

School of Tourism at London 2012 Olympics & Paralympics

Bournemouth University School of Tourism has been heavily involved in the London 2012 Olympic and Paralympic Games; from Gamesmakers, to Torchbearers, volunteers, venue managers and researchers.

The School of Tourism has 3 lecturers who were Olympic Games Torchbearers. Dr. Debbie Sadd, Dr. Dorothy Fox and Alexis Major were all chosen to carry the torch when it came through the Dorset area in July 2012. Dr. Keith Wilkes, the Dean of the School of Tourism, commented that "the fact that Alexis, Dorothy and Debbie were chosen is a fitting recognition and reward for their long standing contributions to various communities and groups within Bournemouth and Poole".

Researching the Games

Dr. Debbie Sadd has completed her PhD concerning the Olympics entitled: Mega-events, community stakeholders and legacy; London 2012 around the impacts on the site residents in London and she worked as a volunteer during the Games in the Basketball arena. Dr. Matt Frew is also pursuing research around the Olympics. His ground breaking research looks into the use of Live sites and social media: 'Live Sites and Social Media: from policy to

practice' This is a study that focuses on how the policy of mega-event Live Sites translate co-created convergence/promotion to active participation through social media.

Our students at the Games

The School of Tourism has also helped place lots of current and former students in high profile positions associated with the Olympics. Below are highlighted a few examples of the varied roles that our students have performed:



Olympic torch and the School of Tourism sports team

- John Millard: was involved in a consultancy project on motivational techniques for staff at Sodexo Prestige for the Olympic Games.

- Rachel Rhodes was a London ambassador for a week during the Games at Heathrow Airport

- Emma Lincoln worked for a 'behind the scenes' catering company supplying catering services to the Olympic Broadcasting Services. She was also a Games Maker in the Events Services team at the Handball Arena for the Paralympic Games.

- Aini Maensivu was an assistant venue manager at Eton Dorney, the rowing venue.

- Charlotta Eriksson, volunteered during the Olympics as part of the Press Operations Team as a photo team member at Excel
- Sophie Ridge – worked within the Sport Information Team for the Gymnastics and the North Greenwich Arena.

- Shun-Han Chang worked in Weymouth as an interpreter

- Jessica Bailey worked with one of the marketing partners to deliver their hospitality programme centred around the Games.

- Mustafa Saricalar was working on the Games as a transportation team leader

- Leroy-Winston Scott worked at both Games looking after the National Olympic Committees with roles including driving the delegations around from athletes to ambassadors and was based at the Olympic village.

- Valentina Tkachenko worked with Jet Set Sports an Official Olympic Games sponsor

- Harriett Clarke was a volunteer at the Paralympic Swimming and also worked on the Ceremonies in Weymouth & Portland.

The School has also supplied the volunteers for the ceremonies at the sailing academy affectionately known as 'WAP Volleys' and the internal interview process was managed on behalf of LOCOG by the School of Tourism's Caroline Jackson and Virginia Bailey.



BU students & staff with gold medal winning Team GB sailor Ben Ainslie

UNWTO Themis Foundation and The School of Tourism Collaboration

Professor Adele Ladkin from BU's School of Tourism and Ms Sònia Figueras, from the UNWTO Themis Foundation, are engaged in a collaborative project to produce a teaching guide and intensive course on training, for tutors responsible for delivering tourism capacity building (online, onsite or blended) courses and workshops as part of the UNWTO.Capacity Programme. The Themis Foundation enables UNWTO Member States to devise and implement education, training and capacity building policies, plans and tools that fully harness the employment potential of their tourism sector and effectively enhance its competitiveness and sustainability.

This collaboration has arisen as the UNWTO Themis Foundation recognised the pressing need to provide guidelines and training to enable their subject tutors to facilitate a positive learning experience through the promotion of active learning. Increasingly, countries have been requesting capacity building initiatives in tourism, and the experts from partner organizations (such as GSTC, ATTA, IUCN, etc.) who are increasingly involved in the delivery of the capacity building activities need greater teaching experience. There is also a need to standardise and systematise the learning experience of the participants attending the various UNWTO capacity building activities. The collaboration has arisen as BU is part of the Themis TedQual Network and we aim to support activities undertaken in the areas of education, training and tourism capacity building. Professor Ladkin will be spending time in Andorra at the headquarters of the Themis Foundation to work directly on the course materials as well as on-line collaborative working. This knowledge exchange opportunity demonstrates BU's commitment to world leading research in tourism education.

The integration of travel and tourism industries into national emergency planning systems – a UN WTO Funded Project.

