Welcome to the latest issue of the Digest. It contains a flavour of what members of our faculty and students have been doing over recent months.

Our School’s mission is to inspire and educate the events, tourism and hospitality leaders of tomorrow so that they can make a positive difference in the world. My colleagues work hard to provide a stimulating, research informed and relevant higher education that is worthy of this aspiration. Thanks to their efforts, we continue to flourish.

The results of the latest National Student Survey (2018) is one important indicator of our success. These show that for our International Tourism Management and Hospitality Leadership and Management degree programmes, students gave us an unprecedented overall satisfaction score of 100%. This was followed closely by students on our Events Management degree, who recorded a 94% score.

Our students were highly successful again this year in national competitions. Details appear elsewhere in this document, but it is satisfying to note that the prizes and awards were won at all levels; from undergraduates to those studying for PhDs.

Many of our alumni continue to enjoy distinguished careers. In 2018, five of our events management alumni were named in the ‘thirty under thirty list’ – this is produced by the trade press to celebrate the industry’s top young talent. Again, given the thousands upon thousands of people working in the events industry, this is a considerable achievement.

This success occurs because students are encouraged to stretch themselves by a team of dedicated and ambitious tutors who have confidence in their own abilities and those of their tutees.

In addition to our work as educators, we continue to make a regional, national and international impact via our research and scholarship. The following pages illustrate our recent endeavours. Further details are available on our website.

Please contact us if you share our zest for education and research. We are always keen to work with like-minded individuals and institutions.

Professor Rhodri Thomas
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STUDENT LIFE

NINKI NANKA STUDY TOUR, THE GAMBIA

Responsible Tourism Management students attended a one-week study tour in The Gambia earlier this year. A variety of interactive activities, some of which were led by our alumni, enabled participants to see the application of principles to practice, and to see first-hand some of the associated challenges. Students also worked alongside Gambian students to help develop a responsible tourism walking tour of the capital city of Banjul. The experience is summed up by one student’s testimony:

"The Ninki Nanka tour was an incredible travel and study experience. I’d recommend it to anyone wanting to give responsible tourism real-world context and who’s open to an immersive, challenging, rewarding adventure…. I learned more in one week “on the ground” than I ever thought possible. It was invaluable to see various tourism activities and projects in practice in The Gambia and to understand the challenges facing a developing country, when trying to address issues caused by tourism and to implement responsible tourism. This was enhanced by the special access we enjoyed to some of the inspiring tourism experts, students, business people and communities working so hard to make tourism benefit more people in their country."

Understanding destination development in The Gambia

AT THE CUTTING EDGE OF INTERNATIONAL CONVENTION MANAGEMENT

Two of our final year Events Management students received scholarships to attend the 57th International Congress and Convention Association (ICCA) Conference in Dubai. Their package included opportunities to rub shoulders with leading practitioners and to participate in those aspects they were particularly interested in.

The annual conference stimulates knowledge flows and strategic thinking among industry leaders about current trends and the ways in which our industry is likely to evolve. Becky Rowlands and Sian Gilmartin described their experience simply as “the most incredible event we have ever been to”. Both explained that the conference has helped with their studies and has provided unique networking opportunities for the future.

MASTERING SPORTS EVENTS MANAGEMENT

Postgraduate students of events management and sports events management recently visited three internationally recognised venues and gained an insight into the management of risk and security, planning and operations, and sponsorship. The first, the Emerald Headingley Stadium, perhaps most famous for cricket, is so named because of its association with the academic publisher of journals and textbooks. Sian Jones, Head of Customer Experience at Leeds Rugby and an alumna of our School, gave a guided talk. Students also enjoyed guided visits by alumni working at venues in Manchester, including Manchester United FC and the Manchester Velodrome, the home of British Cycling.

Martin McInulty, Head of Operations at SMG Europe, gave a talk to students at the Leeds First Direct Arena and offered insights into venue design, versatility and production operations. SMG Europe who operate the arena employ several UKCEM graduates across their portfolio of venues.
UNPRECEDENTED SUCCESS IN NATIONAL COMPETITIONS

Tourism students from this School were successful in an unprecedented number of categories at the annual Institute of Travel and Tourism (ITT) student awards evening.

Dr Samantha Isaac secured the ITT PhD Student of the Year, The Bella Rangel Callan ITT Student of the year was won by Emily Stevenson, and the Bill Maxwell Award was awarded to Rebecca Tuck. Finally, Abbie Gavin was the winner of the ITT Centre of Excellence award. All presentations were made at the House of Commons, London.

