

Progress

The Research Newsletter for the School of Services Management



Issue 1 - May 2006

Olympics 2012 and the South West: Potential Impacts?

... or why the Olympic Planners and Policy Makers need to devote as much preparation and resources to planning for the 2012 Olympics as the athletes that take part!



The above study, conducted by Professor John Fletcher, prepared on behalf of the South West of England Regional Development Agency (SWRDA) Panel of Economists drew two key conclusions. First, there is not a dearth of information relating to the economic impacts of the Olympics. This is surprising given that they are hardly a new event and could lead the cynic to think that there may be reasons why so little data are available. Secondly, from the data that are available, there is huge variability in terms of economic impact when you look back through the Olympics. For example, events that were run largely as commercial events by the private sector such as in Atlanta and Los Angeles were clearly profitable and

set standards of impacts that have not been maintained by subsequent events. From past experience it would seem that the more involved the private sector in organising the Olympic Games, the more profitable they are.

The time period over which the economic performance and net effects of the Game should be studied is between 10 and 12 years (+ or - 5 or 6 years either side of the event itself). There are Pre-Games Effects, Games Effects and Post-Games Effects. The local economy starts to feel the impact of the Games soon after the announcement of the location is made. These effects occur as a result of (a) direct investment in the form of Games preparation - infrastructure / superstructure and (b) the raised profile of the location as a result of the announcement. The economic effects tend to continue to grow in strength (particularly as a result of the direct investment) until the staging of the events. At that point in time there is the net effect on the levels of visitor spending and this would depend upon the levels of participant, official and spectator spending adjusted by the level of displacement that may occur as traditional visitors avoid the area. There is also the issue of displacement of investment where the investment comes from within the local region

continued overleaf...

Editorial

The School of Services Management has been at the forefront of applied and academic research for many years and is widely regarded as a centre of excellence in the fields of tourism and hospitality. The volume and diversity of projects undertaken by staff within the School is considerable. Over the past 18 months, for example, staff have been active in places as far a field as the Caribbean, Southern Africa, Western and Eastern Europe, Australia, the United States and Turkmenistan in Central Asia working for clients which include the European Union and Commonwealth Secretariat to name but two. Much work has also been completed within the UK for clients including regional assemblies, regional development agencies, tourist boards, government departments, the National Trust, local authorities, the National Audit Office, HM Prison Service and the Armed Forces. The School is also home to four prestigious journals, namely the International Journal of Tourism Research, Tourism Economics, the International Journal of Customer Relationship Management and Journal of Foodservice with staff serving on the editorial boards of all related major journals around the world.

It is the research vision of the School of Services Management to be internationally recognised as a centre of research excellence in the experiential fields of retail, leisure, sport, tourism, events and hospitality by international funding agencies, universities and industry by the year 2010, two years prior to the hosting of the Olympic Games in London in 2012. However, as is evident from the main article opposite and some of the news items included within this issue of 'Progress', the School is already active in utilising its breadth of expertise in providing quality research to underpin the organisation and management of major events!

I hope you enjoy reading the contents of this newsletter and I look forward to hearing from you if you have any questions relating to the many projects staff from within the School are engaged with.

Alan Fyall, Head of Research
Email: afyall@bournemouth.ac.uk

Olympics 2012 and the South West: Potential Impacts? - continued from front page

and the displacement of resident and visitor spend if people are attracted away from one area to attend a more major event in another. Finally, the Post-Game Effects occur as a result of increased tourism activity and additional net exports resulting from the increased profile created by staging the event.

For the region as a whole there is also a window of opportunity to enhance the level of exports (goods and services) that may occur as a result of the raised profile of the region. This would depend upon the ability of the region to brand its products and services and to 'sell' this brand on the tide of raised profile. The problem in providing reliable estimates for the South West region (or even on the local area of Weymouth and Portland) is that the 2012 events are not comparable with the events that took place in Athens, Sydney or Barcelona. The sailing events are to take place in Weymouth and Portland which is some

distance from the main events in London. The expenditure levels and patterns of participants may be markedly different to those exhibited elsewhere if they are to be 'housed' off-shore and the nature of tourism in the local area is significantly different in terms of the typology of tourists to those that would normally travel to a major conurbation such as London, Athens or Sydney.

The study written on behalf of the SWRDA outlined the impacts experienced by a variety of destinations as a result of hosting the Olympics and the nature of those impacts in terms of magnitude and time. The data relating to the likely impact for Weymouth and Portland and the South West region as a whole is extremely coarse and variable. For instance, attendance levels for spectators range from 10,000 – 500,000 per day. In addition to the main events, there is also the Paralympic Games which will include 3

sailing events in 2012. The 500,000 figure is difficult to accept and estimates of between 15,000 – 25,000 were used to look at the likely impacts. Using these parameters together with estimates of staying and non-staying visitors, the likely additional spend in the local economy during the event itself would be between £4.9 million to £8.6 million. To this figure it would be necessary to add participant and official spend within the local economy, the value of increased exports and the displacement effects of investment and visitor / resident spend. The research attempts to provide parameters for these additional variables but also recognises the broad corridor of impacts that may occur, urging additional research to inform planning.

For further information on the contents of this study please contact

Professor John Fletcher at
jefletcher@bournemouth.ac.uk.

Knowledge Transfer Partnerships Business Development News

Research and Consultancy

A project has recently been completed for the Learning & Skills Council (LSC) and Skillsmart Retail with regard to the feasibility of setting up a retail foundation degree in Bournemouth in conjunction with major retail companies and Bournemouth & Poole College. David Kilburn has also applied for an LSC funded project in conjunction with the Dorset and New Forest Partnership.

Tenders have recently been submitted for eMarketing consultancy work for SIS Solutions, a software company based in Parkstone, Poole and a marketing strategy consultancy intervention for SPOCE, a financial training company again based in Poole, Dorset.

Funded by the LSC, basic food hygiene courses are now being delivered in Dorset and Hampshire to ethnic minorities while a marketing strategy is being developed for the West Hants Water Company.

Key Note Speech

David Kilburn recently gave a key note speech regarding the power of networking to an away day audience at Dean Park, Bournemouth entitled 'Creating the Extended Team'.

Training and Development

Over 400 midwives from the Institute of Health and Community Studies, Bournemouth University are to be trained by staff from within the School of Services Management in basic food hygiene for the first time in May 2006. This will then be an annual event organised by staff from within the School.

Business Networking

David Kilburn recently attended a Business Link Wessex evening event which was most productive while Jane Scott ran an exhibition stand at an International Trade and U.K. investment event at Bournemouth Football

Club in early March 2006. This was to promote KTPs to companies who are operating internationally. Jane and David also attended the annual Food and Drink event at the Bournemouth International Centre to elicit more leads for KTP schemes, consultancy and applied research.

For information on any matters relating to Knowledge Transfer Partnerships and Business Development please contact **David Kilburn** at dkilburn@bournemouth.ac.uk or **Jane Scott** at jscott@bournemouth.ac.uk.

Knowledge Transfer Partnerships

What is Knowledge Transfer Partnerships?

Knowledge Transfer Partnerships (KTP) is a DTI managed grant-funding scheme designed to enable businesses to grow by providing funding support (up to 60% of project costs) to develop an 18-36 month strategic project identified as critical to the future success of a company.

www.bournemouth.ac.uk/s2b

KTP benefits to businesses

- Government funding reduces the cost to the company of the KTP scheme.
- Typical outputs for businesses include increased sales/profits, improved systems and training, new products & services, developed & improved competitiveness.
- Free access to academic experts and facilities of Bournemouth University.
- A high-quality, specialist graduate (known as an Associate) is employed within the company to deliver the project over the 2-3 year period.
- Experienced KTP Management Centre manages all the administration of the KTP scheme.

KTP in the School of Services Management

The School of Services Management is one of several schools at Bournemouth University involved in transferring academic expertise for KTP programmes. The School has particular experience of working with the South West Food and Drink sector in the areas of marketing, brand development, and food safety and quality systems. If you are interested in finding out more about how KTP could help your business then please contact David Kilburn on 01202 965154 or at dkilburn@bournemouth.ac.uk. For further information about KTP please visit the website: www.ktponline.org.uk.

Case Study

Dorset Village Bakery (Fudges)

The company had largely grown through exploiting a product niche via a manufacturing sales orientation towards their growing number of retail partners. To adequately maintain and



develop business with their retail partners the company recognised the need to develop a more customer-based marketing-pull approach. The company's ongoing viability depended on this shift in marketing orientation which was the basis of the KTP programme.

The Scheme

The project aims were to evaluate software for Customer Relationship Management and to implement integrated systems in tandem with the development of a detailed Marketing Communications Plan. Based in Stalbridge in Dorset, Dorset Village Bakery Ltd (Fudges) is a family-run business founded in 1926. Its reputation for producing high quality bakery items using traditional recipes coupled with modern methods of production has earned the Company an enviable customer base, including leading multiples and specialist independent retailers.

'Fudges now has a very clear destination and a shared vision of how we are to get there. We would have no hesitation in recommending the scheme to any company who is serious about improvement.'

