



# Newsletter

**WELCOME!** Welcome to the third 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 March this year. It has been a busy few months, during which time the Executive has doggedly pursued its goal to ensure that the Subject Association's voice is heard at every possible opportunity in matters that affect the welfare of our subject. These are expanded in greater detail under a new section 'Hot Topics'. In addition, the 'Special Reports' section on this occasion focuses on three of ATHE's major concerns, its contribution to the configuration and development of the RAE 2008 Units of Assessment, to the revision of the UCAS JACs codes and development of our new Strategic Plan 2004-2007. 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.

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!

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## 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 the enclosed copies of this Newsletter on to as many of your colleagues as possible. If you would prefer to receive the Newsletter in email format next time please email [athe.sec@virgin.net](mailto:athe.sec@virgin.net) and Teri will be happy to oblige!

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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 2004-05 there are 30 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 4 times since the last Newsletter (March-University of Gloucestershire; May-Leeds Metropolitan University; June-Strathclyde University and September-Oxford Brookes 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).

## **FDTL Phase 5 successful bids in Hospitality, Leisure, Sport and Tourism**

Seven projects from these subjects have been successful in bidding for funding from the Fund for Development for Teaching and Learning, Phase 5, and will result in about £1.5 million being invested in learning and teaching developments in these areas over the next three years. The title of each project is given below and a summary of each can be found at [www.hlst.ltsn.ac.uk](http://www.hlst.ltsn.ac.uk)

### **BioLab: Developing a Virtual Biomechanics Laboratory**

DeMontfort University, Manchester Metropolitan University

### **Effective Learning and Teaching Enhancement: Peer-Supported Review of Learning, Teaching and Assessment and Professional Development (ELATE)**

Sheffield Hallam University, University of Gloucestershire

### **Enhancing Graduate Employability: embedding employability skills development in the curriculum**

Oxford Brookes University, Sheffield Hallam University.

### **From PDP to CPD: promoting reflection and meta-cognition in hospitality, leisure, sport and tourism students' experiential learning**

University of Gloucestershire, Manchester Metropolitan University, Canterbury Christ Church University College

### **Image Enhanced Learning in Tourism (IELIT)**

Buckinghamshire Chilterns University College

### **Supporting Student Assessment through a Portal** University of Essex

### **Towards inclusive assessment: unleashing creativity (TIAUC)**

Southampton Institute, Oxford Brookes University, Bournemouth University

## **Making a bid for Pedagogic Research and Development Funding 2004/05 to HE Academy Network for HLST**

Funding is available to individuals and teams from departments within our subject area. Funding is available for either research or development work and can be related to a number of priority themes, such as assessment, retention and entrepreneurship.

This funding provides an excellent opportunity to investigate an aspect of learning, teaching or assessment practice that you are interested in, or to undertake a small research project that can fit within your teaching and other commitments.

Grants of up to £3500 are available for projects to be undertaken during 2005. The closing date for applications is Monday 1st November 2004.

Full information about the type of projects the Network are interested in and how to bid is included in downloads available from [www.hlst.ltsn.ac.uk/projects/round5.html](http://www.hlst.ltsn.ac.uk/projects/round5.html)

## **Supporting the Surrey conference in 2006 (ATHE supporting Postgraduate students to attend)**

In accordance with ATHE's practice in recent years, the Executive have explored possible Tourism conferences in 2005 that could be the focus of its funding of postgraduates who have had a paper accepted. Although no such conference could be found for 2005, the University of Surrey's 2006 conference entitled 'Cutting Edge Research in Tourism – new directions, challenges and applications' was agreed to be the focus for 2006.

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

The Academy of Learned Societies for the Social Sciences (ALISIS) is composed of 348 Academicians and 43 Learned Societies, including ATHE. ALISIS' mission is 'the advancement in the United Kingdom of the social sciences in understanding today and shaping tomorrow'. Nominations for Academicians are due by 31<sup>st</sup> December including those from ATHE, who will circulate the application forms to member institutions in pdf. format, together with a covering letter inviting suitable applicants to apply (likely to be already professors). Anyone who would like to be nominated should send their completed form to John Tribe who will circulate the list of nominees to Committee members (omitting any of those who have been nominated) to agree who will be put forward by ATHE. The application forms can be found at: [www.the-academy.org.uk/index.cfm?fuse=home](http://www.the-academy.org.uk/index.cfm?fuse=home).

