

**Bournemouth
University**

Extraordinary Experiences Conference:
Managing the consumer experience
in hospitality, leisure, sport,
tourism, retail and events



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PROGRESS

The Research Newsletter for the School of Services Management

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Inside this issue

**Knowledge Transfer
Programmes**
Page 2

PhD Summaries
Page 3

**Resource Guide to
The Impact of Events**
Page 14

**Hospitality studies:
opportunities or threats?**
Page 16

Editorial

Welcome to issue three of Progress, dedicated for the most part to the large cohort of doctoral students undertaking PhDs in the School of Services Management

From the sponsorship of motor sport to labour migration, wildlife tourism to destination marketing, and from community decision-making to farm diversification, students within the School demonstrate a considerable diversity

of interests and research experiences. Collectively they form one of the largest cohorts of PhD students in the areas of tourism and hospitality in the world. With support from staff across all five research centres, the students benefit from being members of a large and expanding community of research-active staff, with many staff serving as advisers to regional and national governments, international organisations and private sector companies around the world.

One of the areas of increasing research interest among both staff and students is the emerging area of experiences and experience management.

Building on the School's highly successful Event Tourism conference held in January, the School is soon to host the Extraordinary Experiences conference in September 2007 which sets out to introduce and debate the implications of these experience perspectives to hospitality, leisure, sport, tourism, retail and events. I hope you enjoy the contents of this third issue of Progress and that you are able to come and join staff within the School at our conference in September!

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Two Winston Churchill Fellowships for Services Management

Bournemouth University School of Services Management is awarded two prestigious Winston Churchill Fellowships!

Richard Shipway, lecturer in Sport Studies in the Centre for Event and Sport Research (CESR) and John Brackstone, Projects Manager in The Market Research Group, have both been awarded prestigious Winston Churchill Memorial Trust Travelling Fellowships.

Richard is to lead an Olympic-related project in Sydney, Australia. The project, entitled 'Using the Power of Olympic Sport in Education', will investigate possible educational

strategies that optimise opportunities associated with the Olympic and Paralympic Games, recognising the education value of the Olympic Games. The research findings will then be applied within schools, sports clubs and community groups in Dorset. Fieldwork for this project will involve consultations with teachers, schools, volunteers, sports coaches, community leaders and sporting clubs

continued overleaf >>



The School of Services Management is one of several schools at Bournemouth University involved in transferring academic expertise for KTP programmes

Two Winston Churchill Fellowships for Services Management

- continued from front page

>> in Australia, exploring the educational legacy of the Sydney 2000 Olympic and Paralympic Games. Research will look at the lessons that can be learnt from previous Olympic Games and then investigate how they can be implemented for the London 2012 Games, in order to inspire the youth of Britain, using the unique power of sport. The 2012 Games will be used as the pivotal motivating force. The project hopes to provide the opportunity to use the power of sport in an educational setting that can engage the many young people in today's society who may not normally have an interest in sport or education and who often feel excluded and isolated within their own

community or during their time in education.

This Olympic education project will try to use both the Olympic Games and Sport as a positive guiding force in society. Anyone interested in discussing potential involvement in this project should contact either Richard (rshipway@bournemouth.ac.uk) or Blake Ashwell (bashwell@bournemouth.ac.uk).

John applied within the 'Workers in Tourism' category for a 2007 Travelling Fellowship to the Winston Churchill Memorial Trust. The Fellowships are to enable men and women from all walks of life to acquire knowledge and experience

abroad. In the process, they gain a better understanding of the lives and different cultures of people overseas and, on their return, their effectiveness at work and their contribution to the community is enhanced greatly. Within his Fellowship John will visit Australia and New Zealand to look at the way they research and interpret tourism within academic, government and commercial organisations.

The Winston Churchill Memorial Trust offers Fellowships to British Citizens resident in the UK and from all walks of life to acquire knowledge and experience abroad. The Fellowship offers a unique opportunity to travel overseas

and explore areas of mutual interest. Many of the 4,000 Fellows have reported that the Award has opened doors that otherwise would have remained firmly shut. For many the experience has been truly life changing. The Trust is really 'inclusive' – the oldest Fellow was 80 when he successfully applied. Fellows come from all backgrounds and ethnic groups, and include those with disabilities.

For further information on the Winston Churchill Memorial Trust please visit www.wcmt.org.uk

Knowledge Transfer Partnerships

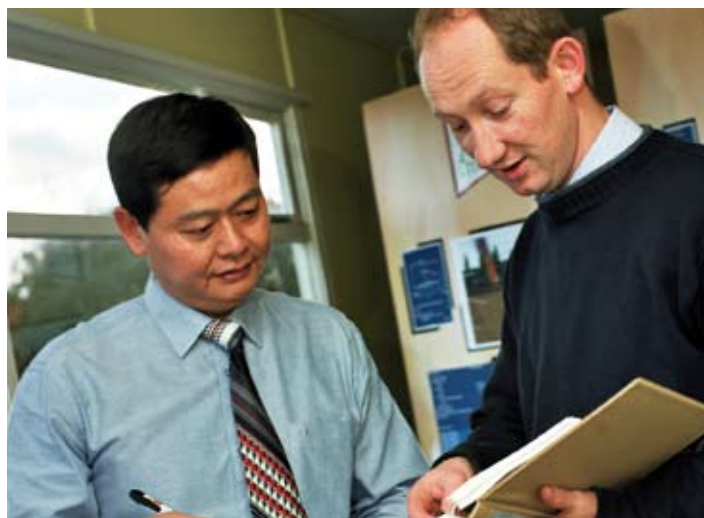
What are Knowledge Transfer Partnerships?

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 and services, developed and 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 +44 (0) 1202 965154 or at dkilburn@bournemouth.ac.uk. For further information about KTP please visit the website: www.ktponline.org.uk.

Extraordinary Experiences Conference

Bournemouth University, 3 & 4 September 2007

We are pleased to announce that a number of key note speakers have now been confirmed for the forthcoming conference Extraordinary Experiences co-organised with Breda University of Applied Sciences (the Netherlands) which is to be held at Bournemouth University, UK, this September.

In addition to Professor Nigel Hemmington and Professor Nick Johns from Bournemouth University and Professor Brian Wheeler, Diane Nijs and Koert de Jager from Breda University, we are delighted to confirm that



Professor Joe Goldblatt (Temple University, USA), Professor Brent Ritchie (University of Calgary, Canada) and Professor Conrad Lashley (Nottingham Trent University, UK) will also be in attendance at the conference and will be presenting a series of key note addresses on the theme of Extraordinary Experiences.

