

Institution: Bournemouth University
Unit of Assessment: UOA 26
<p>a. Overview</p> <p>UOA 26 has attracted research and knowledge exchange income of £5.4m over the period 2008-13. Funding comes from a variety of sources including RCUK, EU, Government of Gibraltar, the Department of Communities and Local Government (DCLG) (£700k), and industry-funded fellowships (e.g. Waitrose £25k per annum). Consultancy income over this period comes from the activities of the Market Research Group and the Disaster Management Centre, together with private donations (£250k). The growth in our activities during 2008-13 is demonstrated by:</p> <ul style="list-style-type: none"> • RCUK funding from £2k in 2007-08 to £152k in 2012-13. • Peer reviewed outputs from 16 in 2008 to 73 in 2012. • PGR completions from 4 in 2007-08 to 37 in 2008-13. <p>Headline achievements include: the growth of research funding; collaboration with industry, the wider academy and the public sector; the contribution of its work to policy advice (e.g. to HMRC and National Trust); and the creation of a self-sustaining research culture, including a strong postgraduate researcher (PGR) community. The culmination of this sustained growth in expertise and thought leadership is around four research clusters: (1) <i>Tourism economic and impact modelling</i>; (2) <i>Tourism management, marketing and e-tourism</i>; (3) <i>Transport, travel, mobilities and sustainability</i>; and (4) <i>Leisure, sport tourism and event management</i>.</p> <p>b. Research strategy:</p> <p>Strategy 2008-2013</p> <p>The Bournemouth University (BU) Strategic Plan (BU2018) aims to create the most stimulating, challenging and rewarding university experience in a world-class learning community by sharing our unique fusion of education, research and professional practice and inspiring our students, graduates and staff to enrich the world. Since RAE2008 we have strengthened our research clusters improving the quality of research outputs, focussing on the policy impact of our research and growing research funding to establish sustainable research bases. BU investment from the Fusion Investment Fund (FIF) has underpinned individual projects and activity to improve the volume, impact and collaborative nature of research with external stakeholders together with investment in our PGR cohort via the Graduate School. Our strategy has included the appointment of senior researchers and early career researchers (ECRs) to enhance research clusters (supported by quality-related research funds; e.g. Blake, 2008; Seetaram, 2010; King, 2011; Breitbarth and Page, 2012; Williams, 2013) and supporting pump-priming initiatives (e.g. £22k for research with the BU Dementia Institute). ECR support arose from BU seed-corn funding and BU-funded PhD studentships. Former PGRs have been appointed as Lecturers as part of our commitment to ECR career pathways (e.g. Whitfield, Fox, Moital; Sadd). We have supported staff through sabbaticals (e.g. Shipway and Dickinson) and/or reduced teaching for staff involved with critical research themes/projects. Additional activities have included:</p> <ul style="list-style-type: none"> • In 2012-13, for example, we supported 47 international conference attendances (£52k plus £4k from the Graduate School PGR Fund. The total number of conference papers averages 80 a year supported through the University FIF to assist ECRs develop and have a wider impact on society and the economy. • Achieving wider business engagement through the development of relationships with key businesses and stakeholders is essential to our approach (e.g. the flagship £2m National Coastal Tourism Academy (NCTA) funded by the DCLG and the HEIF-5 funded Destination Development Programme (£500k, 2012-15) have expanded our business engagement). We have also pump primed research leading to the success of bids such as the ESRC £54k Digital Destinations Project (Alford, Page and Buhalis); • Targeting actions to increase our PGR research community and completions, the research-active staff base, research income and peer reviewed publications; • Continuing to invest into core research themes whilst diversifying into new areas (e.g. Health and Wellbeing).

The School has increased the proportion of staff publishing peer reviewed outputs (over 40% were considered for inclusion in UOA 26), to enhance the international standing of our research. This has been supported by BU's competitive staff development initiatives offering seed-corn funding (Fusion Investment Fund – Breitbarth, Brown, Fox, King and Mayoh). Our strategy has focused on key research clusters:

Tourism economics and impact modelling: Blake, Seetaram and Wanhill through their outputs on computable generalised equilibrium modelling (CGE) building on work developed by Vaughan and Fletcher.

