

Welcome

Welcome to the first of a number of newsletters from students and academics in the Events and Leisure Academic Group in the School of Tourism.



2012 is going to be an eventful year, not just because of the Olympics and Paralympics and the Diamond Jubilee, but celebrations for the 21st year of the BA (Hons) Leisure Marketing degree. We hope that many of our past graduates and colleagues will be able to join current students in upcoming celebrations. One of the developments from the degree was the

creation of some of the first postgraduate and undergraduate courses in events management. The ever growing popularity of this subject has meant that our student numbers and graduates have made a valuable contribution to the University, the community and a number of industry organisations. This early start in events education enabled us to be a founding member

of the Association for Event Management Education, an organisation formed to bring together academics in Higher Education and practitioners in the wide-ranging event profession. This first edition of the newsletter will give you a brief outline of some of the activities that have been going on, from eminent Visiting Professors, to student achievements and academic research and

publications. The intention is to communicate regularly on what is happening, so your contribution is very welcome. Please contact us if you have any interesting stories or information that you think would be of interest.

Caroline Jackson, Associate Dean: Events & Leisure

Professor Don Getz

Professor Don Getz, Visiting Professor visited the School of Tourism at the end of November. During his stay he led various group discussions with academic staff on a range of event-related topics, including stakeholders, festivals, experience, leisure careers and food tourism.

He also delivered a lecture to students and researchers within the school on 'event tourism'. Professor Getz is a leading international proponent of event studies, drawing from his extensive research, volunteer, teaching and consulting experience in many countries. His book,

Event Studies (the second edition which is soon to be published) defines the field of study, establishes the theoretical and policy framework, and provides a detailed reference work on related research. He is also active in researching a variety of special-interest

market segments, including food and wine tourism, culture and sports.



Professor Don Getz

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UK Music on Music Tourism

Caroline Jackson, Associate Dean Events & Leisure co-authored research on music tourism entitled, **Destination Music** for UK Music, an umbrella organisation for the music industry.

The study, led by Professor Adam Blake, was undertaken jointly by the School of Tourism's Centre for Event & Sport Research and the International Centre for Tourism and Hospitality

Research. Drawing on unprecedented access to more than 2.5m anonymised ticketing transactions, the study found that music tourists contribute at least £864m a year to the UK economy. Other important findings included:

- Large-scale live music across all regions of the UK attracts at least 7.7m attendances by domestic and overseas music tourists;
- Collectively they spend £1.4bn during the course of their trip.
- This is a positive contribution of £864m (GVA) to the national economy and equivalent to 19,700 full-time jobs.
- Although 5% of all music tourists come from overseas, they contribute 18% of total music tourist spending.

From these findings, UK Music issued a list of recommendations to Government – including the implementation of a national live music tourism strategy,



with the immediate goal of increasing the number of overseas music tourists. The full report can be downloaded here <http://www.ukmusic.org/research/tourism-research>.

Enterprise links

The academic group maintains permanent links with the events and leisure industries, which has created many different opportunities for students and staff to engage with industry professionals.

Following the success of the previous years, 165 first year Events Management and Leisure Marketing students have visited their allocated organisations to embark upon their Innovation programme for this year to develop a new product for their specified local organisation. This will result in the production of a group Consultancy Report, Marketing Plan and Dragons Den Presentation for this academic year. The companies involved in the programme for 2011-12 include: Beales, The Chocolate Boutique Hotel, The Captains Club, The Bournemouth International Conference Centre, Aruba Restaurant, Pelhams Park Leisure Centre and The Old Firestation. The organisations have commented on the high calibre of students, their enthusiasm and engagement with the programme. The students have gained a lot of experience

from the tours of the facilities and presentations from the directors of the organisations. Students are now developing their business proposals which they will have to present to the manager of their allocated organisation in April.

Live Event

The second year Events Management and Leisure Marketing students have bid for 24 live events for this year and have been busy meeting their clients over the last few weeks. The proposed events include the Higher Education Academy Student Olympic Conference; Animal - Find a Model; Sudan Appeal for Poole Hospital; 21st Anniversary of the BA (Hons) Leisure Marketing course, Fairtrade events and many others linked to local organisations and charities. By working directly with clients, students have the opportunity to work in a realistic professional environment, whereby they have to work under a client's brief.

