



**Ulster Business School**

**DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT**

**ANNUAL REPORT – 2008/09**

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## **SECTION I: MEMBERS OF THE DEPARTMENT (as of 1<sup>st</sup> October 2009)**

### Vice-Chancellor

Professor Richard Barnett, BSc (Salford), PhD (Salford)

### Dean of the Ulster Business School

Professor Marie McHugh, BA (Belfast), MSc (Belfast), PhD (Ulster), FHEA

### Head of Department

Una McMahon-Beattie, BA (Belfast), MSc (Surrey), PgCert Research Methods for the Human Sciences (Ulster), PhD (Gloucestershire)

### Associate Head of Department

Lucia Campbell, MBA (FEDA/Southbank), HND (Blackpool & Fylde), FIH, LCGI

### Professors

Stephen Boyd, Professor of Tourism, BA (QUB), MA (University of Regina, Canada), PhD (University of Western Ontario, Canada), FRGS

Anna Murray, BA (Ulster), MBA (Ulster), PGCRM (Ulster), FIH, Dip. Dom. Sc. (BCDS), PGD Catering Teacher (BCDS)

### Senior Lecturers

Lyn Fawcett, BSc (Surrey), PGDF&HE (CNAAB), MIH

Margaret McKenna Black, BA (CNAAB), MSc (Ulster), D32/33/34 (Omagh), MIH. Membership, Teacher's Diploma in Domestic Science (BCDS), JEB Cert

Agnes Murray, BA (OU), MA (Ulster), PGD (Ulster), MIH, Dip. Dom. Sc. (BCDS)

Ursula Quinn, BA (Ulster), MPhil (Ulster)

### Lecturers

Ian Bickerstaff, BSc (Hons) (Ulster), MBA (Ulster), PGDMS (Ulster), BEC National Diploma (Dist), TDLB 32, D33, D35, MIH, FSBT

Peter Bolan, BSc (Hons) (Ulster), MSc (Ulster), PGCFHE (Ulster)

Amy Burns, BSc (NUI, Cork), MSc (Ulster), PhD (Ulster)

Clare Carruthers, BA (Hons) (Paisley), MSc (Strathclyde), HND (Glasgow), PGCFHE (Ulster)

Audrey Clements, Adv. Diploma in Education (FE/HE), FIH, 706/3 (with Credit), TDLB D32, D33, D34. (OND2), RSH Advanced Hygiene & Nutrition, 707/2 Advanced Food Service

Robert Connor, BA (Ulster), MEd (Ulster), PGCTHE, D32/33/34, AFHC (NH&SSB School of Nursing), MIH

Adrian Devine, BA (Hons) with DIS (Ulster), PhD (Ulster), MSC/PGD (Ulster), MA/PGD (Ulster), PGCFHE (Ulster)

Frances Devine, MA (Ulster), BA (Hons) (Ulster), PGDFHE (Ulster), MIH, TDLB D32/33/34, CIEH Advance Hygiene, City & Guilds 706/1, 706/2

Lesley Douglas, BA (Ulster), MPhil (Ulster), D32/33/34 (RSA), FHC (Ulster)

Gary Elliott, BA (Ulster), HND (NI Polytechnic), MIH, WSET (Dip), TDLB D32, D33

Frank Fitz, BSc (Ulster), PhD (Ulster)

Desmond Hill, PhD (Ulster), MSc Hotel and Tourism Management (Ulster), BA (Hons) Hospitality Management (Ulster), PGDF & HE (Ulster), B/Tec national Diploma, 705 General Catering Certificate (City and Guilds), Intermediate Food Hygiene (RSH) and TDLB units 32 and 33.

Brenda McCarron, MSc (Ulster), BSc (Manchester Metropolitan), PGDFHE (Ulster), HND (Manchester Met), PGCFHE (Bolton Institute of FHE), CIPD

Philip Robertson, BA (Hons) (Ulster), PGDEML (Napier), PGDFHE (Ulster)

Roberta Smyth, BSc (Ulster), DIM (Belfast College of Domestic Science), PGCTHE (Ulster), D32/33/34

#### Academic Related Staff

Martin Caldwell, BA (Hons) (Ulster), MSc (Ulster), PGCLL (Ulster), WSET Higher certificate, TDLB32, 33, Food Service Diploma (Baduberkingen Hotel School, Germany), C&G 688 (C&G 705,706/2, 707/2, RSH Advanced Hygiene and Nutrition Certificates

Martin Devaney, BSc (Hons) Food Technology (Loughry College), HNC, RSH Advanced Hygiene and Nutrition Certificate, 706/1, 706/2, 706/3 K&L (Credits), 706/3 Patisserie (Credits), TDLB 32/33

Bruno Etienne, BSc (Hons) (Ulster), City & Guilds Advanced Hygiene, Certificat de Capacité d'Ambulancier (Centre Emile, Paris), Certificat d'Aptitude Professionel Level 4 (College Technique Le Mans), TDLB D32, D33

#### Part-time Lecturers

Chris Waring

Secretarial Staff - Coleraine

Judith Buick  
Allyson Hutton  
Alison McCready  
Sharon Pollock

Secretarial Staff - Belfast

Fiona McKee  
Kelly Nolan

Technical and Other General Staff

Darren Hull  
Jean Hull  
Roberta Madill  
Una Mullaghan  
Patricia Prosser  
Norman Young

## **SECTION II: COURSES IN THE DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT**

### **MSc Cultural Management**

Course Director

Brenda McCarron

External Examiner

Alix Slater, School of Creative Enterprise, London College of Communication

### **MSc International Hotel & Tourism Management**

Course Director

Lyn Fawcett

External Examiner

Ros Sutherland, School of Marketing, Tourism and Languages, Napier University Business School

### **MSc International Tourism Management**

Course Director

Professor Stephen Boyd

External Examiner

Professor Kevin Hannam, School of Arts, Design, Media and Culture, University of Sunderland

### **BSc (Hons) Consumer Studies**

Course Director

Margaret McKenna-Black

External Examiner

Dr Ruth Fairchild, School of Health Sciences, University of Wales Institute, Cardiff,

### **BSc (Hons) Culinary Arts**

Course Director

Audrey Clements

External Examiner

David Graham, Faculty of Organisation and Management, Sheffield Hallam University

### **BSc (Hons) International Hospitality Management**

Course Director

Roberta Smyth

External Examiner

Dr Philip Coleman, Welsh School of Hospitality, Tourism & Leisure Management, University of Wales Institute, Cardiff,

