

HAS USING DIGITAL MEDIA CHANGED COMMENSALITY IN TOURISM AND HOSPITALITY?

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Has engaging with digital media changed our demand for commensal products? As online practices are progressively embedded within our societies' social fabric, there is a need for research to explore the potentially new meanings people give to commensality in the digital world. This proposal highlights our intention to investigate current key sociological concepts in relation with commensality and digital media engagement, creating connections between past and present theories to identify gaps in our understanding. The results may help amend now dated theories regarding commensality and food experience design, further contributing to hospitality research.

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