Experience management is seen as the way to remain competitive in markets where

global competition and internet technology have turned products and services into commodities, bought and sold on price alone. There is also growing research interest in understanding the individual consumer's experience, drawing on behavioural, sociological and ethnographical approaches. This conference aims to explore the implications of these experience perspectives to the management of hospitality, leisure, sport, tourism, retail and events. Abstracts have been invited from academics and practitioners which illustrate innovative thinking and practice in such areas as:

- Experience Management as a corporate strategy
- Designing and co-creating memorable experiences

- Casting and performance – the role of staff in experience-creation
- New holistic approaches to quality and satisfaction
- Analysing the elements of the consumer experience
- Stories, dramas, narratives, symbols and meanings
- Experiential marketing – appeals to the senses, emotions and values
- Ethical and sustainability issues
- Research methodologies
- Implications for academic curricula and learning methods.

If you are interested in attending in this conference please visit www.bournemouth.ac.uk/extraordinaryexperiences for further information and for conference registration or email bashwell@bournemouth.ac.uk.

We look forward to welcoming you to Bournemouth in September!

PhD student summaries

Social adaptation of Thai workers in the UK hospitality industry



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This research aims to investigate the social adaptation process of Thai workers in the UK hospitality industry.

The theoretical background of social adaptation is derived from both sociological and psychological perspectives; more specifically psychological well-being of immigrants (Lysgaard, 1955; Oberg, 1960; Jacobson et al., 1960; Sappinen, 1993; Ward et al., 2001) and acculturation theory (Ward, 1996; Padilla and Perez, 2003; Berry, 2005). Influenced by the nature of hospitality work e.g. long hour and low paid, these migrant's adaptation process may be different from other travellers

in cross-cultural environments such as international students, business expatriates or tourists. This research examines a theory of social adaptation and applies it to Thai migrant workers who work at Thai restaurants in the UK. The research will be focused on four areas: profiles on arrival, adaptation experience, the role of hospitality to the adaptation process and the perception of the host community.

The profile of new arrivals will include entry to the UK, reasons for choosing this specific destination and their expectations of their chosen employment. In terms of the adaptation experience the study aims to assess their situation, level/ type of adaptation, problems of work

and personal life, adaptation difficulties, their contact with the host community and their sense of belonging. In conjunction with the adaptation experience, the role of hospitality will be examined to see how this influences adaptation. Additionally, career motivation and satisfaction will be considered. The perception on host community will cover acceptance of the host culture, the feeling of discrimination, the difficulties in dealing with immigration regulations and the welfare system i.e. tax and healthcare. All of these factors will influence the migrant workers decision to stay. To understand the group preference, the influence of transnational agencies will also be investigated.

The research will be carried out by using a mixed methods (questionnaire and interview) technique. Thai workers will be examined in two different roles; those who are only migrant workers and those who have dual identities as workers and spouses of a member of the host country. The adaptation of these two groups is expected to be different to varying degrees. The main variables of adaptation for this study are concerned with the length of stay and career position. Other factors such as religion, previous work experience, the strength of national identity, social support, language skills and psychological traits will also be examined.

On the high street this change is most visible in rapidly growing ranges of organic and fair-trade food which is now clocking up annual sales of over £5bn a year in the UK

Williams et al. 2006

An investigation into the sponsorship of motor sport



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The research aimed to examine the evolution, reasoning for and the application of sponsorship in motor sport.

The original intention was to examine the subject historically and this was done initially. One of the findings was that the sponsorship of motor sport dates back to the late 19th century when vehicle manufacturers such as Renault used competition to sell their early motorised machines. So successful is the association with winning, speed and reliability as well as the glamorous surroundings that the concept has been maintained until the present day by many modern vehicle manufacturers. In examining the literature it became apparent that both car and motorcycle racing benefits from manufacturer sponsorship and a comparison of the two types of sport has been undertaken. As both sports have become increasingly televised, companies from outside the world of motoring have increasingly been attracted to the exposure, partly through celebrity endorsement, to a global audience. In some cases, and particularly for some products that are denied advertising elsewhere, (such as tobacco, alcohol and energy drinks), the sports have given an opportunity to circumvent some of the traditional marketing communications specialisms.

My research is nearing its end and is due to be submitted shortly.

Is green the new black?

A critical evaluation into the role of ethics in consumer fashion purchase decision making.



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Over recent years there has been a dramatic rise in consumer awareness and interest in environmental and ethical issues. On the high street this change is most visible in rapidly growing ranges of organic and fair-trade food which is now clocking up annual sales of over £5bn a year in the UK (Williams et al. 2006).

There is evidence that ethical considerations are impacting on a broad range of purchasing decisions including the purchase of clothing. The aim of this research is to identify the key factors that influence clothing choice, and to provide an assessment of the role of these ethical issues.

Early stages of the research have served to identify the key concerns of consumers when purchasing fashion. These have been found to include



'sweatshop' production processes and excessive chemical usage. Further research will employ a sequential mixed-methods approach using a large scale quantitative survey followed by a series of semi-structured qualitative interviews probing these aspects of consumer choice. Analysis of the data will lead to the development of a predictive model of behaviour which will be compared with the views

of fashion industry buyers to identify any 'Ethics Gaps' that may exist.

Very little research has been conducted in this area to date, and as such this study will provide significant new insights which will not only be of interest to consumer behaviour researchers, but will identify any commercial opportunities existing for the fashion industry.

Understanding garden visitors: The affordances of a leisure environment



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Visiting a garden in England is a traditional leisure activity that continues to grow in popularity. The study seeks to understand participation from several perspectives but principally addresses that of the visitor. It moves beyond the established approach of individual agency with its assumption of free choice to incorporate social-material agency. This requires a shift in theoretical perspective from the prevailing motivational theories to the emerging theory of affordance.

The research uses a mixed method approach consisting of two surveys (of residents and garden visitors) and two sets of informal conversations with residents and visitors to horticultural attractions. Analysing the participants' explanatory repertoires reveals the importance of the 'natural' environment of the garden as it offers opportunities for both relaxation and hedonism. However, inseparable from the 'natural' is the 'social' environment. The garden employees may afford some aspects whilst others are realised through the companionship of family or friends. Similarly, natural environmental features and social influences may prompt a visit or influence where it takes place. Furthermore the participants reveal the importance of temporal and

spatial considerations. The connections between, on the one hand, having a domestic garden, or an interest in gardening and on the other, participation in garden visiting were perhaps predictable, but the influence of the media and particularly the television on recreational gardening and the indirect consequences this has for garden visiting was less foreseeable.

The thesis concludes with a summary of the major findings and interprets them in the light of affordance theory. It discusses the implications of the findings for some of the key 'players' in garden visiting, in order to place the study within the wider visitor attraction environment and suggestions are made for future research that explore the issues raised.

Wildlife tourism

Tourist expectations, experiences and management implications



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An experiential view of wildlife tourism concerns the emotional and psychological benefits of taking a wildlife holiday, and provides a different and important understanding of a significant and growing market.

This doctoral thesis, therefore, focuses on a number of questions, namely: what is it like to be a wildlife tourist; what makes watching wildlife so enjoyable; how do wildlife tourists attend to and perceive wildlife; and finally what emotional responses does it provoke?

