



# UNWTO Education and Science Council

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## UNWTO Education and Science Council Newsletter

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### Welcome to the EdSCo Newsletter

This is the first edition of the Education and Science Council Newsletter, the new name for the Education Council. Previously chaired by Prof. Chris Cooper from the University of Queensland, EdSCo is now chaired by the University of Surrey in the UK.

The University of Surrey was honoured to take on the Chair of the Education and Science Council (EdSCo) at the General Assembly held at Cartagena de Indias, Colombia in November 2007. Professors David Airey and John Tribe explained that they would jointly chair the meetings but they would involve all members of the Surrey tourism team in the work of the Council.

The platform presented by the University of Surrey focuses on activities supporting education and training, assisting centres that are developing their programmes, supporting UNWTO pri-



Pictured above are Dr Graham Miller, Profs. David Airey and John Tribe at the 2008 Ulysses Prize Award

orities such as climate change and poverty alleviation, establishing EdSCo as a leading body in its field and communicating with members and others. Subsequently, six key projects have been presented to the 35<sup>th</sup> UNWTO Programme Committee. This will now form the programme that we will be developing with, and for, our members.

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## EdSCo News: Steering Committee

At the 14<sup>th</sup> meeting of the Council held in Madrid in May a Steering Committee based on regional representation was agreed as follows:

Africa: Beatrice Makawiti (Kenya Utalii College)

Asia: Kaye Chon (Hong Kong Politechnic University)

Australasia: Lisa Ruhanen (University of Queensland)

Europe: David Airey (University of Surrey)

North America: Pauline Sheldon (University of Hawaii)

South America: Alejandro Reyes Hurtado (Universidad San Martín de Porres).

Also to represent the Council on the Programme Committee: Olga Gómez (Universidad Antonio de Nebrija).

And of course beyond these we look forward to working with all members of the Council and we hope that you will be able to join us again in Madrid for the 15th EdSCo meeting on 26 May 2009 and afterwards for the Ulysses Awards and conference.

Crucially, support to the Council continues to be provided by the EdSCo Executive Secretary, Dr Eduardo Fayos Sola and his team, including Alba Fernandez Alonso.

## UNWTO Tourism Policy Initiative

The Education and Science Council Secretariat has been actively working in the last few months to launch several projects related to its TOIGI initiative (Tourism Policy, Innovation and Governance Initiative). This initiative's first and main programme is to establish a tourism policy framework itself.

Developing this task has involved the collaboration of several experts on tourism policy and professors from a number of universities and other institutions. By establishing this framework, UNWTO aims to develop a common language and deep understanding of concepts that it frequently uses.

The initiative also aims to set up the first standardized guide of procedures used by Governments and other stakeholders when preparing and implementing tourism policies. These tourism policy standards and initiatives are already being discussed among governments and member states of the UNWTO Regional Representation for Europe.

A Working Meeting will take place on 1-2 December in UNWTO Headquarters in Madrid in order to lay the groundwork for establishing tourism policy "priorities within the UNWTO Programme of Work at the European regional and sub-regional level".

## EdSCo News: University of Surrey platform

*Continued from p1.*

The six key projects Surrey would like to advance include the Ulysses Awards, Conference and meetings; the development of international curriculum guidelines; tourism education mentoring programme; developing EdSCo leadership in tourism education and research; communication and dissemination through the website and newsletter; partnership with other initiatives. Details about some of these, such as the date and theme for the Ulysses conference have already been circulated and others are under way such as the newsletter and website. Others need further work. We are

keen to make progress on the curriculum guidelines and we will be in contact with members about this shortly.

One other important item from the 14<sup>th</sup> EdSCo meeting related to TEDQUAL. Members present were very supportive of TEDQUAL as a process for developing quality in education but felt that it was timely to review the arrangements. This review, led by the THEMIS organization and supported by UNWTO is now underway and members will have received an evaluation questionnaire. THEMIS will be using this information to inform the review.

## 2009 UNWTO Ulysses Conference and Award: Call for Papers

For the seventh consecutive year, the UNWTO presents the annual Ulysses Prize and Awards Ceremony, to be held in Madrid (Spain) on 27th May 2009.

