

# Newsletter

**WELCOME!** Welcome to the sixth 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 September 2005. 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. Under the first section 'Hot Topics' issues of particular interest to our subject are reviewed, for example, ATHE's response to the Subject Benchmark Review and the progress being made with the Tourism Intelligence Monitor. In addition, on this occasion the 'Special Reports' section has been designed to keep you up to date with major Tourism research awards, individual member's key achievements and arrival in new posts and offers a 'Conferences' section, looking at both past and future events.

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 at Madingley Hall near Cambridge between 6th and 8th December 2006.

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!

In future issues of the Newsletter we are keen to offer more 'profiles' of our members (individuals or teams of staff from member institutions) giving an opportunity to update colleagues at other institutions of new appointments. If you would like to offer a profile of yourself or a colleague/colleagues, please email the information to [secretary@athe.org.uk](mailto:secretary@athe.org.uk) and we will endeavour to include it in Issue 7, due in March 2007.

## 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](mailto: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 elected and co-opted Executive Committee members please go to our website: [www.athe.org.uk](http://www.athe.org.uk)

For the year 2006-07 there 33 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.

Dr. Marion Stuart-Hoyle – Communications Officer  
Email: [m.stuart@canterbury.ac.uk](mailto:m.stuart@canterbury.ac.uk)  
Telephone: (01227) 782844

# Hot Topics

The Executive has met 6 times since the last Newsletter (September 2005, Issue 5). 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):

## Subject Benchmark Review

The process of review is being coordinated by the appropriate subject association(s) for each subject and is being overseen by QAA. Revised statements will be subject to full consultation beginning spring 2006 with a view to publication not later than December 2006. Statements published in 2002 (including ours) will be reviewed and revised in 2007 (QAA, 2006). Following consultation with the members and discussions at Executive meetings, ATHE made the following response earlier this year:

The Executive of the ATHE:

1. Agrees that the benchmarks are still relevant and fit for purpose and therefore require only minor amendments.
2. Agrees that the letter from the Chair be omitted in the revised statement.
3. Suggests that the full name of the subject grouping be used where possible rather than UoA 23.
4. Considered the proposal regarding a link between indicators in the table of section 5 and the knowledge areas in section 6. However it disagrees with this suggestion. Its view is that section 5 would become over-complex if this proposal was implemented.
5. Would welcome the opportunity to contribute to any development of benchmarks at level M.

## Tourism HE Intelligence Monitor Update

ATHE is currently in the process of compiling a report that will lead to a clearer picture of the state of tourism higher education in the UK. 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. Disappointingly, underlying evidence that would add value to such debates remains elusive. The report therefore seeks to draw 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.

More specifically, data will be presented that cover institutions, courses and students. Student data will comprise applicants, enrolments and qualifiers. Data on enrolments and qualifiers will be segmented to give overviews of, amongst other things, distributions by gender, age, ethnicity, level of qualification and mode of study. Furthermore, data on qualifiers will include information on economic activity, standard industrial classification, standard occupational classification and firm size. Given the scope and timeliness of this report it should be of interest to academics, policy makers and more generally anyone who has an interest in the state of tourism higher education in the UK. Watch this space!

## Field Trips in Tourism Teaching: ATHE members survey

It would have to be a really slow news day for a press release headed "Tourism students to visit tourist destination" to excite even the smallest ripple of interest. Taking tourism students away on field trips or study visits to examine destinations and experiences at first hand seems a pretty obvious component in tourism programmes. But in fact we know very little about how far different HE institutions use field trips in their courses. There are many different factors affecting the decision to offer field trips, in addition to views about their educational potential – including perceived risk, staff resourcing and costs. The introduction of higher undergraduate tuition fees in 2006/07 seems likely to affect the number or nature of field trips offered, so the ATHE Executive decided it would be helpful to survey members to find out what field trips they currently offered and what the impact of the changing fee arrangements might be.