Steve Fudge, Managing Director

'The three parties involved in this project all benefited in learning and associated achievements. The company gained a new marketing focus and related systems expertise as well as positive commercial outputs. The associate gained invaluable focused experience and personal development in her first key marketing role. Whilst the university gained much applied learning and research awareness from working with a thriving and expanding local business. Win-win-win!'

**Charles McIntyre,
University Academic Supervisor**

'The KTP experience has been extremely valuable to my personal development. I gained excellent marketing and general business experience from the partnership and it has been very beneficial to my career. I would recommend it to other graduates looking to develop and progress their careers.'

Benita Schwanke, KTP Associate
www.bournemouth.ac.uk/s2b

Achievements of the KTP

- Increased profits.
- Customer and Consumer Research to form the basis of an Integrated Marketing Communications Plan.
- Re-launch of the company website: www.fudges.co.uk
- Re-design of company brochure.
- Presence at Exhibitions and Events.

New and Prospective Knowledge Transfer Partnerships (KTPs)

In recent months David Kilburn, Head of Business Development, has been highly proactive in securing four new KTPs which include Strainstall on the Isle of Wight and Sun Cottage Wholefoods who produce muesli and packaged nuts, and are based in Dorchester. This scheme is designed to implement an innovative business development plan, including marketing, production, logistics and national/European distribution to ensure substantial year-on-year revenue growth. It is of particular note that this proposal was alpha rated by the DTI, this the first time that Bournemouth University has received such a rating. In addition, a double scheme has now been agreed with Dorset Cereals with one partnership focusing on marketing and one on production.

around the centres ...

The Market Research Group

About us: The Market Research Group (MRG) is a full-service market research agency staffed with full-time researchers and equipped to handle large-scale, national-survey projects, and quantitative, qualitative, ad hoc and longitudinal studies. The MRG is able to draw upon the intellectual life of a university and its extensive network. There is a commensurate advantage to the School and University of self-funding live data, research and up-to-date case study material. The MRG has several areas of expertise, namely: local government and social research which uses innovative panel research techniques as well as conventional methods; heritage research which involves the largest heritage research programme conducted annually in the UK with a sample of over 40,000 respondents; tourism research, part of which involves the management of a market intelligence programme for a regional tourism partnership, and education research in all sectors.

The Market Research Group extends the research portfolio of the University beyond conventional academic research to offer academic rigour and knowledge transfer in areas of critical importance to various client organisations. The MRG is also home to the International Journal of Customer Relationship Management.

The immediate strategy to 2008 includes the growth of the areas described with the introduction of new and innovative data entry and reporting procedures and the extension of research provision into the health sector, police and legislative sectors, and more private sector provision targeting the retail and hospitality sectors. Key areas of research include:

Local Government and Public Service Research

- Range of clients in Dorset, Hampshire, Wiltshire, Berkshire, Norfolk, Surrey, Sussex, the Office of the Deputy Prime Minister, The Police, and Fire Departments.



- Developed panel methodology to provide for public consultation needs as well as ad hoc surveys.
- Scope for postgraduate study in the area of public service management.

Heritage and Arts Research

- Clients include the National Trust, English Heritage, independent visitor attractions, the Countryside Commission, County Archives and Record Offices, and Victoria & Albert Museum.
- Developed self-completion methodology as a viable data collection tool.
- Largest ongoing heritage research project with the National Trust which involves the completion of 40,000 questionnaires per annum.
- Annual survey of national leisure trends.

Tourism and Leisure Industry Research

- Clients include the Dorset & New Forest Partnership, South West Tourism, Tourism South East, Bristol Zoo, Bovington Tank Museum, Heritage Coast Research, and the RNLI.
- Manage market Intelligence and research function for partnership

- Annual programme of research and longitudinal research

Education and Training Research

- Clients include Dorset Education, Bournemouth Education, Poole, Surrey University, Birmingham University, Bournemouth University, Learning Action, Learn Direct, Dorset Arts, Norfolk County Council, and the TUC.

The Market Research Group has continued to expand its area of expertise and client base particularly in the use of scanning technology for data entry and electronic reporting for large-scale public consultation programmes. New clients include Primary Care Trusts, The Police, The Country Landowners Association and The Countryside Commission.

The Local Government Best Value Consultation cycle reaches a climax later this year and proposals are currently being prepared and presented in record numbers due to MRG's methodology being distributed to all authorities in the UK by the Cabinet Office as an exemplar of best practice.

Early in January the first results of the two year research programme conducted for The National Trust investigating visitor impacts on the landscape were released via the media. The response has been very positive with the research being extended to Northern Ireland and two other mainland regions this year.

Current ongoing projects include: Local Government

- Ongoing benchmark analysis for public consultation – the Office of the Deputy Prime Minister,
- Dorset County Council Panel 17 – Consultation of provision of public services – Health and Social Service
- Bournemouth Borough Council Tenants and Benefits Survey
- Bournemouth Borough Council Seafront Consultation
- Bournemouth Borough Council – Staff Smoking Survey
- Bournemouth Borough Council – Young Peoples Survey
- Bournemouth Borough Council – Land Changes Survey



- Bournemouth Borough Council
 - Waste Survey
- Dorset County Council – Teachers Survey
- Dorset County Council – Panel Survey 9 Local Services
- Dorset County Council – Business Survey
- Dorset County Council
 - Olympic infrastructure and services
- Dorset County Council – Staff Action Survey
- Dorset Police – Policy Group Survey
- Dorset Police – Attitudes to Crime
- New Forest DC – Planning Services Survey
- Surrey Fire Service
 - Attitudes toward Safety

Tourism

- Dorset New Forest Partnership
 - Programme of research for various agencies involved with the partnership.
- Yellow Buses, Bournemouth
 - Views on public transport
- Jurassic Coast Forum
 - Visitor use and Interpretation
- Dorset County Council – Olympics – local community impacts and benchmarking study
- Salisbury Market Research
- Tank Museum Audience Research
- Country Landowners Association Game Fair

Heritage

- National Trust Visitor Survey 2006
- North Downs Visitor Impacts and Interpretation
- Surrey Wildlife Trust Research
- Cambridge County Council
 - Archives Research
- Family Guide Evaluation Research
- Bedfordshire CC Sites and Monuments Record Office Research
- NT UK Visits to the Countryside Research

For information on any matters relating to the Market Research Group please contact either **Steve Calver** at scalver@bournemouth.ac.uk or **John Brackstone** at jbrackst@bournemouth.ac.uk.



around the centres ...

International Centre for Tourism & Hospitality Research

About us: The International Centre for Tourism & Hospitality Research (ICTHR) is a leading international research centre that has undertaken tourism research in countries on every continent and is home to two international journals in the field of tourism; *Tourism Economics* and the *International Journal of Tourism Research*. Its primary focus over the past five years has been to develop accessible research results for tourism planners and policymakers. Undertaking planning, impact and marketing projects are likely to continue as the key areas of growth although MICE and Labour studies are also on the project portfolio. Projects have recently been completed for the South West Regional Assembly, London Development Agency, Government of Gibraltar, Commonwealth Secretariat, Bournemouth Borough Council, the Wiltshire & Swindon Economic Partnership and Country Landowners Association.

The continued strategy of ICTHR is to ensure that all projects contribute to RAE 2008 through the publication of refereed journal articles and the contribution to income generation for the School and the University. The recent successful bids for research fellowships with the Leverhulme Trust and the Government of Korea add to our research base and international profile, and it is hoped to capitalise on this strategy in the future by creating a wider network of collaborative research networks.

News

Professor Adele Ladkin, Alan Fyall and Professor John Westlake were invited speakers at the 'International Conference on Tourism Development and Planning' held in Patras, Greece in June 2005. Professor Adele Ladkin also served on the reviewing committee team for the 2005 ISTTE Annual Conference 'Architecting the future of tourism education' held in Chicago in October 2005.

ICTHR's Leverhulme Scholar, Dr. Cevat Tosun, conducted guest lectures at the London Metropolitan University and the Scottish Hotel

School at the University of Strathclyde during 2005. Dr Tosun was on the paper reviewing committee team for the 'International Tourism Conference: Perspectives in Tourism Marketing' organized by Mugla University, Turkey and the University of Valencia, Spain held in Mugla, Turkey in May 2005. He participated in this conference and presented two papers, one of which was co-authored with Alan Fyall. Currently, Dr Tosun, Professor John Fletcher and Alan Fyall are also editing a book 'Tourism Development, Planning and Practices: A Critical Perspective of Tourism in Turkey' which is to be published by Ashgate Publishing Limited in 2008.

Features

Why Do We Do This Job? Career Analysis of Tourism and Hospitality Academics

Professor Adele Ladkin and Karin Weber from Hong Kong Polytechnic University are currently undertaking research into career aspects of tourism and hospitality academics in higher education. In recent years there has been considerable growth in the number of tourism and hospitality courses, and demand has grown for qualified people to fill these jobs. Yet

despite much research on the demands and expectations of skills from industry on tourism and hospitality graduates, little is known about the people who teach them. This study aims to investigate a range of issues in the development of academics' careers

An on-line survey of tourism and hospitality academics was undertaken between January and March 2006, asking for information on career histories using the Memory Recall method. The paper version of the questionnaire was pre-tested for content issues and the final on-line survey was posted on a designated university website of one of the co-authors, and an email list was compiled from membership directories of various international tourism and hospitality associations and discussion lists. Following this an introductory email was sent to all tourism and hospitality academics on the email list, together with a link to the on-line survey.

