

The School of Business and Law (SBL) at Edith Cowan University (ECU) invites an application for PhD beginning in Semester 2, 2020.

The successful candidate is awarded a 3-year full-time scholarship and will pursue independent research under the supervision of Dr Eerang Park (<https://www.ecu.edu.au/schools/business-and-law/staff/profiles/senior-lecturer/dr-eerang-park>).

The potential PhD research could focus on food tourism area that is related to Dr Park's research on food tourism and foodscape in Asia.

Food is essential to every aspect of our lives, and the exploration of food as a representative of otherness implies the experience of the everyday life of others (Long, 2004). Ethnic heterogeneity in Asia, in particular, explains the multi-layered nature of otherness within the region. Accordingly, dynamic food and culinary culture of Asia encourages inter- and intra-regional food tourism which has been overlooked in tourism research (Park, Kim, & Yeoman, 2019). It is also noteworthy that the food and tourism industries in Asia have been undergoing an unprecedentedly rapid change on a global scale. The increasing popularity of Asian destinations requires a breadth of understanding of the social, cultural, historical and environmental aspects of Asia, with food being one of the key agents informing us of these complexities in Asia. The media influence on tourist's food experiences and changing the local foodscape is undergoing, and Asian destinations' food tourism development approaches become dynamic. A potential candidate is highly encouraged to propose a food tourism research in light of the contemporary movement and changes in food tourism in Asia.

There is no geographical limit within Asia but preferred research contexts are Vietnam and South Korea. Vietnam in its own has its unique positioning in the space of food tourism, as it has a variety of food cultures, foodways and cuisines from different regions. It also presents an interesting melange between French and Vietnamese culinary cultures and practices, which has significantly influenced international tourists' imagination, fantasy and actual food-experiences while travelling in Vietnam. Existing research found the impacts of tourism on local foodscape changes (Avieli, 2012, 2013) but the food tourism focus is not yet fully developed.

Meanwhile, food tourism becomes unprecedentedly popular in Korea and media influence (e.g. celebrity chef, food-themed TV shows, celebrity restaurateur) on food travel is phenomenal. The traditional destination concept is arguably changing looking at Koreans food tourists' behaviours however little attention has been paid to this area.

Prospective students should send a CV and a maximum of 5 pages research proposal including references to Dr Eerang Park (e.park@ecu.edu.au<<mailto:e.park@ecu.edu.au>>) until 15 March. For the CV, please highlight and specify previous research experiences including research training as well as research publications. Enquiries or informal consultations are welcome via email.

For more information about the PhD program at ECU, please visit:

<https://www.ecu.edu.au/degrees/research>

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ECU has been named in the top 500 Times Higher Education World University Rankings for 2020, this places us in the top 2.5% of universities in the world.

The School of Business and Law is recognised by QILT as the top public university in Western Australia for Teaching Quality and Graduate Satisfaction, in the undergraduate fields of Business and Management, and Law and Paralegal Studies.

The School of Business and Law develops industry-ready graduates through high quality teaching and learning experiences, and engaged, applied research.