Tourism management, marketing and eTourism: A key strength of this group is eTourism (Alford, Buhalis, Moital, Page) and is underpinned by PGRs (John Kent Institute of Tourism (JKIT)) and the ESRC Digital Destinations (£56k 2012-13). This work provides policy advice for businesses, international and national tourism organisations and practitioners. The second area of strength lies with management-oriented research (Calver, Page) on visitor attractions (REF3a). More generic management themes have also been developed on project management (Williams), theoretical studies of urban tourism (Page) and applied research by the Disaster Management Centre (i.e. a disaster management planning manual for the United Nations World Tourism Organisation).

Transport, travel, mobilities and sustainability: (Dickinson, Robbins) Using an inter-disciplinary approach focusing on slow travel, transport in rural destinations, sustainability, environmental impact assessment and the interrelationships between aviation, lifestyle and personal identity. This group is supported by contributions through the use of Geographical Information Systems (GIS) technology and sustainable planning (Page), tourism and mobilities research on the labour force and international student tourists (Brown, Ladkin, Moital), and EPSRC grants on reducing carbon emission (Dickinson) and digital technologies and work-life balance (Ladkin).

Leisure, Sport and Event Management: Principally Shipway and Whitfield with contributions by three ECRs Williams (Events), Breitbarth (Corporate Social Responsibility and Sport) and King (youth leisure). Three ESRC successes have underpinned this theme: Shipway (with Canterbury Christ Church University and the University of Essex); an International Networking project on the subject of sport tourism which arose from the 1st Commonwealth Conference on Sport Tourism organised by the School and the Malaysian Ministry of Tourism; Shipway and Sadd on legacies of the London Olympics and Sadd.

Our strategy has been enhanced in 2012-13 by hosting three ESRC-funded Festival of Social Science events, which attracted a general public audience as well as public and private sector business leaders to share our research knowledge.

Strategy 2013-2018 and beyond

Our future strategy dovetails these themes to elevate research impact through continuous investment in academic and strategic society-led research (REF 3a). We have an inclusive approach to research, encouraging staff to work across subject areas in an inter-disciplinary context internally and externally, with senior staff helping ECRs to connect with researchers globally via conferences and networks. Our strategy to 2018 seeks therefore to:

- Continue the policy of strengthening clusters by investing in senior and ECR staff and the PGR community;
- Enhance collaboration and host workshops for international research development, supported by a world-class e-seminar series;
- Develop and strengthen existing ties with industry and policymakers through impact champions (see REF 3a).

In implementing our research strategy we have four main objectives:

Strengthen and Invest. Continue to support the vibrant research culture to expand the proportion

of staff publishing from 40% to 60%, including increasing the international profile of staff via conference attendance and high quality international peer-reviewed outputs with increased citation levels. A number of themes within our research clusters (e.g. eTourism and economic modelling) will form the basis for further international research collaboration and excellence. We seek to reinforce our reputation and increase income generation to create a funded core of activity and researchers from RCUK, EU and third sector grants and partnerships with organisations to deliver research-led training (e.g. Disaster Management) to provide the financial sustainability to fund our plans and achieve our objectives. To improve bidding by increasing the number of staff enrolled in the BU Grants Academy, BU has introduced a peer review scheme to develop internal reviewing opportunities for staff wishing to submit manuscripts for publication or grants. Staff development sessions on *Getting Published* for ECR staff and the dissemination of expertise in publishing and grant winning are led by our staff who edit top journals in the field (Fletcher, Page, and Wanhill). We will invest in more research staff and externally-funded PDRAs to support a more competitive research culture. We will grow PGR numbers through the 100 doctoral opportunities awarded each year by BU and develop clusters of match-funded scholarships with key industry partners to create practical outcomes with commercial appeal. Supervisors are required to attend New or Established Supervisor Training (run by the Graduate School which oversees the administration, development and pastoral care of PGR students). Our collaboration with institutions in South America and China has yielded further opportunities to grow our PGR population. Since 2008 the School investment in a Visiting Faculty programme (2012 c £15k) led to staff co-publishing with visiting academics (e.g. Shipway with Ritchie (Queensland); Whitfield with Dioko (Macau); Bray with Johns (Hong Kong)) in growing targeted areas of research activity.