**BSc (Hons) International Hotel and Tourism Management**

Course Director

Frances Devine

External Examiner

Dr Philip Coleman, Welsh School of Hospitality Tourism & Leisure Management,  
University of Wales Institute, Cardiff,

**BSc (Hons) Leisure and Events Management**

Course Director

Dr Adrian Devine

External Examiner

Dr Emma Wood, Leeds Metropolitan University

**BSc (Hons) International Travel and Tourism Management / BSc (Hons)  
International Travel and Tourism Studies with Languages**

Course Director

Peter Bolan

External Examiner

Dr David Bowen, Department of Hospitality, Leisure and Tourism, Oxford Brookes  
University Business School

## **SECTION III: THE HEAD OF DEPARTMENT'S SUMMARY REPORT**

### **3.1 Introduction**

During the academic year 2008/09 the Department established itself on the Coleraine and Belfast campuses. The Department offers a wide range of courses at undergraduate and postgraduate level on these campuses and it is gratifying to note that the Department was rated first in the UK for Tourism, Transport and Travel in the National Student Survey for the 2008/2009 academic year.

The following courses are located on the Belfast campus:

- BSc (Hons) Culinary Arts
- BSc (Hons) International Hospitality Management
- BSc (Hons) International Hotel and Tourism Management
- MSc Cultural Management (Distance Learning)
- MSc International Hotel and Tourism Management
- MSc International Tourism Development

The following courses are located on the Coleraine campus:

- BSc (Hons) Consumer Studies
- BSc (Hons) Leisure and Events Management
- BSc (Hons) International Travel and Tourism Management
- BSc (Hons) International Travel and Tourism Studies with Languages

These courses benefit from specialist facilities such as the Consumer Studies Suite at Coleraine which provides students with state of the art production kitchen facilities and a food testing laboratory. In Belfast, The Academy has established itself as a centre of excellence and this is shown by awards recently received - the Taste of Ulster Award for Excellence from the Northern Ireland Food & Drink Association (NIFDA) and the 5\* 'Scores on the Doors' food hygiene award from Belfast City Council.

### **3.2 Visiting Professors**

As Visiting Professor, Mrs Eleanor Gill, the former Chief Executive of the Consumer Council for Northern Ireland, supports the Consumer Studies course in the Department. Professor Gill and her staff delivered a series of presentations to final year students on a series of consumer related issues.

Professor Tom Baum in the role of Visiting Professor continues to support the research activities in Hospitality and Tourism Management. The research project which was developed on cultural diversity in the Hospitality Industry with the

Department in collaboration with Strathclyde University culminated in 2008 with the publication of a resource pack by The Higher Education Academy, (HLST).

### **3.3 Staff Changes**

In June 2009, Dr Una McMahon-Beattie was appointed Head of Department for the period 2009 to 2013, taking up her post on 1<sup>st</sup> August 2009. The Department offers its sincere thanks to the outgoing Head of Department, Professor Anna Murray, for all the years she has led the Department, and for the many successes achieved during that period.

Donna Caldwell left the Department to take up a post as an Information Co-ordinator with the Career Development Office within the University. Ms Lisa Cullen, departmental secretary left to take up a post with the CCEA. The Department would like to acknowledge the contribution made by these staff over a period of years. We wish them all well in their future careers.

Mrs Allyson Hutton joined the Department as a member of the secretarial staff in the Department Office at Coleraine.

### **3.4 Student Success**

The following students received externally funded prizes for their performance at the end of the courses:

- Miss Margaret Caherty – Da Vinci Cup for best performance in Strategic Management.
- Miss Sarah Henry and Miss Nicola Fegan – Moy Park Award for the highest performing student on Placement.
- Miss Hilary McIlwaine – Tesco Award for best overall performance in final year, Consumer Studies.
- Miss Sarah Henry and Miss Lynsey Woods – General Consumer Council Award for best performance in the module Consumer Issues.

In addition Miss Lynsey Woods, BSc (Hons) Consumer Studies was joint winner of the Ulster Business School's Placement Innovation Competition. Lynsey developed a food product design competition, Create 'n' Cook, in association with Jenny Bristow for Year 10 pupils.

Miss Bronagh Smith, Department of Hospitality and Tourism Management, University of Ulster, received the 2009 JANUS award for 'Student Management Potential'. This prize is sponsored by the Institute of Hospitality NI Branch to encourage support of hospitality and tourism through sustainable development and education ensuring delivery of the highest standards across the industry.

### **3.5 Course Enhancements**

The department is constantly reviewing and updating its curricula, the following are some examples which give a flavour to this development:

- BSc (Hons) Culinary Arts Management students experienced a series of Master Classes facilitated by leading well known chefs at the forefront of their profession;
- BSc (Hons) Consumer Studies Year 2 students participated once again in the renowned University's Step-Up to Science scheme and acted as mentors to over a hundred secondary school pupils from schools in disadvantaged areas of the Province in Londonderry and Belfast, assisting the pupils to develop new food products as part of the AVCE syllabus and to engage with University life;
- The new Event management modules have come on stream and students from the BSc (Hons) Leisure and Event Management on the Coleraine campus and on the BSc (Hons) International Hospitality Management on the Belfast campus organised a series of events and donated the considerable proceeds from these to a number of local charities.

### **3.6 Collaborative Provision**

The academic session 2008/9 was an important milestone for the Further Education sector in Northern Ireland with the emergence of new management structures in the six new area based colleges. The Department continues to engage with a range of stakeholders involved in collaborative arrangements in line with the University's objectives and strategic aims.

The Department of Hospitality and Tourism Management has made a significant development towards the establishment of foundation degrees in this important sector of industry. Almost ten years since foundation degrees were first introduced, the Department is now working in partnership with all six area based colleges in relation to foundation degree programmes. At present the Department operates foundation degree programmes in the following colleges: Belfast Metropolitan College, North West Regional College, South East Regional College, South West College and Southern Regional College. Since 2008 the Department has been working with the Northern Regional College and the 5 other regional colleges in developing a new part-time foundation degree in travel operations management. The programme is being developed in partnership with Foundation Degree Forward and is based on a model which already operates successfully in Great Britain and is aimed at full time employees involved in the travel and tourism business.

In Northern Ireland the North West Regional College (NWRC) and Belfast Metropolitan College (BMC) were the most successful centres in terms of student recruitment. The FdSc (Foundation Degree) in Events Management at BMC has continued to attract a very strong intake of well qualified students. Demand for the FdSc Culinary Arts at BMC, both full-time and part-time, has continued to be poor

and the programme has been withdrawn. Similarly the FdSc in Event Management at SERC Lisburn has been withdrawn. In some centres notably Bangor, Omagh, Fermanagh, and Newry demand for FdSc programmes has levelled out with typically 10 students per year group.