The UNWTO commissioned Bournemouth University to conduct a study into how to improve the integration of national emergency management agencies with the travel and tourism industry.

The study revealed that:

- The travel and tourism industry continues to point to a lack of national government planning for tourism and disasters.
- National emergency management agencies often misunderstand the particular needs of tourists who are caught up in a disaster.
- Core systems such as mass casualty handling, casualty tracking and victim identification just do not exist in the national emergency management systems of many of the countries to which tourists travel.

The study also identifies considerable opportunities for integration as travel and tourism organisations and national emergency management agencies work together on what we refer to as 'shared needs'. These needs include improved risk reduction, core systems for response, improved recovery management, joint communication and information management strategies and the vital need for shared accountability towards foreign embassies and their citizens. The next step is to take these findings and turn them into genuine integration and change.

Travel and tourism will need to join hands with in-country overseas embassies to reach out to national governments calling for greater integration and cooperation including the establishment of effective core systems for casualty handling and tracking. This research was carried out by Prof John Fletcher, Dr Yeganeh Morakabati, Richard Gordon and Prof Bruce Prideaux from Bournemouth University's School of Tourism.



The Rock of Gibraltar, its economy and its significance to the Campo de Gibraltar



Professor John Fletcher of Bournemouth University has been undertaking research on behalf of both the UK Government and that of the Government of Gibraltar since 1978. A series of studies have resulted in the construction of economic models to assist the government in planning and policy making over the past 35 years.

These studies have estimated the impacts of the closure of HMS Dockyard, the opening of the frontier at La Linea and the development of the Finance Centre.

Gibraltar is a relatively unique economy, not only because of its small absolute size but also because of the way in which over these past 35 years it has been transformed from an economy that was more than 60% dependent upon the UK's Ministry of Defence activities to one that is based upon a robust professional finance and business centre together with a thriving tourism industry. This makes it an exciting and challenging place when it comes to constructing economic models.

In 2009 the Chamber of Commerce in Gibraltar commissioned a team from the International Centre for Tourism and Hospitality Research (Professors John Fletcher, Adam Blake and Dr Yeganeh Morakabati) to estimate the net economic benefit of the Gibraltar economy on the wider region of the Campo de Gibraltar to show how important Gibraltar is as an engine of economic prosperity to the region.

The study demonstrated that both the economies of Gibraltar and Spain benefitted from their economic interaction with thousands of Spanish residents crossing the frontier to work for Gibraltar businesses whilst many Gibraltarian residents crossed the frontier to enjoy the benefits offered by the local area.

In 2012 the Chamber of Commerce in Gibraltar again commissioned the same team of researchers within ICTHR to undertake an update of the 2009 study, given the changing economic fortunes both sides of the frontier as a result of the global financial crisis. The research started in July and will be completed by the end of December 2012. The results will not only show how many jobs and how much income is generated on both sides of the frontier as a result of Gibraltar's economic development but will also help explain the dynamics of that development.

Digital Graffiti Project

DIGITAL GRAFFITI aims to support location based services for Small and Medium tourism enterprises by enabling content originators to write on the walls and leave messages for others through QR codes and GPS markers.

From a technical perspective, the application has three major architectural components, the DIG server (offering Graffiti hosting), the 3rd party development applications (that will provide intelligence to Graffiti placements) and the mobile clients (that will provide input/output functionalities as well as location information via GPS, QR codes, etc). DIG will start operating on city centers by being an operational service that offers tourists all the existing digital content related to the street they are walking in. The emphasis is to offer all the available content (not just that related

to an application) in the densest form possible creating the best possible laboratory to test smart applications for a target group of users. Ultimately the project aims to take the Information Services of local SME actors to the next level by sharing best practices and offering a localized multi-language service in crowded city centers with the aim of generating an ecosystem that will make the service grow beyond the city center's frontiers. The project includes 10 partners located in Spain, Italy, Lithuania, Greece and UK. For more information about the project visit www.graffiti.mobi

Bournemouth National Coastal Tourism Academy

The UK government has provided a grant of £2 million to create the world's only specialist coastal tourism academy in Bournemouth. The aim of the academy is to turn local expertise into knowledge to share with towns across the country and internationally.