In order to identify and understand the different typologies and experiences of dedicated wildlife tourists, the researcher becomes a wildlife tourist herself in order to experience the phenomenon from the inside (an emic perspective). This, coupled with the analysis of on-site observations of wildlife tourists, personal field journals, narrative interviews and photographic diaries, enables the discovery of commonalities and idiosyncrasies of the wildlife consumer; thereby providing a much richer understanding of the experiential benefits sought by this market.

The researcher joined two wildlife tours which consisted of one week's bird watching to see the autumn migration in Andalusia and



ten days whale watching on board the Don Jose in Baja California. These were undertaken with the co-operation of The Travelling Naturalist, one of the UK's leading wildlife tour operators.

A number of important themes have emerged from the data; particularly how participants' 'love' of nature often stems from childhood influences and how being interested in wildlife transcends the mere holiday experience into the participant's everyday world by becoming entwined with the presentation and development of 'self'. Whilst on tour, the most noteworthy themes include what constitutes a memorable wildlife experience, the notion of wonderment, contemplation, and a feeling reminiscent of being at one or 'in flow' (Csikszentmihalyi, 1990) where time stands still. The benefits of going on an organised tour rather than as an independent traveller are also explored as well as how the wildlife experience is managed by the tour leaders and operators.

Consumer perceptions and experiences of relationships with organisations

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It has been recognised that the theory and practice of marketing has seen some fundamental changes in the recent past and is continuing to change considerably (Baker, 2003; Christopher et al, 2002). One response to the complexity of the marketing environment has been Relationship Marketing (RM) and Customer Relationship Management (CRM). Organisations seek to build relationships with their customers in order to enhance customer lifetime value to the organisation through loyalty and trust. Most companies view customer service as an obligation rather than an opportunity to set themselves apart. Despite this, the potential benefits of such relationships have been accepted, yet the implications of the customers' perspective have not been investigated and are missing from the current literature (Sigala, 2005).

Furthermore, CRM has been criticised for being over-conceptualised and weak empirically (Siagla, 2005) and even its appropriateness to all customers has been questioned (e.g. O'Loughlin et al, 2004).

This study aims to explore customer experiences and to identify consumer perceptions of their relationships with financial and travel

and tourism organisations. Hence the most appropriate approach for this study is that of an inductive nature. Therefore, the present study follows an exploratory approach using qualitative methods for data collection.

It was decided that two phases of data collection needed to be carried out to gather the necessary information to answer the research question. In the first stage of the research eight focus groups were carried out. These revealed ten themes in relation to how consumers perceive their relationships with organisations. The focus groups furthermore uncovered that the dimensions of relationships have not been taken into account fully in the current literature of RM. The second stage of the research involved in-depth interviews with consumers to explore in greater depth the ten themes identified in the focus groups.

Findings should raise awareness in that some consumers seem to have relationships at an emotional level with organisations and others at behavioural level. This is of particular importance to point out as some organisations may want to focus on either type of relationship only.

Tourism has become one of the most significant forces for change today

The role of small scale and medium size tourism enterprises in developing countries in sustainable tourism development

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The relevant literature on the research topic was explored to help develop the research proposal, and to understand the issues surrounding the research topic.

The structure of the tourism industry and its key players were reviewed, looking at the characteristics of each, and their significance in tourism development in developing countries. The debate between small and large businesses in terms of behaviour and impacts was also reviewed looking at the relative benefits, costs and risks of parties on their sustainable

tourism development endeavours. The dominant powers, and anticompetition behaviour of large businesses (multinational corporation/international tour operators), is enhanced through trends in international business, ie. globalisation, but the fragmented small business sector that dominates tourism often finds it difficult to remain competitive in the international

market place (Keller, 2005). Consequently, what often appears to be a normal commercial relationship in a developing country may actually be the result of a network of anti-competitive practices arising from a globalised and highly integrated tourism trading environment, dominated by a few suppliers in the originating tourism market (Diaz, 2001).

Some of the challenges faced by SMEs include finance, human resource problems, competition with international operators, and insufficient use of technology. The significance of SMEs in tourism are however emphasised by many writers, for instance Manuaba (2005) suggests that they act as resilient economic component of developing countries, as it absorbs a lot of man power, and Harrison (1992) illustrating that they are an important source of revenue for locals and industries. However,

more often, the negative effects of the industry have been said to have serious environmental impacts, affecting both the human and natural environment and socio-cultural heritage.

A case study on the proposed topic is currently going on in The Gambia, through a primary data collection process which includes sustainable business practices in terms of behaviour, awareness and understanding of sustainable tourism issues and what they mean for SMEs, structural influences within the industry, the community, the state and local government level, barriers faced by SMEs and how they can contribute to sustainable tourism development. Initial data is already collected between the periods of early February to April 2007 covering a wide geographical area in the country.

Developing authentic food services to support the development of tourist attractions in Ghana



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The research will critically evaluate the role of food services in the development of tourist attractions. Tourism has been, and continues to be a viable economic activity by which many countries are developing their economic standards. Developing tourist attractions and food services are clearly necessary aspects of these developments and continue to be of concern both to practitioners and academics. Africa, and particularly Ghana, is devising feasible ways of attracting visitors to experience the natural and culturally-based heritage sites in the country. The food service sector is an integral aspect in the development of tourist attractions many of which are currently undergoing a period of reconstruction. The research will critically evaluate the opportunities for and barriers to the development of authentic and viable food service outlets associated with visitor/tourist attractions in Ghana in order to enhance understanding of the role of food services and their impacts in the context of the development of viable tourist attractions.

The research proposes to use both qualitative and quantitative methodologies to identify the role of food service in the development of tourist attractions. Analysis of the results is expected not only to highlight the role of food services in tourist attractions development but also to identify alternative strategies for the development of food service operations associated with tourist attractions.

The research will fill gaps created in African tourist activities in terms of supplying food services at visitor attractions. It will also improve knowledge on Africa and the Ghana tourism activities for the consumption of the global industry and individuals.

The perceived role of stakeholders in a community based tourism



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Tourism has become one of the most significant forces for change today. Moreover, tourism has the ability to impact, both positively and negatively. Therefore, to maximise the benefits whilst minimising the costs, sustainable tourism should be ensured. One of the concepts at the heart of sustainable tourism development is that of equity, which can only be achieved when participation occurs and communities become involved in decision making.

During the last few decades, political and social situations in developing countries have been changing rapidly, and demands for community participation are getting stronger. Most decisions will eventually be taken by governments or specific authorities designated by governments. However, local community are not being consulted despite the fact that decision makers should consider using a multi-stakeholder approach as a tool in the decision-making process.

The real success of a festival is achieved through balancing different goals and expectations from various stakeholders, and their participation. As a result, the main goal of this research is to explore the perceived role of stakeholders' involvement in a community festival and their influence on the collaboration process. Therefore, this research will try to improve levels of understanding of different stakeholders' perspectives and their involvement in a festival.

Marketing Jordan as a tourist destination to Europe: Images as expressed by British and Swedish tourists



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Tourism image is critical to the success of any destination, but few image studies to date have focused specifically on either Jordan or the UK and Sweden, and none have analysed the image of Jordan as a tourist destination in either the UK or Sweden or the influence of religion as a constituent of that image.

