

# GRIFFITH INSTITUTE FOR TOURISM

RESEARCH CAPABILITY  
STATEMENT

**Make it matter**





**Australia's visitor economy  
comprises the wide range of  
industries that provide goods  
and services to visitors who  
travel to a destination for a  
variety of purposes, including  
leisure, education, business  
and employment**

Australian Government, 2023, THRIVE 2030, p. 3





# Griffith University is ranked #1 in Australia and #4 worldwide for Tourism and Hospitality\*

The Griffith Institute for Tourism was established in 2014 and has become Australia's most prominent tourism research institute focused on providing evidence-based practical solutions. Our membership includes over 120 academic, adjunct and PhD members.

Our team includes business and economics, marketing, environmental science, aviation, technology and Big Data analytics, architecture, health, urban planning and more. We work to address current and future research problems facing the visitor economy.

In addition to world-class research, we deliver strategic planning, capacity building and training, and stakeholder consultation services for government and business.

Our interdisciplinary approach can provide new insights and innovative ways to tackle issues facing destinations and businesses, with significant impact and expertise in the following research clusters:

- **Climate Change Action**, led by Distinguished Professor James Higham
- **Events & Sports Management**, led by Professor Leonie Lockstone-Binney
- **Resilient & Sustainable Tourism Regions & Businesses**, led by Professor Karine Dupré
- **The Future of Aviation**, led by Professor Gui Lohmann
- **The Visitor Economy Data Analytics and Indicators**, led by Dr Margarida Abreu Novais
- **GIFT Higher Degree Research Coordinator**, Professor Brent Moyle

\* 2022 Shanghai Ranking Global Ranking of Academic Subjects.

Griffith University acknowledges the people who are the Traditional Custodians of the land. We pay respect to the Elders, past and present, and extend that respect to all Aboriginal and Torres Strait Islander peoples.

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NOVEMBER 2023

# Welcome to the Griffith Institute for Tourism Capability Statement.

Our Institute, located in the tourism mecca of Queensland (Australia), aims to significantly contribute to the local communities and economies as we prepare for the 2032 Brisbane Olympic and Paralympic Games. We also seek to deliver projects that impact national and international visitor economies, working with cities and regions to help them develop integrated destination management and marketing plans informed by the latest innovations and data. Our projects in Asia and the Pacific strive to help emerging visitor economies grow and prosper sustainably, delivering positive outcomes for the planet.

The COVID-19 pandemic has changed travel behaviour and, by extension, challenged how tourism businesses operate. This shock transformed how we view tourism, and the way tourism works. We needed to reframe our thinking and adapt our models to the new normal. Here at the Griffith Institute for Tourism, we want to provide the expertise to assist tourism, hospitality, sport, and events stakeholders in leveraging profitable and sustainable businesses and not-for-profit organisations.

This publication encapsulates some of the outstanding work and experiences of our researchers. It gives an understanding of our capabilities and expertise so that you are well-informed on how our Institute can best assist you. Given this new operating environment, having evidence-based decisions informed by our research will empower you to optimise your strategy and become a market leader.

I invite you to read this document and learn more about how the Griffith Institute for Tourism can work with your organisation to make better decisions, so you are forward-focused and future-ready.

