

Chris Bottrill, Bio

January, 2020



Dr. Chris Bottrill is the elected Chair of the Pacific Asia Travel Association (PATA) based in Bangkok, Thailand, and Director, International at Capilano University, Vancouver BC. From 2010 to 2018, Chris held the role of Dean of Global and Community Studies at Capilano University that included Schools of Tourism and Hospitality Management, Public Administration, and Global Stewardship. Chris is only the second educator to have held the role of PATA Chair and has spearheaded considerable change to engage membership in a modified Association aligned with social and business dynamics of the 21st century.

Chris is an accomplished educator and administrator and has a wide background of applied experiences. He has taught tourism sustainability, destination development, entrepreneurship, and adventure management topics in universities in Canada, New Zealand, USA and Austria, and he has served as Dean of three Faculties and oversees all international recruitment, admissions, partnerships, and global engagement activities. He has also completed over 50 tourism development projects around the globe. His current and recent activities include directing the acclaimed Capilano University and Hanoi Open University Vietnam Community Tourism project aimed at protecting ethnic hill tribe culture through tourism, leading a Pacific Asia study on Indigenous Tourism and Human Rights, and designing and facilitating seven youth symposiums with over 20 universities in the Asia Pacific over the past four years. Chris has presented on tourism related topics at conferences and forums in China, Canada, USA, Russia, Finland, New Zealand, Vietnam, Malaysia, India, and Cambodia.

He holds a PhD from the Faculty of Commerce and School of Management at Victoria University in Wellington, New Zealand, an MA Honours in Geography from the University of Canterbury, Christchurch, NZ.

Selected Speaking Engagements

- BCCIE/SEAMEO RETRAC (Southeast Asian Ministers of Education Organization Regional Training Center) International Education Conference, HCMC, July 2019. Plenary Presentation: *Learning a new language: Capilano Universities Journey to USA Accreditation*. Preconference Workshop: *Essential Skills for Innovation: Assessing New Business Ideas in Higher Education Leadership and Management*. July 2018. Plenary Presentation: *Quality Assurance in Post-Secondary Education*.
- 2nd Bali International Tourism Conference, Udayana University, Denpasar, November 2018. Keynote Presentation: *Millennial Tourism and the Sustainability Challenge*
- 12th UNWTO/PATA Forum on Tourism Trends and Outlook, Guilin, October 2018: Panel Presentation: *Youth Development through Tourism*
- Global Tourism Economy Forum, Macao, October 2018: Opening Plenary Address
- Pan Asia International Tourism Conference, Hanyang University, Korea, July 2018, Keynote Presentation: *Enriching Culture through Tourism*
- World Mountain Tourism Alliance Summit, Beijing, July 2018, Keynote Presentation: *Creating Successful International Tourism Organizations*
- Himalayan Travel Mart and Conference, Nepal, May 2018 Keynote Presentation: *Human Capital Development Challenges and Opportunities in the Asia Pacific*
- World Summit of Tourism Deans, Hong Kong Polytechnic University, May 2018: Panel Presentation: *Industry Connections in Tourism Education*.
- World Tourism Cities Federation Annual Conference, Los Angeles, USA, September, 2017. Plenary Address: *Overtourism*. PATA Official Representative
- CICAN Annual Conference, May 2017. *How Transformative Education can Enrich Lives: Cross Cultural Learning in Northern Vietnam*. Concurrent Presentation
- Huzhou Third International Rural Tourism Conference (October 2018). Deqing County, China. PATA lead representative, Keynote Address: *Authenticity and Rural Tourism Development*
- World Indigenous Tourism Alliance Conference, Vancouver, BC, 2016. Speaker: *Human Rights and Indigenous Tourism: Checklists for Accountability*.
- Cambodia Ministry of Tourism and UNWTO Tourism and Community Development Conference, Phnom Penh, September 2014. Speaker: *Climate Change and Impacts on Community Tourism*
- Education Olympic Legacies Forum. Krasnodar, Russia. October 2010. Presenter: *The role of Destination Management Organizations in Human Resource Development for the Vancouver 2010 Olympics*
- International Investment Conference, Sochi, Russia, September 2009. Speaker: *International Tourism Development and the Vancouver Olympic Experience*
- International Ecotourism and Sustainable Tourism Conference (October, 2008) Speaker: *BC Tourism Educators: From Commitment to Action on Climate Change Concerns*.