



## Newsletter No.1 (February 2016)

### INSIDE THIS ISSUE:

<i>Welcome from the Head of Department</i>	1
<i>EPSRC Balance Network</i>	2
<i>MSc Students join BU</i>	2
<i>Royal Geographical Society Conference</i>	3
<i>Honorary Doctorate for TUI chief executive</i>	3
<i>Keynote presentation</i>	4
<i>Student winners in ITT awards</i>	4
<i>Forthcoming fieldwork</i>	5
<i>International Partnerships</i>	5
<i>Students Hospitality and Tourism Societies</i>	6
<i>PhD student focus</i>	7
<i>Recent Doctorates</i>	7
<i>Focus on our research</i>	8-9
<i>Partnership with Merlin Entertainments</i>	10
<i>Student Prize</i>	10
<i>5th Annual Hospitality Conference</i>	11
<i>Forthcoming events</i>	11
<i>Recent publications</i>	12

### WELCOME FROM THE NEW HEAD OF DEPARTMENT

It is with a great sense of responsibility and passion for the subject area that I have recently taken over as Head of Department of Tourism and Hospitality. I am taking over from the capable hands of Dr Phil Long who established the Department in the Faculty of Management and led its development and great achievements. Phil will continue to support the Department on a part time basis.

A great team of 35 academic staff and 700 Undergraduate, Postgraduate and Doctoral students make us one of the biggest and most prolific departments in the world. We are developing our vision and mission further and our ambition is to be recognised as one of the top 10 Tourism and Hospitality departments worldwide by 2020. We are aiming for global excellence by developing further our academic and research reputation through external-facing, industry-engaged co-creation of theory and practice.

Our students are educated in an intellectually challenging but nurturing environment. They are encouraged to act as agents of change for the future global challenges and opportunities. We inspire them to develop their managerial skills in tourism and hospitality and empower them to exercise leadership worldwide.

What we do is always evidence-based, through cutting edge research by studying

tourism and hospitality in depth. Being one of the largest departments of tourism and hospitality in the world, we have expertise in many different fields to address issues in a multidisciplinary and multicultural way. We always aspire to drive the future innovation agenda globally.

We are proud of our close industry collaborations that enable us to co-create best professional practice through constant interaction and engagement. This enables our research and teaching to have great relevance and impact in the global marketplace allowing us to shape the future.

We welcome your involvement, engagement and interaction towards building a better Tourism and Hospitality industry globally.

Professor Dimitrios Buhalis



## EPSRC BALANCE NETWORK: "DIGITAL WORK-LIFE-BALANCE: 'GOING OFF THE GRID': CAN EMPLOYEES REALLY SWITCH OFF DURING TRAVEL?"

Dr. Barbara Neuhofer and Prof. Adele Ladkin will bring together academics, tourism, technology and HR professionals, students and the public at a one-day event on 9 March 2016, at Bournemouth University. The event will ask: "What happens if 'going off the grid' is no longer an option in our hyper-connected and work-centred lifestyles?" Leisure travel has traditionally had the purpose to switch off, refresh and restore body and mind. Due to digital technology, however, there is increasing evidence that people are no longer 'switching off'. This event aims to open a debate on changed work life balance realities in the digital age and the wider challenges and expectations towards connectivity of employees in the context of travel.

Free registration: <http://www.eventbrite.co.uk/e/epsrc-balance-network-going-off-the-grid-can-employees-really-switch-off-during-travel-tickets-19776981484>

- \* Date: Wednesday 9th March
- \* Time: 12:00 - 17:00pm
- \* Location: Bournemouth University, Talbot Campus, Kimmerdige House KG01
- \* Chairs: Dr Barbara Neuhofer, Prof Adele Ladkin



Dr. Barbara Neuhofer



Prof. Adele Ladkin

## MSC INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT

Our department welcomed international students starting an MSc in International Hospitality and Tourism Management this week with a field visit to the brand-new Hilton Hotel Bournemouth.

Led by Dr Barbara Neuhofer, MSc Hospitality Programme Coordinator, the students enjoyed a welcome reception and talk by the General Manager Cedric Horgnies. This was followed by a tour around the venue, a guest talk by Michael Best from WSET, and a networking and ice-breaker session over coffee and cake, where students had an opportunity to get to know each other.