This prestigious prize, first awarded in 2002, is conferred upon a distinguished scholar for an outstanding contribution to knowledge in tourism. During the last six years, renowned personalities in the tourism academic sphere have received the UNWTO.Ulysses Prize. Past recipients are Dr. Donald Hawkins (George Washington University), Dr. Brent Ritchie (University of Calgary), Dr. Jafar Jafari (University of Wisconsin at Stout), Dr. David Airey (University of Surrey), Dr. Bernard Morucci (Université de la Sorbonne), Dr. Pauline Sheldon (University of Hawaii at Manoa) (pictured right).

As in years past, public institutions, private companies and non-profit organizations will be awarded, for their innovative contributions to tourism policy, governance and other areas of tourism. Interested applicants can find the proposal requirements and application forms on the website <http://www.unwto.org/edsco/index.php>

The 2009 UNWTO Ulysses Conference organised by the UNWTO Education and Science Council will be on the topic of innovation in education from 27<sup>th</sup> to 28<sup>th</sup> May 2009 in Madrid, Spain.

This conference will hear a keynote presentation from the 2009 Ulysses Prize winner and aims to celebrate best practice in innovation in education. The conference will give profile to examples where innovative teaching and research methods are being employed to advance the subject of tourism. The conference will aim to hear presentations, but also to discuss developments and create knowledge for the future.

Within the overall theme of Innovation in Education, we are especially keen to receive papers that specifically address how innovation in

education relates to the following topics;

- Development issues and poverty alleviation
- Climate change and sustainability issues
- Tourism policy and governance
- Student experience
- Gender issues
- Curriculum development

Practical case studies, research-based papers and conceptual papers are all welcome.

Abstracts (approximately 500 words and including 5 key words) should be submitted to the chair of the review committee, Dr. Graham Miller, by email ([g.miller@surrey.ac.uk](mailto:g.miller@surrey.ac.uk) with copy to [edsco@unwto.org](mailto:edsco@unwto.org)) together with the completed participation form.

Deadline for abstracts is 6<sup>th</sup> February 2009 with notification of acceptance by the 13<sup>th</sup> March 2009.

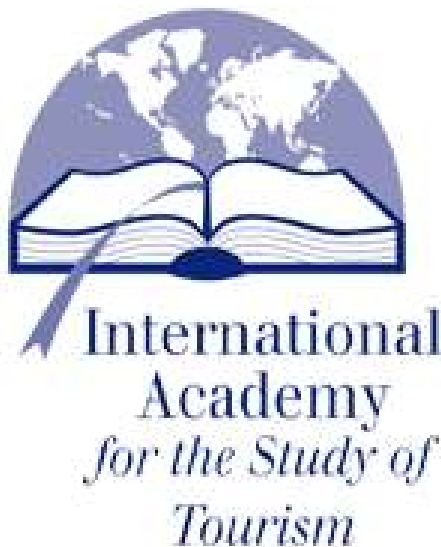


## 2009 International Academy for the Study of Tourism Conference

The UNWTO Education and Science Council Secretariat is actively collaborating with the International Academy for the Study of Tourism to prepare for its 2009 meeting.

The 2009 biannual conference coincides with the 20<sup>th</sup> Anniversary of the Academy. The title of the conference is *A 20-20 Vision of Tourism Research: Roads Travelled, Hills to Climb*.

In celebration of the 20<sup>th</sup> Anniversary of the Academy, the Conference would like to give a general retrospective of the organization's last 20 years, as well



as an account of the Academy's future and its role in charting tourism research.

To celebrate the 20<sup>th</sup> Anniversary, the meeting will start as it did 20 years ago, with an official visit to the UNWTO Headquarters in Madrid and a welcome ceremony hosted by UNWTO and its Education and Science Council.

The rest of the meetings and conference sessions will take place in La Rioja (Spain), where the local government has offered high standard facilities to welcome its guests to this important event for the International Academy for the Study of Tourism.

## University of Surrey: The Effects of Tourists' Photographic Practice on

Dr Caroline Scarles is currently undertaking research for an Economic and Social Research Council funded project entitled: The effects of tourist photography on host communities. Using the context of Peru, Caroline's research investigates the socio-cultural impacts of tourism by exploring the effects of tourists' photographic practice on the social and cultural frameworks of host communities.

Caroline has recently completed three-month overseas field research in Peru. During this time, she worked with local residents and tourists in order to unpack the complex relationships that emerge between tourists *and* local residents in the moment of photographing.

