

COURSES IN TOURISM AND DESTINATION

PERFORMANCE

‘Courses in tourism and destination performance, special issue supervised by Dr Hugues Séraphin¹, in partnership with OWAKY and Publibook (Collection *Touristica Nova*)

Contemporary tourism is regarded as an important mechanism for economic development in many developing countries. Tourism is at the same time considered as one of the most dynamic sectors of our time. Because of the importance of tourism as an activity, many academics have attempted to identify how, when and where tourism appeared. For Marc Boyer, tourism appeared in the 16 century; J.M Hoerner identified the 19e century as the date of birth of tourism and for David Airey, tourism appeared in the 1960s, etc...The academic literature on the topic clearly shows that there is no consensus. Tourism as an economic sector opened the way to an eponymous field that is equally subject to many questions: Is tourism a subject? A field? A science? The views on the subject are contrasted among the academics. Some of them (i.e. J.M Hoerner and Leiper) consider tourism as a science respectively named ‘tourismology’ or ‘tourology’.

In this globalised context, all the destinations are trying for visitors. It is getting difficult as more and more countries are now entering the race. Tourism is spreading around the world. In fact, even the less developed countries are targeting tourism as a way to develop their economy. These new challengers in the race make it even more difficult for the established destinations. Destinations emerging from conflicts have a huge potential of attraction.

How to get a competitive advantage? How can destinations maintain their position and attract new visitors? For some destinations education and training are the last tools available. In England, The National Advisory Council for Education and Training Targets (1994) stated: *“In the future, the most successful nations will be those which develop high quality, skilled and motivated workforces and those which make the most of the talents of all their people.”*

To what extent does this relate to tourism?

This special issue aims to establish the relationship between education in tourism and performance of the destination. Contributions on the following topics are particularly welcomed (it is not an exhaustive list):

- The impact of research in the field of tourism education on the variety of courses offered by a destination?
- Comparative education research (i.e.: *‘Tourism as a subject in France and in the UK: History, comparison, analysis and perspectives’*²) and comparative destination performance in tourism
- Qualification in tourism and position in the industry: is there a match? (What is the impact on the performance of the staff, the company and more generally on human resources management?)
- Direction and strength of the relationship between performance of a destination and courses available in tourism
- The role played by entrepreneurs and companies in the tourism sector in the content of the courses in tourism
- How managers and entrepreneurs view the sector based on their original training?
- Case studies

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² Title of Dr Hugues Séraphin PhD thesis (2011)

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The abstract (300 words maximum) must be emailed to Hugues Seraphin no later than **08.04.12**. The abstract must outline the question raised, the methodology used and the outcome.
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To find out more (instructions to authors/important dates)
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I am looking forward to reading your abstracts and papers,

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