## ROYAL GEOGRAPHICAL SOCIETY CONFERENCE

Dr. Jaeyeon Choe is organizing a panel session at the RGS annual conference, "Nexus Thinking", in London (30th August - 2nd September 2016). Her session topic is "Geographies of Religion and Spirituality: Beyond the 'officially' sacred". This topic is an extension of her passion, given her studies at California State University, Long Beach (MS) and the Pennsylvania State University (PhD) were based on spiritual/religious tourism.

This panel session aims to recognize how religious spaces are central to the lives of pilgrims, and how these religious spaces have meanings to tourists. Beyond the "officially sacred," this panel will explore the meanings of religious space to pilgrims and tourists so as to provide a blueprint for how work in the geography of religion and the field of religious tourism may move forward.

Please see the following link for more information:

<http://conference.rgs.org/Conference/CallForPapers/View.aspx?heading=Y&session=ad4515f4-a7c2-4105-b430-019c5c68b05a>



Dr. Jaeyeon Choe during her field study

## CHIEF EXECUTIVE OF TUI AWARDED HONORARY DOCTORATE BY BOURNEMOUTH UNIVERSITY

Peter Long, chief executive of the world's largest tour operator, TUI, was recently awarded an honorary Doctorate of Business Administration by Bournemouth University after being proposed by the Department of Tourism and Hospitality. The award recognises TUI's long-standing support for the Department's placement programme but also his work on behalf of the Family Holidays Association (FHA) of which he is President. The FHA provides short breaks away from home for more than 2000 disadvantaged families in the UK.

At his graduation Peter Long said "I think Bournemouth is very much leading-edge in terms of tourism. At TUI, we have been involved with Bournemouth University for many years and it's an opportunity for new, potentially talented tourism executives to start their career having graduated and join what, for me, is a fabulous industry that I've spent the past 30 years in."



## KEYNOTE PRESENTATION: DRIVING GROWTH THROUGH TOURISM

Dr Philip Long contributed presentations and facilitated workshop discussions at this one day policy symposium, held in February and organised by the Policy Exchange Network. The conference assessed the Impact of the National Tourism Strategy and other key policy initiatives, considered the regulatory framework for tourism, addressed coordination and partnership working between public, private and third sectors and exchanged best practice.

Phil focused on opportunities and challenges associated with partnership working between tourism practitioners, policy-makers and academics. He emphasised the need to acknowledge that tourism academics and practitioners have contrasting priorities, discourses and timescales and that both must retain the principle of critical distance and *disinterest*. Tourism academics should be honest brokers of policy alternatives rather than uncritical advocates of tourism.



## BU STUDENTS RECEIVE INSTITUTE OF TRAVEL AND TOURISM (ITT) AWARD AT THE HOUSE OF COMMONS

Bournemouth University students have received awards from the Institute of Travel and Tourism (ITT) at the House of Commons in recognition of their hard work and talent. The annual ITT Student Awards recognise the travel industry's up-and-coming talent, and this year received a record number of entries.

BU's Zornitza Yovcheva won the PhD Student of the Year award for her work into how augmented reality applications could enhance the experience of tourists. She said: "It is an amazing honour to receive the award and happy to continue a tradition of research excellence within Bournemouth University. I would like to thank sincerely my supervisors and the staff at BU who have been amazing in supporting me throughout my PhD."

Zornitza's supervisor, Professor Dimitrios Buhalis, said "Zornitza's research is cutting edge and I am glad her work is being recognised by ITT. Augmented reality will change the way we consume tourism and will be instrumental in the co-creation of memorable tourism experiences"

The ITT is the only professional membership body for those employed in the travel and tourism industry, and is

dedicated to developing and maintaining high professional standards. Claire Steiner, ITT Director & Chair of Education & Training, said: "The ITT Student awards celebrate the very best in emerging talent in our sector and every year the PhD award showcases just some of the incredible and innovative research that is being undertaken. We congratulate Zornitza on her achievement – she is a worthy winner!"

