

Curriculum Vitae

Dr Alan Fyall

Orange County Endowed Professor of Tourism Marketing and Graduate
Programs' Director

Rosen College of Hospitality Management, University of Central Florida, USA

August, 2017

Personal Information	
Name	Alan Fyall
Date of birth	3 January 1966
Designatory letters	Ph.D., MPhil, BA(Hons), FTS, MCIM, M.Inst.TT
Current Appointment	
Post	Orange County Endowed Professor of Tourism Marketing and Graduate Programs' Director
College	Rosen College of Hospitality Management, University of Central Florida, USA
Date of appointment	7 August, 2013
Previous Appointments	
Post	Visiting Professor and Graduate Programs' Coordinator
College	Rosen College of Hospitality Management, University of Central Florida, USA
Date of appointment	8 August, 2012
Post	Professor in Tourism, Deputy Dean Research & Enterprise
School	School of Tourism, Bournemouth University, UK
Date of appointment	1 July 2007
Key responsibilities	<ul style="list-style-type: none"> • Lead development and implementation of research and enterprise strategy for the School of Tourism (70 faculty, 2,500 students, 45 PhD students and budget of \$24 million) and ensure delivery of strategic objectives and financial targets in School and University plans. • Support the development of Centres of Excellence that are internationally-recognised leaders in innovation and research and work closely with the PVC (Research, Enterprise & International), members of the Professoriate and Associate Deans to lead the development of research and enterprise capability within the School. • Appraise members of the Professoriate, support existing faculty and develop research potential of postgraduate students. • Work closely with Deputy Deans across the university to identify and facilitate initiatives for cross-University working on research and enterprise and lead the preparation of the School's submission for REF 2014, the submission of HESA returns and preparation of HEIF bids. • Lead by example maintaining an international research reputation that contributes to the advancement of the subject and provide leadership and guidance to programme development teams to enable research and enterprise activity to inform education. • Represent the School through the establishment of effective relationships with appropriate academic institutions, professional bodies, commercial/industrial organisations, government and other agencies both nationally and internationally. • Provide direction and leadership to the provision of CPD programmes and the development of applied research for local, regional and national businesses.

Previous Substantive Appointments				
Date	Appointment			
2008-2010	Head of Enterprise, Office of the Vice-Chancellor, Bournemouth University			
Key responsibilities	<ul style="list-style-type: none"> Stimulate cultural change such that enterprise activity flourishes across the University and implement measures that incentivise and reward staff engaged in enterprise activity. Lead in conjunction with R&E Academic Leadership Team across BU on: BU R&E Strategies & Policies; New BU-wide R&E Initiatives; Ensuring effective R&E support across BU; Approving final BU submissions to the likes of REF, RAS and HEBCI etc.; Coordinating BU response to Enterprise Surveys; Ensuring effective BU R&E web and intranet and regular R&E coverage in BU publications; Oversight of centrally-funded R&E schemes. Oversee the strategic development of external-facing business development ensuring seamless communication between UEG, Schools, research centres and professional services. Develop a coherent approach to enterprise support for the future, and to deliver pre- and post-award support as required. Working closely with Deans and Deputy Deans (Research and Enterprise) to deliver the research and enterprise aspirations set out in the Corporate Plan and 2009-2014 Strategic Plan. Ensure that robust monitoring and performance measurement systems are in place to track and monitor enterprise activity by School. Develop a fully-functional marketing strategy for enterprise at BU. Building enduring links with organisations and business across the region. Oversee the development of enterprise and entrepreneurial education for students of the University who want to establish their own businesses. Oversee the development of employer engagement, CPD and short-course activity. Lead the organisation of the Enterprise Forum: high-level engagement with policy advisers and practitioners. Be a leading member of BU-wide fora such as the Senate R&E Committee, R&E 20:20 Leadership Group and represent BU externally on all enterprise matters. 			
2007-2009	Deputy Dean Research & Enterprise, School of Tourism, Bournemouth University			
2005-2007	Head of Research, School of Services Management, Bournemouth University			
2000-2005	Senior Lecturer in Tourism Marketing, International Centre for Tourism & Hospitality Research, School of Services Management, Bournemouth University			
1997-2000	Senior Lecturer in Marketing, Napier University Business School, Edinburgh Napier University			
1997	Head of Academic Operations, Business Management Faculty, Southampton Solent University			
1992-1997	Senior Lecturer in Marketing, Business Management Faculty, Southampton Solent University			
Qualifications				
Date	Title of Award	Subject	Class	Awarding Body
1988	BA(Hons)	Business Studies	2:1	University of Wolverhampton
1988	Diploma CIM	Diploma of the Chartered Institute of Marketing	Pass	CIM
1993	MPhil	Leisure Retailing	Pass	University of Wolverhampton
2008	PhD	Destination Management	Pass	Bournemouth University

Membership of Professional Bodies			
Date	Professional Body		
1988	Member of the Chartered Institute of Marketing (MCIM)		
1994	Member of the Tourism Society (MTS)		
2007	Fellow of the Tourism Society (FTS)		
2011	Member of the Institute of Travel & Tourism (M.Inst.TT)		
2012	International Association Scientific Experts in Tourism (AIEST)		
Graduate Teaching			
2015-16		Fall	2015
Courses	HMG 7587.OO61 Foundations in Hospitality & Tourism Research		
Student Perception of Instruction (SPI)	HMG 7587 (61) 5.00		
2014-15		Fall	2014
Courses	HMG 6710.0W61 International Tourism Management		
Student Perception of Instruction (SPI)	HMG 6710 (0W61) 4.55		
2014-15		Fall	2014
Courses	HMG 7587.OO61 Foundations in Hospitality & Tourism Research		
Student Perception of Instruction (SPI)	HMG 7587.OO61 4.67		
2013-14		Fall	2013
Courses	HMG 6710.0061 International Tourism Management		
Student Perception of Instruction (SPI)	HFT 6710 (61) 4.3		
2013-14		Spring	2014
Courses	HMG 6710.0061 International Tourism Management		
Student Perception of Instruction (SPI)	HFT 6710 (61) 4.88		

Statement of teaching philosophy

Throughout my career, I have always sought to create a stimulating, engaging, challenging and exciting learning environment where all students are actively encouraged to reach their full academic and personal potential. In addition, I have always sought to excite and enthuse my students in the subject matter, to inspire them to push their own boundaries and instigate in them a deep sense of curiosity. I like to challenge my students to recognize and acknowledge alternative viewpoints and realize that the world they live and work in is very complex. Bringing a cross-cultural and alternative-world view into the classroom is thus critical with it imperative that what is learned in their own particular cultural context is set within broader and more dynamic parameters.

