

A T H E



ASSOCIATION FOR TOURISM IN HIGHER EDUCATION

2018 Annual Conference

**Creativity & Transformation in Tourism Education:
REF, TEF, and Collaboration with Industry**

6th-7th December 2018

hosted by



LEEDS BECKETT UNIVERSITY

SCHOOL OF EVENTS,
TOURISM & HOSPITALITY MANAGEMENT

Welcome.....to the 25th Annual Conference of the Association for Tourism in Higher Education and to delegates from across the UK, Europe, Canada and the Philippines. This year's conference theme, ***Creativity & Transformation in Tourism Education: REF, TEF and Collaboration with Industry***, seeks to explore different approaches to engagement between tourism education and industry, for example project-based learning, connecting with industry in relation to graduate employability and labour market transition. We will also be considering the issues which influence these approaches, for example, the impact (or not!) of academic research and the rhetoric or reality of successful education-industry links.

We normally award one ATHE Fellow at the Annual Conference. However, as ATHE began life as the National Liaison Group, with an emphasis on academic-industry collaboration, we thought it appropriate that, on our 25th Anniversary, we re-emphasise the importance of collaboration through the theme of the conference and by making two Fellow awards - both to industry representatives who have been great supporters of tourism education - Vicki Wolf from ABTA and Kurt Janson from the Tourism Alliance.

The move to Leeds reflects our City Tourism research theme. Our pre-Conference activity starts with a tour of The Royal Armouries, which cares for one of the most important national collections of arms and armour in the world. We have also revamped our PhD Colloquium so there will be posters for delegates to view; whilst Professors Chris Cooper and Xavier Font will run workshops on getting published and writing for different audiences. PhD researchers will also present their posters and, our sponsor, the Family Holiday Association, will award the winners, with prizes donated by Goodfellow Publishers.

We are delighted to have two Keynote Speakers on Thursday morning, Dr Melanie Smith, Associate Professor and Researcher, Budapest Metropolitan University, Institute of Tourism, Leisure and Hospitality and Dr Heike Behle, Research Fellow at the Warwick Institute for Employment Research. After some thought-provoking and insightful papers from colleagues there will be an *In Conversation* session with Professor Rhodri Thomas (Leeds Beckett University) and Professor Paul Phillips (University of Kent), entitled '*Making an impact with academic research?*', chaired by Professor Chris Cooper .

On Thursday evening, our conference dinner is in Harewood House, which sits in the heart of Yorkshire and is one of the Treasure Houses of England. The House was built in the 18th century and has art collections to rival the finest in Britain. On Friday, our ATHE Fellow's Paper session is delivered by ATHE Emeritus Fellow, Professor David Airey, who will present on '*The Future Directions for Tourism Education*'. We are then joined by Kevin Kaley (Tourism Society) and Vicki Wolf (ABTA) for our ATHE Awards for Innovation (formerly Making the Case for Tourism in Higher Education Award) presentations. This is followed by a panel of speakers representing industry and academia, including Dr Peter Robinson, Nicola Pearce, John Gallery, Vicki Wolf and Peter Coates, who will discuss '*From Rhetoric to Reality: Making Education-Industry Links Really Work*'.

We also pay tribute to Victor TC Middleton OBE, FTS, who sadly passed away in in 2018. Victor was the first Chair of the National Liaison Group, which subsequently which subsequently became the Association for Tourism in Higher Education (ATHE).

It is a busy schedule, but we hope this will be an enriching and memorable few days.....we do hope you enjoy!

THE ASSOCIATION FOR TOURISM IN HIGHER EDUCATION

www.athe.org.uk

The Association for Tourism in Higher Education (ATHE) is the subject association for tourism in higher education in the UK. Its objectives include promoting the development and recognition of tourism as a subject of study in the UK at foundation degree, undergraduate, postgraduate and doctoral levels, and encouraging high standards in learning, teaching and research. To this end, it works with other bodies concerned with higher education in the UK such as the Quality Assurance Agency and Advance HE; it is a Learned Society of the Academy for the Social Sciences.

Higher Education in the UK has been undergoing significant changes in recent years with challenges in all three areas of activity – learning and teaching, academic research, and commercial research and consultancy. The Association vigorously responds to government initiatives and consultation documents in order to represent and promote the best interests of the subject, and of issues that affect the development and administration of tourism in the UK. For example, making representation to the Department of Culture Media and Sport Select Committee on Tourism; to the Sector Skills Agency for Tourism, on the importance of management and leadership education in tourism; and to government on the Tourism Statistics consultation, and the review of the assessment and financing of academic research. It has also worked with Advance HE (formerly the Higher Education Academy) in order to make representation on behalf of the academic tourism community.

Moreover, the Association also initiates and develops relationships with relevant bodies in order to seek recognition and funding appropriate to the level of maturity of the subject as an area of study, but also in line with its importance as an activity, and an industry, both in the UK and internationally. For example, the Association has established links with a range of organisations, from government policy makers, to industry leaders, to European and International educational organisations such as the Association for Tourism and Leisure Education (ATLAS) and the Council for Australasian University Tourism and Hospitality Education (CAUTHE), in recognition of the immense challenges the world faces, and the responsibility that tourism educators have, in working towards more responsible and sustainable travel and tourism behaviours.

The objectives of ATHE are:

- to act as the Subject Association for tourism in higher education in the UK;
- to promote the development and recognition of tourism as a subject of study in the UK and liaise as appropriate with other European Union countries and internationally;
- to encourage high standards in learning, teaching and research;
- to identify and communicate 'good practice', statistics and other information about first degrees and postgraduate qualifications in tourism;
- to support, undertake and disseminate research to further these objectives;
- to maintain links between education on the one hand and employers and other interested bodies on the other.