**Dr Sarah Gardiner**  
***Director, Griffith Institute for Tourism***





## ENGAGEMENT

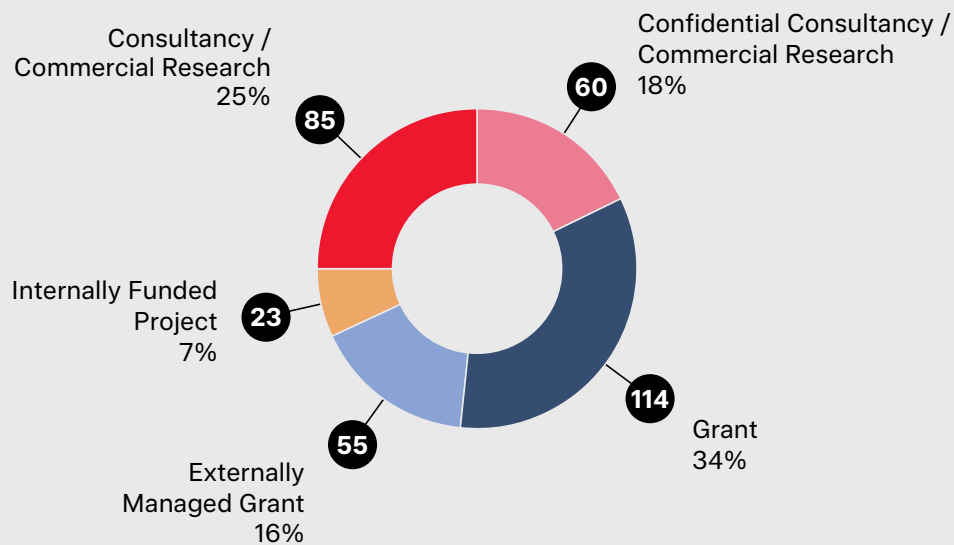
# Our Institute & the Industry

The Institute comprises experienced tourism professionals with whom external partners regularly engage to assist in securing and delivering grants and consultancy research projects for government and industry. Since 2014, we have completed 337 projects. We have consistently worked with organisations across multiple years to offer transformative and impactful outcomes to regions, businesses, and communities.

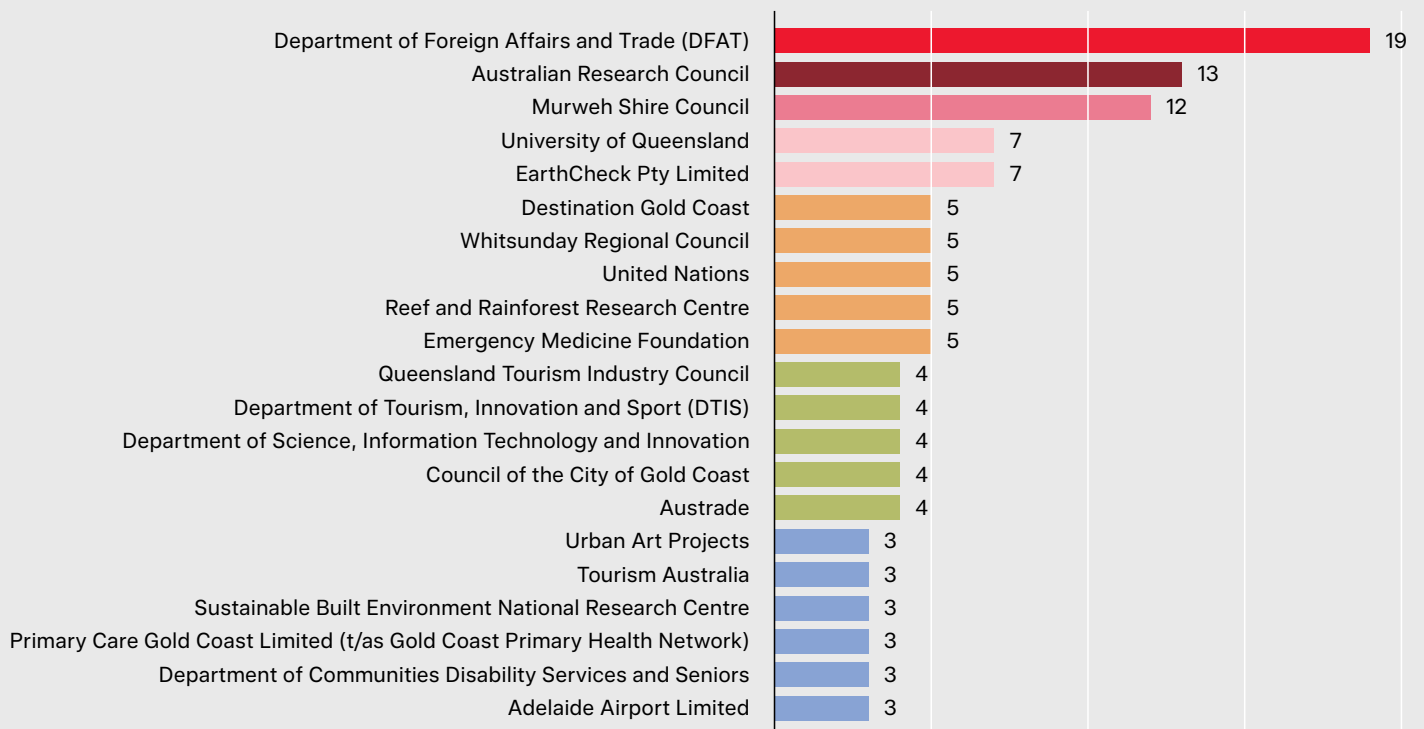
As presented later in this document, our research engagement and expertise revolve around five research clusters. These clusters are well-established areas of expertise and are impactful research projects. We also have a number of specialist research areas where a smaller group of researchers engage with emerging topics. As a result, many of our research projects concern tourism and climate change, aviation, regional and resilient communities, sport and events management, and the visitor economy and indicators.