At international level demand for the BSc (Hons) International Hotel and Tourism Management at HTMi Switzerland has been strong. More than 40 students completed the programme in the new 20 week truncated mode in 2008/9. The list of international alumni is rapidly expanding with graduates securing top positions with quality international hospitality organisations. There is now much enhanced communication between the two course teams and new processes have been put in place to support and evidence the moderation process. These developments have been positively received by the External Examiner for the programme.

The Department, in conjunction with SERC (Bangor), carried out a joint project in relation to best practice in hospitality management education. The project involved working with European partners and generated significant positive outcomes including curriculum enhancements and international work base learning opportunities. Under guidance and mentoring from the FHCC academic staff from Bangor who led the project also completed an academic paper. The paper was co-written with the FHCC and was presented at the THRI Conference in Dublin. It was nominated for best conference paper. A further outcome of the project was an event at the Department's Belfast Campus in May 2009. The Department hosted the Vice President and European Ambassador of the International Society of Travel and Tourism Educators (ISTTE) who gave a presentation on European models of collaboration in hospitality, tourism and events.

In 2008/9 the University validated a new foundation degree in international culinary arts. The programme is aimed at practicing chefs who are working at senior level and is available on a part-time basis only. The programme has been developed to meet the CPD needs of this important vocational area and is clearly designed to match the requirements outlined by the Sector Skills Council, People 1<sup>st</sup>.

All of the Department's collaborative programmes at foundation degree level have been designed to provide articulation to honours programmes. With the Department's relocation to the Belfast Campus there has been a significant increase in the number of foundation degree students entering the full-time link year at the Belfast Campus. Additionally there has been an increase in the number of part-time foundation degree students studying for programmes at the Belfast Campus on a part-time basis.

### **3.7 Research Activity**

Research undertaken by staff of the Department is clustered under a number of broad categories. These are Tourism and Events, Hospitality Management and Consumer studies research. Over the past academic year staff have carried out research in the form of books, book chapters, peer-reviewed journal articles in international and national journals, have presented papers or given keynote

addresses at leading international and national conferences and have completed or in the process of completion of doctoral research studies.

Under the broad heading of Tourism and Events Research, staff here have conducted and published research in the following areas: sports tourism policy across Ireland, online marketing potential of sporting events to tourism, political tourism, religious tourism and the interface between both and the potential of this niche product for Northern Ireland, sustainable planning frameworks for tourism across Ireland, cultural tourism and its health and vision for the future, and film-induced tourism with focus on motivations, authenticity and displacement theory.

Research undertaken under the broad heading of Hospitality Management has focused on cultural awareness planning and development across the industry, the role of entrepreneurship in hospitality management programmes and the pedagogic development of collaborative provision within tertiary level education within hospitality management.

Research undertaken within Consumer Studies has focused on the relationship between food retailers and customers in Northern Ireland and elsewhere.

Over the past academic year, Ms Magdalena Temelkova completed her PhD and graduated in July 2009. Her research examined consumer perception and brand acceptance of selected food products in the Bulgarian market.

Peter Bolan, staff member, is in the latter stages of his PhD with submission planned for January 2010. He is engaged in research on film-induced tourism where he has utilized the use of blogging as a new research tool to examine bloggers motivations to visit film settings and actual film locations, their position as to authenticity of the product on display and their opinions as to whether displacement between setting and location really matters. Peter is supervised by Professor Stephen Boyd within the Department and Professor Jim Bell from the Department of International Business.

Maria Simone-Charteris, DEL funded PhD student is nearing completion of her thesis on religious and political tourism as niche products for Northern Ireland. Maria surveyed both visitors concerning these opportunities and interviewed key informant across the private and public sector of the Northern Ireland tourism industry. She has developed a new tourism continuum that builds on existing theory and models. Maria plans to submit her thesis in January 2010. She is supervised by Professor Stephen Boyd and Dr Emily Boyle.

Desmond McKibbin, DEL funded PhD student is nearing completion of his thesis on food tourism in Northern Ireland. His research has addressed a growing niche market that has until recently received limited attention by the industry in Northern Ireland. His research focused on both the viewpoints of visitors as to the potential of food tourism and the extent to which the industry is developing this niche sector and the challenges it faces. He plans to submit his thesis in January 2010. He is supervised by Professor Stephen Boyd and Dr Desmond Hill in the Department.

Lisa Meneely, DEL funded PhD student is nearing completion of her thesis on food access amongst the over 60 year old population in Northern Ireland. Her thesis is directed at supermarkets and ensuring that they develop a blue practice policy with regard to providing this important sector of society with suitable access to products that they offer for sale. She plans to submit by December 2009. She is supervised by Dr Chris Strugnell and Dr Amy Burns in the Department.

### **3.8 Teaching and Learning Developments**

The Department continues to maintain its very high reputation in the delivery of all courses as evidenced by the External Examiners reports, electronic student feedback, discussion with the Department Advisory group, accreditation from the Institute of Hospitality and increased student numbers. Without exception the External Examiners' reports indicate that student achievement is equivalent to and, in many instances superior to, that of graduates from other similar universities in the UK. In addition, in the 2008 National Student survey the Department had been deemed the best in the UK for Tourism, Transportation and Travel.

During the academic year, several members of staff attended pedagogic courses, such as the Postgraduate Diploma in Further and Higher Education and the Postgraduate Professional Diploma in Marketing (CIM), conferences, workshops and seminars in order to enhance their already high standards of teaching and to facilitate student learning. The Department is represented on the Higher Education Academy for Hospitality, Leisure, Sport and Tourism and staff are encouraged to use their resources.

Several staff continue to be appointed as External Examiners on similar courses in other universities and colleges in the UK. This allows for the dissemination of our best practices to other institutions and enables Department staff to become familiar with national trends and techniques being implemented elsewhere.

External speakers and the visiting professor continue to make a contribution to the delivery of teaching and ensuring that students are aware of the needs and demands of stakeholders in the turbulent external marketplace. Notable examples of such sessions are Developing Critical Thinking in undergraduate students undertaken by Jenny Moon from Bournemouth University and the series of lectures on Consumer Financial Affairs by Professor Eleanor Gill and other staff from the Consumer Council for Northern Ireland.

Staff within the Department are continuing to develop expertise in the use of IT to deliver and support students' learning. During the year staff attended workshops on WebCT Vista, designing modules for delivery by web-supported methods and providing teaching material for access on the web and all modules now use this mechanism to deliver information to students.