A brief questionnaire was emailed to all ATHE members in summer 2005. Field trips were defined as "an organised educational visit away from the student's normal place of tuition that lasts more than 24 hours" and distinguished from day visits lasting less than 24 hours. The initial mailing was followed up three times in Autumn 2005. Despite that the response rate was comparatively low, and only 15 responses were received. This may show that the issue is of limited interest for many institutions – or, equally, that getting a high response to yet another questionnaire is difficult. The results from the survey are outlined below. Scottish responses are excluded because of differing fee arrangements, so the discussion is based on 12 responses from England and Wales.

**Use of Field Trips.** All but one of the respondents offered field trips, and the one that did not was proposing to introduce a trip in 2006/07. However, the trips were mostly optional; in only three institutions were field trips a course requirement. There was no clear pattern to timing of trips, with a roughly even spread between first, second and final years.

**Destinations.** Visits were arranged to a variety of locations – in the UK (e.g. Cambridge, Cornwall, London, York); the rest of Europe (e.g. Barcelona, Cyprus, Paris / Euro Disney, Majorca and Malta – top choice with three institutions going there); and long haul (The Gambia and Thailand).

**Costs for students.** Unsurprisingly given the range of destinations, costs of trips varied widely. First year trips averaged £209 per student, but the average conceals a range of £95-£225. For second and final years the averages were £278 and £280 respectively, but again costs ranged very widely – from £95 to £350 in the second year, and from £95 to £450 in the final year. Student contributions also varied considerably. In some institutions students paid 100% of the costs of the trip, but in some cases student contribution was 50% - 60% of total cost.

**Changes with the introduction of undergraduate fees.** There was no clear pattern to the response, and some evidence of confusion about what new fee arrangements meant. Most institutions seemed to plan to keep offering field trips, but a number of respondents were unclear as to how they would be funded. Since only four of the respondents had first year field trips, this may partly reflect the fact that a decision did not need to be made immediately.

This is a limited survey and the low response rate makes it difficult to draw clear conclusions. We still don't have an enticing heading for a press release: "Some tourism students visit a range of destinations and will probably continue to do so" is probably an accurate if unexciting summary.

Robert Maitland  
Centre for Tourism  
University of Westminster



## **LEN LICKORISH AWARD FOR EXCELLENCE IN TOURISM EDUCATION** **2006 Call for Entries**



On behalf of the Springboard Charitable Trust and the ATHE, it's my pleasure to invite you to submit your institution's entry for this year's Award. The Award recognises excellence in Tourism Education and is open to post graduate students in ATHE member institutions. The Award celebrates the significant contribution made to tourism education by the late Len Lickorish CBE through the British Travel Education Trust, which has now been incorporated into the Springboard Charitable Trust.

The Award is open to all students of ATHE member institutions completing a masters' level programme with Tourism in the title. ATHE institutions wishing to take part should select their best dissertation for the year, provided it achieved a mark of at least 70% (distinction) and is completed in the qualifying calendar year (2006). Participating ATHE institutions should send to Springboard at the address below, a 500 word abstract of the winning dissertation by 31st December 2006.

The candidate submitted by each institution will receive an award of £25.00, and we will make arrangements for this to be sent to the candidates. In addition, all submitted candidates will be considered for one of the three national awards.

We look forward with interest to receiving your students' dissertations. Please note that abstracts and all other correspondence related to the Award should be sent to John Humphreys at the Springboard address below.

Yours sincerely

John Humphreys  
(Development Director, Springboard Charitable Trust)

Prof. John Tribe  
(ATHE, Chair)

Springboard Charitable Trust, Enterprise House, 127 Bute Street, Cardiff CF10 5LE  
Tel: 029 20435631 E-mail: [Johnh@springboarduk.org.uk](mailto:Johnh@springboarduk.org.uk)

## Graduate wins award for excellence in tourism

***University of Westminster graduate Sharon Chou had good cause to celebrate last week having won the inaugural Springboard Charitable Trust Len Lickorish award.***



Picture shows Sharon with John Humphreys at the award dinner.

