

Olympic Torch bearers

As part of its nationwide Coca Cola tour the 2012 Olympic Torch recently visited Talbot Campus.

Whilst hundreds of students and local schoolchildren were able to handle the iconic emblem of the Olympic Movement the School of Tourism's Sports academics seized the opportunity too.

Several of the academic staff pictured are key players not only in researching various elements of the London Olympics 2012 but also in helping the organisers.

Amanda Wilding is seen brandishing the torch which will next be back in Poole and Bournemouth on Friday July 13th 2012 en route to London.



BU's RELAYS winners

Two sports students, Craig Viner and Adam Doherty, have been formally recognised for their huge contribution by RELAYS (Regional Educational Legacy in Arts and Youth Sport).

Craig won the RELAYS South West Award "Contribution to Sporting Legacy" and Adam the "Volunteer of the Year". They were nominated by BU and then selected by a panel of judges at Universities South West.

RELAYS is an ambitious project delivered through universities and cultural organisations. It aims to inspire young people and their communities to participate in, create and promote cultural and sporting activities; engaging the region with the London 2012 Games

The Sport strand is delivered through coaching, mentoring and teaching and Bournemouth University is a major contributor. BU's RELAYS co-ordinator is Virginia Bailey who reports that between them Craig and Adam volunteered for more than 200 hours whilst supporting events across the South West of England. They travelled to both Exeter and Bristol delivering sport to more than 4000 young people.



Some Relays beneficiaries



Olympic Champion Jason Gardener MBE (left) with Adam Doherty and Craig Viner

Atlantic calling

Staff from the School of Tourism's Academy of Performance Coaching have been helping David Whiddon and Lloyd Figgins who are rowing across the Atlantic to raise £24,000 for the Royal National Lifeboat Institution.

The pair – who have not rowed before – set off from Agadir in Morocco to try to reach English Harbour in Antigua during December.

Lloyd approached Kelly Goodwin in January, asking whether the team of experts could spare time to train the rowers. "Three months later there we were, in a state of the art lab with some of the best sports science brains in the country", Lloyd said. "The team at BU are such a great bunch and so easy to get on with. We are extremely grateful to have them".

Joanna Hawkes is the team's project leader who personally helps David and Lloyd address injury prevention as well as advising on performance coaching and conditioning.

Kelly Goodwin has been undertaking physiology testing. Emma Kavanagh and Amanda Wilding have put their expertise in sports psychology to good use whilst Shelley Broomfield and Andy Callaway have been addressing biomechanics and sports performance analysis.

Emma Kavanagh says the whole team was fully committed to turning David and Lloyd into peak condition rowers. "Quite simply, we wanted Lloyd and David to row across the Atlantic Ocean and withstand one of the world's toughest endurance events".

Update

David and Lloyd Finally left Agadir on the 19th December having selected a new destination of Barbados – a mere 3225.69 miles (5191.25km) away in a straight line!

Days 1 to 4 were tough and made worse by a wind that blew them constantly back towards Morocco. Relief came during days 5 – 7 when the wind swung around and began to push them away from the coast.

Rowing in two hour shift patterns Dave has struggled to go to sleep managing a whole hour and a half on day 6, but this led to a few hallucinations. Both have suffered from sea-sickness although they didn't need to delve into the anti-sickness bag of goodies that Kelly and Nicky had prepared for them. They already have blisters - on their hands and elsewhere! Despite this they are both in good spirits and feeling positive.

On Christmas Day they opened their cards and other goodies that had been hidden from them in their boat.

continued on page 6



Racing Research



Bruce Grant-Braham

Trevor Swettenham, the Editor of the British Automobile Racing Club's influential magazine "Startline", recently renewed acquaintances with members of the Motor Sport Research Group which is headed up by Bruce Grant-Braham

Bruce has been personally celebrating the publication in the prestigious international journal "Tobacco Control" of an academic article entitled "Motor racing, tobacco company sponsorship, barcodes and alibi marketing". Written in conjunction with Professor John Britton of the UK Centre for Tobacco Control at the University of Nottingham the paper looks historically at tobacco sponsorship methodologies in F1 and has generated extensive international debate.

Bruce has also now completed and submitted the text for his pair of historical books on the Thruxton racing circuit in the 1970s and 1980s which will be published by Veloce during 2012.



Lucy & Trevor Swettenham

Paul Boyce told Trevor about the work he and his colleague Julie Whitfield have been undertaking where the Macau Grand Prix is concerned. The local university as well as the Chinese Government are keen to analyse the economic impact of the event and to examine stakeholder motivations.

The editor then went on to meet final year Sports Management student Lucy Owen who had just finished a student placement with Sports Marketing Surveys. This top motor sport industry company, which counts Red Bull Racing and McLaren amongst its client list, had employed Lucy as a Media Analyst. For her dissertation Lucy has decided to examine reactions amongst potential viewers to the split Sky / BBC television coverage of F1 in 2012.

Her innovative work she hopes will help her gain employment in the sport media or marketing industries when she graduates.

Progress

The newsletter of the Sport Academic Group

Golfers live the dream



Josh Moses

Sports students Josh Moses and Sam Holcombe made the most of their placements to experience some of the world's best golf courses – the places that most golfers can only dream of visiting.

Josh travelled to just outside Miami in South Florida to the Boca Raton area to work at the Broken Sound Country Club, which is 1 of the prestigious 5-star platinum clubs in the United States.