On their return, our students used their knowledge of the area and their research to develop new tourism products as part of their course assessment.

GLOBAL EVENTS SUSTAINABILITY PROGRAMME

More than 50 of our Events Management and Sports Events Management students signed up to take part in a global sustainability programme with Positive Impact. This involves working to find ways of promoting events in a manner that supports the UN’s Sustainability Development Goals’. Positive Impact is a leading not-for-profit organisation that promotes education and a sustainable events industry. Its founder, Fiona Pelham, who is Chair of the ISO20121 Standard for Event Sustainability and is a member of the UN expert advisory committee was awarded an honorary doctorate by Leeds Beckett University in 2014.

AMBASSADORIAL OPPORTUNITIES

Two International Tourism Management students will shortly join top industry leaders and experts at the annual Institute of Travel and Tourism’s conference in Croatia in June. As student ambassadors, they’ll not only be joining in the contemporary debate around the conference’s key theme of “opportunities of change” but also reporting on what they find out to both students and staff back in Leeds through blogs, vlogs and vox-pops. We are very much looking forward to hearing from them soon.

DEALING WITH OVERTOURISM

Level 5 BA (Hons) International Tourism Management students spent several days on the island of Mallorca, Spain, in early November examining what might be done to mitigate the pressures of overtourism without diminishing the benefits to the economy. Visits were made to the regional tourist board, a marina hotel, Palma Aquarium, a leading heritage attraction, local food and drink markets and a finca that is positioning itself as an upscale ecotourism attraction. They heard from activity tourism providers, local academics and a representative of a local conservation NGO campaigning against the creeping spread of tourism across the island.

On their return, our students used their knowledge of the area and their research to develop new tourism products as part of their course assessment.

Sophie Greenwood, an MSc Sports Events Management student, won the Leisure Studies Association’s postgraduate dissertation of the year award. She has recently joined the event management team at Manchester City FC, current Premier League Champions, where she will be working with alumna Ellen Walker who is the Event Manager. Sophie rather generously commented: I definitely would not have got to this point without my master’s and the support from everyone at UKCEM Leeds Beckett University!

Oliver Dickinson, a BSc (Hons) Hospitality Business Management student reached the finals of the national “Young Guns” competition organised by the Council for Hospitality Management Education (CHME).
COMMONWEALTH SCHOLARSHIPS SUPPORT RESPONSIBLE TOURISM

An additional five Commonwealth Scholarships (making fifteen in total) have been secured by Dr Davina Stanford and Lucy McCoombs. Each scholarship enables students from Rwanda, Tanzania and Kenya to study on our MSc in Responsible Tourism Management. The scholarship scheme is underwritten by the UK Department for International Development (DFID).

Recipients will be taught through a combination of online learning and face-to-face teaching at the Rushmore Business School campus in Rwanda (Kigali). The scholarships cover tuition fees, fieldtrips and the cost of flights for those students selected from outside of Rwanda. Recipients of the scholarships will have the potential to enhance the development of their home countries with the knowledge and leadership skills they acquire on the course.

WORKING WITH THE PROFESSIONALS

An MSc Events Management student, Serena Ferrari, recently impressed practitioners attending an Association of Professional Conference Organisers (ABPCO) industry roundtable event in Leeds. Serena presented her research findings on co-creative events that have adopted digital technologies to attract a younger audience. In other words, she was able to suggest ways for event organisers to interrelate with clients, audience, event stakeholders and technologies experts during the planning process.

PHD PRIZE WINNERS

There were more celebrations when two of our PhD students won awards at the Association of Tourism in Higher Education (ATHE) conference. Emmy Yeung, who is examining the tension between authenticity and inauthenticity in the context of augmented reality in heritage sites and Jason King who is studying an ecological dynamics approach to leadership in the events sector, both received plaudits for their work from delegates and were recipients of a Family Holiday Association PhD Colloquium award.

STUDENTS MAKING A DIFFERENCE

Anna Alaman, a student reading for her MSc Responsible Tourism Management by distance learning, has won the prestigious TODO Award at ITB Berlin for the "Women in Tourism" initiative. The award celebrates the impact of her social enterprise, Open Eyes. The business offers tours that create alternative livelihoods for communities excluded from the tourism chain model in India. They focus on women’s empowerment and are designed to promote income and aspiration. Open Eyes has also won the Silver Award at this year’s Best Experiential Operator at IRTA (Indian Responsible Tourism Awards).