Executive Committee 2018

Dr Claire Haven-Tang, Cardiff Metropolitan University, (Chair)

Dr Nika Balomenou, University of Hertfordshire, (Co-Chair)

Dr Duncan Tyler, London South Bank University (Vice-Chair and Treasurer)

Professor Robert Maitland, University of Westminster, (Vice-Chair and Secretary)

Professor Xavier Font, University of Surrey, Elected

Ms Lisa Gorton, Leeds Beckett University, Elected

Dr Ross Tinsley, Edinburgh Napier University, Elected

Dr Clare Weeden, University of Brighton, Elected

Professor Keith Wilkes, Bournemouth University, Elected

Mr Brandon Crimes, Tourism Research Matters, Co-opted

Dr Ilaria Pappalopore, University of Westminster, Co-opted

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KEYNOTE SPEAKERS



Dr Melanie Kay Smith is an Associate Professor at Budapest Metropolitan University and a Researcher at the Institute for Sociology, Hungarian Academy of Sciences. She is also a part-time Associate Professor at University of Tartu Pärnu College, Estonia. She has been a higher education academic for more than twenty years and has more than 80 publications in the fields of cultural and creative tourism, urban regeneration, health tourism and wellbeing. She was Chair of ATLAS (the Association for Tourism and Leisure Education and Research) for seven years and has extensive experience of lecturing in England, Hungary, Estonia, Germany and Austria, as well as giving invited Keynote presentations in several countries. Her current research focuses on 'overtourism' and tourist/resident conflicts in cultural cities as well as creative and transformative higher education.



Dr Heike Behle is a research fellow at the Warwick Institute for Employment Research and has worked extensively on the subject of employability and higher education. She was part of the recent OfS / HEFCE funded Learning Gain pilots prior to working on the highly prestigious Futuretrack project. Other projects dealt with the transferability of skills; graduates in non-graduate jobs; the development of competences as a preparation for higher education; or the Intra-EU mobility of graduates.

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A CONVERSATION WITH...



Professor Paul Phillips served as Director of Kent Business School, University of Kent (2007-2011) and is now Professor of Strategic Management. Paul has held academic appointments at Cardiff Business School and University of Surrey. In 2001, he was appointed to the Charles Forte Chair of Hotel Management, which was created by a generous endowment from Forte plc in 1986 at the School of Management, University of Surrey, UK. During this spell, Paul worked and collaborated with the investment banking community and was a strategy advisor to a variety of Independent, National, Global Hospitality and Tourism organisations.

In 2003, Professor Phillips published his book entitled "E-Business Strategy: Text and Cases (McGraw-Hill)" and has recently published two books – entitled "Contemporary Issues in Strategic Management (Routledge)" and "Management Consultancy Through an Academic and Practitioner Perspective (NP Publishing)" both of which are incorporated into the philosophy and values of his current work. One of his current projects is writing about and developing a Business School oriented "Impact of Impact" tool.

Paul's early business career was working as a qualified accountant and a senior management consultant with Price Waterhouse. Professor Phillips holds MBA and PhD (Strategic Planning Systems in Hotels) degrees from Cardiff Business School, and is also a qualified marketer. With more than 25 years of senior experience of strategic management, performance management and digital business strategy, Paul acts as a conduit for those organisations who are trying to address complex data, knowledge, technological and change management issues to drive business growth. He has specialised international experience for Private Sector, Governments and Government Agencies. Specialist projects include organising and delivering specialist financial services short courses for international organisations, such as: China Development Bank; digital strategy advice to FTSE 250 companies; Ministry of Defence; World Bank; Caribbean Development Bank; Shell; Guinness; Chinese People's Liberation Army; Hospitals; Police Forces; Knowledge Intensive Organisations.



Professor Rhodri Thomas is Dean of [The School of Events, Tourism and Hospitality Management](#) at Leeds Beckett University.

Originally trained as an economist, Rhodri now engages in multidisciplinary research in the context of tourism and the events sector. His particular research interests are: (a) public policy studies, especially in relation to small firms, and (b) commercial innovation and knowledge exchange with universities. His latest book entitled [Questioning the Assessment of Research Impact: Illusions, Myths and Marginal Sectors](#) has recently been published by Palgrave Macmillan.

Rhodri is a member of New Zealand's Performance-Based Research Fund (PBRF) Business and Economics Panel. He has previously acted as a 'specialist expert' on policy issues for the OECD, the European Commission and for government departments and other agencies in the UK and elsewhere. He has completed several Economic and Social Research Council (ESRC) grant and non-grant funded projects and is a member of their Peer Review College.



Chris Cooper is Professor in the School of Events, Tourism and Hospitality at Leeds Beckett University in the UK. He gained his undergraduate degree and PhD in Geography from University College London.

Chris has more than thirty years' experience in tourism and has worked as a researcher and teacher in every region of the world. He gained experience in tour operation working for Thomson Travel before returning to academic life. He has worked at the Universities of Surrey and Bournemouth and established the School of Tourism at the University of Queensland in Australia as the Foundation Chair of Tourism. He returned to the UK to take up the role of Dean and Pro Vice Chancellor at Oxford Brookes University in 2009.

Chris was Co-Founder of Progress in Tourism, Hospitality and Recreation Research and the International Journal of Tourism Research and is now the Co-Editor of Current Issues In Tourism. He is a member of the editorial board for leading tourism, hospitality and leisure journals and has authored a number of leading text and research books in tourism. He is the co-series editor of the influential Channel View book series 'Aspects of Tourism'.

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FRIDAY PANELLISTS

John Gallery, Great Potential & Tourism Society York



John owns and manages Great Potential and works for independent hotels and venues providing Marketing and Management Consultancy services, Mentoring, Sales, and Public Relations. John is a Fellow of the Tourism Society and chairman of its Yorkshire branch, career-long member of the Institute of Hospitality and chairman of the research group for the Business Visits and Events Partnership (BVEP) since 2014 prior to which he was a council member of the Meetings Industry Association. John is also a board member of Bedern Hall, York, a director of online meetings service iBookedin.com and recently launched www.moregiving.co.uk a new online fundraising service for charities and corporate businesses.

