



Newsletter

WELCOME! Welcome to the fourth ATHE newsletter, which on this occasion is designed to update you with news of the topics and discussions that have focused the Executive's minds on behalf of the membership since September 2004. It has been a busy few months, during which time the Executive has continued to pursue its goal of ensuring that the Subject Association's voice is heard at every possible opportunity in matters that affect the welfare of our subject. Under the first section 'Hot Topics' issues of particular interest to our subject are reviewed. In addition, the 'Special Reports' section on this occasion focuses on ATHE's major recent concerns, the Annual Conference at Missenden Abbey in December and its contribution to the panel configuration for the RAE 2008 Units of Assessment. In addition, ATHE endeavours to place all of its responses to changing/new policy in higher education and tourism related matters on its website under the 'Consultation' area. Please take a moment also to look at the details at the end of the newsletter about this year's conference, which will take place in Liverpool between 30th November and 2nd December 2005.

A warm welcome to Sergio Leal, our new ATHE secretary who joined us in January! (Details of how to contact him can be found at the end of this section).

Remember, if you feel that there are issues that the Newsletter could usefully include, please do not hesitate to contact me. The Newsletter would like to reflect the interests of all member institutions and individual Tourism academics, so please get in touch!

Spreading the Word....

In order that ATHE is able to reach those 'parts' (Tourism academics) that otherwise cannot easily be reached, please be sure to forward this Newsletter on to as many of your colleagues as possible. We are enclosing multiple hard copies of the Newsletter for this purpose and you will also be receiving an electronic version. Please contact Sergio on secretary@athe.org.uk if you have any queries about the Newsletter's distribution and he will be happy to oblige!

For full details of ATHE's activities and of the current and newly elected and co-opted Executive Committee members please go to our website: www.athe.org.uk

For the year 2004-05 there were 49 fully paid up members of ATHE and we hope to continue to increase membership levels in the next year. It is hoped that issues raised and discussed at the Executive Committees meetings (which are held 6 times a year) reflect these objectives and the interests of all member institutions.

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Hot Topics

The Executive has met 4 times since the last Newsletter (Issue 3); in September 2004 at Oxford Brookes University; in October at the University of Westminster; in January 2005 back at Oxford Brookes and in March 2005 at Bournemouth University.

The following topics were discussed at length and in some cases, ATHE responded to these topics to the appropriate agencies on behalf of its membership (Please also see the 'Consultation' page on the ATHE website).

Academy of Learned Societies for the Social Sciences-nominations for Academicians

As reported in the Chair's Annual Report on the association's activities in 2004, ATHE supported 3 nominations for academicians/practitioners for ALSSS. At the time of going to press we have not heard the outcome of these nominations; decisions on successful nomination are due to be made by 21st March 2005.

www.tourismeducation.org

This very useful website has been rebadged using ATHE's corporate style and logo. It provides a list of resources and links for tourism educators and students, the main areas of which are:

- Tourism books through links to publishers
- Links to key journals
- Links to key libraries and abstracting services
- A specialist bibliography on tourism education
- Links to tourism organisations
- Providers of market research
- Jobs
- Courses
- Access to discussion groups

LTSN-HE Academy update

The new name for the LTSN-HLST is 'HE Academy Subject Network for Hospitality, Leisure, Sport and Tourism' (www.hlst.ltsn.ac.uk). The LTSN is reported to be getting more funding (+£50,000 per annum). In addition, HEFCE are to devolve large amounts of money through the HE Academy. An issue for future discussion could focus on how LTSNs will work with CETLs. Your attention is further drawn to the HEA's 'Link 12' publication and an article about the future of hospitality, leisure, sports and tourism higher education. (See www.hlst.ltsn.ac.uk/resources/publications.html for link to this publication).

TRIG

The Tourism Review and Implementation Group (TRIG) was launched in 2004 with a remit of ensuring that progress is made to remove barriers and to modernise tourism, ensuring that it becomes a £100 billion industry by 2010. Professor David Airey, representing the wider academic tourism sector, has attended TRIG meetings thus far and will continue to do so in order to maintain representation from Higher Education.

JACS codes

ATHE has been involved in the consultation exercise prior to the launch of the new JAC codes (see Newsletter 3, September 2004). The revised proposals reflect ATHE's major concerns.

Strategic Plan 2004-2007

As reported in Issue 3 of the Newsletter ATHE now uses its Strategic Plan 2004-2007 during the Executive's meetings to help maintain a clear focus on priority activities.