We currently have 342 responses and analysis is underway. Thanks to all who completed our survey!

Professor Adele Ladkin,
aladkin@bournemouth.ac.uk

Leadership in Hospitality: What Makes an Effective Leader?

In conjunction with Alan Cutler, a leadership expert with his own company 'Leadership Talks', Professor Nigel Hemmington and Professor Adele Ladkin are currently undertaking research into what makes an effective leader in the hospitality industry. The research has the support of the HCIMA, and will take place in three main stages. The first stage began in January 2006 and took the form of a questionnaire-based survey to HCIMA Fellows. This questionnaire required them to nominate up to three industry leaders who they believe merit recognition for their leadership excellence, and also to give reasons for their nomination. This first stage of the research identifies a sample of leaders in the industry, and provides an analysis of what peers feel makes an effective leader.

The second stage of the research is to conduct interviews with a sample (approximately 15) of the leaders identified through the 'Sunday



Times 100 Best Companies to Work For', of which 25 were hospitality companies. The first of these interviews took place in January 2006, and six have been completed. The aim of these interviews is to discover how the leaders perceive leadership excellence and apply it within their roles. The interviews aimed to ascertain information from the leaders in the following areas: their perception of their own role as managers or leaders, and the difference between these two terms; where their leadership skills were learnt; what makes an effective leader; the effects of the environment on leadership approaches; leadership issues specific to the hospitality industry; future changes that require different leadership skills; and finally, advice for aspiring leaders in the hospitality industry. The final stage of the survey will be to undertake interviews with the leaders identified in stage one.

This takes the research away from the traditional approaches of exploring leadership excellence in terms of leadership styles, and places the emphasis on perceptions of leadership.

Professor Adele Ladkin,
aladkin@bournemouth.ac.uk and
Professor Nigel Hemmington,
nrhemmington@bournemouth.ac.uk

Commonwealth Tourism

ICTHR has recently completed a major project for the Commonwealth Secretariat in London which reviewed previous and existing interventions by the Secretariat in tourism and advanced a strategic framework for future interventions in the sector.

The Commonwealth Secretariat has been involved in supporting tourism in member countries for over two decades. Through technical assistance provided by the Commonwealth Fund for Technical

Co-operation (CFTC), the Secretariat has supported projects among member countries and regional organisations in the Caribbean, Southern Africa and Oceania. As the primary intergovernmental organisation within the Commonwealth Association, the Commonwealth Secretariat is in pole position to take an active lead in the development of tourism across member countries and seek solutions to develop economies in a sustainable manner.



around the centres ...

Led by Alan Fyall, the project involved site visits to the Caribbean and Southern Africa with a large number of interviews taking place with key stakeholders in the respective regional tourism economies. In addition, a number of senior staff were interviewed within the Secretariat itself as well as senior figures from other international agencies including the European Union, World Tourism Organization and the World Travel & Tourism Council. The objectives of the study were to: identify some of the relevant design and performance aspects of the Secretariat's programmes in the sector; identify the key areas and priorities which will have a bearing on development in the sector; provide suggestions for the development of a coherent and dynamic sector strategy or action plan for the Secretariat in the sector; and, recommend the most effective modalities for delivery of Secretariat assistance and an appropriate monitoring framework. The key findings and recommendations of this study can be found in the report '*Development of a Strategic Framework for the Commonwealth Secretariat to Support the Tourism Sector*' published by the Commonwealth Secretariat, '*Evaluation Series No. 77: March 2006*'.

Prior to the above study, Alan Fyall also wrote policy briefs for the two meetings held by Commonwealth Tourism Ministers' in Kuala Lumpur, Malaysia in 2004 and Abuja, Nigeria in April 2005. The inaugural meeting held in Kuala Lumpur explored: the relationship between tourism and the economy and the potential to strengthen linkages within the industry; the promotion of tourism and information exchange; tourism facilities and common security arrangements (including travel advisories); and, capacity building for sustainable tourism and quality services. The second meeting held in Abuja, was particularly timely in that it not only enabled the Commonwealth to further the advances made at the inaugural meeting, but that it brought together representatives of an industry and a number of countries that were impacted significantly from extreme natural disasters. Both policy briefs can be found at: <http://www.cpsu.org.uk/resource/publications.htm>

Alan Fyall, afyall@bournemouth.ac.uk.

Emerging Destination Management Structures in the UK

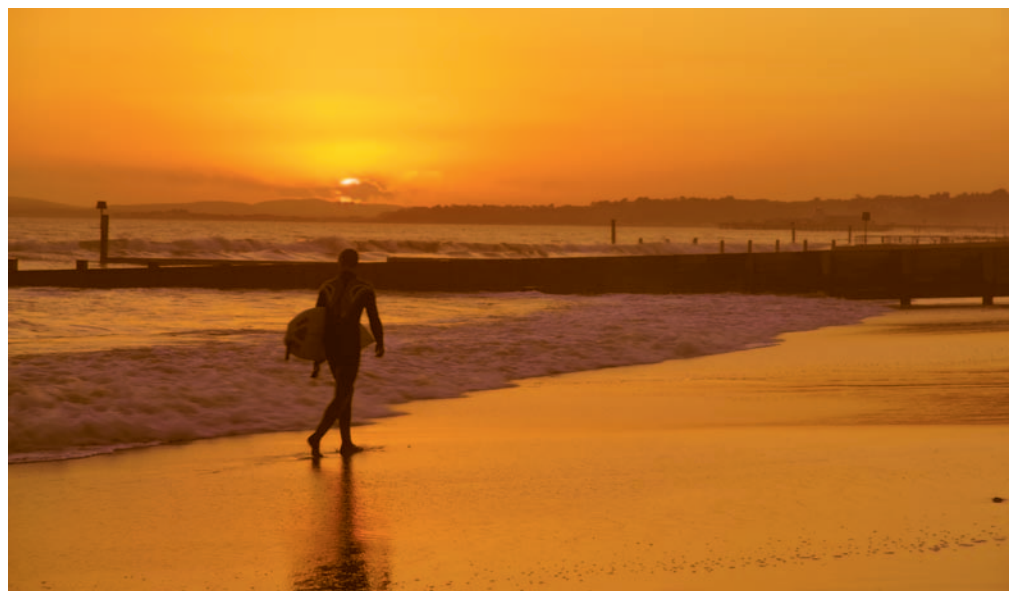
ICTHR has completed two projects within the South West of England which examined alternative destination management structures for Bournemouth (Bournemouth Borough Council) and the County of Wiltshire (Wiltshire & Swindon Economic Partnership). Both projects identified a number of forces at play in the external environment and highlighted a number of pressures at the sub regional and local levels that together are shaping the future organisation of the management of destinations across the UK. The devolution of tourism in the UK has clearly been an instrumental driver for change and in the context of the regional agenda across England continues to pose a number of quite significant challenges for the management of destinations.

For any destination in England at the current moment in time four questions predominate, namely: what functions should an effective destination management organisation carry out to give the maximum short, medium and long-term benefit; what is a reasonable allocation of resources to each of these functions; what is the most appropriate form and structure for any new organisation; and, what other models exist and what lessons can be learnt from other successful and failed partnerships?

To address the research questions set and meet the objectives of both clients a variety of methods were selected. Initial insights were

gained from a variety of secondary sources and conference materials. In addition, a large number of face-to-face and telephone interviews were conducted both internally and externally to the two destinations to elicit the strengths, weaknesses, opportunities and threats of both the management of the destinations and the destinations as tourism products themselves. To identify good practice and those factors deemed critical and desirable to the success of managing destinations in the future, a combination of face-to-face and telephone interviews and focus groups were conducted with a large number of managers of destinations across the country in addition to a selection of regional development agencies and regional tourist boards. In addition, a review of a number of recent studies was conducted to identify existing and future trends of the management of destinations in the international context.

One of the outcomes of the projects is the awarding of a fully-funded PhD scholarship offered by Bournemouth University for a project entitled the '*Development of an Evaluation Framework for Destination Management Structures in the United Kingdom*'. As was evident in both of the projects for Bournemouth Borough Council and the Wiltshire & Swindon Economic Partnership, the regionalisation of tourism structures across the UK has had a profound implication for the way in which destinations



are both managed and funded. The emergence of a new breed of larger, better-funded Destination Management Organisations (DMOs) at sub-regional level has changed the destination landscape considerably. The challenge in the medium and longer term is to make the new structures effective and sustainable. This project will review existing destination management structures across the UK, review existing measures and indicators of organisational monitoring and performance, and develop a framework which will enable evaluation of operational effectiveness and strategic impact. Further details of this project are available at:

http://www.bournemouth.ac.uk/thegraduateschool/phd_studentships/phd_studentships.html

Alan Fyall, afyall@bournemouth.ac.uk.