The Academy will be a combined project involving Bournemouth University, Bournemouth Borough Council and members of the Poole and Bournemouth Tourism industry. In addition to the economic benefits, Dr Keith Wilkes, Dean of the School of Tourism at Bournemouth University has been celebrating the opportunities the project will bring: "Bournemouth will be host to the first specialist Coastal Tourism Academy anywhere in the world – reflecting Bournemouth's status as a major coastal tourism destination and the School of Tourism's national and international reputation as a centre of research excellence and major provider of tourism, hospitality and event

management undergraduate and postgraduate education". The National Coastal Tourism Academy (NCTA) is a ground breaking knowledge transfer institution, designed to accelerate tourism growth. The project will be split into three growth initiatives: a Coastal Activity Park, a resort wide visitor experience programme and coastal tourism product research and development programme. Within the next few years, the National Coastal Tourism Academy will provide world-class educational and professional training to coastal tourism businesses, as well as producing a central sharing database and communications link for teams and individuals looking to expand their knowledge or businesses.

Coastal tourism at Bournemouth beach

Tourism and Coastal Urban Regeneration – An Evaluation of the Boscombe Artificial Surf Reef

The Boscombe Artificial Surf Reef (BASR) is the figurehead component of a multi-million pound project to promote the socio-economic regeneration of the Boscombe resort-suburb of Bournemouth. It is a major component to add to a series of regeneration events that have taken place in Boscombe to restore the area to its former glory and help alleviate some of the economic and social issues that have been evident in Boscombe over the past few decades.

The success of the BASR in economic and operational terms is critical to the regeneration aspirations for Boscombe. Over a three year period Bournemouth University is undertaking a study that will help determine the effect that the reef has had on businesses and visitors including its contribution to local business turnover, income and the number of FTE jobs supported as well as tracking changes in investment in the area. Early indications of the study show that the impact that the

reef has had on the local economy as well as on the wider Bournemouth area has been significant. Much of the impact is down to raising the profile of Boscombe and the vast majority of the day and stay visitors coming to the Boscombe beach area had heard of the reef prior to visiting. The next report on this study will appear in June 2013 from which it will be possible to explore the dynamics of economic regeneration associated with the artificial surf reef.

Our experts on the international stage

Retail Experts visit CP All in Bangkok

Associate Professor David Kilburn and Chris Hall from the School of Tourism have visited CP All in Bangkok after meeting two of their senior representatives in Bangkok earlier this year. CP ALL PCL, formerly known as CP Seven Eleven PCL, is the flagship company of the Charoen Pokphand Group's marketing and distribution business. Currently they operate more than 7000 7/11 convenience stores in Thailand and China.

They have their own university (Panyapiwat University), which is very highly regarded, and a technical college. A number of proposals have been tabled; in particular BU will host a visiting group of CP All executives seeking further expertise in the international retail sector. They will tour major supermarket facilities and logistics centres in the UK and work with BU Retail academics from the School of Tourism.

Dr Vijay Reddy in Geneva for UN 'Green Economy and Sustainable Development' conference



Dr Vijay Reddy

Dr Maharaj Vijay Reddy was invited to attend the United Nations Research Institute for Social Development's conference on 'Green Economy and Sustainable Development' at the European headquarters of the United Nations Office in Geneva UNOG (10-11 Oct 2011). The aim of this cutting-edge conference was to debate and identify sustainability and green economy priorities and to prepare and shape subsequent social policy discussions before the Rio+20 global summit later this year. Dr Reddy commented that 'it was an excellent opportunity, which would help us to come up with strategies linking tourism with the Green Economy theme'. The UNOG conference received invited attendees from different parts of the world from several international organisations (e.g. UNDESA, UNESCAP, UNEP, UNESCO, and UNDP), many national and international funding agencies (e.g. World Bank, DFID, AUSAid), research institutes and leading universities around the world.

Tourism Expert in Spain for UNWTO Euro-Arab Think Tank on Tourism Labour, Education & Training

Professor Adele Ladkin, who specializes in tourism labour and education, participated in the Euro-Arab think tank organized by the World Tourism Organisation (UNWTO) in January 2012. The think tank aims to work towards a common agenda to improve the working conditions in tourism and strengthen tourism education and training in the Middle East and North African Region (MENA). The meeting brought together invited experts in tourism education and training from Europe and the MENA region to build on the findings of the 2011

UNWTO study "Tourism Labour Market in the Middle East and North Africa Region." Central to the discussion was the development of a common co-operative agenda and practical actions to improve working conditions in tourism to strengthen tourism education and training. Professor Ladkin commented "The School's UNWTO TEDQUAL certification means we are well placed to be part of tourism knowledge exchange programmes, and we will support and collaborate with the MENA region in this important area of tourism."

Clive Allen in Moscow to talk about Mega-Sporting Events

The School of Tourism's Clive Allen has recently visited Russia, where he gave a talk to an invited audience at the British Council Moscow on the topic 'Mega-Sporting Events – Welcome to Russia', while attending an ITEC Higher Education in the UK Fair. During his visit he also had face to face discussions with both the President and the Head of International Relations of the Moscow State Institute for the Industry of Tourism, on possible research and educational co-operation between the two institutions.