### **UCAS data and enrolment data for Tourism undergraduate programmes**

At the Executive meeting in May (Leeds Metropolitan University) it was agreed that members would welcome the availability of data on recruitment to Tourism programmes. The Higher Education Academy Network for Hospitality, Leisure, Sport and Tourism website has information on applications and acceptances to Tourism undergraduate programmes through UCAS 1996-2003 (see [www.hlst.ltsn.ac.uk](http://www.hlst.ltsn.ac.uk)) but it would be useful to collate data that would identify actual enrolment figures/trends. This data needs to be available and updated on a regular basis and needs to take account of any double counting.

## **Tourism Prospectus**

Tessa Jowell, the Culture Secretary on The 19th July 2004, launched 'Tomorrow's Tourism Today', the joint Prospectus of the DCMS, the industry, the regions and local government. The Prospectus sets out responsibilities and actions of key partners in tourism to deliver improvements in five areas: marketing and tourism; accommodation quality; workforce skills, data and advocacy. The document sets out key drivers for moving the industry from a £76 billion a year to a £100 billion a year industry by 2010. A new Tourism Review will oversee delivery of the Prospectus and Implementation Group (TRIG) chaired by the Minister, Richard Caborn and which will include membership from the Tourism academic sector. ATHE made a submission in response to the consultation draft (see below) and some account has been taken of these comments.

### **ATHE's response to the Tourism Prospectus consultation draft**

The Association for Tourism in Higher Education (ATHE) (formerly the NLG – The National Liaison Group for Tourism) is the subject association for Tourism in Higher Education Institutions (HEIs) in the UK. Its membership of approximately 40 HEIs enables it to speak with authority on behalf of this sector.

The ATHE welcomes the opportunity to comment on the Tourism Prospectus and will confine its response three key areas of direct interest to the Association:

#### **1. Investment in Skills**

- 1.1. The ATHE welcomes a commitment to improving the quality of the labour force engaged in tourism.
- 1.2. It supports the intention to raise the profile of careers and to encourage clear career development and progression.
- 1.3. The ATHE would recommend a clarification in the document as to whether it is concerned with craft/operational skills or higher level skills.

- 1.4. The comment "We want tourism to become the industry of career choice for many of our brightest and most ambitious people" suggests that there is a clear role for Higher Education here yet this seems to be completely missing from the subsequent objectives, which focus on the work of the Sector Skills Councils.
  - 1.5. The ATHE strongly supports the development of higher level skills for the tourism industry.
  - 1.6. In relation to this the ATHE wishes to underline the importance of Higher Education:
    - 1.6.1. Tourism as an important and established subject of study at UK HEIs.
    - 1.6.2. There are currently approximately 10,500 undergraduate and 700 postgraduate students in this area.
    - 1.6.3. There were 9738 UCAS applications under the JACS subject line N8 for Tourism, Transport and Travel as of March 2004.
    - 1.6.4. In 2003-04 there were 56 higher education institutions offering undergraduate Tourism programmes.
  - 1.7. In summary the ATHE would strongly urge that the role of higher education in developing higher level skills for the tourism industry is made explicit in the Prospectus.
2. Data and research
- 2.1. The ATHE strongly supports the commitment to improving the quality and availability of data.
  - 2.2. The Association would like to emphasise the role that tourism research in UK HEIs does and can play in this area.
    - 2.2.1. This role can contribute to the development of and collection of statistical sets to support the development of tourism
    - 2.2.2. ATHE would also strongly urge that the important role of research in developing wider knowledge about tourism is recognised. For example much of the impetus for sustainable tourism is driven by academic research in this area. Academic research can and does provide a place for the incubation of new ideas in tourism.
3. Advocacy
- 3.1. The ATHE welcomes the fifth priority for DCMS which is to strengthen the advocacy of tourism.
  - 3.2. The Association would like to urge the DCMS to utilise the expertise and skills of Higher Education in promoting this
  - 3.3. The ATHE would like to signal its interest in promoting the role of Higher Education in facilitating the proposed annual tourism industry conference.

