

Tourism

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NEWSLETTER

Autumn 2010

First years tour Snowdonia

In their first year, tourism students undertake a study tour to Snowdonia. The tour took place over three days this year, with the group again staying in the Swallow Falls Youth Hostel near Betws y Coed. First stop was the historic town of Caernafon, where the students examined at the role of tourism in urban regeneration. This included a visit to the impressive new development at Victoria Dock. The group also had a quick chance to look around the castle and to grab a bite to eat in one of the many cafes in the centre of town. In the afternoon the group stopped in Beddgelert for ice creams and a chance to visit 'Gelert's Grave'.

Day two took the students to Blaenau Ffestiniog. First they visited the Llechwedd Slate Mine and Museum, which included a chance to go underground to discover what the life of a miner was like when the slate mine was still in operation. Later, the students heard a talk by a representative of Blaenau Ymlaen about the role of tourism in the regeneration of the town. Blaenau Ffestiniog made a particularly interesting case study because of its original

Second years milk a sheep, get chased by Popeye and have a close shave with a volcano

Second year students visited the Mediterranean island of Malta recently on the International Tourism in Practice study tour. The tour began before they had even left the UK, with a very interesting guided experience of Manchester airport illustrating the changes that low-cost airlines had brought to the industry.

Staying in Bugibba, a very developed tourist town on the north coast of Malta, gave students a good insight into the impacts of the tourism industry, while a visit to the neighbouring island of Gozo provided a real contrast. Gozo has not been developed as much as Malta and the tourism industry is very different there. The tour group visited two farmers who had

First years outside Caernafon Castle



exclusion from the boundaries the Snowdonia National Park: a decision which is now in the process of being revisited with the possibility of reversing it. The final day dawned dry and bright

List of Courses

BSc

Tourism Management
Tourism with French
Tourism with Spanish
Countryside Recreation & Tourism

Foundation Degree

Countryside Recreation and Tourism

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for the students to study heritage tourism at the Italianate 'fairytale' village of Portmerion before going on to examine traditional seaside tourism in the town of Barmouth.



Second years visit Popeye Village in Malta

gone into farm tourism: one who concentrated on selling organic produce and another who allowed guests to do all sorts of farm activities, such as shearing and milking sheep.

One of the most unusual tourist attractions on Malta is 'Popeye Village', the film set where the 1980 film starring Robin Williams was made. The

group had an interesting time and participated in some useful team-building exercises, one of which involved some members of the group being chased by Popeye himself. This culminated with the group making their own 'Popeye' movie, with one of our students taking the lead role.

Before leaving Malta, students had the opportunity to put some of their research skills training into practice, which was very useful for upcoming dissertations. A wide variety of topics were investigated including beach use, youth tourism, Malta's iconic old buses and a proposed aquarium development. The group hadn't bargained for the eruption of the volcano in Iceland that threatened to keep them in Malta a little longer than expected. Luckily, European airspace opened the day they were due to leave, which gave the students an excellent insight into how crisis management works in the tourism industry.



Marketing the National Botanic Garden of Wales

Earlier this year a group of six third year students on our Tourism Management course went on a day trip to the National Botanic Garden of Wales, just outside

Carmarthen. The Garden is a centre of world significance, dedicated to horticulture, conservation, science, education, leisure and the arts.

The purpose of the visit was to for students to learn first-hand about what goes on at the site, how the Garden is marketed and its role as a major visitor attraction in the area. The group was met by Mr David Hardy, Director of Marketing, who gave an illuminating talk, focusing particularly on issues relating to media management. The students also had a chance to explore what the Garden has to offer to visitors.

Students also heard about the efforts that are being made to link the site to the nearby National Nature Reserve, as well as plans to open up more of the estate for visitors. The highlight of this will be the Forgotten Falls of Pont Felin Gat, an enchanting woodland with cascades, stone bridges and other relics from a water park that was built on the Middleton Estate in Georgian times.