He gained extensive business experience throughout the organisation and particularly enjoyed working with the Tournament Director at tasks which included accounting and contracts. Whilst working on the Champions Tour Allianz event he was able to make many useful contacts.

Josh's personal reflection on his placement was that, "going out of the U.K. is a great way to network, become a whole lot more independent and to work in a different environment and lifestyle. The experience was very beneficial for my Sports Management (Golf) studies and



Sam Holcombe

an added benefit was that I was able to play some great golf courses".

Sam started his placement with three months at the famous Gleneagles Golf Academy in Scotland undertaking all sorts of jobs and assisting with the Junior Ryder Cup.

For the balance of his placement (seven months) Sam worked in the USA at Interlachen Country Club in Minnesota.

"I began working in outside operations," he said, "which included range management, car fleet management, tournament preparation and customer service. I was also lucky enough to move up into the golf shop towards the end of my internship. I also coached juniors during my time at Interlachen."

"I will be returning to Interlachen for a year after I finish my exams to become a professional golfer. I am eventually hoping to find a permanent position in the USA."

Hammering away

Former Sports Psychology and Coaching Services student Jamie Osman's first job after leaving Bournemouth University is as a performance analyst for West Ham United Football Club where he is employed as a performance analyst tasked with developing The Hammer's squad.

So successful has he been that he quickly gained rapid promotion to become the analyst for "Big" Sam Allardyce's first team.

Shelley Broomfield reports that whilst at BU Jamie worked on a student placement as a performance analyst with Portsmouth Football Club and that this experience, along with his excellent 2:1 degree classification, undoubtedly eased him into his present position.



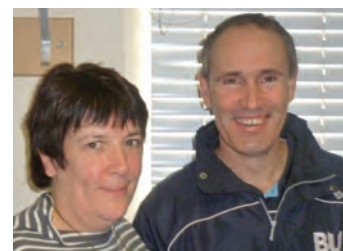
Olympic sized downloads

Richard Shipway, from the School of Tourism's Centre for Sports Research (CESR), recently achieved accolades for his research paper entitled "Sustainable Legacies for the 2012 Olympic Games" being in the top 10 most downloaded papers from respected academic journal "Perspectives in Public Health".

Richard explored the social legacy as it impacts on host communities as well as the potential educational and cultural legacy of the 2012 Games and gave an overview of the health benefits that could result from a sustained increase in mass participation in sport, physical activity and exercise.

He argued that priority should be placed at supporting grassroots sport through greater access to sport in the community, and not solely elite level sports development.

His paper came second in the top 10 with School colleague Philippa Hudson's paper "Food safety issues and children's lunchboxes" coming home fourth.



Philippa & Richard

Top Drawer

UK Sport's Head of Research and Innovation, Scott Drawer, recently visited the centre for event and sport research (CESR) in the School of Tourism to outline his organisation's rationale for research and to examine potential projects that might attract funding.

He told staff that UK Sport were currently interested in case study-based research into athletic equipment and accessories, coaching tools

and technologies, tracking science and performance medicine. Scott expressed great interest in the work staff were currently undertaking and heard about some new projects that will now be refined and submitted as a result of his visit



Progress

The newsletter of the Sport Academic Group

Dave Alred joins us

Dr Dave Alred has joined the Sport Academic Group on a part time basis. Dave is regarded as the world's best kicking coach and leads the field in approaches to skills acquisition and mental preparation.

Best known for his work with rugby union, he has been an England assistant coach for over 106 tests (1995-06), a British Lions assistant for three tours, was inaugurated into the UK Coaching Hall of Fame, awarded the Mussabini Medal (2003) for outstanding success on the world stage and honoured with an MBE in 2004. He also holds a PhD from Loughborough University.

A keen rugby union and league player and talented kicker, Dave spent some time in

America playing American football for the Minnesota Vikings, before returning to England to coach Bath RFC, Australia RFU and England RFU. Dave has been Jonny Wilkinson's kicking coach since the player was 15 and continues to work with him today, and has also been involved in performance coaching in the AFL, international skiing and judo, England polo, Premiership soccer, and all major rugby nations international teams.

Dave also has a strong involvement in business performance management. Dave is now working as performance coach to golfer Luke Donald who has since become the World Number One. Its a fantastic opportunity for us, and we are very grateful for Dave agreeing to come on board to help develop the team.

Atlantic calling Continued...

Two weeks in they had covered covered over 700 miles with their longest daily distance rowed being 70 miles. Throughout their challenge, they are crossing shipping lanes used by huge oil tankers and are therefore making good use of their Automatic Identification System (AIS). So far they have had three near misses with tankers. One got so close and failed to respond to their communications that David had to set off a flare before it veered off just at the last minute, leaving the rowers to hang on, bobbing up and down in its enormous wake.

Soon after they encountered high winds and 20 foot (6m) waves which created a constant water rollercoaster,

but it did actually blow them in the right direction.

Their New Year's Eve package included a little tippie to toast 2012 and a few fun games and books.

On Monday the 2nd January they encountered their first shark - an 8ft Mako, which they reported, "was 'really cool to see'!" A day later they were followed by about 150 dolphins which nudged the boat, playing, jumping and chattering away. A once-in-a-lifetime moment which they would cherish for the rest of their lives. It has certainly boosted their morale, perhaps scared off the shark and has made up for the last few days of enormous waves and strong winds!

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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