Further insights about student activities and achievements are available at: www.leedsbeckett.ac.uk/ethm

ONE LOVE MANCHESTER

Sarah McManus is one of many graduates who return to share their experience and expertise with current students. Sarah graduated in 2015 with a First Class degree in Events Management. After graduating, she became an Operations Assistant at Emirates Old Trafford, where her first project involved arranging a Foo Fighters concert for a crowd of 55,000 fans. She subsequently became Procurement Manager at The Hilton Garden Inn, Emirates Old Trafford, managing multi-million pound budgets. Lancashire County Cricket Club and Emirates Old Trafford hosted the special One Love Manchester benefit concert on Sunday 4 June, to honour and raise vital funds for the victims and families who were tragically affected by the Manchester attack after the Ariana Grande show. Sarah explained her role in the event management students earlier in the year.
RESEARCH IN FOCUS

MULTISPECIES EVENTS AND TOURISM

Research in the fields of events and tourism is strongly anthropocentric, focusing predominantly on human experiences, practices and behaviours. When nonhuman animals do appear in research it is mainly as passive objects to be observed and consumed (literally and visually) for human pleasure. Yet, events and tourism are not solely human domains, and nonhuman animals are more than just objects to be enjoyed as part of a holiday or event experience.

Dr Kate Dashper challenges the anthropocentrism of events and tourism research, drawing on more-than-human theoretical perspectives to argue that tourism, events and leisure are - and need to be understood as - more-than-human experiences. Nonhuman animals play many active roles in events and tourism, including: as workers in tourist locations around the globe; as sporting partners in events; as disruptions to human goals for expansion and exploration of supposedly wilderness locations; and as companions to humans on excursions and holidays. Dr Dashper’s research illustrates the importance of more-than-human perspectives to understanding human-nonhuman encounters, interactions and sometimes confrontations in tourism and events, adding to understanding of the richness of these multispecies practices.

Related academic publications:


TOURISM IN TIMES AND PLACES OF SOCIO-POLITICAL TURMOIL

Many parts of the world experience serious and sustained socio-political conflict. Yet, despite such turmoil, people travel to these places in increasing numbers.

Professor Dorina-Maria Buda, utilising a research grant from the Dutch Organisation for Scientific Research, is breaking new ground analysing this challenging phenomenon from socio-cultural perspectives. Her focus is on the emotional dynamics experienced by tourists and local tourism sector stakeholders in the eastern Mediterranean region. Empirical attention is currently given to countries such Jordan, Israel, and Palestinian Territories as they share geo-political connections and disconnections linked to on-going turmoil and still welcome increasing numbers of international visitors.

In 2019/2020, when concluded, the project will be able to make policy recommendations to inform tourism planning and development in culturally sustainable ways, especially in connection to crisis preparedness and communications for increased resilience for tourists and local tourism stakeholders.

Tourists at the Bethlehem Peace Centre near the Church of Nativity, Bethlehem, Palestinian West Bank.
EVENTS, EMOTIONS AND BELONGING

Recent research undertaken by Professor Emma Wood explored the potential role of participatory arts events in combatting loneliness among older women. A grant from North Yorkshire Innovation Fund financed six months of weekly arts events for those living in rural communities.

The project was undertaken in partnership with community arts organisation Rural Arts. The findings suggest that social events that involve creativity can play an important role in generating positive emotions which bond participants and create a lasting sense of belonging. Rural Arts stated that “as a result of this research we have been able to share the learning more widely with health and care professionals, artists and other voluntary sector partners and use the findings in the development of our own arts event interventions”.

Related academic publications:


KNOWLEDGE AND INNOVATION IN EVENTS

Graduate Teaching Assistant Alistair Palferman is reaching the final stages of his PhD on absorptive capacity in events organisations. This involves an analysis of organisational knowledge acquisition and utilisation. Absorptive capacity is one of the most influential ideas to emerge from management schools over recent decades. Alistair’s work suggests that significant retheorising is appropriate for application in the events sector.

PRIVATE EQUITY INVESTMENT IN STREET FOOD

Graduate Teaching Assistant Guy Lincoln is examining the financial decision making of investors in street food businesses. Behavioural finance provides a framework for what it describes as the ‘non-rational’ elements of investment decision making but, Guy argues, emotion and affect as conceptualised in social and cultural studies provides a more effective lens through which to view this decision making process.