Enhance collaboration. Continuing to support BU initiatives in public engagement such as the Festival of Learning (e.g. food safety, eTourism and understanding the world of social media). Encouraging open access publishing supported by the BU Open Access Publication Fund (c. £100k pa) and through our institutional repository, BURO. We are supported by dedicated public engagement officers, as well as BU being a signatory to the National Coordinating Centre for Public Engagement's (NCCPE) Manifesto to Support Public Engagement.

Develop and strengthen our ties with industry and policymakers. Continuing investment in our business engagement strategy through three forms of research infrastructure developed from successful grants (HEIF; NCTA; ESRC Digital Destinations Project); appointment of a business engagement officer (Alford, Page and Buhalis); building on the interaction across research and teaching facilitated by the Digital Destination Project with student projects and evaluation research; through the Waitrose Research Fellowship (Bray). These areas of activity will continue to disseminate and engage with businesses at an international (e.g. Delegate), national (e.g. Waitrose) and regional (e.g. Dorset Cereals; REF3a) scale.

New and developing initiatives for the next five years. Planned investment in new research clusters - Retail and Consumer Studies, Hospitality and Wellbeing and Sport and Event Management - which have strategic importance for the national, regional and local economies. We aim to uplift and target more substantive national and international calibre publications and grant-related activity in the case of Sport and Event Management, by making a number of key appointments to strengthen research leadership in these areas.

Operational management of research strategy

The Deputy Dean Research (DDR) is the lead academic with responsibility for the operational and strategic research issues and is supported by the Professoriate and Pro Vice-Chancellor. The DDR meets regularly with staff to advise on development needs identified in appraisals such as attending the Grants Academy (GA) and mentoring to support grant bidding. Staff are encouraged to publish and develop careers via the GA; ECRs also receive mentoring from Professors within their Academic Groups. Research strategy at a School level is managed via School Committee chaired by the DDR who also sits on the University Research Committee which informs on strategic matters and approves School development plans via the Annual Delivery Plan.

Environment template (REF5)

c. People, including: Staffing strategy and staff development

Staffing Strategy. Since 2008 the staffing for the School has grown through ECR appointments, the recruitment of research leaders and the expansion of PGRs, with eight existing staff awarded PhDs. Our commitment to equality and diversity is evidenced with the gender balance of academic staff in the School (43% female; 57% male) and a slightly lower percentage of women in the UOA (36%). To address this inequality and in pursuit of BU's support for women academics, the 2013 launch of the University Women's Network and mentoring of female academics to promote their careers as ECRs and research leaders is supported in this UOA directly by the DDR. Staff are mentored to take advantage of institutional initiatives (e.g. EU Academic Development Scheme, EU Networking Fund and the Fusion Fund). University development programmes such as the Vitae Researcher Development Framework and the establishment of the Graduate School underpin institutional support for staff. We have actively recruited staff with research potential who we could develop as ECRs. Our HR policies permit flexible working and career breaks, and also provide generous maternity/paternity/adoption leave.

During 2013-18 the School will:

- Continue to recruit research-oriented staff with a passion for their areas of expertise;
- Develop a clear career pathway to ensure staff reach their full potential and support individuals in their applications for funding.
- Continue hosting regular seminars through the BU Research Themes (e.g. Leisure, Recreation and Tourism; Ageing and Dementia; Health, Wellbeing and Society) with internal and external researchers.
- Upscale our engagement of ECRs and staff in ST to attend conferences (all staff receive funding for at least one international conference attendance to present a paper which they are encouraged to submit to a journal).