Research and education in tourism is thriving in UK Higher Education and sets world class standards. In recognition of this the ATHE urges the DCMS to make the role and contribution of Higher Education explicit in its Prospectus in relation to the issues raised above. It would further urge the Department to ensure that each of the partner agencies referred to in the document is asked to incorporate Higher Education into their planning. The ATHE would be happy to offer itself as a point of contact between these agencies and tourism higher education.

# Special Reports

## **Contribution to RAE 2008 panel configuration**

ATHE has continued to lobby with vigour regarding the increased visibility of Tourism in the RAE 2008 (see ATHE's Response to RAE 02/2004 Panel configuration and recruitment below). Despite the Executive's best efforts on members' behalf, Tourism unfortunately remains invisible. However, there have been some changes that are beneficial to Tourism, notably that Sports Related Studies (Now Unit of Assessment 46, not 69) has been moved from its original medical main panel and now shares Panel K with Psychology and Education. ATHE did register a concern about its original location and this relocation should be welcomed by those who would wish to submit Tourism under this UoA. The Geography Sub Panel now includes Environmental Studies in UoA (33).

## **ATHE Response to RAE 02/2004 Panel configuration and recruitment**

The Association for Tourism in Higher Education (ATHE) (formerly the NLG – The National Liaison Group for Tourism) is the subject association for Tourism in Higher Education Institutions (HEIs) in the UK. Its membership of approximately 40 HEIs enables it to speak with authority on behalf of this sector.

The ATHE wishes to comment on all three areas where consultation is invited (panel configuration, pedagogic research and list of nominating bodies). This comment is based on a consultative exercise conducted by the ATHE with its members.

### **A Panel Configuration**

The ATHE wishes to register a strong protest about the invisibility of Tourism Studies in the proposed UoAs for RAE 2008. It contests the claim that RAE 2008 will "recognise excellence ... in new disciplines and in fields crossing traditional disciplinary boundaries". For indeed tourism studies seems to represent the epitome of a new field and one that crosses traditional disciplinary boundaries and yet is ill-served by the proposed UoA structure for rae2008. It therefore urges the funding councils to reconsider the current titles of UoAs and ensure that Tourism Studies is given the prominence it deserves. This would be a separate UoA under panel H. It is felt that panel H represents the kind of multidisciplinary approach that typifies tourism studies. The ATHE believes there is compelling evidence to support such a move. This evidence is set out below:

1. Tourism research has reached a size of maturity, substance and importance in UK Higher Education.
  - 1.1. A significant number of outputs submitted under RAE 2001 came under the area of Tourism Studies. Taking only the most popular 7 UoAs, Botterill and Haven (2003) identified 363 tourism outputs by 146 staff.
  - 1.2. Taking account of all the UoAs, for both tourism and hospitality, around 500 outputs were submitted, equivalent to around 144 active researchers (Page, 2003).
  - 1.3. There was at least one tourism-related output in no less than 31 of the total of 69 UoAs in RAE 2001 (Tribe, 2003).
  - 1.4. The term "tourist/ism" was present in the title of a research output in no less than 92 higher education institutions in the UK. (Tribe, 2003).
  - 1.5. The Business and Management Panel of RAE 2001 stated that "The discipline base of tourism has resulted in a relatively mature body of work, with around 20 per cent of international quality."
  - 1.6. There are currently approximately 90 tourism doctoral students. Indeed Botterill, Haven and Gale (2002) found "a substantive and expanding volume of doctoral studies related to tourism in UK universities" and discovered a total of 149 tourism doctoral theses submitted between 1990 and 1999.
  - 1.7. There are approximately 50 Professors in the area of Tourism Studies in the UK.
  - 1.8. Tourism Studies is well established internationally. There are in excess of 37 journals which publish more than 500 research articles each year. These include the influential and highly respected *Annals of Tourism Research* and *Journal of Travel Research*.
  - 1.9. Tourism research is increasing in the UK.