A copy of this evolving strategy, which indicates Strategic Priorities, Action points and Timescales, can be found on ATHE's website (www.athe.org.uk); below are the key Strategic Priorities of ATHE 2004-2007 taken from the document.

1. To act as a Subject Association for tourism in higher education in the UK
2. To promote the development and recognition of tourism as a subject for study in the UK and liaise as appropriate with other European countries and internationally.
3. To encourage high standards of learning, teaching and research
4. To identify and communicate 'good practice', statistics and other information about first degrees and postgraduate qualifications in tourism

5. To support, undertake and disseminate research to further these objectives
6. To maintain links between education on the one hand and employers and other interested parties on the other.

At the most recent Executive meeting at Bournemouth University on 9th March 2005, the Executive resolved to continue its commitment to achieve stated objectives on an annual basis.

ESRC-New National Website Launch

The UK's largest funding agency for research and postgraduate training on social and economic issues, the Economic and Social Research Council (ESRC), is soon to launch a brand new online initiative for social sciences research. **ESRC Society Today** will offer academics, students and researchers unrivalled, free access to high quality social and economic research available, planned and in progress. As well as bringing together all ESRC-funded research, the website will provide a gateway to other key online resources from the UK such as Social Science Information Gateway (SOSIG), the UK Data Archive and the Office of National Statistics, as well as international coverage from services such as Europa and Social Science Research Network (SSRN). It will include early findings, full texts and original data sets and allow users establish online discussion for a track down researchers in their key subject fields or find details on ESRC funding and training opportunities. There will also be the facility to register for regular news bulletins and email alerts on areas of interest and stay abreast of the latest research efficiently and effectively.

ESRC Society Today - www.esrcsocietytoday.ac.uk - is scheduled to go live for a test period in March 2005 before being publicly launched in April 2005, replacing the current www.esrc.ac.uk and www.regard.co.uk sites.

You can register for further information by emailing societytoday@esrc.ac.uk

SPECIAL REPORTS

Association for Tourism in Higher Education Annual Conference, 1st - 3rd December 2004, Great Missenden, UK

The annual conference was co-hosted by Buckinghamshire Chilterns University College (BCUC), the Higher Education Academy (HEA) and the Association for Tourism and Leisure Education (ATLAS). Although the association's annual meetings have traditionally been focused on discussing the major issues faced by its members, the 2004 conference was approached differently, with academic presentations playing a key role in the conference programme. The main theme was 'Critical Issues in Tourism Education' and it attracted delegates from all over the world, including presenters from Australia, Brazil, Croatia, Finland, Slovenia, Trinidad and Tobago, Uganda and the UK.

The first day of the conference was dedicated to social activities, with a walk through the Chilterns Hills during the day and drinks and dinner at night. These initial activities gave participants the chance to meet their peers and to strengthen networks. Day two was initiated by the welcoming of representatives of the co-hosting institutions (Prof. Chris Kemp, BCUC, Nina Becket, HEA, and Prof. John Tribe, ATHE). Ronald Barnett, Professor of Higher Education in the Institute of Education of the University of London, was the first keynote speaker of the conference. Focusing on 'Critical Issues in (Tourism) Higher Education', Prof. Barnett presented the picture of higher education in the UK and overseas and made links to the particular issues related to tourism higher education.

Academic papers that followed focused upon a broad range of topics including Tourism Employability and the European Social Fund within the 'Widening Participation' tract and the Tourism Curriculum in Small Island States in the 'Curriculum' tract.

The second keynote speaker of the day, David Airey (Professor of Tourism Management at the University of Surrey) presented a set of questions and possible future scenarios for tourism higher education, entitled 'From Here to Uncertainty'. This was followed by further academic papers in two tracts, 'Comparative' and 'Learning', the former including evaluations of Tourism Education in Slovenia, Croatia and Brazil. Further opportunity for networking was available in the evening during dinner and a Jazz Quintet presentation.

The last day of the conference commenced with the final academic presentations including the use of the Internet to support learning and teaching, the value of Tourism degrees to industry, the students' experience of Tourism education and challenges associated with providing Tourism education to an international audience.

Brian Wheeler (Visiting Professor of Tourism at NHTV Breda University of Professional Education), closed the conference with a memorable evaluation of the possibilities of using audio-visual material for teaching tourism. An animated film (Wallace and Gromit) on tourism impacts and several pictures were shown to the conference delegates in conjunction with the teaching approaches used by Prof. Wheeler.

Overall, the conference was very successful in the way it gathered tourism educators not only from the UK, but also from several different countries. The academic discussions generated by the presentations were of a very high level and allowed comparisons of the provision of tourism higher education in different parts of the world. The time allocated to social activities permitted the strengthening of networking, making the participation in the conference a very worthwhile time investment.