Guest speakers

Unit tutors frequently invite industry speakers to share their professional experience with students. Two of the

first term guests were Karen Lindsey and Sue Potton. Karen talked to first year students on "Designing a Theme from Event Client Briefs". Karen has been organising Corporate Events for 24 years for blue chip companies such as: Coca Cola, Momentum Pictures and KFC. She has organised hundreds of successful corporate events, both within the UK and overseas. She is presently working on an International Sales Conference for Universal Pictures, working for the local Captains Club Hotel as their in house consultant focusing on Corporate Event Development and about to embark on the organisation of a celebrity event (still hush hush). Karen is also busy promoting the launch of her book **Planning and Managing a Corporate Event**.



Sue Potton

Sue Potton, of Sue Potton Associates, shared her professional experience and career in working with high-profile clients in international events in a guest appearance. Sue has had a long and prosperous career rising up the international event industry ranks. Before branching out on her own to consult international companies on the strategic direction of their event marketing in early 2011, she was EMEA Senior Account Director for Global Experience Marketing Agency, George P Johnson. In that role she oversaw event campaigns for global clients that included: Blackberry, LG, MINI, Motorola, ExCeL London and Cisco. Final year Events Management students were most impressed with her credentials and experience in the events industry.



Karen Lindsey

MSc graduation

Twenty four MSc Events Management students attended the graduation ceremony on the 9th November.

The Masters started in 2005 by building on the success of the tourism and hospitality management Masters. The course attracts between 30 and 40 students from over 10 countries, which makes studying for this course a unique experience due to its cultural diversity.



Graduating masters students, and Dr. Miguel Moital, pathway leader for the MSc Events Management (yellow and blue gown)

Events Management students present their research at a national conference

Five BA Events Management students attended the 2011 British Conference of Undergraduate Research (BCUR) at the University of Lancashire, where they presented papers based on their dissertations.

Dr. Mary Beth Gouthro and Dr. Dorothy Fox accompanied the students to the conference.

The dissertation is a major research project which encapsulates two important learning principles: the development of students as producers, not just consumers of knowledge and the development of deep learning, as it is largely student-centred.

The Conference was an opportunity to showcase the high standard of research carried out by the Events Management students, and expose them to the nature of academic conferences allowing them to contribute to new knowledge as well.

The five students, and their topics, were:

Emilie Gwilt - Television Drama Publicity: The Art of a Model Event
Jennifer Butler - Effective Advertising Techniques in Promoting Wedding Venues
Julie-Anne Brown - An Exploration into the Motivations of Football Fans to Attend Live English Premiership Football Games
Rhiannon Lewis - Using the Recreation Specialisation Framework to Investigate the Constraints Affecting Salsa Dancers when Choosing to Attend Salsa Events
Vicki Cockman - SET Sport Tours: An Investigation of Student Buying Behaviour in Economic Recession

They were joined by Matteo Locane, a Sports student of the School. All of the students found this experience valuable. One commented that "it was so nice to take in something from those who are like minded ... interested in research and in others' research...". The long term benefits of



From Left to right, Dr. Mary-Beth Gouthro, Julie-Anne Brown, Vicki Cockman, Jennifer Butler, Dr Dorothy Fox, Emilie Gwilt, Matt Locane (a BSc Sports Management student) and Rhiannon Lewis

attending the conference have been highlighted by another student, whose job application was strengthened by her participation. According to the student "I had written on my CV that I presented my dissertation at a conference [the BCUR] and both my interviewers had been to Uni - one is currently doing a masters! So they were really interested and much of my interview was spent discussing each other's dissertations which I think brought the interview to a more personal level".

Following from the 2011 successful participation, the School of Tourism is encouraging this year's final year students to submit abstracts to the 2012 British Conference for Undergraduate Research being held at the University of Warwick in March 2012. The School will be supporting 6 students again.

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Graduate Profiles

Stephanie Ryan (BA Events Management)

Stephanie graduated in 2011 and has recently taken the post of Learning and Development Co-ordinator for Samsung.