BU final year Tourism Management student Laura McKendrick was also one of the recipients of the ITT Centre of Excellence Students of the Year award.



## FORTHCOMING FIELDTRIP

Fieldwork is a central part of all our teaching and we are currently preparing to take our second year Tourism Management students to Malta for a week in March.

Malta is a fascinating case study of island tourism. For a long time it was dependent on mass tourism but over recent years it has been trying to reposition itself as a more upmarket destination for cultural and heritage tourism. This presents challenges for the island's mass tourism resorts which often find themselves with little to offer for the new forms of tourism the island is targeting.



Our students will focus on the resort of Bugibba and look at how the resort could regenerate itself by developing new attractions

## NEW INTERNATIONAL PARTNERSHIP

Dr. Hanaa Osman, Global Engagement Lead, is very pleased to announce a new partnership with Vancouver Island University (VIU). The agreement between the two institutions offers the students the chance to study one semester of their degree programme at the partner institution.

Canada is an attractive destination for students and Canadian universities are known for their excellent academic standards. The Faculty of Management is located in Nanaimo, B.C. Canada. It offers Masters and Bachelor degrees in Tourism, Recreation and Hospitality. For more information on VIU please visit <https://www.viu.ca>

The 'Study Abroad Programme' at BU has been increasingly growing popular among students. Last year we have nominated 65 students to study in universities around the world (including the USA,

France, Germany, Canada, Finland and the Netherlands). This semester we have also welcomed 14 international students (from the USA, Hong Kong, Finland, Germany and Italy) in Tourism and Hospitality to study with us.



## BOURNEMOUTH UNIVERSITY HOSPITALITY SOCIETY

The Hospitality Society committee this week organised a visit to the Pig in Brockenhurst for a tour, talk and some lunch. This was followed up by a visit to the Limewood, New Forest, where the students were hosted and given a tour of the prestigious luxury country house hotel. The hospitality society committee are an active group of students who are responsible for arranging their annual Christmas Dinner and the summer ball as well as any other extra curricular activities.

This trip was carried out in conjunction with the Wine Society who have more trips planned for the semester ahead including a wine and cheese event with Hall and Woodhouse brewery, Blandford.



## BOURNEMOUTH UNIVERSITY TOURISM SOCIETY

The Bournemouth Tourism Society (BUTS) is a newly formed society for any BU student with a passion for the travel and tourism industry. It was founded by a group of final year BA (Hons) Tourism Management undergraduates with the intention of reigniting students' passion for the industry and connecting both lecturers and students through a series of tourism relevant events.

To date we have held a number of successful events, from a quiz night to team building socials. Over the next semester the society will be hosting industry speakers and organising a number of off-site recreational trips, in addition to the highly anticipated Hospitality and Tourism Spring Ball.

For more information visit our [blog](#), or follow us on [Twitter](#) (@butourismsoc) or [Facebook](#) (BU Tourism Society)



## FOCUS ON OUR PHD STUDENTS

My name is Sarah Price and I am a PhD student in the Faculty of Management at BU. The focus of my research is on trust in workplace canteens, establishing what type of information consumers would like to know about food served in canteens and how this can be communicated to establish trust in workplace foodservice providers. Parts of my project align with the EU project FoodSMART. FoodSMART is an innovative technical menu solution that enables informed consumer choice when eating out taking into account individual characteristics. The FoodSMART Project has offered me the opportunity to develop my research further. As part of the team that is developing Work Package 2 – Consumer Criteria – I am working with partners in France (Institut Paul Bocuse) and in Austria (Ronge & Partner).



Our PhD student, Sarah Price

## RECENT DOCTORATES

Sean Beer — a senior lecturer in the Department— was awarded his PhD before Christmas having successfully defended his thesis entitled 'Perceptions of the authenticity of food: a study of residents in Dorset (UK)'. This was a phenomenological study, underpinned by the work of philosophers such as Husserl and Heidegger and the viva delved into the depths of the meaning of postmodernism. He is now looking forward to publishing from the thesis.

