

Tourism Studies: A Brilliant Blend?



Tourism: Creating a brilliant blend

8–11 February 2011
The Hawke Building
University of South Australia, Adelaide



John Tribe

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Tourism Studies: The Vice Chancellor's Gaze



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No Art!



- Feast of Trimalchio
- Art Gallery of South Australia



- A bit different from my cruise up the Murray River



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Rationale



- External environment changing
 - Golden age of well funded public universities is over!
 - They are closing in on us!
 - NSSS
 - REF / RAE
 - Impact!
 - Income
 - Value for money
 - Relevance
 - Self-funding
 - Fees up to £9000 per year
 - Students as consumers
 - Cuts, cuts, cuts

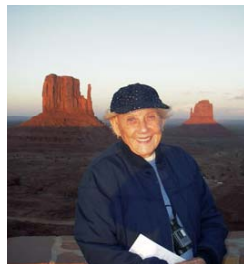


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Rationale



- Internal Environment also changing
 - Subject maturing
 - 1st generation scholars retiring
 - The closure of the Scottish Hotel School at Strathclyde
 - The closure of the TTRI at Nottingham



... and DA's view

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Multiple Choice

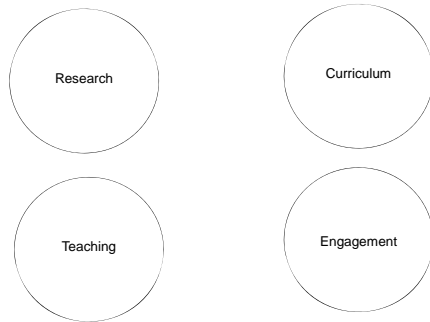


Tourism studies is abolished in universities. Which of the following is the most likely outcome?

- tourism would grind to a halt
- tourism would become unsustainable
- the tourism industry would face a serious labour shortage
- tourism would become less authentic
- no-one would notice

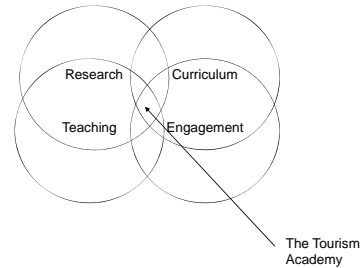
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What is the blend?



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What is the blend?



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A Brilliant Blend?

Cannot answer without a series of prior questions being answered:

What is [a] brilliant

- Research?
 - Curriculum?
 - Teaching?
 - Engagement?
 - Tourism academy?
- Brilliance (quality) is a contested concept (Barnet)
(a lot of evidence is UK based)

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Brilliant Research

- Significance
- Originality
- Rigour
- Blend



- Key Measures = Assessment Exercises, Research Income

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Brilliant Research

- Tourism is no longer peripheral (Tribe, RAE-ification, 2003) but central in new REF panel 26. Chair = Prof Cara Aitchison, 2 tourism panel members.
- Brilliant blend of methods achieved (but Dunne and Wickham (2011) found 54% quant, 19% qual and 11% mixed methods)
- Maybe gone too far in terms of balance? Cannot have icing without the cake
- Brilliant PhD programmes

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Brilliant Research?



- Brilliant blend in terms of reflexivity
- Annals and TM both top (4*) rated in ABS ranking list and other key lists
- Articles identifying key scholars / journals in field (McKercher, Pechlaner etc)
- Increase in Thomson SSCI members ...

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Thomson Reuters SSCI Hospitality & Tourism



1. Annals Of Tourism Research
2. Cornell Hospitality Quarterly
3. International Journal Of Hospitality Management
4. International Journal Of Tourism Research
5. Journal Of Hospitality Leisure Sport & Tourism Education
6. Journal Of Sustainable Tourism
7. Journal Of Travel Research
8. Tourism Economics
9. Tourism Geographies
10. Tourism Management



THOMSON REUTERS

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BUT



- Aramberri's exposition of the "scissor crisis" in tourism studies and of "Mutually Accepted Disregard" amongst counterposed research camps
- ERA 2011
- UK RAE 2008: Best = 4*, long tail, some inappropriate submissions
- Articles on tourism journals all fail to look outside of subject area!
- Comparative citation impact of tourism vs other scholars (total cites) ...