Staff within the Department have now devised enhanced standard assessment criteria and feedback sheets including guidelines for the marking of examinations for use with students' work at all levels. These have been singled out by many of the External Examiners as examples of best practice.

The Department has now moved its courses from the Portrush site to both the Belfast and Coleraine campuses and students benefitted greatly from interaction with students from other discipline areas and from being able to use the excellent and contemporary practical facilities in order to achieve the learning outcomes as detailed in the re-validated programmes which commenced in September 2008.

### 3.9 External Activity

The following members of staff hold External Examinerships and Committee membership in the UK and Ireland:

Ian Bickerstaff	Principal Moderator, CCEA Principal Examiner, CCEA Member of CCEA Accreditation Panel
Peter Bolan	External Examiner for the Association of Business Executives, Surrey Advisor to Tourist Navigator through Mobile Phone Project
Stephen Boyd	PhD External Examiner, University of Alberta, Edmonton, Canada PhD External Examiner, Leeds Metropolitan University PhD External Examiner, Bournemouth University PhD External Examiner, Waterford Institute of Technology Member of the Leading Tourism North Committee, Coleraine Borough Council Member of the Management Board of the Causeway Coast and Glens Advisor to the Causeway Coast and Glens Heritage Trust Member of the Portrush Regeneration Group Member of Senate, UU
Robert Connor	Board of Governors St Nicholas Primary School Board of Management, YMCA, Carrickfergus Occasional Reviewer for International Journal of Consumer Studies
Frances Devine	Occasional reviewer for International journal of Contemporary Hospitality Management
Gary Elliott	External Examiner, East Asia School of Management, Singapore
Lyn Fawcett	Chair of NITB Visitor Servicing Conference, February 2009

Member of People 1<sup>st</sup> Project Spinnaker management team  
 Advisor to Turkish Cypriot Hotelier Group on Tourism Development  
 Chair UCU NI HE Committee 2007/09  
 Chair UCU FE and HE Northern Ireland Region 2008/09  
 Member of the Labour Relations Agency  
 Member of Audit Committee of the Labour Relations Agency Northern Ireland  
 Board member Northern Ireland Health and Safety Executive

Margaret McKenna Black External Examiner, University of Abertay, Dundee  
 External Peer, Edinburgh Napier University, School of Marketing, Tourism and Languages

Anna Murray External Examiner, University College Birmingham  
 External Examiner, University of Strathclyde  
 Member of the Accreditation panel for the Institute of Hospitality  
 Member of the Future Skills Action Group (FSAG) NI

Chris Strugnell External Examiner for two doctoral vivas at Queen Margaret University and University of Surrey  
 Member of the Consumer Council's Food and Consumer Affairs Committee  
 Member of the Editorial Board for the International Journal of Consumer Studies  
 Reviewer for Appetite Journal  
 Reviewer of Food Service and International Journal of Consumer Studies

### **3.10 Marketing and Promotional Activity**

The Ulster Business School's Department of Hospitality and Tourism Management continued its proactive marketing and promotional campaign throughout the academic year 08/09. Following the encouraging number of students enrolling in 08/09, emphasis was placed on consolidating awareness of the range of programmes being delivered on the Belfast and Coleraine campuses.

The Department was in attendance at 14 Careers Conventions with representation at a further 6 events. These provide the opportunity to speak with pupils from a wide number of schools. Specialist presentations which provide key contact with careers teachers, subject specialists and pupils, were delivered to lower sixth students at a total of 12 schools and 3 Institutes of Further and Higher Education.

The Department was invited to attend the Northern Ireland Careers Teachers Annual Conference and to the Livestock & Meat Commission's Annual Staff Development Day for Home Economics teachers in November 2008.

A series of information/conversion days was organised – one in Belfast and two in Coleraine and these were enthusiastically received. Numbers of pupils and parents attending (250) was encouraging. A number of key industry personnel, former and current students played a key role in the events. An evening event was also held on the Belfast campus to promote Masters and Part-time Undergraduate programmes of study.

Editorials appeared in a number of magazines including Hospitality Review, Licensed Catering News, Ulster Business and The Belfast Telegraph.

Notably, the Department has received a 5 year sponsorship agreement from Chateau de la Ligne (Terry Cross, Delta Packaging) to assist in the promotion of our programmes.

### **3.11 Academy Restaurant**

The Academy Restaurant successfully re-launched itself on the Belfast Campus in September 2008 and has proved to be a success both within and out with Ulster, with over 3000 covers served in its first year.

The restaurant has been awarded the Taste of Ulster award by the Northern Ireland Food & Drink Association (NIFDA) and the UK 'Scores on the Doors' food hygiene award with 5\* from Belfast City Council. This 5\* award reflects the Academy operating at an excellent level of food safety management and being fully compliant with food safety law.

Links with other departments within the York Street Campus include a food photography workshop with Culinary Arts students given by Khara Pringle and Chef Andy Rea (Mourne Seafood Bar). The Masterchef Programme continued with a number of local award winning chefs participating.

Chateau de la Ligne launched its range of wines at a formal lunch in the Academy with their in-house oenologist from giving a wine tasting master class.

### **3.12 Developments For Academic Year (2009/10)**

There will be a continued focus on student retention, especially for first year undergraduates on all the full-time programmes within the School.

Professor Stephen Boyd will chair the revalidation of the Department's postgraduate course provision in February 2010. It is anticipated that the current mode for these programmes of delivery will change to provide a more flexible, blended approach for students. Some modules will continue to be delivered online while others will be delivered in block mode on campus.

A new MSc Events Management is being developed for offer in 2010/2011.

## SECTION IV: RESEARCH ACTIVITY

### 4.1 Books

Timothy, D.J. and **Boyd, S.W.** (2009) *Heritage Tourism* (Chinese Version), London, Prentice Hall.

Timothy, D.J. and **Boyd, S.W.** (2007) *Heritage e Turismo* (Heritage Tourism, Italian version).

**Bickerstaff, I.** (2008) *Managing Business Resources*, Belfast, Colourpoint,

**Bickerstaff, I.** (2007) *Finance*, Belfast, Colourpoint.

### 4.2 Refereed Journal Articles (including editorships of special editions)

**Bolan, P.** & Williams, L. (2008) The role of image in service promotion : focusing on the influence of film on consumer choice within tourism, *International Journal of Consumer Studies*, 32 (4), pp. 382-390.

**Bolan, P.** & O'Connor, N. (2008) Creating a sustainable brand for Northern Ireland through film induced tourism, *Tourism, Culture & Communication*, 8 (3), pp. 147-158

Meneely, L., **Burns, A.** and **Strugnell, C. J.** (2008) Food retailers' perceptions of older consumers in Northern Ireland, *International Journal of Consumer Studies*, 32 (4), 341-348.

