

Christmas at the Westbury Hotel

Current final year students, Adrian Vella, Kimberley Kirk-Macaulay, Dominique Dashwood-Evans, Suzanne Parr and Chris Graham attended the Savoy Mentorship Christmas party at the Westbury Hotel in London where they had the opportunity not only to meet up with their individual industry mentors but also to network with a wide range of fellow mentees and industry professionals.

Given the current economic climate and the pressure on securing graduate level employment in an increasingly competitive market, it is clear that schemes such as the Savoy Society Student Mentoring Scheme offer significant competitive advantage to both the mentors (in that they can identify the best

future employees) but also for the mentees in being given advice by the most experienced and committed senior members of industry.

The Savoy Student Mentoring Scheme commences during the second year of undergraduate study and offers long term mentoring support to Hospitality



degree students. Currently, Bournemouth University Hospitality students have been awarded over 25% of these prestigious awards...

far more than any other academic institution...which clearly reflects both the potential and capability of our students!

Retail Consultancy Prize

A Retail Consultancy Group, comprising Ine Roren, Shane Maclaurin, Briony Phillips, Madeleine Dawson and Laura Hall (BARM 2011), was awarded a special prize sponsored by Waitrose Ltd at the Graduation Ceremony in November.

The award, which was awarded in recognition of their final year consultancy report, was presented by Mr Richard Quarterman, Waitrose Director and Mr Glenn Cox, Waitrose Strategy Analyst. Speaking after the ceremony, David Kilburn, Associate Professor of Enterprise said "I'm

delighted to have hosted the visit of Waitrose. This again demonstrates the value of the final year consultancy project in which students are engaged in advising commercial companies on aspects of their operations and strategy".



PROGRESS

The newsletter of the Hospitality and Retail Academic Group

Scholarship to attend Budapest Conference

Dominique Dashwood-Evans (BAHM Level H) has won the Vanessa Cotton Scholarship to attend the European Meetings & Events Conference 2012 in Budapest, Hungary.

Her entry was proposed by her mentor, Peter Haigh (following her placement with CH&Co) and was assisted by an academic reference from Simon Thomas, Senior Lecturer in Hospitality Management.

"Finding out I had won was a huge surprise, I was not

expecting it at all but it was fantastic news and I will now make sure I make the most of this amazing opportunity. Attending this conference will provide me with the opportunity to develop a more professional presentation, building my confidence for future occasions. It will also prove invaluable for my dissertation which looks into 'how social media can influence the decision making of events bookers' as social media is a topic which will be covered in the specific interest sessions at the conference."

Dominique will be heading off to Budapest at the end of January 2012.

Awarded the Savoy Educational International Travel Scholarship



James Turton (BScHBD 2011) was awarded the Savoy Education International Travel Scholarship Award which was presented by Margaret Georgiou from the Savoy Education Trust at the Graduation Ceremony.

Previous award winners from the Hospitality and Top-up programmes have

undertaken research in locations as diverse as California, Tokyo, Washington and New York, Beijing and Hong Kong.

James won the £3000 scholarship following his application to develop his dissertation topic regarding apprenticeship schemes and in particular the German system of 'Berufsausbildung'. Commencing in July, he spent 6 weeks travelling

around Germany, Poland and the Netherlands interviewing hotel managers from a range of major international hotel groups about the implementation and use of these vocational apprenticeship schemes. He submitted his research article to the Savoy Educational Trust in November.

Following the award James observed that he was "... really happy about applying

for the scholarship...it was an unforgettable experience and for all the right reasons! The scholarship has definitely helped boost my employability...".

Part of the results of James's article will also be presented to the Annual Hotel General Managers Conference at the Park Lane Hilton in January 2012.

Visiting speakers

Andrew Stemberidge (Managing Director of the Chewton Glen and Hotelier of the Year 2010) visited the School and undertook a presentation to a packed lecture theatre of undergraduate and post graduate students.

The inspirational talk outlined his career development, his management style and views on how to secure employment within the Hospitality industry.

Andrew also gave an overview of the current developments being undertaken at the Chewton Glen Hotel where he is developing six eco-friendly luxury tree house suites. The project, costing in excess of £4.5m, will feature timber chalets mounted on stilts with floor-to-ceiling glass and is set to open in late summer 2012.

Of particular interest was his philosophy that better managers should not just be



interested in the financial success of their current operational year, but they should also be consistently considering the longer term significance, inheritance or 'heritage' of their decisions on the business, the environment and the staff.

It was also great to welcome back Rachel Day (BAIHM 2001), Accounts Director and Jo Morgan (BAHM 2004), Senior HR Manager who both work for the Olympic Park South Project for Sodexo Prestige.

Their presentation focused on the logistical complexities and management of planning the Olympics 2012 including issues of lodging, feeding

and moving thousands of people, but with severe constraints on the area used and the ability to restock in time for the next mealtime.

It would appear that the skills required to cope with the Olympics successfully will include a mix of detailed long-term planning, great innovation and raw crisis management!

Rachel and Jo also spent time discussing industrial placement and full time employment opportunities with current students.

