



# Newsletter

**WELCOME!** Welcome to the fifth ATHE newsletter, which on 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 March 2005. 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 position statement regarding the next **RAE** and its developing links with **CAUTHE**.

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, see the programme and booking form at the end of this newsletter, or go to the website [www.athe.org.uk](http://www.athe.org.uk)

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 '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 the next Issue, due in March 2006.

## 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 2005-06 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.

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

\*\*\*\*\*The next issue will be edited by Lyn Bibbings as Marion will be taking maternity leave. Please send items for inclusion to Lyn directly at [ljibbings@brookes.ac.uk](mailto:ljibbings@brookes.ac.uk) or ring her to discuss on 01865 484325

# Hot Topics

The Executive has met 4 times since the last Newsletter (Issue 4); in March 2005 at Bournemouth University; in May at the Hope Street Hotel in Liverpool (hosted by Liverpool John Moores University) in June at the University of Westminster and in September at Surrey 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):

## [www.tourismeducation.org](http://www.tourismeducation.org)

This very useful website provides a list of resources and links for tourism educators and students and has been rebadged using ATHE's corporate style and logo. The main areas included on the website are listed in the March Issue of this newsletter. Over the next few months the site will be undergoing some updating and reorganising to ensure that it meets the needs of all its key users.

## HE Academy Update

**Last few days to apply for pedagogic research funds!** 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 2006. The closing date for applications is Monday 24th October 2005. **For further info see [www.hlst.heacademy.ac.uk](http://www.hlst.heacademy.ac.uk) or email [hlst@brookes.ac.uk](mailto:hlst@brookes.ac.uk)**

## Department visits

If you are running a department staff development activity or if your department is facing issues in LTA or if you and staff in your department would just like to get to know more about how the HE Academy can support you, we would be happy to discuss your needs and to visit to provide support. Contact Lyn Bibbings [ljibbings@brookes.ac.uk](mailto:ljibbings@brookes.ac.uk)

## Diary Dates

**January 10<sup>th</sup> and 11<sup>th</sup> 2006.** Staff Development workshops for new and P/T academic staff in HLST subject areas. **February 6<sup>th</sup> 2006.** Heritage workshop. Joint workshop with CETL. Cheltenham. **February 8<sup>th</sup> 2006.** Making practice based learning work. Joint HLST and FDTL workshop. Cheltenham.

See Events [www.heacademy.ac.uk](http://www.heacademy.ac.uk)

## The Len Lickorish Award for Excellence in Tourism Education 2005

In memory of the late Len Lickorish CBE, the Springboard Charitable Trust and ATHE launched the Len Lickorish Award in August this year. The Award has been designed to recognise excellence in Tourism Education and is open to postgraduate students in ATHE member institutions. The Award recognises 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.

ATHE member institutions wishing to take part should select their best Masters level dissertation for the year, provided that it achieved a mark of at least 70% (distinction) and is completed in the qualifying calendar year. Participating ATHE institutions should send to Springboard at the address below, a 500 word abstract of the winning dissertation by 31st December 2005.

The dissertations will be judged on four key criteria:

- Timeliness and topicality
- Relevance to current and future tourism issues
- Contribution to understanding of tourism
- Quality of conclusions, recommendations and guidance, or proposals for action

There will be awards of £25 for the best dissertation from each of the participating institutions and a National Award with prizes of: First Prize - £500; Second Prize - £300; Third Prize - £200. Each of five short-listed students will receive a permanent memento of their achievement.

For further details, please correspond with:

John Humphreys (Development Director, Springboard Charitable Trust)  
127 Bute Street, CARDIFF CF10 5LE.  
Tel: 029 20435631 Email: [Johnh@springboarduk.org.uk](mailto:Johnh@springboarduk.org.uk)

## Tourism HE Intelligence Monitor

ATHE has recognised for some time there is no single annual publication which provides a comprehensive overview of key facts and statistics about tourism education in UK higher education. During 2005 - 6 it is planned to produce a publication similar to a recent publication by CHME based initially on HESA returns and possibly a survey of member HEIs. The range of data will be limited initially to ensure a sound benchmark for future reports but the scope of data will be increased gradually in subsequent years. More details of the Monitor's development will be released through forthcoming ATHE Newsletters as they become available.