12 years at the helm of York's popular Marriott hotel taught John many valuable lessons. Not just about how to run a highly successful hotel business, but how to stand out in the marketplace, spread your message effectively and recruit new custom. A past chairman of VisitYork, also a voluntary city tour guide in historic York, John is well-rehearsed in bringing ideas to life for newcomers.

Peter Robinson, Head of the Centre for Tourism and Hospitality Management, Leeds Beckett University



Before joining Leeds Beckett as Head of the Centre for Tourism and Hospitality Management, Peter worked for ten years at University of Wolverhampton, as a Senior Lecturer in Tourism and Events, then as Head of Leisure and latterly as Head of Marketing, Innovation, Leisure and Enterprise. Prior to entering academia, Peter worked for the National Trust, West Oxfordshire District Council and University of Derby, initially managing £0.5m EU funded tourism projects which ultimately led to the creation of the destination management organisation, Visit Peak District. Peter also has experience as a Director and Trustee, and is currently Chair of the Elvaston Castle and Gardens Trust. He is a business mentor for Virgin Start-up and has developed and sold businesses in the travel and IT sectors.

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FRIDAY PANELLISTS

Vicki Wolf, Partnership Manager (Education), ABTA

Peter Coates, Associate Director – Business Engagement, Leeds Beckett University

Eleanor Greatorex, Leeds Beckett University and ITT Student Ambassador

Katy Varty, Leeds Beckett University and ITT Student Ambassador

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ATHE FELLOW AWARDS

VICKI WOLF, ABTA



Vicki is ABTA's Partnerships Manager (Education) and has worked at ABTA – The Travel Association, in various roles since the end of 2000. Vicki's main responsibilities include managing ABTA's education programme, including our online training portal and managing our Education Partnerships with 12 universities and 3 colleges. Vicki has been involved in a number of apprenticeship standard reviews and represents ABTA on the Travel Apprenticeship Board. She was responsible for developing ABTA's Education Partnerships programme (launched in 2014) including ABTA's internship (launched in 2015) for Education Partner Universities. Previous to working at ABTA she worked for the National Department of Transport in South Africa as a policy advisor. Vicki has a Joint Honours degree in Journalism and Politics from Rhodes University in South Africa.

KURT JANSON, TOURISM ALLIANCE



After graduating with a first class Master's Degree in Public Policy, Kurt was employed by the New Zealand Tourist Board to develop national and regional tourism strategies before moving to Britain in 1997 to work as Policy Manager for VisitEngland and the VisitBritain. Following the separation of the two organisations, he became the Head of Strategic Planning for VisitBritain with responsibility for Policy, Strategy, Sustainable Tourism, Business Planning and Marketing Evaluation.

Kurt left VisitBritain in 2004 to become the Director of the Tourism Alliance, an umbrella trade association for the tourism and hospitality sector that comprises over 50 industry associations that together represent almost 200,000 businesses of all sizes throughout the UK to lobby Government on issues that support the development of the UK tourism industry. He is a member of a number of Government advisory groups including DCMS's Tourism Industry Council and HMRC's SMEOF and has written seven editions of VisitEngland's "Pink Book" on accommodation legislation since 1999.

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PARALLEL SESSIONS

ABSTRACTS: PEDAGOGIC STREAM

The reality of virtual reality: challenges and benefits of innovative assessment

Dr Emma Bettinson and Dr Vicky Richards, Cardiff Metropolitan University

There has been a considerable change in the diversification in assessment methods in Higher Education in recent years, with students become active participants in learning and teaching, rather than victims of their assessors (McDowell & Sambel, 1999). The shift from traditional methods of assessment has led to a major change in the nature of assessment tasks which need to be authentic and engaging and relate to realistic contexts.

This presentation introduces a piece of innovative assessment created with level 4 Tourism students. In recognition of the growing role of gaming as a cutting-edge concept recently used by some innovative tourism sectors as a marketing tool (Xu, Tian, Buhalis, Weber & Zhang, 2016), students were asked to make field visits within Cardiff and design a virtual reality game which would promote Cardiff as a destination to an allocated market segment. The presentation describes the journey and challenges involved and give early indications of the outcomes and perceived benefits gained by students.

Keywords: Co-creation, innovative, assessment

The emerging structure of tourism and hospitality education programs in the Philippines

Dr Edieser Dela Santa and Raymund Guerrero, University of the Philippines Diliman, Philippines

In 2013, reforms that added two more years of high school education were introduced in the Philippines. These have had tremendous effects to colleges including the need to revise program offerings. Using Print's (1993) model of curriculum development as framework, this on-going study to analyse the emerging curricular structure of tourism and hospitality programs. Methodologically, the study uses a mix of qualitative research approaches. The project started in November 2017 and will continue until October 2018. Preliminary analysis of data reveals that the mix of courses, as well as outcomes expected have not significantly deviated from the legacy of previous educational policies. Despite increasing awareness of societal issues, the overall orientation of the programs is still geared towards meeting industry needs. The emerging findings suggest that for the foreseeable future, the industry-driven structure of Philippine tourism and

hospitality education is perpetuated, while the broader dimensions of tourism are kept in the sidelines.