My preferred approach to teaching is research-informed and professionally-relevant with an open, informal, interactive, facilitative and inclusive style of delivery. Such delivery serves to generate a passion and commitment to learn with the learning environment conducive to the fostering of a collegial and collaborative culture. In all my classes I seek to develop a balance between intellectual rigor and professional application with debates in class or online used as a vehicle to encourage discussion, thought, the expression of new ideas and/or to critically evaluate the ideas of others.

I am a firm believer in continuous learning with it always being an ambition of mine to stimulate students to take their learning out of the classroom and extend it in their everyday lives. To embed a “culture of learning” in students is hugely satisfying and is evidence of they themselves taking ownership and a sense of responsibility in their own future learning and continued curiosity of the world they live in.

To support my own learning, maintain currency and seek future research opportunities, I believe firmly in staying connected at the local, national and international levels. With 20 books and over 100 journal articles and book chapters authored to date I continue to enhance my own learning and curiosity with my growing contribution to UCF’s research clusters contributing much to my own inter- and multi-disciplinary awareness and expertise with my students the primary beneficiary.

All of the above is equally relevant to both traditional “in-class” and “online” teaching, the latter with which I have increased my footprint greatly over the past two years. Interestingly, my experience of online delivery at UCF has, I feel, improved and fine-tuned my approach to teaching with it necessitating a holistic and integrated approach to preparation in course design and delivery at the outset. It has also encouraged me to be even more innovative and creative in my approach albeit with the foundations of intellectual rigor and professional application underpinning everything that I do.

To close, I love teaching, I continue to be inspired by my students and gain immense satisfaction seeing them reach their true potential. To embed a “culture of learning” in others instills in me a sense of real worth and achievement and it is something that I remain committed to at UCF.

Postgraduate Research Student Supervision (MPhil/PhD/Professional Doctorate)			
Degree	Current	Completed	Total to Date
MPhil/Phd	5	13	18
Details of research degree students supervised to completion			
Student Name	Degree and Title of Thesis	Start Date	Completion Date
Derek Richards	Retail Coupons: A Critical Investigation of Coupons by Grocery Retailers, MPhil, Southampton Institute, UK	1997	2002
Yeganeh Morakabati	Tourism, Travel Risk and Travel Risk Perceptions: A Study of Travel Risk Perceptions and the Effects of Incidents on Tourism, PhD, Bournemouth University, UK	2004	2007
Pimmada Wichasin	A Study of Thai Women as Health Tour Participants in Relation to Lifestyle and Leisure Practice, PhD, Bournemouth University, UK	2003	2008
Bruce Grant Braham	An Investigation into Motorsport Sponsorship: A Comparative Analysis of Two and Four Wheeled Sponsorship, PhD, Bournemouth University, UK	2000	2008
Dorothea Cramer	Consumer Perceptions and Experiences of Relationships with Service Organisations: Financial, Travel and Tourism Organisations, PhD, Bournemouth University, UK	2003	2010
Thanasis Spyriadis	Performance Evaluation Framework for Effective sub-Regional Destination Management Organisations, PhD, Bournemouth University, UK	2006	2012 (2013)
Chun Lui	Chinese Travel Experiences: An Ethnographic Study, PhD, Bournemouth University, UK	2007	2013
Alexandra Correia	An Examination of Inter-Business Cooperation by Wine and Tourism Small and Medium-Sized Businesses in the Douro Valley of Portugal, PhD, Bournemouth University, UK	2005	2013
Indra	The Local Community as a Stakeholder Group and its Participation in UNESCO's World Heritage Nomination Process: Jatiluwih Village, Bali, Indonesia, PhD, Bournemouth University, UK		2015
John Fotis	The Use of Social Media and its Impacts on Consumer Behaviour: The Context of Holiday Travel, PhD, Bournemouth University, UK		2015
Brendon Knott	The Strategic Contribution of Sport Mega-events to Nation Branding: The Case of South Africa and the 2010 FIFA World Cup, PhD, Bournemouth University, UK		2015
Abeer Alrumaih	Sustainable Community Tourism Development in Kuwait: A Case Study, PhD, Bournemouth University, UK		2015
Roberta Atzori	Tourist Responses to Potential Climate Change Impacts and Adaptation Measures in Florida's Coastal Destinations, PhD, University of Central Florida, USA		2016
	Examiner at Bournemouth University (5)		

Jaruwan Daengbuppha	Modelling Visitor Experience: A Case Study from World Heritage Sites, Thailand, PhD, Bournemouth University, UK		2009
Salem Salameh Harahsheh	An Evaluation of the Image of the Hashemite Kingdom of Jordan in the British and Swedish Markets and the Implications for Marketing the Country as a Tourism Destination, PhD, Bournemouth University, UK		2009
Michelle McLeod	Inter-organisational Knowledge Sharing by Owners and Managers of Tourism and Hospitality Businesses of the Bournemouth, Poole and Christchurch Conurbation, United Kingdom: An Analysis of the Motives, Information Content and Networking, PhD, Bournemouth University, UK		2010
Andrew Spencer	Determinants of technology Adoption: A Leadership Imperative for Retail Firms in the Travel Industry, PhD, Bournemouth University, UK		2011
Deolinda Goretti Vaz Da Silva Rebelo	The Role of Social Relationships in the Setting Up and Management of Small Tourism Businesses in Two Portuguese Rural Areas, PhD, Bournemouth University, UK		2012
	External Examiner (23)		
Alexandros Apostolakis	The Convergence Process in Heritage and Tourism: Individual Visitors' Preferences for Greek Heritage Attractions, PhD, University of Portsmouth, UK		2005
Nor'Ain Othman	Strategic Alliances and Network Relationships between National Tourist Organisations and the Profit and Non-Profit Organisations: A Case for Malaysia, PhD, University of Queensland, Australia		2005
Basri Bin Rashid	Destination Evaluation: Tourist Assessments of Beach Resorts in Malaysia, PhD, University of Nottingham, UK		2007
J Ndlovu	Branding as a Strategic Tool to Reposition a Destination: A Survey of Key Tourism Stakeholders in Zimbabwe, PhD, University of Pretoria, South Africa		2009
Antony Nankervis	The Role of Organisational Fit in Determining Performance: A Case Study Analysis of Heritage Visitor Attractions, PhD, Victoria University, Australia		2009
Peter Bolan	Film-induced Tourism: Motivation, Authenticity and Displacement, PhD, University of Ulster, UK		2010
Francis Offeh	Heritage Tourism in the Ashanti Kingdom of Ghana, PhD, University of Sunderland, UK		2010
Norliza Aminuddin	Behavioural Intentions Towards Having Cross-Border Second Homes: The Role of Country Riskiness, PhD, Universiti Teknologi Mara, Malaysia		2010
Jane Ali-Knight	The Role of Niche Tourism Products in Destination Development, PhD, Edinburgh Napier University, UK		2010
Albert Kimbu	Sustainable Tourism Development Management in Central Africa: A Case Study of the Tourism Industry in Cameroon, PhD, Nottingham Trent University, UK		2010
Azizul Yadi Yaakop	Tourists' Attitudes Towards Advertising in a Malaysian Tourism Context, PhD, University of Surrey, UK		2011