At the same time as this academic development Sean is in demand from industry having recently

been appointed by the BBC for a third year to the Editorial Review Board for Countryfile Magazine, the partner publication for the very successful BBC television programme Countryfile. This reflects Sean's interest in food from plough to plate, field to fork or even - as he says- seed to soul!



Dr. Giampaolo Viglia – a senior lecturer in the Department was awarded his (second!) doctorate at the end of January having successfully defended his thesis entitled 'Essays on Consumer Decision Making' at Pompeu Fabra University (Barcelona). Giampaolo worked on: i) the impact of dynamic pricing strategies in the prices that consumers consider fair to pay; ii) the impact of online popularity on preference for experience goods like hotels and restaurants and iii) Pay-What-You-Want, a new pricing mechanism to boost awareness and increase revenues.

The thesis was awarded with the evaluation of 'Excellent'.



Dr Viglia, second from right

## FOCUS ON OUR RESEARCH: PROFESSOR HEATHER HARTWELL

Professor Heather Hartwell is currently leading a four-year project – called VeggieEAT and funded by the European Commission - looking at how we can get people to eat more vegetables – and enjoy eating them too!



Currently, only one in ten children and less than a third of adults are eating the recommended 'five a day' of fruit and vegetables, according to the latest government figures - and their health is suffering as a result.

The VeggieEAT project is looking at ways to make vegetable consumption more enjoyable – from researching what characteristics people most like to taste in vegetables to developing new recipes which make them more exciting to eat.

Heather says: “There’s been a lot of individual intervention – five a day for example – but this is looking at it from the premise that we are all eating out more and so the food service industry needs to take more responsibility. We want to promote a positive message and identify ways to reach a large number of the population. It’s really about finding innovative ways of encouraging food service operators to provide new products, which will then tempt people into trying something different.”

To ensure that VeggieEAT’s work has maximum impact across Europe, international partners from the food industry play a key role in the research. These include French company Bonduelle (which produces and sells processed vegetables); the Institut Paul Bocuse (a French training academy and research centre for the food and hospitality industries); Copenhagen University (Denmark) and the University of Florence (Italy)

VeggieEAT is due to be completed in September 2017, and Heather said she hopes it will eventually inform government policy across Europe and put the food service industry at the forefront of healthy eating interventions – while also giving consumers foods they’ll enjoy. “Ultimately, I would like to go into a school in Birmingham, for example, and see something like sweetcorn mousse on the menu, which has been derived from our project, and then go to a care home in Italy and see that same sweetcorn mousse,” she said.

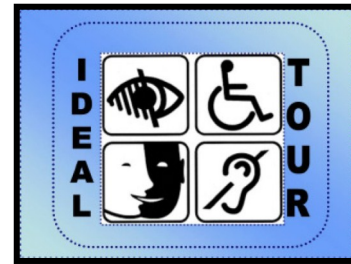
“But also see that people are enjoying it – that it’s selling well and being eaten - because then it is of benefit to industry as well.”

To find out more about the VeggieEAT project visit: [www.veggieat.eu](http://www.veggieat.eu).



## FOCUS ON OUR RESEARCH: PROFESSOR DIMITRIOS BUHALIS

Professor Dimitrios Buhalis is working on a prestigious contract (funded by the European Commission) to work with a consortium of European partners on the IDEAL-TOUR (Integrated Development for Environmental Accessible Leisure TOURism) project.



Dimitrios – who leads the eTourism Lab, based in the Department of Tourism and Hospitality – has ten years' involvement in empowering accessible tourism. The project involves a diverse range of partners including the Municipality of Castiglione del Lago (Italy); the Mountain Community Association of Municipalities (Italy); the URAT Consortium of SMEs (Italy); Neumann Consultants (Germany); and the Italian Multiple Sclerosis Association.

IDEAL-TOUR will propose and test a model for European Accessible Destinations, based on training, communication, marketing and services for the development of accessible tourism and leisure activities by bringing together public authorities, tourism private companies, specialists in tourism accessibility and higher education institutions in the sector of accessible tourism.

