

Tourism & Events News

School of Management

“We are delighted to welcome a new member to the Tourism and Events Group at Surrey: Prof Allan Williams has joined us in January and holds a chair in tourism management. Members of the group were also invited to a series of keynote speeches around the world, our students enjoyed fantastic experiences, which are organised by our Tourism and Events Society and we are pleased to report on our alumni and their successes and generous donations.”

The Tourism Subject Group

Joining our Group at Surrey: Prof Allan Williams

Allan Williams joined the Tourism Group on January 1st. He has been appointed to a new chair in tourism management, as part of a university initiative to recruit leading researchers to work in acknowledged areas of research strength. The Group was delighted that its work was recognized by the university in this way, and to welcome Allan.



Allan studied for his PhD, in social and economic geography, at the London School of Economics, and after a brief period at the University

of Durham, worked at the University of Exeter, where, with Gareth Shaw, he created the Tourism Research Group, which evolved to become a leading centre of academic research, consultancy, and doctoral training in tourism. He became Professor of Human Geography and European studies at Exeter in 1995, reflecting his long-standing interests in mobility and economic development issues in Europe. In 2006 he moved to London Metropolitan University to a chair in two research institutes, develop-

ing his twin interests in tourism and migration. He is active in a number of national and international bodies, being a fellow of the International Academy for the Study of Tourism, the Advanced Institute of Management, the Tourism Research Centre, and the Academy of Social Science.

His main research interests are in tourism entrepreneurship and innovation, the relationships between tourism and migration, and the role of tourism in economic development. His work has been supported by research grants from the ESRC, EPSRC, Leverhulme Foundation, and the British Academy, including one of their prestigious two-year research fellowships which allowed him to explore ideas about knowledge and knowledge transfer. Currently, he is the leader of the British team in a major EU FP7 project on human mobility and environmental issues in urbanized coastal regions. He has published more than 100 academic journal papers and 25 books. He is also Associate Editor of *Tourism Geography* and on the editorial board of several journals including *Mobilities* and *Annals of Tourism Research*.

Allan is looking forward to working with his new colleagues and to developing research and teaching particularly in the areas of tourism innovation, and the understanding of risk and uncertainty.

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Our Programmes:

<i>BSc Tourism Management</i>
<i>BSc International Hospitality and Tourism Management</i>
<i>MSc in International Events Management</i>
<i>MSc in Tourism Management</i>
<i>MSc in Tourism Marketing</i>
<i>MSc in Tourism Development</i>
<i>PhD in Tourism</i>

Keynote Speech: Prof Williams envisions a new Tourism Paradigm

Professor Allan Williams was invited to present a key note address in November at a meeting at Saemangeum in Korea on 'Envisioning a New Tourism Paradigm at Saemangeum as a Dramatic Landmark of Korea'.

Saemangeum is a mega project to create a new environmentally friendly city on one of the largest sites of reclaimed land in Eastern Asia, which has attracted contro-

versy over its long period of development.

Allan presented the opening academic paper at the meeting on 'Vision of Saemangeum tourism development in point of world tourism trends: the challenge of innovation'. He sought to situate the development of Saemangeum in context of global tourism trends in both production and consumption, and to explore key issues for innovation.



Other invited international participants at the meeting included Professors David Weaver (Australia), Kaye Chon (Hong Kong), and Douglas Pearce (New Zealand). Prior to the conference, they visited the site of the Saemangeum development, and met to discuss tourism development issues with representatives of the project team and the Ministry of Culture, Sports and



David Airey at the Association for Tourism in Higher Education

David Airey gave a keynote paper in December at the annual conference of the Association for Tourism in Higher Education (ATHE), which this year was held in the grounds of the cathedral in Canterbury.

The title of this year's conference was Back to the Future, restating the case for tourism in higher education. In addressing this theme David's

paper, "Recollection in Turbulent Times" considered the current state of tourism as a subject for study and research in UK Universities.