Mark Kevin Speakman	The AH1N1 Influenza Crisis in Mexico: A Critique of Contemporary Tourism Crisis and Disaster Management Models and Frameworks, MRes, University of Central Lancashire, UK		2011
S Sundararaman	Impact of Terrorism on Kashmir Valley Tourism, PhD, Pondicherry University, India		2011
Dirk Gortz	The Impact of Target-Group-Specific Metaphorical Headlines on a Direct Mail's Advertising Effect, DBA, University of Surrey, UK		2012
S Panneer Selvam	Retail Supply Chain Management in Food and Grocery (A Case Study of Bangalore City), PhD, Pondicherry University, India		2012
Stefan Schmitt	A Maturity Model for Media Asset Management: Development and Verification in a Mixed Methods Approach, DBA, University of Surrey, UK		2012
Paul Shimane Radikonyana	The E-Marketing of Sports Mega-Events with Specific Reference to the 2010 Soccer World Cup, PhD, University of Pretoria, South Africa		2013
Eddy Tukamushabab	Tourists' Perceptions, Travel Motivations and Memorable Travel Experience: The Case of Uganda, PhD, Hong Kong Polytechnic University, China SAR		2014
Paul Singh	The Role of Individuals in the Knowledge Absorptive Capacity of New Zealand's Regional Tourism Organisations, PhD, University of Queensland, Australia		2014
Michelle Scarpino	Exploring Crisis Management Challenges in Destination Management Organizations, University of Wollongong, Australia		2015
Abhishek Bhati	Tourism-linked Vandalism at Heritage Sites in Bangkok and Singapore, James Cook University, Australia		2015
Jiraporn Chomsuan	Understanding Resort Hotel Clientele Through Segmentation: A Study of Thailand, DBA, University of Canberra, Australia		2015
Hassnah Wee	The Mediating Role of Emotion on the Relationship Between Service Performance Quality and perceived Service Quality Towards Loyalty, PhD, Universiti Teknologi Mara, Malaysia		2015

Summary of significant personal achievements in research and scholarship

- Co-Editor, Journal of Destination Marketing & Management.
- To date I have published **14** edited and **6** authored books, **61** peer-reviewed journal articles and **48** book chapters. My publications were included for submission to both **RAE2001** and **RAE2008** in the UK while I held a GPA of 2.875 for **REF2014** prior to moving to the University of Central Florida, USA. I currently have **8896** citations of my work, an **h-Index** of **28** and an **i10-Index** of **58** as at December 20, 2016 (Google Scholar).
- Co-Editor, Contemporary Cases Online.
- 13 PhD students supervised to completion.
- Examiner of 5 internal PhDs at Bournemouth University and 23 external PhDs in the UK, South Africa, Australia, Malaysia, India and Hong Kong.
- Reviewer for Aberystwyth University, University Research Fund, UK (2011 -).
- Reviewer for Institute for Small Business and Entrepreneurship/Research and Knowledge Exchange Fund,

Department for Business, Innovation & Skills, UK (2011 -).

- Reviewer for the Research Grants Commission, Hong Kong (2010 -).
- Member of the ESRC Cluster Advisory Board for the £1.5 million award led by Professor Tim Coles of Exeter University Business School, UK.
- Co-organiser of the international “5th Advances in Tourism Marketing Conference” held in Faro, Portugal with the University of Otago (New Zealand), Mugla University (Turkey), Maribor University (Slovenia) and the University of Valencia (Spain), October 2013.
- Co-organiser of the international “4th Advances in Tourism Marketing Conference” held in Maribor, Slovenia with the University of Otago (New Zealand), Mugla University (Turkey), Maribor University (Slovenia) and the University of Valencia (Spain), September 2011.
- Principal organiser of the international conference “3rd Advances in Tourism Marketing Conference” held at BU in association with the University of Otago (New Zealand), Mugla University (Turkey), Maribor University (Slovenia) and the University of Valencia (Spain), September 2009.
- Principal organiser of the international conference “Extraordinary Experiences” held at BU in association with Breda NHTV University of the Netherlands, September 2007.
- Principal organiser of the international conference “Event Tourism: Enhancing Destinations and the Visitor Economy” held at BU in association with Edinburgh Napier University, January 2007.
- Co-organiser of the “1st Commonwealth Conference on Sport Tourism” held in Kota Kinabalu, Sabah, Malaysia in association with the Commonwealth Tourism Centre and the Ministry of Tourism Malaysia, May 2008.
- Editorial Board member on *Annals of Tourism Research* (a 4* ranking journal in the ABS Journal Quality Rankings), *Journal of Heritage Tourism*, *International Journal of Tourism Research*, *Journal of Hospitality and Tourism Management*, *Anatolia*, *Regional Statistics* and *Journal of Business Research* .
- Research published in a number of highly-rated academic journals including *Annals of Tourism Research*, *Tourism Management*, *Service Industries Journal*, *Journal of Services Marketing*, *Tourism Recreation Research* and the *International Journal of Tourism Research*.
- Conference participation throughout the world including presentations made at the conferences of the *American Marketing Association* (AMA), the *European Marketing Academy* (EMAC) and CAUTHE, Australia.
- Experience as a consultant for a large number of private and public sector organisations including the South West Regional Assembly, Commonwealth Policy Studies Unit, European Union, London Development Agency, former British Tourist Authority and the Commonwealth Secretariat, with projects undertaken in many countries around the world including the Caribbean, Southern Africa, Saudi Arabia, Central Asia and the Far East.
- Member of the Bournemouth Tourism Action Group (2004 – 2006), Board Member of the Bournemouth Tourism Management Board (2006 – 2008), Member of the International Education Forum (University, Arts Institute, Bournemouth & Poole College and Accredited Language Schools – 2007-2008), Vice-Chair, Bournemouth 2026, Thriving Economy Forum (2009-2010), Board Member, Solent Synergy Limited (2010).