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Top Cited Annals



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Top Cited TM



Top Cited Outside of Field



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Top Cited Outside of Field



This article has been cited 8272 times in Scopus (Showing the 2 most recent)

BUT



- Articles on journals all fail to look outside of subject area!
- Comparative citation impact of tourism vs other scholars (total cites)
- Comparative citation impact of tourism vs other scholars (H-Indices) *

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Fesenmaier, Daniel R.

Publications: 428
Citations: 1027
H-index: 14

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Hanahan, Douglas A.

Publications: 154
Citations: 2372
H-index: 31

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BUT



- Articles on journals all fail to look outside of subject area!
- Comparative citation impact of tourism vs other scholars (total cites)
- Comparative citation impact of tourism vs other scholars (H-Indices)
- Comparative citation scores for tourism and hospitality journals vs. other fields

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Journal Impact Factor: 1.165

Cites in 2009 to items published in: 2008 = 42
2007 = 78
2006 = 54

Number of items published in: 2008 = 49
2007 = 78
2006 = 103

Calculation: $\frac{42 + \frac{78}{2}}{49} = 1.165$

2009 Impact Factor: Tourism



2009 JCR Journal Summary List

Sorted by: Impact Factor

Ranking is based on your journal and sort selections.

Rank	Abbreviated Journal Title	ISSN	2009 Total Citations	2008 Total Citations	Impact Factor	5-Year Average Impact Factor	Articles Published	Cited Half Title	# Eigenfactor™ Score	Article Influence Score
1	TOURISM MANAGE	0950-1377	2037	1,493	1.36	0.24	91	9.9	0.00193	0.344
2	ADM TOURISM RES	0160-7825	2046	1,165	1.75	0.336	28	>10.0	0.00171	0.313
3	SCAND J TOUR	1400-7705	88	0.763	0.115	0.190	21		0.00022	
4	CORNELL HOTEL REST A	0013-0052	879	0.679	1.28	0	0.8	0.00024		0.578
5	CORNELL HOUSING	1028-0824	33	0.303	0.384	0.063	18		0.00003	0.044
6	J HOSP LEIS SPORT ID	1472-0219	29	0.223	0.000	0.000	28		0.00001	

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2009 Impact Factor: Management



2009 JCR Journal Summary List

Sorted by: Impact Factor

Ranking is based on your journal and sort selections.

Rank	Abbreviated Journal Title	ISSN	2009 Total Citations	2008 Total Citations	Impact Factor	5-Year Average Impact Factor	Articles Published	Cited Half Title	# Eigenfactor™ Score	Article Influence Score
1	ACAD MANAGE REV	0363-7922	1444	7,887	0.531	0.906	32	>10.0	0.01976	4.437
2	ACAD MANAGE J	0001-0521	1304	4,483	1.263	0.710	37	>10.0	0.02890	4.470
3	MIS QUART	0276-7703	1168	4,483	1.268	0.578	38	>10.0	0.00958	2.894
4	STRATEGIC MANAGE J	0142-2505	1043	4,404	0.921	0.449	69	>10.0	0.01950	2.814
5	J MANAGE	0149-2063	4291	2,705	0.703	0.382	55	>10.0	0.01073	2.502
6	RES ORGAN BEHAV	0193-2087	3,375	3,864	0.864			>10.0	0.02145	2.888
7	RES PSYCHOL	0031-3773	4,204	5,715	0.732	0.29	24	>10.0	0.00711	2.828
8	STRATEGIC ORGAN	1476-2370	244	4,008	0.094	11	4.7		0.00143	

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2009 Impact Factor: Cell Biology



2009 JCR Journal Summary List

Sorted by: Impact Factor

Ranking is based on your journal and sort selections.