Bharath, M.J., Baum, T., Crutsinger, C., **Devine, F.**, Reynolds, J.S. and Thozhur, S. (2008) Attitudes to work of generation Y students in hospitality management: a comparative analysis of students in USA and UK, *Journal of Foodservice Business Research*, 11 (3).

**Devine, F.** and Baum, T. (2008) Developing a cultural diversity module for the hospitality curriculum, *The Hospitality Review*, 10 (4).

**Devine, F.**, Hearn, N., Baum, T. (2008) Cultural diversity in the curriculum: perceptions and attitudes of Irish hospitality and tourism educators, *Irish Educational Studies*, 27 (1), 81-99.

Baum, T., Hearn, N. and **Devine, F.** (2008) Place branding and the representation of people at work: exploring issues of tourism imagery and migrant labour in the Republic of Ireland', *Place Branding and Public Diplomacy*, 4 (1), 55-61.

**Devine, F.**, Baum, T., Hearn, N. and **Devine, A.** (2007) Cultural diversity in hospitality work: the Northern Ireland experience, *International Journal of Human Resource Management*, 18 (2), 333-349.

**Devine, F.**, Baum, T., Hearn, N. and **Devine, A.** (2007) Managing cultural diversity in peripheral tourism destinations: Northern Ireland experiences, *International Journal of Contemporary Hospitality Management*, 19 (2), 120-132.

Baum, T., Dutton, E., Karime, S., Kokkranikal, J., **Devine, F.**, Hearn, N. (2007) Cultural diversity in hospitality work, *Cross Cultural Management: An International Journal*, 14 (3).

Hearn, N., **Devine, F.** and Baum, T. (2007) The implications of contemporary cultural diversity for the hospitality curriculum, *Education and Training*, 49 (5).

Hearn, N., **Devine, F.** and Baum, T. (2007) The implications of contemporary cultural diversity for the hospitality curriculum, *Education + Training*, 49 (5), 350-363.

Gilmore, A., Carson, D., **Fawcett, S.L.** and Ascencao, M. (2008) Managing balance in a tourism context, *Irish Journal of Management*, 29 (1).

Gilmore, A., Carson, D., **Fawcett, S.L.** and Ascencao, M. (2007) Sustainable marketing – the case of Northern Cyprus”, *The Marketing Review*, 7 (2).

Meneely, L., Burns, A. and **Strugnell, C.**, (2009) Elderly consumers and their food store experiences, *Journal of Retailing and Consumer Services*, 16, (6), published online 29 July 2009, [doi:10.1016/j.retconser.2009.06.006](https://doi.org/10.1016/j.retconser.2009.06.006)

**Strugnell, C. J.** (2008) Editor Special Conference issue of the 3<sup>rd</sup> International Consumer Science Research Conference - 'Improving Consumer Skills – improving consumer choice', *International Journal of Consumer Studies*, 32 (4).

**Strugnell, C. J.** and **McKenna-Black, M.** (2008) Editorial Conference issue, *International Journal of Consumer Studies*, 32 (4), 303-305.

McGregor, S., Iredale, R. and **Strugnell, C.** (2007) International Journal of Consumer Studies: A decade review (1997 – 2006), *International Journal of Consumer Studies*, 31, pp.2-18.

Meneely, L. **Strugnell, C.** and **Burns, A.** (2007). Investigating food retailers' perceptions of older consumers in Northern Ireland. *International Journal of Consumer Studies* (in press).

#### **4.3 Book Chapters**

**Bolan, P.** (2009) The influence of film on tourist decision-making – utilising Blogs in Qualitative Research, A Case Study. In Saunders M., Lewis, P. and Thornhill, A., (Eds) *Research Methods for Business Studies*, 5<sup>th</sup> Ed., Harlow, Prentice Hall.

**Bolan, P.** and O'Connor, N. (2007) Northern Ireland and The Chronicles of Narnia – the Lion, the Witch and the Wardrobe: An innovative destination branding partnership. In O'Connor, N., Keating, M., Malone, J., & Murphy, A. (Eds) *Tourism and Hospitality Research in Ireland – Concepts, Issues and Challenges*, Waterford, WIT Publications.

**Boyd, S.W.** and Butler, R.W. (2009) Tourism and the Canadian National Parks System: protection, use and balance. In Frost, W. and Hall, C.M. (Eds) *Tourism and National Parks: International Perspectives on development, histories and change*, London, Routledge, 102-113 [ISBN 0-415-47516-7].

**Boyd, S.W.** (2008) Marketing Challenges and Opportunities for Heritage Tourism. In Fyall, A., Garrod, B., Leask, A., and Wanhill, S. (Eds) *Managing Visitor Attractions: New Directions*, 2<sup>nd</sup> edition, 283-294, London, Butterworth Heinemann.

Meade, D., **Boyd, S.W.** and Hill, D.S. (2007) Borders and Tourism: A forward Agenda. In O'Connor, N., Keating, M., Malone, J. & Murphy, A., (Eds) *Tourism and Hospitality Research in Ireland – Concepts, Issues and Challenges*, Waterford, WIT Publications, 1-16.

**Burns, A., Robertson, P.** and Chambers, D. (2007). A study of the Northern Ireland tourism industry, specifically related to repeat business generated by visitors from southern Europe. In O'Connor, N., Keating, M., Malone, J. & Murphy, A., (Eds) *Tourism and Hospitality Research in Ireland – Concepts, Issues and Challenges*, Waterford, WIT Publications, 75-100.

**Devine, A., Connor, R.** and **Devine, F.** (2007) The War Is Over So Let the Games Begin. In Burns, P.M., Novelli, M., (Eds) *Tourism and Politics – Global Frameworks and Local Realities*, London, Elsevier.

**Devine, F.,** Hearn, N. and Baum, T. (2007) Perceptions and attitudes of hospitality and tourism academics towards cultural diversity in the curriculum: experiences from Ireland. In O'Connor, N., Keating, M., Malone, J. & Murphy, A., (Eds) *Tourism and Hospitality Research in Ireland – Concepts, Issues and Challenges*, Waterford, WIT Publications

#### **4.4 Conference Publications**

**Bickerstaff, I.** and **Burns, A.** (2007) Teaching Entrepreneurship to Consumer Studies Students, 3<sup>rd</sup> *International Consumer Sciences Research Conference*, University of Ulster, June.