The aim of this thesis, therefore, is to examine the image of Jordan as a tourist destination as it exists in the British and Swedish markets and to explore the influence of religion as a cultural attribute on the formation of that image.

A number of approaches were used to appraise the image of Jordan in both the UK and Sweden. Firstly, literature and statistics relating to Jordans international tourism were reviewed; then the role image plays was examined through an analysis of secondary sources and lastly, the images received by British and Swedish public were evaluated through qualitative and quantitative primary research. It was carried out in two stages using an organic/experiential questionnaire which focused on the effect of visitation on the image of Jordan held by British and Swedish tourists as well as the influence of religion as a constituent of that image.

A total of 910 questionnaires were filled and valid for analysis in both stages (496 Britons and 414 Swedes). The preliminary findings of the thesis show a few

number of differences between British and Swedish organic and experiential images of Jordan as a tourism destination.

From the marketing point of view the results reveal a strong awareness of the Jordan destination brand. There is also a favourable attitude to the brand 'Jordan' and most respondents showed good comprehension of the brand attributes and values. It is encouraging that 86% could give a specific image of the country and 50% could name one of its unique attractions. Perceptions of Jordan are more positive in Britain than Sweden, due to the closer historical links but in both countries a large majority of respondents rated Jordan highly in all the attributes in the survey. The results show that there is an influence of religious belief and practice on how Jordan is perceived by this sample of potential British and Swedish tourists. Those who admitted higher levels of belief and practice were more likely to rate Jordan highly as a tourist destination across a range of attributes, including historical sites, religious sites, beaches, scenery and natural beauty, nightlife, tourist information, accommodation, and cleanliness. Religion appears to be a more significant factor than the other cultural allegiances used as a control. The literature and primary research identified religious tourism as an important niche for future development. The findings of this thesis will contribute to the literature regarding Jordan's tourism destination image.

The involvement of communities in making decisions on local issues



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The involvement of communities in local decision-making is not a new concept derived from democratic and sound governance principles translated into human rights and exercised, at differing levels, in a variety of traditional democratic societies.

In the UK, community participation has traditionally been seen in public consultation for planning policy and development. However, in particular over the last decade, decisions previously taken by institutions alone are prescriptively being advocated to be informed by the public's needs and aspirations. Through this, the focus and use of consultation is extending to a variety of other disciplines and projects connected to local governance. Its use is legislated through White Papers, Acts and statues, often linked with funding initiatives, which reinforce the necessity and resulting actions, to include communities in making local governance decisions. Yet community participation is a highly contentious area and frequently results in low public participation response rates.

Research in community participation, has focused on issues with institutions such as skills, resources and political interference. From the community perspective, research has tended towards the quality of techniques and tools used to encourage participation and assumptions abound as to reasons why people do or do not get involved. Most commonly the label of apathy is used due to decreases in social capital. Nevertheless, although turnout rates in political participation has decreased, participation environmental lobbying groups has increased. This implies that rather than people being apathetic, they are apolitical and are choosing to be involved in governance in alternative ways or that environmental interests are increasing.

Confirmation of why people do or do not participate in local decision-making has not been found to date in the environmental context. As such, using an exemplifying case study approach based in a National Park, this thesis investigates reasons for public participation in decision making processes on local issues.

Through conducting this work, a gap in current knowledge will be addressed so as to affirm, negate or enhance current participatory approaches in the local area and potentially offer opportunities to refine processes so as to engage broad local community participation in local decision making.

“The open-air music festival is a strange and wonderful phenomenon of modern society which, when boiled down to the bones, consists of a large number of people milling around in a large field, sometimes in front of a band on a large stage”

BBC 2002

A construction of the live experiences of modern music festival goers



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“The open-air music festival is a strange and wonderful phenomenon of modern society which, when boiled down to the bones, consists of a large number of people milling around in a large field, sometimes in front of a band on a large stage” (BBC 2002). Despite their obvious (anecdotal) importance, there has been little published research on modern music festivals (as opposed to classical or jazz music festivals). It is estimated that there will be over 450 music festivals in Britain this summer (The Observer 2007) with millions of visitors. What experience do people have that go to these festivals?

To understand a person's construction of their experience, unstructured one-to-one interviews will be undertaken that will enable the subject to relive their experience by sharing their story/stories. Interviews “allow rapport to be developed; allow participants to think, speak and be heard; and are well suited to in-depth and personal discussion” (Reid et al 2005, p.22). The opening question is a ‘typical’ phenomenological question, asking subjects to “tell me about your experience of going to x festival”

To help the subjects remember their experiences and to ‘open up’ in the discussion, subjects will be asked to bring with them any



photographs taken during their visit to the music festival. This is using a photo elicitation technique, where the subject's own images will be used for the basis of their narrative (Pink 2001; Gauntlett 2005).

The data gathered will be interpreted and analysed to further develop an understanding of the event experience through an exploration of literature from the fields of consumer behaviour (e.g. Hirschman and Holbrook 1982), leisure studies (e.g. Watkins and Bond 2007) and tourism experience (e.g. Uriely 2005). Festivals generally last between two to five days and are temporary in nature. Is their influence on the individual as short-lived? How is the experience constructed by an individual, what rational and emotional response did they have as a result of the music festival and does it have any affect on their self-esteem and self-identity? Has the experience been so profound that they have been transformed in some existential way?

The experience of Polish migrants working in the hospitality industry in the UK



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The aim of this research is to examine the experiences of the Polish migrant workforce that have chosen to work in the hospitality industry in the UK.

The last EU Enlargement in May 2004 entailed large migration of the Polish population to Britain, resulting in ‘the largest ever single national group of entrants that the British Isles have ever experienced’ (Salt & Millar 2006). Although the sector has a reputation of being low-paid, low-skilled, requiring long hours and lacking clear career prospects, the industry attracts many Poles who find jobs in the

sector at some point in their lives – either temporary or permanent. The recent data from the Home Office (AMR 2007) suggests that many of the newcomers from Central and Eastern Europe work in hotels and restaurants in Britain, an industry that is perceived to be a major source of jobs to immigrants (King 1995, Bianchi 2000). Despite much academic interest surrounding the current research on the

Polish influx there is a need to explore their experience in the hospitality sector. The literature, coming from a range of disciplines, has discussed low-paid employment but has not focused solely on hospitality. This new pattern of migration raises some interesting questions. For example, are those jobs considered by Poles to be ‘low-status jobs’ as labelled by the British media? Why do they choose to work there? what are their perceptions of the jobs they have been doing? Are they prone to remain in

‘secondary employment’? Do they consider working in this sector a career path? Finally, what is the real capital they gain from jobs in the hospitality sector? By using mixed methods and Netnography (Kozinets 2002) as a pioneering method in order to analyse hospitality workforce experiences, this research aims to demonstrate some aspects of Polish experiences in the British hospitality sector and contribute to the understanding of migrants’ motivations when choosing this sector of employment.