Keywords: Tourism and hospitality education; Print's model of curriculum development

Digital and Sustainability Skills Needs and Regional Skills Partnerships in Wales

Louise Dixey and Dr Sheena Carlisle, Cardiff Metropolitan University

Significant skills shortages and gaps exist in tourism and related sectors in Wales and these will worsen post Brexit. Digital skills development is a contemporary priority as well as green and social skills needs for sustainability. Wales has a Sustainable Tourism Framework and a unique Well-Being of Future Generations Act 2015. Collaboration between industry and education is central to Welsh skills policy and three Regional Skills Partnerships have been formed. Two of the Partnerships (North Wales and Mid/South West Wales) have tourism sector groups who sit with education and vocational training providers with a view to shape curriculum development. The Partnerships provide annual Employment and Skills Plans that highlight sectoral priorities for the Welsh Government. This presentation by the European Commission funded Next Tourism Generation project will provide preliminary research findings on digital, green and social skills needs. It will also consider whether Regional Skills Partnerships can address these priority areas and promote innovative digital and sustainability curricula.

Keywords: Skills, digital, sustainable tourism, partnerships, Wales

Designing an Environment for Learning

Dr Georgiana Els, University of Lincoln

In the past few years, there has been a visible increase in the demand for postgraduate programmes in the area of travel and tourism, mainly lead by growing developments in the visitor economy and implicitly demand for skilled professionals. The re-validation of the MSc International Tourism Management Programme aims to incorporate practical and educational skills essential to equip students for an ever changing business environment.

The joint industry and academic team coaching side of the programme is a way of shifting the dynamics of the traditional classroom and unlock creativity and innovation by developing the three pillars of learning: individual, team and community learning. In times when TEF ratings are key to reputation, our pedagogy should be adapted to tomorrow's graduates. The re-validation proposal encompasses a holistic approach to developing learners' capabilities by taking into account what the 'new kind' of graduate needs. With this in mind, the programme aims at creating a heutagogical learning environment where students take ownership of their learning.

Keywords: Curriculum Development, Postgraduate, TEF, Coaching, Heutagogical Learning, innovation, Assessment as Learning.

***Employability, Higher Education and the Future
Managers: The case of tourism management
undergraduates in the UK***

Khairy Eteiw, University of Greenwich

Tourism Management Graduates are currently encountering employability issues, especially in securing jobs at an appropriate level to their qualifications. Meanwhile, the tourism industry is suffering a costly high labour turnover at entry-managerial levels.

Recent industry reports reinforce this by highlighting that 55% of entry-level managers leave the tourism industry before finishing their initial training. In addition to a destabilised work environment, this costs this industry approx. £1b/year. Evidence from recruitment campaigns, also shows that some major tourism employers continue to overlook tourism degrees in their entry requirements for graduate schemes and job advertisements. Hence, non-tourism graduates continue to come to this industry from varied specialisations, then leave, to pursue their careers in other sectors. Are tourism employers underestimating the value of tourism graduates? Are tourism curricula in higher education not fit for purpose? Or do tourism graduates not have the necessary skills/attitude to succeed in the industry?

This paper presents research based on a mixed methods study, including interviews with tourism academics and industry recruitment experts, and a national survey of tourism undergraduates career intentions, supported by ATHE. The research examines the current Generation Z of

tourism undergraduates to reveal their likely employment characteristics and intention for a career in the tourism industry, putting this into the context of the graduate recruitments needs of the UK tourism industry.

Keywords: Graduate Employability, HE, Tourism Management Curriculum, Industry Turnover, Generation Z, UK

***Blogging as the focus/ a form of assessment in
Tourism HE. Experiences of staff and students at
Bournemouth University***

Dr Tim Gale, Bournemouth University

This presentation reports an innovation at Bournemouth University, piloted in AY 16-17 and adopted in AY 17-18 to the benefit of our BA (Hons) Tourism Management students in the first semester of their course. Historically, they were tasked with giving a group presentation on some aspect of culture and tourism (e.g. literature, music, food) for the Level 4 unit Tourism, Culture and Society. This resulted in rather abstract presentations that offered few insights, and which were not especially relevant to the needs of the Industry. I repurposed this as a travel blogging assignment for which the students design a blog for travellers with special interests or those belonging to a particular demographic. Students, in their groups, are tasked with writing three blogposts, each narrating a tourist experience in/ around Bournemouth (visiting an attraction, eating out, etc). These are formatively assessed in advance of the presentations, in which the students

justify their blog's design or 'positioning' and provide background information on their audience. Student feedback has been overwhelmingly positive, and the assignment helps develop key literacies and skills (creativity, communication/ storytelling, and ICT). I also engaged with travel bloggers/ influencers when designing the assignment- a part of the Industry that all tourism students should be aware of, yet one that often gets overlooked in conventional analyses and the curriculum (due to its 'peripheral' status).

Keywords: Assessment, blogging, creativity, ICTs, tourism education

Events as Teaching Labs: real-time learning and cultural integration at the Victoria Highland Games & Celtic Festival (Canada)

Theresa Mackay, Royal Roads University, Canada

The Victoria Highland Games & Celtic Festival is the oldest and largest Scottish event in Western Canada. This annual tourism driver sees over twenty-five thousand visitors and competitors from across North America descend on an island capital city for three days of all things tartan. Since 2015, tourism students, mainly from China, have played a critical role in the production of this event as part of their events management module.

This paper considers how industry-education collaboration can provide a "living lab" where students experience tourism challenges in real time while developing their skills

in an experiential setting. It looks at how the instructor is the industry-student connector who fosters a co-creation environment for curriculum development. As well, techniques for in-event assessment are discussed, including successes with video reflections and 360 degree feedback. Finally, this paper considers how industry-education partnerships are platforms for cultural integration and learning for all parties.

