

Newsletter

WELCOME! Welcome to the seventh ATHE newsletter, which as usual 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 November 2006. It has been a busy year, 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. ATHE now has a new Chair, Lynn Bibbings from Oxford Brookes University. Many thanks go to Professor John Tribe from University of Surrey who stepped down in December 2006 after 3 years as Chair, but continues to play a key role on the Executive as Vice Chair (Secretary). Professor Peter Burns from the University of Brighton takes over as Vice Chair (Treasurer).

A concern that has exercised the minds of the Executive for some time now is the need to improve not only the design of the website but also to ensure that the logo and all forms of communication from the Association are updated. To this end a design company has been approached and is now in the process of redesigning not only the website, but also the ATHE logo, the Newsletter template and all related stationery. In the coming weeks you should be able to see the improvements made to these aspects of our communication with members. However, should you do feel that there are further ways which we can improve our communication methods, please do not hesitate to let us know by contacting secretary@athe.org.uk

Under the first section 'Hot Topics' issues of particular interest to our subject are reviewed, for example, the real story behind alleged flourishing recruitment to Tourism degrees, other than that which was reported recently in the Times Higher Education Supplement. On this occasion the 'Special Reports' section has been designed to keep you up to date with a number of developments relevant to ATHE's work including its membership of, and involvement in the work of the Academy of Learned Societies for the Social Sciences (ALSSS).

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!

On a final note, please take a moment also to look at the brief details at the end of the newsletter about this year's conference, which will take place between the 5th and the 7th December. The venue details are currently being finalised and will be released, together with a call for papers, in the next few weeks. 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!

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

For the year 2006-07 there are 39 fully paid up members of ATHE at the time of going to press, 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 just twice since the last Newsletter (November 2006, Issue 6) at the University of Surrey on the 2nd of February and at the University of Hertfordshire on the 28th February 2007. The following topics were discussed at length:

Recruitment to Tourism degrees

On 16th February 2007 the Times Higher Education Supplement reported the 'elation' felt by universities experiencing a surge in applications to a range of degree programmes. More importantly, ATHE members would have noted with interest the fact that by January 15th this year UCAS had received 12,371 applications to 'Tourism, Transport and Travel', which represents a 30% increase on the number of applications received by the same time in 2006. As this news has implications for all members, the Executive felt it would be useful to get a picture of actual recruitment from the Executive's institutions to Tourism and related degrees. A round the table discussion at the last Executive meeting at the University of Hertfordshire suggested that there was no clear pattern of recruitment to Tourism degrees emerging for the next academic year. Applications seemed to be up in some institutions and down in others. It was felt that overall, recruitment to Tourism degrees remained robust. It was apparent from various members' comments, however, that where institutions had introduced programmes in Events Management alongside their existing Tourism provision, recruitment was particularly buoyant for September 2007.

Tourism Intelligence Monitor Update

Andreas Walmsley of York St John University has recently finished the compilation of a report that will lead to a clearer picture of the state of tourism higher education in the UK. As reported in the last issue of the newsletter, the need for such a report is real as debates and discussions continue to thrive on issues such as declining student numbers and the nature of graduate employment for example. The report draws together information from a range of sources including the Higher Education Statistics Agency, UCAS, and the Higher Education Academy Network in an attempt to address this situation. Publication of the report is imminent and we will inform ATHE members by email when the report is available online.

Lack of Tourism's Presence in ERSC research proves revealing

A recent analysis of successful ERSC research bids by Mary Beth Gouthro at the University of Brighton that acknowledge the field of tourism uncovered some interesting findings. Of the

studies that were uncovered, (provided they met a minimum 50% match or better on the ERSC website search criteria under tourism), the lack of tourism specific research was evident. Each successful bid or 'match' was assessed for its tourism content, and revealed the following numbers: all about tourism (6.9% of the findings), contains tourism (24.3% of the findings) and scarce applicability to tourism (68.9% of findings).

The search of the ERSC research database uncovered matches dating back to 1987. Interestingly, only three postdoctoral fellowships have been awarded in the field of specific tourism research since, occurring in the years 2002, 2004, and 2005. Two of these fellowships fell into the discipline of social anthropology, and the third, sociology. This statistic alone shows the increasing relevance and value tourism has to research generally, and certainly in other disciplines. More broadly, tourism specific research merits closer attention and heightened awareness. This applies to society in general, and active research bodies such as the ESRC if progress is to be made in gaining in-depth knowledge from tourism as a phenomenon.