The overall objective is the development of a conceptual framework that will guide the management of knowledge in the tourism industry of destinations

Networking and partnerships of tourism stakeholders, destinations, and bodies developing and providing knowledge and competence regarding tourism



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The contribution knowledge management can make to tourism destinations (Cooper, 2006; Xiao, 2006) is the focus of the research investigation.

The term 'knowledge' has been used for centuries, yet the literature on knowledge management is relatively new (Easterby-Smith & Lyles, 2003 and Ottoson & Bjork, 2004). As such, applying knowledge management to the tourism industry is also a new initiative. Based on this background, the research study seeks to understand the mechanisms of knowledge dissemination in the

tourism industry of a destination, how knowledge dissemination contributes to performance and how the dissemination and contribution of knowledge may be enhanced in the future? Such an investigation is ever more important since knowledge is a source of competitive advantage (Porter and Millar, 1985; Poon, 1993; Alavi and Tiwana 2003).

The overall objective is the development of a conceptual framework that will guide the management of knowledge in the tourism industry of destinations. Constructing this framework will involve the investigation of several

concepts including the nature of knowledge (tacit/explicit), knowledge mapping, knowledge domains, knowledge specialists, knowledge diffusion, knowledge embeddedness and knowledge acquisition and dissemination (Nonaka and Takeuchi, 1995; Drucker, 1998; Argote and Ingram, 2000; Von Krogh, Nonaka and Aben, 2001; Pyo, 2005; Beesley, 2005; Cooper, 2006). The research will investigate existing and potential knowledge networks at a tourism destination. These networks, both formal and informal, are based on combinations of individuals, tourism enterprises, the public sector, the voluntary sector and other organisations who specialise in knowledge

identification and transfer. In order to identify these 'knowledge nodes' the concept of the tourism industry as a system, as defined by Leiper (1979), will be used.

The research study makes an original contribution to our understanding of knowledge management in the tourism industry. It provides tourism officials with information that will build strategy to create not only learning organisations but learning networks, since knowledge transfer processes are well formulated. Thereby, the tourism industry will become more adaptable to the dynamic environment within which it operates (the tourism system).

Pluriactivity (Farm diversification) and the development and management of tourism on farms in South West England



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There are two main aims of this study: (1) to investigate the factors involved for the effective development of tourism on farms, and (2) to construct a model for farm tourism development that can be applied in future studies.

During the past 30 to 40 years the rural environment, and in particular farming, has undergone considerable change. Recently, these changes have become more evident and are now in many cases challenging the very ethos and viability of farms and farming enterprises. Pluriactivity has come to be seen as an essential component to securing the future viability of farms, and more widely, the future of rural economies. Diversification into rural tourism and the nature and role of tourism on farms has attracted much interest and has been given considerable credence by policymakers; so much so that it is often considered as the leading light in rural diversification.

The purpose of this research is to make a contemporary and significant contribution to this subject area by investigating the goals, objectives and performance of farm tourism enterprises. Initially, the study will provide a detailed literature review and background assessment of pluriactivity and farm tourism development in the U.K. This will be followed by a survey of farms involved with tourism enterprises in South West England, to explore the variety of issues relating to current activities and performance. In doing so, the survey will highlight the key factors for the successful development of these tourism enterprises and assess their effectiveness in bringing about successful, desirable and viable changes to the countryside.

Chinese urban residents' perceptions of the development of heritage tourism The case of the historical city of Hefei, Anhui Province



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Host perceptions of tourism development have been extensively researched over the past four decades. Nevertheless, the majority of previous research has investigated the residents' opinions of tourism development in rural settings in western developed countries. This study, which seeks to extend the research into China, widely regarded as a developing country, aims to critically examine the residents' attitudes towards the development of tourism and heritage tourism in particular, with particular reference to the historical city of Hefei in Anhui Province.

It is argued that previous investigations in tourism community attitudinal research have been predominantly descriptive, although a few theories have been proposed, among which, the 'social exchange theory' has been applied widely to a variety of communities. However, worldwide cases demonstrate that each theory has its own merits and drawbacks. None of the theories so far proposed have yet proven viable enough to provide a comprehensive theoretical framework for this area of study.

Set against this background, the two contribution of this study are that: (1) It represents one of the first studies of host perceptions of tourism development to be carried out in an urban community in a developing country. The findings will enhance our understanding of residents' attitudes towards tourism development from the perspective of a Chinese urban community.

(2) 'Social exchange theory' will be used to underpin this empirical research to examine whether or not the theory, which has been widely used in the tourism community attitudinal research in the west, is viable in explaining residents' perceptions of, attitudes towards and opinions of the development of tourism in China, a developing, non western, non market and different socio-cultural environment.



Sustainable tourism:

The role of interpretation in enhancing the visitor experience and raising environmental awareness, at a World Heritage Site.



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Interpretation is widely applied within the tourism industry primarily as a soft visitor management strategy, where traditionally, it might aim to develop understanding and meanings as well as cultivating a relationship between the visitor and the site, which in turn, might encourage appropriate behaviour from visitors. Beyond this, interpretation offers a range of benefits from on-site marketing, through an array of educational goals to opportunities for pure visitor entertainment.

The research within this PhD thesis will explore the role of interpretation in enhancing the visitor's on-site experience, as well as more specifically their experience on 'guided walks' at two environmentally sensitive areas on the 'Jurassic Coast' World Heritage site, in Dorset. The two sites under investigation are Lulworth Cove, West Lulworth and Durlston Country Park, Swanage.

The primary research associated with this PhD thesis will consist of two visitor surveys, one focusing upon the visitor experience, the other, more specifically upon the 'guided walk' experience. The main visitor survey is being conducted on a weekly basis between April and September 2007 and it is anticipated that it will yield upwards of 600 responses. The 'guided walk' survey, together with an 'experiential record' is being undertaken on thirty selected guided walks across both sites, throughout the same period.

As a result of this research, it is expected that the thesis will be able to discuss in detail the variety of reasons visitors have for choosing to view the 'Jurassic Coast', as well as exploring their expectations of their visit together with the actual activities they undertake whilst on site. The 'guided walk' survey will specifically reflect upon the visitors' experience and will thus inform the rangers on both sites about the nature of that experience, what aspects were enjoyed and what potentially could be improved.

Major sporting events, identity and solidarity: the social impacts of the 2008 European Football Championship - a longitudinal study



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The mainstream literature on social impacts of events predominantly provides a descriptive and critical approach.

In contrast, the approach towards exploring the social impacts of sport events on communities by drawing from the concept of social capital and its relationship with identity which defines how people are positioned in or outside social networks and how social capital is mediated appears immature. Similar to social capital, identity is conceptualized in many ways and linked to the idea of sense of community through the "we-feeling", which is described as "the consciousness of unity and feeling of solidarity" and perceived as a prerequisite for individuals within a community to cooperate and to develop solidarity.

