

## TOURISM

Autumn 2008

### NEW Tourism Schemes Launched

**The University has recently launched two new degree schemes to meet the demands of employers in the tourism industry: BSc (Hons) Tourism with French and BSc (Hons) Tourism with Spanish.**

The two new schemes offered by the University are designed to be highly vocational. Each combines the in-depth study of tourism, both at home and abroad, with the acquisition of language skills that students will need to work in this exciting and fast-moving industry sector.

### Snowdonia Study Tour

First-year Tourism Management and Countryside Recreation & Tourism students recently spent three days in the Snowdonia National Park. Students undertook an intensive programme of study, including an investigation of tourism as an agent of regeneration through a comparison of the tourism development strategies for Colwyn Bay and Llandudno. Heritage tourism was also explored through visits to the National Slate Museum, the Welsh Highland Railway and Harlech Castle. A further day of visits in the National Park concluded with the highlight of the tour: a visit to the 'architectural fantasy' village of Portmierion.

*Students and staff investigate Snowdonia hospitality*



The schemes are accepting applicants to begin their studies in September 2008. Standard entry requirements are 240 UCAS tariff points, with GCSE English or Welsh and Mathematics at a minimum of Grade C. The schemes welcome both those with established language skills (e.g. at A-level) and those who want to learn from scratch, providing that they can show some evidence of language-learning ability (e.g. a grade C at GCSE or period of residence abroad). Those with equivalent qualifications are also encouraged to apply, and the University particularly welcomes applications from access and mature candidates.

### Tour to Malta and Gozo

Just before Easter, a group of second-year students from our Tourism Management and Countryside Recreation & Tourism degree courses visited the sunny island of Malta for a week of intensive study. The theme of the tour was to contrast issues associated with mass tourism and alternative tourism on the island. Malta is an ideal case study area for such an exercise given that Malta has a long history as a well-developed mass tourism destination while the relatively undeveloped island of Gozo lies very close by. To investigate the critical issues, students developed and implemented questionnaires with tourists. They also carried out in-depth interviews with people from the various



*Students and staff on the Malta tour*

tourism businesses that make up the Maltese tourism industry. The days were filled with visits to sites and talking to people involved with managing tourism on the island. Students also had a day off to explore the island on their own.

### List of Courses

- BSc (Hons) Tourism Management
- BSc (Hons) Tourism with French
- BSc (Hons) Tourism with Spanish
- BSc (Hons) Countryside Recreation & Tourism
- FD Countryside Recreation & Tourism
- HND Countryside Recreation & 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 course in tourism and recreation please call Dr Brian Garrod on 01970 621638 or email him at [bgg@aber.ac.uk](mailto:bgg@aber.ac.uk)

# Visit to the National Botanic Garden of Wales



**In April, a group of fourteen final-year students from Aberystwyth visited the National Botanic Garden of Wales in Carmarthenshire as part of their Tourism Marketing Management module.**

Famous for its immense glass house, designed by Sir Norman Foster and the largest of its kind in the world, the National Botanic Garden of Wales was established in 2000. As well as the famous Great Glasshouse, there is much for the visitor to see: the massive 220-metre herbaceous broadwalk, the double-walled garden, the hot house, the Theatr Botanica and, of course, a range of shops, exhibitions and a very nice cafe.

The group was given a talk about the development and marketing of the garden by the Director of Marketing, David Hardy, and the Garden's Director, Kevin Lamb. The group also looked at the techniques the site uses to manage visitors.

*At the entrance to the Botanic Gardens*

## First Years Attend Innovation Camp

During the Easter vacation, four students on the first year of the Tourism Management degree attended an innovation camp organised by our Erasmus partners, CEUS Business School. Described as an 'innovation camp', participants were divided in groups of mixed nationality in order to develop ideas for the economic redevelopment of the local harbour in the town of Nykøbing Falster, Denmark, where the Business School is based.



*Zoe, James, Urszula and Joanna relax in the boutique hotel*

Well done Zoe!

Following an orientation tour of the town, students go to work developing their ideas. The camp culminated in the various groups pitching their ideas to the members of local town council, who then voted on the best idea. Needless to say, the winning team included one of the Aberystwyth students.

Participants also had a chance to sample the famous Danish hospitality and on the last day were shown around the capital city of Copenhagen. The tour included a visit to a new boutique hotel, where rooms cost £2,000 per night. Participants were also rumoured to have hit the shops, with bargains to be found despite the strong pound.

## Integrated Tourism Quality

**Aberystwyth University continues to be a centre of expertise in the application of integrated quality management (IQM) techniques to the tourism industry.** Ian Keirle and Brian Garrod have been commissioned by Tourism Partnership Mid Wales to work with Discover Dolgellau, a consortium of local tourism businesses, to implement an integrated tourism quality management programme for the area. The initial aim is to make an assessment of any quality gaps that exist. This will lead on to the development of an integrated action plan to address these gaps. The aim is to enhance the sustainability of tourism in the destination through a process of continuous quality assessment, improvement, monitoring and evaluation.



## PhD News

**Nika Balomenou is reaching the end of her PhD and is now beginning the writing up.** In November she will be presenting a paper at a conference entitled "Voices in Tourism Development: Creating Spaces for Tacit Knowledge and Innovation", which is being organised by the Centre for Cross-Cultural Understanding (CCCU) at NHTV, the Breda University of Applied Sciences in the Netherlands. The title of her paper is "Pictures and Voices: Investigating Tensions and Conflicts in Tourism Planning". Having outlined the research methodology she has developed and applied to tourism in the Pembrokeshire Coast National Park, the paper will then go on to present some of the initial findings of her project.

*Nika hard at work collecting her data*