Keywords: events management, festivals, cultural integration, industry partnerships, experiential learning, Scotland, Canada, China, Highland Games

The Next Tourism Generation is Bridging the Gap Between Education and Industry: Tourism Skills Development within a Dutch Context

Rose de Vrieze-McBean, Breda University of Applied Sciences, The Netherlands

Europe currently holds the number one position in international arrivals making tourism the third largest monetary pursuit in the EU. While the European tourism labour market is responsible for approximately 12 million jobs, there is a deficiency in cooperation between the industry and education. To meet the demands of the future tourism jobs market, tangible, innovative and highly relevant skills, products and tools are necessary. This is the main objective of the Next Tourism Generation (NTG) project – the first European Tourism Skills Alliance which aims at establishing a blueprint for Sectoral Skills Development in Tourism to provide solid, state-of-the-art

yet highly relevant skills for improving the relationship between Industry and Education Providers in the Tourism sector. Within the Dutch perspectives, the project aims at presenting concrete initiatives taken to design modern, relevant skills to meet the demands of the current tourism jobs market in the Netherlands, thus bridging the existing gap between education and industry. Applying a Skills Assessment and Response Methodology, transferable routes to tourism professions are offered at diverse career levels. These strategies amalgamate current EU programmes associated with fostering tourism skills in education and training strategies.

Keywords: Tourism industry, skills development, tourism education, job market

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PARALLEL SESSIONS

ABSTRACTS: CITY TOURISM RESEARCH STREAM

Reval to Tallinn to Talsinki: The Evolution of Estonia's 'Capital Brand'

Dr Brent McKenzie, University of Guelph, Canada

From its 13th century name of Reval, to the introduction of the present day name of Tallinn, to a potential future of 'Nordic brand identity' (Nauwelaers et al. 2013), and regional blending of with Finland's capital city of Helsinki ("Talsinki"), the capital of the Republic of Estonia has mirrored Estonia's goals of identity, cultural preservation, and outward brand education. This study presents the opportunities and challenges that Tallinn's city brand identity has played in Estonia's evolution from descriptors such as "former Soviet", "Transition Economy", "European Union Member", and "Technology Powerhouse" (Ward, 2016) over the past century. The focus of this research is to better identify the internal and external controllable variables, and those dominated by external players in terms of Tallinn's branding initiatives. Included is a discussion of the role of city brand repositioning in the case of small states, such as Estonia

Keywords: City branding; Brand Evolution

The Tourism Potential of Banjul's Colonial Heritage

Dr Simon Woodward, Leeds Beckett University

Tourism in the Gambia has long relied on guaranteed winter sun and pristine beaches to attract tourists (see for example Rid et al, 2014). Recent attempts to diversify the sector include developing a specialist wildlife tourism product and embracing the potential of 'Roots' tourism. However, the opportunities for exploiting the country's built colonial heritage to attract specialist cultural tourists remain largely unexplored. Downtown Banjul retains a host of structures from the colonial period and is located less than 20 km from the Senegambia strip, where most of Gambia's resorts are located. Building on fieldwork conducted between 2013 and 2018, and framed within Su et al's (2018) concept of 'cultural political economy', this paper considers the conservation, social and economic factors that will influence whether or not the remaining colonial structures in the Half Die and downtown areas of Banjul should be conserved and adapted for tourism use in the future.

Keywords: Heritage tourism, colonial heritage, urban regeneration, cultural political economy, Gambia

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PHD COLLOQUIUM

POSTER ABSTRACTS

The co-construction of narrative: understanding the responsible tourist's contribution to storytelling

- Trish Coll, Leeds Beckett University

We live in a world of interwoven stories inextricably linking travel and tourism experiences. Storytelling involves the unique ability to encourage empathy, fostering an understanding about real consequences. Some individual, authentic, narratives contain engaging, meaningful, responsible tourism messages which could be more effectively harnessed through social engagement advocacy, as a force for positive change with our environments and communities.

There is limited empirical evidence exploring lived experiences of responsible tourists and their co-constructed stories. Few studies examine them as online advocates, crafting and co-creating stories with powerful responsible tourism messages shared across and within communities. This study investigates responsible tourism messages within online travel blogs, facilitated through narrative inquiry, viewed through a social construction lens and interpreted by applying marketing communication theories; resulting in the development of a framework for

tourism industry practitioners to utilise when influencing others to engage in more responsible tourism practices via conscious communication.

Keywords: Storytelling, narratives, responsible tourism, narrative inquiry, co-construction conscious communication

A multidimensional inquiry into Chinese outbound tourism: the visitation of Chinese millennial students to the Netherlands

- Ethel Rose De Vrieze-McBean, Breda University, the Netherlands

Chinese outbound tourism is having significant impacts on Western Europe, in particular Chinese millennial students who travel for the purpose of education. In establishing a propaedeutic research agenda, this study aims at identifying the essential dimensions that influence the interests and behaviour of the Chinese millennial tourists/students. Employing an interpretative research methodology, I wanted to gain comprehensive understanding of the key interests of Chinese millennial tourists to the Netherlands compared to Chinese millennial students to the Netherlands. Simultaneously, an

examination was conducted into the implications of these visits for the Dutch tourism industry and the Dutch higher education board. Triangulating semi-structured interviews, discourse analyses and focus-group meetings, uncovered seven discernible themes assumed to have an influence on these visitors' interests and behaviour. For the (Dutch) tourism industry and (the Dutch) higher education, it could be valuable to consider these themes when targeting this market. Likewise, applying novel methodologies to further scrutinize this cohort, could contribute to knowledge construction.

Keywords: Chinese outbound tourism, Chinese millennial tourists/students, educational tourism

Redefining Leadership: An Ecological Dynamics Approach

- Jason King, Leeds Beckett University

Adventure Tourism is currently experiencing a period of growth, particularly as Outdoor Recreation is becoming more commercialised (Buckley, 2006). Typically, Outdoor Recreation activities are guided experiences, with leaders who facilitate the experience. The role of the leader within these events has been identified as one of the major factors to achieving successful outcomes (McKenzie, 2003). Understanding how leadership works is a highly sought-after and valued commodity, which has seen significant growing interest by the public and within research literature (Northouse, 2013). While interest has increased, a large proportion of our understanding of leadership still assumes traditional, mechanistic approaches, with the

leader as the centre of the process (Wielkiwicz & Stelzner, 2005).