Research grants and contracts awarded

Date	Award Holder(s) and PI	Funding Body	Title	Value (GBP £)
2012	Alan Fyall (PI), Philip Alford, Dimitrios Buhalis, Stephen Page	ESRC	ESRC Digital Destinations: Exchanging Digital Technology Knowledge in Local Tourism Economies	£54,000
2012	Alan Fyall (PI)	Coastal Communities Fund, Department of Communities & Local Government	National Coastal Tourism Academy	£2 million
2011	Alan Fyall (PI)	HEIF 5	Destination Development Programme	£250,000
2010	Anna Leask (PI), Alan Fyall, Paul Barron	Laurence Ho Fund	Strategies to Engage Generation Y in the International Tourism & Hospitality Industry	£29,962
2010	Dimitrios Buhalis (PI), Alan Fyall, John Fletcher, Adam Blake	ABS Journal Ranking Conference	ABS Journal Ranking Event	£1,000
2009	Anna Leask (PI), Alan Fyall	Edinburgh Napier University	Pricing and Packaging Visitor Attraction Experiences for Generation Y	£29,348
2009	Alan Fyall (PI)	BU Conference	3 rd Advances in Tourism Marketing Conference	£54,950
2009	Alan Fyall (PI) and Pamela Watson	Tourism Management Institute	CPD Tourism Management Professional Qualifications	£8,000 in 2009 £32,000 in 2010
2009	John Fletcher (PI), Yeganeh Morakabati and Alan Fyall	Gibraltar Chamber of Commerce	Economic Impact Study	£24,900
2008	John Fletcher (PI), Yeganeh Morakabati and Alan Fyall	Bournemouth Borough Council	Climate Change	£4,250
2008	Alan Fyall (PI) and Yeganeh Morakabati	Commonwealth Policy Studies Unit	Policy Brief Commonwealth Tourism Ministers' Meeting (London)	
2008	Alan Fyall (PI), Richard Shipway, Ian Jones	Ministry of Tourism Malaysia	1 st Commonwealth Conference on Sport Tourism	
2008	Mike Weed (external PI), Adele Ladkin, Ian Jones, Alan Fyall and Richard Shipway	ESRC	Leveraging Social, Cultural and Health Benefits from London 2012 (ESRC Seminar Series)	£2,568
2008	Alan Fyall (PI)	BU Conference	PhD Networking Conference	£2,500
2007	Alan Fyall (PI), John Fletcher and Adele Ladkin	Commonwealth Tourism Centre	Commonwealth Tourism Research Programme	£42,430
2007	Alan Fyall (PI), John Fletcher and Adele Ladkin	Commonwealth Tourism Centre	Commonwealth Tourism Research Programme – Annual Maintenance	£10,000
2007	Alan Fyall (PI), Mike Morgan and Nigel Hemmington	BU Conference	Extraordinary Experiences	£12,000
2007	Alan Fyall (PI), Adele Ladkin, Ian Jones, Richard Shipway, Caroline Jackson, John Fletcher and Bruce Braham	BU Conference	Event Tourism: Enhancing Destinations and the Visitor Economy	£12,000
2006	Jon Edwards (PI), Roger Vaughan, Alan Fyall and Crispin Farbrother	EU Tempus	Tourism Development and Training in Turkmenistan	£20,000
2005	Alan Fyall (PI), John Fletcher and Adele Ladkin	Commonwealth Secretariat	An Audit of Strategic Interventions in Tourism by the Commonwealth Secretariat	£14,000

2005	Alan Fyall (PI), John Fletcher and Adele Ladkin	Wiltshire & Swindon Economic Partnership	Development of a Strategic Framework for Tourism in Wiltshire & Swindon and Evaluation of a Sub-Regional Destination Management Partnership	£28,000
2005	Alan Fyall (PI)	Commonwealth Policy Studies Unit	Policy Brief, Commonwealth Tourism Ministers' Meeting in Abuja, Nigeria	
2005	Alan Fyall (PI), John Fletcher and Adele Ladkin	Bournemouth Borough Council	Evaluation of a Destination Management Partnership for Bournemouth	£12,500
2005	Alan Fyall (PI), John Fletcher and Cevat Tosun, Mustafa Kemal University, Turkey	Leverhulme Trust	Leverhulme Trust Visiting Fellowship	£17,500
2004	John Fletcher (PI) and Alan Fyall	South West of England Regional Assembly	Tourism Advisers	£3,000
2004	John Fletcher (PI), Alan Fyall and Adele Ladkin	Grant Thornton Project Finance / London Development Agency	Audit of London's Tourism Industry Recovery Plan	£48,000
2004	Alan Fyall (PI)	Commonwealth Policy Studies Unit	Policy Brief, Commonwealth Tourism Ministers' Meeting in Kuala Lumpur, Malaysia	

8e Research grant and contract bids submitted (unsuccessful)

Date	Award Holder(s) and PI	Funding Body	Title	Value (GBP £)
2016	Alan Fyall (PI), Bruce Janz, Sevil Somnez	Urban Studies Foundation	Cities in Transition: Innovation, Dynamics, Networks and Identity	Circa. US\$30,000
2015	Bruce Janz (PI), Connie Lester, Scot French, Anne Lindsay, Allen Watters, Christopher Hawkins, Michael Abels, Alan Fyall, Scott Carter, Alvin Wang.	University of Central Florida	Imagining Orlando: Innovation, Dynamics, Networks and Identity in the 21 st Century Citystate	Circa. US\$450,000
2013	Deborah Breiter (PI), Jill Fjelstul, Alan Fyall	PCMA (USA)	Wellbeing Innovations in a Convention Setting: Responsibility, Productivity and Competitiveness	Circa. US\$30,000
2011	Alan Fyall (PI), Philip Alford, Dimitrios Buhalis	EU INTERREG	GUEST 2Seas Programme	£220,000
2011	Anna Leask (PI), Paul Barron, Alan Fyall	William F. Harrah College of Hotel Administration	Generational Changes in Consumer Behaviour and the Consequent Impact on Future Tourist Decision Making	£48,000
2011	Alan Fyall (PI), John Fletcher, Steve Calver, Philip Alford	Regional Growth Fund Bid	National Tourism Business Academy	£500,000
2011	Adam Blake (PI), Alan Fyall and Dimitrios Buhalis	European Commission	Tourism Observatory	£63,919
2011	Dimitrios Buhalis (PI), Alan Fyall	European Commission	WELL – Working Together for Improving Tourism for All Skills	£37,418
2011	Alan Fyall (PI), Dimitrios Buhalis	MASMI Research Group	Special Interest Tourism in the UK and Germany	£28,779
2011	Dimitrios Buhalis (PI), Alan Fyall, Peter Lugosi, John Fotis	Pestana Hotels & Resorts	Pestana Seminar Training	£16,750
2011	Richard Shipway (PI), Alan Fyall	British Academy	Tourism 2012 and Beyond: Leveraging Tourism Benefits from International Sports Events in Commonwealth Countries	£4,700