Rank	Abbreviated Journal Title	ISSN	2009 Total Citations	2008 Total Citations	Impact Factor	5-Year Average Impact Factor	Articles Published	Cited Half Title	# Eigenfactor™ Score	Article Influence Score
1	NAT REV MOL CELL BIOL	1471-0072	1407	42,198	48.300	4.387	75	4.4	0.10024	22.872
2	CELL	0092-8674	15397	31,152	33.628	8.025	359	8.7	0.08829	20.124
3	NAT REV	1078-0968	49920	27,120	2.911	5.143	154	6.6	0.13263	12.254
4	CELL STEM CELL	1546-8008	460	15,541	16.883	8.724	88	5.7	0.04490	14.876
5	NAT REV CELL DEV BIOL	1093-0796	8336	40,577	18.323	9.704	27	7.0	0.04372	15.863
6	NAT CELL BIOL	1460-7282	25517	19,227	19.062	4.144	187	5.4	0.17876	11.882
7	CELL METAB	1530-4121	6463	17,359	19.021	2.844	90	2.9	0.06118	9.163
8	MOL CELL	1097-2765	28997	14,800	15.928	2.760	294	5.3	0.06020	9.287
9	CURR OPIN CELL BIOL	0950-0874	13559	14,153	13.634	2.321	100	6.2	0.07445	7.617
10	DEV CELL	1534-8807	14785	13,363	14.058	2.080	147	4.6	0.13058	9.254
11	NAT STRUCT MOL BIOL	1545-0988	19448	12,270	11.476	3.081	180	6.0	0.13241	8.050
12	TRENDS CELL BIOL	0940-8924	10232	12,115	12.842	1.793	78	5.6	0.06683	8.884

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Brilliant Curriculum ?



- Breadth
 - Balance
 - Progression
 - Level
 - Coherence
 - Currency
 - Popularity
 - Fitness for purpose
- Very short of objective measures here
 - No of students
 - Job prospects

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Curriculum



- Still popular in the UK

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Curriculum: Popularity



Total Students 2008/09 UK

	HLTT	Econ	Sociology	English	Maths
Total Students	24k	32k	32k	60k	32k

Source: HESA 2010/ Airy 2010

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Curriculum



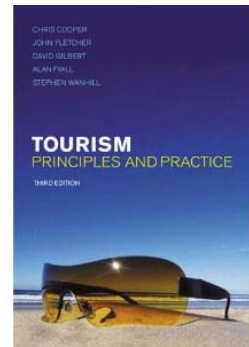
- 2 x specialist journals
- Balance of Liberal / Vocational
 - Dredge et al Building a Stronger Future: ATLC - Balancing Professional and Liberal Education Ideals in Tourism and Hospitality Education extending PP framework
 - "Blending the Vocational and the Liberal: A Snapshot of Tourism and Hospitality Undergraduate Degrees at Australian Universities" (CAUTHE paper)
 - "a move towards business-oriented units"
- Balance of Tourism Management / Tourism Studies ...

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Curriculum

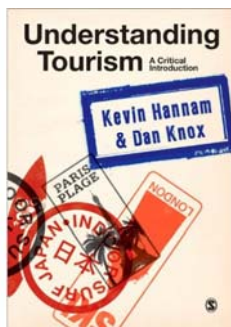


- PART ONE: TOURISM DEMAND
 - 1 Managing Tourism Demand
 - 2 Tourism Consumer behaviour
 - 3 Measuring Demand for Tourism
 - 4 Tourism Demand Determinants and Forecasting
- PART TWO: THE TOURISM DESTINATION
 - 5 The Economic Impact of Tourism
 - 6 The Environmental Impact of Tourism
 - 7 The Socio-cultural Impact of Tourism
 - 8 Sustainable Tourism
 - 9 Tourism and Development Planning
- PART THREE: THE TOURISM SECTOR
 - 10 Attractions
 - 11 Accommodation
 - 12 Intermediaries
 - 13 Transportation
 - 14 Public sector and policy
- PART FOUR: MARKETING FOR TOURISM
 - 15 Marketing for Tourism – the Historical Roots
 - 16 Managing Marketing for Tourism
 - 17 Marketing Planning
 - 18 Marketing Mix Applications
- PART FIVE: DEVELOPMENTS IN TOURISM
 - 19 Information Technology in Tourism
 - 20 The Future of Tourism: Trends and Issues Beyond our Control
 - 21 The Future of Tourism: Trends and Issues Within our Control