2. Tourism as an important and established subject of study at UK HEIs. Tourism programmes require a thriving research environment to support the development of knowledge in this area.
  - 2.1 There are currently approximately 10,500 undergraduate and 700 postgraduate students.
  - 2.2 There were 9738 UCAS applications under the JACS subject line N8 for Tourism, Transport and Travel as of March 2004.
  - 2.3 In 2003-04 there were 56 higher education institutions offering undergraduate Tourism programmes. (Stuart-Hoyle, 2004).
- 3 On the basis of the data supplied in paragraphs 1 and 2 the ATHE believes that a case is made for a separate UoA in absolute terms. However it wishes also to note that in comparative terms it would raise questions of injustice and inequity if Tourism Studies were not to earn its own UoA in the face of what appear to be less significant areas of research which have retained separate UoAs (e.g. Celtic Studies and Italian).
- 4 Other HE classifications now identify tourism as a distinct category (e.g. the LTSN supports a separate cluster of Hospitality, Leisure, Sport and Tourism, the QAA identifies a similar cluster of subjects and JACS codes identify tourism separately as a second level classification.)
- 5 Tourism is a significant activity in the UK economy and society.
  - 5.1 It "... is one of the largest industries in the UK (the fifth largest in England), worth £74 billion to the UK economy in 2001, about 4.5% of the GDP. It is a major employer in the UK: 2.1 million people have jobs in this sector, which is 7% of the UK workforce. Some 10% of all new jobs created are in the tourism industry, which demonstrates the importance of this growing industry to the UK economy" (Source: The Culture, Media and Sport Committee of the House of Commons: Fourth Report, Jan 2003).
  - 5.2 It is an increasingly important activity in people's lives shaping identities and communities.
  - 5.3 It is an important source of environmental impacts.
  - 5.4 However limited tourism research takes place outside of Universities. Private sector research is limited in a fragmented industry. The Department of Culture Media and Sport has limited research capacity and Visit Britain (the national tourism organisation) recently abandoned its research and intelligence function.
- 6 Tourism was virtually invisible in RAE 2001. The whole of the document "Assessment panels' criteria and working methods" (RAE, 2001) was searched for the word "tourism". There was just one occurrence (in a document of 148,397 words) under UoA 34 (Town and Country Planning). This meant that tourism research was spread around a number of UoAs. The lack of a discrete UoA for tourism in RAE 2001 (and the proposed repetition of this for rae2008) has (and will continue to) lead to a number of problems:
  - 6.1 Any moves towards a more cohesive tourism field of research will be frustrated. Tourism researchers will be forced to account for the merits of their work not to their immediate peers but to their distant academic cousins in the established disciplines that dominate the UoAs.
  - 6.2 It would appear from the 2001 RAE that it is the discourses of Business and Management and Geography that have gained ascendancy over tourism research This has vital implications not only for the development of tourism as a separate cognate area, but also for the *practice* of tourism research. In other words, the discourse of the RAE and specifically its structuring of UoA panels and choice of experts for peer review will determine the epistemological development and practice of tourism research. In the RAE, Tourism is not able to speak for itself, but is required to speak through the discourses of (e.g.) Business and Management and Geography. We may therefore expect the UK tourism research agenda to be largely constituted by understandings offered by Business and Management and Geography. This will surely strengthen a movement noted by Tribe (1997:654) that "the business world of tourism is pushing out at the expense of other parts [of tourism]."
  - 6.3 Tourism studies is not merely a subset of business studies. It represents a research area rich in complexities and inter-disciplinary opportunities.
  - 6.4 There is already much anecdotal evidence that RAE 2008 is having negative consequences for tourism studies. Researchers are being asked to fit their work to business and management studies and are being asked to publish in business and management journals.