We work with all types of organisations – from large public sector departments to small businesses – to deliver effective and impactful results. Some of our projects comprise long-lasting collaboration with our partners to achieve deeper transformational outcomes. In other instances, we carry out single projects to address specific research or training needs. The Institute is highly capable of handling multiple projects in any given year. The following pages highlight the breadth and depth of our research and its contribution to businesses and society.





**Grant/Consultancy Types  
(2008–2022)**



**Main External Partners (3+ projects)  
(2008–2022)**





I am proud to be part of a motivated and dedicated team of researchers, administrators and students, focused on making a positive and practical contribution to the future of our industry and our communities.

## Our Professor of Practice: **Daniel Gschwind**

Tourism has always been at the intersection of diverse commercial, social, and environmental processes. The sector has become a global economic driver and a factor of increasingly complex community and ecological challenges. As industry and governments work on crafting a crisis recovery and preparing for a climate-challenged future, we must contend with political and economic uncertainties that reverberate through the business community and challenge policymakers everywhere. As such, innovative and multidisciplinary solutions are needed to tackle these complexities – in which the Institute excels.

The Institute has been at the forefront of applying research outcomes to practical questions affecting the visitor economy. Successful collaborations with businesses, government agencies and other institutions have contributed to Institute's success

in global research rankings. The Griffith Institute for Tourism is ready to work with our partners to shape a competitive and sustainable future through innovation and collaboration.

Daniel Gschwind was the Chief Executive Officer of the Queensland Tourism Industry Council from 2001 to 2022, representing the industry in numerous committees and forums. In 2022, he was appointed Professor of Practice for the Griffith Institute for Tourism. In addition, Daniel currently holds several prominent roles, including Chair of the Trade and Investment Queensland, Chair of the Queensland Music Festival, Director of Tourism Whitsundays, Jobs Queensland board member, Chair of the Tourism Reef Advisory Committee of the Great Barrier Reef Marine Park Authority, and an Honorary Consul for Switzerland.



For more  
information on  
Daniel Gschwind



# The GIFT Experience



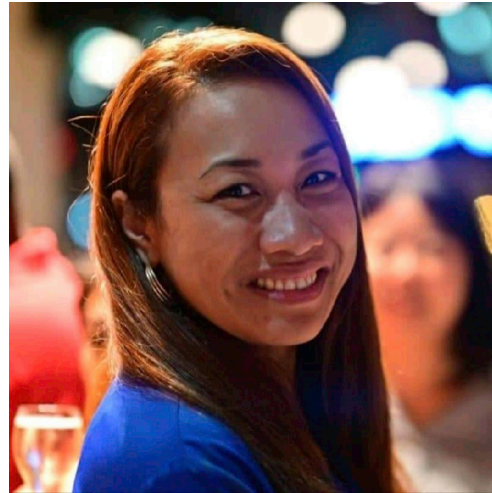
## By Made Handijaya Dewantara

Hi! I am from Bali, Indonesia, and this is my second year studying for a PhD at Griffith University. Being a Griffith Institute for Tourism PhD member has provided me with many networking, funding, and experiential opportunities. I now have networks with professors in various universities, such as the University of Queensland, the University of Otago, and the University of Surrey. The Institute also provided funding opportunities, facilitating my work so I could submit it to a high-quality journal.

Most importantly, I had the chance to work on a Scenic Rim region industry project. Being part of this project enabled me to develop my contacts and learn how to integrate my research into practice. For example, I learned how tourism operators in the Scenic Rim region could benefit from my project's understanding of tourism vlogs and the interaction between influencers and viewers can drive potential visitation. Working with various experts enables me to share my research and gain feedback, and most importantly, drives my motivation to explore my research project deeply.