A graduate from Westminster's MA in Tourism Management, Sharon, 27, won the award which recognises excellence in tourism education for her final year dissertation *Yokoso! Japan*.

She was presented with the award along with a cheque for £500 and a signed copy of Victor Middleton's *British Tourism: the remarkable story of growth* at the Tourism Society annual dinner in Nottingham on Wednesday, June 15.

The Award is named after the late Len Lickorish, a former director general of the British Tourism Association, and a leading light in the development of British tourism. Administered by the Springboard Charitable Trust, the award was open to postgraduate students completing a masters programme with the word 'tourism' in the title in all member institutions of the Association for Tourism in Higher Education (ATHE).

The dissertations were judged by a panel of leading UK tourism experts and academics, with Sharon's dissertation being named the winner out of a competitive field. Her analysis of the Visit Japan campaign was described by the judges as being "a well-written, intelligently conceived and thoroughly researched piece of work with sensibly and logically drawn conclusions."

This verdict has delighted Robert Maitland, director of the University's Centre for Tourism, who said: "We are very pleased and proud of Sharon's achievement - it highlights the excellence consistently exhibited by the Centre's alumni. I'm also pleased that Sharon is now working with Visit East London to promote their brand they will certainly benefit from her all-round ability and destination-image research experience."

John Humphreys, Development Director of the Springboard Charitable Trust, and chair of the Award judges said:

"It has been an exciting development for Springboard to be collaborating closely with higher education establishments through this Award. I'm most grateful for the help and support given by the ATHE, the trustees of the former British Tourism Education Trust and the judging panel, and also to the Tourism Society for agreeing to present the Awards at their Annual Dinner. Together, we are developing the tourism leaders of the future and providing a lasting legacy which builds on the work of Len Lickorish."

## Research degree completions

### University of Surrey

- Establishing a Theory of Visitors' Evaluation of a Historical District: Frameworks and Methods, PhD, Taketo Naoi (Japan)
- An Examination of the Impact of Service Quality dimensions on Students' Satisfaction in Higher Education in the UK, PhD awarded posthumously, Maria Helena Pereda (Venezuela)

### Bournemouth University

- An evaluation of the factors influencing the adoption of e-commerce in the purchasing of leisure travel by the residents of Cascais, Portugal, PHD, Miguel Moital
- Marketing cities for tourism: developing marketing strategies for Istanbul with lessons from Amsterdam and London, PHD, Gurhan Aktas
- The development of a food safety model for the food service industry in Ireland, MPhil, John Linnane

### University of Strathclyde

- Small firm networks in tourism and hospitality: chalet firms and its owner-managers' networks, PhD, Ghazali Ahmad
- Guest satisfaction dimensions in the ecolodge context, PhD, Jennifer Chan
- The impact of employees' behaviour and the implementation of total quality management on service quality: a case study Yuk, PhD, Kim (Catherine) Cheung
- Planning for urban tourism in developing countries, PhD, Hairul Ismail
- Tourism development in China, PhD, Li Li
- Towards a model of the UK association conference attendance decision-making process, PhD, Judith Mair
- Community involvement in ecotourism, PhD, Ahmad Matsom
- Foreign direct involvement and tourism industrial development in developing countries, PhD, Kong Yew Wong

# SPECIAL REPORTS

## Image Enriched Learning in Tourism – IELIT

### DON'T BE A TOSSER...



... is the headline screaming from a banner in Bondi Beach designed to reduce the amount of litter left by tourists. But despite this being an age of extraordinary visual stimulation, higher education has remained remarkably text-bound and can appear dull to students compared to their normal world. Tourism students, attracted to the subject by its promise to investigate place and space, can be disappointed by the lack of visual engagement and concentration on mainly text-centred teaching strategies.