- 6.5 This will have profound implications for the volume and level of manuscripts sent to tourism journals and the development of tourism as a separate cognate area.
- 6.6 In particular a notable feature of the development of tourism research has been its maturing from a narrow business focus to a broad multidisciplinary study which better reflects the extraordinary impact the subject has on people and place. The current configuration of RAE 2008 is likely to force the subject back into the narrow confines of business and management with a serious loss of insight into the complexity of the subject. The research base that provides insights and analysis of tourism as a significant economic *and* social *and* cultural activity will be weakened.
- 6.7 Tourism research was atomised by RAE 2001 where outputs were split across a number of areas so that any critical mass was lost.
- 6.8 The absence of tourism in past RAEs seems to preclude its presence in the future. There is no advocate of tourism apparent in the planning for RAE 2008. There appears to be no route through which outsiders can enter or influence the established system.
- 6.9 Tourism research leadership will pass from the UK to our international competitors.
- 7 Additionally the ATHE notes a change in focus of UoA 69 (Sports related subjects). Many non-business tourism researchers felt more comfortable submitting under this UoA in 2001 because of its reference to “leisure” in its panel description. However it is noted that in the proposals for rae2008, Sports related subjects is renumbered UoA 13 and included in panel C. This appears to herald a significant change in the emphasis of this UoA as it now sits with Nursing and health subjects and would appear to lose its broader social science appeal. This is likely to further exclude tourism researchers.
- 8 Finally it appears to the ATHE that there is a fundamental flaw in the proposals for UoA/Panel constitution for rae2008. The previous RAE prided itself on its transparency, an aim which is to be applauded. But it is difficult to locate transparency in the rae2008 UoA/Panel proposals. For there do not appear to be criteria published which establish the rules for constituting a UoA. What are the grounds for inclusion and exclusion? Have the funding councils attempted to gather research of the type offered in paragraph 1 above? The lack of criteria makes an appeal against the proposals difficult. The ATHE believes that it has made a strong case – but it is largely operating in the dark. For without clear criteria it is not possible to ensure that the case for tourism is made most effectively.

## **References**

- Botterill D.; Haven C.; Gale T. (2002) A Survey of Doctoral Theses Accepted by Universities in the UK and Ireland for Studies Related to Tourism, 1990-1999, *Tourist Studies*, 2(3): 283-311.
- Botterill, D. and Haven, C. (2003) *Tourism Studies and the Research Assessment Exercise 2001 (Guidelines No. 11)*, Farnham: ATHE.
- Page, S. (2003) Evaluating research performance in tourism: the UK experience, *Tourism Management*, 24: 607–622.
- Stuart-Hoyle, M. (2004) 1993-2003 *Critical Incidents: Tourism in Higher Education (Guidelines No. 12)*, Farnham: ATHE.
- Tribe, J. (1997) The indiscipline of tourism, *Annals of Tourism Research*, 24(3):638-657
- Tribe, J. (2003) The RAE-ification of Tourism Research in the UK, *International Journal of Tourism Research*, 5:225-234.

## **B Pedagogic Research**

The ATHE recognises the issue of how best to assess the quality of research in the pedagogy of higher education highlighted in RAE 01/2004. There is a growing body of literature on pedagogy in tourism education. Indeed the subject supports no less than 3 journals devoted to this area, one of which is UK based.

The view of the ATHE is that this research would best be reviewed under the single UoA for tourism proposed above.

## **C The list of nominating bodies**

- The ATHE confirms that its contact details are correct.
- The National Liaison Group for Higher Education in Tourism no longer exists – it has become the ATHE.
- The ATHE does not wish to recommend any further additions to the list.

The ATHE is grateful for the opportunity afforded by the Joint Funding Councils to submit the above comments.

Professor John Tribe,  
Chair, ATHE

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In terms of Panel members, ATHE Executives considered those candidates suggested for nomination at the Meeting at Oxford Brookes on the 14<sup>th</sup> September, only one day before nominations had to be submitted. Nominations were duly put forward to the three UoAs of particular relevance to Tourism (36 Business and Management, 46 Sports-Related Studies and 33 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 is confident that there is every possibility that there will be some representation from Tourism for the RAE 2008.

## **Joint Academic Coding (JACS) review**

ATHE welcomed the opportunity to respond to the recommendations for the review of JACS codes in June this year (see below).

