December). *Impact of innovation drivers and types on the success of tourism destination: findings from Indonesia*. Paper presented at the 3rd International Conference on Destination Branding and Marketing, Macao.
- Supriyanto, G. & Oktadiana, H. (2009, November). *The impact of smoking ban fatwa on Indonesian hospitality industry: Evidence from share price returns*. Paper presented at the 4th International Conference on Business and Management Research, a Joint Academic Conference of University of Adelaide Australia and University of Indonesia, Bali, Indonesia.
- Oktadiana, H. & Kuncoro, E. A. (2008, November). *The analysis of strategic plan in the leading four star hotels in West Jakarta*. International Conference of Management and Business, BINUS University, Jakarta, Indonesia.

Research Grant/ Funding

- Awarded by Indonesia Ministry of Research and Technology (2020)
- Supervisor for a research project on International Publication Collaboration of Indonesia Education University's tourism program (2020). The project title: "Intention to Stay at Halal Hotels: The Roles of Perceived Halal Quality and Halal Value for the Indonesian and Malaysian Muslim Tourists".
- Assist with the South East Asia regional research collaboration project, Australia (2020)
- Awarded by BINUS University (2013)
- Awarded by the Directorate General of Higher Education of Republic of Indonesia (DIKTI) (2010)

Organization Memberships

- **ITSA (International Tourism Studies Association)**, appointed as Regional Vice President (Southeast Asia as of November 2017)
- **CITBA (Centre for International Trade and Business in Asia)**, member since 2020
- **Co-Founder and Coordinator of Indonesia Humanitarian Solidarity Forum** (as July 2021)
- **President of Indonesia Community of Townsville (ICT)**, Australia (as of May 2021)
- **Leader of Muslim Women Group, Townsville Islamic Society (TIS)** (as of June 2021)
- **CAUTHE (Council of the Australasian Tourism and Hospitality Education)**, 2018-2019
- **APTA (Asia Pacific Tourism Association)**, member commenced in 2017
- **PATA (Pacific Asia Travel Association)** (member commenced in 2009; appointed as Education and Training Committee in 2012)
- **SKAL International** (commenced in 2009)

- **Indonesian Tourism Experts Organization (ICPI)** (Chairman III, commenced in 2013)
- **Association of the Indonesian Tourism Tertiary Education Institutions (HILDIKTIPARI):**
 - Chairman for International Relationship Division (2010 – 2014)
 - Chairman of Regional IV (Greater Jakarta and Banten area) (2012-2016)
- **Indonesia Hotel Training Managers Association (HMPPI)**
- **HFLA (Hotel Frontliners Association)** – Association of Indonesia Front Office Managers (member since 2001; 3rd secretary, 2003-2004)
- **IAPINDO (Indonesia Hotelier Association)** (Organization, Association and International Relationships Committee, commenced in 2003)
- The Youth Organization of Hotel Indonesia International and Natour Headquarter (Board member, 1996 – 1997).

Achievements & Other Activities

- **Research Award** for the Best Quality Paper from the Indonesia Ministry of Research and Technology for the paper titled “Special Dietary Requirements: Responses Across Six Tourist Cities” (2020)
- **Best Paper-A-Thon Award 2020** “Local Food Power: Nudging Tourist Motivation to Visit Padang Indonesia”, ITSA (International Tourism Studies Association) Conference 2020
- **Research Recognition Award 2020** for 3 or more publications in the one calendar year in journals rated by the Australian Business Dean Council or equivalent discipline quality criteria, James Cook University Australia
- **Research Recognition Award 2020** for 3 or more book chapters in the one calendar year in edited works from quality publishers with ISBN recognition, James Cook University Australia
- **Research Recognition Award 2020** for one A* or A rated or equivalent research paper in the relevant calendar year, James Cook University Australia
- **Best Paper Award, CAUTHE Annual Conference 2019, Cairns, Australia** (Co-authored paper: Hera Oktadiana and Philip L. Pearce)
- **Best Paper Award, CAUTHE Annual Conference 2016, Sydney, Australia** (Co-authored paper: Philip L. Pearce, Hera Oktadiana, Zhe Wang)
- **Reviewer Recognition Certificate** for the International Journal of Tourism Cities (2018)
- **Certificate of Appreciation** for the support in Southeast Asia, International Journal of Tourism Cities (2018)
- **Faculty Excellence Award**, even semester 2009-2010, BINUS University International
- **Best Independent Lead Writers**, the development of Competency Standards for the Hotel and Restaurant Project, organized by Indonesia Australian Partnership for Skills Development (IAPSD)-AusAID, 2000
- **Best Instructor**, National Workshop for teachers of vocational secondary school, the Vocational Education Development Center for Business and Tourism, the Indonesian Ministry of Education (2000 & 2001)
- **Third price for the Fine Arts Competition** of the Townsville Show 2021 – black and white category

- **Second prize for the Fine Arts Competition** of the Townsville Show 2019 – watercolor category
- Second price for the Fine Arts Competition** of the Townsville Show 2019 – pen and ink category
-
- President, Indonesian Community of Townsville, Queensland, Australia
- Co-founder and coordinator of Humanitarian Solidarity Forum of Indonesia
- Committee for the Student Mobility Australia-Indonesia for 2022 and 2023 (funded by the Australian Government)
- Organizing Webinar Series “Asian Women in Tourism”, together with SHE tourism, in collaboration with educational institutions, government organization, NGO. and tourism and hospitality industry. The Webinar series will be held in December 2020, followed by other events in 2021 (ongoing activity).
- Special assignment/appointment during the PhD study at the Hong Kong Polytechnic University:
 - **Academic Secretariat** of the International **Academic for the Study of Tourism** (IAST; an international organization that comprises highly selected and accomplished tourism researchers/scholars from all over the world) (2014-2016)
 - **Chairperson of the research graduate students** of the School of Hotel & Tourism Management (SHTM)
 - Student representative for the SHTM Industry Advisory Committee
 - Student representative for the University’s quality assurance audit
 - Student representative for the School’s quality assurance audit
 - Student representative for the University’s branding survey
 - Student representative for a meeting with Hong Kong UGC (University Grants Committee) members
- **Selected as an exchange student representing Indonesia to study in the USA (AFS Program, 1992-1993);** awarded **Excellence Honor Roll Student** from the Marshfield High School, Oregon, USA
- Winners of various painting and drawing competitions and participated in painting exhibitions on institutional, provincial, national and international levels (winning a number of 1st prizes), (1980 – 1990).