To learn more about Made's experiences at Griffith University, scan this QR code!



## By Dr Sera Vada, Postdoctoral Research Fellow

Bula Vinaka, I am originally from Fiji and am currently a Postdoctoral Research Fellow at the Griffith Institute for Tourism.

I am passionate about evidence-based research, which influences policies and enhances individual well-being and communities' livelihood, especially in the Pacific region. My postdoctoral research project examines the restorative effects of tourism experiences on tourists' well-being from the lens of positive psychology. An exciting piece of research I have been working on in collaboration with colleagues at Griffith University and Hong Kong Polytechnic University is exploring the intersection between repeat visitation and the well-being of repeat visitors to Fiji. This research was recently published in the world's highest ranked tourism journal, *Tourism Management*.



Here is a link to Sera Vada's publication in *Tourism Management*!



If you would like to know more about the PhD program at the Griffith Institute for Tourism, please contact our Higher Degree Research Director, Professor Brent Moyle.





## Industry Advisory Board

Above (from left): Christopher Warren, Leo Jago (OAM) and Jan Hutton at our recent "IndusTEA" event. This was an opportunity for PhD candidates to meet the Advisory Board and pitch their research to tourism industry experts.

The Institute team has a diverse and deep knowledge base in tourism and the visitor economy. This presents a powerful opportunity to work with the sector to solve complex macro issues, which the industry often does not have the research expertise or breadth of insight to tackle independently. In return, by collaborating with the Griffith Institute for Tourism, the public and private sectors can assist the development of future tourism top talent and contribute to the industry's

overall progress on critical issues such as resilience, data, impact, and climate change. Our role as the Advisory Board is to help guide the agenda for the Institute, ensuring their work remains innovative and relevant to the sector's needs, current and emerging.



## Chair of the Industry Advisory Board

**Liz Savage**

**Non-Executive Director of Intrepid Travel**

Liz has extensive global experience in the travel and tourism sector as a senior executive in airlines easyJet and Virgin Australia and more recently as Board Director of companies including Intrepid Travel, North Queensland Airports and Auckland Airport. Liz led the Queensland Government Plan for Tourism Recovery development in the aftermath of the Covid-19 pandemic.





# Industry Advisory Board Members

## **Stewart Moore** **CEO and Founder of EarthCheck**

Stewart has over 30 years of experience in various disciplines, including business and strategic planning, policy development, tourism destination management and marketing, sustainability, risk management and corporate and social responsibility.

## **Fiona Hood** **Head of Strategy for Brisbane Airport**

Fiona's vision is to make complex simple and deliver innovative, sustainable, impactful outcomes. Her expertise lies in making changes through collaborative leadership. This is evident through Fiona's past successes in leading large operational departments, sales and relationship management teams, and small technical teams in cross-functional collaborations.

## **Jan Hutton** **CEO of Australian Tourism Data Warehouse**

Jan's expertise lies in visitor economy strategy development, tourism recovery strategies and data analytics. Jan previously held roles as former Managing Director within the Ogilvy group, Director and board member of The Nielsen Company, CMO of South African Tourism, CMO of Deloitte Consulting Africa, CMO of Destination Gold Coast and GM of Marketing for Destination NSW (New South Wales).

## **Leo Jago OAM** **Professor Emeritus of the University of Surrey**

Leo has over 25 years of experience as Director of Tourism-related research centres in universities and governments in Australia and the United Kingdom. He is currently the Chair of the Business Events Council of Australia and the Director of Tourism and Business Events International. His expertise in research and teaching includes event evaluation, social impact assessment, and economic impact analysis.

## **Christopher Warren** **Founder and CEO of My Green Butler**

Christopher is a sustainability expert providing solutions globally to the hospitality sector using smart technologies and virtual training through My Green Butler. He is a partner with the United Nations Environmental Program's One Planet Program. He has previously been a Research Fellow at Griffith University and a co-proprietor of Crystal Creek Meadows Luxury Cottages & Spa Retreat.

## **Samantha Palmer** **General Manager Visitor Economy & Client Programs; Global Diversity & Inclusion Champion, Australian Trade and Investment Commission**

Samantha brings 30-plus years of diverse experience, with more than 20 in senior executive service roles. She has led policy, programs and corporate transformations in the Queensland, Western Australia and Commonwealth governments in many areas relevant to the visitor economy. She is a National Fellow of the Institute of Public Administration Australia (IPAA). In 2013, she was one of the AFR/Westpac 100 Women of Influence and the Australian HR Institute Diversity Champion of the Year.