## Tourism degree programmes: Fieldtrip Survey

ATHE is carrying out a survey to find out more about the use of student field trips in Tourism programmes. We are particularly interested in whether the introduction of higher undergraduate tuition fees in 2006/07 will affect the number or nature of field trips offered.

The survey can be completed by email and should take no more than 5 minutes to complete. All responses will be treated in confidence and no individually identifiable information will be published. Results will be made available to ATHE members, and we hope they will be helpful to us all. Your ATHE institutional representative has a copy of the electronic survey-either ask him/her to forward this on to you, or contact Robert Maitland (see details below) and he will forward a copy of the survey to you. Alternatively you can contact Sergio Leal, ATHE's secretary ([secretary@athe.org.uk](mailto:secretary@athe.org.uk)) for a copy. We would appreciate if you could return your completed questionnaire by the end of October.

Robert Maitland Tel: 020 7911 5000 x 3114  
[r.a.maitland@wmin.ac.uk](mailto:r.a.maitland@wmin.ac.uk)

## Review of Subject Benchmarking Statements

The QAA has contacted ATHE to ascertain its views on the possible revision of benchmark statements for tourism. The QAA has suggested that minimal revision is needed in this subject area. The executive has discussed this issue and agrees with this position. However, we would like to extend the opportunity for members to submit their views on this subject. Please would you discuss this issue with colleagues in your institution and send any comments to [secretary@athe.org.uk](mailto:secretary@athe.org.uk) by **Oct 14th 2005**. In addition, the QAA has also asked for our views on extending benchmarking to Masters level qualifications. The executive is in broad agreement with this but again we would like to hear your views.

## Association of Tourism Teachers and Trainers (ATTT): a message from Brandon Crimes – University of Hertfordshire

Having just joined the ATHE executive, and as Chair of the Association of Tourism Teachers and Trainers (ATTT), I often wonder about how much overlap exists between the various tourism education and training bodies. Do we have a strong and coherent voice given the diverse nature of the subject and actual size of our associations?

The Tourism Society are currently discussing the possible amalgamation with the Tourism Management Institute. Given the tourism sector does not always lobby and campaign sufficiently, it may be time to view this as a natural development within our own sector. I would welcome colleagues' thoughts and views of this.

Colleagues may wish to know that the Institute of Travel and Tourism are organising an event designed to bring Tourism academics with Tourism practitioners. The extent to which the industry knows and values our courses is long been debated, and it is encouraging that such an event is being organised given that employability is emerging as a key issue in Higher Education.

The Venue for this event is **City & Guilds Office in Birmingham on 12th January 2006**.  
For further details contact **Paul Evans at the Institute of Travel & Tourism on 01920 873001**

## SPECIAL REPORTS

### Links with the Council for Australian University Tourism and Hospitality Education



*The Chair of ATHE (John Tribe) and Chair of CAUTHE (Jenny Davies) met in London in May 2005 to discuss the ways in which the two organisations might work together. CAUTHE looks forward to developing their relationship.*

**CAUTHE** is the professional association for tourism and hospitality academics involved in teaching and research in Australian Universities. The association was formed in the late 1980s and has continued to provide a voice for academics in the tourism and hospitality sectors.

CAUTHE's mission is to promote the development of tourism and hospitality education and research in Australia and to represent the interests of University providers of Tourism & Hospitality education (including teaching, learning, scholarship & research) within the University sector; within the industry; among University providers; and to industry, government & the community.

CAUTHE is an incorporated body whose membership comprises almost all Universities in Australia which teach and research in tourism and hospitality. In 2005 there are 28 Australian University members and 100 individual Associate members. Individuals teaching and researching in tourism and hospitality throughout the world are invited to join CAUTHE as Associate members. Membership details can be found on CAUTHE's web site at [www.cauthe.com.au](http://www.cauthe.com.au).

The major activity for CAUTHE is an annual international conference held in February. Annual conferences have been held from 1993 to 2005 in different locations, organised by different Universities.