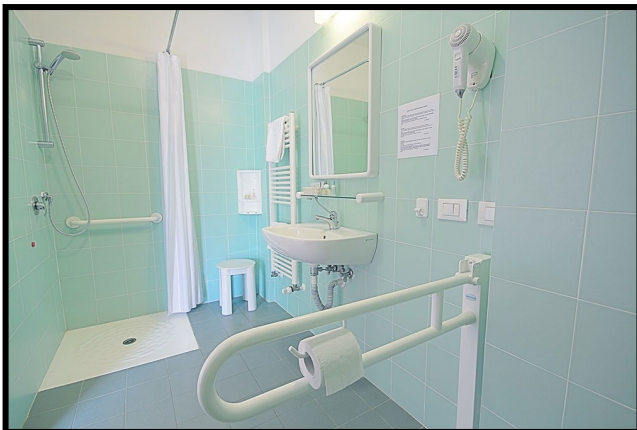


Photo credit: [www.igirasoli.ar.it/photogallery.htm](http://www.igirasoli.ar.it/photogallery.htm)

The project aims to develop correct and effective entrepreneurship, management and competencies for accessible destinations chosen by persons with physical and mental disabilities. This includes marketing, use of modern user-friendly communication technologies and best practices for customer satisfaction. The IDEAL-TOUR project also aims to disseminate a common model and marketing strategy for European accessible destinations, based on typologies of comfortable accommodation and leisure opportunities, with services and tools for all kind of special access needs.

The IDEAL-TOUR project is particularly focused on diversifying European tourism products, and to contribute to “enhance the quality and diversify the offer of accessible tourism experiences in Europe”.

Dimitrios said: “It’s very exciting to work with European partners on this accessible tourism project. We’re going to develop a whole range of initiatives and manuals to enable tourism operators to understand stand how they can improve the way they are addressing the needs of the accessibility market, and provide better products and services to co-create wonderful experiences for people with disabilities. This particular market has particular needs and the understanding of the supplier and the consumer is critical for creating those experiences.”

Further details of the project can be found at: <http://ideal-tour.eu/>

## BA TOURISM MANAGEMENT PARTNERSHIP WITH MERLIN ENTERTAINMENTS

BA Tourism Management students have benefited from a new partnership with Merlin Entertainments Ltd. Merlin – who are based in nearby Poole - are one of the leading providers of location-based entertainments, with over 110 attractions in 23 countries, including well-known brands such as Sea-Life Centre, London Eye, Legoland, and Thorpe Park.

A number of Merlin Entertainments Directors have visited BU to provide guest lectures. Mark Fisher, Chief Development Officer and an Executive Board Member of Merlin Entertainments delivered an enthusiastic session to Tourism Management students studying Strategic Management. This was followed by sessions on Strategic Marketing (delivered by Marianne McGoldrick - Marketing Director, Chessington World of Adventures); Customer Experience (led by Gordon Mutton - Product Excellence Director) and Managing Health and Safety (delivered by Dominic Wigley - Director of Health, Safety and Security).

Tourism Management students also had the opportunity to visit two of Merlin's leading attractions for behind-the-scenes tours and talks with senior management on key issues such as operations management, managing the visitor experience, and attraction design. During the visits students and lecturers had the opportunity to meet the giraffes and rhinos at Chessington World of Adventures, and mingle with the stars at Madam Tussauds!



Mark Fisher, Chief Development Officer talking to final year students as part of their 'Tourism Strategy' unit



Students visiting Chessington World of Adventures

## BU MASTERS STUDENT WINS PRIZE FROM THE TOURISM MANAGEMENT INSTITUTE

Postgraduate student Eileen Gödicke recently graduated with an MSc in Tourism Management (with Distinction). Her dissertation – which examined the use of intangible cultural heritage (particularly food) in destination marketing in Germany - was entered for the Tourism Management Institute prize. This prize is open to all postgraduate students who have written a thesis about destination management issues. Eileen's dissertation was awarded a 'Highly Commended' Prize by the judges.



Eileen said "I actually never thought that my Master's thesis would be useful for something different than to receive my degree. Therefore I feel very honoured that my thesis has been recognised by tourism professionals from the Tourism Management Institute".

