

Lecture series a huge success

On 14 March Fiona Jeffery OBE Chairman of the World Travel Market provided a unique insight into her career as part of the School of Tourism's 2012 Lecture Series.

This free lecture series was open to everyone, and offered the opportunity to gain a unique insight into cutting edge topics. Fiona Jeffery was born in Scotland in 1960 and graduated from Edinburgh University with a BA in French and Spanish and H onours in Italian. She then joined the House of Fraser retailing organisation specialising in international buying. Fiona joined the marketing department of Reed Exhibition Companies in 1986 and by 1988 she was a Group Marketing Manager responsible for the marketing activity surrounding 17 of Reed Exhibition Companies' leading annual events within travel, catering, computing, electronics, book publishing, fashion and jewellery industries. She then became Marketing Director in 1991.

In 1992 she helped launch Arabian Travel Market in the Middle East and in December 1993 took over responsibility as Exhibition



Director of World Travel Market as well as British Travel Trade Fair in 1996. In 2000 she was appointed Group Event Director for World Travel Market and British Travel Trade Fair and Marketing & Business Development Director for Reed Travel Exhibitions responsible for the Group's global communications and strategic development. In 2005 she became Managing Director, World Travel Market and Chairman in 2008.

In 1998 she founded and is now Chairman of the international water-aid charity Just a Drop which

the eTourism Lab of Bournemouth University has been supporting with a social media strategy. The charity aims to deliver clean water to over 1.1 billion people worldwide who have no access near to their homes and by doing so reduce the instance of child death caused by polluted water across the world.

Fiona created two key initiatives in association with United Nations World Tourism Organisation (UNWTO) in 2007, launching the Ministers Summit and World Responsible Tourism Day which take place on

Tuesday and Wednesday respectively, each year of World Travel Market. The Ministers Summit aims to bring the private and public sectors closer together. WTM WRTD is a global tourism initiative to highlight the issues and contributions travel and tourism companies can and should make to managing tourism responsibility.

The lecture series forms part of an ongoing programme of high profile events, more information about these can be found on the School's blog <http://blogs.bournemouth.ac.uk/tourism/>

Travelling with a purpose: an expedition to Bardia National Park, Nepal

Dr Susanna Curtin talks about the interrelation of conservation, ecotourism and volunteering in the context of her forthcoming trip to the Bardia National Park, Nepal.

The further development of partnerships between conservation research and ecotourism is highly desirable. However, it is reliant on attracting willing participants to go on conservation expeditions. Understanding the motivational and experiential aspects of such travel is therefore fundamental to devising research volunteering opportunities and marketing them effectively. There is much cynicism in tourism literature about the desire to 'travel with a purpose' mostly on the assumption that volunteering merely eases developed-world middle class guilt. A counter view, however, is that this type of travel not only supports worthy causes but also leads to learning and personal development where tourism is based on being, doing, touching and seeing rather than just seeing.

Due to her continued interest and publications in wildlife tourism and conservation, Susanna has been selected to join a scientific expedition to Bardia National Park in Nepal to participate in a study of the region's unique population of wild elephants. The expedition is led by the well-known explorer and author Colonel Blashford-Snell, the founder of Operation Raleigh and the Scientific Exploration Society, whilst the research is under the supervision of Professor Adrian Lister of the Natural History Museum.



When asked about the expedition Susanna said "I will be travelling with twenty people who bring varied skills to the team. I will undertake qualitative research which will consist of semi-structured, in-depth interviews with fellow participants during the expedition. The interviews will explore their motivations for joining the team, what the expedition means to them, their experiences of travel and transformation, and their notions of adventure and altruism.

I have a number of duties which have been assigned to me beyond the logging, measurement and photography of elephants. These include providing an advisory role to the local naturalists / guides wishing to expand and develop ecotourism in Bardia National Park, and keeping a species list of birds and butterflies."



Bournemouth University elected as a Vice President of the UNWTO Affiliate Members

Bournemouth University has been elected as Vice President at the UNWTO Affiliate Members.

We were very proud to receive the second highest number of votes and are grateful to colleagues who entrusted us with their support. Bournemouth University will work closely with colleagues on the Board to facilitate close interaction between industry and academia, enable knowledge dissemination globally, facilitate networking and engage industry professionals in research and solution creation. We are keen to support the UNWTO and the Affiliates work programme and to interact more

dynamically with industry and governments in order support the optimisation of tourism impacts, generate new management and marketing tools, support rational tourism planning and development and develop technology and social media that will improve the competitiveness of global tourism.

Bournemouth University was also part of the WORLD alliance www.worldcandidature.com/en an influential world-wide team with multisectoral representation which

included members from the 5 world regions which share the same mission, vision and work program.

Dr Keith Wilkes, Dean of the School of Tourism at Bournemouth University said the "School of Tourism and ICTHR have emerged as a major knowledge provider in the world of tourism with a comprehensive and robust research team of leading researchers. Bournemouth University is committed to innovative and relevant tourism knowledge creation and dissemination on a global basis and, working closely with the UNWTO, will enable us to engage with the global community."

Professor Dimitrios Buhalis who represents Bournemouth University at the United Nations World Tourism Organisation said "I am really glad to be able to contribute to the programme of the UNWTO and the Affiliate members and look forward to working with colleagues and sharing knowledge and expertise, particularly for the regions that need it more."



The School of Tourism participates in the UNWTO Euro-Arab Think Tank on Tourism Labour, Education & Training held in Granada, Spain

The School of Tourism participated in the Euro-Arab think tank organized by the World Tourism Organisation (UNWTO) in January 2012. The idea behind the think tank is to work towards a common agenda to improve the working conditions in tourism and strengthen tourism and 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 Adele Ladkin, who specializes in tourism labour and education, attended the meeting on behalf of the school. 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."