2010	Adele Ladkin (PI), Alan Fyall and Anna Leask	Research Grants Committee (Hong Kong) – General Research Fund	Generation Y as Consumers of and Employees in Tourist Services	£28,500
2010	John Edwards (PI), Roger Vaughan, Vijay Reddy, Steve Richards, Alan Fyall	UN WTO	Sustainable Rural Tourism Development for Serbia	£197,322
2009	Adam Blake (PI), Susanna Curtin, Steve Richards, Alan Fyall	Scottish Natural Heritage	The Economic Impact of Scotland's Natural Heritage to Tourism	£25,000
2009	David Kilburn (PI), Derek Robbins and Alan Fyall	Bournemouth Borough Council	Bournemouth Town Centre Signing and Information Strategy	£28,175
2009	Alan Fyall (PI), Steve Calver and Mary Beth Gouthro	ESRC Business Engagement Award	Lyme Regis Development Trust	£53,436
2009	Alan Fyall (PI) and Lorraine Brown	Daiwa Anglo - Japanese Foundation	Daiwa Foundation Award	£13,550
2009	Alan Fyall (PI) and Ian Jones	MENIKIYA Enterprises	Sport Tourism Conference	£20,000
2009	Alan Fyall (PI), Chris Wood and Vijay Reddy	SASYAZ Holdings	Audit of Malaysian Heritage Sites	£35,000
2009	Alan Fyall (PI)	HLSTN	Enhancing Case Study Authorship and Delivery in Hospitality, Leisure, Sport and Tourism	£5,000
2008	Steve Calver (PI) and Alan Fyall	PMP Legacy	UK Sport Research Evaluation	£120,000
2008	Vijay Reddy (PI) and Alan Fyall	British Council	Heritage Tourism in Malaysia	£37,000
2008	John Fletcher (PI), Dimitrios Buhalis and Alan Fyall	Conservative Party	Review of Decision Making Processes in the UK Tourism Industry	£119,850
2008	Derek Robbins (PI) and Alan Fyall	European Union	EUROVELO – Sustainable Tourism Project	£189,750
2008	John Fletcher (PI) and Alan Fyall	Poole Borough Council	Development of an Iconic Attraction	£75,000
2008	Dimitrios Buhalis (PI) and Alan Fyall	ESRC	Information Society Impacts on Tourism Production and Consumption	£14,160
2007	Adele Ladkin (PI), Alan Fyall, Janet Dickinson and Richard Shipway	ESRC	Micro and Macro Dimensions of Experiential Consumption: An Application to Tourism	£399,201
2007	Alan Fyall (PI), John Fletcher and Adele Ladkin	Bournemouth Borough Council	The Social Value of Destinations	£8,000
2007	Mike Morgan (PI), Alan Fyall and Crispin Farbrother	EU FP7	INNODEST – Developing Innovative Destinations	£1,767,216
2007	Alan Fyall (PI), John Fletcher and Adele Ladkin	East Dorset District Council	Destination Management and Business Plan	£29,286
2007	John Fletcher (PI), Alan Fyall and Adele Ladkin	South West of England Regional Development Agency	Strategic Review of Towards 2015	£37,000
2006	Alan Fyall (PI), John Fletcher and Adele Ladkin	Bournemouth Borough Council	Development of a Bournemouth and Poole Tourism Framework	£22,100

2006	Alan Fyall (PI), John Fletcher and Adele Ladkin	Penwith District Council	Destination Audit	£17,875
2006	John Fletcher (PI), Alan Fyall and Adele Ladkin	VisitBritain	Re-visiting the VisitBritain ROI	£11,500
2006	Ian Jones (PI), Richard Shipway and Alan Fyall	Leverhulme Trust	Sports Tourism	£435,000
2006	Adele Ladkin (PI), Alan Fyall, Janet Dickinson and Richard Shipway	Leverhulme Trust	Structures of Governance in Event Management for the Leveraging of Event Legacy	£150,959
2006	Jon Edwards (PI), Roger Vaughan, Sean Beer and Alan Fyall	European Investment Bank	Social Dimensions of Sustainable Development	£206,578

Publications

Authored books

- 6 Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (2013). *Tourism Principles & Practice (Fifth Edition)*. Pearson Education: Harlow. ISBN 978-0-273-75827-3.
- 5 Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (2010). *Tourism Principles & Practice (Fourth Edition)*. Pearson Education/Dongbei University of Finance & Economics Press. ISBN 978-7-81122-941-7.
- 4 Middleton, V.T.C., Fyall, A., Morgan, M. with Ranchhod, A. (2009). *Marketing in Travel & Tourism (Fourth Edition)*. Elsevier Butterworth Heinemann: Oxford. ISBN 978-0-7506-8693-8.
- 3 Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (2008). *Tourism Principles & Practice (Fourth Edition)*. Pearson Education: Harlow. ISBN 978-0273-71126-1.
- 2 Fyall, A. and Garrod, B. (2005). *Tourism Marketing: A Collaborative Approach*. Channel View Publications: Clevedon. ISBN (hbk) 1-8731-50903 and ISBN (pbk) 1-8731-5089X.
- 1 Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (2005). *Tourism Principles & Practice (Third Edition)*. Pearson Education: Harlow. ISBN 2-273-68406-X. This text is also published in Spanish (*El Turismo Teoría y Práctica*, ISBN 978-84-975651-0-3), Portuguese (*Tourism Princípios e Práticas*, ISBN 978-85-7780-014-8) and Mandarin (ISBN 978-7-04-020505-3).