This poster presentation proposes a conceptual alternative by understanding leadership through Ecological Dynamics. Ecological Dynamics combines Ecological Psychology and Dynamical Systems theory to provide a framework which we can use to explore leadership. This framework recognising the human – environment relationship, placing the individual and group at the centre of the process. With an ecological approach the leader is no longer the centre of the process and becomes part of the environment. By utilising this framework, leaders can look for opportunities for action in the way of 'affordances' (Gibson, 2015) in the physical and social environments to achieve successful outcomes.

Keywords: Leadership, Ecological Dynamics, Affordances, Human-Environment, Participant centred

Assessing small business impacts at Rio 2016: the case of Porto Maravilha

- Seth I. Kirby, Anglia Ruskin University

Micro and small and medium sized business (SME) impacts have been examined in the setting of Porto Maravilha, Rio de Janeiro. During the Olympic Games Porto Maravilha was a designated 'live site', assigned to host cultural activities in the centre of the host city. SME business interests and demands are frequently overlooked in mega-event planning and regeneration programmes. Significant challenges and threats are posed for these businesses,

largely stimulated by the execution of unprecedented event interventions. Research has indicated that small business ability to access mega-event sites to enhance their business ambitions has been negligible (e.g. Heere, Van Der Manden and Van Hemert, 2015).

Post-event surveys, semi-structured interviews (15+) and visual ethnography (e.g. 1700+ photographs) were collated in January 2018. Analysis focused on uncovering the immediate Games cultural and tourism business impacts in Rio de Janeiro. This included organisations such as tour operators and agencies, food and drink traders, and cultural and creative organisations - like museums. During a three-week spell visiting the study location, walking methodology techniques were adopted to analyse spatial changes and tourism development, and commercialisation relating to the regeneration of the port region. Qualitative analysis software (NVivo version 11) aided the drawing out, coding and interpretation of the research data, in order to generate several local, basic and organising themes (Sant, Mason and Hinch, 2013).

Yet, hosting the Olympic Games was unable to adequately realise SME objectives and outcomes. Specific concerns (e.g. transparency) have been raised by micro and small enterprises. This is due to the apparent failings of the Rio 2016 national organising committee and government to build carefully crafted and strategically integrated plans. A lack of planning and coordination has stifled the development of Porto Maravilha. Furthermore, abandonment of Rio's ex-Olympic sites has been observed as noteworthy in this context.

The study has contributed to theoretical, methodological and interdisciplinary advancement of actor-network theory. Consequently, a set of practical process driven actions have been devised to create a system, which repositions and accounts for pre-event SME business planning procedures. Practical measures (e.g. better portfolio management, development of B2B networks) are relevant to the IOC's 2020 Olympic Agenda.

Keywords: Mega sporting events, Rio 2016, Porto Maravilha, SME, business, impact, legacy.

Exploring expectation, perception and memory of German adventure tourists' experiences in Oman

- Hanno Michail Martens, University of Brighton

Adventure tourism is a form of active sport tourism, where outdoor activities are the main attraction. On their travels adventure tourists increasingly engage in a variety of tours that create specific experiences. Tourist experience has been conceptualised as having three components - expectations, perceptions of experience, and memories, which offer a distinct understanding between the actual tourist experience, its precursors and its effects. Oman is presented to the German holiday market as an adventure tourism destination. This research explores the experiences of German adventure tourists visiting Oman, taking into account their expectations, perceptions and memories of the country, as well as their interaction with Omani people and culture. In order to achieve this aim, a qualitative methodology is proposed. This will take the form of semi-structured interviews with German adventure tourists at

three distinct points to capture these expectations, perceptions of holiday experience, and memories: before their trip, shortly after the holiday and another approximately 6 months afterwards.

Keywords: Tourist Experience, Adventure Tourism, Oman, Qualitative Research

Cruising with a Conscience: Navigating moral identity and the ethics of sustainability in the online cruise community

- Judith Römhild-Raviart, University of Brighton

In recent decades, the cruise industry has seen an extensive growth in passenger numbers, new ship builds, and destinations. The industry's growth has prompted concern about the negative impacts on environment and society. However, little is known about how or whether cruise tourists judge their personal responsibility to mitigate any negative impacts and maximize the positive impacts of their holiday.

Increasingly, tourists engage in discourses about their holiday experience on the Internet using dedicated tourism sites. Understanding how tourists make sense of the sustainability of their cruise holiday using digital media provides valuable insights, which can be used to encourage customers to advocate for a more sustainable cruise industry.

In order to address these questions, preliminary findings based on an ethnographic study of the largest online cruise community suggests that some cruise tourists consider the

economic-wellbeing of cruise ship staff but do not share much concern for the ecological footprint of their holiday. Furthermore, cruisers exhibit varied strategies to reconcile their moral identity with their decision to take a cruise ranging from activism to denial of responsibility.

Keywords: Cruise Tourism, Sustainability, Moral Identity, Social Media, Digital Ethnography

A critical evaluation of sustainable tourism development in Gabon: a political economy perspective

- Zita Kay Kassa Wilks, Anglia Ruskin University

Situated on the Equator and the west coast of the central African countries, Gabon is surrounded by Equatorial Guinea to the north-west, Cameroon to the north, the Republic of the Congo on the east and south, and the Gulf of Guinea to the west. It has approximately 1.8million people over 268,000km², and tropical rainforest covers almost 88% of its territory.