In particular, Caroline's research sought to identify the potentials for both community empowerment and/or dependency that may arise through tourist photography. She also examined the motivations driving tourists' desire to photograph local residents, the ethical considerations tourists' experience during this encounter and their awareness of

the potential effects of their photographic demands.

Finally, with a view to informing future policy, Dr Scarles also met with national and regional Government officials to examine current management attitudes, awareness and policy in addressing tourist/local photographic engagement. For further details of Caroline's work, please contact her at: [c.scarles@surrey.ac.uk](mailto:c.scarles@surrey.ac.uk)



## CENP 50th Birthday Celebrations

Celebrations throughout 2006/2007 and 2007/2008 have been held to mark the 50<sup>th</sup> anniversary of CENP, the first institution in Spain to offer tourism education.

The celebrations began with a lecture given by Dr. Sherryl Kimes from Cornell University in December 2006 and ended with a round table event in April 2008 where representatives of the tourism industry discussed the peculiarities, demand and evolution of the professional profiles within their particular area of expertise –hotels, travel agencies, cruises and guides amongst others. The roundtable was participated in by Mr Carlos Abella, president of the State Society for the Management of Innovation and Tourism Technologies (Segittur), who pointed out the important role of the new technologies as marketing and information tools, as well as

stressing the relevance of CRM.

Other participants were: Antonio Gil, Secretary General of the Madrid Hotel Trade Association (AEHM); José Ricardo Campuzano, representing the Spanish Travel Agencies Trade Association (AEDAVE); Javier Baz, graduate of CENP's Tourism School, current Managing Director of ABANZA; Remedios Godoy, HR Director, BANCOTEL; Rogelio Sordo, Partner & Director, AGCH Astur; Elvira Prado, graduate of CENP's Tourism School, Partner & Director Action Abroad and President of the Association of Candidate Cities to the European Capital; Pedro Costa, Commercial Director, Costa Cruises; José María de Juan, KOAN Consulting, Partner & Director; Rosa María de Juan, Professional Association of Tourism Guides (APIT), Member of the Board of Directors; Ruperto Donat, Manag-

ing Director of the Tour Operator's Spanish Association (AMAVE) José Antonio Carrasco, President Spanish Association of Tourism Professionals (AEPT) and Mercedes Carreño, Managing Director CENP and President of the Spanish Federation of Tourism Schools (ANESTUR)

Some conclusions were that the market allows for the constant creation of new professional profiles in an ever-changing environment, and therefore the need for continuous education is a requirement. Yet, above all, there was a general agreement that attention to the client is of the utmost importance and the real key to success.

EdSCo is extremely grateful to CENP for their role in organising the logistics for the 2007 and 2008 UNWTO EDSCO Ulysses Conference and Awards.



## Slovenian Tourism Confidence Index



The UN-WTO Tourism Confidence Index survey has been conducted since 2003 in order to keep track of the tourism sector's actual performance and perceived short-term

prospects at the global and regional levels. In 2007, the Institute for Tourism of the Faculty of Economics (ITEF) at the University of Ljubljana, in cooperation with the Slovenian Tourist Board, applied the same methodology to calculate the Tourism Confidence Index for Slovenia. In its first report 180 Slovenian

experts who contributed to the calculation showed great optimism in evaluating the inbound tourism performance (2007) and future expectations (2008), with both scoring 135. Although according to the panel of tourism experts Slovenia performed slightly worse than the world (143) and Europe (142), the ITEF index for 2008 exceeds the UNWTO global (132) and European indexes (127). New tourism business opportunities were expected to arise due to Slovenia's EU Presidency in the first half of 2008 and its expected long-term effect on Slovenia's boosted tourism image and recognition.

As the project is still in a pilot phase and has run for less than a year, it is yet to be evaluated in terms of achieving the above goals and in terms of being relevant to the Slovenian Tourism Board and industry. At the moment, Institut for Tourism at the Economic Faculty is still improving the tourism expert database and promoting the potential of TCI among the survey correspondents and in public. The first open public debate on the potentials and usefulness of the TCI research took place on November 5th in Ljubljana. ITEF is very much interested in experiences that other countries might have with calculating TCI. Please, contact [tanja.mihalic@ef.uni-lj.si](mailto:tanja.mihalic@ef.uni-lj.si).

