



BEaM

School of Business, Enterprise and Management

Knowledge for Scottish Business

BEaM Joins Forces with the Chartered Management Institute

The School of Business, Enterprise and Management at QMU has partnered with the *Chartered Management Institute* to offer new and existing students the opportunity to gain professional qualifications from the Institute, alongside their degrees.



The Institute is the only chartered professional body that is dedicated to management and leadership. It was established over 50 years ago and has more than 70,400 individual and corporate members. The Institute is dedicated to raising the standard of management in the UK.

Our partnership with the Institute gives our students the opportunity to access high quality up-to-date management tools and resources. With support from the Institute, teaching has been designed so that students in their third year of courses across BEaM are encouraged to complete the Certificate in Management Consulting Essentials. This option allows students to develop both professional and academic qualifications. Work

with the Institute looks set to expand as staff begin to explore other courses that could operate within BEaM.

If your organisation is interested in preparing its managers for certification by the Chartered Management Institute, please contact:

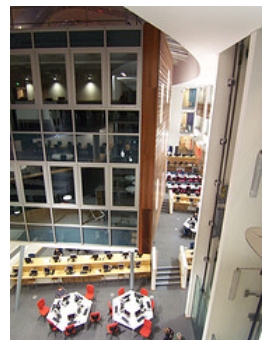
Claire Seaman at cseaman@qmu.ac.uk or Stuart Graham at Sgraham@qmu.ac.uk

Professor Mike Donnelly, Dean of the School of Business, Enterprise and Management will hold a public lecture entitled: *Complexity, Choice and Ignorance: Public Services Management in Scotland*
This lecture will take place on Tuesday 18th March at 6pm in QMU's new campus at Craighall. This event is free but ticketed, prompt booking is advised. To reserve a place, please call Sarah Whigham on 0131 474 0000 or email swhigham@qmu.ac.uk



February 2008

2



Inside this issue:

BEaM and the CMI	1
BEaM talks eTourism at Inns-	2
BEaM Graduate - Yolanda Luca	2
BEaM and Event Management	3
BEaM Shorts	3
BEaM's Intl Partnerships	4
BEaM Rewards Excellence in Schools	4

BEaM Talks eTourism

BEaM's eTourism research group, Professor Andy Frew, Roberto Daniele, Sofia Reino and Alisha Ali – have just returned from presenting their work at



the world's foremost conference on IT and Travel & Tourism. Their research was put through a rigorous review process prior to their presentations alongside representatives of leading global enterprises, educational institutions and government agencies.

The 15th International Conference on IT and Travel & Tourism was

held in Innsbruck, Austria, between 23rd and 25th January. The 2008 conference was entitled; "eTourism: the View from the Future". Keynotes included **Microsoft** tourism MD, Eric Basha and **UNWTO** Assistant Secretary General Geoffrey Lipman. Both organisations have a keen interest in the eTourism work at QMU.

The conference is organised by the International Federation for IT and Travel & Tourism (IFITT), and Prof Frew, as its President, led this international event, and proudly supported the presentation of his Ph.D. students' work. Roberto's presentation focused on a case study of **VisitScotland.com** and evolving Destination Management Systems, Sofia presented her collaborative

work with the University of Sunderland for the European Commission, focused on IT for Heritage Interpretation, and Alisha presented outcomes from her Ph.D. research on ICT and its application to the sustainable tourism development of destinations.

The success of these eTourism Ph.D. students represents QMU's grounded research tradition, and the established expertise of this research group at BEaM.

For further information please contact

Sofia Reino at SReino@qmu.ac.uk.



BEaM's Graduate Profile—Yolanda Luca

Running the family business was not necessarily what Yolanda Luca planned to do when she completed a B.A. in Hospitality and Tourism at QMU. In fact, Yolanda got to the 3rd round of interviews for a post with British Airways before deciding to go into the family business 'for a while', where she became 'a woman obsessed' with making the business work!



Perhaps that explains why Yolanda describes the best part of the job as walking into the shops when they are pristine – that, and seeing the cafés busy and watching the variety of customers.