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 four-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 7 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 15 November 2011.

Wednesday 9 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.

Dr Vijay Reddy attended the United Nations conference on 'Green Economy and Sustainable Development'

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



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 7.7 million attendances by domestic and overseas music tourists;
- Collectively they spend £1.4 billion during the course of their trip.
- This is a positive contribution of £864 million (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>.

PROGRESS

The newsletter for the Tourism Academic Group

'Tourism, Climate Change and Sustainability' top of BU's agenda

BU's International Centre for Tourism and Hospitality Research (ICTHR) is delighted to be hosting the second global conference to explore real-world issues.

The international conference on 'Tourism, Climate Change and Sustainability' will take place from 13-14 September 2012. The emphasis of the event is to discuss and disseminate conceptual ideas and contested relationships between climate change, sustainability and tourism and examine worldwide responses and exchange cutting-edge research. This tourism conference is expected to be crucial for researchers interested in Green Economy and Sustainability aspects as it will follow the Rio+20 UN Summit.

The organisers of the conference Dr Maharaj Vijay Reddy and Dr Keith Wilkes are also editing a book jointly on this title for Earthscan London.

This conference will feature keynote presentations from high-level policy makers from international agencies UNWTO, UNESCO MAB, UNEP DTIE and the European Commission, leading research institutions and the private sector. Among these distinguished speakers are:

- Mr Luigi Cabrini, Director UNWTO Sustainable Tourism
- Dr Ishwaran Natarajan, Director UNESCO Division for Ecological Sciences
- Dr Richard Butler, Emeritus Professor, University of Strathclyde
- Dr Stephan Harrison, University of Exeter & Oxford University
- Ms Deirdre Shurland, UNEP DTIE, Global Partnership for Sustainable Tourism
- Representative from the Tourism Unit European Commission, Brussels
- Panel Discussion: policy agencies and key industry players (including UNWTO, TUI Travel and British Airways).

Breakout sessions are planned to enable speakers to interact on a more personal level with delegates as well as for



attendees to present their research on these important topics. In addition, leading publishers will be present throughout the duration of the conference to meet with delegates and discuss future publishing opportunities. Dr Maharaj Vijay Reddy commented "we are pleased to announce this event on a globally crucial title. It will facilitate cutting-edge debate, timely knowledge exchange and networking".

Dr Keith Wilkes (Dean of School of Tourism) says hosting the second 'Tourism, Climate Change and Sustainability' conference is "very exciting and, coupled with the high-calibre keynote speakers, is further evidence of the position of BU as a driving force at the forefront of global tourism research, teaching and professional practice". For more details and updates, please visit the conference website: www.bournemouth.ac.uk/climatechange2012



The British host: just how welcoming are we?

Despite the rise in international education, there is a lack of literature on the domestic student's perspective of the international class room. A study by School of Tourism lecturers Lorraine Brown and Steven Richards redresses the balance somewhat. Their paper, "The British host: just how welcoming are we?" has just been published in the *Journal of Further and Higher Education*.

This paper reports findings from a qualitative study of British students' attitudes to the presence of international students in large numbers on their tourism management programme. Analysis revealed home students to be empathetic, flexible and eager to learn about new cultures. Participants attributed this mindset to their desire to work in the international tourism industry and their understanding that tourist satisfaction increases in line with host receptivity.



Lorraine and Steve's study has just received coverage in the Times Higher Education Supplement (see <http://www.timeshighereducation.co.uk/story.asp?sectioncode=26&storycode=419037&c=1>).

MSc eTourism

The School of Tourism is pleased to announce a brand new course the MSc in eTourism. This worldleading programme will demonstrate how tourism professionals can use information Technology strategically to improve the competitiveness of their organisations. Technology is increasingly used strategically to enhance profitability and competitiveness for tourism organisations and to facilitate the planning, managing and marketing of destinations.

This course aims to explore the strategic and operational use of information technology in the tourism, travel and hospitality industries MSc eTourism for both destinations and organisations. It examines the range of available technologies and explains how they can contribute to the operations and competitiveness of particular tourism, travel and hospitality organisations. The course also explores how tourism organisations in each sector of the tourism travel and



hospitality industries can develop and use technology to engage with stakeholders in order to maximise their performance, efficiency and effectiveness.

Professor Dimitrios Buhalis said "I am personally looking forward to this new course, it combines the work I do with industries and governments around the world and research interests from across the School into a truly global leading academic programme".

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Launch of Elsevier's Journal of Destination Marketing & Management - January 2012



Professor Alan Fyall, Dr Brian Garrod and Dr Youcheng Wang are delighted to announce the launch of Elsevier's new Journal of Destination Marketing & Management (JDMM), which aims to be the leading international journal for the study of tourist destinations by providing a critical understanding of all aspects of their marketing and management, as situated in their particular policy, planning, economic, geographical and historical contexts.

The objective of JDMM is to publish up-to-date, high-quality and original research papers alongside relevant and insightful reviews. As such, the journal aspires to be vibrant, engaging and accessible, and at

the same time integrative and challenging. Those involved in the interdisciplinary approach of marketing and management, economic development and planning, geography, sociology, psychology, anthropology, retailing, policy making and public administration of tourist destinations will find the journal of particular interest.

Professor Fyall said: "This new journal provides a really exciting opportunity to consider the truly interdisciplinary nature of tourism destination research. JDMM is the first new journal from Elsevier in the area of tourism studies for more than 30 years and it will be a stable mate of Annals of Tourism Research and Tourism Management, so we're really expecting great thing". As if to confirm this prediction submissions for the first edition look like they will be both an interesting read and of the very highest quality.

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