Publications

Recent publications originating from staff within ICTHR include:

Aas, C., Ladkin, A. and Fletcher, J. (2005). *Stakeholder collaboration and heritage management*, *Annals of Tourism Research*, 32(1), 28-48.

Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (2005). *Tourism Principles & Practice (Third Edition)*, Pearson Education, Harlow.

Fyall, A. and Garrod, B. (2005). *Tourism Marketing: A Collaborative Approach*, Channel View Publications, Clevedon.

Fyall, A., Garrod, B. and Tosun, C. (2006). *Destination marketing: a framework for future research*. Kozak, M. and Andreu, L. (eds). *Progress in Tourism Marketing*, Elsevier, Oxford, pp.75-86.

Fyall, A., Garrod, B. and Tosun, C. (2005). *Destination marketing: a framework for future research. Perspectives in Tourism Marketing: An International Conference*. Mugla, Turkey, May 2005.

Fyall, A. and Wanhill, S. (2005). *Attractions*. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (eds). *Tourism Principles and Practice (Third Edition)*. FT Prentice Hall, Harlow, pp.344-383.

Fyall, A. and Wanhill, S. (2005). *Intermediaries*. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (eds). *Tourism Principles and Practice (Third Edition)*. FT Prentice Hall, Harlow, pp.420-459.

Ladkin, A. (2006). *Conference Tourism*. Buhalis, D. and Costa, C. (eds). *New Tourism Consumers, Products and Industry: Present and Future Issues*. Butterworth Heinemann, pp.56-66.

Ladkin, A. (2005). *Careers and Employment*. Airey, A. and Tribe, J. (eds). *International Handbook of Tourism Education*. Elsevier Science, pp.437-450.

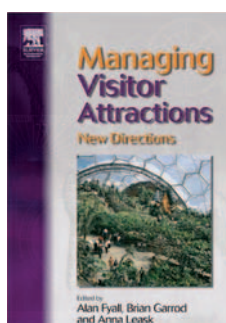
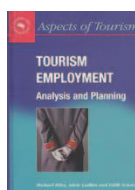
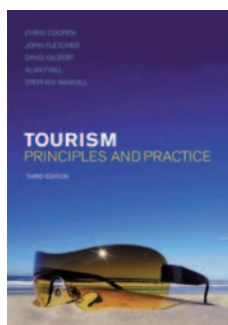
Ladkin, A., Fyall, A., Fletcher, J. and Shipway, R. (2006). *London tourism: devolution, disaster and diversification*. CAUTHE Australian Tourism and Hospitality Research Conference, Victoria University, Melbourne, Australia, February 2006.

Nilsson, P., Petersen, T. and Wanhill, S. (2005). *Public support for tourism SMEs in peripheral areas: the Arjeplog project northern Sweden*. *The Service Industries Journal*, 25(4), 579-599.

Tosun, C., Fletcher, J. and Fyall, A. (2006). *Turkey: EU membership implications for sustainable tourism development*. Hall, D., Marciszewska, B. and Smith, M. (eds). *Tourism in the New Europe: The Challenges and Opportunities of EU Enlargement*. CABI Publishing, Oxford, pp.270-287.

Tosun, C. and Fyall, A. (2005). *Making tourism sustainable: prospects and pitfalls*. Adaman, F. and Arsel, M. (eds). *Environmentalism in Turkey: Between Democracy and Development?* Ashgate Publishing, pp.249-262.

Wanhill, S. (2005). *The role of government incentives*. Theobald, W.F (ed). *Global Tourism (Third Edition)*. Butterworth Heinemann, pp.367-390.



around the centres ...

Centre for Land Based Studies

About us: The Centre for Land Based Studies (CLBS) undertakes research in relation to rural development and the agri-food chain. The majority of the research undertaken in the last five years has involved the development of and collaboration with European partners. It is anticipated that research activities in the foreseeable future will continue to build upon the potential of these international networks to attract further funding.

Features

Tourism in Turkmenistan?

Members of the Centre for Land Based Studies have recently embarked on their second EU project in Turkmenistan. The project is to develop a Tourism and Heritage Training and Research Centre with the Ministry of Sport and Tourism in Ashgabat. To date the project has involved several visits by members of School staff to Turkmenistan with the School of Services Management hosting visits from staff of the Ministry.

Developing the tourism potential of Turkmenistan, a semi-tropical desert country in Central Asia presents a number of significant challenges including the socio-political context of a country in transition after a century of Russian domination. The five 'stan' countries of Central Asia are among the least visited and least well known on the Asian continent. While images of 'The Silk Road' and 'Samarkand' may be of relevance to some largely 'third age' representatives of the populations of Western Europe these five countries are little more than poorly defined abstractions in that blank space that is the map of Central Asia for many.

In practice there are in Turkmenistan real and tangible assets upon which to build a viable modern tourism industry, these include a range of unique and in some cases spectacular historical heritage sites two of which are recognised as World Heritage Sites. This rich and diverse cultural legacy principally to be found in the Karakum desert, which covers 95% of the country, contrasts with the recent developments, at the instigation of the President, Saparmurat Niyazov, of cultural parks and buildings in the capital Ashgabat. These cultural contrasts are complemented both by a resurgence in the practice of Islam coloured by more ancient rituals and observances and the existence of small numbers of desert nomadic communities. In addition to these cultural assets the natural environments of the mountains that fringe the Karakum offer considerable tourism potential.



Identifying the strategies to address the challenges that face the tourism industry in Turkmenistan, as it seeks both to rebuild the networks used so extensively in the Soviet period while recognising the demands of the tourist in the Twenty First Century is one that is currently being addressed by a range of international agencies. These include the World Tourism Organization, UNESCO, OSCE and the European Union who are funding this initiative to establish a Tourism and Environment Research and Training Centre for Turkmenistan in Ashgabat. Such strategies are required at a number of levels and in different areas of tourism activity. The current debates include:



discussions as to the viability of developing ecotourism products to complement the rich cultural offer; whether or not to franchise the management of 4 and 5* hotels to international companies; the use of IT by public and private tourist companies, and the ways in which both classic sites and modern Ashgabat, the biggest surprise to many first time visitors, can be presented and experienced. Suitable training programmes are clearly integral to this process as is the development of a culture and practice of research. This is one objective of our activity, within the tourism industry which can relate to the research ethos, originating in the Soviet period and can still be found in the Government Ministries of Culture and Nature Protection.

Dr Jon Edwards, jonedwards@bournemouth.ac.uk.

Rural Tourism in Eastern Europe

Staff within CLBS have recently completed and reported on the OPTOUR Project – 'Opportunities and Barriers to the Development of Rural Tourism in Selected CEE countries'. This four-year research project, funded by the European Union's FP5 Research Programme (Policy strand), researched both the demand for and supply of rural tourism in the UK, Germany, Spain, Portugal, Bulgaria and Romania. The underlying hypothesis being that as rural tourism is more fully developed in existing member states the analysis of their experience coupled with a review of the current situation in Bulgaria and Romania would provide the basis for formulating development strategies for rural tourism in both countries. In addition, there exists the potential for extrapolating these strategies to other 'new' member states in Central and Eastern Europe.

Dr Jon Edwards, jonedwards@bournemouth.ac.uk

Phantoms at the OPeRA

Colleagues from three universities are collaborating to form a research network that will develop internationally-excellent applied research targeting ageing and rurality. As part of this, researchers in the CLBS are looking at a range of subjects including the thorny issue of inheritance, and its effect on the sustainability of rural businesses, families and society.

The universities of Bournemouth, Plymouth and West of England are working together on a proposal to develop an infrastructure to sustain internationally-excellent applied-interdisciplinary research in the South West, targeting ageing and rurality. The initiative is known as OPeRA, which stands for Older People in Rural Areas.

The South West is England's most rural region and at the same time has the fastest ageing population. This gives rise to a whole series of challenges and opportunities with regards to, not only the care of older members of our society, but also the ongoing realisation of their potential to contribute to society in a whole range of different ways.

Within this broad research area the team has chosen six cross-cutting themes with the dual aims of focusing research programmes which enable our regional research strengths and areas of high-level expertise, to be linked to particular societal needs and to drive forward research collaboration and enhance sustainability. The six areas are:

1. Economic and labour force implications
2. Health and social care
3. Housing, wealth and inheritance
4. Older people in civil society
5. Mobility
6. Technology

As previously indicated researchers in the CLBS are looking at, amongst other things, issues relating to inheritance, and its effect on the sustainability of rural businesses, families and society

Inheritance is a major issue for family businesses, which predominate in rural areas. Tensions relating to inheritance tend to be exacerbated by the fact that many of these businesses are micro businesses and are often land based, which has important capital implications.

This specific context gives rise to a series of particular needs. Individuals need support in order to make decisions. Researchers such as Matt

Lobley, at Exeter University, have alluded to the ghosts or phantoms of the past and the future, which haunt individuals and paralyse their ability to act. Within families there is often a need for mediation in order to manage familial tensions. There is also a need for good professional advice in order to retain capital within businesses given the way that current legislation, such as that relating to the Antrobus 2 case, seems to leach money between generations.