She is involved in organising all of the training events both onsite and offsite. These are Sales and Marketing

oriented events and she is excited by the challenge posed by organising training for senior members of a high profile international company such as Samsung.



Stephanie at her graduation ceremony last November with Dr. Mary-Beth Southro (left) and Debbie Sadd (right)

Kirsty Plaistowe (BA Events Management)



Kirsty graduated in 2011 and is based in Sydney, Australia, where she is an Events Coordinator for Electronic Arts (EA) Asia.

Her role involves creating, producing and managing a range of events for EA's Marketing, PR and Retail teams. She has coordinated a variety of events including international showcase events, producer tours and

press events. Kirsty has recently managed Australia's first gaming exhibition for 15,000 consumers and worked on a music video for The Sims with music artist Kimbra. She has recently been involved in a Need For Speed launch party for Australia and an EA sports experiential activity at the Presidents Cup in Melbourne. Kirsty believes her degree has equipped

her with both academic knowledge whilst providing practical experience from her placement year to give her a solid foundation in entering the industry.

Rob Mitchell (BA Leisure Marketing)

Rob graduated in 2003 and is currently commercial director for AFC Bournemouth.

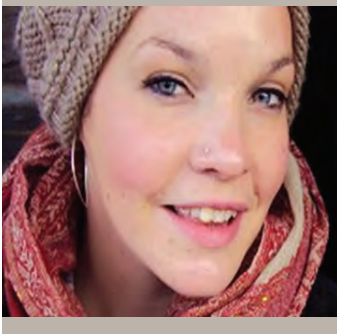
Rob has recently been appointed to the board of directors at the club to provide a link between the board and commercial operation at the Seward Stadium. He arrived at the club in 2008 following stints at Northampton Town and

Southampton FC. Since arriving at the club, he has rebuilt the commercial operation which had suffered prior to the club's exit from administration. He has seen commercial revenue grow year on year and has been instrumental in securing top level sponsorship. Rob collaborates with the BA Leisure Marketing in many ways. Last year AFC

Bournemouth was one of the local organisations which served as a case study for Leisure Innovation, Marketing Communications and Research Methods.



Amy Smith (MSc Events Management)



Amy's current job as the Event Manager at Beach Break Live festival followed a 3 month work placement with the festival.

For Amy, the course was a great opportunity to make contacts within the industry through the lecturers and also take on their advice and

knowledge which equipped her with the tools she needed to start out in the industry. As the event manager for the festival, her role involves everything from programming artists and designing the site layout to managing the event budget and dealing with key stakeholders and licensing.

The E&L AG welcomes two new academics

In September the Academic Group welcomed two new members, Dr. Katherine King and Dr. Matt Frew.

Katherine King

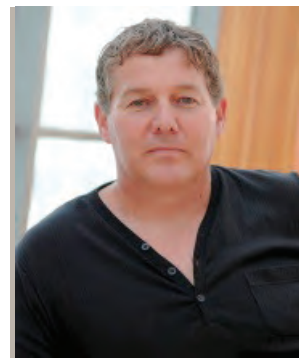
Dr Kat King has joined the Schooof Tourism as Lecturer in Leisure Studies. She completed her PhD research in the School of Environment at the University of Brighton in 2009 where she was subsequently employed as lecturer in human geography. Most recently she has worked as a youth researcher at Brunel University on a large scale AHRC funded research project investigating youth identity in relation to religion in collaboration with teams at the University of Middlesex and Leeds Metropolitan University. Her PhD research, supported by Forest Research, explored the interconnections between identity, lifestyle and countryside space through qualitative research with mountain bikers. Her



research interests focus on the geographies of sport and leisure including youth identities and lifestyles, rural leisure experiences and mobile methodologies.

Matt Frew

Dr Matt Frew is a Senior Lecturer in Event Management within the School of Tourism at Bournemouth University. He comes to academia with over 15 years of industrial experience gleaned across the cultural industries. This resonates with his eclectic research trajectory, having published in areas of health and fitness, sport, adventure recreation, events and festivity, which sees applied socio-cultural theory at its core. Recent and current work has taken his penchant for poststructuralist theory into the terrains of mega-events, music festivity and the embodied impact of new media technologies in the production and consumption of cultures of co-created convergence.