Institutionally, our strategy to 2018 is supported by:

- Bournemouth Researcher and Academic Development (BRAD). BU scheme based on Vitae's Researcher Development Framework for training in all aspects of research. Runs through the year to provide networking opportunities and targeted development.
- Grants Academy. BU training initiative for bid writing, focusing on Research Councils.
- EU Academic Development Scheme. Annual BU initiative to develop a small group of researchers over 12 months to bid confidently and successfully for EU funds.
- Fusion Fund. BU revenue fund to support the Strategic Plan for start-up projects, project support, international travel and study leave, with £3m available in 2013-14 and in subsequent years until 2018.
- University PhD Studentships. BU fully- or match-funds studentships and scholarships with 100 opportunities each year with over £5m invested since 2008, proving an efficient way for staff to build research teams (Section d).
- Dissemination and peer review. Career opportunities are disseminated by a research blog and email; funding opportunities are publicised through Research Professional. Institutional peer review enhances bid quality and trains staff.
- Open Access. BU has operated a central dedicated Open Access fund since 2011 for rapid publication and global access in online journals, open to all staff.

Research students (PGRs): The Graduate School is responsible for research student experience and oversees the development, implementation and quality assurance of studentship provision. BU has invested over £5m in fully- and match-funded PhD studentships since 2008, and has committed to fund 50 per year to 2018 in addition to 50 doctoral (fee waive) scholarships per year.

BU has recently invested c. £290k in state-of-the-art PGR monitoring software (ResearchPAD, provided by Converis). The thriving postgraduate community is evidenced by 32 PGRs having been awarded PhDs since 2008, which is substantial for this UOA. There are currently a total of 41 PGRs (27 FTE), a number associated with each research cluster, following a successful period of completions in the last 18 months.

Table 1: FTE of PGRs enrolled on doctoral programmes and the number of completions, UOA 26

Academic year	FTE	Completions
2008-09	34.5	3
2009-10	32.5	5
2010-11	28.5	7
2011-12	26.5	8
2012-13	27.0	5

All PGRs are assigned to a supervisory team and participate in the research methodology sessions organised by the School and subsequently join a supervisory panel to achieve one completion prior to becoming a lead supervisor. School PhD students are/have been in receipt of fully-funded Government scholarships from, for example, Kuwait, Syria, Jordan, Malaysia and Indonesia, in addition to many in receipt of BU PhD studentships. All PGRs are located in a common work environment which has recently been upgraded for enhanced IT connectivity and study with a substantial capital investment in Dorset House in 2012.

The launch of the John Kent Institute of Tourism (JKIT) in 2009 served as a catalyst for further development of our PGR programme with external funding for five studentships to expand our interdisciplinary contribution to knowledge, especially in eTourism. Since 2008 our five Match-Funded BU studentships have been aligned to business problems and staff expertise. This has contributed to the cross-School nature of many of the research projects being undertaken by PGRs in conjunction with the School of Applied Sciences, the Media School and the School of Health & Social Care.

All PGRs partake in a rigorous methodology training programme within the School, while weekly action learning sets help them with their personal and professional development. We have also hosted visiting PhD students, the most recent being from Federal University of Santa Catarina, Florianópolis in Brazil on a one year visiting Brazilian scholarship from the National Council for Scientific and Technological Development (Brazil) with further follow-on funding being provided by CAPES (Coordenação de Apoio ao Pessoal de Nível Superior (from 'Science without Frontiers').

