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The official opening of the Center for Tourism and Culture Management

Introduction

Very untraditionally the official opening of the Center for Tourism and Culture Management (TCM) takes place one year after it was established. The main reasons for this delay are the practical problems we encountered with finding suitable offices and the high activity level in research, teaching, development of courses for the service management study programme etc.

The opening a year after TCM came into existence has the advantage that not only future activities and goals can be presented here today but also results from the accomplishments of the first year. Furthermore, it has the advantage that the first Bachelors in Service Management can be presented. There is normally a high interest from media and society when new study programmes are initiated. More seldom there is a corresponding interest when the first new bachelors and candidates graduate which I personally find is a shame as such an interest often will ease the entry to relevant positions and thereby benefit both society and the bachelors and candidates.

What is TCM?

TCM is a center placed directly under the Dean for the Faculty of Economics & Business Administration. TCM is financed by Copenhagen Business School (CBS). It also has revenues from external research funding and business activities.

The vision for TCM is as follows:

To do research and deliver research-based and competent teaching, communication and consulting of high relevance to management within tourism, culture and transportation

This will be put into practice by taking part in global research and by being in a continuous dialogue with people from the areas of tourism and culture to learn from real world experience.
TCM engages in research, teaching, communication and management within the area of service management, mainly focused on the following:

- Tourism and hospitality
- Culture, including sports
- Leisure activities and institutions (leisure management)
- Transportation and travel activities

TCM co-operates with both the public and the private sector.
TCM aims at developing its position as an inspiring and competent research environment, attracting and maintaining qualified national and international scholars.
TCM actively participates in and arranges national and international conferences, workshops, symposiums and seminars.
TCM communicates research results through media, lectures, academic journals, and partnerships with companies etc.

Why was TCM established?

The service sector is the largest part of the economy in developed countries. Despite this it has taken a long time to adjust educations to this development.

Within the service sector tourism is a main industry. It accounts for 11 % of the world's GDP, employs about 200 million people worldwide and represents a third of the world's service exports (UNESCO Courier figures). The US is number one in tourism spending/earning and also among the most popular tourism destinations. More than 40 % of the tourists in the world come from Europe, especially the more wealthy countries. The new trend is that tourism is expected to increase explosively in other parts of the world, and East Asia and the Pacific are expected to be second in generating tourists in 2020 (WTO).

In Denmark the tourism industry is also very important, counting for DKK 37.3 bill. and 62.000 employees (2002 figures). However, it is difficult for Denmark to compete and have a satisfying growth rate in tourism. There are many reasons for this, and in my research I have found that strategy, organisation and management explain much of the situation.

Culture is the object of an increasing global and international interest. This implies that national approaches are being replaced/supplemented with international and global approaches. This is seen in relation to strategy, management, "value for money" approaches etc. This development can be seen in areas such as social cohesion, diversity, culture politics etc. and it raises the question on comparisons and statistics as seen in the initiatives taken by UNESCO, The European Council, GATS etc.

In Denmark this development has just started and is still in an early phase.

The liberalisation of air transportation has caused profound changes in the way transportation is regarded. Passenger air traffic between North America and Europe accounts for about half of the world traffic and the three major international alliances have been established in relation to this fact (One World Alliance, Star Alliance, Sky Team Alliance). The low cost carriers with "point to point" flying have come into existence and changed the market and its context both via direct competition as for instance easyJet and by totally new concepts such as Ryanair.

The areas of tourism, culture and transportation are currently going through turbulent times due to:

- The liberalisation of services (GATS). It causes increased competition as a consequence of larger market impact
- The higher income levels worldwide. It means that people spend more money, and that a larger portion of their income is spent on culture, leisure, tourism and travel
- People demand more coherence among culture, tourism and transportation, because it creates experiences and more value for people due to positive spillover effects and due to the fact that it saves time, which is a restriction for people

The consequence is a strong need for dynamic management, strategy and organisation that can deal with the changes and turbulence in an adequate way. Areas which TCM is expected to contribute to.

TCM Activities and results, 2004

- A strategic analysis of the theatre business has been published. It has increased knowledge of the prevailing conditions for the theatre business and for the future of the theatres when the structural changes of the public sector in Denmark will be implemented. Furthermore, it has put a focus on the coming capacity problematic with the new Opera and the future opening of the Drama Theatre in Copenhagen

- A research and teaching cooperation with leading universities in China has been initiated. As a part of this co-operation, a Chinese guest researcher is currently with us at TCM and communication exchange of research has been established

- A series of compendia for teaching purposes on the Service Management study programme have been published. These publications are not only addressed to students, but to all people with an interest in the research areas of TCM

- There has been a conference on the "Unbalanced Denmark". The concept of the "Unbalanced Denmark" refers to unequal income distribution and -creation in Danish municipalities. Focus was on tourism, innovation and income creation.