Gabon is an upper-middle-income country and the fifth largest oil producer in Africa (WTO,2017). It has experienced strong economic growth over the past decade, driven by oil and manganese production (World Bank, 2016). In 2015, oil accounted for 70% of exports, 20% of GDP, and 40% of budget revenue. However, the country has been facing and continues to suffer a severe decline in its oil price of about 75%. Consequently, the Gabonese government is now focused on diversifying its economic base (IMF, 2016).

The literature reviewed to date indicates that the focus of my research being pursued here has not been investigated before, despite some smaller studies of tourism in West Africa being published (Dieke, 2010). Consequently, my research aims to contribute new knowledge and practice in several ways: theoretical (adopting underutilised perspectives in tourism management), methodological, as well as generate new data. Furthermore, in drawing on broader African policy objectives, I am seeking to enhance understandings of tourism development through a broader geographical focus. I am seeking to generate new in-depth empirical research into the activities of sustainable tourism development in Gabon (eco- tourism) through under-utilised political economy perspectives and approaches. Through this, I plan to address the void of knowledge about tourism in Gabon due to a lack of empirical research in this specialist and growing area of the economy. Furthermore, I am adopting a much needed 'insider' methodological approach in the academic investigation of sustainable tourism development in Gabon and West Africa.

This study aroused from a need to understand a framework for sustainable tourism development as part of the Gabonese National Plan to diversify its economy away from non-renewable resources and how it is implemented and monitored in Gabon. I will be using the political and economic theory to explore how Gabon is going to develop its country sustainably through tourism while balancing the need for infrastructure development.

Keywords: Political economy, sustainable tourism, national park, tourism development, Gabon, Africa

The Tension between Authenticity and Inauthenticity: An Application of Augmented Reality in Heritage Sites

- Emmy Yeung, Leeds Beckett University

The issue of authenticity has been discussed persistently over the last few decades. One of the foremost concerns is that when people use the term authenticity, it is unclear if this refers to objective authenticity, constructive authenticity or existential authenticity.

This thesis attempts to find out the perspectives of tourists, i.e. the central figures of tourism. We seek to examine whether tourists are searching for authenticity, how they determine what is authentic and what is not, which authenticity that they are referring to, and their acceptable levels of inauthenticity and how it affects their experiences. Authenticity has been regarded as central to much of the heritage tourism.

With the application of augmented reality in a heritage site, this research also allows us to understand the concept of inauthenticity, in the binary tradition of authenticity, and as a connotation for negative and undesired elements. Inauthenticity has generally been ignored and inadequately researched.

Keywords: Authenticity, Augmented Reality, Cultural Heritage

ATHE ANNUAL CONFERENCE 2018

ATHE FELLOW PAPER

The Future Directions for Tourism Education'

Professor David Airey, University of Surrey

During its 50 year history tourism education has passed through a number of phases. Three phases are identified in this presentation influenced particularly by changes in the higher education generally, by changes in tourism itself and by changes in the macro environment. The three phases are labelled here "Beginnings and Maturity"; "Neoliberalism and Survival" and "Postindustrial and Populism". The presentation will briefly explore the first two phases before turning to a more detailed look at the final phase leading to four possible responses for tourism in the academy.

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AWARDS FOR INNOVATION

**Building Leadership and Management Capacity in the Visitor Economy
Sponsored by Tourism Society**

***Delivering MSc Business Event Management degree in collaboration with
the Edinburgh International Conference Centre (EICC)***

Presented by Dr Martin Robertson, Edinburgh Napier University

The MSc Business Event Management degree is delivered by the Tourism Subject Group in the Business School of Edinburgh Napier University. In collaboration with the Edinburgh International Conference Centre (EICC), this innovative degree programme enhances the capacity of future business events and business tourism professionals through its synergistic design and practice.

The need for the programme – and the principles behind it – arose from a process of communication and collaboration between leaders in the Tourism Subject Group at Edinburgh Napier University and leaders at the EICC. As Marshall Dallas, the EICC Chief Executive states, “our belief in education and training inspired us to partner with Edinburgh Napier University to offer the first ever Masters Degree in Business Event Management so we can bring more talented people into a fast-growing industry that is worth more than £40 billion to the UK economy” (The Scotsman, March 26, 2018).

The embedded professional experience at the EICC, facilitates real-time understanding of the professional context of Business events, and the issues that arise in them. It is a defining innovative feature for the students on the programme. At the end of the inaugural year for the programme (2017-2018), students Iris Woestenburg and Paulina Wawrzycze enthused about the degree and the professional link with EICC, saying, “We believe that the MSc gives us the theory and practice that we need to take our careers to the next level, and become leaders”.

The specialist knowledge of the academic staff of MSc Business Event Management programme is underpinned and made vital for the students through onsite seminars, discussion panels and critical reflection opportunities with Business Excellence staff at the EICC. For example, the module Sustainable Conference Management allows students to work within the EICC to understand, witness and evaluate the policies, process and successful practice of sustainable business event management there. This compliments Marshall Dallas (CEO) pride that the EICC is committed to sustainability and his pleasure that the EICC is "one of the first European organisations to make the grade with the new international standards" now required.

True to the EICC's stated value of Knowledge and Expertise, students have three weeks of Professional Practice at the EICC. Students shadow a member of staff for each department of the EICC, before completing an assigned project in one of these. This, say's Iris Woestenburg, "makes my knowledge real and potent for my future employment". This potency is furthered through international as well as national industry experience.

In 2018, two MSc Business Event Management students - Zhara Sharif and Vanessa Musq - benefit from the the degrees membership of the International Congress and Conventions Association (ICCA). Both students have been awarded travel scholarships to the prestigious 57th ICCA Congress in Dubai. On their return from the congress, the students share their world knowledge by presentation to the members of the Edinburgh Tourism Action Group (ETAG) responsible for Business Tourism, of which Associate Professor Martin Robertson (the MSc Business Event Management programme leader) is education representative.