SPECIAL REPORTS

Major Reorganisation of the MSc Programmes in Tourism at Surrey

The Quinquennial Postgraduate courses review gave the opportunity to the Tourism group to review the MSc offering and redesign the innovative postgraduate courses offered at the University of Surrey. Led by Prof Tribe the group has concluded in the development of a revised flexible suite of 4 MSc in Tourism pathways plus an MBA (Tourism), all of which are due to start in 2007. The revised programme structure sees the revision of the Tourism Management, Tourism Marketing, Tourism Development paths as well as the revalidation of the eTourism Path and the introduction of an MBA (Tourism). The aim of the review has been to draw upon the team's expertise, maximise student choice, ensure that programmes are innovative, contemporary, coherent, international and intellectually stimulating as well as both anticipating and responding to market needs. All the programmes have a common core comprising Research Methods, Tourism Management, Tourism Social Sciences, Tourism Strategy and Dissertation. Each pathway will contain one exclusive module which defines the pathway. This reflects the philosophy that students must be able to appreciate the general business context of their degree specialism. It also enables students the widest choice of tourism modules from other pathways.

ATHE and the Academy of Learned Societies for the Social Sciences (ALSSS)

2006 saw much greater involvement between ATHE and the Academy of Learned Societies for the Social Sciences, mainly at the instigation and effort of the new Chair, Lyn Bibbings. ATHE members may not have realised that we have been members of the Academy for some time and we see it as an opportunity to lobby for our subject in places where we are not normally heard. The culmination of this relationship building was the welcoming of three tourism professors (David Airey and John Tribe from Surrey and Peter Burns from Brighton) as Academicians of the Society (you may notice them proudly bearing the initials AcSS after their names!). They are the first tourism scholars to be honoured in this way and it is an immense achievement for them personally and the ATHE as an organisation. The Academy responds to Government and other consultations on behalf of the social science community, organises meetings about social science and seminars on topics that span social science disciplines, and sponsors a number of schemes that promote social science and enhance its value to society. In this sense, tourism now has a stronger voice than in the past. On January 31st 2007 the Academy hosted its annual President's luncheon at the House of Lords. ATHE used the occasion to invite some key players for informal discussions about the relationship between tourism universities, industry and policy-makers. Our guests included: Andrew Cunningham, Director of Tourism at the Department of Culture Media and Sport Kurt Janson, Policy Director of the Tourism Alliance Brian Wisdom, Chief Executive of People 1st (sector skills council for the hospitality industry) Tom Wright, Chief Executive of Visit Britain Chris Wyatt from the Economic and Social Research Council. The event was characterized by lively discussion focusing around the need for more comprehensive research agenda for tourism. The guest of honour at the lunch was Professor Lord Tony Giddens.

Announcement

ESRC Seminar Series (2007-2008)

Tourism, Inequality and Social Justice

The Welsh Centre for Tourism Research at UWIC's Cardiff School of Management (Professor Nigel Morgan), together with the Centre for Leisure, Tourism and Society (CeLTS) at the University of the West of England (Professor Cara Aitchison), and the University of Stirling (Professor Stephen Page), will be hosting a series of six ESRC-funded seminars during 2007 and 2008. The seminars will draw together academics, postgraduate students, policymakers and practitioners engaged in theoretical and applied work that seeks to address issues of exclusion, inequality and social justice in tourism. The series will provide an inclusive and inter-disciplinary forum for the development of a network that will address the following:

- Tourism-related experiences of inequality/injustice in different societies and destinations;
- Linkages between tourism, poverty, inequality and injustice;
- The role of social class, gender, ethnicity, age and disability in tourism-related social exclusion;
- Academic tourism research and its relevance to inequality/social justice;
- Pro-poor tourism policies and practices in poverty alleviation;
- Tourism studies and policies in relation to human rights and fair trade;
- Future policy attempts to develop and deliver social justice in and through tourism.

There is no charge for attendance at these day seminars and limited funding is available to assist postgraduate students and to support some travel costs of attending delegates. If you are interested in being added to a mailing list to receive details of these seminars then please contact Julie.Triggle@uwe.ac.uk

The Welsh Centre for Tourism Research (WCTR) The Institute for Social Innovation (ISI), Cardiff School of Management, UWIC

The WCTR is a research centre of The Institute for Social Innovation. Staff and students at WCTR undertake interdisciplinary research that investigates the role of tourism in shaping social, cultural and economic relations in society. Research projects and research students focus on: critical tourism studies and destination management and development (including the role of SMEs and place branding).

For more details on WCTR email the Centre Director, Dr Annette Pritchard apritchard@uwic.ac.uk



PhD student at University of Brighton wins ESRC Postdoctoral Fellowship

Professor Pete Burns of the Centre for Tourism Policy Studies, University of Brighton is delighted to announce that his PhD student Christina Koutra has won an ESRC Postdoctoral Fellowship worth over £82,000.

The grant will enable Christina, under the mentorship of Professor Burns, to develop one of the primary findings from her research: the application of corporate social responsibility theory to social institutions within tourism and poverty reduction strategies in Ghana. This is only the fourth ever ESRC Postdoctoral award in tourism and is not only a personal success for Christina but also a breakthrough for tourism studies.

UWE dual Masters degree aims to promote Anglo-Russian relations in HE

As the result of a successful bid to the British Council BRIDGE project (British-Russian Degrees), set up in the context of the Bologna process is in the process, the University of the West of England, Bristol has received funding of £58,000 over a period of three years to fund the development and validation of two dual Masters degree courses, one of which is an MA in Marketing for Sustainable Tourism Development with the Immanuel Kant State University of Russia (IKSUR) in Kaliningrad. The first course to be set up was the MA in English Language Teaching in 2006; one year behind and using that experience and the institutional link now established, the MA in Tourism Marketing for Sustainable Development is now being established.

It is very clear that tourism is perceived in the Kaliningrad region as essential to its economic growth and development. The city and region have a rich and fascinating history, and this, together with access to the Baltic Sea, mean that the 'land of sea and amber' mentioned in the tourism publicity materials needs to train and educate increasing numbers of tourism professionals (see website: www.tourism-kaliningrad.ru). The fact that the course will be taught and assessed mainly in English means that its graduates will be qualified both to contribute to the development of their region and to compete with similarly qualified professionals elsewhere in Europe.

It is hoped that this link will lead to further student and staff teaching and research exchanges and will thus help to promote the development of Anglo-Russian HE initiatives.

PhD Studentships at Bournemouth University

As part of Bournemouth University's research strategy funding for 80 PhD Studentships has been established. 50 were appointed in 2006 with a further 30 to be appointed in 2007. The School of Services Management obtained funding for 9 Studentships in 2006:

ASHWELL, Prapassorn *Social adaptation of Thai workers in the UK hospitality industry.*

JANTA, Hanna *The experience of Polish migrants working in the hospitality industry in the UK.*

MARMION, Maeve *A framework of values in heritage from the providers and consumers in the UK.*

McKINLEY, Ian *Pluriactivity and the development and management of tourism on farms in the South West of England.*

McLEOD, Michelle *An investigative study of tourism, networks and knowledge management.*

OHMANN, Susanne *Major sporting events, identity and solidarity: the social impacts of the 2008 European Football Championship – a longitudinal study.*

SADD, Deborah *A study of the Olympic legacy of urban regeneration and the opportunities for London 2012.*

SHEPHERD, Paula *The role of the eating environment in hospital patient's food intake, mood and well being.*

SPYRIADIS, Thanasis *Development of an evaluation framework for destination management structures in the United Kingdom.*

Surrey at the World Travel Market Forum

The Tourism Business Frontiers Forum organised by the University of Surrey at the World Travel Market provided an insight into the future dimensions of the tourism industry and examined major trends in tourism demand and supply. It also explored the strategic changes that lead to the international tourism industry restructuring. The event was chaired by Prof Airey and included presentations from alumni and staff of the University. Rochelle Turner (Thomson) explained Tourism Market Trends and developments, Prof Zhang Guangrui (CASS TRC, China) elaborated on Outgoing Tourism from China and Dr Dimitrios Buhalis (UniS) discussed Critical Developments in eTourism. An interactive discussion followed with a panel of distinguished panellists (also Surrey alumni and staff) including Monique De Greeve (emergingmarketsgroup.com), George Drakopoulos (SETE), Prof John Tribe (UniS) and Peter Wear (Patent Group). The event was a sell-out. A summary of the event and copies of the presentations are available on <http://www.som.surrey.ac.uk/wtm>

Research degree completions – University of Surrey

During the past year 10 students working with the tourism group have successfully defended their PhD theses. In alphabetical order they are:

- Yianna Farsari: *Sustainable Tourism Policy: Conceptual Framework and Cognitive Mapping*

- Sang-Hyun Han: *Recreation demand modelling and non-market valuation of cultural heritage tourist resources*



- Nicholas Jones: *Towards Inter-organizational Management in Tourism*

- KyoungJin Kim (Aise): *Visitor Interpretation and Sustainable Tourism: a study of the role of interpretation in influencing attitudes and behaviour toward environmental conservation*



- Zheng Lei: *Measuring Regional Economic Effects of Low Cost Carriers in the UK: a panel data econometric approach*



- Glen McCartney: *Macao's Destination Image in the East Asia Region after the Liberalisation of its Casino Industry*



- Taketo Naoi: *Establishing a Theory of Visitors' Evaluation of a Historical District: Frameworks and Methods*



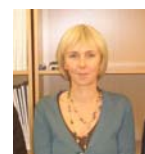
- Maria Helena Pereda: *An Examination of the Impact of Service Quality dimensions on Students' Satisfaction in Higher Education in the UK, (awarded posthumously)*



- Raija Seppala-Esser: *Resource Dependence of Tourism Enterprises: a study of dependence of tourism SMEs on the resources of national tourism organisations*



- Nancy Stevenson: *Policy at the margins: views from Leeds about local authority tourism policy activity*



CONFERENCE REPORT

**KNOWLEDGE, COMMUNICATION, NETWORKING:
Locating tourism knowledge
Wednesday 6th December – Friday 8th December 2006
Madingley Hall, Cambridge**

The Annual Conference for 2006 was held at Madingley Hall, a beautiful old building and part of the Department of Continuing Education at Cambridge University. The conference theme, 'Knowledge, Communication and Networking: Locating tourism Knowledge', attracted interest from tourism academics around the world. The conference had 58 delegates from two Universities in the Netherlands, two Universities in Australia, two Universities in the USA, two from Ireland, Denmark, South Africa and Italy as well as representatives from England, Scotland and Wales. This was the most international gathering that we have had at any conference.

The keynote speakers were Professor Kevin Hannam who gave a thought provoking opening address on tourism mobilities and the changing nature of tourism and its role in society and politics. Adrian Alsop, the Research Director of ESRC, gave a very enthusiastic talk on ESRC research priorities and the willingness of the Research Council to fund tourism bids. He recognised the difficulties of the subject area in getting funding in the past and some of the barriers for an interdisciplinary subject in a system that has been designed around single disciplines. However, he is anxious to work with ATHE to help ease this and called for the Association to help ESRC by providing information on suitable reviewers in the subject area in order that the peer review process works effectively for the subject. The third speaker, Professor John Walton was unfortunately ill on the week of the conference and was unable to attend. Our good wishes were sent to John to wish him a speedy recovery. The 'window' in the conference was filled by delegates talking a walk to visit the American Cemetery near to Madingley Hall.

The papers were presented at the conference were of a very high quality and resulted in interesting and challenging discussions. There were papers which addresses issues in teaching and learning practice in tourism as well as papers on quality issues, research and the future direction and development of tourism knowledge and education.

The social elements of the conference were well received by all. The pre- visit walking tour of Cambridge with a presentation on Visitor Management in Historic Cities by Brian Human was very well received. The less formal social elements of the conference were also enjoyed by all, including a drinks reception hosted by the EILET project on Visual images for tourism, the dinners and the other spaces for networking and socialising.

Conference 2007

This year's conference will be on 5th – 7th December, the venue to be confirmed.

The conference theme is "The Changing Shape of Tourism Education in the UK" and papers are invited on:

- Pedagogy – research; changing teaching practice
- Research practice – methodologies
 - Challenges in tourism
 - Collaborative research
 - PhD research
- Students in tourism
- Employability
- Engaging employers
- Quality issues

Reminders for unpaid invoices for 2007-8

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. You will be receiving invoices for 2007-08 in the next few weeks – please keep an eye out for these and pay them as promptly as possible.

ATHE- are we doing the right things?

We are keen to hear what you think about the issues and activities in which ATHE takes an interest on its members' behalf. If you feel there are issues that we are not addressing which are of interest or importance to our subject, then please let us know by emailing secretary@athe.org.uk and we will endeavour to include these in our future Executive Meeting discussions and deliberations on your behalf.