



Press Release from Bournemouth University

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BU shares tourism expertise

Tourism professionals can hear from experts from Bournemouth University's (BU) International Centre for Tourism & Hospitality Research which is hosting two separate events aimed at helping to boost the industry.

The third Advances in Tourism Marketing Conference (ATMC), which takes place from Sunday 6 – Wednesday 9 September 2009, will reflect upon and discuss the topical issues surrounding international tourism marketing.

The conference brings together researchers, policy makers and practitioners, who will explore, analyse and evaluate the state of the art in tourism marketing from an international perspective.

The Tourism Society's 'Tourism and New Media' event held at BU's Talbot campus on Thursday 24 September, will discuss the new trend of operating virtually, looking at how the tourism industry can harness 'virtual media', such as social networking, and the latest technologies to help market and promote tourism businesses.

This event will be chaired by BU Professor Dimitrios Buhalis, a leading e-tourism expert and Deputy Director of BU's International Centre for Tourism & Hospitality Research. He explains: "In an era when more destinations and tourism organisations are keen to attract travellers new media plays an even more important role for the tourism industry.

"The Tourism and New Media event will explore how new media will enable tourism and hospitality as well as organisations and destinations to engage in a proactive dialogue with their clientele and enhance their competitiveness."

Both events will be held at BU's Talbot Campus and further information is available on the BU events web page at <http://www.bournemouth.ac.uk/newsandevents/events>

Notes to Editors:

1. BU is the UK's Number One New University (first place among all institutions that became universities since 1992) according to The Guardian University Guide 2009 & 2010. (www.guardian.co.uk/education)
2. In the 2008 [Research Assessment Exercise](#) (RAE) BU is the 4th most improved university in the UK for the quality of its research (according to *Times Higher Education*).
3. In the Guardian University League Tables 2009 BU retained its position as number 1 in the UK for Tourism (including Leisure and Hospitality).
4. Further information about BU's International Centre for Tourism & Hospitality Research, based within the School of Services Management, is available at <http://www.bournemouth.ac.uk/icthr/>

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