New Experts join BU

The School of Tourism is expanding its pool of experts by recruiting the following members of staff:

- Dr Avital Biran – Senior Lecturer: Tourism Management
- Dr Anya Chapman – Senior Lecturer: Tourism Management
- Neil Cockbill – Associate Lecturer in Events Management
- Kate Jones – Demonstrator in Events Management
- Dr Yeganeh Morakabati – Senior Lecturer: Tourism & Hospitality Management
- Lucy Sheppard – Associate Lecturer in Sport Management
- Richard Ward – Lecturer: Hospitality Management

Our Events

Leading Industry Guest Speakers at BU

High profile speakers have taken part in a series of guest lectures at BU, including Fiona Jeffery OBE, Chairman of the World Travel Market and the international water-aid charity Just A Drop, and world famous chef Michel Roux Jr.

Fiona Jeffery OBE provided a unique insight into her career and took part in a discussion around current trends in tourism. This free lecture was open to everyone, and offered the opportunity to gain a unique insight into cutting edge topics. The lecture series forms part of an ongoing programme of high profile events. Michel Roux Jr discussed his success as a two-star Michelin Chef at London Restaurant, Le Gavroche along with his recent hosting of 'Masterchef: The Professionals' and 'Service' on the BBC. Michel and Fiona visited BU as part of a one day Careers Forum hosted by 2nd year Events Management students from the School of Tourism. As well as the guest speakers, the day consisted of workshops and a careers fair, which enabled students to

network with employers about placement opportunities and graduate employment. Other recent guest speakers have included Giles Hawke, Sales Director for Carnival UK and Andrew Stenbridge, Managing Director of the Chewton Glen and Hotelier of the Year 2010. Giles Hawke treated students to insights from his experiences of what it is like to work within a cruise company, how they interact with customers and the challenges that are faced in growing the business. More information about these events can be found on our blog <http://blogs.bournemouth.ac.uk/tourism/> If you would like to be a guest speaker at BU and share your industry experience please contact John Brackstone at jbrackstone@bournemouth.ac.uk



Fiona Jeffery OBE, Chairman of the World Travel Market



School of Tourism Careers Forum. Michel Roux Jr. with the Events team: (from left to right) Georgina Sells, Leanne Bulpett, Katherine Hampson, Rachel Van Loock and Jessica Lord.

Tourism, Climate Change and Sustainability 2012 Conference

The School of Tourism recently held an international conference to debate the broader conceptual ideas and contested relationships between climate change, sustainability and tourism as well as to examine worldwide responses and exchange cutting-edge research. The conference featured keynote speeches from high-level international agency policy

makers including UNWTO, UNESCO, UNEP, leading research institutions and key industry players TUI Travel PLC and British Airways. Dr Keith Wilkes commented that 'it had provided an excellent opportunity to discuss these key issues from a multi-disciplinary perspective involving perspectives from the natural and social sciences and the tourism industry'.

Upcoming Events

MAKING WAVES

International Conference on Events (ICE2013) 3 July 2013

This important conference aims to debate the way in which we see, think and undertake events management research, pedagogy, policy and practice. Acknowledging the growing international research within the events

area, the theme of our conference is 'Making Waves', and we want to harness this natural energy to create enthusiasm that will change the way we perform our work under the broad umbrella of events management.

For more information about the conference visit:
<http://www.bournemouth.ac.uk/ice-2013>

Our Students' Achievements



BU hospitality students at the Master Innholders conference in London

Master Innholders Award Winners

Three BU hospitality students have won a prestigious competition at the Master Innholders conference in London. Julian Dombrowsky, Suzanne Parr and Eleanor Moore stepped on stage in front of over 450 top industry professionals to do a short presentation and collect their award for creating the winning video which addressed 'Maintaining Sustainable Competitive Advantage' in the hospitality industry. Associate Dean of Hospitality and Retail Management Andy Boer thought they did "remarkably well, as it is no mean feat doing a presentation in front of 450 general managers staring at you!" The students prize included staying in 3 top London hotels, and having exclusive meetings with senior staff and general managers.

BU students win ITT awards

Two Bournemouth University (BU) students have been recognised for their excellent work by The Institute of Travel and Tourism (ITT). Andrew Spencer has won ITT PhD Student of the Year for successfully defending his thesis entitled, 'The determinants of firm technology adoption: strategic management implications for travel industry retailers.' Another student, Kimberley Kirk-Macaulay, won ITT Hospitality and Catering Student of the Year for her excellent grades and extra-curricular work while studying for a BA Hospitality Management degree. Both students were given their awards during a party at the House of Commons.