All these factors come together to create pressures that contribute to a range of health issues but in particular those relating to mental health. Organisations such as the Rural Stress Information Network and the Farm Crisis Network are actively engaged in helping to support individuals in a range of situations. Farming and Food Futures South West has a specific topic dedicated to rural stress.

For further information on this and other aspects of the work please contact **Sean Beer** at sbeer@bournemouth.ac.uk.

Publications

Recent publications originating from staff within CLBS include:

Edwards, J.R. (2005). *Passeios na natureza*. Novos consumos y neuvos productus, Instituto de Turismo de Portugal, pp.151-158.

Edwards, J.R., Moital, M. and Vaughan, D.R. (2004). *The impacts of Mega-events: the case of EXPO '98 – Lisbon*. Robinson, M. and Long, P. (eds), Tourism and Cultural Festivals and Events: Marketing, Management and Development. Business Education Publishers, Sunderland, pp.195-215.

Hewlett, D., Fyall, A. and Edwards, J. (2004). *Beyond the rhetoric of visitor management in transboundary protected areas: the case of Peneda-Geres*. International Journal of Tourism Research, 6 (6), 381-395.

Vaughan, D.R. and Andriotis, K. (2004). *The tourism workforce and policy: exploring the assumption using Crete as the case study*. Current Issues in Tourism, 7(1), 66-87.

Vaughan, D.R., Moital, M. and Edwards, J.R. (2004). *The use of electronic commerce by the Portuguese tourism industry*. Gouveia, L. (ed). Readings in Information Society. Universidade Fernando Pessoa Univeristy Press, pp.261-288.

around the centres ...

Centre for Foodservice Research

About us: A foodservice research centre was established at Bournemouth University in 1993 with a generous endowment from the Worshipful Company of Cooks of London. Originally called the 'Centre for Culinary Research', a variety of projects have been undertaken, primarily in the public sector and have included work in a number of hospitals, older peoples homes, schools, prisons and army barracks. Clients have included the National Health Service, National Audit Office, HM Prison Service and both the US and British Armies. In addition, commercial organisations such as the Compass Group have also used the resources and expertise available.

Members of the Centre contribute to a number of industry and academic panels. Professor John Edwards is a member of the Better Hospital Food Panel, chaired by Lloyd Grossman, and is co-editor of the *Journal of Foodservice*, an international journal published by Blackwell Science. Dr Heather Hartwell is a member of the Executive Committee of the Federation of Food Science and Technology, a member of the Editorial Board of *The Journal of the Royal Society for the Promotion of Health*, a member of the Examinations Panel for the Royal Society for the Promotion of Health, and Editor (Examinations) for the *Chartered Institute of Environmental Health*.

Now renamed the Centre for Foodservice Research (CFR) a number of projects are being planned and will be reported in future issues. In this issue, a consultancy project undertaken for the National Audit Office into the feeding of prisoners is discussed, along with a radio interview with Dr Heather Hartwell and Dr Philip Creed.

Features

Research and Consultancy

Nutrition and Healthy Eating in Prisons in the United Kingdom

Providing the opportunity to choose a healthy, nutritionally-balanced diet and equipping consumers with adequate knowledge so they

are able to make an informed choice, are essential when the food and meals provided are the sole or primary source of sustenance, as in prison.

The purpose, therefore, of this research, commissioned by the National Audit Office, was to establish whether the meals provided by the prison service enabled prisoners, to follow government guidelines on nutrition and healthy eating and the extent to which they do so.

Eight prisons, four male (category A, B and C), two female and two young offenders' institutes were randomly identified and each visited over two consecutive days. Data collection involved taking three days of cyclical menus, the institution's recipes and methods and standard or average portion sizes to calculate the mean nutrient provision for standard, healthy, vegetarian/vegan and Halal diets. Menus were also analysed to establish how well they conformed to the 'Balance of Good Health'.

Results show that, with the exception of some nutrients, prisoners have access to and are able to choose a nutritionally balanced diet and in the main do so. All prisons have attempted to make available meals and diets that conform to the Balance of Good Health model; however, in some prisons, this is hampered, primarily because menus have not



been annotated accurately; some dishes are not always as healthy as they might or could be; and prisoners in most cases do not actually understand what constitutes a healthy balanced diet.

The National Audit Office Report '*Serving Time: Prisoner Diet and Exercise*' was laid before Parliament on 9 March 2006 and is available at: <http://www.nao.org.uk/pn/05-06/0506939.htm>

Professor John Edwards,
edwardsj@bournemouth.ac.uk

News

Professor John Edwards organized the 5th International Conference on Culinary Arts and Science, 27 June-1 July, 2005 at Warsaw Agriculture University, Poland.

Dr Philip Creed has contributed, as consumer representative to the BSI Consumer Policy Committee, to the new International, European and British standard ISO22000 Food Safety Management Systems which has just been published.

Comment

Microwave Madness

'Do you know anything about microwaves' said Charles Elder our Press and Public Relations Manager, 'not much' I replied, 'you will do' said he and so started my media voyage to Radio Solent in the Southampton studios. The show was Jon Cuthill's magazine programme where he was doing a feature on the rise of the use of microwaves, Jon being a great advocate of such technology. I was joined by our expert Dr Philip Creed who has published widely on the topic of food service systems and who provided the 'science bit'. My role was to taste the food and as a nutritionist discuss the advantages or not of this mode of cooking.

Sales of convenience (microwaveable) dishes have increased by 55% since 1997 with 84% of UK households now owning a microwave. This trend has developed particularly in the 15-19 year age group due to the fast pace of life and a desire to refuel quickly. However, these types of food products are very high in salt and as a nation we eat far too much, 26 million people eat more than the recommended intake of salt each day. Although, most people are cutting back and sales of household salt have dropped by 10% per year, the target of 6g/day is not being met. Men eat approx 11g salt per day and women 8g salt per day. About 75% of the salt that we eat is added to processed foods during production. High salt consumption is a significant risk factor in developing high blood pressure, which causes or contributes to more than 170,000 deaths a year in England. The cost to the NHS of prescriptions for reducing high blood pressure is about £840 million a year, money that could be spent elsewhere. Studies show that reducing salt in the diet can lower blood pressure within four weeks.

Consumers should be encouraged to reduce their salt intake by checking the food labels and maybe by giving the microwave a rest occasionally. Did I convert our presenter? Probably not – did I have an enjoyable experience? most definitely yes. It gives a new dimension to the whole notion of 'facilitating learning'!

Dr Heather Hartwell,

hhartwell@bournemouth.ac.uk and

Dr Philip Creed, pcreed@bournemouth.ac.uk.



Publications

Recent publications originating from staff within CFR include:

Creed, P.G. (2005). *Quality and safety of frozen ready meals*. Sun. D.W (ed). Handbook of Frozen Food Processing and Packaging, Marcel Dekker, USA, pp.459-479.

Edwards, J.S.A. and Meiselman, H.L. (2005). *The influence of positive and negative cues on restaurant food choice and food acceptance*. International Journal of Contemporary Hospitality Management, 17(4), 332-344.

Edwards, J.S.A., Kowrygo, B. and Rejman, K. (2005). *Culinary Arts and Sciences V. Global and National Perspectives*, The Worshipful Company of Cooks Research Centre, Bournemouth University.

Edwards, J.S.A. and Hartwell, H.J. (2004). *A comparison of energy intakes between eating positions in a NHS hospital – a pilot study*. Appetite, 43, 323-325.

Edwards, J.S.A., Hartwell, H.J., Reeve, W.G. and Schafheitle, J. (2005). *The diet of prisoners: Prepared for the National Audit Office under contract no. 13115*.

Hartwell, H.J. and Symonds, C. (2005). *Catering for health: a review*. Journal of the Royal Society for the Promotion of Health, 125, 113-116

around the centres ...

Centre for Event and Sport Research

About us: The Centre for Event and Sport Research (CESR) represents a new venture for the School in that it seeks to build on the previous success of the MICE Research Unit and tap into the wealth of expertise that already exists within the School in the fields of events and sport. Led by Professor Adele Ladkin the early work of CESR has focused on the impact and legacy of major events with particular attention being given to the London 2012 Olympics and the local hosting of the sailing events in Weymouth and Portland. In this issue Richard Shipway summarise many of the events attended over the past 6 months by CESR staff in addition to providing an overview of his presentation given at the CAUTHE 2006 conference, held in Melbourne, Australia in February 2006.

Features

Olympic and Event-related Workshops

In November 2005, Richard Shipway and Alan Fyall attended an event organised by the Tourism Society held at the offices of Visit London entitled *'The Olympic and Paralympic Games: Optimising the Tourism Benefit'*. The key discussion points of the workshop focused on the leveraging of the benefits around Britain, branding and marketing, skills development and standards, quality and value, business tourism opportunities, and issues relating to organisation and communication.