Like many colleagues Professor John Tribe has acquired a substantial library of images related to tourism but one with gaps. Therefore the possibility existed to pool images and encourage their planned use to improve teaching and learning. It was from this idea that the IELIT project was instigated. Funded by HEFCE under phase 5 of the Fund for the Development of Teaching and Learning, IELIT is a partnership project between the University of Surrey and Buckinghamshire Chilterns University College.

IELIT which was launched this week offers a free for educational use e-image library and learning enhancement guide using a creative fusion of need, partnership, technology, potential and impact.

Lecturers should benefit by sharing images and ideas of how best to use them in their teaching. Students should benefit from imaginative and stimulating learning environments where ideas and images intermingle to provoke their senses and engage their learning. The image library currently holds around 2000 indexed images and stage two of the project is inviting tourism academics from around the world to contribute further images to make this a co-operative international resource.

### What is IELIT?

\*IELIT is a website that provides free access to over 2000 tourism images ready to be used in lectures and seminars.

\*IELIT is a joint project between The University of Surrey and Buckinghamshire Chilterns University College, funded by HEFCE.

\*Project Director: Prof. John Tribe

\*Project Manager: Dr. Dorin Festeu.

### The i10 HEAT Project

Two members of the ATHE executive Peter Mason (University of Luton) and Brandon Crimes (Hertfordshire University) have been involved in the development of a database of tourism expertise. The database has been created as a part of a Project, i10 HEAT. i10 is a government funded initiative set up to connect businesses in the East of England with the expertise in research and innovative ability in the ten universities of the region. i10 is intended to help businesses by developing new products, boosting innovation and increasing productivity.

The HEAT acronym of the Project stands for Higher Education Access to Tourism (which also includes leisure, hospitality and heritage) in the ten universities. The Project has involved three i10 Universities/HEIs, specifically: Luton, Hertfordshire and Writtle College, with some support from Anglia Ruskin University, and the University of Essex. In addition to the universities, the Project has involved two private sector IT companies, AND Technology based in Epping and Novalis from Chelmsford.

The Project has created a printed database and a CD ROM containing information on tourism expertise in HEIs and was launched in two stages in February at Writtle College and in March at Luton. Peter Mason speaking at the launch in Luton introduced the Project by saying 'It is good to know that tourism is beginning to achieve more recognition within the region as until recently funding from the RDA has been at a very low level.' In terms of the Project itself he added 'The Project is unusual in that it has involved several universities working closely together, but also because the universities have liaised closely with private sector companies. The expertise database should help tourism stakeholders with research and consultancy. It also provide information on university facilities and the contribution of tourism graduates.'

### Why use IELIT images?

IELIT images can enrich learning and are:

\*Copyright free

\*Indexed

\*Free of charge for use in teaching

\*Of a standard format, easy to download

\*Selected by lecturers in tourism

\*Related to tourism concepts

\*Filed by modules taught in tourism

\*Accompanied by a brief description.

### How to access IELIT:

- \*Log-in to <http://www.tourismimages.org.uk>
  - \*Search by using keywords or
  - \*Browse the folders indexed by module title
  - \*Download images onto your computer
  - \*Insert images into your PowerPoint files
- The website also offers
- \*Links to other image sites
  - \*User instructions and tips.

### Contribute images to IELIT:

- Lecturers who own interesting images and wish to share them you could either:
- \*Email them to [dfeste01@bcuc.ac.uk](mailto:dfeste01@bcuc.ac.uk), or
  - \*Log in to <http://80.175.42.5/> with
  - \*Username: contributor
  - \*Password: apple108
  - \*Click on "add file"
  - \*They must be the copyright holder of the picture.