**Bolan, P.,** Caterer, J. and Williams, L. (2009) If you film it, they will come! Film and TV-related Tourism and Screen Policy in the UK. Proceedings of the *Media, Communication and Cultural Studies Association (MeCCSA) Conference*, January, National Media Museum, Bradford.

**Bolan, P., Boyd, S.** and Bell, J. (2008) Utilising blogs for qualitative research in tourism, Paper presented at the *4<sup>th</sup> Annual Tourism and Hospitality Research Conference in Ireland*, Institute of Technology, Tralee, June.

**Bolan, P., Clements, A.,** Barry, D., and Hannam, K. (2008) Developing Food Tourism on Northern Ireland's North Coast. Paper presented at the *4<sup>th</sup> Annual Tourism and Hospitality Research Conference in Ireland*, Institute of Technology, Tralee, June.

**Bolan, P.,** Crossan, M. and O'Connor, N. (2008) Film and television induced tourism in Ireland: A comparative study of Ryan's Daughter and Ballykissangel. Paper presented at the *4<sup>th</sup> Annual Tourism and Hospitality Research Conference in Ireland*, Institute of Technology, Tralee, June.

**Bolan, P.** and Williams, L (2007) Film-induced Tourism and the Consumer Experience: Focusing on the Role Image can play in Service Promotion, *Extraordinary Experiences Conference*, Bournemouth University, September.

**Bolan, P., Devine, A. and Devine, F** (2007) Maximising the Tourism Potential of a Sporting Event through Online Marketing, *3<sup>rd</sup> International Consumer Sciences Research Conference*, University of Ulster, June.

**Bolan, P.** and Williams, L (2007) The Role of Image in Service Promotion: Focusing on the Influence of Film on Consumer Choice within Tourism, *3<sup>rd</sup> International Consumer Sciences Research Conference*, University of Ulster, June 2007

Simone-Charteris, M. and **Boyd, S.W.** (2009) Dark Tourism and the Political Tourism Interface: the Case of Northern Ireland. Paper presented at the *Tourism Experiences: Meaning, Motivations and Behaviours Conference*, University of Central Lancashire, Preston, April, CD Rom.

Simone-Charteris, M. and **Boyd, S.W.** (2008) The Potential for Northern Ireland to Promote Politico-Religious Tourism. Proceedings of the *International Conference on Culture and Event Tourism: Issues and Debates*, Alanya & Cappadocia, Turkey, November pp. 100-124.

Hanrahan, J. and **Boyd, S.W.** (2008) A Key to Successful tourism development for local authorities in Ireland. Paper presented at the *4<sup>th</sup> Annual Tourism and Hospitality Research in Ireland Conference*, Institute of Technology, Tralee, June 10-11. CD Rom.

Hanrahan, J. and **Boyd, S.W.** (2007) Sustainable Tourism Planning in Ireland: examination of local authority plans. Paper presented at the *3<sup>rd</sup> Annual Tourism and Hospitality Research Conference in Ireland*, Dundalk, June.

Hanrahan, J. and **Boyd, S.W.** (2007) A key to successful tourism development for local authorities in Ireland. Paper presented at the *4<sup>th</sup> Annual Tourism and Hospitality Research Conference in Ireland*, Tralee, June.

Meade, D., **Boyd, S. W.** and **Hill, D. S.** (2007) Borders and Tourism, a Forward Agenda, Paper presented at the *4<sup>th</sup> Annual Tourism and Hospitality Research in Ireland Conference*, Institute of Technology, Tralee, June 10-11. CD Rom.

McGuinness, D., Hutchinson, K. and **Burns, A.** (2009) Strategies of Survival for Specialist Independent Grocery Retailer in Northern Ireland: A Qualitative Study. Paper present at the *Doctoral Colloquium, Academy of Marketing Conference*, Leeds Metropolitan, Leeds, July.

Meneely, L., **Burns, A.** and **Strugnell, C.**, (2009) The Impact of Living Arrangements on Older Consumers Food Behaviour. Proceedings of the *4<sup>th</sup> International Consumer Science Research Conference*, Queen Margaret University, Edinburgh, pp 123- 130. (ISBN 1-902520-16-5).

Meneely, L., **Burns, A.** and **Strugnell, C.**, (2009) An investigation into Older Consumers' Access to Food. An investigation into Older Consumers' Access to Food. *Proceedings of the European Association for Education and Research in Commercial Distribution Conference (EAERCD)*, July, University of Surrey, 7 pp.

Meneely, L., **Burns, A.** and **Strugnell, C.** (2008) Purchase to Plate: The Experience of the Older Consumer, *Proceedings of the 15<sup>th</sup> Recent Advances in Retailing and Services Science Conference*, Zagreb, Croatia, EIRASS Conference, Editor Professor H. Timmermans. (ISBN 978-90- 6814-172-6)

Meneely, L., **Burns, A.** and **Strugnell, C. J.** (2008) Examining the consumer and retailer perspective of food retail provision , *Proceedings of the XXI<sup>st</sup> IFHE World Congress 'Home Economics: Reflecting the Past-Creating the Future'*, 100 year Jubilee, Lucerne, Switzerland, 26-31 July. (ISBN 978-3-9812393-2-4)

Meneely, L., **Burns, A.** and **Strugnell, C.** (2007) Investigating the food shopping experiences of older consumers in Northern Ireland, *Proceedings of the Extraordinary Experiences Conference*, University of Bournemouth, 3-4 September.

**Devine, F.** and Baum, T. (2008) 'Developing a Cultural Diversity Module for the Hospitality Curriculum', *CHME, (Council for Hospitality Management Education) Conference*, 14-16<sup>th</sup> May, 2008, Glasgow.

**Devine, A., Boyd, S.** and Boyle, E. (2009) Unravelling the complexities of inter-organisational relationships within the Sports Tourism Arena. Paper presented at the *5<sup>th</sup> Annual Tourism and Hospitality Research in Ireland Conference*, June 16-17.

**Devine, A., Devine, F.** and **Bolan, P.** (2007) Online Destination Marketing: Maximising the Potential of a Sports Tourism Event. *Improving Consumer Skills – Improving Consumer Choice Conference*, 27-29<sup>th</sup> June, Jordanstown.

Hearns, N., **Devine, F.** and Baum., T. (2007) Reflections on the emergence of a culturally diverse tourism workforce in both the Republic of Ireland (ROI) and Northern Ireland. Paper presented at the *Bridging the Strategic gap in Tourism, Futourism Conference*, Ballina, County Mayo, 25 January.

Baum, T., **Devine, F.**, Dutton, Eli., Hearn, N., Karimi, S. (2007) Cultural Diversity in Hospitality Work: a comparative study of peripheral locations in the United Kingdom, *CAUTHE conference*, Sydney, Australia, February .