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Events & Leisure AG global reach

Macau

Dr Julie Whitfield visited the Institute for Tourism Studies (IFT), Macau, China in November 2011. She presented guest lectures to the Tourism, Events and Hospitality students of IFT. Her guest lecture was on “greening event venues; strategies and best practices”. She also attended meetings with her research colleagues, Professor Don Dioko, Dino Couto and Wendy Tang to plan their next research projects in the Pearl River Delta region. Whilst visiting Macau Julie also had an opportunity to have a reunion with her past tourism students which she taught in 2004-5 when she lived and worked in Macau.



Two IFT students presenting a gift to Dr. Whitfield after her guest lecture

Brazil

Dr. Miguel Moital, Senior Lecturer in Events Management, was the Keynote speaker at a half day seminar hosted by the Curitiba Convention Bureau (Curitiba, Paraná State) to celebrate the World Tourism Day on the 30th September. Talking to an audience of 60 which included a mix of

business managers, tourism board managers, academics and students, he focused on the concept of emotion engineering, which refers to the creative application of emotion management principles in the design of experiences. He emphasised the importance of shifting the focus from service management to experience management. This shift has important implications in that it requires the management of a broader set of variables, including the interaction between experience participants. During his trip to Brazil, he also delivered three guest lectures to tourism, hospitality and events students from universities in Rio de Janeiro and São Paulo. In São Paulo he talked

to students from São Paulo University (USP), while in Rio he talked to students from Fluminense Federal University (UFF) and Federal University of the State of Rio de Janeiro (UNIRIO). In the first part of his trip, Miguel participated in the Salão do Estudante, the leading study abroad fair in Brazil. BU had a booth in the São Paulo, Rio de Janeiro and Salvador fairs.



Professor Luiz Trigo, Dr. Mariana Aldrigui, Dr. Miguel Moital and Dr. Karina Solha at São Paulo University.

External Validation

Two members of the Academic Group have recently engaged in external validation activities.

Dr. Mary Beth Gouthro was invited by London Metropolitan University's Quality Enhancement Unit to contribute as an external validation panel member to re-validate courses included in their Tourism, Sport & Creative Industries Cluster (Undergraduate Curriculum Framework) that includes their

Events Management degree. Dr Julie Whitfield took part in the Review Panel for the BA (Hons) Tourism Management and BA (Hons) Events Management programmes at Greenwich University. The Panels were convened to consider the periodic review of both programmes leading to University of Greenwich awards. The panel's role was to help ensure that the academic standards and quality of these awards are appropriate for higher education.

Debbie Sadd invited to be a contributing editor



As a result of attending a North American Society for Sports Management conference last year in Tampa Florida, Debbie Sadd, Lecturer in Strategy & Leadership, has been asked to be a Review Board Member of a new journal, *Case Studies in Sport Management*, to be launched in Spring 2012.

Case Studies in Sport Management is a peer-reviewed journal focusing on the publication of teaching case studies related to the sport management discipline.

The purpose of *Case Studies in Sport Management* is to enhance pedagogy in the discipline through the

dissemination of teaching cases through a variety of disciplines including marketing and strategy which Debbie teaches. The online journal will serve as a searchable library of cases that instructors can utilize to incorporate the case method of learning into their classrooms.

The journal is published by Human Kinetics.

BU Talent

In June 2011 the School of Tourism (ST) organised its first BU Talent event which provided the opportunity for industry and professional associations to share their views on the School's already well-regarded programme of industry engagement.

Research conducted at this event identified several areas for further development in relation to student employability and resulted in a second BU Talent event in November 2011.

The second BU Talent event gave an opportunity for ST to invite employers and students to come and give their perspective and experiences of working with BU to an audience of 120 industry professionals. Alan Fyall, ST's Deputy Dean for Research opened the event by outlining the programme for the day and giving a synopsis of the work of the School, especially in relation to industry engagement.