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Curriculum



- Regulating Tourism
- Commodifying Tourism
- Embodying Tourism
- Performing Tourism
- Tourism and the Everyday
- Tourism and the Other
- Tourism and the Environment
- Tourism and the Past
- Tourism Mobilities

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Curriculum



- But where is the agenda setting for curriculum brilliance?
 - UNWTO?
 - Tequal? (Mainly a reactive QMS)
 - EdSCo - disbanded
 - The ICE?
 - TEFI
- Is it the right level? Dumbing down?
 - PPE First vs. TM first
 - End of pipe nonsense / illiteracy!
 - Quality of students ...

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Entry Scores (UK)



Uni (Etc.uns)	Subject	Average UCAS points achieved	% of employed with award job	% Students satisfied
UNIVERSITY OF LEEDS	Business and Administrative studies	410	79%	81%
UNIVERSITY OF BIRMINGHAM	Business and Administrative studies	390	66%	83%
UNIVERSITY OF STRATHCLYDE	Tourism, Transport, Travel and others in Business and Administrative studies	378	50%	86%
UNIVERSITY OF STRATHCLYDE	Tourism, Transport and Travel	355	50%	86%
HEICLIANT UNIVERSITY	Business and Administrative studies	353	69%	90%
UNIVERSITY OF STirling	Tourism, Transport and Travel	348	50%	89%
UNIVERSITY OF Surrey	Tourism, Transport and Travel	330	60%	85%
THE UNIVERSITY OF MANCHESTER	Tourism, Transport and Travel	310	55%	92%
UNIVERSITY OF Kent	Business and Administrative studies	310	52%	90%
OXFORD BROOKES UNIVERSITY	Tourism, Transport and Travel	300	51%	86%

Source: unistats

A-level C grade (A-E = pass) = 80 points

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Entry Scores (UK)



Uni (Etc.uns)	Subject	Average UCAS points achieved	% of employed with award job	% Students satisfied
UNIVERSITY OF EAST LONDON	Business and Administrative studies	150	30%	82%
KINGSTON COLLEGE	Business and Administrative studies	140	35%	88%
UNIVERSITY OF Salford	Tourism, Transport and Travel	120	30%	77%
BRANDBURG METROPOLITAN UNIVERSITY (PREFERENTIAL ASSISTANCE)	Tourism, Transport and Travel	100	30%	Not enough data
WYLLIE COLLEGE	Business and Administrative studies	Not enough data	60%	Not enough data
THE UNIVERSITY OF CURSITA	Others in Business and Administrative studies	Not enough data	85%	80%
LOUGHBOROUGH COLLEGE	Tourism, Transport and Travel	Not enough data	50%	Not enough data
BURFORD COLLEGE OF CURTLEIGH AND HORSE EDUCATION	Business and Administrative studies	Not enough data	40%	Not enough data
GLASGOW CALEDONIAN UNIVERSITY	Tourism, Transport, Travel and others in Business and Administrative studies	Not enough data	35%	77%
GLASGOW CALEDONIAN UNIVERSITY	Tourism, Transport and Travel	Not enough data	34%	77%

Source: unistats

A-level C grade (A-E = pass) = 80 points

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Teaching: quality (entry tariff / comparative)



Subject	Highest	Lowest
HLRT (T)	348 (3 or 10% above 300)	132 (6 or 20% below 200)
Business Stds	465 (17 or 15% above 400)	162 (17 or 9% below 200)
English	514 (22 or 22% over 400)	179 (2 or 2% below 200)
Mathematics	568 (26 or 42% over 400)	196 (1 or 2% below 200)

Source: Guardian University Guide 2011 / Airey 2010

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Curriculum



- How does the curriculum rate in terms of graduate job prospects?