The conference coincided with a heavy fall of snow which provided a festive setting for the event although it also meant a number of participants were unable to get to Canterbury.



Transformation and Modernisation of Tourism Studies



Taylors University, School of Hospitality, Tourism and Culinary Art in collaboration with Université de Toulouse de Mirail, France organised a conference on the title of "Transformation and Modernisation in Tourism, Hospitality & Gastronomy" in November 2010 at Taylor's Lakeside Campus, Subang Jaya, Kuala Lumpur, Malaysia. Professor Tribe was invited to the conference as a keynote speaker alongside the

Minister of Tourism for Malaysia and the CEO of budget airline Air Asia. The conference provided a unique showcase for perspectives from East and West.

Professor Tribe's presentation looked at transformation and modernisation of the field of tourism analysing the ways in which the subject has developed and identifying key issues for the subject for the future.

Tourism: A Political Business

Professor John Tribe joined Professor Chris Ryan, Professor Abe Pizam, Dr Stroma Cole and Dr Jim Butler as keynote speaker at the 2010 ATLAS conference on the subject of Niche and Mass Tourism hosted by Cyprus University of Technology in Limassol.

Professor Tribe's presentation was titled 'The Niche and the Mass in the Politics of Tourism' and this title was prompted by an explosion on the ATLAS mail list in the spring of 2010 of a series of exchanges and fierce arguments about the politics of tourism. As Michael Hall remarked in one of the many exchanges "what we do is inherently political or has political implications in terms of who gets what, why and

where..." Professor Tribe followed this idea through by analysing some of the key dimensions of the politics of tourism.

He linked the politics of tourism to the conference theme of the niche and the mass and raised the concern that some of the deep, structural, established asymmetries and injustices of the world (which tourism reproduces as a substantive sub sector of the world economy) (the mass issues) get lost, forgotten and overlooked by niche initiatives. He argued that our consciences are massaged and potential guilt can be relieved by niche initiatives such as pro-poor tourism, and our bodies, minds and spirits can be diverted from the difficult world of politics

by wellness tourism. In these ways tourists can avoid the politics of their actions.



Professor Airey on Tour in Cyprus, Italy and the Netherlands

In October 2010, David Airey was in Cyprus as part of a project with the UNWTO relating to the work of the Higher Hotel Institute of Cyprus. While there he worked with colleagues from Portugal, France and Switzerland and took part in a series of meetings with government Ministers as well as representatives from the tourism sector and public organisations concerned with tourism. One of the meetings was with Acting Director General of the Cyprus Tourism Organization (CTO) Mr. Lefkos Phylactides who David taught as an undergraduate at Surrey in the 1970s.

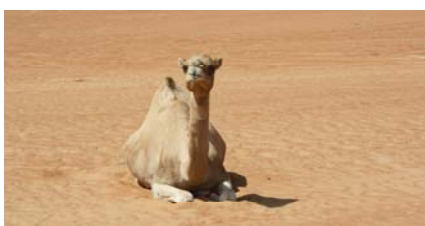
Also in October David Airey was in Bolzano, Italy, for the annual meeting of the Scientific Advisory Council of the Institute for Regional Development and Location Management of the European Academy of Bolzano. The meetings explored the recent research relating to tourism and climate change, destination governance, and minorities.

In November David Airey was in Breda, Netherlands at the University of Applied Sciences, (NHTV) where he led one week undergraduate seminar on Tourism Policy and delivered two lectures to students on the Masters programme.

In January 2011, David Airey was in Venice with Professor Dick Butler where they gave a series of lectures to the postgraduate students of the Università Ca' Foscari Venezia. The students are following the masters course in tourism at the International Center of Studies of the Tourism Economy (CISSET).