## Universidad Politecnica de Valencia

The Universidad Politecnica de Valencia is proud to present the completion of two Masters degrees in the management of tourism enterprises and organisations. Hyeon Jin Lee was supervised by Estefanía Osorio Acosta and wrote the dissertation on sustainable and responsible tourism development plans for the Dolmen area of Korea. The objective of the thesis is to propose a sustainable and responsible tourism development plan around the area of Dolmen in Korea so that the value of Dolmen heritage can be rediscovered and strengthened. Based on the objective and characteristics of Dolmen heritage site, the Dolmen tourism route is created as a tourism product. Roberto E. Cervelló Royo presented his dissertation entitled 'Tourism and Urban Regeneration: A European View'. The research



analysed three British (London, Liverpool, Cardiff) and three Spanish (Valencia, Barcelona and Bilbao) cases in which areas have undergone an urban regeneration process, in order to check the advantages and disadvantages of state interventions policies and isolate the most quantifiable economic effects. The dissertation was supervised by Baldomero Segura García del Río.

## Tourism Education Futures Initiative (TEFI)

TEFI, an initiative of the BEST Education Network, which seeks to provide a vision, knowledge and a framework for tourism education programmes to promote global citizenship and optimism for a better world, is currently planning its third Summit meeting. The TEFI initiative also seeks to prepare tourism graduates to enter the seismically different world that is emerging, and to provide it with responsible leadership and stewardship. The first Summit was held in Vienna, Austria at Modul University, and examined various long run scenarios for the future of society and how tourism



programmes should adapt. The second Summit, held at the School of Travel Industry Management at the University of Hawaii, USA developed sets of values upon which this new curriculum framework should be based. The values fall under the general headings of Destination Stewardship, Knowledge, Ethics, Professionalism and Mutuality. The third Summit to be held at the University of Lugano, Switzerland April 23-26, 2009, will build a framework for values-based tourism education that can be adapted to programmes in different

countries and different university systems. Each Summit has been attended by about 40 academics and industry from around the world. For more information on the TEFI initiative please visit the website [www.tourismeducationsummit.com](http://www.tourismeducationsummit.com) or contact Pauline Sheldon ([psheldon@hawaii.edu](mailto:psheldon@hawaii.edu)) or Dan Fesenmaier ([drfez@temple.edu](mailto:drfez@temple.edu)).

## B.E.S.T. Education Network Think Tank VIII

Business Enterprises for Sustainable Travel Education Network (B.E.S.T. E.N.) held its eighth Think Tank in Izmir, Turkey on June 24-27, 2008 in conjunction with Izmir University of Economics. B.E.S.T. Education Network is an international consortium of educators committed to furthering the development and dissemination of knowledge in the area of sustainable tourism. The organization's annual conferences address particular themes aiming to push the research and education in those specific fields forward. This year's discussions focused on "Sustaining Quality of Life (QoL) through Tourism". The three days event included keynote addresses by Dr. Robert Cummins,

Professor at Deakin University's School of Psychology and Head of the Australian Centre for Quality of Life and Ms. Patricia Barnett, Director of Tourism Concern. The conference also heard research paper presentations, an open industry forum with representatives from local tourism projects and two workshops on key research questions and issues related to tourism's contribution to QoL in the future. The 2009 conference will take place at the Singapore campus of James Cook University with the theme of values in pursuing sustainable tourism. For details visit the B . E . S . T . E . N . website : [www.besteducationnetwork.org](http://www.besteducationnetwork.org)

## PolyU wins Samsung's support to advance hospitality technology



Prof Chon said the opening of this Lab has highlighted the School's determination to stay at the forefront of technological change. "Our students can gain hands-on experience with industry booking and enquiry software, as well as the application of information technology in the hospitality settings. This clearly befits our status as Asia's leading hospitality and tourism institution," he said.

Built around the generous sponsorship from Samsung, the Digital Lab is home to a wide range of computing and audio-visual equipment including 58 R-Series notebooks, high-definition LCD TVs, network printers, DVD HD camcorder, air cleaner, home theatre system, DVD and blu-ray disc players. To help students keep abreast of hospitality technology, all computers are installed with advanced software products that facilitate teaching of subjects include lodging management, revenue management, financial management, E-business, technology management and data analysis for the industry.