Edited books

- 15 Correia, A., Kozak, M., Gnoth, J., and Fyall, A. (eds) (2017). *Co-creation and Well-being in Tourism*. Switzerland: Springer. ISBN 978-3-319-44107-8.
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34	Tosun, C., Okumus, F. and Fyall, A. (2008). Marketing Philosophies: Evidence from Turkey. <i>Annals of Tourism Research</i> , 35 (1), 127-147. http://www.sciencedirect.com/science/article/pii/S0160738307001016
33	Ladkin, A., Fyall, A., Fletcher, J. and Shipway, R. (2007). London Tourism: A ‘Post-Disaster’ Marketing Response. <i>Journal of Travel and Tourism Marketing</i> , 23 (2/3/4), 95-111. http://www.tandfonline.com/doi/abs/10.1300/J073v23n02_08
32	Tosun, C., Temizkan, S., Timothy, D. and Fyall, A. (2007). Tourist Shopping Experiences and Satisfaction. <i>International Journal of Tourism Research</i> , 9 (2), 87-102. http://onlinelibrary.wiley.com/doi/10.1002/jtr.595/abstract
31	Leask, A. and Fyall, A. (2007). Managing World Heritage Sites. <i>Journal of Heritage Tourism</i> , 2 (3), 131-132. http://www.tandfonline.com/doi/abs/10.2167/jht054.0
30	Garrod, B., Fyall, A. and Leask, A. (2006). Managing Visitor Impacts at Visitor Attractions: An International Assessment. <i>Current Issues in Tourism</i> , 9 (2), 125-151. http://www.tandfonline.com/doi/abs/10.1080/13683500608668242
29	Leask, A. and Fyall, A. (2006). Researching the Management of Visitor Attractions: International Comparative Study Issues. <i>Tourism Recreation Research</i> , 31 (2), 23-32. http://www.tandfonline.com/doi/abs/10.1080/02508281.2006.11081259

28	Fyall, A., Prideaux, B. and Timothy, D.J. (2006). War and Tourism: An Introduction. <i>International Journal of Tourism Research</i> , 8 (3), 153-155. http://onlinelibrary.wiley.com/doi/10.1002/jtr.564/abstract
27	Garrod, B., Leask, A. and Fyall, A. (2006). An Assessment of 'International Best Practice' in Visitor Attraction Management: Does Scotland Really Lag Behind? <i>International Journal of Tourism Research</i> , 9 (1), 21-42. http://onlinelibrary.wiley.com/doi/10.1002/jtr.591/abstract
26	Fyall, A. and Leask, A. (2006). Destination Marketing: Future Issues, Strategic Challenges. <i>Tourism and Hospitality Research: The Surrey Quarterly Review</i> , 7 (1), 50-63.
25	Hewlett, D., Fyall, A. and Edwards, J. (2004). Beyond the Rhetoric of Visitor Management in Transboundary Protected Areas: The Case of Peneda-Geres. <i>International Journal of Tourism Research</i> , 6 (6), 381-395. http://onlinelibrary.wiley.com/doi/10.1002/jtr.490/abstract
24	Leask, A., Fyall, A. and Garrod, B. (2003). Heritage Visitor Attractions: Managing Revenue in the New Millennium. <i>International Journal of Heritage Studies</i> , 8 (3), 247-265.
23	Fyall, A., Leask, A. and Garrod, B. (2003). Introduction: Visitor Attractions, <i>International Journal of Tourism Research</i> , 4 (5), 333-335.
22	Fyall, A. and Spyriadis, A. (2003). Collaborating for Growth: The International Hotel Industry. <i>Journal of Hospitality and Tourism Management</i> , 10 (2), 108-123.
21	Fyall, A., Callod, C. and Edwards, B. (2003). Relationship Marketing: The Challenge for Destinations. <i>Annals of Tourism Research</i> , 30 (3), 644-659. http://www.sciencedirect.com/science/article/pii/S016073830300046X
20	Garrod, B., Fyall, A. and Leask, A. (2002). Scottish Visitor Attractions: Managing Visitor Impacts. <i>Tourism Management</i> , 23, 265-279. http://www.sciencedirect.com/science/article/pii/S0261517701000772
19	Fyall, A. and Leask, A. (2002). Managing Visitor Attractions: An International Comparison of Management Practice. <i>Journal of Hospitality and Tourism Management</i> , 9 (2), 106-120.
18	Garrod, B. and Fyall, A. (2001). Turismo Patrimonial: El Problema de su Definición, <i>Annals of Tourism Research en Espanol</i> , 3 (2), 428-431.
17	Garrod, B. and Fyall, A. (2001). Heritage Tourism: A Question of Definition. <i>Annals of Tourism Research</i> , 28 (4), 1049-1052. http://www.sciencedirect.com/science/article/pii/S0160738399000948
16	Fyall, A., Garrod, B. and Leask, A. (2001). Scottish Visitor Attractions: A Collaborative Future? <i>International Journal of Tourism Research</i> , 3 (3), 211-228. http://onlinelibrary.wiley.com/doi/10.1002/jtr.313/abstract
15	Leask, A. and Fyall, A. (2001). World Heritage Site Designation: Future Implications from a United Kingdom Perspective. <i>Tourism Recreation Research</i> , 26 (1), 55-63.
14	Imrie, R. and Fyall, A. (2001). Independent Mid-Market UK Hotels: Marketing Strategies for an Increasingly Competitive Environment. <i>Journal of Vacation Marketing</i> , 7 (1), 63-74. http://jvm.sagepub.com/content/7/1/63.short
13	Appiah-Adu, K., Fyall, A. and Singh, S. (2001). Marketing Effectiveness and Business Performance in the Financial Services Industry. <i>Journal of Services Marketing</i> , 15 (1), 18-34. http://www.emeraldinsight.com/journals.htm?articleid=855895&show=abstract
12	Imrie, R. and Fyall, A. (2000). Customer Retention and Loyalty in the Independent Mid-Market Hotel Sector: A United Kingdom Perspective. <i>Journal of Hospitality and Leisure Marketing</i> , 7 (3), 39-54. http://www.tandfonline.com/doi/abs/10.1300/J150v07n03_04
11	Fyall, A. and Oakley, B. (2000). A Comparative Case Study Analysis of Two UK Marketing Consortia: Drifters and Waterways. <i>Journal of Vacation Marketing</i> , 6 (3), 265-275. http://jvm.sagepub.com/content/6/3/265.short
10	Garrod, B. and Fyall, A. (2000). La Gestion Del Turismo Patrimonial. <i>Annals of Tourism Research en Espanol</i> , 2 (2), 264-291.
9	Garrod, B. and Fyall, A. (2000). Managing Heritage Tourism. <i>Annals of Tourism Research</i> , 27 (3), 682-708. http://www.sciencedirect.com/science/article/pii/S0160738399000948
8	Appiah-Adu, K., Fyall, A. and Singh, S. (2000). Marketing Culture and Customer Retention in the Tourism Industry. <i>The Service Industries Journal</i> , 20 (2), 95-113. http://www.tandfonline.com/doi/abs/10.1080/02642060000000022
7	Fyall, A., Oakley, B. and Weiss, A. (2000). Theoretical Perspectives Applied to Inter-Organisational