In conclusion and summary, this programme has achieved a meaningful impact for Business Tourism. Further, the programme gives:

- To industry - a co-creative and collaborative link towards excellent between between Higher Education (Edinburgh Napier University), Local Industry (EICC & ETAG) and International representation (ICCA)
- To the student - real experiences in innovative collaborative work between industry and education
- To the University - an application of academic knowledge into industry practice and partnership on a Masters degree programme (MSc Business Event Management).
- To the destination- engagement of both students and staff members at the EICC and in the Edinburgh Tourism Action Group (Business Events), with responsibility for the visitor economy and Edinburgh and Scotland's competitiveness as a destination.

ATHE ANNUAL CONFERENCE 2018

AWARDS FOR INNOVATION

**Building Leadership and Management Capacity in the Visitor Economy
Sponsored by ABTA**

Project/Module: Tourism Experience

Presented by Dr Nancy Stevenson, University of Westminster

This module was developed to explore the dimensions of tourism experiences. I was interested in exploring the complexities of communication across different cultures and their impact upon tourism experience. I decided to develop a project and field trip which explored and developed cultural understanding and enabled knowledge sharing between students from different universities and a host community and set about doing this with the Dean of the Tourism School at the Pancasila University, (Dr Devi Kauser), and an NGO indecon (Indonesian Eco Tourism Network). The field trip element of the module enabled our students to work together with a village community in Ngadas near Mount Bromo, East Java.

Mixed groups of Westminster and Pancasila students lived in homestays in the village and engaged in a project which explored different aspects of community development through eco-tourism. We learned about village activities, customs, clothes, food production and the kinship system that regulated activities and behaviours. We used our direct experiences of eco-tourism initiatives in the village to inform discussion and evaluation and make recommendations from our visitor perspective. The project highlighted some of the complexities and cultural nuances around our diverse understandings of eco-tourism and the differences between our expectations and experiences of being a tourist in the village. Knowledge was co-created as we shared stories, experiences and ideas and we developed convivial social interactions through sharing food, dances and music from our different cultures.

The conditions were very basic and particularly difficult for some students who had not travelled outside Europe. Several initially displayed reactions which were influenced by norms at home, understandings that were dualistic and behaviours which were occasionally insensitive. Our interactions and project work during the week developed an approach which was

thoughtful, and respectful. Student learning was apparent in the project presentations where recommendations were both realistic and sensitive to the concerns and lived experiences of the local community. We understand that some of our ideas will be taken forward with the NGO and be used to assist the villagers to further develop successful eco-tourism. For my students the project developed multi-cultural literacy, cross cultural communication and critical reflexivity, which I hope will stay with them as they develop their careers in tourism.

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ACADEMIC YEAR 2017-2018

UNDERGRADUATE CATEGORY

	INSTITUTE	STUDENT	COURSE
1	Aberystwyth University	Rachael Caldwell	BSc (Hons) Tourism Management with French
2	Anglia Ruskin University	Courtney Laskey	BSc (Hons) Tourism Management
3	Bournemouth University	Greta Sagurskyte	BA (Hons) Tourism Management,
4	Canterbury Christ Church University	Sarah Estella Jones	BSc (Hons) Tourism Management
5	Cardiff Metropolitan University	Thomas Hiscocks	BA (Hons) International Tourism Management
6	Edinburgh Napier University	Ida Markusson	BA (Hons) International Hospitality and Tourism
7	Leeds Beckett University	Zoe Tierney	BA (Hons) International Tourism Management
8	London South Bank University	Oliver Kern	BA (Hons) Tourism, Hospitality and Leisure Management
9	Sheffield Hallam University	Sonja Merinda Liebethal	BSc (Hons) International Tourism Management
10	University of Bedfordshire	Bernadette Fiore	BA (Hons) Travel and Tourism
11	University of Brighton	Clara Herschel	BA (Hons) International Tourism Management
12	University of Central Lancashire	Santa Zascerinska	BA (Hons) International Tourism Management
13	University of East London	Raquel Martinez Montiel	BA (Hons) Tourism Management
14	University of Exeter	Leonie Gemmer-Snell	BA (Hons) Management with Tourism with Industrial Experience
15	University of Greenwich	Ms Yasmin Lamb	BA(Hons) Tourism Management
16	University of Hertfordshire	Lindsey Jane Allen	BA (Hons) Tourism Management with Spanish
17	University of Surrey	Oana Georgiana Gilca	BSc (Hons) International Tourism Management
18	University of Westminster	Gina Pichilingi	BA (Hons) Tourism Planning and Management

ATHE BEST STUDENT PRIZEWINNERS

ACADEMIC YEAR 2017-2018

POST GRADUATE CATEGORY

	Institute	Student	Course
1	Cardiff Metropolitan University	Tom Oliff	MSc International Hospitality and Tourism Management
2	Edinburgh Napier University	Zuzana Hrabalova	MSc Tourism and Hospitality Management
3	University of Bedfordshire	Rita Viegas Goncalves	MSc International Tourism Planning and Management
4	University of Central Lancashire	Kathryn Jones	MA Internship in International Tourism, Hospitality and Event Management
5	University of Exeter	Jieqin Zhou	MSc International Tourism Management (with Hospitality)
6	University of Greenwich	Valentine Calinaud	MA International Tourism Management
7	University of Hertfordshire	Esther Okal Oduor	MSc International Tourism and Hospitality Management
8	University of Lincoln	Ashley Bailey	MSc Tourism and Marketing
9	University of Surrey	Michaela Fuskova	MSc International Tourism Management

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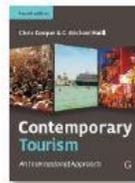
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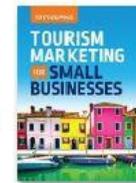
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