

# Tourism

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## NEWSLETTER

Spring 2009

**IBERS** ABERYSTWYTH  
Institute of Biological, Environmental and Rural Sciences

### Graduation 2008

**This year's crop of graduates graduated in July in a day to remember for all who attended.** Graduation is the culmination of all the hard work put in by students during their courses. Tourism students once again did very well and the prize for Tourism Management Student of the Year went to Tamina Weidlich. Tamina was awarded the prize on the basis of the outstanding results she achieved across her degree as a whole, her aggregate mark being the best of any

student yet to study on this degree course and being worthy of a first class degree. Her final-year dissertation was on the impacts of sporting mega-events. Tamina now plans to go on to study a tourism-related subject at the Masters level. Congratulations Tamina!



*Tamina receiving her prize for Tourism Management Student of the Year from Prof. Will Haresign.*

### Third Years go Dolphin Spotting

**The bay was a little choppy but that did not stop ten intrepid third-year students studying a module in sustainable tourism taking to the water in search of dolphins.** The trip was organised as a part of a field visit to the Cardigan Bay Marine Wildlife Centre in New Quay, Ceredigion. The Centre works to raise awareness of marine conservation issues in the Bay, as well as to undertake relevant research, including a photo-identification project aimed at increasing our scientific knowledge of the group of bottlenose dolphins that inhabit Cardigan Bay.

Working collaboratively with the Centre, Steve Hartley operates research trips in his boat, *Sulaire*. In this way, tourism is used as a vehicle to help to fund the research of the Centre. Meanwhile, guests receive an engaging experience, in which they are encouraged to help out with the research, as dolphin-spotters and data-recorders,



*Spotting a dolphin – well, almost.*

and are able to learn from Steve about the marine environment, its fauna and flora, and the role of marine conservation.

Following an informative talk from Steve about the Centre, the group were treated to a boat trip of around an hour. Although the hoped-for dolphins, porpoises and seals remained elusive, there were seabirds to be seen, as well as spectacular views of the coast.

### List of Courses

#### BSc

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

#### Foundation Degree

Countryside Recreation and Tourism

#### Higher National Diploma

Countryside Recreation and Tourism

#### Interested?

Phone Fay Hollick on **01970 624471** for more details or visit [www.aber.ac.uk/en/ibers](http://www.aber.ac.uk/en/ibers).

If you would like to speak to someone about our courses in **tourism** and **recreation** please call **Dr Brian Garrod** on **01970 621638** or email him on [bjg@aber.ac.uk](mailto:bjg@aber.ac.uk).

### Emma is Cruising to Success

News from Emma Birkett, who graduated from Aberystwyth in 2006. She writes: "After graduating, I returned to Aberystwyth for another year to pursue a Masters in Management and Marketing. I now live in Southampton and work for the biggest cruise company in the world, Carnival/Carnival UK. I work for Ocean Village, which is part of Carnival UK, as a planning analyst. This involves pricing, market analysis and research. I love my job and get to travel all over the world, which was always my dream."

"I will never forget my time and experience in Aberystwyth. Not only did I thoroughly enjoy myself in all four years, the department, lecturers and courses really helped me reach my full potential and, ultimately, gave me the confidence and belief to get where I am today."



*Sampling the mega-slide – all in the name of science, of course.*

## The New Face of Farming

**As part of their module 'countryside management in practice', third-year students on BSc (Hons) Countryside Recreation and Tourism visited two farms in the Brecon Beacons National Park, each of which has diversified into tourism.**

In the morning, students visited Aberyddnant Farm near Crai, where the owner has converted some of the farm outbuildings into superb holiday cottages. Set deep in the splendid Brecon Beacon's countryside, Aberyddnant Farm offers guests the opportunity to experience life on an organic farm. Guests are encouraged to help feed the livestock and collect eggs from the flock of free-range hens.

In the afternoon, students visited Cantref Adventure Farm, where the owners have developed a family-orientated visitor attraction alongside their conventional farming business. The adventure farm offers visitors a chance to partake in farm activities, such as feeding the lambs or taking a tractor-and-trailer ride, or to try something a bit different such as riding on the 'mega-sledge ride' or being a spectator at the pig races. The farm also offers bunkhouse-style accommodation and includes a riding school.

## Tourism and Climate Change

**Tourism lecturer, Dr Brian Garrod, is part of a consortium looking into the potential impacts of climate change on the visitor economy of Wales.** The project is funded by the Welsh Assembly Government through Visit Wales, the successor organisation to the Wales Tourist Board. The aims of the project are to assess the likely impacts of weather on the behaviour of visitors, to evaluate the relative importance of weather as a factor in visitor decision-making, and to outline the potential impacts of climate change on the tourism market in Wales. Policy impacts and implications will also be considered.

The consortium is led by ADAS and also includes researchers from the Climate Change Research Unit at the University of East Anglia and the School of Geography at the University of Manchester. Work has already commenced and will run through to May 2009.

## Canadian Ecotourism Researcher Visits Aberystwyth

**The University was delighted to host a visit from Holly Donohoe in November.** Holly is based in Ottawa, Canada, where she is a tourism consultant, working with organisations such as the Canadian Parks and Recreation Association, the Canadian Association for Leisure Studies and the World Leisure Organization. As part of her visit, Holly gave a lecture to staff and third-year students on the subject of industry legitimacy, sustainable marketing and cultural sensitivity in ecotourism. In her lecture, Holly noted an incongruity between the principles and practices of ecotourism, particularly in terms of the impacts of the introduction of ecotourism on local cultures, and proposed a revised framework for understanding and managing contemporary ecotourism.

## Freshers go Underground

**September 2008 saw the biggest ever intake of first-year students onto tourism degree courses at Aberystwyth, including the first students to take our new BSc (Hons) Tourism with Spanish degree.**

Serious studies began straight away with a visit to King Arthur's Labyrinth, a popular visitor attraction based near Corris. Students were first given an informative introduction by the owner, Ian Rutherford, and were then treated to the full Labyrinth experience, travelling first by boat and then by foot, back in time to be told tales of King Arthur and other ancient Welsh legends.



*A group of first-year students, suitably attired for the visit.*

On the way back to Aberystwyth, a stop was made in the historic market town of Machynlleth, where students were encouraged to explore places of interest for themselves, including the Owain Glyndwr Centre and the Museum of Modern Art, Wales.

## Nika is moving on

Exciting news from Nika Balomenou, who has just secured a new job as Lecturer in Tourism and Events Management at Hertfordshire University. Nika has been studying for a PhD in the area of tourism planning for the past three years and has also been a visiting lecturer in the Institute. It has been a particularly busy year for Nika, as she got married in her home town in Greece over the summer. Congratulations Nika, on both counts.

## Conference paper

Staff member Ian Keirle recently attended an International Conference in Tuscany, Italy, on the Management and Monitoring of Visitor Flows. Here he gave a paper on the use of the importance-performance technique as a means of establishing visitor satisfaction with a range of rural tourism issues. This was based on a study he completed on management issues associated with access to the countryside of Ceredigion.