Placement student wins conference attendance

Cara McElroy (Level P Hospitality Management) won a sponsorship to attend the prestigious Hospitality Professionals Conference in the 5 star Sofitel London.

This is the main annual conference of Finance, IT and Revenue Professionals in the UK and Cara was accompanied by her industry mentor, Howard Field

a former Director of FM Recruitment and Hospitality industry advisor.

The award, for UK University and College students who have excelled in their current full-time undergraduate hospitality-related studies, gave the winners the opportunity to learn from and be publicly recognised at this year's HOSPSPACE Conference as well as attending the HOSPSPACE 2011 Gala Dinner.

Cara, who also won the Paul Bristow Memorial Finance Award in 2010, is currently working in the Runnymede-On-Thames Hotel prior to returning to the University for her final year.



PROGRESS

The newsletter of the Hospitality and Retail Academic Group

Staff news and Research

After 4 years of very hard work, Jeff Bray, former Programme Leader of Retail Management, has been awarded his Doctorate.

Jeff's research into "Ethical Aspects in Consumption Choice" has not only been the basis of a number of conference papers and publications but has also meant that he has maintained a high media profile. In addition to appearing on television in the past, Jeff was also recently interviewed on Radio 5's 'Drive time' programme in which he was interviewed about Sainsburys 'price checker' system.

As if this was not enough, Jeff has also been appointed as the Waitrose Fellow of Retailing. In this role Jeff works with the strategic development team at Waitrose on future developments for the stores and chain as a whole.



The Hospitality team has also welcomed a new member recently. Dr Susan Horner has held posts in Sheffield Hallam University as well as, most recently, worked in the Caesar Ritz Swiss Hotel School in Switzerland.

Susan wrote her first book 'Marketing for Hospitality' in 1996 and has gone on to write a further ten books with collaborators including John Swarbrooke and Stephen Ball. Susan's books include key texts such as Consumer Behaviour in Tourism, International Cases in Tourism Management and the world renowned Leisure Marketing. These books are used internationally and have been translated into a variety of languages including Chinese.

Among her other skills Susan has an interest in the learning styles of hospitality students and relationship marketing and management issues for hospitality. She has also developed an international reputation as a marketing specialist and been responsible for the academic content of hospitality courses at undergraduate and postgraduate level that have been delivered both locally and internationally in a distance learning environment.

Alumni moves

DeVere Forster (BARM) has been appointed as Managing Director Alshaya Group. Kuwait

Andrew Foulkes (BAHM) has been appointed as Hotel Manager, Gidleigh Park. UK

Sarah Hawkins (BARM) has been appointed E-commerce Director, La Senza Group. UK

Charles Wang (BAIHM) has been appointed as Director of Rooms, Hyatt Regency. Hangzhou. China

KTP helps food company

Philippa Hudson is currently involved in a Knowledge Transfer Partnership in which she is assisting a small food manufacturing company in Portsmouth on extending the shelf life of their products including a range of chilled soups and sauces which are supplied to industrial clients such as Nandos.



some moulds can improve food (such as charcuterie and cheeses) but other moulds and bacteria can cause serious food poisoning.

Philippa's expertise has also been featured in the Guardian Newspaper in an article which identified how

Best student placement

A joint application between the School of Tourism and the corporate and commercial catering firm, CH&Co for the 'Best Student Placement' award at the Springboard National Awards for Excellence 2011 was narrowly beaten.

The application was proposed by CH&Co following a number of years of employing students from the BA (Hons) Hospitality Management both during the placement year and after graduation.

The evening dinner and prize ceremony, at the Park Plaza Hotel in Westminster, was attended by Simon Thomas, however the School of Tourism entry only achieved the 2nd place award. Better luck next year!

Returning to the 'fold'...

Professor Adele Ladkin has recently returned from two years in Hong Kong, where she worked as Professor and Associate Dean (Administration) in the School of Hotel and Tourism Management (SHTM) at the Hong Kong Polytechnic University.

She returns to her position as Professor of Tourism Employment in the Hospitality and Retail Academic Group

The SHTM contains over 2,000 students studying tourism and hospitality at all levels from Higher Diploma through to Doctorates, employing 60 academics from 18 different countries. It is a busy and vibrant School, and in Hong Kong where the hotel industry is thriving and highly visible, tourism and hospitality are popular career choices.

Adele spent her time undertaking a range of research, administrative and teaching duties however her emphasis was very much on research, as the SHTM is world-renowned for its research capabilities. In 2009 the Journal of Hospitality & Tourism Research ranked the School Number 2 in the world