The 2006 CAUTHE conference will be held in Melbourne, Victoria, Australia ([www.cauthe2006.com.au](http://www.cauthe2006.com.au)). The theme of the conference "to the city and beyond ..." has been chosen to reflect the importance of cities as settings for tourism, a topic which has been too often overlooked by researchers. Melbourne is an excellent place to observe the rise of urban tourism. It has a "New World" industrial heritage, less enduring and perhaps more susceptible to transformation than is the case in many European cities. Melbourne's urban environment has readily adapted to the demands of leisure, lifestyle, tourism and spectacle. The location in vibrant, down-town Melbourne, just after the 101st Australian Tennis Open, and on the eve of the 2006 Commonwealth Games and the Australian Formula 1 Grand Prix underscores the role of the city as a venue for hallmark events, and as a major tourist attraction in its own right.

CAUTHE has also been involved in lobbying government, post graduate workshops, Heads of Schools breakfast meetings, production of conference proceedings, annual general meetings, mid year meetings and workshops. CAUTHE has a list server and an active web site. Members are listed on the web site and have access to the list serve.

Current developments are links with other professional associations, lobbying, increasing the number of CAUTHE members, developing member benefits and professional development.

**Jenny Davies, Chair CAUTHE**

## **RAE Declaration**

In continuing its efforts to respond to higher education issues and policies on behalf of the membership, The Association recently made the following comments in relation to the Consultation on RAE 2008 draft criteria and working methods (July 2005).

1. ATHE welcomes the opportunity to include pedagogic research under specific UoAs.
2. ATHE welcomes the encouragement given to new researchers
3. ATHE is disappointed that tourism has not been given the prominence it deserves in the structure of RAE commensurate with its current research size and its significance as an economic and social activity.
4. ATHE is pleased to note that "tourism studies" is explicitly included in the descriptor for UoA 46.
5. ATHE would urge that tourism specialists are available to provide advice to all panels to which substantive submissions of tourism research are made. ATHE would also urge that such persons have a broad knowledge enabling an understanding of the multidisciplinary nature of the subject
6. ATHE would urge that careful consideration is given to the ratings of journals for tourism. In particular it notes that the Business and Management community produce rankings which sometimes include tourism but without a full understanding of the nature of the subject. In particular the relative youth of the subject means that tourism journals can be discriminated against and this can make it difficult for the subject to demonstrate international excellence. The Association would urge that a mechanism is found whereby the tourism academic community is able to provide input into the rating of its journals.
7. ATHE would urge that consideration is given to ensuring parity of treatment of tourism research as a whole irrespective of the UoA to which it is submitted.

Professor John Tribe,  
Chair, ATHE: Association for Tourism in Higher Education

## National Student Satisfaction Survey

Following the recent leaks of the National Student Satisfaction Survey (9th Sept 05), the following Press Release was made by ATHE to clarify misleading stories that had appeared in The Guardian and The Daily Telegraph:

Tourism courses scored an overall satisfaction rating of 3.9 according to the leaked results of the National Student Satisfaction Survey where the top score was 4.3. Similar scores were obtained in Management and Engineering subjects. This demonstrates an overall satisfaction with the quality of the subject in higher education and confirms the findings of the 2001 Quality Assurance Agency (QAA) subject overview report for Hospitality, Leisure, Recreation, Sport and Tourism which found:

“The successes of the subjects are reflected in the grades awarded... across all aspects and visits.... The quality of teaching is consistently high. It is characterised by a rich diversity of approaches, including many industry-supported initiatives.”

The full findings of the survey are published by HEFCE on the teaching quality information site - [www.tqi.ac.uk](http://www.tqi.ac.uk)

### Future Executive Committee Meetings:

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

October 25th – University of Gloucestershire

AGM November 30th-2nd December – Liverpool

(Wirral) Annual Conference

**Still time to register!**

### Reminders for unpaid 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 2005-06 – please keep an eye out for these and encourage your finance officers to pay!

## Conference 2005 – 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](http://www.leasowecastle.com))*

*30th November - 2nd December 2005*

### Confirmed keynote speakers:

- **Prof. Cara Aitchison** (*University of the West of England and panel member for RAE 2008: Sport Related Studies*) (*Research*)
- **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.