The day included a keynote presentation from Andrew Stembridge, Managing Director of the Chewton Glen Hotel. Chewton Glen is a luxury country house hotel and spa set in 130 acres of Hampshire countryside. The hotel is a member of Relais & Châteaux and has been voted 'Best Hotel for Service in the UK' and listed as one of the 'World's Best Hotels' by Conde Nast Traveller readers in 2011.

This was followed by four presentations looking more specifically at how employers

can engage and work with ST. Presentations were given by Alison Gilbert, Director of HR and Board Director for CH&Co who were also the host and sponsor of the day, Maris Kuklis, Senior Marketing Executive and BU graduate, Hong Kong Tourism Board, Kevin Leaver and Katy Fitzgerald from Millbrook Events and Michael Artis, Client Director for 20/20.

A panel discussion then followed hosted by Professor Dimitrios Buhalis, Deputy Director, International Centre for Tourism and Hospitality Research (ICTHR) and Simon Thomas, Senior Lecturer, Hospitality Management, Bournemouth University. The panel focussed on exploring some specifics including the mechanisms to support companies who take students on placement, engaging with student consultancy projects and using BU as a one-stop shop for research needs.

Feedback from industry from across the two BU Talent events is being used to drive forward a programme for final year students focussing on employability both in relation to skills and personality. A further BU Talent event is planned for 2012 specifically focussing on the Leisure and Sport areas of the School of Tourism.

Further information about engaging with ST can be obtained from John Brackstone, Employer Engagement Manager for the School of Tourism.



Alan Fyall



The Panel



Andrew Stembridge

School of Tourism at the World Travel Market, 2011

The annual World Travel Market (WTM) is considered the leading global travel event, providing a vital forum for networking and discussion across all aspects of the industry.

Key industry leaders and tourism organisations from across the world gather to highlight their unique selling points, discuss potential industry collaborations and the future of the market sector. By early evening representative stands from different countries throw large networking parties, offering brilliant displays of traditional dancing, music, food and culture in an attempt to build business connections.

One of the key factors that makes WTM so relevant to the School of Tourism (ST) is the presence of events, sports, retail, hospitality, leisure and tourism companies from across the world all under one roof. ST has always recognised the WTM as an important platform, not only as a way to inform industry of cutting edge developments and trends but also as a tool for making essential industry links and forming partnerships. In the past ST has attended the event but 2011 marked the first year that we participated as a stand holder. During the 4-day event the ST stand was a hub of activity and attracted positive attention from a variety of organisations and individuals from across the sector.

Monday 7th November was the first day of the show and open to industry by invite only. Quality and innovation were keywords of the day as numerous times the School was sought out and complimented on the quality of our students. Many of our graduates now hold strong places within the industry and wanted to offer support to ST students in the future. Industry figures were very excited and often surprised that Bournemouth University and its academics proactively want to engage with them.

Professor Dimitrios Buhalis said his highlights were 'talking with the industry about how they can engage with BU and to

a variety of organisations about research opportunities, especially in relation to e-tourism'.

Our second day at the WTM proved incredibly busy with numerous meetings being held at the stand, one of the most notable meetings of the day was with Jean-Claude Baumgarten who completed an 11 year term as President of the World Travel and Tourism Council (WTTC) on the 15th November 2011.

Wednesday 9th November had a different feel to the previous two days as the event was opened to students and members of the general public. This gave BU the chance to promote our Masters and Graduate courses to those keen to break into the industry or who are currently on internships, placements or short term contracts.

Thursday was the fourth and final day of the event. ST hosted a major seminar on the Future of Tourism which proved incredibly popular with the room reaching capacity at 200 people while a further 50 people were still queuing to attend.

Overall the event was an incredible success and ST are currently looking at creating a bigger and better presence for 2012.



Key Contacts

Caroline Jackson
Associate Dean: Events & Leisure
cjackson@bournemouth.ac.uk
+44 (0)1202 965123

Dr. Mary Beth Gouthro
Programme Leader - Events Management
mgouthro@bournemouth.ac.uk
+44 (0)1202 961531

Clive Allen
Programme Leader - Leisure Marketing
allenc@bournemouth.ac.uk
+44 (0)1202 965217

Professor Roger Vaughan
rvaughan@bournemouth.ac.uk
+44 (0)1202 965173