Richard also attended an event organised by the Centre for Public Policy Seminars held in Sheffield, in December 2005. *'Olympic Legacy'* focused on several key Olympic agendas and featured presentations from Melissa Mean of DEMOS, Margaret Hicks from the English Institute of Sport, and the Rt. Hon. Richard Caborn, Minister for Sport, who explained the Government agenda and expectations of London 2012, concentrating on the tourism benefits and the cultural aspects of the Olympic and Paralympic Games. The minister was followed by Professor Lindsey Davies, the regional director for public health who debated the opportunities to maximise the public health and individual fitness

benefits for the whole nation. Chris Gratton from the Leisure Industries Research Centre continued to discuss the economic impact of the Games and how to measure the impact of the range of sport activities. Chris was followed by Martin Havenhand, Chief Executive of Yorkshire Forward. Martin explored the strategy and structure required to maximise a lasting economic and regeneration legacy across the UK. The final seminar session discussed what is likely to be achieved in the next seven years, and debated how all relevant stakeholders ensure that they stay on course and deliver a positive Olympic legacy for the whole of the UK.

Also in December 2005, CESR staff attended the event *'2012 - What it Means to You'* organised by the Dorset Chamber of Commerce and Industry. Held at the Bovington Tank Museum the aim of the event was to explore how Dorset companies may benefit from hosting the London 2012 Olympic and Paralympic Games. Guest speakers gave the national, regional and local view on the Olympics, and Dorset Business outlined what they hope to be doing to help local companies. Richard Shipway then attended a Regional Studies Association event in London on *'The Impact of the Olympics and Sport on Local and Regional Economies'*. This conference, which was held at Arsenal Football Club, sought to

provide a critical assessment of the role of sport in regeneration and discuss the factors that determine the economic and social return to sport and thus the contribution of sport to local and regional regeneration.

In March 2006, CESR staff attended the Sport England Southwest Regional Conference *'Playground to Podium'* held at Longleat, Wiltshire. The conference ran three separate workshops entitled *'Towards 2012'*, where delegates were invited to discuss the impact and legacy that the games might bring to the Southwest region. These sessions attracted a diverse range of delegates, with the underlying objective to debate how stakeholders can build a sporting legacy for young people in the region.

As part of the *'People, Places and Spaces'* cultural infrastructure strategy, Sport England Southwest is taking the lead role in developing a sporting events strategy for the South West region. With the added impetus of the 2012 Olympic and Paralympic Games, the South West is uniquely placed to make the most of its natural environment for sporting events. The *'Sports Events in the South West: Strategy Consultation'* which was held in Bristol, was the first step in deciding what the potential priorities should be for the region. The South West of England Regional Development Agency, South West Tourism, Sport England South West and Culture South West came together to drive this forward, and encourage input to make sure a future sporting events strategy for the region is developed in the right direction.



Finally, in March 2006 Alan Fyall attended the 'Host Cities: Education, Culture and Regeneration' one-day conference organised by the University of East London. This conference was particularly directed towards what universities in the UK can contribute to the London 2012 Olympics and coincided with the launch of a consultancy report produced by PA Consulting for London Higher entitled 'Identifying an Inclusive and Effective Structure for the Higher Education Contribution to the 2012 Olympic and Paralympic Games.

Although the 2012 Olympics are clearly along way off, the large number of events – as highlighted here – are indicative of the intense interest already generated. Although not established for the sole purpose of meeting the research demands of London 2012 CESR is able to offer expertise in a number of areas which include:

- Economic, environmental and development issues economic impact studies, displacement and additionality, carrying capacity and planning, environmental impact assessments, transport planning and sustainable development
- Tourism, hospitality and events issues destination branding, diversification and development, sports tourism initiatives, host community impact and perception studies
- Sport issues sport participation, healthy lifestyles, academic programme development
- Retail, marketing and branding issues logistical issues and managing displacement
- Food-related diet, healthy eating and behavioural change
- Experiential issues wider visitor, athlete and host community experiences

For further information on research opportunities relating to any of the above please contact **Richard Shipway** at rshipway@bournemouth.ac.uk or **Blake Ashwell** at bashwell@bournemouth.ac.uk.



CAUTHE 2006 – to the city and beyond... February 6– 9 2006 Melbourne Australia

In February, Professor Steve Wanhill and Richard Shipway both presented papers at the Annual CAUTHE (Council for Australian University Tourism and Hospitality Education) Conference, held this year in Melbourne, Australia. The conference is widely considered the foremost academic tourism and hospitality conference held in the Southern Hemisphere and was attended by academics and practitioners from all parts of the world.

Richard's paper, entitled '*Using the London 2012 Olympic and Paralympic Games to maximise Long-Term Sport Tourism Benefits*' analysed strategies and tactics to leverage sport tourism benefits, assessed emerging regional tourism strategies, and explained the potential economic benefits for sport tourism in the UK. The paper also outlined the varied and diverse range of stakeholders and potential networks involved in delivering the 2012 Games, and explained how the Olympic and Paralympic Games can create a sustainable regional tourism legacy for the whole of the UK.

During the conference, Richard also chaired a Special Interest Group discussion at Victoria University, which was attended by delegates with an interest in developing Olympic-related research connected with London 2012 Olympic and Paralympic Games. This preliminary meeting

with fellow academics from Australia explored potential research themes and identified gaps in previous and current research activity that could be taken forward in the context of the London 2012 Olympic and Paralympic Games. Since this meeting, and following subsequent discussions with colleagues overseas, the School of Services Management is hoping to engage in a series of exciting collaborative research projects in the areas of sport, tourism and events.

In summary, CAUTHE 2006 provided excellent opportunities to discuss research with both academics and practitioners alike and engage in debate on research, education and practice in the travel and tourism industry. The conference venue, The Sofitel Hotel, was of the very highest standard, as was the thoroughly enjoyable social arrangements and superb hospitality extended by the host institution, Victoria University.

The next CAUTHE Conference, '*Past Achievements, Future Challenges*', to be hosted by The University of Technology, Sydney and the University of New South Wales (UNSW) will be held between 11-14 February 2007 at the Manly Pacific Hotel, Sydney, Australia.

Richard Shipway,
rshipway@bournemouth.ac.uk

Across the School... People, Places and Publications



A Social Representations Perspective of Tourism and Transport in Purbeck, Dorset.

It is well established that visitors to rural destinations in the UK and other parts of Europe are very car dependent. This has resulted in a variety of initiatives to tackle subsequent problems. While there are some success stories transport impacts still pervade for residents and visitors in many destination areas. Most research is based on analysis of objective data on visitors' behaviour: where have they come from, how have they travelled and which attitudes might predict use of alternatives to the car? Few studies address the social assumptions that underlie travel behaviour decisions: a gap which this study aimed to address.

Janet's study draws on Moscovici's social representations theory. The aim was to explore how people use the social representations available to them to explain travel behaviour, how this shapes the behaviour patterns that emerge and the implications for sustainable transport management. Data were collected in the Purbeck area of Dorset using interviews with residents, travel diaries kept by visitors and a questionnaire survey at visitor attractions.

The findings demonstrate that people draw on pervasive representations of transport to justify their position as car users whilst lacking experience of alternatives. The notion of improved public transport playing a major role in traffic reduction is found to be somewhat debatable at rural destinations. However, other representations also exist where sub-groups have somewhat differentiated opinions and ideas. This suggests a route for socially-mediated change of the representation that might provide an opportunity for policy makers.

Janet Dickinson,
jdickinson@bournemouth.ac.uk



A Day in the Life of a Wildlife Tourism Researcher: On Tour with the Travelling Naturalist.

Baja California, Mexico: Whales and Birds in the Sea of Cortez

The purpose of this on-going research project is to contribute a deeper understanding of the benefits and the experiences of British tourists who regularly take part in wildlife holidays. The researcher, already a lifelong wildlife enthusiast, adopts a purely emic approach and embeds herself as 'one of them' and on the 'inside of the experience'. This is an excerpt from her travel diary from one of the tour groups she joined.

DAY 3: 7th February 2006

The time on the plane to Mexico is a good opportunity to scribe and reflect. Flying over Baja California is a breathtaking experience: a beautiful, red, mountainous, desert wilderness beckons beneath us. As we cross over the mountains into the Gulf of California, the land becomes neatly fringed by the deep blue, enigmatic Sea of Cortez. It is just like Steinbeck's description. I am by a window again and am overwhelmed by a sense of being very fortunate and privileged to be here. Lucky me!

On arrival at La Paz airport there are even more security checks. It is remarkable what the travelling public put up with in order to explore this extraordinary world. This is now two full days on the move and the tour group are still in good spirits. I am uplifted and excited by the emptiness of this region and of seeing La Paz, a low-rise, oasis in an otherwise inhospitable desert.

We make our way to the port to embark our expedition boat, the Don Jose. I fall in love with this quaint vessel immediately. As I climb on board I tap its hull and bond with its wooden structure (if you have ever

watched people board aeroplanes this is a very common human phenomena!!) Steinbeck wrote that a boat is an emotion and I know exactly what he means, when you think of a boat, you have a feeling of it, what it is like and what it feels like to be on board and this one is definitely for me. It is straight to my cabin for an early night.