Research on identity and solidarity in a sports event appears to be predominantly focused on one of these key concepts rather than setting them into relation to each other. Therefore, the thesis aims at exploring this interaction within a sport event context by conducting a study before and after the European Football Championship 2008 and its impact on the "we-feeling" and thus the identity and solidarity of the host community of the Swiss city of Basel.

The thesis will adopt a mixed methodology, encompassing a qualitative pre- and post-event exploration in form of semi-structured interviews with event organizers and public figures as well as a household survey among local residents.

The research project will generate new knowledge in the field of event management in a number of ways: Firstly, by developing a conceptual framework that depicts the interaction between the theories of identity and solidarity in the sporting event context and secondly, by conducting a study that allows the evaluation if and to what extent sporting events can impact on the "we-feeling" in particular and the identity and solidarity of the local community in general. The overall findings of the thesis will deliver information on whether staging events of the size and importance such as the Euro 2008 is desirable in terms of its benefits for community building.

Could urban regeneration policies become the 'fourth dimension' of the Olympic Movement, following on from the third dimension of environmental policy introduced in 1998 (Cantelon and Letters, 2000).

A study of the Olympic legacy of urban regeneration and the opportunities for London 2012



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The aim of this research is to identify commonalities from the urban regeneration legacies of previous Olympic Games, and in particular the plans for London 2012, and to develop a model of 'best practice' urban regeneration that can be generically applied to future games.

This study will be completed before the London 2012 Games occur but will emphasise the importance of pre-event planning and the pace of development that will escalate within the period of this study.

Hiller (2000), Chalkey and Essex (1999 & 2000), Olds (1998), Fayos-Sola (1998) and Hughes (1993) discuss the urban regeneration opportunities available from hosting the Olympics, each with a slant based on the city/country in question, with comparative studies that involve looking at more than two games at any time. All the games are unique in their own right but there are emerging commonalities, such as community involvement strategies.



Could urban regeneration policies become the 'fourth dimension' of the Olympic Movement, following on from the third dimension of environmental policy introduced in 1998 (Cantelon and Letters, 2000).

The research for this PhD will involve detailed, analytical studies of the urban regeneration projects from both Sydney and Barcelona Olympic Games. From these studies suitable questions will evolve to be raised through in-depth semi-structured interviews with key individuals involved within the planning stages of these games. There will also be interviews with key individuals involved in the planning of London 2012's urban regeneration, including representatives from the Olympic Delivery Authority and The Mayor of London's Office.

The anticipated findings will hopefully entail the amalgamation of all the 'best practices' that have arisen, combined with the initiatives being undertaken for London 2012, to develop the 'London' model of urban regeneration to be used as a template in the future and in addition develop a definitive classification of what is 'Olympic Legacy'.

Development of an evaluation framework for destination management structures in England



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Contemporary wisdom necessitates viewing the competition among destinations by focusing on the destination as a unifying and intimate factor of the tourism system, rather than focusing on the single aspects of the tourist product in isolation (eg. resources, infrastructure, services, hospitality) (Buhalis, 2000; Crouch and Ritchie, 2000).

Towards the enhancement of tourism destination competitiveness, the actors that manage the destination (public and private), namely the Destination Management Organisations (DMOs) play a critical role. These organisations (national, regional or local) are responsible for the management and marketing of destinations with a principal focus on enhancing the quality of the visitor's experience, and have traditionally been viewed as the catalyst for the long-term effectiveness of destinations (Jeffries, 2001; Holloway, 2006; Michael, 2007; Carter and Fabricious, 2006; Pike, 2004; Jennings and Nickerson, 2006; WTO, 2004). Thus, DMOs need to endeavour to develop strategies and implement operating actions that enhance their effectiveness and performance in order to offer the destination an advantage over its competitors.

A key determinant of the organisational performance of DMOs is their management structure, as it provides the organisational architecture that makes possible the application of the process of management and the successful accomplishment of strategic goals (Giaoutzi and Nijkamp, 2006; Mullins, 2002; Daft, 1983; Child, 2005).

This research studies the operational effectiveness of the management structures of DMOs in England. It looks closely into the determinants and performance indicators that relate to the operational activities and to the strategic implications of the management structures of DMOs. The study integrates an exploratory, as well as an evaluative character, using both secondary data (tourism and general management literature) and primary data (collected by in-depth interviews).

The ultimate aim is to develop a framework that will enable evaluation of the operational effectiveness and the strategic impact of the management structures of DMOs.



The role of the eating environment in hospital patients' food intake, mood and well being



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Malnutrition in hospital patients and its consequential economic costs are significant problems in many developed nations. Recent evidence confirms that the nutritional status of patients deteriorates further during hospitalisation. This slows down recovery, increases the need for drug intervention, results in more post operative complications and ultimately leads to an increase in the length of stay. The latest estimate of healthcare costs to be attributed to malnutrition in public health is £7.3 billion per year.

In the UK, more recently, action has been taken to address these issues, focusing on clinical practice, the intrinsic qualities of the food served and delivery systems. However, little research has been undertaken to identify what environmental stimuli provided in the hospital ward might positively influence the mood, food acceptance and nutrient intake of patients.

Several practical changes have attempted to improve this situation, including the Better Hospital Food programme, the piloting of 'Protected Mealtimes', the Department of Health Core and Developmental Standards in 2004 and the National Institute of Clinical Excellence clinical guidelines in 2006; notwithstanding, the problem continues.

It is increasingly recognised that the eating environment can influence the food and nutrient intake of patients. Good nutrition is essential for recovery and the return to optimum health with eating and drinking having a positive impact on the physiological and psychological well being of the patient. Eating occasions are influenced by a huge range of contextual variables; cultural, nutritional, psychological, sociological, environmental and physiological. Indeed, evidence suggests that altering social, temporal, environmental and hedonic variables can significantly influence the intake of nutrients

This project will critically evaluate if an "enhanced" eating environment provided on hospital wards affects the mood, well being, food acceptability and intake of hospital patients.

An investigation into the impact of tourism development upon socio-cultural change in Thai beach resorts in the perspective of local people: A case study of Lamai Beach, Koh Samui, Thailand



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Socio-cultural impacts have recently become an issue of public concern and debate. Apart from the obvious and visible effects on the economy and the physical environment, tourism can contribute to social and cultural changes in host societies. In reality, as with all impacts of tourism, socio-cultural impacts can be both positive and negative. As in other countries, Thailand has promoted tourism as a major source of national income. However, tourism has had some negative effects, not only at a national but also at a local level. In Thailand, most studies on the impacts of tourism have so far been restricted to economic analysis, and the subject of socio-cultural impacts of tourism has been under-researched.

The author has chosen Lamai beach, Koh Samui, in the south coast community of Thailand as a case study for the present investigation. Lamai beach represents a good example of Thai beach resort destinations because of its large-scale development and wide range of attractions on offer to tourists. Thus this research aims to investigate the impact of tourism development and socio-cultural change in Thai beach resorts from the perspective of local people: a case study of Lamai Beach, Koh Samui, Thailand.