Kimberley Kirk-Macaulay receives her ITT award

Record Breaking Golfers

Sports Management students from the School of Tourism helped organise a record breaking children's golf event. Over 1,100 primary school children from Dorset attended the Big Swing at Canford Park Sports Pitches, smashing the previous record of 800. The children were treated to a trick shot master class from World Golf Trick Champion Geoff Swain, who wowed the youngsters with a selection of his finest trick shots. Richard Negus, a second year Sports Management (golf) student said: "The BSc (Hons) Sports Management (Golf) degree equipped us extremely well for the event, having studied units specifically in events management and operations management.

Hospitality student scholarship

Dominique Dashwood-Evans (Hospitality Management student) won the Vanessa Cotton Scholarship to attend the European Meetings & Events Conference 2012 in Budapest, Hungary. "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."

BU students Eventice finalists

BU had an impressive showing at the 2nd annual Eventice competition, with four of the twelve finalists selected to compete in the final coming from BU's BA (Hons) Events Management course.

Alex Ainsworth, Rosie Hammond, Joanna Vincent and Hannah Parsons were the BU students competing for two Events industry jobs for final year Events Management students. The jobs up for grabs included a role with global experiential marketing agency George P Johnson, and a sales position with Exhibition company Tarsus Group. Alex Ainsworth made it through to the final stages of the Apprentice style competition for the Tarsus Group post. Dr. Mary Beth Gouthro, Programme Leader in BA (Hons) Events Management at BU, said "we are very proud to have four finalists selected from BAEM and of Alex's overall performance."

BU Young Guns

Paul Coghlan and Christopher Graham, both Hospitality Management final year students at BU, were shortlisted for the Young Guns finals, a prestigious National Industry Award for the best placement students across the UK. Our Hospitality Management students are frequent finalists, in fact BU has had more than any other UK university.

Student Employability at BU

The employment market and employers needs are changing and Bournemouth University is responding by developing and enhancing our placements, facilitating discussions with industry about course content and providing employability specific extra-curricular activities.



BU student on placement at Hong Kong Tourism Board

Placements

Placements provide a year of work experience that boosts any CV, but for students who make the most of them they do so much more. They grow industry awareness, create professional networks and can result in a job offer upon graduation. This, combined with the added drive, motivation and skills brought back into the final year, allows students who undertake a year long placement to be streets ahead of their contemporaries when looking for employment.

Listening to industry

The benefits of a course that has been developed in partnership with industry or has an industry body accreditation cannot be underestimated. It means that the contents of the course is shaped to give students all of the necessary skills for them to succeed; allowing them to 'hit the ground running' in their first job. Even if the job they choose is not in the discipline that their degree is focussed on these skills are transferable and highly valued by potential employers. Courses underpinned by a relationship with employers can stay ahead of trends, align the course content with industry needs and enhance the professional and personal development of students.

Employability support for students

Employability specific extra-curricular activities provided by BU to students include the usual support and help with CVs and covering letters but now can go far beyond that, reaching into the world of the 'winning mindset' that employers want to see. This can include dedicated sessions looking at social media presence (how do you want employers to perceive you, the positives and negatives), networking skills, confidence, team working and mentoring by industry professionals. Not to mention visits out, conferences and industry specific additional qualifications.

The Student Talent Employability and Engagement Programme (STEEP) is a new employability initiative in the School of Tourism. As a part of this programme students get a chance to meet a key industry figure each week, develop team work skills in the Royal National Lifeboat Institution's (RNLI) sea survival pool, see the build up for the Goodwood Festival of Speed and consider their Digital Footprint to name but a few of the activities. But more than this some institutions, including Bournemouth, are building these extra activities into the curriculum at no extra cost at all.

International focus

For international students studying in the UK, the opportunity provided by HEIs to gain valuable work experience and industry related networking can often provide significant added value to their studies, enable them to gain insight into the diversity and complexity of global working practices, and fundamentally enhance their own employability opportunities upon completion of their studies. In today's increasingly globalised world, a work placement opportunity facilitated by a

UK-based HEI is becoming a necessity for career development. The success of our courses is illustrated by the success of our graduates such as deVere Forster, one of the first graduates from our Retail Management course who is now Vice President, eCommerce at M. H. Alshaya Co. If you would like to be one of our key industry partners and work with us to develop courses and graduates that meet the needs of industry please contact John Brackstone; jbrackstone@bournemouth.ac.uk



BU students develop teamwork skills in RNLI sea survival pool

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XXXX-01/12-SAM

