Tourism and Leisure PhD Program

Research seminars 2016

Rovira i Virgili University, Catalonia
Vila-seca Campus, Faculty of Tourism and Geography

Monday 13 June 2016, h. 10.00-13.30

Xavier Font, Leeds Beckett University

“Research with impact: reflections from sustainable tourism”

Research must be useful to society, and academics must be able to understand, measure and evaluate the impact of their work. The demand from academics and PhD researchers to ensure that their work is relevant to industry and society is not new. But the requirements from funding bodies to provide evidence of impact have reached new heights. This presentation will reflect on the pressures that academics are under to evaluate the impact of their work, and the consequences this has for academic freedom and industry-university relations, with examples from efforts to support the tourism industry to be more sustainable.

Dr. Font’s lecture will be chaired by Prof. Sunsi Huertas.

Xavier Font is an expert in responsible tourism marketing, with extensive experience in industry and government training on all aspects of sustainable tourism production and consumption. He has conducted over 80 courses for more than 1500 businesses on how to market and communicate sustainability, see www.responsibletourismcommunication.com. He is the most published academic in the world in sustainable tourism certification, having consulted on this subject for UNEP, UNCTAD, UNWTO, IFC, EC, VisitEngland, Fáilte Ireland, WWF and the Travel Foundation amongst others. He is a full time member of staff at Leeds Beckett University (UK) and co-director of the International Centre for Responsible Tourism.

http://www.leedsbeckett.ac.uk/staff/dr-xavier-font/

With the collaboration of