Taking over a celebrated institution such as S. Luca of Musselburgh would be a challenge to anyone's

way of thinking but add to that the family element - for S. Luca remains very much a family business – and there was always going to be lots of scope for discussion, dissent and debate!

When Yolanda went into the business full time the company was being managed by family members who were mostly in their mid-70s and had given little thought to succession planning. Yolanda describes this as an opportunity for change but also emphasises that the 'bulldozer' approach to change didn't work at all in the early days and highlights the importance of small, continuous changes and improvements, including the current development of a succession plan.

Asked about her biggest challenge in the business, Yolanda commented: 'Changing the image of the Musselburgh café was tough – much more difficult than opening a new outlet in Morningside!

Partly, that was because I was trying to fix something that was not really broken – just a bit 'tired' round the

edges. Bringing the Musselburgh café into the 21st Century showed clearly that you are never going to please all of the family in a family business all of the time, and family involvement in the Musselburgh café is very high. There is a hired manager in the Morningside Café, but the original outlet in Musselburgh is still very much family-run.'

The café was renovated and this kept the property closed for eight weeks. This experience taught Yolanda to keep updating the look of its premises and avoid radical transformations. One of her most vivid memories was of standing in the newly refurbished shop just after it reopened wishing it could all be put back to its original format.

Yolanda also wants to make sure that S. Luca has the right business strategy to grow. She tells us about a supplier of equipment whom the family had used for many years but whose business turned out to be too small to continue to support the growing operations. That's not a mistake she plans to make if – no, when! – another Edinburgh branch

Let BEaM help you with your Events



Dr Joe Goldblatt has recently been appointed as full time lecturer of Hospitality, Tourism and Events at Queen Margaret University's BEaM. He

was formerly a Professor of Tourism and Hospitality Management and Executive Director for Professional Development and Strategic Advancement at Temple University in Philadelphia, USA. He is an educational consultant, author, speaker, and the author of the first textbook in the field of Event Management. He has as been responsible for creating and launching the curricula that have given birth to this modern profession. Several colleges and universities throughout the world have adopted many of his textbooks and copyrighted courses .

In addition, he has produced over 1,000 special events, including White House celebrations, corporate and celebrity events. He is president of The Goldblatt Company, Inc., a consulting organization whose clients have included associations, corporations, and local and national governments.

Dr Goldblatt, your academic and professional achievements in the US are quite impressive...why come to Scotland?

First of all there is Edinburgh...it is an amazing city When we were

invited to relocate the decision was instantaneous. It is a great opportunity to live and work in the unrivalled festival capital of Europe. As it continues to grow as a travel destination the related industries will become the most important contributors to its economy. I am looking forward to the opportunity of sharing and expanding my experience by helping the local government with research and development of new policies that will enhance the brand of Edinburgh as the festival capital of the world.

You were a Senior Lecturer in Tourism and Hospitality Management at Temple University in Philadelphia, a big public research university...what attracted you to QMU?

Temple really is a big institution: it is the 28th largest in America, and enrolls more than 35,000 students in over 300 academic programmes. In that respect QMU is quite different. I think QMU offers the ideal platform to raise the profile of the field of Events Management globally. Small class sizes and the new state-of-the-art campus provide the perfect environment to teach and motivate students. The faculty at BEaM also has a keen interest in academic disciplines that are an excellent complement to events management.

How can BEaM's expertise in events help Scotland's public and private enterprises?

Every organisation will produce an event at some time: all are event driven, whether it relates to sales and marketing or human resource development. These events must be preceded by comprehensive research. Is it possible? Viable? Is it sustainable?

In BEaM we have the knowledge and capability to look at the organisation's internal and external resources and needs, and plan and launch the event. Our areas of expertise include every facet of successful event planning: procedures, risk management, marketing, implementation and assessment. BEaM also develops the project management capabilities to create an operational schedule and keep the event on track and on budget. We have the expertise and tools to provide the coordination of the event through on-site event management that will help to run the project efficiently with a focus on quality. Finally BEaM can also provide you with the evaluation tools to measure the event's success. This is probably one of the most important aspects of events management.