In this study qualitative research will be undertaken. In order to generate data, the author uses focus groups, semi-structured interviews and participant observation as the main methods to gather primary data. A sample of the local residents in the area will be surveyed through the focus group and the semi-structured interviews in order to probe their personal perceptions, attitudes and (dis)satisfaction gained from their experiences of host-guest interactions and tourism development in the area, from which conclusions relating to socio-cultural change in the locality will be drawn in an attempt to answer the research question. Additionally, participant observation will be used to expand on the perceptions of some local residents', their attitudes and satisfaction levels related to socio-cultural impacts over a period of time.

Extraordinary experiences in foodie culture: A virtual ethnography



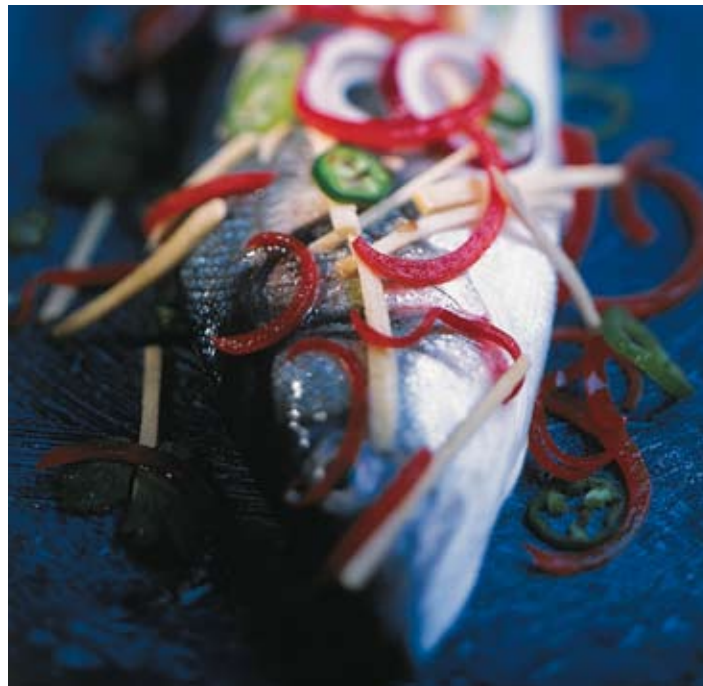
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Most research on eating-out suggests that it is a social activity first, and that the food itself is of lesser importance. This is particularly the case in the United Kingdom, where the remnants of a Protestant heritage has led to a “food-as-fuel mentality”.

There is, however, a segment of people for whom the food is the reason to dine in a restaurant. These people will book months in advance, or travel long distances, simply to eat a meal cooked by a particular chef, made with certain ingredients, or in a particular location. These people are known as foodies.

Many leisure-time consumption experiences can be described as serious leisure and involve both skilled consumption and the sharing of the experience with a community of like-minded people. This study aims to concentrate on a small group of foodies who are skilled amateurs, with knowledge that approaches that of the professionals they seek to emulate. The motivation for such leisure activities is a complex mixture of escapism, socialisation and self-actualisation, bringing to the fore the need to understand experiences, subjective meanings and the dynamic evolving processes involved in leisure consumption.

Research into consumer buying behaviour in leisure has tended to be dominated by positivist approaches. This study however follows the new consumer behaviour perspective of Belk, Wallendorf and Sherry which moves away from the traditional view of consumers as rational, cognitive information processors



towards an understanding of them as participants in a socially connected, emotional world of their own construction. In response to these factors, the overall model for the study will be a virtual ethnography or netnography, and the data will be analysed using discourse analysis.

The researcher will endeavour to look below the surface texts of foodie blogs, publicly available online journals that, in this case, detail the authors' extraordinary

restaurant experiences, and how they share them within the online foodie culture. The aim is to uncover structured patterns of action, allowing an understanding of the shared system of meanings in the foodie sub-culture or lifestyle.

Staff Publications and Conference Presentations

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Continued overleaf >>

News from around the School

Resource Guide to The Impact of Events Hospitality, Leisure, Sport and Tourism Network



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As the Event Management industry has grown it has emerged as an academic discipline with an increasing number of undergraduate and postgraduate courses. Event managers must consider the impacts of an event throughout each stage of the planning process and beyond. Event impacts also tax the minds of funding organisations and policy makers in order to justify public spending on events and to justify any negative externalities. The majority of bids for large-scale events such as the London 2012 Olympics are now won on the regeneration opportunities which hosting the event will offer. Thus, events management literature, especially in the academic journals, has tended to be dominated by studies of event impacts.

The guide aims to direct tutors, students and researchers to the key texts, journal articles and web-resources in order that they might unravel the diversity of event impacts and their interrelationships. Given the inherent research nature of assessing event impacts much of the literature on this topic is based in research journals rather than text books. Therefore the content of some of the material listed in the resource guide may be more appropriate to final year undergraduate and postgraduate students rather than first and second year undergraduates. However, many of the standard events management text books cover event impacts. These texts are listed at the start of the bibliography and provide an accessible resource for undergraduate students.

The study of event impacts has been driven by a need to examine the positive and negative impacts



of holding events in order to justify public spending on events (Faulkner et al, 2003) and a need to leverage the best possible benefits for communities that host events, often termed the legacy (Ritchie, 2000). To date the event impact literature is rather piecemeal (Faulkner et al, 2003). As events themselves are often one-offs, so too are the studies of event impacts so a solid body of comparative evidence has been slow to develop. Studies are applied and economic analysis dominates. Given the difficulty of comparing different cases and a tendency to predict economic impacts rather than undertake confirmatory analysis after events have taken place, there are various claims to the reliability or otherwise of economic impact studies and methodologies (Chalip, 2004). This is being addressed in more recent work with economic impact studies coming out in the months following the event. The negative impacts and the unequal distribution of benefits are also less commonly explored (Hiller, 1998).

While much of the literature focuses on economic benefits, many authors (for example,

Carlsen and Taylor, 2003; Fredline et al, 2003) suggest more research is needed on the social, physical, environmental and tourism impacts of events and their interrelationships. To this end there have been various attempts to develop an event impact evaluation framework (for example, Hiller, 1998; Ritchie, 2000; Faulkner et al 2003). The work by Ritchie, on the Calgary Olympics (Ritchie, 1984) is the earliest and most commonly cited example. This guide sets out the key frameworks used to analyze event impacts and guides readers through the range of impact analysis topics. The most recent literature indicates a new focus is emerging with an emphasis on leveraging positive benefits of an event (Chalip, 2004; O'Brien, 2006). This growing body of knowledge draws more on qualitative studies to analyse the equity of benefits and to explore the most productive strategies for enabling host communities to benefit from an event.

Janet Dickinson and Richard Shipway are based in the Centre for Events and Sport Research (CESR) in the School of Services Management, Bournemouth University. They teach on undergraduate and postgraduate programmes in leisure, tourism, sport and event management. Their current research is focused on the leveraging of benefits from major events with particular attention being given to the London 2012 Olympics and the hosting of the sailing events in Weymouth and Portland.