Full papers will be published as a conference proceedings book edited by Dr. Eugenia Wickens, who was responsible for receiving submissions and organising the presentations and Prof. John Tribe. Further information about the conference proceedings can be obtained from the ATHE secretariat (secretary@athe.org.uk).

Contribution to RAE 2008 panel configuration

In terms of Panel members, ATHE Executives considered those candidates suggested for nomination at the Meeting at Oxford Brookes in September 2004. Nominations were duly put forward to the three UoAs of particular relevance to Tourism (36 Business and Management, 46 Sports-Related Studies and 32 Geography and Environmental Studies), whether as Main Panel member, Sub Panel member or Specialist Advisor. The Executive took into account during its deliberations the expertise, experience and peer-recognition of suggested nominees. ATHE was confident that there is every possibility that there will be representation from Tourism for the RAE 2008. At the time of going to press, the sub panel chairs had been announced as:

Unit 36: Business and Management – Prof. Mike Pidd, University of Lancaster

Unit 46: Sport Related Studies – Prof. Clyde Williams, Loughborough University

Unit 31: Town and Country Planning – Prof. John Punter, Cardiff University

Unit 32: Geography and Environmental Studies – Prof. Keith Richards, University of Cambridge

Future Executive Committee Meetings:

This year's Executive meetings will be held as follows:

(January 2005 – Oxford Brookes University)

(March 9th 2005 – Bournemouth University)

May 19th 2005 – Liverpool John Moores University

June 27th – University of Westminster

September 12th – Canterbury Christ Church University College

October 25th – University of Gloucestershire

(AGM November 30th-2nd December-Liverpool Annual Conference)

Reminders for unpaid invoices for 2004 05 and advance notice of invoices for 2005-06

We are keen to encourage as many existing and new members as possible to join, to ensure that ATHE really is representative of the Tourism in HE Community across the UK. Some of you will be receiving reminder invoices for 2004-05 with this Newsletter so please do try to pay these promptly. Invoices for 2005-06 will also be dispatched shortly-please keep an eye out for these.

Links

Please do make sure that you take a bit of time to take look at ATHE's website (www.athe.org.uk). We are continually trying to improve its structure and content. If you do have any comments about the website, please email secretary@athe.org.uk

Conference 2005 – Call for papers

1st announcement and call for abstracts: The Future of Tourism Higher Education

An international conference organised by the Association for Tourism in Higher Education (ATHE)

*in conjunction with Liverpool John Moores University,
The Higher Education Academy Network for Hospitality, Leisure,
Sport and Tourism and supported by The Mersey Partnership.*

at The Leasowe Castle, Wirral, Merseyside, UK (www.leasowecastle.com)

30th November - 2nd December 2005

Confirmed keynote speakers:

- *Prof. Peter Jones (University of Surrey and panel member for RAE 2008: Business and Management Studies) (Research)*
- *Prof. John Westlake (Bournemouth University) (Recruitment)*

This conference seeks to analyse three key issues that are central to the future of tourism higher education. These are:

- Teaching and Learning
- Research and Knowledge Transfer
- Recruitment and Marketing.

The conference will be organised around a mixture of keynote presentations, discussion forums and research or practice papers. Prospective delegates are invited to submit abstracts (approximately 300 words and including 5 key words) of research papers or practice papers to the chair of the review committee Dr. Keith Wilkes by email (kwilkes@bournemouth.ac.uk). They should indicate whether they are practice or research and include the author's name, affiliation and contact details.

- Deadline for abstracts: 1st June 2005
- Notification of acceptance: 15th July 2005
- Full paper submission: 30th September 2005.

Conference presentations will be 20 minutes. The full paper submission should reflect this length being approximately 2500-3000 words plus references and will be included in the conference proceedings. Authors of suitable papers will be invited to submit a full article (3000 words for practice papers and 5000 words for research papers) for consideration for publication in the Journal of Hospitality, Leisure, Sport and Tourism Education (JoHLSTE) (www.hlst.ltsn.ac.uk/johlste).

Leasowe Castle offers style, comfort and elegance in a tranquil setting with 6 acres of grounds overlooking Leasowe Golf Course and the sea. It is 9 miles from the centre of Liverpool and 12 miles from the airport. The programme will include a complimentary coach tour of Liverpool (focussing on its opportunities for educational tourism) kindly hosted by the Mersey Partnership.

We look forward to welcoming you to Liverpool, UK for ATHE 2005.

Professor John Tribe

Chair of, and on behalf of, ATHE.