## 5TH ANNUAL HOSPITALITY CONFERENCE

The Department of Tourism and Hospitality at BU hosted the 5th Annual Hospitality Conference, where over 100 final year Hospitality students were treated to an inspiring line-up of speakers at the spectacular world class 5 Star Corinthia London Hotel.


The line-up of speakers included industry professionals from prestigious hotels such as the Savoy, Corinthia, Red Carnation, Hilton, The London Edition and across the breadth of the Hospitality industry, including the coffee giant, Costa Coffee and CH&Co Group.

Students were given an insight into how government viewed the hospitality industry from Vernon Hunte, Government Affairs Director, BHA.



The whole cohort at the Annual Hospitality Conference

## FORTHCOMING EVENTS

<p><b>Lecture: ‘Great Britain Tourism Strategy’</b>  <b>Christopher Rodrigues CBE,</b>  <b>Chair of VisitBritain</b></p>	<p>25 February 2016, 10.00-12.00, Lees Lecture Theatre, Bournemouth University, BH12 5BB</p>
<p><b>FoodBIZ Conference</b></p> 	<p>18 May 2016, 10.00-16.00, Executive Business Centre, Bournemouth University, BH8 8EB</p> <p>To book tickets visit:  <a href="https://foodbiz2016.eventbrite.co.uk/">https://foodbiz2016.eventbrite.co.uk/</a></p>
<p><b>Hotel and Catering Show</b></p> <p>Including Master Classes from the following members of the Department of Tourism and Hospitality</p> <ul style="list-style-type: none"> <li>• Dr Philip Alford: ‘Small Business Digital Transformation’</li> <li>• Dr Barbara Neuhofer and Professor Dimitrios Buhalis: ‘Information Technology and Social Media towards Hospitality experiences’</li> <li>• Dr Viachaslau Filimonau: ‘Environmental Management for Hotels and sustainable growth’</li> <li>• Dr Gianpaolo Viglia: ‘Revenue Management Optimisation and Profitability for hotels’</li> </ul>	<p>8 and 9 March 2016, at Bournemouth International Centre (<a href="http://www.bic.co.uk">www.bic.co.uk</a>)</p> <p>For details and registration: <a href="http://www.hotel-expo.co.uk/">www.hotel-expo.co.uk/</a></p>

## RECENT PUBLICATIONS

Brown, L. (2014) Memorials to the victims of Nazism: the impact on tourists in Berlin, *Journal of Tourism and Cultural Change*, 13:3, 244-260

**Brown, L.**, Brown, J., Richards, B. (2015) Media representations of Islam and international Muslim student well-being, *International Journal of Educational Research* 69: 50–58

Chapman, A. and Light, D. (2016) Exploring the tourist destination as a mosaic: The alternative lifecycles of the seaside amusement arcade sector in Britain, *Tourism Management* 52 (1) 254-263

Fu, Y., **Long, P.**, & Thomas, R. (2014) Guanxi and the Organisation of Chinese New Year Festivals in England. *Event Management*. Vol. 18 (4), 247-263

Getz, D. and **Page, S.** (2015) *Event Studies: Theory, Research and Policy for Planned Events*. Abingdon: Routledge.

Getz, D. and **Page, S.** (2015) *Progress and prospects for event tourism research*, *Tourism Management*, 52, 593-631.

Ladkin, A. and Buhalis, D. (2016) Online and social media recruitment: Hospitality employer and prospective employee considerations. *International Journal of Contemporary Hospitality Management*, 28 (2), 327-345.

Light, D. (2015) Heritage and tourism, in E. Waterton and S. Watson (eds) *A Companion to Contemporary Heritage Research*, Palgrave, Basingstoke, pp 144-158

Long, P. (2014) Popular music, Psychogeography, Place Identity and Tourism: The case of Sheffield, *Tourist Studies*, 14(1) 48-65

Neuhofer, B., Buhalis, D. and Ladkin, A. (2015) Smart technologies for personalized experiences: a case study in the hospitality domain, *The International Journal of Networked Business*, 25 (3): 243-254.

**Viglia, G.**, Mauri, A. and Carricano, M. (2016) The exploration of hotel reference prices under dynamic pricing scenarios and different forms of competition, *International Journal of Hospitality Management*, 52, 46-55.

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