



ATHE Annual Conference 2005
The Future of Tourism in Higher Education
30th November – 2nd December 2005
Leasowe Castle Hotel and Conference Centre, Wirral, Merseyside

DRAFT PROGRAMME

Wednesday 30th November 2005	
12.30pm	Coach collects from hotel
1pm	Meet at Liverpool Community College for lunch
2pm	Guided coach tour, Liverpool redevelopment, Capital of Culture
7pm	Registration, Drinks reception and cash bar
8pm	Dinner – set menu, wine included After dinner speaker – Keith Blundell, Head of Tourism, LCC

THURSDAY 1st December	
From 8.30am	Registration and coffee
9.00am	Welcome - Professor John Tribe – ATHE Chair
9.15am	Conference opening – Kevin Williamson, Head of Tourism DCMS
9.30am	Theme: Research and Knowledge Transfer Keynote: Professor Peter Jones, Professor Cara Aitchison and discussion
11.00am	Coffee
11.30am	Parallel paper sessions
1pm	Lunch
2pm	Theme: Teaching and Learning Keynote: Professor Norman Jackson and discussion
3pm	Tea
3.30pm	Parallel paper sessions
5 - 6pm	ATHE AGM
7pm	Cash bar
8pm - midnight	Dinner – set menu, wine included The Mersey Beatles

FRIDAY 2nd DECEMBER	
From 8.30am	Registration and coffee
9.00am	Theme: Recruitment and Marketing Keynote: Professor John Westlake and discussion
10.00am	Parallel paper sessions
11.00am	Coffee
11.30am	Parallel paper sessions
12.30pm	Plenary
1pm	Lunch and depart

The conference is sponsored by:



SPEAKERS' PROFILES

Professor Peter Jones (BA(Hons), MB), PhD, FHCIMA) *International Travel Catering Association, University of Surrey*

After leaving Westminster Hotel School, Professor Jones joined Trusthouse Forte Hotels, before moving to Brussels. After five years there, during which he operated his own restaurant, he returned to the UK to begin a career as a hospitality educator and researcher. For six years he was the Head of the School of Service Sector Management at the University of Brighton. Peter joined Surrey in 1997 and was appointed as the ITCA (International Travel Catering Association) Chair of Production and Operations Management in 2000, making him the worlds first ever professor of travel catering. Professor Jones serves on the South East regional committee of the BHA, was the founding President of EuroCHRIE, and former chair of the Hospitality Partnership. In 1997 he received CHRIE's Stevenson Fletcher Achievement Award, sponsored by Marriott International, for his "outstanding and innovative contribution to hospitality and tourism education". In 2002 he was the recipient of the Nestle Pro Gastronomica EuroCHRIE Achievement Award. Peter is a panel member for Business and Management Studies in the Research Assessment Exercise, 2008.

Professor Cara Aitchison (MA(Hons), PgDRLP, PGCE, MA, PhD, ILTM, AcSS) *University of the West of England*

Cara Aitchison is Professor in Human Geography at the University of the West of England, Bristol, UK. She was previously Head of the Leisure and Sport Research Unit at the University of Gloucestershire and, until 1997, Principal Lecturer and Subject Field Leader for Leisure and Tourism Studies at the University of North London.

Professor Aitchison is an appointed member of the Research Assessment Exercise sub-panel for Sport-Related Studies for RAE 2008, an elected Academician of the Academy of Learned Societies for the Social Sciences, an appointed Member of the Arts and Humanities Peer Review College, an Executive Committee Member of the Feminist and Women's Studies Association (UK and Ireland), an Editorial Board member of *Annals of Leisure Research* and was Chair of the UK Leisure Studies Association (2001-2004), Chair of the Women and Gender Commission of World Leisure (2002-2005), Leisure Editor of the *Journal of Hospitality, Leisure, Sport and Tourism Education* (2001-2004) and has held visiting research positions in Iran and the Netherlands. She was Co-Chair of the 1998 Leisure Studies Association Annual Conference, Chair of the 2001 Women's Studies Association Annual Conference and is Chair of the 2006 Leisure Studies Association conference at the University of the West of England. Professor Aitchison has been a Course/Award Leader for eight courses in three institutions, an External Examiner/Advisor for nine courses and is currently Chief External Examiner for both the MA Women's Studies degree at University College Northampton and the BA (Hons) Adventure Recreation Management, Sport Tourism and Events Management degrees at Glasgow Caledonian University.

Cara's teaching and research focus on the integration of social, cultural and spatial theories and policies related to inclusive development in leisure and tourism. Her books include *Gender, Sport and Identity: Masculinities, Femininities and Sexualities* (Routledge in press), *Geographies of Muslim Identities: Diaspora, Gender and Belonging* (edited with Peter Hopkins and Mei-Po Kwan, Ashgate in press), *Leisure, Space and Visual Culture* (edited with Helen Pussard, LSA 2004), *Gender and Leisure: Social and Cultural Perspectives* (Routledge 2003), *Leisure and Tourism Landscapes: Social and Cultural Geographies* (co-authored with Nicola MacLeod and Stephen Shaw, Routledge 2001), *Women and Sport* (Women's Sport Foundation 2001) and *Gender, Space and Identity* (edited with Fiona Jordan, LSA 1998).

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Professor Norman Jackson *Higher Education Academy*

Norman is a Senior Adviser in the Higher Education Academy Programmes Division (formerly Learning and Teaching Support Network Generic Centre) where he is leading research and development work on the curriculum, personal development planning and the way we measure, represent and record student's learning and achievements.

His research interests embrace change in higher education, how people learn, particularly through reflective and self-regulated processes, and creativity in higher education. Norman has held posts with Her Majesty's Inspectorate (Higher Education), the Higher Education Quality Council and the Quality Assurance Agency as well as a senior research fellowship at the University of Surrey. He is currently visiting professor in higher education at the University of Hertfordshire.

As a broker in the UK Higher Education system Norman's work involves engaging, stimulating, encouraging and helping others to develop and advance their thinking and practice. For example, his recent work aimed at enhancing support for external examining provides a good example of working with diverse constituencies (e.g. academic, staff developers, managers, administrators and policy makers) to develop knowledge and ideas in order to change. He is also facilitating three network-based learning projects focused on the curriculum, quality enhancement and institutional research and is responsible for coordinating the Change Academy initiative.

Professor John Westlake (BSc, MSc, PhD) *International Centre for Tourism & Hospitality Research, University of Bournemouth*

Professor John Westlake is Deputy Head of Centre for the International Centre and responsible for the development of external links with other institutions and organisations around the world. His research interests focus upon tourism education and aspects relating to transport and travel. He is co-author of the WTO handbook on tourism education and has written and presented papers on this subject on every continent. John is also responsible for the organisation of the Centre's short courses and Management Development Programmes. He has worked extensively in Africa, the Far East, Latin America, the Middle East and throughout Europe.

Keith Blundell *Head of Tourism, Liverpool Culture Company*

Profile will be available soon.

ENTERTAINMENT

The Mersey Beatles

The Mersey Beatles' stage performance is an accurate recreation of what it was like to witness The Beatles live in concert, from the early Cavern Club performances, through the all-out rockin' and wild performances in the clubs of Hamburg, to the sell out theatre tours which inspired Beatlemania.

The Mersey Beatles are natural, vibrant, funny and, above all, very talented musicians. Their love of Beatles music shines through in their portrayal of their home city's most famous sons. As fellow Liverpoolians, The Mersey Beatles are extremely proud to be part of a worldwide love affair with both The Beatles and the city of their birth.

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