INAUGURAL PROFESSORIAL LECTURES

In July, we celebrated Professor Emma Wood’s inaugural professorial lecture with colleagues from many parts of the UK. Entitled Harnessing the buzz: Memory as social merchandise, Professor Wood argued that planned events offer the prospect of bringing about personal transformation. Drawing on her inter-disciplinary research in consumer behaviour, social psychology and the sociology of emotions, she explained the process through which such transformations take place.

Professor Dorina-Maria Buda’s inaugural professorial lecture takes place later in the year. She will explore the interconnections between tourist spaces, people and emotions in times and places of socio-political conflict.
WELCOME TO NEW COLLEAGUES

Two colleagues have joined the School in recent months. Dr Miju Choi joins us as a Senior Lecturer having recently left a lectureship at the Chinese University of Hong Kong. She adds considerably to our research capacity and is an accomplished teacher. Her very recent publications include the following:


Dr Christina Papadopoulou joins us as a Lecturer in Events Management. She has recently completed her PhD study at Leeds University Business School.

INFORMING POLICY AND PRACTICE: TOUR DE YORKSHIRE CYCLE RACE

SOCIAL IMPACT ASSESSMENT

Funded by Doncaster Council, The 2018 Tour de Yorkshire cycle race was used to pilot a new and innovative approach to assessing and monitoring the social outcomes of future major sporting events. The work produced a detailed report entitled *Maximising Local benefits from the Tour de Yorkshire in Doncaster* and has since been disseminated at two public events and attracted significant media coverage. The team are now working with Doncaster Council to develop further research opportunities to evaluate interventions developed from the project findings.

The research team: Lucy McCombes, Dr Neil Ormerod, Professor Emma Wood, Professor Jim McKenna, Jade Morris, Alex Christensen.

RESEARCHING NATURE TOURISM

A research stream led by Dr Simon Woodward and Dr Neil Ormerod for the Yorkshire Wildlife Trust is supporting policy development. The findings from the most recent study reveal that the value of wildlife watching trips increased from £9 million to £24 million a year in less than a decade. The implications of the research were highlighted by the Chief Executive of Welcome to Yorkshire, the regional tourist board, who said:

*The boost received by local businesses in the area, as a result of the growing number of people visiting, is hugely encouraging and great for the morale and continuing success of the region’s tourism service providers.*

CRITICAL EVENTS STUDIES

*Disrupt* is an ongoing project led by Dr Ian Lamond exploring methodologies appropriate to critical perspectives in event studies, suitable for researching activism, protest, and events of dissent. His work considers the use of augmented film screenings, which combine cinematic presentation with non-film/live elements and panel-led discussions, as one of the approaches trialled as part of the project. Rooted in techniques based in photo and video elicitation. The research combines film with live disruptive elements in the attendee experience to legitimise participant engagement with narratives that challenge dominant hegemonic discourses.

TOURISM IN THE DEATH ZONE

Graduate Teaching Assistant Jase Wilson recently departed to undertake fieldwork for his PhD entitled ‘Tourism in the Death Zone: emotions in high-altitude mountaineering in Central Asia’. Jase will conduct interviews with tourists, tour guides, Sherpas, and other high-altitude mountaineering tourism stakeholders in Nepal and Pakistan in Central Asia. He will explore how emotions and affects are performed by these tourism stakeholders in places of encounters with death. Jase will gather data from two case study sites: the Mt. Everest Basecamp in Nepal, and the K2 Basecamp in Northern Pakistan. For the duration of the fieldwork, Jase will live, eat, sleep, and camp with climbing tourists, guides, and local workers who will make attempts to reach the summits of the world’s highest and most dangerous mountains.

GENDER INEQUALITY IN THE EVENTS INDUSTRY

Although the events industry is female-dominated numerically, there are indications of a ‘glass ceiling’ which limits career opportunities for women. Dr Kate Dashper’s research suggests that mentoring may have an important role to play in helping empower individual women and supporting them in their leadership aspirations. Mentoring alone, however, is unlikely to have a significant impact in terms of challenging broader gender inequality in the events industry, as it fails to acknowledge gendered discourses, structures and practices in the workplace, and thus leaves them largely unchallenged.

Significant progress towards greater equality will require more radical action, but this needs to be evidence-based to have a chance of stimulating real change. There is a lack of reliable data on important issues such as the gender pay gap, the motherhood penalty and other barriers women face in the events workplace.

