Tourism Education: past, present and future

David Airey

Poznań University of Economics
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Speaker’s Background (1)

**Jobs**

- **First in the UK to gain an degree level qualification in tourism** (1973)

- **Lecturer in Economics and Tourism University of Surrey** (1975-1985)

- **HM Inspector with special responsibility for tourism, Ministry of Education** (1985-1992)

- **European Commission Specialist Adviser, Management and Manpower Development, for Tourism Project, Poland** (1992-1993)

- **Professor of Tourism (Head of School, Pro-Vice Chancellor), University of Surrey** (1997 – 2009)

- **Retired but with many positions with Universities worldwide connected to Tourism Education**
Speaker’s Background (2)

Awards
• President’s Award for Outstanding Achievement – Eurochrie
• UN WTO Ulysses Award for contribution to tourism education and research
• Awarded the title of Fellow of the Association for Tourism in Higher Education
• Elected Fellow of the International Academy for the Study of Tourism
• Member of the Board of Trustees of the Ulysses Foundation

Publications

• Airey, D, Dredge, D. & Gross, M. (2014). Routledge Handbook of Tourism and Hospitality Education
Summary of Talk

**PAST**
1. Rapid and industry focused growth
2. The two or more faces of tourism
3. Unease with industry

**PRESENT**
1. Retrenchment
2. Competition
3. Justification

**FUTURE**
1. Academic Quality
2. Vocational /Sector Relevance
3. The Long Tail
## THE PAST

<table>
<thead>
<tr>
<th>Category</th>
<th>Past</th>
<th>Recent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher Educ. Enrolments UK</td>
<td>600,000 (1970)</td>
<td>2.4m (2011)</td>
</tr>
<tr>
<td>Int. Tourism</td>
<td>166m (1970)</td>
<td>1000m (2013)</td>
</tr>
<tr>
<td>Enrolments UK</td>
<td>20 (1972)</td>
<td>9000 (2011)</td>
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</tbody>
</table>
THE PAST

BACKGROUND

1. Growth in Higher Education
2. Growth of Tourism
3. Development of New Universities
4. Development of Vocationalism
5. Emerging competition between Universities

Vocational programmes that left students surprised free about the tourism sector
THE PAST

TYPES OF PROGRAMMES

1. Vocational
2. Business and Economics
3. Positivist

1980s BA (Hons) Tourism

Year 1
Introduction to Tourism, Tourism Environments, Tourism Economics, People Work and Tourism, Law, Accounting and Finance, Information, Residential Field Trip

Year 2
Economics and Finance of Tourism Ops, Human Resource Mngt, Tourism Marketing, Law related to Tourism, Administration of Tourism, Administration of Tourism, Assessment of Tourism Resources, Research Methods, Residential Field Trip

Year 3
Industrial Placement

Year 4
Tourists and Destinations, Businesses and Tourism, Options, Dissertation
THE PAST

OTHER TYPES OF PROGRAMMES

1. Non-Vocational Liberal
2. Sociological, Environmental, Cultural
3. Interpretivist, Critical

Two types of tourism: Business and non-business

## Tourism Knowledge and Curriculum

<table>
<thead>
<tr>
<th>Stance</th>
<th>Reflection</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal</td>
<td>Reflective Liberal</td>
<td>Liberal Action</td>
</tr>
<tr>
<td>Vocational</td>
<td>Reflective Vocational</td>
<td>Vocational Action</td>
</tr>
</tbody>
</table>

*Tribe (1999)*
THE PAST

UNEASE WITH INDUSTRY

1. Employment: 45% in employment 6 mths after graduating and of these only half in tourism

2. Funding from Industry: very limited

3. Impact on industry: very limited

“a hostile knowledge management environment” (Cooper, 2006: 48)
THE PRESENT

KEY CHANGES

1. Funding:
   • Cuts in public funding
   • Funding from students

2. Competition

3. Reputation
   • Metrics and league tables
THE PRESENT

CONSEQUENCES FOR TOURISM EDUCATION

Money and Reputation

1. Teaching:
   • Student numbers = $$ OK
   • Curriculum OK
   • Satisfaction OK
   • Student quality = weak

2. Research
   • Quality OK but long tail
   • Funding = weak

3. Impact
   • Weak
THE FUTURE

CONTEXT

1. Continuing growth of higher education
2. Continuing growth of tourism
3. Continuing competition for funding
4. Internationalisation
5. Developments in IT

Tourism Education (a long tail)

Excellence  Weak
THE FUTURE

ACTIONS

1. Quality of Teaching
   • Making a difference
   • Relevance

2. Quality of Research

3. Impact
THE FUTURE

REPUTATION AND MONEY

1. Continuing growth of higher education
2. Continuing growth of tourism
3. Continuing competition for funding
4. Internationalisation
5. Developments in IT

Tourism Education

Excellence  Weak
David Airey

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