  It is a pleasure to witness, that the largest tourism project in Denmark now is expected to be initiated in the municipality of Højer – one of the least priviliged municipalities in Denmark. It is a private German investment project of DKK 2.3 bill. Resulting in 500 full-time positions and 800 jobs in total and with a significant income increasing consequence from derived demand that will benefit the south of Jutland in general. The forecast of expected tourists give an estimate of 2.2 mill. tourists annually

- Development of courses and teaching activities. The teaching activities are expected to continue in the coming years.
  - Neoclassical Consumption Theory and Economic Psychology
  - Descriptive Tourism and Culture
  - Management of Culture, Leisure and Sport
  - Cultural Economics and Politics
  - Public Sector Subsidies, Taxation and Regulation
  - Tourism and Hospitality
  - Service Economics
  - Advanced Service Economics
  - Logistics and Transportation of People
  - Strategic Management
  - Professional Hospitality
  - Management of Tourism Flows – Managing Congestion

- Last but not least: The opening of TCM offers an opportunity to present the first Bachelors in Service Management.

  In June 2003, the Ministry of Science, Technology and Innovation gave CBS a permission to begin a new Bachelor programme in Service Management and to have student intake from July, 2003. It is a 3-year study taught in English. The permission included a programme allowing people with a medium-long education in service economics to get credit for 1½-years of the bachelor program. In this way a

dead-end in the Danish educational system was removed. This is why we can graduate the first Bachelors in Service Management only 1½ years after the start of the study programme. The education is expected to bring new competences to the areas of culture, tourism and transportation and in this way to strengthen the competitiveness of these industries

Plans and intentions, 2005

Finally, some words about the plans and intensions for 2005 concerning conferences and publications:

Conferences:

- March 14th: Conference on trans-border co-operation among municipalities with focus on Øresund. Results from new research will be presented. The research is undertaken in co-operation with the Öresund Institute in Malmö. The TCM contribution is a part of the research in the research project "There *are* borders", which is a research project financed by Ö-forsk. Tourism and transportation is an important element of the TCM research part

- March 17th: Tourists' Culture Consumption. New results based on totally new research methods will be presented. It is a Visit Denmark financed research project made by Anders Holm; Copenhagen University, Peter Hansen; Wonderful Copenhagen, Henrik Dahl; CBS and Lise Lyck; CBS. Results have significant implications for marketing

- May 2005: Conference on the Chinese-Danish co-operation on management innovation in management of tourism, culture and transportation

- Autumn 2005: Tourism-, culture- and transportation management and development in relation to the structural reform of the public sector in Denmark

- Autumn 2005: Øresund conference presenting new research results from the Ö-forsk project

- Autumn 2005: Tourism conference on management and the impact of location in relation to tourist attractions

Publications:

- Contribution to the Öresund Institute publication on trans-border co-operation among municipalities
- Publication on Chinese-Danish tourism and culture relations
- Publication on the impact and consequences of the structural reform in the public sector in Denmark in relation to tourism, culture and transportation
- Publication of new research results from the Øresund project
- Publication on management of the aviation industry transformation with focus on the future for the airlines

Employees

Academic staff:

- Lise Lyck
- Jens Nielsen
- Jeanne Zillmer
- Christina Hjortensjö
- Anja Madsen (part time)
- Binzhang Yang (guest researcher)

The following students work part time as research project assistants:

- Knud Brandt
- Tue Rasmussen
- Lasse Vej Toft
- Theis T. I. Christensen
- Mads Kromann Christensen
- Morten Olsen
- Charlotte Brendstrup Simonsen
- Jacob Slej Mikkelsen
- Anne Kjær Skovgaard
- Jeppe Hartmann Rasmussen
- Christian Walther Bruun
- Michael Birkebæk Jensen

Administrative staff:

- Karoline Lundholt
- Anja Madsen (part time)
- Carina Jessen (office trainee)

Advisory Board

- Ole Andresen, Chairman of the board for Copenhagen Zoo
- Steffen Gulmann, Chairman of the board for 11design A/S
- Niels Nygaard, Chairman of the board for VisitDenmark

(More members to be appointed)

How to contact TCM

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