Dr Dashper, along with School colleagues Stephanie Jameson and Visiting Scholar Dr Guozhong Xie, is currently conducting further research into gender and careers in the events, tourism and hospitality industries, in order to provide robust data on the gender pay gap, career success and satisfaction. They hope this research will provide a basis from which future action to address gender inequality in the events industry can be developed.

Related academic publications


OUR VISITING SCHOLAR SCHEME

Associate Professor Jennie Germann Molz, College of the Holy Cross, Worcester, Massachusetts, USA, joined our International Centre for Research in Events, Tourism and Hospitality (ICRETH) for several weeks in March 2019. Jennie completed her PhD in Sociology at Lancaster University, where she subsequently held a postdoctoral fellowship in the Centre for Mobilities Research. Since then, Jennie has been interested in questions of identity, belonging, and ethics in the context of mobile togetherness and has conducted research on round-the-world backpackers, travel blogging, food mobilities, network hospitality and the sharing economy, family voluntourism, and worldschooling. She is a former Fulbright scholar, a co-editor of the journal Hospitality & Society, and the author or co-author of several books and journal articles.

We welcome informal expressions of interest from talented academic researchers at any stage of their career who might enrich our research environment. See our web site for details of the scheme.
THE LONG-HAUL JOURNEY TO IMPACT

Research policy in many parts of the world now makes research impact, i.e. the influence of academic research on non-academic policy and practice, a condition of funding. A research monograph written by Professor Rhodri Thomas provides the first comprehensive assessment of non-academic research impact in relation to tourism, events and hospitality studies.

The book is informed by interviews with key informants, ethnographic reflections on the author’s extensive paid and pro bono work with trade and professional associations, and various secondary data. It paints a picture of inevitable research policy failure. This conclusion is justified by reference to ill-founded official conceptualisations of practitioner and organisational behaviour, and the orientation and quality of tourism research. The author calls for a more serious consideration of research-informed teaching as a means of creating knowledge flows from universities. Research with greater social and economic impact might then be achievable. This radical assessment will be of interest and value to policy makers, university research managers and tourism scholars.

The Times Higher Education (THE) of 17th – 23rd January 2019 carried a related article written by Professor Thomas on the challenges of achieving research impact in fields such as tourism.

PROBLEM GAMBLING RESEARCH WITH IMPACT

Dr Alexandra Kenyon, Dr Neil Ormerod and Visiting Professor David Parsons have undertaken a number of studies into the prevalence of gambling in Leeds for Leeds City Council. Their research revealed significant social, economic and mental health problems associated with the activity. Up to 10,000 people within the city are affected directly yet Leeds, at the time of their research, had only one dedicated gambling treatment centre and no network interlinking front line support services and charities to help/refer gamblers in need.

Leeds City Council, informed by their work, have promoted additional support provision for at risk gamblers and their families through dedicated outdoor media campaigns such as the “Beat the Odds” initiative on 140 bus shelters, 50,000 geolocation adverts linked to mobile phone apps and animations for screening in public buildings. Further, a framework for gambling related harm reduction has been produced and mapped to the socio-ecological model for gambling related harms. Coverage of the issue by national media such as the BBC and ITV referred to their research.

Dr Alexandra Kenyon and Dr Neil Ormerod won the Council for Hospitality, Management Education (CHME) Research Impact prize for 2019 based on their project.
RESEARCH EVENTS

Our programme of ICRETH Assemblies are organised around one main theme. The theme for the academic year 2018/2019 is Diversity within Events, Tourism, and Hospitality. This theme left broad by design so that guest speakers will be able to tackle it from their preferred standpoint.

Assembly 1
Speaker: Dr Rebecca Finkel
3rd October 2018 | 12:00 – 13:30 | Caedmon Hall, room G03
Topic: ‘Doing gender’ in Critical Event Studies

Assembly 2
Speaker: Professor Marina Novelli
21st November 2018 | 12:00 – 13:30 | Macaulay Hall, room G03
Topic: ‘Practising and researching as a woman in tourism: the good, the bad and the (occasionally) ugly’

Assembly 3
Speaker: Dr Jack Black
5th December 2018 | 12:00 – 13:30 | Macaulay Hall, room G03
Topic: It is bigger than the bread bin?: Parallax, Parapraxis and the Multicultural Representation of British Media Events