If you are interested in learning more about Events Management at QMU, you can contact Dr Joe Goldblatt at

0131.474.0000 or e-mail: JGoldblatt@qmu.ac.uk

BEaM Shorts

Rune Todnem By, BEaM lecturer in Tourism, Hospitality and Events, has been appointed Associate Editor of the Journal of Change Management (Routledge). In addition, his article 'Organisational change management: a critical review' has been identified as the *Journal of Change Management* most downloaded article in the period January 2005- January 2007.

Family Business Seminar held at QMU: BEaM's Scottish forum for Family Business Research held a seminar on 28 November titled 'Promoting Growth and Innovation within Scotland's Family Enterprises'. This seminar attracted people who recognise the importance of family businesses to Scotland and are interesting in supporting or exploring this important sector. Three speakers addressed the inaugural seminar: Jim Mather, Minister for Enterprise; Sir Francis Ogilvy from Winston House and Martin Stepek from the Scottish Family Business Association.

BEaM's International Partnerships-ITM in Mumbai



NAMASTE FROM MUMBAI

Situated on the west coast of India, Mumbai is the commercial and financial capital of India. It is an exciting city of paradoxes. "A city of opportunities and a city that never sleeps" is how Mumbai is often described. No wonder then that the city attracts thousands everyday from all over India to make Mumbai their home. Bursting at the seams, the city still has the largesse to envelope one more hopeful!



In this culturally and socio-economically diverse megalopolis, is our young Institute. In just 16 years, the Institute for Technology and Management or ITM Business school has established itself among the 25 best

business schools in the country.

Students from all walks of life are welcomed into our nurturing learning environment. The hospitality department of ITM was born out of a collaboration with Queen Margaret University over 5 years back. This relationship has grown from strength to strength since then.

International collaboration is



critical for strengthening knowledge and competence development. We can contribute to better international practice and also benefit from increased access to knowledge and technology.



Such activity creates better cross-cultural understanding, building of personal relationships, and professional networks. Different methods and approaches have been developed to adapt to learning theories.



Today our emphasis is on supporting independent, critical thinking, multidisciplinary study and skills training - our graduates leave us with a firm base to

build successful careers.

Today a major thrust is towards Social Awareness and several out reach programmes are organised each year which enrich both the tutors and the taught.

ITM-IHM cherishes its bond with QMU and plans are underway to extend our relationship to our other centres at Bangalore and Chennai.

*Ms. Maureen Lobo, Programme Leader
BA-IHM (Mumbai)*

BEaM rewards excellence in East Lothian schools



Abigail Dobson from Dunbar Grammar School

In advance of the relocation of QMU to Musselburgh, Carol Brennan forged links with East Lothian schools and arranged prizes for top performing students in Higher Health and Food Technology. This qualification is attractive for entry onto the BA (Honours) Consumer Studies and the BA (Honours) Hospitality and Tourism Management programmes at the University. Three students achieved an excellent performance and were presented with prizes and certificates at an awards event at the new campus on 23 January. The three prize winners were **Amanda Jane Thomson and Lindsey Nicoll from Preston Lodge High School** and **Abigail Dobson from Dunbar Grammar School**. They were accompanied by their teachers Mhairi Angus from Preston Lodge High School and Alison Drummond from Dunbar Grammar.

Prizes were also presented to the top students at Levels 2, 3 and 4 of the BA/BA (Honours) Consumer Studies. At Level 2 Lorna Tugman achieved the best performance, the Level

3 prize was awarded to Lindsay Cameron and Level 4 to Louise Reid. Richard Bent also awarded prizes on the New Enterprise Creation module: Rebecca Craig and Lorna Thompson (1st prize), Amanda Cutherberston and Claire Devlin (2nd Prize), and Jonathan Smyth (Most Innovative). These prizes were funded by the Scottish Institute for Enterprise

The prize winners were joined by several lecturers from the team and parents and grandparents. It was a lovely opportunity to reflect on the high levels of motivation and ability of all of the students.

Two of the school prize-winners students have now taken up offers of places at QMU.



Students receive awards (left to right): Amanda Jane Thomson, Mhairi Angus (Teacher) and Lindsey Nicoll from Preston Lodge