Responsible Tourism in Oman



Dr. Graham Miller attended the 4th Responsible Tourism conference, which was held in Oman from 10-

12th October, with more than 400 participants from over 30 countries. There was strong support from the Omani government for the conference, reflecting the determination to develop tourism as an alternative industry to oil exports. The conference had a very applied focus, with lots of examples presented of micro-initiatives taking place. Presenta-

tions from Intercontinental hotel group and Phillips Lighting show that large companies are interested in this topic too, but also reflect just how much distance tourism has to travel before it can really claim to be acting in a responsible manner. Presentations can be downloaded from: <http://www.rtd4.com/rtd/program.html>

From quirky moments to festive moods - STES' eventful autumn semester

Scavenger Hunt

This past September, Surrey Tourism & Events Society (STES) started off the new academic year with a 'bang'! With a new committee in place, plans were made to lure new and existing members for a night of fun around campus.



In October, around 50 students teamed up in a race to complete a series of tasks for our very first STES Scavenger Hunt. The night was filled with fun, laughs, quirky moments, a few shots to keep the blood flowing and most importantly, memories to last a lifetime.

STES goes to the WTM

The annual World Travel Market took place from 8 – 11, November 2010 at the ExCel London. Around



thirty students, the majority being postgraduates, attended from STES on the 10th, which was also World Responsible Tourism Day. Sponsored by the BBC World News and supported by the UN-WTO, this day provided special programmes focusing on sustainable tourism issues. Students visited exhibitions hosted by vendors from around the world, attended workshops and enjoyed animated discussions with industry leaders. According to Sammy Li, PhD Researcher in Tourism and STES Director of Industry and Alumni Relations, "The WTM visit provided STES members a unique opportunity to explore the latest trends in tourism marketing worldwide."

STES visits Winter Wonderland

In November, STES took a walk in Hyde Park's Winter Wonderland.



Those that went were dazzled by the variety of stalls, food, rides, cotton candy and mulled wine. It was quite an experience!

Cocktails, Carols and Costumes

This year marked STES first ever Christmas party!



Around 30 STES members, from 1st year students to postgraduates, joined the committee on the 2nd December in a popular restaurant in Guildford to celebrate the start of the festive season.

Under the theme "Cocktails, Carols and Costumes" students indulged in a great buffet, enjoyed Christmas cocktails and also participated in a fancy dress competition. STES members savoured the festive atmosphere and animated talks with their fellow students.

Due to the huge success of this year's Christmas party, STES has plans to make this a regular annual event in the coming years.

Upcoming events...

We are looking forward to hosting more entertaining events for students in the next semester, such as our "Tacky tourist trip: London".

Most importantly we are proud to announce the 2nd annual "THE Careers Day" on the 30th March 2011.

For more information do not hesitate to contact us: stes@surrey.ac.uk

By:

Fabienne Freiin v. Dörnberg, Jody-Ann Watson, Qian Huang, Melody Lau

Volunteering at the London 2012 Olympics



As the countdown to the London 2012 Olympics gathers pace, Mr. David Huse, Head of the London Ambassadors Volunteer Programme at the London Development Agency (LDA) visited the School of Management in October 2010 to speak

with students about volunteering opportunities at the Olympic Games. The London Ambassadors Programme provides exciting and challenging volunteering opportunities for those who are passionate about London and its many attractions. Mr. Huse provided an interesting, enthusiastic and detailed presentation about the nature of the volunteering roles, the requirements for applicants and how to sign up. Many excited students were encour-

aged to sign up and according to Programme Manager for the MSc International Event Management, Dr. Donna Chambers, "the London Ambassadors Volunteer programme is a fantastic opportunity for our students to get involved with the London 2012 Olympic Games and promises to be a life changing experience."

Pictured on the left is David Huse. Below is a section of the audience.



Christmas with the International Special Events Society (ISES)

The UK Chapter of the International Special Events Society (ISES), an international society for event industry professionals with over 7000 members, held their Christmas Party on 6 December 2010. Dubbed as the 'event industry party of the year' it was held in collaboration with two other global associations for events industry professionals-Meeting Professionals International (MPI) and SITE.