d. Income, infrastructure and facilities

Income

The School completed over 350 research and contract research projects generating £5.4m in the REF cycle. To transform the bidding culture and scale of research activity in the School, the last three years has seen a deliberate targeting of larger projects (i.e. EU and RCUK) that have a longer funding period and can include PGRs and attract post-doctoral researchers and develop critical mass and support around such projects. These grants also provide a basis for developing nascent researchers building on the mentoring ECRs in our subject specialisms due to the critical mass of researchers we have fostered in the School. Since 2008 QR Funds and the general staffing budget invested in the appointment of research-led staff have created a much better supply of talent to bid for competitive funding calls, particularly RCUK and charitable funds. Our successes are testament to the School trajectory. Part of that reflects our investment through seed funding of "strategic" networking to facilitate collaboration as discussed previously, to further internationalise our work but also to draw upon collaborators we can work with in pursuit of RCUK funds and other income streams to grow our research ambitions. With regard to future EU funding, the School is home to a number of staff with expertise in European bidding to internationalise research collaboration activity, as evidenced by one large recent success (industry-academia partnership VeggiEAT, Hartwell, Marie Curie –funded, £2.1m). Highlights include:

- RCUK. ESRC grants of £82k (Alford, £54k; Shipway, £28k), and EPSRC grants of £290k (Ladkin, £158k; Dickinson, £132k).
- UK Government. Grants from Defra (Blake, £82k), the NHS (Calver, £65k), the Scottish Government (Blake, £59k), and the Crown Estate (Fletcher, £73k).
- EU government. FP6/7 grants for Buhalis (£156k and £45k), Inversini (£39k) and Cang (£18k). Erasmus Mundus funding for Cang (£61k). EU Tempus Programme grants (Edwards, £94k; Edwards, £63k).

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- Charities. We have undertaken a significant number of projects with the National Trust during the period, total in excess of £1.1m.
- Industry. Price Waterhouse Coopers LLP (Blake, £75k) and Waitrose (Bray, £64k)
- Overseas. Our research has attracted grants from a range of overseas organisations including the United Nations Environment Programme (Fletcher, £40k), World Tourism Organization (Fletcher, £29k), Gibraltar Chamber of Commerce (Fletcher, £42k), and the US Army (Edwards, £30k).
- Knowledge Transfer Partnerships (KTPs). The School has an excellent track record of undertaking five KTPs/sKTPs with companies including recent projects with Dorset Cereals, Goldacre, Quattro Foods Ltd, Cholderton Rare Breeds Farm, Chococo and Just Shutters.
- Other. The Disaster Management Centre has undertaken consultancy for many UK and overseas organisations including the National Emergency Management Association (£344k), the British High Commission (£125k) and the Ministry of Defence (£47k). The Centre has also run short courses on disaster management with income totalling £220k. The School also delivers Continuing Professional Development for a range of external organisations, including Hall and Woodhouse.

Infrastructure

The School has a highly developed infrastructure to support the dissemination of research to business through its investment in two Business Development Officers to grow research income and to coordinate events linked to research. Further investment has also been made for two Tourism Event Coordinators to assist in managing both public engagement activities and more specific business engagement events linked to the ESRC research programme. Our recent success with Bournemouth Council on the NCTA project has provided additional opportunities to grow our research infrastructure through the creation of additional research-related posts for coastal research activities. This will complement the Market Research Group which is our main contract research arm for undertaking contract research generating around £250k per annum. This has fed directly into the impact agenda of the School (REF 3a). Consequently, the School has a substantial research capability able to host large grant-related activity and more applied and near to market research activities with a large multidisciplinary team to feed into this research hub. These recent investments in research infrastructure allow us to bid for and deliver a wide range of academic and non-academic outputs as an emerging Centre of Excellence.

e. Collaboration or contribution to the discipline or research base

The School continues to have a strong international profile, with research collaborations with Australia, Brazil, China, Hong Kong, India, Macau, New Zealand, Taiwan, USA and numerous collaborations in Europe to internationalise the UOA's research activity. Including:

Expert advice: UK Government, quoted in the House of Commons and used to drive policy with HM Revenue & Customs, Department for Culture, Media & Sport, the Scottish Government, VisitScotland, Failte Ireland and the development of the Tourism Competitiveness Monitor for the World Travel and Tourism Council and World Economic Forum (Blake); Government of Gibraltar Corporation tax and online gaming and Boscombe Surf Reef and Crown Estates (Fletcher); The National Trust (Calver) has been pivotal to our sustained impact with one organisation (Ref3a); VisitScotland on business re-engineering has been used to reposition and redevelop the delivery of visitor information services Scotland-wide (Page); Expert Witness for House of Commons Select Committee on Tourism Statistics; and State of Tourism (Fletcher); Policy advice to the EU, UNWTO, Australian National Tourism Organisation, Egyptian Tourism Authority, Tui Travel and World Travel and Tourism Council (Buhalis). Buhalis also chairs ST-hosted events at World Travel Market in London seeking to shape thinking on eTourism and various workshops to extend the reach of the School in this area of technological change.

Contributions to the profession: ESRC Peer Review College (Shipway); British Council (Ladkin); ESRC (Ladkin; Page); Social Sciences and Humanities Research Council of Canada (Buhalis); Hong Kong Research Council (Page); eMotion K-Project, COMET (Competence Centres for Excellent Technologies), FFG Austria and Advisor, Reviewer, Evaluator and Cluster Rapporteur the EU FP programmes (Buhalis); on disseminating research, Fletcher was a founding member of

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English Tourism Intelligence Partnership; Blake and Long (serve as Board Members); Page undertook the research for Tourism Intelligence Scotland; Braham represents the University widely on Dorset LEP, Chair of Poole Tourism Management Board and Town Centre Management Board and is a Board Member of Bournemouth Tourism Management Board; Alford is a Member of VisitWiltshire Board and Chair of the Online Marketing Group.

Awards - Honorary Positions: President of the *International Federation of Information Technology*; *UNWTO Affiliate Members Board* as Deputy Chair (Buhalis); Vice President of the *International Association of Tourism Economics* (Blake; Seetaram is a Board Member). Staff service to the wider research community is evidenced through editorship of the journal *Public Health* and Trustee with the *Royal Society for Public Health* (Hartwell); Trustee *Royal Society for the Prevention of Accidents* (Page); Royal Geographical Society (RGS) award on slow travel (Dickinson); Winston Churchill Fellowship (Shipway); Honorary Secretary of the National Piers Society (Chapman); International Academy for the Study of Tourism (Buhalis; Fletcher). Numerous staff hold visiting appointments in other institutions globally e.g. University of Wales (Page); Vancouver Island University (King); University of Wurzburg-Schweinfurt (Breitbarth).

Staff from the School contribute significantly to the development of tourism into a rigorous academic discipline through extensive interaction with the private, public and third sectors, universities and research institutions.

The standing of the School is evidenced by staff authoring leading academic texts and monographs as part of the wider thought leadership of the field; for example, *Tourism Principles and Practice*, 5th Edition; *Tourism Management* (4th edition) and *Tourism: A Modern Synthesis* (4th edition). The *Routledge Handbook of Events* in 2012 is the first to map out interdisciplinary research in events. This underpins the influential role of the School globally in research and knowledge exchange through pedagogical developments, disseminating state of the art research knowledge and the School hosting a number of the leading academic journals in the field: *Tourism Management* (Page); *International Journal of Tourism Research* (Fletcher); *Tourism Economics* (Wanhill). In addition, staff sit on the Editorial Boards of key journals in the field (i.e. *Journal of Travel Research*, *Annals of Tourism Research*, *International Journal for Tourism Research*, *Current Issues in Tourism*, *Tourism Economics*, *Journal of Transport Geography*, *Festival and Event Management*, *International Journal of Hospitality and Event Management*, *International Journal of Event and Festival Management*, *Journal of Hospitality and Tourism Research*, *Journal of Tourism and Development*, *Journal of Convention and Event Tourism* and more niche journals such as the *Journal of Sport and Tourism*, the *Journal of Destination Marketing and Management*, *Journal of Tourism History*, *International Tourism Review*, *Information Technology and Tourism*).