As dawn breaks, the light levels rise over the harbour and La Paz takes on a sharper form. Previously secret mountain ranges emerge through the low cloud, highlighting the palm trees and the elegant masts of the slumbering yachts. Fish are jumping and the wildlife stirring. My first Magnificent Frigate bird soars overhead. This is an easy tour group to join; my fellow travellers are a friendly and jolly crowd with incredible travel biographies. They are a small group of general wildlife



Edinburgh, G8 and George Clooney

– LSA 2005 Conference

No, George was not at the conference, but he was in Edinburgh at the same time along with all the participants in the G8 protests and Live 8 Concerts. Caroline Jackson and myself arrived for the conference to be met with unprecedented scenes of security because Bush and Blair were in town as well for the G8 Summit

The theme of the conference was 'Beyond Economic Impacts' and we were presenting a paper titled 'Planning for Resort Regeneration: The Role of the Olympic 2012 Bid for Weymouth and Portland, Dorset'.

At the time our paper was accepted for the conference, we did not realise the significance of the timing of our presentation, to be the day after the results for the 2012 hosting were being announced in Singapore. This necessitated arriving in Edinburgh with two different versions of the paper prepared!!

On the morning of the 6th July, it felt like Caroline and I were the only two people

enthusiasts who are equally interested in heritage, culture and place as opposed to merely the species that reside there.

After breakfast we pull away early. Osprey (the best and longest view I have ever had); Herons; Egrets, Brown Pelicans, Brandt's Cormorants; all before we left the harbour. Then, only 15 minutes out, several Bottle-nosed dolphins made their presence known. What a wonderful start.

We watched the breathtaking and strange, enigmatic landscape slide by the starboard side. Apart from the noise of the engines, there is an expectant lull on the boat. We had spent two days travelling and now you could visibly see the group take deep breaths and unwind. This is, after all, their holiday. I too feel anxieties regarding research, writing, and seasickness drift away as the cool sea air caresses our faces.

After a short while we approach Isla Espiritu Santo and make our way to the Northern tip of the Isla de Partida, Los Islotes, where a colony of Californian Sea Lions lollop over the rocks; idly soaking in the sun. We gather our wetsuits and snorkelling gear and prepare to

watching the mute TV screen desperately trying to lip read Jack Rogge, who were keen for the London bid to be successful. We stood out in the crowd with our London 2012 'back the bid' flag waving. The celebrations were however short-lived with the events of the following day, which was the day on which we were to present our paper. A few last minute amendments to some of the text and we were on. Our presentation suddenly became the hot topic of the conference and received one of the highest attendances or could it have been because we preceded A J Veal!! He was gracious enough to tell us how much he had enjoyed our presentation.

The overall impression of the conference was that despite the extreme security measures that were necessary at the time, the conference was well attended, with delegates from all parts of the world but especially Australia and New Zealand. There were a wide variety of subjects discussed with some interesting keynote speakers and debates with members of several Scottish Arts Organisations. We even had a talk from the Scottish Minister, although we knew something was happening in London with the bid when the representative from the bid committee who was due to attend, sent along her deputy at the last minute. Many useful contacts were made for the future, except regrettably George Clooney's phone number!!!!

Debbie Sadd, dsadd@bournemouth.ac.uk.



enter the water to join the Sea lions. Luis takes us out on a skiff to the best place. From here I enter the water from the boat and journey into the diverse marine environment. There is always an exciting anticipation as my eyes meet the ocean floor for every sea is different.

I have snorkelled since I was a child and am a fairly strong swimmer, so I feel no fear. Nevertheless I make my way tentatively towards the Sea lions and feel unexpectedly nervous. Californian Sea Lions are big and so it is with some caution that I approach the area where they are. I am in the water for some time before one, then two, seals approach me. Their speed is astonishing, One minute they cannot be seen the next they are swimming around you in a figure of eight or coming

straight at you to peer through your mask. I hold my breath and dive down into the water to swim and play with them. One hangs in front of me, perfectly suspended in the water, looking at me cautiously in the eye. This eye-to-eye contact is strangely powerful. Then it turns around me and is gone for a moment. A mother and her fairly well-grown calf swim effortlessly by with the young calf staying as close as it can to its mother. It is only the young adolescents who are curious and who pay you any attention and some are clearly more curious and playful than others.

Eventually, it is time to enter the skiffs and make back to the Don Jose for lunch. We have smug looks on our faces and deeply felt smiles of contentment and exhilaration. Later on the boat, I ask Anne what it was about swimming with the Sea lions which was so fantastic. She thinks for a moment and said she 'was so glad that she had braved the cold as it wasn't to be missed'. 'It takes you completely out of yourself'. Yes, I agreed, so it does.

Susanna Curtin,
scurtin@bournemouth.ac.uk.

Across the School... People, Places and Publications

Local Bus Transport Competition!

Bournemouth University hosted a meeting of the Chartered Institute of Logistics and Transport (CILT) on Wednesday 29 March on the topical issue of local bus services. Following the recent sale of the Municipal Operator, Yellow Buses to Transdev, despite a bid from the Go Ahead group, the local group staged a debate 'This House believes that two bus operators are better than one!'



Derek Robbins CMILT, Senior Lecturer, School of Services Management, set the scene with a brisk journey through the history of public transport in the Bournemouth, Christchurch and Poole conurbation. A conurbation whose boundaries are invisible to the outsider but which can stir strong local passions and which

have left their mark in hindering effective integrated public transport over the years.

The motion was proposed by Marc Reddy CMILT, newly appointed Managing Director for First Devon & Cornwall. Marc argued that competition from two operators provided the impetus for efficient operations and for innovative services and cited examples from the area such as the dramatic improvements

Postgraduate Update

Seven PhD students from the School of Services Management attended the 'Progressing Tourism Research Conference' on the 30th - 31st of March.

Organised by the postgraduates of the University of Exeter and sponsored by the Geography of Leisure and Tourism Research Group, it enabled us to present papers in a relaxed but professional atmosphere. Like all conferences it gave us the opportunity to see other approaches in our field that we were less familiar with and the chance to gain some excellent ideas from other people's PowerPoint presentations. We also realised that facing the questions at the end of our talks was just the sort of practice we needed for our vivas. With that time in mind, some of us also 'assessed' potential external examiners and identified one or two that perhaps we would rather avoid!

The conference was extremely well organised and included a workshop, entitled 'Meet the Editors!'. Professor Adele Ladkin, who accompanied us, sat on a panel with three other editors to answer questions on publishing. Their honest and detailed advice was clearly appreciated by the audience. One unanticipated benefit of attending the conference was the chance for the full-time students to talk with colleagues from the teaching staff about each other's PhD research and to benefit from their knowledge. Similarly we all enjoyed meeting students from other universities and comparing experiences. We would thoroughly recommend that if another chance like this arises, that other students try to take advantage of it.

Dorothy Fox,
dfox@bournemouth.ac.uk

Great Western Research Success

Derek Robbins was a member of a successful collaborative bid for a Great Western Research Studentship (sponsored by the SWRDA). The rules for GWR studentships require a joint bid from two or more HEIs based in the South West region combined with significant match funding from the private sector. The successful proposal 'The Potential Contribution of Utility and Leisure Cycling to the Sustainable Development of Integrated Transport and Tourism in the South West' was jointly submitted with Dr. Graham Parkhurst, Senior Lecturer, The Centre for Transport & Society (CTS) at University of the West of England (UWE) and Dr. Ian Walker, Department of Psychology, Bath University. UWE will act as the host institution for the studentship with Dr. Parkhurst as the lead supervisor with Mr Robbins and Dr. Walker completing the supervisory team.

The main private sector partner is the train franchise operator 'First Great Western' with the Countryside Agency also contributing. The project addresses the development of sustainable, integrated transport and its relevance for the sustainable development of the tourism economy. The particular relevance to the Southwest arises in respect of the importance of leisure and tourist industries, and the value of the environmental capital

present in its landscapes, which emphasises the need to identify alternatives to the car.

The work will contribute to the theories of travel behaviour and tourism as they apply to cycling. It will create knowledge about key factors in cyclists' decision-making; of benefit for the region's politicians and planners in determining how to prioritise utility and leisure cyclists' needs, and for the tourism and rail industries seeking to develop markets.

The proposal builds upon the strengths of the 3 institutions. CTS is the largest transport studies group in the South West, with a particular concern for understanding the links between transport, society and lifestyles in the context of social and technological change. Bournemouth University is a major centre of tourism research in the South West, nationally and internationally while Dr. Walker has undertaken significant road safety research focusing particularly on the needs and experiences of vulnerable road users – pedestrians, cyclists, motorcyclists and children. All three supervisors have published research on cycling.

Derek Robbins,
drobbins@bournemouth.ac.uk

News

of frequency along Charminster Road, Bournemouth, where both operators are competing for business. He also pointed out that competing operators can produce integrated shared ticketing (within OFT rules) as in Southampton.

The motion was opposed by Chris Francombe CMILT, Transport Policy Manager for Poole with some 30 years' experience of transport planning in the South East Dorset conurbation. He argued that many benefits of competition such as lower fares and increased frequencies are short lived. He cited the example of Brighton & Hove where the Go Ahead group had taken over both local bus companies and the resulting integrated network show large growths in patronage.