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)

### 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 [secretary@athe.org.uk](mailto:secretary@athe.org.uk)



**ATHE Annual Conference 2005**  
**The Future of Tourism in Higher Education**  
**30<sup>th</sup> November – 2<sup>nd</sup> December 2005**  
**Leasowe Castle Hotel and Conference Centre, Wirral, Merseyside**

**DRAFT PROGRAMME**

<b>Wednesday 30<sup>th</sup> November 2005</b>	
12.30pm	Coach collects from hotel
1pm	Meet at Liverpool Community College for lunch
2pm	Guided coach tour, Liverpool redevelopment, Capital of Culture
7pm	Registration, Drinks reception and cash bar
8pm	Dinner – set menu, wine included After dinner speaker – Keith Blundell, Head of Tourism, LCC

<b>THURSDAY 1<sup>st</sup> December</b>	
From 8.30am	Registration and coffee
9.00am	Welcome - Professor John Tribe – ATHE Chair
9.15am	Conference opening – Kevin Williamson, Head of Tourism DCMS
9.30am	<b>Theme: Research and Knowledge Transfer</b> Keynote: Professor Peter Jones, Professor Cara Aitchison and discussion
11.00am	Coffee
11.30am	Parallel paper sessions
1pm	Lunch
2pm	<b>Theme: Teaching and Learning</b> Keynote: Professor Norman Jackson and discussion
3pm	Tea
3.30pm	Parallel paper sessions
5 - 6pm	ATHE AGM
7pm	Cash bar
8pm - midnight	Dinner – set menu, wine included The Mersey Beatles

<b>FRIDAY 2<sup>nd</sup> DECEMBER</b>	
From 8.30am	Registration and coffee
9.00am	<b>Theme: Recruitment and Marketing</b> Keynote: Professor John Westlake and discussion
10.00am	Parallel paper sessions
11.00am	Coffee
11.30am	Parallel paper sessions
12.30pm	Plenary
1pm	Lunch and depart

The conference is sponsored by:





**ATHE Annual Conference 2005**  
**The Future of Tourism in Higher Education**  
**30<sup>th</sup> November – 2<sup>nd</sup> December 2005**  
 Leasowe Castle Hotel and Conference Centre, Wirral, Merseyside

**BOOKING FORM**

*Please circle the package rate you wish to book*

Package	Standard Normal rate	Standard ATHE member institution rate	Earlybird Normal Rate	Earlybird ATHE member institution rate
Wed 30 <sup>th</sup> Nov (12.30pm) – Friday 2 <sup>nd</sup> December (2pm) inclusive of coach tour, accommodation for 2 nights, all meals, wine with dinner, entertainment	£360	£270	<del>£340</del>	£250
Thurs 1 <sup>st</sup> (9am) – Friday 2 <sup>nd</sup> (2pm) including accommodation for one night, all meals, wine with dinner and entertainment	£270	£180	<del>£250</del>	£160
Thurs 1 <sup>st</sup> day rate including refreshments and lunch (9am – 6pm)	£90	FREE	N/A	N/A
Thursday 1 <sup>st</sup> day rate including refreshments, lunch, dinner with wine and entertainment (9am – late)	£120	£30	N/A	N/A
Friday 2 <sup>nd</sup> day rate including refreshments and lunch	£90	£60	N/A	N/A

**All bookings must be received before ~~30<sup>th</sup> September 2005~~ 21<sup>st</sup> OCTOBER 2005**

**Earlybird rate applies to bookings received before 30<sup>th</sup> July 2005**

**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)

<b>Name:</b>	
<b>Institution:</b>	
<b>Address:</b>	
<b>Email/Tel:</b>	

<p><b>ALL PAYMENTS MUST BE RECEIVED BEFORE THE EVENT.</b></p> <p>I enclose a cheque for £ _____ Payable to: ATHE</p>
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**Please specify any special requirements (dietary or otherwise):**

**Please return booking form to: ATHE c/o Sergio Leal (PhD researcher), University of Surrey, School of Management, Guildford, Surrey, GU2 7XH.**

The conference is sponsored by:

