

Tourism & Events News

School of Management

“Apart from celebrating a ‘Triple First’ in this year’s University rankings for tourism and hospitality, members of the Tourism and Events Group have been invited to give keynote presentations and have successfully attracted grants for ESRC seminar series. We are also delighted to have two new members on board and continue to attract great interest for our Tourism Network. Our students enjoyed memorable events, activities and trips abroad.”

The Tourism Subject Group

Triple First for Surrey in Tourism and Hospitality

The University of Surrey has topped its offering of Tourism and Hospitality courses, achieving double first placing in The Guardian and The Times newspapers.

and The Times newspapers achieved last year for Tourism and Hospitality to achieve an outstanding triple first in this year’s rankings.

It achieved this by being placed equal first in The Independent newspaper rankings and maintaining its top position in both The Times and The Guardian.

The league tables are calculated across a range of criteria such as research excellence, student satisfaction, resources, job prospects, value added, spending per student and entry score.

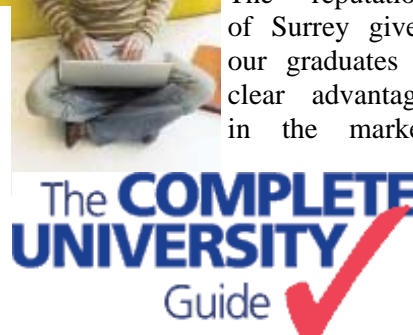
Commenting on the scores Professor John Tribe who leads the Tourism group said “I am delighted that we have maintained our position as the top UK institution

offering Tourism and Hospitality courses.



The results reflect very well on the efforts of our academic and support teams continually to enhance and improve our programmes, the student experience and our research outputs.

The reputation of Surrey gives our graduates a clear advantage in the market



place as employers recognise the long traditions of high quality that are associated with Surrey programmes.

We intend to capitalise on our success by recruiting additional highly qualified staff to our team and further increase our quality by raising our entry scores.”

Inside this issue:

<i>Triple First for Surrey in Tourism and Hospitality</i>	1
<i>Conferences, Keynote Speeches and Seminars</i>	2-3
<i>The Surrey Tourism and Events Society (STES)</i>	4
<i>International Events Management</i>	5
<i>Activities with and for our Students</i>	6
<i>New Members of Staff and Network Members</i>	7
<i>Research News</i>	8

Our Programmes:

- BSc Tourism Management*
- BSc International Hospitality and Tourism Management*
- MSc in International Events Management*
- MSc in Tourism Management*
- MSc in Tourism Marketing*
- MSc in Tourism Development*
- PhD in Tourism*

Competitiveness for European Tourism for All Conference

In May 2010, Dr Graham Miller and Victoria Eichhorn (pictured) attended the Competitiveness for European Tourism for All Conference in Vellinge/ Sweden. Their presentations focused on 'Business Orientation to Accessible Tourism in Europe' and 'Small and Medium Sized Enterprise Requirements for Sustainable Tourism Development'. The research was conducted by the University of Surrey for the European Commission - Enterprise and Industry Directorate.

Other organisations represented included the Swedish Ministry of Enterprise, the Vellinge Municipality and the National Tourism Association of Slovenia.



World Heritage Conference, Quebec City



The conference titled 'World Heritage and Tourism: managing for the global and local' was held in Quebec City, Canada from 2-4 June 2010 and witnessed participation from 175 people from 43 different countries. Dr. Donna Chambers who attended this conference, chaired

one of the sessions and also made a presentation titled 'Does the Caribbean need World Heritage designation?' in which she interrogated the extent to which the small island states in the Caribbean region actually benefitted from World Heritage designation.

Creative Destinations in a Changing World



Professor John Tribe joined Professor Annette Pritchard, Dr. Katrin Lund and Dr. Anne-Mette Hjalager as keynote speakers at the 19th Nordic Symposium of Tourism and Hospitality Research in Akureyri, Iceland in September 2010. Opening

the conference, Prof Tribe set the scene for the conference theme with an analysis of the changing world that confronted destinations. Dr Hjalager then took up the theme of innovation whilst Prof Pritchard addressed the issue of destination

image and Dr. Lund considered tourist perceptions in destinations.

Whilst in Iceland Professor Tribe also participated in a PhD workshop in Holar and contributed to a workshop on publishing in journals. The latter enabled students to learn from the experiences of the editor of The Scandinavian Journal of Tourism and Hospitality (Dr Reidar Mykletun of the University of Stavanger Norway) and the editor of Annals of Tourism Research (Professor Tribe).

Pictured here is Professor Tribe with the conference organiser Dr. Edward H Huijbens Director of the Icelandic Tourism Research Centre at the University of Akureyri.

BEST Think Tank X

Professor John Tribe joined Dr. Ulrike Gretzel (Texas A&M University) as keynote speaker at the BEST Think Tank X on the subject of Networking for Sustainable Tourism.

Dr Gretzel considered how to harness the power of virtual networks for sustainability research and practice whilst Professor Tribe used actor network theory to examine the characteristics, contents and development of knowledge networks.

He also pointed to some of the force-field factors that might help or hinder the development of successful networks for sustainable tourism.



The think tank was hosted by Modul University in Vienna in June 2010. Pictured here is Professor John Tribe (left), with Dr. Janne Liburd

from the University of Southern Denmark (Chair of BEST Think Tank X) and Professor Leo Jago from the University of Nottingham.

ESRC Seminar Series Success

Dr Graham Miller has been awarded funding by the ESRC for a seminar series on Social Tourism. The grant was awarded with Dr Lynn Minnaert, who joins the University of Surrey on 4th October, and Prof. Robert Maitland from the University of Westminster.

In total six seminars will examine social tourism, beginning by considering what is known about social tourism and mapping the territory of the subject. Subsequent seminars will consider the value of social tourism as a policy innovation, its

potential to regenerate destinations, revitalise the tourism industry and improve social well-being and social inclusion.

Speakers will be drawn from academia, the public and private sectors, as well as from overseas to learn from examples where social tourism has been more successfully established. At a time when individuals, companies and destinations face greater financial challenge, the potential for tourism to offer social and economic assistance is very timely.



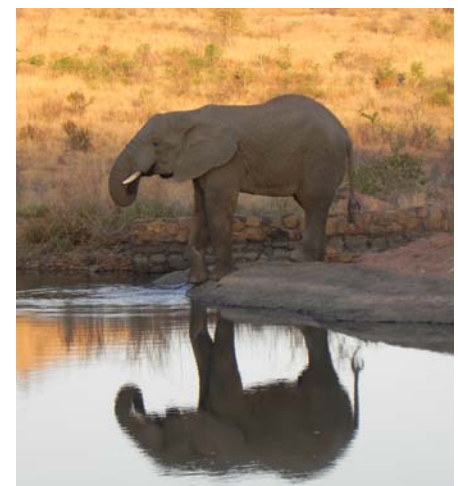
60th Aiest Conference in South Africa

The International Association of Scientific Experts in Tourism (Aiest) is the oldest such body in the world. It was founded by two Swiss Professors (Hunziker and Krapf) just five years after the end of the second world war. The 2010 conference therefore marked the organisation's 60th anniversary.

The conference this year was organised in South Africa at Potchefstroom by the North West University and took as its theme "Tourism Development After the

Crisis: coping with global imbalances and contributing to the millennium goals".

Apart from the formal sessions the conference participants from all parts of the world had an opportunity to visit the Pilansberg Game Reserve and the themed African villages presented at Lesedi. Staff at Surrey have been members of Aiest since the 1960s and this year, long-standing Aiest member David Airey represented the University at the conference.



STES's Finale of the Year 2009/10: THE Trip: Champagne and Paris

This year, the Surrey Tourism and Events Society (STES) and the Food and Wine Society (FWS) joined forces to offer an international trip to appeal to members of both societies. A group of excited members headed to France in June. By using FWS connections and STES know-how, we created a fantastic itinerary through the Champagne region and Paris.

We started off at the legendary Moët & Chandon champagne house in Epernay for a private, sommelier-guided tour through their house and impressive cellars full of champagne. This was rounded off by giving us an idea about the production and storage, followed by a tasting of their Brut Imperial and Rosé Brut Imperial champagnes.

Afterwards our trip continued to the tiny village of Rilly-la-Montagne, home to our next host, Philippe Brugnon Champagne, an independ-



ent, unassuming manor home. After our tour, we were welcomed by Philippe himself and enjoyed a delicious four-course meal, each accompanied by a different champagne and punctuated by each of us being taught how to open the champagne bottles that accompanied the following course with a sabre, using the dramatic sabrage technique, of course (word is it was Napoleon's favourite way to open champagne). Having had a great time with food, drink and laughter, we reluctantly said au revoir et merci to Philippe for a very memorable afternoon.

Later that evening, "we had good fortune to be in France on summer solstice, when every town, village, and community celebrates music. There were bands almost every fifty metres along the pedestrian streets, and a brilliant free folklore concert outside the cathedral", recalls Alan J. (UG).

After spending two days in the Champagne region, we headed back to Paris to explore the legendary city. We took in the sights, the sounds, the tastes, and some of the smells, as we meandered through (and under) the sizzling Parisien streets. For our first joint international venture, it seems as though FWS and STES were fantastique!



Many thanks to all those involved in the organisation of the trip, including Jasmijn Muller and Lindsay Young (STES) as well as Kevin Smith and Mark Sheppard (FWS).

Olive Oil and Wine Tasting

This trip, along with one more event, marked the end of the 2009-2010 year for STES. The final event was on 15 July at Gallery 286 in London. To experience 'festival

tourism', a group of STES members and friends went to an Earls Court Literary Festival event where actress and author Carol Drinkwater spoke about her new book, Return

to the Olive Farm, followed by a delicious olive, olive oil, and wine tasting session. It was an excellent evening with fantastic stories, food, wine, and company.

Last but not least...

We are looking for students, new and old, to apply for some of the positions on the committee, as well as organisations interested in par-

ticipating in THE Careers Day 2011. If you are interested in getting involved or to find out more, please email us at stes@surrey.ac.uk.

We are looking forward to seeing you in 2010/11.

Lindsay Young (Vice President)
Sammy C. H. Li (Dir. of Industry Relations)
Patricia Papek (President)

Events Management students at MPI(UK) Young Achievers Award

On 3 June 2010, a team of three students on the MSc International Event Management programme participated in the inaugural Meeting Professionals International (MPI) UK Young Achievers Awards which was held at London's Queen Elizabeth II Conference Centre.

This event was sponsored by the Switzerland Convention and Incentive Bureau (SCIB) and organised by MPI UK which is a global association for professionals employed in the meetings industry.

To participate in this competition, students were required to present a proposal in response to a brief for an incentive trip to Switzerland for 100 top performing managers. The students made their presentation before a panel of experts from leading agencies in the UK events management industry along with representatives from MPI and SCIB.

According to Programme Director of the MSc International Event Management, Dr. Donna Chambers, 'The brief for the competition was only provided to the students one week in advance of the event and

the students had to work extremely hard to prepare for the presentation despite all the other demands on their time in June such as examinations and dissertations. Although they did not win the award on this occasion they received many commendations for the high standard of their presentation and the university can be very proud of their achievement. We were pleased to participate in this inaugural event and we

hope to grow our involvement as we are committed to bringing academia and business together for the future viability of the international events industry.'

Pictured here from right to left is the team of three MSc International Events Management students who participated in this event - Nikla Torma, Catherine Southall and Lauren Eser.



It was hard work but worth it!

In May 2010, groups of students on the MSc International Event Management organised several events as part of their assessment for the com-

pulsory Event Operations Management module. This module requires students to organise an event from its conceptualisation through to its

organisation and management and finally to evaluation and reflection. The events organised demonstrated a high degree of creativity and diversity ranging from a fashion show at the Guildford Cathedral to a display of artistic work (including paintings and art installations) from aspiring young artists held in the School of Management's Lakeside restaurant.

All profits from these events were donated to charity and this picture shows one of the student teams who organised an event titled 'Urban Life: Art Interpreted' where all profits were donated to their selected charity - Disability Challengers.



New Students in Hong Kong and China

The University of Surrey recently welcomed new students to its programmes in Hong Kong and China. 210 students joined Business Management and Tourism Management programmes at our joint venture with Dongbei University of Finance and Economics in Dalian, Liaoning province, China.

Over one thousand students are now studying towards a degree from the University of Surrey, with the first graduates expected in June 2011.

In Hong Kong, the University of Surrey celebrated its first cohort of students in partnership with Hong Kong University School of Professional and Continuing Education.



120 students joined programmes in Tourism Management and Hospitality Management.

Dr Graham Miller, Director of International Studies said, "These new students in Asia are able to undertake exchanges with students in the UK and reflect our desire to create a truly international experience for all our students. The learning opportunities created by these partnerships are tremendously exciting".



Farewell to our MSc Students 2009/ 2010

In September, members of the Tourism & Events Group met with MSc Students to celebrate the end of their academic year. Students had just handed in their dissertation. With many happy faces, they are now looking forward to their careers in the industry. We wish them all the very best for their future and hope that you stay in contact with us.



Welcome to new and returning Students 2010/ 2011



In October, the Tourism and Events Group welcomed the new and returning students to the academic year 2010/ 2011. After a welcome speech by Prof Tribe, students across all levels mingled and enjoyed an evening out with drinks, nibbles, exciting games and prizes to be won. For musical entertainment, a choir performed a series of songs, providing a suitably relaxed atmosphere.

Many thanks to our Surrey Tourism and Events Society (STES) for organising this fantastic welcome party.

New to the Subject Group: Lynn Minnaert

Lynn completed her PhD at the University of Westminster in 2007 and has since been working as a post-doctoral researcher and lecturer in tourism and business events.

Her main research interest is social tourism for low-income and socially excluded groups – this has been the topic of a number of publications and research projects in the UK and Belgium. She is also interested in

social sustainability in tourism and events more generally: in 2009 she carried out a study for the International Olympic Committee that examined the impacts of the Olympic Games on socially excluded groups in the host community. She likes good books, creamy chocolate and all things Japanese, dislikes scary movies and like all Belgians cannot count in feet and inches.



New to the Subject Group: Albert Kimbu

Albert gained his BA in English Language and Literature from the



University of Yaoundé 1 (Cameroon) and obtained an MA in Heritage Management from the Brandenburg University of Technology Cottbus (Germany). Along the way, he picked up a PG Diploma in Human Resources Management with mySAP ERP HCM at the WBS Academy in Berlin.

He then did his PhD in Tourism at Nottingham Trent University where he also worked as a Lecturer in Tourism and International Business Communication/ Environment before joining the University of Surrey in September 2010. He has also pre-

viously worked as a translator for English, French and German and as a research assistant at the Professional Public Relations International firm in Düsseldorf and at the Ethnological Museum in Berlin Germany.

His current research interests revolve around the conception and formulation of context specific strategies for sustainable tourism (especially eco/nature and indigenous heritage tourism) planning, development and management for local economic development in developing countries with a special focus on sub-Saharan Africa.

Our Surrey Tourism Network Member: Dr Churnjeet Kaur Mahn

Dr Churnjeet Kaur Mahn joined the English Literature department at Surrey in 2008, and has been completing her monograph on British women's travel writing in nineteenth century Greece.

This book will be the first account of how British women's travel to Greece was facilitated by the developing infrastructure of the tourist industry, and how this industry impacted on the way women experienced the real people and landscape of Greece. The way Greece 'travelled' in British culture as a land brimming with antiquities, and inhabited by the descendants of Ancient Greece (who were also expected to speak Ancient Greek), was challenged by the real experiences

of tourists who were baffled by a landscape that refused to correspond to their imaginary maps. This collision between travel and tourism, and the discourses which inform both, underpin Churnjeet's interest in the interaction between ideas about travel and tourism in literary and cultural studies.

Churnjeet's work on the origins of the guidebook in the context of modernity, and the connections between anthropological writing and the experiences of tourists, have recently been published. Her latest critical work traces how travel and tourism have been used as metaphors for the process of critical inquiry, which also forms the basis of a new undergraduate module on

travel and identity. The English department is also working with the British Guild of Travel Writers, and the Surrey Tourism Network, to fund two new PhD students to work on the Guild's archive which was recently gifted to the University.



PhD Success: Violet Cuffy

Early in this year Violet successfully defended her doctoral degree in the area of Sustainable Tourism Management and Development with a focus on education and theory.

The primary research was based on a single case study of a heavily tourism-dependent destination. The thesis titled "From womb to tomb", a comprehensive analysis of tourism education and training in the Commonwealth of Dominica" adopted a novel critical lifelong approach to the tourism education and training debate.

Further, her research findings raise the debate on the most suitable approach to tourism education and training for such destinations with distinct product offering, yet challenged by fundamental issues of regional integration, international standardisation and nationalism. As

such the empirical study was underpinned by key education, training, tourism, planning and organisational structure theories.

Violet hopes that this research can serve as a spring board for advancing the body of tourism knowledge

from an island perspective. In addition, the conceptual planning framework developed could serve to guide national policy planners and educators in other tourism dependent destinations with similar characteristics to Dominica.



Ford Foundation International Fellowship

Beatrice Kessy from Tanzania has just completed her MSc in Tourism Development, working on a dissertation entitled 'The Impact of Tourism Development on a Rural Community: A Village Adjacent to Serengeti National Park in Tanzania'.



The research, carried out in Tanzania, found that tourism generates significant income to the village, it offer residents employment opportunities, it supports improvement of social services, enhances rehabilitation of culture, wildlife conservation but adds to the destruction of historical sites in the village. Based on

the findings a number of managerial implications were provided.

"My study at Surrey University was made possible through full financial support from the Ford Foundation International Fellowships Program. It offers fellowships for PG studies to potential future leaders from marginalised communities in Asia, Africa, Latin America and Russia".

Studying at Surrey has enabled me to gain useful insights into other cultures and participate in the exchange of ideas with colleagues from various nations. This international perspective has not only inspired me academically but also has been helpful in my career growth.

Having completed my studies successfully, I am proud to say that I feel knowledgeable and confident in my study area. The invaluable knowledge acquired at the University of Surrey will be used as a weapon to foster social and economic justice among disadvantaged groups in Tanzania and worldwide.

Recently published ...

Suntikul, W., Airey, D. & Butler, R. (2010) The Influence of Foreign Direct Investment on Accommodation Patterns in Vietnam as a Result of the Open Door Policy, *Current Issues in Tourism* 13(3):261 - 277.

Naoui, T., Airey, D. & Iijima, S. (2010) Evaluating Historical Districts: Exploring the use of photographs and slide experiments, *Tourism Analysis* 14(5):587-603.

Rakic, T. & Chambers, D. (2010) Innovative techniques in tourism research: an exploration of visual methods and academic filmmaking. *International Journal of Tourism Research* 12(4):379-389.

Miller, G., & Eichhorn, V (2010) Small and Medium Sized Enterprise Requirements for Sustainable Tourism Development: Competitiveness for a European Tourism for All. *Report to EC DG Enterprise and Industry*. CETA/University of Surrey. pp62.