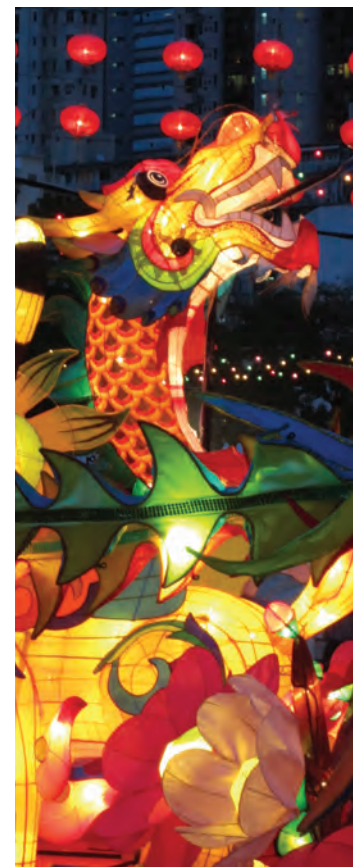


amongst major institutions in hospitality and tourism based on research and scholarly activities. This provided an excellent opportunity for Professor Ladkin to work on her research into tourism and hospitality labour issues, including careers in the conventions industry and the beginnings of a new project into occupational identity in the hospitality sector. This involved interviewing hotel general managers, exploring the issues around their work and occupational choice. Teaching activities involved working with students undertaking the MSc in Hotel and Tourism Management, and the Doctorate in Hotel and Tourism Management. Integration within the

industry is a key feature of the School, and the role included supporting high profile industry activities and external marketing and PR events such as the last phase of development and the opening of Hotel ICON, their teaching and research hotel.

Since returning to the School, Adele has been able to make use of the networks gained in Hong Kong for international collaboration in research publications and bidding activities. In addition to the work on occupational identity, her latest research will be exploring the relationship between human resources and tourism authenticity. She is also working with colleagues

to develop research on the wellbeing of tourism employees. As the link Professor for the Hospitality and Retail Academic Group, Adele hopes to be able to use her experiences gained in Hong Kong to be able to encourage and support various research activities in the Academic Group, within the School and across BU.



Recent Staff Publications

Bray, J.P., Jones, N. & Kilburn, D. (2011). An exploratory study into the factors impeding ethical consumption. *Journal of Business Ethics*, 98 (4) 597-608

Budnarowska, C. (2011). The resurgence of analogue brands in the digital age: The case of Filofax and their 'analogue snob' bloggers. 1st International Colloquium on Global Design and Marketing, 8-9th December, Lincoln, UK.

Budnarowska, C. (2011). Is the cupcake fairy the perfect marketing recipe?: An investigation of the use of spokes-characters to digitally narrate the brand. 1st International Colloquium on Global Design and Marketing, 8-9th December, Lincoln, UK.

Hania Janta, (2011) 'Polish migrant workers in the UK hospitality industry: Profiles, work experience and methods for accessing employment', *International Journal of Contemporary Hospitality Management*, Vol. 23 Iss: 6, pp.803 - 819.

Janta, H., Brown, L., Lugosi, P., and Ladkin, A. (2011) 'Migrant relationships and tourism employment' *Annals of Tourism Research*, 38(4).

Janta, H., Ladkin, A., Brown, L., and Lugosi, P. (2011). Employment experiences of Polish migrant workers in the UK hospitality industry. *Tourism Management*. 32(5): 1006-1019. (ABS:4*)

Ladkin, A. Exploring Tourism Labor. (2011). *Annals of Tourism Research*. 38(3): 1135-1155. DOI:10.1016/j.annals.2011.03.010 (ABS:4*)

Ladkin, A., and Weber, K. (2011). Leadership issues and challenges in the tourism industry: A Hong Kong perspective. *Asia Pacific Journal of Tourism Research*. 16(3): 273-288.

Lugosi, P (2011) "Online Peer and Self-Assessment in the Teaching of Hospitality, Leisure, Sport, Tourism and Events" HLST Link 28. HEA Academy. p28.

McIntyre, C., Harris, C. (2011). The role of local retail and need for its focused investment within a tourist destination economy. In 3rd Conference of the International Association for Tourism Economics, Bournemouth. UK, 4th – 7th July 2011

McIntyre, C. (2011). News from somewhere: the poetics of Baby Boomer and Generation Y music consumers in tracking a retail revolution. *Journal of Retailing and Consumer Services*, 18, 141-151.

McIntyre, C., Harris, C. (2011). The role of local retail and need for its focused investment within a tourist destination economy. In 3rd Conference of the International Association for Tourism Economics, Bournemouth. UK, 4th – 7th July 2011

Weber, K and Ladkin, A. (2011) Career identity and its relation to career anchors and career satisfaction: The case of convention and exhibition industry professionals in Asia. *Asia Pacific Journal of Tourism Research*. 16(2):167-182. DOI: 10.1080/10941665.2011.556339

A friend in need....

Following the announcement of 'Best Buy' to pull out of the UK market due to the lack of suitable sites, four of our Retail Management graduates (who were working in the Best Buy head office) faced an uncertain future when they were given 6 months notice.

They contacted David Kilburn, their former lecturer and Associate Professor of Enterprise who, in turn, contacted another former retail graduate and now Director of

E-Commerce at Dixons Stores Group. Discussions as to potential posts are currently going on and Dixon Stores Group is now considering their CVs.

David has a wide range of contacts with ex students through his Linked-in profile and has used this network to find placements and employment opportunities for both current undergraduates ... and now past graduates ... again emphasising the added value and importance of maintaining contact with the University after graduation!

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.



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