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BIOGRAPHY

EDUCATION/EXPERIENCE

Elecia completed her BSc. in Psychology at the University of the West Indies (UWI), Mona and continued her studies with an MSc in Events Management at Bournemouth University. Following her tenure at BU she was offered a position as lecturer in the School of Hospitality and Tourism Management at the University of Technology, Jamaica where her focus was on Customer Service Management and Events Management.

As an Event Manager of her own company, Elecia devoted time planning, not only for the highlights of her events, but also spent considerable time focused on the inherent and unpredictable risks to ensure the holistic delivery of service excellence to her clients. Elecia is an AHLEI Certified Hospitality Educator and a member of Customer Experience Professional Association (CXPA).

RESEARCH INTEREST

Elecia has as keen interest in matters of governance and has an interest in the strategic management of government and approaching solutions through the lens of innovation. It is this thinking that has guided her research interest.

Her background in Customer Service management has shaped her philosophy of customer centricity and this becomes the lens through which she views her experiences which then funnels into the outlook in how services are delivered. It is her belief that citizens are key stakeholders of any country and they must receive service excellence in all services extended to them; they must get the best "bang for their buck".

Tourism is one of the main contributors to the GDP of Caribbean territories, the industry and the region however is among the most vulnerable to disasters. Simultaneously many islands are still yet to leverage the potential of tourism to strategically develop their economies. Some countries are, in her considered view, still making faux pas in their long-term strategic decisions which do not auger well for long term sustainability. This is especially so considering major issues like climate change which are a present reality and has far reaching impacts such as sea level rises and the frequency and propensity of hurricanes that the Caribbean is known for.

The unparalleled pace of change and transboundary impact of crisis and disasters cannot be ignored and the tourism industry, must collectively manage its inherent vulnerabilities to these events and collaborate to strengthen resilience and ultimately remain sustainable. Elecia's research seeks to respond to this problem using a system thinking approach and exploring the principles and gains made by other industries in response to crisis/disaster to create a framework of Real Time Resilience. Her specific focus is understanding the fusion of the disparate areas of organizational resilience, smartness and real time and its role strengthening a destination's resilience. While her current focus is Tourism, it is her aim that this framework will become a benchmark and will advance and position resilience thinking as part of strategic management across industries.