

INTERNATIONAL CENTRE FOR RESPONSIBLE TOURISM

ANNUAL REPORT 2006

During the year 2005-6 recruitment to the ICRT's MSc in Responsible Tourism Management strengthened considerably – in 2003 the ICRT revalidated its MSc. The first four modules are now available as distance learning meaning that for full and part-time students based in the UK participation in the MSc programme can more easily be integrated with family and work commitments – the contact time is concentrated in a series of intensive day and weekend schools **and** the distance learning material provides all the resources required for primary and secondary reading.

Currently there are 38 students enrolled on the MSc/PG Dip Responsible Tourism Management programme; 4 students taking the PG Certificate in Responsible Tourism by distance learning; and 5 students attached to individual modules.

In addition, the Centre has 3 postgraduate students: 2 engaged in aspects of sustainable/responsible tourism in Kenya; and one investigating the sustainability of events tourism in Southern Africa.

An Innovative Approach

This innovation has been very successful, the distance learning materials have been a big hit with students and in the second part of the programme from January to Easter students attend on one day a week part-time or two days a week full-time – the contact time is scheduled afternoon and evenings to enable those in work to participate in the programme part-time. Students very much appreciate the efforts of the ICRT to provide a framework of study which enables them to participate fully in the programme while working. The other key facet of the programme is that it has been carefully designed to ensure that students get the practical skills and range of knowledge necessary to achieving Responsible Tourism Management – the programme is holistic covering issues and principles, natural and cultural heritage, local economic development and poverty reduction, social anthropology and professional practise in achieving change and managing tourism in destinations. We provide a tailor-made programme in Responsible Tourism – not an add on to an existing MSc programme.

The Associates and Field Trips

The course continues to benefit from the practical experience of its full time and associate staff. This year there was a field trip to the Isle of Wight to look at Cultural Heritage Management and to the Highlands of Scotland for the Managing Tourism in Protected Landscapes. Our associates Robert Cleverdon and Caroline Warburton assisted in organising these field trips and contributed to our teaching, drawing on their professional experience – for more information about Robert and Caroline see www.icrtourism.org/associates.html. Both field trips were so successful that they will be repeated and extended in 2006-7.

New Marketing Course Launched

In 2005 we launched a new course in Tourism Marketing for Responsible Tourism Management, jointly written by Robert Cleverdon and Harold Goodwin. The course is

available as distance learning or as an intensively taught short course. This new distance learning course means that it is now possible to get a Postgraduate Certificate in Responsible Tourism entirely by Distance Learning.

Intensive Short Courses

In the last year Harold Goodwin has run intensive short courses for the ICRT – The Gambia *on Issues and Principles in Responsible Tourism* and *Local Economic Development and Pro-Poor Tourism*. Continuing Professional Development courses on Pro-Poor Tourism were run in Bolivia and at George Washington University in Washington DC.

ICRT Conference and Occasional Papers

The annual conference on Local Economic Development and Pro-Poor Tourism organised jointly with the University of Surrey and University of Applied Sciences Eberswalde, Berlin was held at the Greenwich campus and attracted 65 participants. Next year it will be held in Amsterdam. In 2006 we also launched an ICRT Occasional Papers series to encourage alumni to publish paper reporting the major findings of their dissertations.

World Travel Market November 2005

Harold Goodwin continues to serve as chair of the judging panel for the First Choice Holidays/The Times./Geographical Magazine/Responsible Travel.com Responsible Tourism Awards, announced on Responsible Tourism Day at the World Travel market. In 2005 Harold was on the panel on the man stage with Dermot Blastland MD Mainstream Holidays at First Choice Holidays, Cath Urquhart Travel Editor of The Times and Kerry Post of Visit Florida.

The ICRT published *Responsible Tourism and the Market* at WTM – point up the differences between the certification and responsible tourism approaches which have more market resonance – see <http://www.icrtourism.org/certification.pdf>

Consultancy

Harold Goodwin's consultancy work has included two major evaluation of Dutch government funded pro-poor tourism work in Asia and Africa as team leader; policy advice to the Aga Khan Foundation and IFC in India on responsible tourism and to Saga, Exodus and Small Luxury Hotels in the UK. In May Harold spent two weeks in Bhutan working with stakeholders to draft the national (responsible) tourism policy. Speaking engagements included major conferences in Chile and Bolivia, the Education Travel Conference in Baltimore, the British Educational Travel Association and the Association of Reader Travel in Britain, Hardanger jn Norway and the Caribbean Tourism Organisation in Puerto Rico.

Pro-Poor Tourism Partnership

The major PPT Partnership projects in 2005-6 were for the Travel Foundation. We trained and published guidelines on maximising the impact of tourism on local economic development in the Dominican Republic and publishing with the Caribbean Tourist Organisation *Making Tourism Count for the Local Economy in the Caribbean Guidelines for Good Practice*.

Dr Harold Goodwin, Director ICRT
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