Students on the MSc International Event Management (IEM) are encouraged to join professional events associations in order to enhance their understanding of the practical operations of the events industry and importantly, to network with event industry professionals. Four students from the MSc IEM programme successfully obtained free membership of ISES for one year and they attended this 'Mistletoe' event which was held at the Old Vic Tunnels in London. This is how Sylvia Fellin, one of the student

members who attended the event described her experience:

"The 'Mistletoe' event was lovely. It was a large cocktail party in an incredible offbeat venue. The evening began as mostly networking and checking out all the neat entertainment and other things the organizers had set up in the space. Later on in the evening it turned into a more relaxed atmosphere and felt

more like we were just in a club. They really pulled out all the stops though! We had a really terrific time. It also gave us another excellent opportunity to meet more people working in the field (in all kinds of capacities) and pick their brains. Can't wait until the next one!"

Pictured below are 2 International Events Management students: Huilya Ceren Anil & Lihua Jin



Our Alumni: From “University of Surrey” to “Tourism for Life”

“Bringing positive change through proactive tourism”



I joined the University of Surrey in 2009, studying for an MSc in Tourism Management. It all started from there...I was the only student from Pakistan, a country tagged with all sorts of negative images and perceptions. After I graduated, I decided to

Our Alumni: Becoming a Sponsor

The group has received a new scholarship from the London Duck Tours as part of the Scholarship Scheme run by the Alumni & Development Office. The company runs sightseeing tours around London carrying over 140,000 tourists a year in its amphibious “Duck” vehicles.



The University’s link with the company is via their Managing Director, John Bigos who graduated from Surrey with an MBA in 2000. The London Duck Tours Scholarship means that a postgraduate tourism student receives £3,000 scholarship to go towards the cost of their studies. The scholarship has been awarded to Vishal Wadekar.

go back to my home country and start “Tourism For Life (TFL)”.

The project is based on Millennium Development Goals (MDG’s) no 1, 2, 7 and the AIDA plan (Awareness, Interest, Desire and Action). It focuses on young people with the objective to provide skills for employability and to raise awareness about the positive socio-economic benefits of tourism to eradicate poverty and sustain the environment through its “Skilled Youth Initiative”.

“Tourism for Life” has started its journey towards a dream that is mutually lived by its team members. It is challenging, however, not even once did I forget what Nehru said: “A dream is not something that you

see while sleeping, a dream is what does not let you sleep”



Alongside TFL, I teach ‘Principals of Tourism Management’ at a university here in Pakistan and can proudly say that: “If I had not joined the University of Surrey, my dream would have not become a reality”.

Our Surrey Tourism Network: Researching the Travel Chaos - How do we cope?

Established in November 2009, the Surrey Tourism Network brings together academics from other disciplines and faculties, who share a strong interest in tourism studies.

Colleagues from the Environmental Psychology Research Group (Dr N. Murtagh, S. Zahradnikova, J. Pope-Brien, Dr B. Gatersleben & Prof D. Uzzell) have recently investigated the travel chaos, such as that triggered by the heavy snowfall last December. People who have endured days and nights stuck at airports go through similar emotions to being told they have a serious illness: denial, uncertainty and worry.

Niamh Murtagh, lead researcher, highlights that denying the reality or the seriousness of the problem can be the first response when people are faced with a crisis. A ‘this-will-not-affect-me’ approach can actually be a productive way of reacting to news of risks and hazards. So thinking ‘this won’t affect me’ can be a way of avoiding unnecessary stress and anxiety. However, it can stop us realising the seriousness of some situations early enough to do

something about them. Most people then gradually begin to accept that there is a problem. For some, there will be strong emotions such as tears or anger. But the more constructive response is to look for ways to resolve the situation, which helps to deal with the stress. So perhaps the best way of coping is thinking ahead and acknowledging that travel plans are always at risk of disruption, from snow, volcanic ash, strikes or a host of other factors.

10:30 Doha	BA125	Cancelled
via: Bahrain		
10:40 Edinburgh	BA1442	Cancelled
10:40 Rome	BA554	Cancelled
10:40 Frankfurt	BA904	Cancelled
10:40 Hamburg	BA962	Drop bags from 08:40
10:45 Brussels	BA394	Cancelled
10:45 Stockholm	BA778	Cancelled
10:50 Dallas/Ft Worth	BA193	Cancelled
10:50 San Francisco	BA285	B,C,D
10:50 Geneva	BA728	Cancelled
11:00 New York	BA175	B,C,D
11:00 Boston	BA213	Cancelled
11:05 Prague	BA852	Cancelled
11:10 Washington	BA217	B,C,D
11:15 Manchester	BA1390	Cancelled
11:20 Philadelphia	BA067	Cancelled

Our Alumni: Four Surrey Graduates are Employed by Explore

After completing their MSc tourism studies successfully last summer, four graduates have been employed by Explore Worldwide, an independent tour operator in the UK.

Established in 1981, Explore Worldwide is a world's leading small group adventure specialist, offering more than 300 trips to 130 countries around the world. Explore has been actively involved in Surrey's tourism programmes, including the innovative Applied Dissertation scheme and regular guest lectures.

Here is an overview of our four Tourism alumni and their roles at Explore:

Rohan Prakash



Rohan was recruited as an Operations Manager for Explore in June 2010. This followed his previous involvement when he undertook work-based Applied Dissertation project entitled "Exploring travel motivations for Generation Y adventure travellers". This contributed to his MSc in Tourism Management. As Operations Manager, Rohan has responsibility for South East Asia, South Asia, Eastern Europe and The Balkans. He manages the operational aspect of tours

in these areas, including training and management of tour leaders.

He liaises with local agents and continuously reviews customer feedback with the aim to improve and adapt tours to ensure customer satisfaction and company profitability.

Elmira Yesmakova



Elmira was recruited as a Business Support Executive on a six month contract in November 2010, following an MSc programme in Tourism Management.

Elmira is an integral member of Explore's flexible Business Support team who are responsible for providing the optimum mix of skills, knowledge and experience required to meet the administrative requirements of the business.

Within a normal working day, Elmira is responsible for a range of duties including, organising tour leader flights, providing rooming lists to ground agents, liaising with customers and producing customers correspondence.

Adela Mocanu

Adela was recruited as an Adventure Travel Consultant on a six month contract in November 2010. Adela undertook an MSc in Tourism Development. Within her current role Adela's main responsibility is to maximise sales opportunities,



whilst maintaining the highest levels of customer service. Adela joined the Sales Team at one of the busiest times of the year and went through an intensive training programme to enable her to advise customers, book flights and deal with a myriad of enquires.

Elena Girfanova



Elena was recruited as a Net Fares Database Executive on a six month contract in November 2010. Elena took an MSc in Tourism Development. Elena works within the Business Support Team, with particular responsibility for managing the inputting airline contracts, including destinations and classes.

Elena has joined the team during a period of intense workload. She monitors the database for expiring contracts, reviews loading processes and creates contracts.

Teaching at Hong Kong University Space

In October David Airey was in Hong Kong leading the module "Tourism Policy and Development" at Hong Kong University Space. This is a module that he runs jointly with Donna Chambers in Guildford and which is also being run at HKU Space. Donna was in Hong Kong earlier to lead the same course with

the part-time students. While he was there he met up with Surrey Alumni. He is pictured here with Professor Peter Jones at HKU Space and with the Surrey Alumni (Adele Ladkin, Haiyan Song, Stephen Witt together with Egon Smeral from the Austrian Institute of Economic Research).



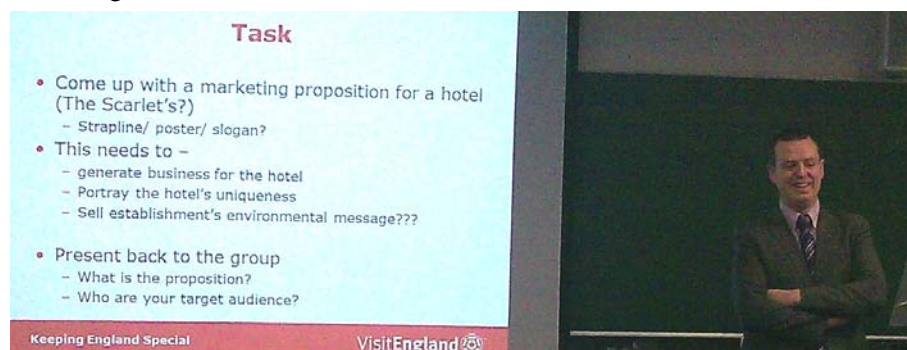
Our guest speakers for Msc Sustainable Tourism Module

In order to enhance the links between theory, education and industry and give our students a practical and in-depth understanding of the increasing role, importance and application of sustainability concepts in tourism nowadays, students undertaking the MSc Sustainable

Tourism module had the pleasure of having lectures/ discussions with some experienced industry guest speakers. These guest speakers specialise in sustainability issues within their respective organisations during the last term: Fran Hughes of the Travel Foundation and previously

with Explore was invited to give a lecture on the industry perspective of Sustainable Tourism - how sustainability is integrated within the tours and day-to-day operations of Explore. Alice Macek, Communications Officer with ECPAT gave a lecture on the NGO perspective of Sustainable Tourism - particularly the role ECPAT in the fight against child abuse and child sex tourism both in the UK and in tourist receiving countries.

Jason Freezer, Sustainable Tourism Manager in Visit England (pictured) examined the application of sustainable tourism concepts and theories within the context of Visit England.



Recently published ...

Minnaert, L., Quinn, B., Griffen K. & Stacey J. (2010) Social tourism for low-income groups: Benefits in a UK and Irish context, in S. Cole & N. Morgan, *Tourism and Inequality*, CABI: Wallingford.

Suntikul, W., Airey, D. & Butler, R. (2010) Implications of Political Change on National Park Operations: Doi Moi and tourism to Vietnam's national parks, *Journal of EcoTourism*, 9(3):201-218.

Shen, S., Li, G & Song, H. (2011) Combination Forecasts of International Tourism Demand, *Annals of Tourism Research*, 38(1):72-89.

Chon, K., Li, G., Lin, S. & Gao, Z. (2010) Recovery of Tourism Demand in Hong Kong from the Global financial and economic crisis, *Journal of China Tourism Research*, 6(3):259-278.

Song, H., G. Li, R. van der Veen and J. L. Chen (2011). Assessing Mainland Chinese Tourists' Satisfaction with Hong Kong Using the Tourist Satisfaction Index, *International Journal of Tourism Research*, 13(1): 82-96.

Li, G., Chen, W. & Duanmu, J. (2010) Determinants of International Students' Academic Performance: A Comparison between Chinese and Other International Students, *Journal of Studies in International Education*, 14(4):389-405.

Wu, D.C., Li, G. & Song, H. (2011). Analyzing Tourist Consumption: A Dynamic System-of-Equations Approach, *Journal of Travel Research*, 50(1):46-56.

Song, H., Li, G., Witt, S.F. & Fei, B. (2010) Tourism Demand Modelling and Forecasting: How Should Demand Be

Measured? *Tourism Economics*, 16(1):63-81.

Williams, A.M. (2010) Mass tourism, culture and the historic city: theoretical perspectives, *Revista del Scienze del Turismo*, 1(2):9-29.

Shaw, G., Bailey, A. & Williams, A.M. (2010) Service dominant logic and its implications for tourism management: the co-production of innovation in the hotel industry, *Tourism Management*, 32(2):207-214.

Williams, A.M. & Shaw, G. (2010) Internationalization and innovation in tourism, *Annals of Tourism Research*, 38(1):27-51.

Williams, A.M. (2010) An accidental career in tourism: people, places and unexpected turning points, in S. Smith (ed), *The Discovery of Tourism*, Bingley: Emerald Publishing, pp.93-106.