### **HESA/UCAS Review of the Joint Academic Coding System**

Many thanks for affording the opportunity for ATHE to respond to the recommendations for the review of JACS codes. The paper was discussed by the Executive. My apologies for the lateness of our response, which is as follows:

1. There is agreement with proposal to bring together Hospitality, Leisure, Sport and Tourism subjects under the N800 code.
2. From the tourism point of view the proposal to change the N800 level heading from *Tourism, Transport and Travel* to *Leisure and Transport Studies* represents a regressive move which we do not support.
3. A new N800 heading of *Tourism and Leisure Studies* would be supported.
4. In the N800 sub-heading delete 'the' and 'industries' to make it 'The study of hospitality, leisure, sport, tourism, transport and travel'
5. N830 and N840 should be merged, as the separation makes no sense. The title should be Tourism Studies. The short descriptor should not confine itself to the tourism industry. A better short descriptor would be: 'The study of tourism, destinations and the tourism industry, and their development and management in the UK and worldwide'
6. Alternatively N830 could be designated The Tourism Industry (The study of the world-wide tourism industry) and N840 could be designated Tourism Studies (The worldwide study of tourism and its development).

With Best Wishes,

Prof. John Tribe  
Chair, ATHE

ATHE received a copy of the Higher Education Academy's response via Clive Robertson, (HLST) to the consultation exercise and the following recommendations (regarding Tourism) were suggested, based upon the consultation process and the need to recognise the overarching and pressing need for improvement to and rationalisation of the JACS. Also involved in this consultation exercise were the Council for Hospitality management (CHME), the Leisure Studies Association (LSA) and the UK Standing Conference for Leisure, Recreation and Sport (UKSCLRS).

- N800 retitled "Leisure and Tourism Studies"
- N830 should become "UK and International Tourism", the study of tourism worldwide, with subdivisions to reflect i) Tourism Studies, the study of international and UK tourism, its impact and development, and ii) Tourism Management, the study of the international and UK tourism industry and its management.
- N840 becomes superfluous

It is recognised that the impact of these changes should be monitored and evaluated, perhaps by the HLST Network within the HE Academy in consultation with the Subject Associations.

## **Strategic Plan 2004-2007**

At the Executive meeting in March (University of Gloucestershire) it was decided that ATHE's work could be carried out to greater effect if the Executive was working to a strategic document. This, therefore, needed to be developed to lay down the directions in which ATHE wanted to move over the next 2 or 3 years. Claire Wellings (University of Gloucestershire) did a sterling job of producing a draft ATHE Strategy 2004-07, which became the focus of subsequent meetings, allowing the Executive to prioritise its efforts and activities on both a short and longer-term basis. 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](http://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

In using these Strategic Priorities as a framework for the Executive's meetings and subsequent activities, it is felt that it will be successful in its desire to fully represent the membership's interests when faced with an increasingly broad range of challenges.

## **Reminders**

A brief reminder to those of you who have yet to pay your subscriptions for 2004-05! Teri did send out the invoices in early April and a reminder in July – if your institution has not received one, please contact her as soon as possible. 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.

# Conference Update

In excess of 40 abstracts were submitted for ATHE's Annual Conference, being delivered this year for the first time in conjunction with Buckinghamshire Chilterns University College and the LTSN. There is still time to register for the conference, but there is limited accommodation on site at Missenden, so book now to avoid disappointment!

## Critical Issues in Tourism Education

A joint international conference organised by:

*Association for Tourism in Higher Education (ATHE)*

*Leisure and Tourism Education Research Centre (LaTERC), BCUC*

*Learning and Teaching Support Network for Hospitality, Leisure, Sport and Tourism*

*Association for Tourism and Leisure Education (ATLAS)*

**Buckinghamshire Chilterns University College (BCUC), Missenden Abbey, Great Missenden, Buckinghamshire, UK 1st - 3rd December 2004**

### Keynote Speakers:

*Professor David Airey, University of Surrey*

*Professor Ronald Barnett, Institute of Education, University of London*

**Visit the ATHE website for further details and a booking form. One ATHE delegate per member institution may attend for free on the main conference day**

**ATHE AGM on Thursday 2<sup>nd</sup> December.**

## Future Executive Committee Meeting:

27<sup>th</sup> October 2004-University of Westminster.

## News:

As you may know ATHE now has a new address : **PO BOX 453, Wrecclesham, Farnham, GU10 4ZS**  
There is now a new contact number: **07774 560620**

## Links

Please do make sure that you take a bit of time to take look at ATHE's website ([www.athe.org.uk](http://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 [athe.sec@virgin.net](mailto:athe.sec@virgin.net)