Assembly 4
Speaker: Dr Emmanuel Adu-Ampong
20th February 2019 | 12:00 – 13:30 | Macaulay Hall, room G03
Topic: Assessing accessible tourism research: diversity, trends and future agenda

Assembly 5
Speaker: Dr Jennie Germann-Molz
6th March 2019 | 12:00 – 13:30 | Macaulay Hall, room G03
Topic: Feeling Global: Mapping the Emotional Geographies of Family Travel

Assembly 6
Speaker: Professor Donna Chambers
15th May 2019 | 12:00 – 13:30 | Macaulay Hall, room G03
Topic: ‘What is this thing called ‘diversity’ in tourism studies? A critical enquiry

Assembly 7
Dr Peter Lugosi
26th June 2019 | 12:00 – 13:30 | Macaulay Hall, room G03
Topic: Migrant agency, resource transformation and the creation of hospitable spaces

RESEARCHING RESPONSIBLE TOURISM

A collection of research activity in the area of responsible tourism continues to flourish. This ranges from colleagues advocating a reconsideration of current conceptualisations of the term, and advocating a more inclusive notion of sustainable and responsible development, to those who maintain an interest in effecting change among various actors. Our annual responsible tourism spotlight conference provides MSc responsible tourism students, alumni, academics and practitioners a regular opportunity to explore critical issues in this area. This year’s event (17th May) is entitled: Rethinking success in tourism.

Recent publications include the following:


Dr Elisa Burrai’s assessments of tackling overtourism published in The Conversation and CQ Researcher provide accessible accounts of a contemporary tourism policy challenge.

WELCOMING LEADING SCHOLAR

Staff and research students benefitted from a visit earlier in the year by Professor Haiyan Song from Hong Kong Polytechnic University’s School of Hotel and Tourism Management. Professor Song gave a presentation earlier in the year on his recent research on consumer satisfaction and the social well-being of the elderly.

Professor Song is a world class researcher with expertise in tourism demand analysis, tourist satisfaction and wine economics. He has been involved in a number of high level projects including work funded by the UNWTO.

Professor Song is pictured with Professor Dorina-Maria Buda (Head of ICRETH) and Dr Peter Robinson (Head of the Centre for Tourism and Hospitality Management).

PHD SUCCESS

Congratulations to the following on their recent PhD successes:

Alexandra Witte (2019). A mobile ethnography of walking tourism on China’s Ancient Tea Horse Road.

ONES TO WATCH

Five alumnae from our UK Centre for Events Management (UKCEM) were named in 2018 as being amongst the conference and meeting industry’s top young talent by Conference News and event technology specialists Cvent at an awards ceremony in London.

Heather Sharp, Rebecca Pryjdu, Rebecca George, Helen Simpson and Annie Metcalfe were all recognised at the awards. Annie, who studied Events Management and graduated in 2013 said, “I’m thrilled to be recognised by my peers in this way, but I do attribute much of my success to the many people who have supported me in my journey.”

A GOVERNMENT AMBASSADOR TO CHAMPION GREEN ACTION

Victoria Smith, founder of Earth Changers and an alumna of our MSc in Responsible Tourism Management, is among the first ten ambassadors to champion the Year of Green Action announced by the Environment Secretary Michael Gove MP. In making the announcement, he noted: ‘These new ambassadors have shown tremendous passion in their drive for environmental protection and have been tenacious in their desire to raise awareness’.

The company established by Victoria promotes sustainable tourism and seeks to educate visitors on a range of associated issues. Having gained a distinction for her dissertation, Victoria published a paper (with another alumnus and former colleague Professor Xavier Font) based on her findings in the Journal of Sustainable Tourism. It subsequently became one of their most downloaded papers.

ON THE A LIST!


MIALIST2018 AWARD

Congratulations to our MSc International Events Management graduate, Rhys Gillard, for winning the national postgraduate annual Meeting Industry Association ‘mialist’ 2018 prize. The judges identified Rhys as ‘one to watch’ and acknowledged his performance as being above his contemporaries, demonstrated by his display of exceptional understanding of the industry. Rhys was presented with his award at this special celebration lunch at The Tower Hotel in London.
**NEWS IN BRIEF**

**Japan National Tourist Organisation**

Head of the UK Centre for Events Management, Dr James Musgrave gave a two-day master class in strategic event planning to the Japanese Tourist Board in Tokyo, December 2018. Whilst in Tokyo he presented to the MPI chapter President and national committee on the importance of education in event management to the Japanese economy and global reputation of Tokyo as an event destination.