[www.hlst.heacademy.ac.uk/
resources/guides/
impactevents.html](http://www.hlst.heacademy.ac.uk/resources/guides/impactevents.html)

Staff Publications and Conference Presentations continued ...

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Continued on the next page >>

“This fantastic opportunity is putting Poole and Dorset firmly on the international map as a premier UK cruise destination”

Bruce Grant-Braham,
Senior Lecturer in Services Management

Seatrade Cruise Forum 2007, 25-26 April, Dorset

Bruce Grant-Braham

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The Seatrade Cruise Forum is a biennial event that brings together senior cruise company executives and delegates from ports, local authorities, shore excursion companies, tourism bodies and visitor attractions, for two days of concentrated discussion and information exchange. The cruise companies are looking for new ports to visit and hinterlands for their customers to explore, whilst the ports and their partners are promoting their commercial, cultural and leisure attractions to the decision makers in this global industry.

The Forum took place at the Royal National Lifeboat Institution's new headquarters and training centre in Poole. His Royal Highness The Earl of Wessex, accompanied by the Lord Lieutenant of Dorset, joined the visiting cruise executives

at Weymouth for a short cruise, hosted by the Chairman and Board of Portland Port, into Portland Harbour. The visitors took in views of the Jurassic Coast, traversed the waters to be used for the 2012 Sailing Olympics and saw the facilities of the Port itself. As part of the commemoration of the 25th Anniversary of the Falklands Campaign, in which the cruise ships Queen Elizabeth 2, Canberra and Uganda played such a prominent part, the Royal Marine Band attached to the Commando Training Centre at Lympstone, in Devon, performed Beat Retreat, a moving ceremony made all the more poignant by the presence of two delegates from the Falkland Islands, to which Prince Edward took the salute. The Forum ended with a Gala Dinner, at Minterne House, the family home of Lord Digby, whose ancestor was one of four

Dorset Captains to take part in the Battle of Trafalgar.

Bruce Grant-Braham, Senior Lecturer in Services Management and Chairman of Poole Tourism Partnership, said: “This fantastic opportunity is putting Poole and Dorset firmly on the international map as a premier UK cruise destination. The growth in this market over the last few years has been phenomenal as more people look to avoid flying and stay closer to home. The smaller style ships we are aiming to attract provide the luxury and intimate feel of a boutique hotel and have an exceptional reputation for quality and service which make them a very natural association for Poole. And with Europe's largest natural harbour there is no better introduction to the Jurassic Coast.”

Comments on Food Labelling



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As nutrition expert for BBC Radio Solent, I was called upon again, to comment on the topical issue of food labelling. The latest consumer survey (2006) published by the Food Standards Agency reveals that healthy eating is a key concern for consumers, with many people checking labels for nutritional information on a regular basis. Three fifths of consumers agreed that they would like to have more information about the food that they buy, with almost half saying that they find it difficult to know if a product is healthy from the label.

There is much confusion over two schemes being used, Sainsbury, Waitrose and Asda have all signed up to the Traffic Light system while Tesco, Danone, Kellogs, Nestle, Kraft and Pepsico have decided to use a monochrome system based on guideline daily amounts. The Traffic Light system has been criticised as being over simplistic for example dried fruit, olive oil, nuts, low fat spread

and breakfast cereals could be rated unfairly high while soft drinks with about 10g sugar per 100g would be viewed as not so bad and fibre is not mentioned at all. Conversely, % of guideline daily amounts evaluates the product on a portion by portion basis and allows industry to make health claims which although maybe true are difficult to understand within the totality of a day's diet. Conflicting preferences of consumers are based on ease of use, being fully informed and not being pressurised into behaving in a particular way – some regard reds and greens as too coercive.

Notwithstanding, understanding on-pack nutrition information in isolation is very different from understanding what this information means in the context of a weekly shopping excursion or composing a balanced diet. More research needs to be conducted in how nutritional knowledge will change or not purchase decision and dietary pattern.

There is widespread interest for nutrition information on food packages and consumers generally understand the link between food and health however, the degree of interest varies across situations and products. Hopefully, listeners went away with a little more knowledge and until the next 'ask a nutritionist' I will resume my day job.

Staff Publications and Conference Presentations continued ...

Calver S., Johnston N. (2007), *National Trust Visitor Segmentation*, Annual Conference of Visitor Services Managers, Heelis House, Swindon.

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Morgan M. (2007), *Making Space for Experiences*, Society of Property Researchers Forum, Hanover Square, London, 20 February 2007.

Hospitality studies: opportunities or threats?



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Reflections on the Association of Social Anthropologists Annual Conference and the Council for Hospitality Management Education Research Conference

Hospitality research is going through an exciting but turbulent period. Recent years have seen the emergence of a growing body of work on hospitality that reaches beyond the narrow confines of business and management. Hospitality studies, as it has come to be known, encompasses the work of anthropologists, historians, sociologists, philosophers, geographers and hospitality management academics who draw on social science in their research. This year I was lucky enough to be involved in the organisation of two events: the Association of Social Anthropologists Annual Conference (ASA), and the Council for Hospitality Management Education Annual Research Conference (CHME), which have highlighted the aspirations and concerns of academics working in this area. The Hospitality, Culture and Society panel at the ASA provided a unique opportunity for anthropologists and researchers working in management or business schools to examine the ways in which notions of hospitality can help make sense of the working dynamics of societies. The panel discussions made it clear that interrogating cultures through hospitality sheds light on a series of related issues including identity, performance, ritual, group, space, boundary, inclusion and exclusion. The prevalence of global hypermobility, increasingly dynamic patterns of migration and growing levels of intercultural contact mean the issues surrounding hospitality are more important than ever.

Hospitality studies, and anthropological studies in particular, provide crucial insights that can help us to make sense of our mobile world. Studies of hospitality provide important information for commercial agencies struggling to engage with evermore fickle consumers in search of new and exciting experiences. However, the social science tradition of hospitality studies also forces academics to question the validity of commercial



agendas and the research that supports them. This potential for intellectual dialogue, ethical concern and reflective practice has been viewed by some hospitality academics as the evolution of the subject area. Others, however, see this trend as a threat to hospitality management education and research. Several of the delegates at the CHME conference pointed to the dangers that such lines of inquiry pose for academics. Hospitality management researchers have fought hard to establish and maintain their intellectual credibility and industry relevance. Hospitality studies is seen by some as aimless conceptual meandering and self-indulgent navel-gazing that threatens this academic tradition. There is a danger that hospitality studies will become a divisive term, which divides existing research communities as much as it may help to form alternative ones. Nevertheless, it is clear that interdisciplinary research on hospitality will continue to thrive; and regardless of whether people see this as a dangerous schism or intellectual fragmentation, or as an opportunity for collaboration and intellectual growth, the existence of these debates reflects the maturation of hospitality research.

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