**Devine, F.**, Baum, T., and Hearn, N., (2007) The Consumers (tourists) Perception of Imagery and Migrant Labour in Ireland, *Improving Consumer Skills – improving consumer choice' Conference*, 27-29<sup>th</sup> June, Jordanstown.

**Devine, F., Devine, A., and Bolan, P.**, (2007) Maximising the Consumer Potential of a Sports Event, *Improving Consumer Skills – improving consumer choice' Conference*, 27-29<sup>th</sup> June, Jordanstown.

**Douglas, E.L. and Connor, R.J.G.** Packed Lunches – their contribution to children's diets. Proceedings of the *3rd International Consumer Sciences Research Conference*, University of Ulster, Jordanstown, 27<sup>th</sup>-29<sup>th</sup> June.

**Elliott, G.** and Flynn, M. (2009) An examination of the means of adapting consumer buying behaviour in UK supermarkets, Paper presented at the *Third American association of Wine Economists Conference*, Reims, France, June.

**Fawcett, S.L.**, Gilmore, A., Carson, D., & Ascencao, M. (2008) Barriers to Tourism Growth, Proceedings of *Newry and Mourne Tourism Conference*, Newry, Northern Ireland, 9-10 October.

**Fawcett, S.L.** (2007) Why Can't Accounts be Fun, Proceedings of *3rd Annual Conference on Tourism and Hospitality Research in Ireland 'Working Together'*. Dundalk; Ireland 12-13 June.

**McKenna Black, M** and Walsh, A. (2008) Children's views of cooking and food preparation: the Northern Ireland Case, *Children, Young People and Families Research Conference*, University of Strathclyde New Lanark, p.36.

Leonard, R. and **McKenna Black, M.**, (2007) Attitudes to and understanding of physical activities of Year 8 9 and 10 children in Northern Ireland, *Proceedings 3<sup>rd</sup> International Consumer Sciences Research Conference*, University of Ulster, Jordanstown.

Fletcher, A. and **McKenna Black, M.** (2007). An innovative approach to increasing university students' awareness of food issues and nutrition and improving their cooking skills, *Proceedings 3<sup>rd</sup> International Consumer Sciences Research Conference*, University of Ulster, Jordanstown.

Hawela, M., Boyle, E., **Murray, A.E.** and Connolly, M (2007) Web-Logs and Wikis: Tools for Organisational Learning (OL), Collaboration and Knowledge Management (KM)in International Hotel Companies (IHCs). *EuroCHRIE; Conference, 25 years of Showcasing Innovation in Education, Training and Research through Tourism, Hospitality and Events"* Leeds UK 25-27 October.

Hawela, M., Boyle, E. and **Murray, A.E.** (2007) The Enablers of Electronic Organisational Learning (EOL) in the Hospitality Industry in Ireland. *Proceedings of 3rd Annual Conference on Tourism and Hospitality Research in Ireland 'Working Together'*. Dundalk; Ireland 12-13 June.

Hawela, M., Boyle, E. and **Murray, A.E.** (2007) E-Learning as a Tool for Knowledge Creation in International Hotel Companies, In (Eds) Marianna, Sigala, Luisa, Mich and Jamie, Murphy, *Proceedings of the 14th International Conference "Information and Communication Technologies in Tourism"* in Ljubljana, Slovenia; January. SpringerWien, NewYork.

**Quinn, U.**, Magee, R. and Walsh, P. (2009). Partnerships in Education: Developing Models of Collaborative Education Based on Stakeholder Analysis. *Proceedings of THRIC*, Dublin

Wappling, A., Farley, H. and **Strugnell, C.**, (2009) Prevalence of food bundles in Northern Ireland Supermarkets. *Proceedings of the EAERCD Conference, July*, University of Surrey, 8 pp.

Mooney, E., Farley, H. and **Strugnell, C. J.** (2008) "If Britney Spears was fat no one would buy her CD's" – An investigation into body dissatisfaction and dieting levels amongst adolescent females in the Republic of Ireland, *Proceedings of the XXI<sup>st</sup> IFHE World Congress 'Home Economics: Reflecting the Past-Creating the Future'*, 100 year Jubilee, Lucerne, Switzerland, 26-31 July 2008. **(ISBN 978-3-9812393-2-4)**

Meneely, L., **Strugnell, C.** and **Burns, A.** (2007) Investigating food retailers' perceptions of older consumers in Northern Ireland , *Proceedings of the 3<sup>rd</sup> International Consumer Science Research Conference - 'Improving Consumer Skills – improving consumer choice'*, p. 175.

Mooney, E., Farley, H. and **Strugnell, C.**, (2007) "The weighting game" – A study into dieting practices of Irish adolescent females, *Proceedings of the 3<sup>rd</sup> International Consumer Science Research Conference - 'Improving Consumer Skills – improving consumer choice'*, p. 49.

Meneely, L. and **Strugnell, C.** (2007) A study investigating the food and fitness knowledge and practices of key stage 2 children in Northern Ireland, *Proceedings of the 3<sup>rd</sup> International Consumer Science Research Conference - 'Improving Consumer Skills – improving consumer choice'*, p. 105.

Temelkova, M. and **Strugnell, C.** (2007) Bulgarian consumer brand behaviour for chocolate and yogurt products, *Proceedings of the 3<sup>rd</sup> International Consumer Science Research Conference - 'Improving Consumer Skills – improving consumer choice'*, p. 117.

Mooney, E., Farley, H. and **Strugnell, C.**, (2007) "Thin is in!" – An investigation into the dieting practices of Irish adolescent females, Woman's Studies Conference, University of Limerick, 6 October.

**Strugnell, C. J** and **Burns, A.** (2007) Editors, *Proceedings of the 3<sup>d</sup> International Consumer Science Research Conference* - 'Improving Consumer Skills – improving consumer choice', 186pp, University of Ulster, Jordanstown

#### **4.5 Other Activities/Miscellaneous Publications**

**Boyd, S.W.** (2007) Experiencing Tourism: the contribution of heritage trails in tourism development. Guest lecture to School of Environmental Sciences, Coleraine, March.

**Boyd, S.W.** (2007) 'Historic Cities, Architecture and Tourism: The Threat of Globalisation'. Keynote address at the *International Conference on tourism and urban spaces: economic interdependencies, sustainability and development*. November. Sapienza Universita di Roma, Rome.

**Boyd, S.W.** (2008) 'Heritage and Cultural Tourism Trail Development for Northern Ireland: A Stakeholder Perspective'. Invited lecture at the *International Conference on the Future of heritage and cultural tourism: looking to the past to move forward*. Brigham Young University Jerusalem Centre, Jerusalem, Israel, June.