For further details contact

\*Professor John Tribe, Professor of Tourism University of Surrey



Email: [j.tribe@surrey.ac.uk](mailto:j.tribe@surrey.ac.uk)

tel: 01483 686319 (office), 07985 969646 (mobile)

or visit the tourism group website at <http://www.smsss.surrey.ac.uk/research/groups/tourismindex.asp>

## Recent staff movements and profiles

### Centre for Tourism and Cultural Change at Leeds Metropolitan University

The Centre for Tourism and Cultural Change (CTCC) was established in 2001 as a trans-disciplinary research and development body to examine the relationships between tourism and culture in a changing world. The CTCC re-launched at Leeds Metropolitan University in 2006, where it is based in the Faculty of Arts and Society but will be working on inter-disciplinary research relating to tourism and culture across faculties.

The CTCC mission is to enhance our understanding of the dynamic relationships that exist between tourism and culture. Central to this mission is a commitment to high quality, objective and independent research and the provision of information, innovation, best practice, and constructive policy advice and engagement of relevance to the diverse range of stakeholders engaged in the changing relationships between tourism and culture at local, regional, national and international levels.

A number of books and international journals are edited by members of the CTCC including: The Journal of Tourism and Cultural Change and the Scandinavian Journal of Tourism and Hospitality.

The CTCC organises and hosts international conferences including: Tourism and Material Cultures (forthcoming in 2007) Tourism and Religious Festivity (2006), Tourism and Performance (2005), Tourism and Literature (2004), Tourism and Photography (2003), Tourism and Cultural Festivals/Events (2003).

In a further development at Leeds Met, Rhodri Thomas has been appointed as Running Stream Professor of Tourism and Events Policy. His new role will involve strengthening the research profile of the UK Centre for Events Management as well as contributing to the Faculty and University's wider research effort.

Professor Thomas commented: 'This is a really exciting time. My appointment reflects recognition that research relating to events has the potential to become nationally and internationally significant. It is a particularly good time to take up this appointment because wider investment in tourism and public policy research across the university offers excellent opportunities for collaborative work, which I am sure colleagues will embrace with great enthusiasm. Our students will benefit from being in such a vibrant educational environment'.

In addition to his academic work, Professor Thomas is a Non-Executive Director of Yorkshire Tourist Board. YTB will lead the recently announced IIFA Bollywood awards next June.

## Professor David Airey receives prestigious Tourism award

Professor David Airey has received the Ulysses Award for 2006 from the United Nations World Tourism Organization (UNWTO). The award is made to an individual who has made a particular contribution to the development of tourism education and research. This is the fourth such award and the first to someone from Europe.



The award by the UNWTO recognises in particular Professor Airey's "contribution...throughout [his] career to knowledge management in tourism and especially to enhancing the development of tourism education and research at the university and postgraduate level".

It was formally presented to Professor Airey at a ceremony in Madrid in June. Commenting on the award, he said: "This is recognition for the work that we have been carrying out at Surrey, and is very fitting in the year that we are celebrating the 40th anniversary of tourism and hospitality education at Surrey. Indeed, the award ceremony took place the week before a special conference in the School of Management to mark this anniversary, which attracted delegates from around the world".

UNWTO is the specialist agency of the United Nations specifically concerned with tourism. It was created in 1975 and has headquarters in Madrid, Spain. The University of Surrey is an affiliate member of the UNWTO, and its tourism programmes have received its accreditation. Professor Airey has been a Vice President of its Committee of Affiliate Members and a member of its Education Council. The UK joined UNWTO as a full member state for the first time at its General Assembly in 2005.

## Conferences

### University of Surrey: Conference Report

#### Successful Cutting Edge Research in Tourism: new directions, challenges and applications

More than 200 delegates from around the world took part in the conference "Cutting Edge Research in Tourism: new directions, challenges and applications" that was held at the University from 6-9 June. Apart from the keynote papers that explored both qualitative and quantitative approaches to tourism, there were nearly 150 paper presentations by individuals and groups of scholars, as well as think tanks that identified future research trends and a masterly summing up by Professors Butler and Jones. Some excellent lunches, an evening with local produce and wine, a stunning conference dinner in a lakeside marquee as well as visits to Guildford made sure that the participants were fully entertained. Commenting on the event, Professor David Airey said "this really was a good opportunity to take stock of tourism and hospitality research, to identify some new directions, and to bring scholars from around the world to see what we are doing at Surrey. The excellent weather made sure that the Surrey campus and the School of Management was looking at its very best".