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Employed at graduate level (UK)



UoA (EHEARA)	Subject	Average UCAS score achieved	% of enrolled with good job	% students satisfied
UNIVERSITY OF LEEDS	Business and Administrative studies	410	76%	81%
UNIVERSITY OF BRISTOL	Tourism, Transport and Travel	220	70%	78%
HERIOT-WATT UNIVERSITY	Business and Administrative studies	393	69%	90%
UNIVERSITY OF BIRMINGHAM	Business and Administrative studies	390	66%	83%
UNIVERSITY OF CENTRAL LONDON	Tourism, Transport and Travel	190	63%	83%
UNIVERSITY OF THE ARTS, LONDON	Business and Administrative studies	230	62%	41%
STAFFORDSHIRE UNIVERSITY	Business and Administrative studies	190	61%	81%
UNIVERSITY OF SUSSEX	Tourism, Transport and Travel	330	60%	85%
EDINBURGH NAPIER UNIVERSITY	Tourism, Transport and Travel	388	60%	68%
THE ARTS UNIVERSITY COLLEGE AT Bournemouth	Tourism, Transport and Travel	280	60%	83%

Source: unistats

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(Un)employed at graduate level (UK)



UoA (EHEARA)	Subject	Average UCAS score achieved	% of enrolled with good job	% students satisfied
THE UNIVERSITY OF SUSSEX	Tourism, Transport and Travel	340	25%	78%
THE UNIVERSITY OF CHESTER	Business and Administrative studies	230	25%	80%
LIVERPOOL JOHN MOORES UNIVERSITY	Tourism, Transport and Travel	190	20%	71%
UNIVERSITY OF BEDFORDSHIRE	Tourism, Transport and Travel	Not enough data	20%	71%
UNIVERSITY OF BEDFORDSHIRE	Tourism, Transport and Travel	Not enough data	20%	71%
BUCKINGHAMSHIRE NEW UNIVERSITY	Tourism, Transport and Travel	230	15%	54%
WINDHOLM UNIVERSITY COLLEGE	Business and Administrative studies	280	Not enough data	Not enough data
UNIVERSITY OF THE WEST OF ENGLAND, BRISTOL	Tourism, Transport and Travel	240	Not enough data	87%
LIVERPOOL HOSE UNIVERSITY	Tourism, Transport and Travel	240	Not enough data	84%
UNIVERSITY OF WINCHESTER	Tourism, Transport and Travel	240	Not enough data	42%

Source: unistats

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Brilliant Teaching?



- Effective
- Efficient
- Engaging
- Inspirational
- Innovative
- Mutual
- Satisfaction
- Again objective measures very difficult
 - NSS Survey (UK)

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Teaching



- Look at our structures – lecture theatre / classroom / library – teaching still very traditional.
- Assessment still very traditional
- UK Subject Networks effectively closing
- HKPU ICON project (HK)
- INNOUTOUR project (DK)
- Satisfied students ... ?

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Student Satisfaction NSS (UK)



Unit (Courses)	Subject	Average NCAS points achieved	% of employed with award	% Students satisfied
UNIVERSITY OF WALES	Tourism, Transport and Travel	240	35%	94%
GRIMSBY INSTITUTE OF CULTURE AND HIGHER EDUCATION	Business and Administrative studies	Not enough data	Not enough data	94%
UNIVERSITY OF LINCOLN	Tourism, Transport and Travel	200	55%	94%
THE UNIVERSITY OF MANCHESTER	Tourism, Transport and Travel	310	55%	92%
HERIOT-WATT UNIVERSITY	Business and Administrative studies	353	69%	90%
UNIVERSITY OF EXETER	Business and Administrative studies	310	52%	90%
UNIVERSITY OF GREENWICH	Tourism, Transport and Travel	220	59%	89%
UNIVERSITY OF STIRLING	Tourism, Transport and Travel	348	50%	89%
ABERYSTWYTH UNIVERSITY (IMPYDOL ABERYSTWYTH)	Business and Administrative studies	260	50%	88%
UNIVERSITY OF SUEZ	Business and Administrative studies	260	58%	88%

Source: unistats

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Student (Dis)Satisfaction NSS (UK)