**Boyd, S.W.** (2008) 'The Role of Technology in the Delivery of Tourism'. Invited lecture at the *Ards Borough Council Tourism and Technology Conference*. Portaferry, June .

**Devine, F.,** and Baum, T. (2008) *Cultural Awareness in the Curriculum Resource Pack*, published by The Higher Education Academy, Hospitality, Leisure, Sport and Tourism Network (HLST).

#### **4.6 Editorships/Membership of Editorial Panels**

##### **Boyd, S.W.**

Associate Editor, Journal of Heritage Tourism

Member of Editorial Board for the Journal of Heritage Tourism

Member of Editorial Board for Tourism and Hospitality Planning and Development

##### **Fawcett, S.L.**

Member of the Editorial Board for the LTSN Journal of Hospitality, Leisure, Sport and Tourism Education

Member of the Editorial Board of the Journal of European Industrial Training

##### **Murray, A.E.**

Member of International Accreditation panel for the Institute of Hospitality

##### **Strugnell, C.J.**

Member of the Editorial Board for the International Journal of Consumer Studies

## SECTION V: OTHER STAFF DEVELOPMENT

**Peter Bolan** continued with his innovative doctoral research in the area of film-induced tourism. He attended the Media, Communication and Cultural Studies Association (MeCCSA) Conference, national Museum, Bradford in January 2009.

**Stephen Boyd** was invited by the Faculty of Physical Education and Recreation, University of Alberta, to deliver a lecture on Tourism: A Growth Sector for the Northern Ireland Economy in November 2008. He delivered a keynote address at the International Conference on Culture and Event Tourism: Issues and Debates in Turkey in November 2009. The presentation was entitled 'Cultural Tourism: Where are we now, where can (should?) we go?' He was a judge on Best in Tourism Award, organised by the Coleraine Chamber of Commerce (2007-09). He was invited to contribute to Seven Days, an Ulster Radio programme, on the subject of rebranding and to Talkback, another Ulster Radio Programme, on tourist facility development in May 2009.

**Amy Burns** was awarded a HEIF grant, for the 2008-9 academic year, to examine the viability of the independent grocery sector in the market town of Coleraine.

**Lucia Campbell** attended the following seminars/training programmes: Market Intelligence (Student Marketing Division), Portal/ Banner Awareness Training, Academic Enterprise, Developing On-Line Provision. She also attended the Senior Staff Conference.

**Audrey Clements** was awarded a HEIF grant, for the 2008-9 academic year, to bring award winning culinary experts into the Department to demonstrate their specialist skills and expertise.

**Robert Connor** attended a teaching and learning workshop on Referencing Style and Consistency (Ulster) in September 2008 and an assessment workshop on Criteria and Student Feedback (Ulster) in January 2009. He attended: the Institute of Hospitality Conference, Belfast in October 2008; Developing On-line Provision Conference at Jordanstown in 2009; and the Conference of Hospitality Management Education, Eastbourne in 2009.

**Martin Devaney** continued to collaborate with Dr Gerard O'Brien and Dr Peter Mitchell from the School of Biomedical Sciences on a Fusion project with Clonarn Clover.

**Adrian Devine** attended a training course on Equality and Diversity (November 2008). He attended the 5<sup>th</sup> Annual Tourism and Hospitality Research in Ireland Conference in June 2009. Along with Professor Tom Baum, Ms Niamh Hearn and Mrs Frances Devine, Adrian received a Highly Commended Award in the Emerald Literati Awards 2008 for their paper on 'Managing cultural diversity; opportunities and challenges for Northern Ireland hoteliers (See section 4.2 for details).

**Frances Devine** was awarded a PGDFHE (Ulster) in July 2009. She attended training courses in Equality and Diversity (November 2008) and the Programme Management System (September 2008). Along with Professor Tom Baum, Ms Niamh Hearn and Dr Adrian Devine, Frances received a Highly Commended Award in the Emerald Literati Awards 2008 for their paper on 'Managing cultural diversity; opportunities and challenges for Northern Ireland hoteliers (See section 4.2 for details).

**Gary Elliott** was awarded the Spanish Wine Educators Certificate from La Academica del Vino di Espana (2009). He attended: the International Wine Fair BRITEX in London (2009); La Academia del Vino di Espana (2009) also in London, Moselle and Rheingau – WSET/GWI (2008); D.O.s of the Aragon, WSET/ICEX in Zaragon, Spain (2008); the International Wine and Spirit Fair, BRITEX in London (2008).: and Wines of Mosel, Rhinegau and Pflatz Study Tour , at the German Wine Institute in August 2008. In addition, he attended: L'Institute del Penedes I del Cava 25<sup>th</sup> Conference in Vilfrannca; The Third American Association of Wine Economists Conference in Reims, France; the Managing Work Placement in a Challenging Economy PATH Conference in Edinburgh.

**Bruno Etienne** was awarded BSc (Hons) Computing from Ulster.

**Lyn Fawcett** was involved in designing 2 two day workshops for the British Council in Saudi Arabia entitled Learning Outcomes and Student Support and Guidance.

**Frank Fitz** attended an Accreditation of Prior and Experiential Learning (APEL) seminar and a CPD workshop on Belfast Campus led by Jenny Moon on Developing Critical Thinking in January 2009.

**Desmond Hill** is currently completing PGD in Marketing, Chartered Institute of Marketing.

**Margaret McKenna Black** is currently undertaking an Education Doctorate, Part B, at Strathclyde University examining the area of Home Economics in Northern Ireland. She attended a critical reflection/writing Seminar, in Ulster, in January 2009 and a workshop on E-learning and Delivery, in the UBS, in June 2009. She attended the University of Strathclyde's Annual Research Conference, September 2008.

**Agnes Murray** attended a study tour of the wines of Mosel, Rhinegau and Pflatz which was offered by the German Wine Institute in August 2008.

**Ursula Quinn** organised a staff development event in May 2009 on Belfast Campus. The event took the form of a workshop led by the Vice President and European Ambassador of ISTTE. Staff from the Department and partner colleges attended the event. She attended a HEA event led by Professor David Botterill at the Belfast Campus May 2009 and Took part in a CPD workshop on Belfast Campus led by Jenny Moon on Developing Critical Thinking. She was Subject Unit Co-ordinator for successful revalidation of Unit 15F and Subject Unit Co-ordinator for successful evaluation FdSc International Culinary Arts SRC, Newry. In addition, she presented a paper at the THRIC Conference in Dublin.