**Assessing research quality and impact in New Zealand**

Professor Rhodri Thomas joined the Business and Economics Panel of New Zealand’s Performance Based Research Fund (PBRF). This evaluation panel encompassed tourism research and considered work produced by university researchers since 2012. Unlike the Research Excellence Framework in the UK, the PBRF assesses individuals rather than groups. The results become available during 2019.

**Promoting women in the events industry**

Dr Kate Dashper, Reader in Events Management, has been appointed as a mentor on the Fast Forward 15 programme for 2019 -20. Founded by Fay Sharpe of BCD Meetings and Events, this industry initiative provides a number of women with access to a structured programme of mentoring and professional support from leaders in the field. The scheme aims to help address continued gender inequality in the sector and to inspire the next generation of talent. Applications to join as a mentee are now open. You can find out more about Fast Forward 15 here.

**Engaging with industry**

Professor Emma Wood shared her latest research insights on memory creation with practitioners via keynote presentations at important events industry conferences: The 2019 ICCA UK & Ireland Chapter Annual Conference, held in Harrogate, and an ABPCO round table meeting held in Leeds.

**Keynote in Italy**

Professor Chris Cooper recently gave a keynote address entitled ‘Places for Pleasure: Past, Present and Future’ at the III International Conference on Tourism Dynamics and Trends, Benvento, Italy.

**Influencing policy and practice?**

Cardiff Metropolitan University hosted the 2019 Advances in Management and Innovation conference in May and invited Professor Rhodri Thomas to make an opening keynote address drawing on his work on research impact. Professor Thomas also made a keynote address to the 4th Tourism Research Network PhD/ECR Symposium, 2019, hosted by Sheffield Hallam University.
Supporting our subject associations

We continued to play a full part in supporting the work of our main subject associations, including hosting the annual conferences of the Association for Events Management Education (AEME) in and the Association for Tourism in Higher Education (ATHE). Both were well attended and stimulated debate about issues of collective interest.

Dr James Musgrave was elected to the Board of Directors of Euro CHRIE and joined Glenn Bowdin (AEME Treasurer) when he was elected the Executive Committee of AEME. Dr Peter Robinson was elected to the Board of The Institute of Travel and Tourism (ITT) and remains active as National Council member of the Tourism Management Institute (TMI). Stephanie Jameson continued her tenure as an Executive Committee member of the Council for Hospitality Management Education (CHME) and Lisa Gorton maintained her position as Executive Committee member of ATHE. Professor Chris Cooper acts as REF Advisor to the ATHE Executive Committee. Dr Elisa Burrai became Chair of the ATLAS special interest group on Volunteer tourism.

Supporting related networks

Several colleagues continue to make ongoing contributions to networks with an interest in aspects of events, tourism and hospitality management. Dr Tom Fletcher is Chair of the Leisure Studies Association (LSA) and Dr Milka Ivanova continues as Secretary to the International Tourism Research (RC50) of the International Sociological Association. Professor Chris Cooper has continued with his work on the world stage as a Member European Science Foundation Community of Experts, as Expert Assessor for the Swedish Government Research Council, as Expert Assessor for the Estonia Higher Education Quality Assessment Agency and as Expert Assessor Portuguese Foundation for Science and Technology 2019. Professor Rhodri Thomas assessed tourism projects for the Economic and Social Research Council (ESRC). Michelle Lanham supported events in Leeds via her work on the Leeds 2023 committee.

The Institute of Hospitality

The Institute of Hospitality accredited our degree programmes for a further five years (until 2024). This confirms practitioners perceptions that our courses meet recognised international benchmark standards of professional knowledge and are relevant to the needs of the industry.

Editorial contributions

Dr Milka Ivanova, Professor Dorina-Maria Buda and Dr Elisa Burrai are guest editing a special issue of Tourism Geographies entitled Creative and Disruptive Methodologies in Tourism Studies.

Professor Dorina-Maria Buda, Dr Jennie Germann Molt (College of the Holy Cross) and Professor Alan A. Lew (Northern Arizona University) are guest editing a special issue of Tourism Geographies entitled Affective Attunements in Tourism Studies.

Professor Chris Cooper continues his work as Co-Editor of Current Issues in Tourism and Associate Editor of Annals of Tourism Research.

33rd in the Academic Ranking of World Universities (subject rankings)