

ADVISORY NETWORK MEETING
SEPTEMBER 10 – 08.30 to 10.00
RADISSON BLU FALKONER HOTEL, FREDERIKSBERG

Dear Advisory Network Member,

You are invited to The Center for Tourism and Culture Management (TCM) biannual Advisory Network meeting, which brings together industry practitioners and academia. Attendance participants will include network members and students from TCM's Master in Service Management program.

Due to today's existing challenges within Danish tourism it is important to have events that can create interest from both local and international tourists, especially within the current economic environment. TCM and the MSoc. Sc. SEM Advisory Board are proud to present one of the leading researchers in the field, Dr. Philip Long, Principal Research Fellow and Assistant Director at the Centre for Tourism and Cultural Change, Leeds Metropolitan University. Come and hear the presentation:

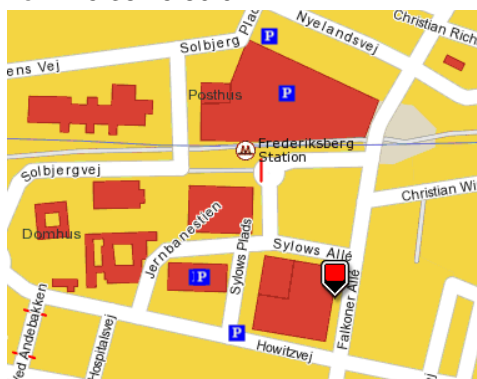
***“Economic impact of festivals and
their role in creation of a creative region”***

Binding registration by 3.9 via mail to Christian Voss Pedersen (cvp.tcm@cbs.dk)
Limited seating available

*****Please note that TCM and the Advisory Board are currently working on
inviting a global power-house presenter for a meeting in the fall of 2010*****

EVENT

Radisson Blu Falkoner Hotel
Falkoner Alle 9
Frederiksberg
Tel: +45 38 15 80 01



Frederiksberg Metro stop is within short walking distance
Parking is available behind the hotel

ADVISORY NETWORK

The Advisory Network's primary intention is to promote cooperation between industry and educational activities. Additionally, industry members have an opportunity to expand their knowledge by attending lectures by guest speakers at the biannual network meetings. Member benefits include networking activities among service businesses and organisations, as well as, opportunities to participate in organised educational lectures and activities at Advisory Network Board meetings while interacting with CBS on service management education development.

More info: <http://tinyurl.com/yb7ber2>

Philip Long (Principal Research Fellow)



Dr Philip Long is Principal Research Fellow and Assistant Director at the Centre for Tourism and Cultural Change, Leeds Metropolitan University. He is a board member of the European chapter of the International Festivals and Events Association and a Council of Management member of the Tourism Management Institute, the professional body for destination managers in the UK. He leads on research and professional development programmes for these associations. His research interests include the relationships between festivals, cultural events and tourism, with particular attention to diaspora community and sub-cultural festivals and their tourism dimensions. A second area of interest centres on social exclusion and tourism. In contrast, he also has an interest in the relationships between royalty and tourism. A third area concerns connections between tourism and the media. Partnerships and collaboration in tourism development is Phil's fourth main area of research interest.

Selected Outputs

Recreating China in the North of England in Case Studies in Festival and Event Marketing and Cultural Tourism, Eastbourne: Leisure Studies Association, 2006 with X. Sun, University of Wuhan, China

The arts festival sector in Yorkshire: economic, social and cultural benefits, benchmarks and development Report for Arts Council England, Arts Council, 2005

Jubilee and the Divine Routes of Kings: Royalty, Tourism and Ceremonial. Paper presented at Journeys of Expression V conference, 'Tourism and the Roots / Routes of Religious Festivity', Belfast, 2005

Tourism and Cultural Festivals and Events: Marketing, Management and Evaluation. Sunderland: Business Education Publishers. Co-Edited with Mike Robinson, 2004

Of Palaces and Punks: tourism networks with institutions of English national identity. Paper presented at the ATLAS Annual Conference, Naples, 2004 Jubilee Mugs: Tourism and the Queen's Golden Jubilee Year. Paper presented at the Journeys of Expression III conference, Tourism and Festivals as Transnational Practice, Innsbruck, 2004

Morecambe's Pretty Vacant: resort revitalisation through punk rock festivals. Paper presented at the research stream of the Association of Irish Festivals and Events conference, Kerry, 2003

Festivals and the Creative Region. Invited keynote presentation at the ministerial launch of the East Midlands Festivals Strategy, Newark, 2003

"Which Ever Pleased the Vulgar": Tourism-Related Media Representations of Royal Ceremonial. Paper presented at the Tourism and Histories Conference, Preston 2003