# Climate Change Action Research Cluster

The Climate Change Action cluster brings together tourism and climate change experts who aim to help tourism businesses, destinations, governments, and regional organisations to reduce climate change risk. This outcome is achieved by decarbonising tourism-related operations in line with the Paris Agreement and successfully adapting to mitigate the increasing impact of climate change.

Our researchers have expertise in the following areas:

- **Carbon footprint analysis:** We comprehensively analyse destinations and recommend carbon footprint mitigation strategies.
- **Impact assessment:** We assess tourism's vulnerability to climate change impacts and provide recommendations to address them.
- **Policy analysis:** We evaluate the integration of tourism and climate change policies and how to improve them.
- **Climate change governance:** We analyse tourism governance effectiveness to address climate change, including the enabling environment.
- **Climate change strategies:** We identify climate change mitigation and adaptation strategies that help balance the impact of tourism on the environment and broadly contribute to the Sustainable Development Goals.

Our recent projects include:

- Calculating carbon emissions and development of future emission scenarios for some Australian destinations
- Identifying holistic climate risk reduction strategies in Vanuatu
- Informing tourism governance to intensify climate change action
- Developing a project plan for decarbonising tourism in the Whitsundays
- Reviewing climate science and policy in Australasia

Climate Change Action cluster members actively participate in international science review panels such as the Executive Board of the Tourism Panel on Climate Change and the Intergovernmental Panel on Climate Change. Their works inform policy recommendations and contribute to advancing science-based climate action across the global tourism system.



The Tourism Panel on Climate Change (TPCC) was launched at COP27. Co-founded by Professor Susanne Becken, who is on the Executive Board, the TPCC represents a new era of collaboration to support climate action in tourism, connecting over 60 leading experts on tourism and climate change from over 30 countries and across academia, business, and civil society.

Professor James Higham, Dr Emma Whittlesea, and Dr Johanna Loehr are TPCC lead experts, working to inform and rapidly advance science-based climate action across the global tourism system to support the goals of the Paris Climate Agreement. Professor Higham co-leads Working Group II (Emissions and Mitigation), Dr Whittlesea is the Executive Director of Griffith's Climate Ready Initiative, and Dr Loehr is a Postdoctoral Research Fellow in the Institute.





Major Events Gold Coast commissioned the Griffith Institute for Tourism to develop a new events strategy for the Gold Coast. This strategy seeks to provide direction to achieve the vision for the acquisition, development, and management of major events on the Gold Coast, such as Groundwater (in the picture), from 2022 to 2027.

# Events & Sport Management Research Cluster

The Institute's events and sport management cluster have several exciting new projects underway. Many of our projects leverage opportunities to strategically inform the planning, delivery, and legacies of the upcoming Brisbane 2032 Olympic and Paralympic Games.

Some examples of these projects currently underway include:

- Major Events Gold Coast funded a consultancy project to develop a new major events strategic direction for Gold Coast.
- Our researchers are currently working on optimising the operations of major events and enhancing the visitor experience. Through an interdisciplinary team comprising other Griffith University researchers, they are developing a scorecard tool through observational data collected at two major Gold Coast events in 2022.
- Queensland Tourism Industry Council funded a project to develop Queensland's COVID-safe event framework.
- In the lead-up to the Brisbane 2032 Olympic and Paralympic Games, the Institute is currently involved in a project to advance athlete and coach access to high-performance sports services in developing countries.



# Resilient & Sustainable Tourism Regions & Businesses Research Cluster

The Institute engages and mobilises the input of local communities, tourism businesses and tourists in peripheral regions of Australia to develop peak tourist experiences with exceptional potential to inspire repeat visits and recommendations. This research cluster aims to help foster more resilient and sustainable communities and businesses by generating significant new sources of tourism-related employment and revenue. Innovative outcomes, co-created with local communities, assist regional destinations in implementing successful co-creative tourism aligned with their unique cultural and geographical circumstances.