6	Appiah-Adu, K., Fyall, A. and Singh, S. (1999). Marketing Culture and Business Performance in the Airline Industry. <i>Journal of Travel and Tourism Marketing</i> , 8 (3), 47-70. http://www.tandfonline.com/doi/abs/10.1300/J073v08n03_03
5	Fyall, A. and Oakley, B. (1999). Augmenting the Interorganizational Domain: Furthering the Effectiveness of a Collaborative Marketing Alliance. <i>Enhancing Knowledge Development in Marketing</i> , 10, 24-25.
4	Appiah-Adu, K., Fyall, A. and Singh, S. (1999). Marketing Effectiveness and Business Performance in the Hotel Industry. <i>Journal of Hospitality and Leisure Marketing</i> , 6 (2), 29-55. http://www.tandfonline.com/doi/abs/10.1300/J150v06n02_04
3	Fyall, A. and Garrod, B. (1998). Heritage Tourism: At What Price? <i>Managing Leisure</i> , 3 (4), 213-228. http://www.tandfonline.com/doi/abs/10.1080/136067198375996
2	Appiah-Adu, K., Fyall, A. and Singh, S. (1998). Marketing Culture and Customer Retention in the Financial Services Industry. <i>Enhancing Knowledge Development in Marketing</i> , 9, 264-271.
1	Garrod, B. and Fyall, A. (1998). Beyond the Rhetoric of Sustainable Tourism? <i>Tourism Management</i> , 19 (3), 199-212. http://www.sciencedirect.com/science/article/pii/S0261517798000132
	Journal articles published in professional journals
6	Managing Visitor Attractions: A Collaborative Approach (2002). <i>English Tourism Council Insights</i> , January 2002, A93-A97 (with A. Leask).
5	Revenue Management Practice in Scottish and Canadian Visitor Attractions: An International Comparison (2001). <i>English Tourism Council Insights</i> , March 2001, A131-A138 (with A. Leask and K. Harvey).
4	Scottish Visitor Attractions: Revenue Management Trends and Issues (2001). <i>English Tourism Council Insights</i> , January 2001, A105-A112 (with A. Leask).
3	UK World Heritage Sites: Current Issues and Future Implications (2000). <i>English Tourism Council Insights</i> , November 2000, A73-A78 (with A. Leask and E. Galloway).
2	Heritage Tourism, Pricing and the Environment (1998). <i>English Tourist Board Insights</i> , May 1998 (with B. Garrod).
1	Boating Holidays: Opportunities in Britain (1998). <i>English Tourist Board Insights</i> , May 1998 (with C. Edwards, B. Oakley and A. Weiss).
	Published conference contributions, refereed
40	Fyall, A. (2015). Orlando: Creating a "Healthy" Leisure Space beyond the Theme Parks. Leisure Studies Association, <i>Creating Leisure</i> , Bournemouth University, July.
39	Fjelstul, J., Fyall, A. and Templeton, A. (2015). Drive Tourism: Evidence from the Road. Resort and Commercial Recreation Association National Conference, Captive Island Florida, September.
38	Fjelstul, J., Fyall, A. and Templeton, A. (2015). Sustainable Drive Tourism ... Shades of Grey or True Green? <i>3rd World Research Summit for Tourism and Hospitality – Transforming Partnerships</i> . December, Orlando, Florida, December.
37	Knott, B., Fyall, A. and Jones, I. (2015). The Role of Events in Sustaining the Nation-Branding Momentum of a Sport Mega-Event. <i>3rd World Research Summit for Tourism and Hospitality – Transforming Partnerships</i> . December, Orlando, Florida, December.
36	Spyriadis, T., Fyall, A. and Fletcher, J. (2015). Managerial Challenges in Evaluating the Organizational Performance of Destination Management Organizations. <i>3rd World Research Summit for Tourism and Hospitality – Transforming Partnerships</i> . December, Orlando, Florida, December.
35	Templeton, A., Fjelstul, J. and Fyall, A. (2016). Sustainable Drive Tourism Routes: A Comparative Study. <i>21st Annual Graduate Student Research Conference in Hospitality and Tourism</i> . January, Philadelphia, Pennsylvania.
34	Fyall, A. (2014). Launching a New Journal in a Crowded Market: The Rationale, Challenges and Opportunities for the Journal of Destination Marketing & Management. <i>Advances in Destination Management</i> . University of St. Gallen, Switzerland, 11-13 June.

