

## ATHE Annual Conference 2011

### VALUING TOURISM IN HIGHER EDUCATION: Capitalising on HE-industry Links

Thursday 8th – Friday 9th December 2011, St Anne's College, Oxford

#### DRAFT PROGRAMME

| <b>Thursday 8<sup>th</sup> December</b> |   |
|---|---|
| <b>10.30am</b>                          | Registration with tea and coffee  |
| <b>11.00am</b>                          | Conference opens<br>Welcome from Professor Robert Maitland, Chair<br>and<br>Presentation of ATHE Student Prize Award              |
| <b>11.30am</b>                          | <b>Keynote:</b><br><b>Professor Chris Cooper (Oxford Brookes University)</b><br>'Key Issues for Tourism in the Run Up to the REF' |
| <b>12.15pm</b>                          | <b>Session 1</b> Parallel sessions 3 x 2 papers   |
| <b>1.15pm</b>                           | CABI Book Launch  |
| <b>1.30pm</b>                           | Lunch   |
| <b>2.30pm</b>                           | <b>Session 2</b> Parallel sessions 3 x 2 papers   |
| <b>3.30pm</b>                           | Tea/Coffee break  |
| <b>3.45pm</b>                           | <b>Keynote:</b><br><b>Kurt Jansen (Tourism Alliance)</b>  |
| <b>4.30pm</b>                           | <b>Session 3</b> Parallel sessions 3 x 2 papers   |
| <b>5.30pm</b>                           | <b>ATHE AGM – all members welcome</b>   |
| <b>7.00pm</b>                           | Drinks and reception  |
| <b>7.30pm</b>                           | Conference Dinner<br>Bar open until 10.30pm   |

| <b>Friday 9<sup>th</sup> December</b> |   |
|---------------------------------------|---|
| <b>9.00am</b>                         | Registration with tea and coffee  |
| <b>9.30am</b>                         | <b>Session 4</b> Parallel sessions 3 x 2 papers   |
| <b>10.30am</b>                        | Emerald Group: An Insider's Guide to Getting Published  |
| <b>11.00am</b>                        | Tea/Coffee break  |
| <b>11.15am</b>                        | <b>Panel Discussion</b><br>'Industry and HE: Shared opportunities, shared responsibilities?'<br><b>Panel of speakers:</b><br>Dermot Blastland (TUI), Professor Brian Wheeller (NHTV Breda University), Mark Tanzer (ABTA), and Professor Andrew Holden (University of Bedfordshire) |
| <b>12.45pm</b>                        | <b>Conference Close, fork buffet and depart</b>   |