We have various disciplinary experts from tourism, planning, experience design, technology, architecture, and economics. Our rigorous and robust approach delivers high-quality, innovative applied solutions. Our researchers have brought over \$13 million to our Queensland partners since 2016. Our services include:

- Tourism master plans
- Tourism strategic plans
- Tourism operational plans
- Tourism grant writing
- Tourism infrastructure project management
- Tourism workforce training
- Community development community
- Small business mentoring
- Tourism internships
- Assistance to tourism eco-certification

2023 will be an excellent year for Murweh Shire and Etheridge Shire, amongst others. The first will see the Outback Museum of Australia (OMOA) completion to reinforce the tourism offering. At the same time, interactive pavilions will be installed throughout the Etheridge Shire to develop new landmarks and connectivity. In addition, the Scenic Rim will host our Resilience Conference in November.





# The Future of Aviation Research Cluster

Aviation plays a significant role in tourism development, especially in geographically isolated countries like Australia and New Zealand. However, it faces several challenges caused by external factors and events (natural disasters, global pandemics, and economic and social instabilities). In addition, aviation has been one of the last sectors to convert to zero emissions.

The Future of Aviation cluster researchers hold expertise on various sub-topics related to this broad field of research (i.e., carbon reduction in aviation, air travel passenger behaviour, air transport regulation, airports and global cities, and air route development).

Our researchers are focused on air transport management and airport operations and conducted several industry-relevant research and consultancy work in collaboration with long-lasting partners in Australia, including Brisbane Airport Corporation, Gold Coast Airport, and Adelaide Airport. Some examples of past work projects involve:

- Passenger behaviour and shopping preferences research to support intelligent business decisions regarding car parking and retail
- Visitor experience and travel dispersal
- Passenger satisfaction
- Stakeholder engagement in air route development, particularly the role of leadership and governance.

The Institute also seeks to develop innovative solutions toward achieving sustainable development and zero-carbon objectives by researching sustainable, regenerative, and low-carbon technologies. Our researchers are founders and facilitators of the Aviation Reimagined online seminar series featuring industry leaders, policymakers and researchers sharing their insights about transitioning to a low-carbon future for aviation. Their extensive work created multiple opportunities, such as:

- Involvement with Sustainable Aviation Fuel Alliance of Australia and New Zealand to create a collaborative environment to advance sustainable aviation fuel production, policy, education and marketing in Australia and New Zealand
- Participation at the Steering Committee for Boeing-funded CSIRO research and production of a Sustainable Aviation Fuel Roadmap – Examining Australia's potential role in the APAC region
- The Climate Ready Initiative to support Skytrans Airlines towards their journey to "jet zero".



## Aviation Reimagined

The "Aviation Reimagined" series brought together leading global experts to debate research, innovation and policies supporting decarbonising the aviation sector. Some topics include Aviation Net Zero, Policy Leadership, Technology Developments, Aircraft of Tomorrow and Transforming our airports.



# The Visitor Economy Data Analytics and Indicators Research Cluster

The Visitor Economy Data Analytics and Indicators is a new research cluster at the Institute. This cluster pulls together researchers specialising in understanding visitor perceptions and behaviour and more efficient data-driven management of attractions and destinations.

Our team has a wealth of experience in government, industry, and academia. We have assisted our partners in policy advice, Big Data, and data mining, measuring the economic value of tourism, developing tourist experience and planning, and consuming and evaluating tourism systems, specifically:

- Economic impact assessments on tourism expenditure of domestic, inbound, and outbound visitors
- Cost-benefit analysis in understanding tourism's economic, social, and environmental impact
- Understanding visitor statistics and predicting future trends
- Visitor behaviour and movement tracking using Big Data
- Analysing destination strategic plans
- Feasibility testing and evidence-based expert advice to design and develop innovative tourism experiences

Current projects in this space include collaborations with domestic and international government entities and academic institutions to review international tourism data hubs, develop frameworks for analysing destination performance and identify appropriate indicators and their measures to assess performance.





# Specialist Research Areas

## Tourism and Hospitality Workforce

Our expertise includes tourism and hospitality (and broader frontline service) workforce planning, policy, and workplace design and practices, especially about youth employment, skills and career development, employee well-being, Generation Z, and talent management. We work closely with the government, industry practitioners, experts in other institutions and other stakeholders, locally and internationally, to pursue a more sustainable and empowered future workforce. Examples of recent projects include the development of a new performance management system for a large national organisation and a written submission and presentation to the National Youth Commission Australia.