New Zealand tourism professor visits Aberystwyth

Professor Harvey Perkins from the Faculty of Environment, Society and Design at Lincoln University, New Zealand, visited in June to present a seminar entitled "Rural change and influences of tourism and recreation in Central Otago, New Zealand". Harvey has research interests in the broad area of urban and rural transformation and the seminar was held jointly with Aberystwyth's Institute for Geography and Earth Sciences.



Professor Harvey Perkins

Tourism student studies Taiwanese hikers

Taiwanese PhD student Ming-Feng Huang, who joined us in 2009, presented his initial research findings at the University Of Wales Council for Geography Conference in May. Ming's topic is "Hiking the 100 mountains: How individuals move from a beginner to a specialist in mountain hiking activity in Taiwan". He will be returning to Taiwan over the summer to carry out some preliminary interviews with mountain hiking participants and agencies.

What's tourism's foodprint?

Dr Brian Garrod, Senior Lecturer in Tourism, has just had a research paper published in the journal, *Tourism Management*, entitled 'Food Management in Tourism: Reducing Tourism's Carbon Foodprint'.

The paper reviews the carbon footprints of various foods used by foodservice providers in the tourism industry and makes a number of recommendations for how to reduce this 'foodprint' through the adoption of purchasing, preparation and presentation strategies. It was written with Stefan Gössling of Lund University in Sweden, Carlo Aall and John Hille of the Western Norway Research Institute and Paul Peeters of NHTV Breda University of Applied Sciences, the Netherlands.



programmes at aquariums, and the introduction of swim-with-sharks versions at SeaWorld Australia, which is where the inspiration for the title comes from.

Any closer and you'd be lunch!

Dr Carl Cater, Lecturer in Tourism in the Institute, has published his paper "Any closer and you'd be lunch! Interspecies interactions as nature tourism at marine aquaria" in the *Journal of Ecotourism*. The paper looks at the popularity of captive swim-with-dolphin

Impact of climate change on the Welsh visitor economy

Dr Brian Garrod, who is Senior Lecturer in Tourism in the Institute, has been part of a team working on behalf of Visit Wales and the Countryside Council for Wales to investigate the potential impacts of climate change on the visitor economy of Wales. The study included work at the national scale to assess the potential impacts of climate change on the demand for Wales as a visitor destination, as well as work at the local scale to assess the implications of climate change on demand for particular visitor activities within Wales. Future climate change scenarios for Wales over the medium and longer term were investigated using the 2009 UK Climate Projections (UKCP09) and case studies of coastal, rural upland and urban locations were also undertaken. The report has recently been published by Visit Wales, the arm of the Welsh Assembly Government responsible for the development and marketing and tourism of Wales.

Tourism at Aberystwyth is now on Facebook

A group has been set up on social networking website, Facebook, to keep everyone involved in the tourism degree courses at Aberystwyth – present, past and future – in touch with each other. The page provides an opportunity for staff to share up-to-the-minute news of what is happening on the courses. Students are also invited to post their own news and views. The page can be found at <http://www.facebook.com/#!/group.php?gid=327087126292>

Alumni news

Staff at the Institute were delighted to receive news from Anastasia Mourikis, who graduated with a BSc in Tourism Management in 2008. After completing her degree, Anastasia went on to take a Masters degree in Advanced Marketing in the School of Management and Business at Aberystwyth, which she finished last December with an overall mark of 71% for the taught elements. She has now started her PhD at the School of Business and Economics in Swansea, having been awarded a full-time graduate teaching assistantship. Her topic is the destination marketing of Wales and the role of 'emotions' and 'affect' in evoking memory, building perceptual image and granting subsequent loyalty behavioural intentions.

Students plan improvements to Pen Dinas

Second year students on the Visitor Management module recently completed an interesting assignment that required them to produce a plan for how to improve the local tourist sites of Pen Dinas and Tan-y-Bwlch beach. This involved first carrying out an audit of the infrastructure and facilities on the sites and producing a detailed plan of the improvements they considered to be needed. Their plans finished with suggestions for how the sites could be promoted and how use of the sites could be monitored. This was a very 'hands-on' assignment that got them to think about practical tourism issues such as signposting, car parking, litter and access for people with disabilities.