With the support of world-renowned electronics manufacturer Samsung Electronics Hong Kong, the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU) has set up the Samsung Digital Lab for Hospitality Technology. Equipped with advanced computing facilities and specialised software for the industry, it was officially unveiled by Mr Brian Kim, President of Samsung Electronics Hong Kong Co. Ltd.; Prof Suleyman Demokan, PolyU Vice President (Academic Development); and Prof Kaye Chon, Chair Professor and Director of SHTM.

## PolyU Report on Tourism Forecasts for Mainland China and Taiwan

PolyU recently released the second issue of the *Hong Kong Tourism Forecasting Report* reviewing forecasts of the demand for Hong Kong tourism from Mainland China and Taiwan. The Report presents the forecasts from the Tourism Demand Forecasting System for Hong Kong. This sophisticated web-based system was jointly developed by PolyU's Public Research Institute and School of Hotel and Tourism Management.

According to figures released by the Hong Kong Tourism Board, visitor arrivals in the first five months of 2008 reached 12,037,578, 9.8% more than the same period last year. Hong Kong tourism has been performing well up to now, but with special events such as the oil price hike and direct flights between the Mainland and Taiwan starting in July, it is necessary to review the forecasts of the demand for Hong Kong tourism.

Led by Professor Haiyan Song, Associate Director of the School, an expert panel of the Forecasting System gave their advice and opinions on the forecasts of future growth for total visitor arrivals in Hong Kong and future growth for Taiwan and Mainland Chinese visitors. It found that the accuracy of the combined forecasts generated by the experts and the system is higher than that of the statistical forecasts alone.

Subscribers of the Forecasting System can view the full report online by visiting the official website at URL: <http://www.TourismForecasting.net>. For potential subscribers, please contact the School on phone number 2766-6356 to find out more about this web-based system.

## University of Queensland: Meet the Industry Leaders Event



For the seventh consecutive year the University of Queensland's School of Tourism hosted the Meet the Industry Leaders Event (MILE) at Customs House. This unique event brings representatives of Australia's industry, peak organisations and government together with students to offer insights and advice on career pathways and opportunities in their organisations.

Dr David Solnet, Director of Industry Partnerships at The School of Tourism and co-ordinator of the event said "MILE is one of our strategies designed to showcase some of the types of

careers available to our students who will receive degrees from our School.... It is also a rare chance to meet with and speak with industry leaders and human resource decision makers in a non-threatening and casual social environment"

Students were able to access a variety of organisations that are aligned to the School of Tourism's four major areas of study in hospitality, events, sport and leisure and tourism. Students attending are encouraged to maximise their opportunities at MILE by taking a strategic approach to the evening and by undertaking appropriate research. The School also offers workshops prior to the event at which students are advised on ways to maximise their time with industry professionals.

Guest speaker and Adjunct Professor to the School of Tourism Richard J Mulcahy MLA, in his address advocated that "Maintaining and growing the tourism industry requires a well skilled and run workforce", a position that was echoed by the representatives from the tourism, sport and leisure, events and hospitality industries attending the evening.

## UQ School of Tourism Generation Y report

School of Tourism researcher, David Solnet, and Anna Hood, Research Assistant, are currently working on a project titled: Expectations of future hospitality employees: Attracting, retaining and motivating Generation Y.

The project aims to provide the hospitality and tourism industry with clear recommendations regarding contemporary employee supply and employee demands. The project is based on the premise that demand for hospitality and tourism workers outstrips supply and that in order to survive and prosper the industry is required to determine new methods of recruiting, selecting, training, motivating and retaining employees. The imbalance between supply and demand is further complicated by the well-documented characteristics of Generation Y, who approach employment in a different manner to their predecessors and are more likely to desire a looser contractual

relationship with employers. The project will provide hospitality and tourism operators with guidelines that indicate HR practices that can be employed to best match the demands of both employees and employers.

Concentrating on operational employees and within the context of Generation Y, the project is: developing a profile of potential hospitality workers for the next 10 years; understanding the career demands and expectations of future hospitality workers; evaluating a range of methods of attracting employees to the industry; creating appropriate recruitment and selection strategies; developing an understanding of employee commitment and analyse and recommend retention strategies; developing strategies that engender a motivated and service orientated workforce. For further information, contact David Solnet via email: [d.solnet@uq.edu.au](mailto:d.solnet@uq.edu.au)