Following significant contributions from the floor Peter Godwin (CILT Chair) then called for a final vote and this revealed that the house had accepted the proposition. A very successful evening with contributions from two very knowledgeable transport professionals!

Derek Robbins, [drobbins@bournemouth.ac.uk](mailto:d Robbins@bournemouth.ac.uk)

Caroline Jackson conducted an invited session on pedagogic research for the Higher Education Academy and Hospitality, Leisure, Sport and Tourism Network (HoLST) entitled "Visual representation in focus group research" with Lyn Bibbings of Oxford Brookes University, held at Oxford Brookes University on 6th December 2005. Caroline also conducted a workshop entitled 'Dyslexia: strength or weakness?' at the HEA FDTL4 & 5 Conference, Manchester, February 2005.

Caroline Jackson presented 'The experiential impacts of events' at the 'Festivals and Events: Beyond Economic Impacts' LSA conference held at Napier University, Edinburgh in July 2005. Caroline also jointly presented with Deborah Sadd 'Planning for Resort Regeneration: The Role of the Olympic 2012 Bid for Weymouth and Portland, Dorset'.

Chris Hall presented a paper at the Asian Forum for Business Education in December, on the role of food in the acculturation

process of international students. He also met the first head of a School of Buddhist Economics located at the University of Ubon Ratchathanee, Thailand.

The School hosted the prestigious Council for Hospitality Management Education (CHME) Research Conference at the Connaught Hotel, Bournemouth from 11-13 May 2005. Organised by the School's Crispin Farbrother, the conference included 25 speakers and over 60 international delegates representing academic institutions from Europe, Australia and Africa and Asia.

Lorraine Brown has been instrumental to the creation of a new university-wide research group in inter-cultural interaction. The aim of this new grouping is to bring together academics from across the University to collaborate on research and publications.

Professor Nigel Hemmington presented 'Hospitality – rising to the challenge' at The Annual Hotel General Managers Conference at The Jumeirah Carlton Tower in London in January 2006. Nigel also presented 'Hospitality – the best things in life are not things' at the Caribbean Hotel Association Conference in Miami, June 2005.

Publications

Recent publications originating from staff across the School include: Curtin, S.C. (2005). *Nature, wild animals and tourism: an experiential view*, Journal of Ecotourism, 4(1), 1-15.

Curtin, S.C. and Wilkes, K. (2005). *British wildlife tourism operators: current issues and typologies*. Current Issues in Tourism, 8(6), 455-478.

Dickinson, J. E., Calver, S., Watters, K. and Wilkes, K. (2004). *Journeys to heritage attractions in the UK: a case study of National Trust property visitors in the South West*. Journal of Transport Geography, 12(1). 103-113.

Hemmington, N., Bowen, D., Wickens, E. and Paraskevas, A. (2005). *Satisfying the basics: reflections from a consumer perspective of attractions management at the Millennium Dome, London*. International Journal of Tourism Research, 7(1), 1-10.

Lee, S., Kim, Y., Hemmington, N. and Yin, D. (2004). *Competitive service quality improvement (CSQI): a case study in the fast-food industry*. Journal of Food Service Technology, 4, 75-84.

Lugosi, P. (2006). *Between overt and covert research: concealment and disclosure in an ethnographic study of commercial hospitality*. Qualitative Inquiry, 13(1).

Morgan, M. (2004). *Quality and sustainability in established destinations: who pays?*. Theobald, W.F (ed). Global Tourism: The Next Decade (Third Edition). Butterworth Heinemann, pp.346-362.

Morgan, M. (2004). *From production line to drama school: higher education for the future of tourism*. International Journal of Contemporary Hospitality Management, 16(4), 91-115.

Robbins, D.K. (2005). *Quality assurance*. Airey, D. and Tribe, J. (eds). An International Handbook of Tourism Education. Elsevier Science, Oxford, pp.451-468.

Robbins, D.K. and Westlake, J. (2004). *Transportation*. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (eds). Tourism Principles and Practice (Third Edition). Harlow Pearson, pp.460-500.

Russell, M. (2005). *Marketing education: a review of service quality perceptions amongst international students*. International Journal of Contemporary Hospitality Management, 17(1), 65-77.

Wilkes, K., Brown, B., Rowe, J., Shobrook, S. and Tunbridge, I. (2004). *Designing the future: partnerships in practice*. Brennan, L. and Gosling, D (eds). Making Foundation Degrees Work. SEEC, pp.101-124.

forthcoming events

Writing for Academic Publication

Friday 16th June 2006,
Bournemouth University

On behalf of The Higher Education Academy Hospitality, Leisure, Sport and Tourism Network (HLSTN), the School of Services Management is soon to host a one-day workshop on writing for academic publication. The workshop will be led by Alan Fyall and Professor Nigel Hemmington from the School of Services Management along with Sally North, Senior Commissioning Editor for Hospitality, Leisure and Tourism with Butterworth Heinemann, Elsevier. The workshop will contain sessions appropriate for both novice authors and for those who are more advanced in their academic writing careers and who now wish to publish in quality academic journals, write books or undertake the challenge of an edited text! The day will conclude with a panel discussion whereby staff from across the School will be able to share their extensive experience of publishing with those attending the workshop.

Managing the Event Experience

Wednesday 21st and Thursday 22nd
June 2006, Bournemouth University

The Fourth AEME (Association of Events Management Education) Forum for Events Management Education is to be hosted by the School of Services Management on Wednesday 21st and Thursday 22nd June 2006. The forum will provide an opportunity for AEME members, and non-members, interested in events management education to join together and develop examples of ways of 'managing the event experience'. Examples of knowledge transfer and collaborations with industrial partners are especially welcome. The forum will include key presentations and workshops covering aspects of research, teaching, learning, assessment and placement. Delegates will be able to enjoy the 'Bournemouth Experience' on the evening of Wednesday 21st!

For further information please contact
Caroline Jackson on 01202 965123 or
cjackson@bournemouth.ac.uk.

Event Tourism: Enhancing Destinations and the Visitor Economy

Wednesday 10th and Thursday 11th
January 2007, Bournemouth University

The School of Services Management is hosting the above conference early in 2007 to advance the existing body of knowledge on event tourism and to explore further the contribution of events to the enhancement of destinations and the broader visitor economy. Themes will include economic, socio-cultural, and transport and infrastructure impact and legacy studies, sport event tourism, destination image and branding, destination management, Olympic research, mega event research, national and regional policy and planning, conceptual studies, and research methodologies to name but a few. The conference will blend industrial experience with academic knowledge with submissions eligible for publication in a special issue of the International Journal of Tourism Research to be published in 2007 and an edited text for a leading international publisher to be published in 2008.

Managing the Customer Experience

June 2007

The School of Services Management is hosting the above conference in the summer of 2007 to explore and advance understanding of the customer experience in a range of commercial environments including tourism, hospitality, leisure, sport and retailing. Themes will include researching the consumer experience, dimensions of the experience, managing the customer experience, the experience economy, imagineering for the emotion economy, marketing consumer experiences (experiential marketing), designing and delivering the experience to name but a few. The conference will include commercial experience with academic knowledge with submissions eligible for publication in a special issue of the International Journal of Tourism Research to be published in 2007 and an edited text for a leading international publisher to be published in 2008.

Further details on all events are available from
Blake Ashwell at
bashwell@bournemouth.ac.uk.

Key Contacts

Professor Nigel Hemmington
Head of School
School of Services Management
Email: nrhemmington@bournemouth.ac.uk
Tel: +44 (0) 1202 965017

Alan Fyall
Head of Research
School of Services Management
Email: afyall@bournemouth.ac.uk
Tel: +44 (0) 1202 965496

David Kilburn
Head of Business Development
Business Development Centre
School of Services Management
Email: dkilburn@bournemouth.ac.uk
Tel: +44 (0) 1202 965154

School Research Centres

Professor Adele Ladkin
Head, Centre for Event and Sport Research
School of Services Management
Email: aladkin@bournemouth.ac.uk
Tel: +44 (0) 1202 965584

Professor John Edwards
Head, Centre for Foodservice Research
School of Services Management
Email: edwardsj@bournemouth.ac.uk
Tel: +44 (0) 1202 965127

Dr. Jon Edwards
Head, Centre for Land Based Studies
School of Services Management
Email: jonedwards@bournemouth.ac.uk
Tel: +44 (0) 1202 965184

Professor John Fletcher
Head, International Centre for Tourism & Hospitality Research
School of Services Management
Email: jefletch@bournemouth.ac.uk
Tel: +44 (0) 1202 965163

Steve Calver
Head, Market Research Group
School of Services Management
Email: scalver@bournemouth.ac.uk
Tel: +44 (0) 1202 965225

For further enquiries relating to any of the contents of this issue of 'Progress', please contact:
Blake Ashwell
Business Development Officer (Research)
School of Services Management
Email: bashwell@bournemouth.ac.uk
Tel: +44 (0) 1202 965145