## First Nations Tourism

First Nations tourism in Queensland is in a strong position to leverage the opportunities that will be forthcoming as planning for the 2032 Brisbane Olympic and Paralympic Games gains momentum. Now is the time to “embrace the profound economic value and global cultural significance of Indigenous Tourism” (NITAG, 2020:1) as the profile and awareness of First Nations tourism in Queensland and across Australia strengthens and grows in significance. It is critical to leverage the unique selling points of Queensland First Nations tourism experiences which are many and varied, representing both Aboriginal and Torres Strait Islander Cultures. First Nations tourism in Queensland shines as ‘All tourism at its heart, is Indigenous tourism’ (NITAG, 2020:1).

## Accessible Tourism

Our researchers are interested in partnering with people with lived experience to uncover and transform the environments, systems, and services that disadvantage people with a disability. During earlier work in this specialist area, we partnered with people with disabilities to uncover and understand the positive and the negative experiences. In the Year of Accessible Tourism, we look forward to partnering with citizens, advocacy groups, government, and industry to develop and implement solutions that promote sustainable and positive experiences.

## Griffith Institute for Tourism Biosensor Lab

In 2023, GIFT upgraded its biosensor lab, comprising revolutionary technology that uses human behaviour metrics to gather tourism data, including virtual reality eye-tracking, screen-based eye-tracking, mobile eye-tracking glasses, facial expression analysis, and skin conductance. The lab features excellent tools to leverage the insights offered by eye tracking and facial expression analysis while maintaining high mobility and flexibility.

Above (from left): Bruno Oliveira, Bojana Spasojevic, Gui Lohmann and Mai Nguyen at the Biosensor Lab launch. Mai is testing the virtual reality features.

# Academic Contributions

In the "academic world," research recognition and prestige derive from several scholarly activities. Some of the most critical metrics include the number of peer-reviewed journal articles published, the participation as editorial board members in prestigious journals, the number of citations in terms of academic publications, and the supervision of PhD scholars.

The Australian Business Deans Council (ABDC) is a widely accepted journal quality list. ABDC classified 69 journals into four ranks: A\* (5.8%), A (23.2%), B (36.2 %) or C (34.8%), according to their most recent 2022 review released in March 2023. Only four tourism related journals are ranked A\*: "Annals of Tourism Research," "Journal of Sustainable Tourism," "Journal of Travel Research," and "Tourism Management." Sixteen journals are ranked A in tourism. Our researchers aim to publish principally in A\* and A journals, with 17 A\* and 62 A publications (79 total) in 2021.