### The Association for Tourism in Higher Education's Annual Conference

#### KNOWLEDGE, COMMUNICATION, NETWORKING: Locating tourism knowledge

6-8th December 2006  
Maddingley Hall, Cambridge

The aim of the conference is to discuss the transdisciplinarity of tourism knowledge, within the sub themes of teaching and learning; knowledge creation and knowledge transfer; research, and research funding.

We have three eminent keynote speakers: Adrian Alsop, Director of Research, Training and Development, ESRC, who will be speaking on ways forward for funding tourism research in the UK and overseas. Professor Kevin Hannan who will be speaking on Tourism Mobilities and the Politics of Education and Professor John Walton who will be giving a keynote on the importance of tourism history, developing and funding research.

#### REGISTRATION

Please find attached the conference registration form.

#### PHD STUDENT AWARDS

Please encourage your PhD students to submit a paper to the conference. The two students who submit the best abstract will be awarded a prize to cover their attendance at the conference, and their full paper will be published as part of the proceedings. There will also be a PhD workshop held during the conference. Please ask students to use the abstract form in the usual way.

#### INFORMATION

For further information please contact the conference convener Lyn Bibbings ([ljibbings@brookes.ac.uk](mailto:ljibbings@brookes.ac.uk))

# ATHE Annual Conference 2006

KNOWLEDGE, COMMUNICATION, NETWORKING:  
Locating tourism knowledge  
Wednesday 6<sup>th</sup> December – Friday 8<sup>th</sup> December 2006  
Madingley Hall, Cambridge

## REGISTRATION FORM

*Please circle the package rate you wish to book*

Package/rate	ATHE MEMBER INSTITUTIONS		NON-MEMBER INSTITUTIONS	
	Rate before 30/08/06	Rate after 30/08/06	Rate before 30/08/06	Rate after 30/08/06
Wed 6 <sup>th</sup> December (12.30pm) – Friday 8 <sup>th</sup> December (2pm) inclusive of pre- conference visit to Cambridge, accommodation for 2 nights, all meals, wine with dinner	£295	£350	£370	£425
Thurs 7 <sup>th</sup> (9am) – Friday 8 <sup>th</sup> (2pm) including accommodation for one night, all meals, wine with dinner	£225	£280	£300	£350
Thurs 1 <sup>st</sup> day rate including refreshments and lunch (9am – 6pm)	FREE	FREE	£90	£110
Thursday 1 <sup>st</sup> day rate including refreshments, lunch, dinner with wine (9am – 10pm)	£30	£50	£120	£140
Friday 2 <sup>nd</sup> day rate including refreshments and lunch	£60	£90	£90	£110

### ATHE rate applies to delegates from ATHE member institutions

If you wish to check whether your institution is a member of ATHE or have any other queries please contact Sergio Leal, [secretary@athe.org.uk](mailto:secretary@athe.org.uk)

Name:	
Institution:	
Address:	
Email/Tel:	

ALL PAYMENTS MUST BE RECEIVED BEFORE THE EVENT.

I enclose a cheque for

£ \_\_\_\_\_

Payable to:  
ATHE

Please send receipt

**Please specify any special requirements (dietary or otherwise):**

**Please return registration form to Sergio Leal (PhD Researcher), University of Surrey, School of Management, Guildford, Surrey. GU2 7XH**

### Future Executive Committee Meetings:

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

October 30<sup>th</sup> – University of Westminster  
(AGM December 7<sup>th</sup> - during the Annual Conference at Madingley Hall, Cambridge)

### Reminders for unpaid invoices for 2006-07

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 2006-07 - please keep an eye out for these.