Unit (Courses)	Subject	Average NCAS points achieved	% of employed with award	% Students satisfied
EDINBURGH NAHER UNIVERSITY	Tourism, Transport and Travel	288	60%	68%
COVENTRY UNIVERSITY	Tourism, Transport and Travel	260	48%	69%
UNIVERSITY CAMPUS SUFFOLK	Business and Administrative studies	200	30%	89%
THE BRANCHES OF POLYTECHNIC UNIVERSITY	Tourism, Transport and Travel	220	51%	88%
BUCKINGHAMSHIRE NEW UNIVERSITY	Tourism, Transport and Travel	230	18%	84%
THE UNIVERSITY OF CHESTER	Others in Business and Administrative studies (Other Tourism, Transport and others in Business and Administrative studies)	Not enough data	59%	90%
LONDON METROPOLITAN UNIVERSITY	Tourism, Transport and Travel	220	45%	47%
UNIVERSITY OF WOLVERHAMPTON	Tourism, Transport and Travel	240	Not enough data	42%
UNIVERSITY OF THE WEST OF ENGLAND	Business and Administrative studies	230	62%	41%
SELEY COLLEGE	Tourism, Transport and Travel	Not enough data	Not enough data	Not enough data

Source: unistats

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Brilliant Engagement?



- Impact: Making a difference
- Setting agendas
- Government
- Industry
- Inter-government panels
- Attracting funding
- Public Intellectuals
- In demand?
- Difficulties in measurement

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Brilliant Engagement



- STCRC (but no follow on)
- Pro Poor Tourism
- Tourism Satellite Accounts



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Brilliant Engagement



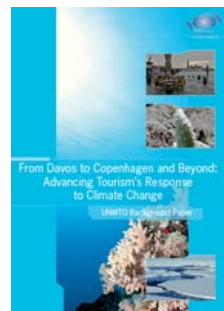
- But paucity of ESRC / ARC research grants



- Number of Tourism ARC grants?
- Why?
 - Groundbreaking works outside the field
 - Most tourism research derivative
 - Is not developing theory
 - Not enough science
 - Low cites out of field
- Finally engagement problems ...

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The Climate Change Problem



Consultants

Dr. Murray Simpson
(University of Oxford, UK)

School of Geography and the Environment

Dr. Daniel Scott
(University of Waterloo, Canada)

Department of Geography and Environmental Management

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The Economic Impacts Problem



- Visit Britain / Tourism Alliance Commission Economic Report on the Visitor Economy
- Deloitte
- Oxford Economics

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Conclusion 1/3



- Made a lot of progress
- Mixed picture of successes and challenges
- Many aspects of brilliance not systematically measured (cf. 2000-2001 UK subject review)
- Long tail of mediocrity in research and teaching in tourism
- The University is no longer a coherent category.
- **Need for systematic comparative measurement**
- **Period of readjustment**
 - Closures
 - No frills and full service

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Conclusion 2/3 Making and winning our case



- Difficult moment in the history of universities
- Cuts / reprioritisations
 - It's the government's fault
 - It's the bankers' fault
 - It's my VC's fault
- Cuts / closures result of failure to deliver or communicate.
- Vague claims about the value of tourism research, thinking and education
- If it so important
 - Does the public care?
 - Does the government care?
 - Does industry care?
- **Need to demonstrate impact and make our case**

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Conclusion 3/3 The Gap between Tourism Best and Rest



- Big fishes in small pond (cf larger academia)
- Tendency to work within a closed circle
- Lack of public intellectuals (Said)
- "My VC / Dean doesn't understand tourism" (well these are all quite bright people – maybe the case has not been made – or that it has and they are not convinced)
- Created our own self-serving Tourism Academy ideology and discourse.
- **Need to open closed circle**

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Afterword: Alternative Titles



- Brilliant but ...
- So Misunderstood
- Closet Tourism
- The Long Tail of Tourism Studies
- The Unreal University
- Academic Ostriches
- A Legend in our own Staffrooms
- We should get out more
- At least we're not hospitality

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The End

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