



Press Release from Bournemouth University

11 November 2009

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BU's Tourism Frontiers celebrate 30 years of WTM

Bournemouth University's Tourism Futures Forum is celebrating 30 years of World Travel Market, the major UK and International travel industry event, with the theme 'Tourism Frontiers 3030'

Leading tourism academics and industry experts will join together at World Travel Market at London's ExCeL on Wednesday 11 November, to discuss the past and future 30 years of tourism.

Chaired by Dr Keith Wilkes Dean of BU's School of Services Management, the Forum will examine major trends in tourism demand and supply and explore the strategic changes that lead to the restructuring of the international tourism industry.

BU's International Centre for Tourism & Hospitality Research has organised the annual forum in partnership with World Travel Market and Travel Daily News to facilitate debate and discussion about key strategic changes and the successful response of the industry.

Forum Director Professor Dimitrios Buhalis, based within BU's School of Services Management, said: "The current volatile market demonstrates the key challenges and opportunities emerging for both tourism destinations and suppliers around the world.

"Tourism destinations and organisations need to learn from the history of tourism developments in the last 30 years and adapt to the realities, technologies and globalisation for the next 30 years. Clearly understanding the Economics of Tourism and ensuring the sustainability of resources will be two key challenges for the future."

Confirmed panellists include:

- Ufi Ibrahim (World Travel & Tourism Council)
- Philippe Rossiter CEO, Chief Executive - Institute of Hospitality
- Martin Brackenbury is President of the International Federation of Tour Operators

- George Drakopoulos SETE, Greece
- Kevin May Editor Tnooz.com
- Graham Cook Vice President Expedia EMEA
- Steve Endacott (onholidaygroup.com)

The Forum will meet in the London North Gallery Room 6, ExCeL, London on Thursday 12 November, and will be opened and addressed by the Secretary General of United Nations World Tourism Organization (UNWTO) Dr Taleb Rafai.

Notes to Editors:

1. Staged annually in London, World Travel Market is a vibrant must attend four day business to business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals.
2. 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)
3. In the 2008 [Research Assessment Exercise](#) (RAE) BU is the fourth most improved university in the UK for the quality of its research (according to *Times Higher Education*).

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