

# GUEST LECTURE



Dr Madelene Blaer from Monash University will give a lecture on “The digitalisation of travel writing: Implications for sustainable tourism in the age of online influence” on **20 September 2019 at 2.00 pm at IALF Denpasar.**

Graduates of Australian tertiary institutions from Indonesia, who are interested in attending this event, please RSVP by **19 September 2019** to this [link](#).

*\* Due to the limited availability of seats, early registration is recommended.*

## Overview

Digital disruption has had significant implications for travel writers and the places that feature in their work. Social media gives everyone the tools to become a travel writer, providing a space to voice an opinion and interact with global audiences.

The story of leading Indonesian travel writer, Agustinus Wibowo, illustrates how travel writing has changed. Over four years, Wibowo trekked across Central and South Asia and published his daily travel notes online. His articles were so popular, it led to an opportunity to publish three books. His transition from an amateur to a professional travel writer is quite different from writers in the past, who couldn't access an online audience.

In this age of online travel content, some writers and social media ‘influencers’ have been accused of contributing to unsustainable mass tourism that can change a place for the worse. So how do travel writers reflect on ethics in their work and understand their responsibilities to the foreign destinations and cultures they portray? This lecture will explore the experiences of a number of influential travel writers, journalists, bloggers and influencers and link the rise of the blogosphere and branded travel personalities to sustainable tourism management.

**Friday 20 September 2019**  
2.00 pm-4.00 pm

IALF Auditorium  
Jl Raya Sesetan 190  
Denpasar 80223



Dr Madelene Blaer

Dr Madelene Blaer is a lecturer in tourism at Monash University in Melbourne, Australia. Her research contributes to the interrelated fields of tourism and the media and the digital tourism economy. She was awarded her PhD from La Trobe University in 2016, which received an award from the Council for Australasian Tourism and Hospitality Education and an Australian Postgraduate Award from the Australian Government. Her thesis highlighted that digital innovations in publishing and online interactions have dramatically changed contemporary travel writing. Her guest lecture will be based on her published and continuing research on the digitalisation of travel writing and its implications for developing and managing sustainable tourism destinations.