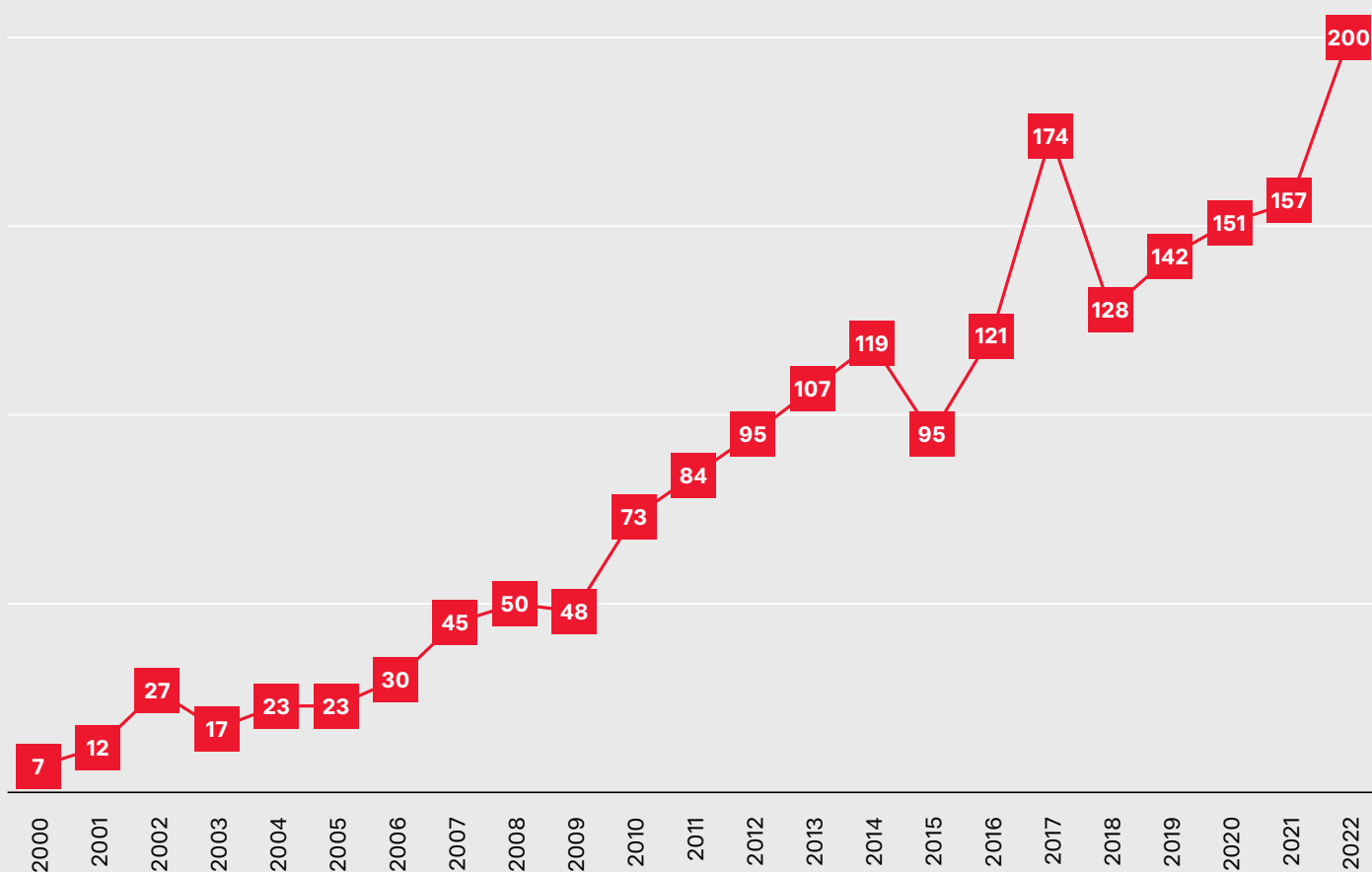
Journal	ABDC Classification	Publications
Journal of Sustainable Tourism	A*	66
Tourism Management	A*	55
Current Issues in Tourism	A	41
Event Management	A	32
Tourism Recreation Research	A	31
Journal of Hospitality and Tourism Management	A	28
Journal of Travel Research	A*	28
Sport Management Review	A	27
Journal of Retailing and Consumer Services	A	25
Annals of Tourism Research	A*	23
Journal of Sport Management	A	23
Tourism Management Perspectives	A	16
Asia Pacific Journal of Tourism Research	A	15
European Sport Management Quarterly	A	14
Marketing Intelligence & Planning	A	13
Journal of Hospitality & Tourism Research	A	12



Journal	# of Members
Event Management	3
Annals of Tourism Research	2
Journal of Sustainable Tourism	2
Leisure and Events	2
Sport Marketing Quarterly	2
Tourism Recreation Research	2
Tourism Review	2
Archnet-International Journal of Architectural Research	1
European Sport Management Quarterly	1
Frontiers in Sustainable Tourism	1
International Journal of Culture, Tourism, and Hospitality Research	1
International Journal of Festival and Event Management	1

Journal	# of Members
International Journal of Sport Communication	1
Journal of Air Transport Management	1
Journal of Design, Planning and Aesthetics Research	1
Journal of Hospitality and Tourism Management	1
Journal of Place Management and Development	1
Journal of Policy Research in Tourism	1
Journal of Sport Management	1
Journal of Travel Research	1
Journal of Vacation Marketing	1
Sport Management Review	1
Tourism Management	1
Tourism Tribune	1

**Number of GIFT members in Journal Editorial Boards**



**Number of academic publications by GIFT authors over the years**



## CONTACT US

If you would like to find out more about us or how you can engage the Griffith Institute for Tourism, please do not hesitate to contact us at the following details:

**Phone** (07) 5552 8139

**Email** [gift@griffith.edu.au](mailto:gift@griffith.edu.au)

**Web** [griffith.edu.au/institute-tourism](http://griffith.edu.au/institute-tourism)



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