33	Knott, B., Fyall, A. and Jones, I. (2014). Leveraging Nation-Branding Opportunities through Sport Mega-Events. <i>5th International Conference on Destination Branding and Marketing (DBM-V)</i> . Institute for Tourism Studies, Macao SAR, China, 3-5 December.
32	Spyriadis, T., Fyall, A. and Fletcher, J. (2013). Destination Governance: Towards a Better Understanding of the Strategic Role and Operational Activities of DMOs. <i>2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge</i> . Orlando, USA, 15-17 December.
31	Fjelstul, J. and Fyall, A. (2013). Sustainable Drive Tourism: A Catalyst for Change. <i>2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge</i> . Orlando, USA, 15-17 December.
30	Correia, A., Vaughan, R., Fyall, A. and Alford, P. (2013). The Influence of the Characteristics of (potential) partners on inter-business cooperation in the context of rural wine and tourism SMEs. <i>Tourism & Management Studies International Conference</i> , Olhão, Algarve, Portugal, 13-16 November, 2013.
29	Knott, B., Fyall, A. and Jones, I. (2013). Nation Branding Opportunities Created by Sport Mega-Events: The Case of South Africa. <i>5th Advances in Tourism Marketing Conference</i> , Faro, Portugal, 2-4 October, 2013.
28	Fyall, A., Hartwell, H. and Hemingway, A. (2013). Nice Place to Live and Nice Place to Visit: Wellbeing Opportunities for Destination Development. <i>5th Advances in Tourism Marketing Conference</i> , Faro, Portugal, 2-4 October, 2013.
27	Fyall, A., Garrod, B., Jago, L. and North, S. (2013). Using Case Studies in International Event Education. <i>Making Waves – Mega and Major Events, International Conference on Events</i> , Bournemouth, UK, 3-5 July.
26	Breiter, D., Fjelstul, J. and Fyall, A. (2013). Exploring Wellbeing in Tradeshows and Exhibitions. <i>Making Waves – Mega and Major Events, International Conference on Events</i> , Bournemouth, UK, 3-5 July.
25	Knott, B., Fyall, A. and Jones, I. (2013). Sport Mega-Events as Nation Branding Catalysts: South Africa and the 2010 FIFA World Cup. <i>Making Waves – Mega and Major Events, International Conference on Events</i> , Bournemouth, UK, 3-5 July.
24	Leask, A., Barron, P., Fyall, A., Ladkin, A. and Todd, L. (2012). Generation Y in Asia: Generational Consumer Behaviour and Impacts upon Tourism in Visitor Attractions and Hotels in Hong Kong, Macau and Singapore. <i>Contemporary Issues in Hospitality Conference</i> , Hotel and Tourism Management Institute (HTMi), Switzerland, 20-21 April.
23	Leask, A., Barron, P., Fyall, A., Ladkin, A. and Todd, L. (2012). Generation Y in Asia: Generational Consumer Behaviour and Impacts upon Tourism in Visitor Attractions and Hotels in Hong Kong, Macau and Singapore. Edinburgh Napier Business School, <i>5th Annual Research Conference</i> , Edinburgh Napier University, 15-16 May, Edinburgh.
22	Knott, B., Fyall, A. and Jones, I. (2012). Nation-Branding and Mega-Events: South Africa and the 2010 FIFA World Cup. <i>Destination Branding & Marketing IV International Conference</i> , Cardiff, UK, 5-7 December.
21	Leask, A., Fyall, A., Ladkin, A. and Barron, P. (2012). Generation Y: A Supply-side Comparative Study of Western and Asian Visitor Attractions. <i>2nd Interdisciplinary Tourism Research Conference</i> , Anatolia: An International Journal of Tourism and Hospitality Research, 24-29 April 2012, Fethiye, Turkey.
20	Fotis, J., Buhalis, D., Fyall, A. and Moital, M. (2012). The Role of Social Media During the Holiday Travel Planning process: An Exploratory Study. <i>2nd Advances in Hospitality and Tourism Marketing & Management</i> , Democritus University of Thrace, Alexandar Technological University of Thessaloniki, Washington State of University, Research Institute for Tourism, Corfu Island, Greece, 31 May – 3 June.
19	Leask, A., Barron, P., Fyall, A. and Ladkin (2011). Generation Y: East Meets West – A Comparative Study of Attraction Engagement Strategies to Capture Generation Y. <i>Advancing the Social Science of Tourism 2011</i> , University of Surrey, 28 June – 1 July.
18	Knott, B., Fyall, A. and Jones, I. (2011). The Nation-Branding Legacy of the 2010 FIFA World Cup for South Africa. <i>Advances in Hospitality and Tourism Marketing and Management</i> , Bogazici University, Istanbul, Turkey, 19-24 June.
17	Spyriadis, A., Fletcher, J., Fyall, A. and Carter, R. (2009). Evaluating Performance of Organisations Operating in Composite Industrial Environments: The Case of Tourism Destination Management Organisations, <i>Proceedings of Performance Measurement: Theory and Practice Conference</i> ,

	Performance Measurement Association, Cranfield University, University of Otago, Dunedin, New Zealand, 14-17 April.
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16	Fyall, A., Fletcher, J and Spyriadis, T. (2007). Evaluating the Organisational Structures of England's DMOs: Conceptual Frameworks and Methodological Approach. <i>Destinations Revisited: Perspectives on Developing and Managing Tourist Areas</i> , ATLAS International Conference, Vianna do Castelo, Portugal.
15	Fyall, A., Fletcher, J and Spyriadis, A. (2007). Diversity, Devolution and Disorder: The Management of Destinations in England. <i>Advances in Tourism Marketing Conference</i> , Destination and Event Marketing: Managing Networks, Valencia, Spain, 10-12 September.
14	Ladkin, A., Fyall, A., Fletcher, J and Shipway, R. (2006). London Tourism: Devolution, Disaster and Diversification. <i>CAUTHE Australian Tourism and Hospitality Research Conference</i> , Victoria University, Melbourne, Australia, February.
13	Fyall, A. and Pring, M. (2006). Emerging Destination Management Structures: Perspectives from England. <i>Cutting Edge Research in Tourism</i> , University of Surrey, June.
12	Fyall, A. and Leask, A. (2006). Destination Marketing: Future Issues – Strategic Challenges. <i>Cutting Edge Research in Tourism</i> , University of Surrey, June.
11	Fyall, A., Garrod, B. and Tosun, C. (2005). Destination Marketing: A Framework for Future Research. <i>Perspectives in Tourism Marketing: An International Conference</i> . Mugla, Turkey, May.
10	Fletcher, J and Fyall, A. (2004). School Vacation Patterns and their Impact on Tourism. <i>Tourism: State of the Art II</i> , University of Strathclyde, Glasgow, June.
9	Leask, A., Garrod, B and Fyall, A. (2004). Managing Visitor Attractions: A Comparison of International Practice. <i>Tourism: State of the Art II</i> , University of Strathclyde, Glasgow, June.
8	Tosun, C. and Fyall, A. (2004) An Evaluation of the Marketing Orientation of Four and Five Star Hotels. EuroCHRIE, Ankara, Turkey, November.
7	Fyall, A. and Spyriadis, A. (2003). Collaborating for Growth: The International Hotel Industry. <i>CAUTHE Australian Tourism and Hospitality Research Conference</i> , Coffs Harbour, New South Wales, Australia, February.
6	Hewlett, D., Fyall, A and Edwards, J. (2003). Transboundary Visitor Management: Beyond the Rhetoric. <i>CAUTHE Australian Tourism and Hospitality Research Conference</i> , Coffs Harbour, New South Wales, Australia, February.
5	Fyall, A. and Callod, C. (2003). Destination Relationship Marketing. <i>CAUTHE Australian Tourism and Hospitality Research Conference</i> , Coffs Harbour, New South Wales, Australia, February.
4	Fyall, A. and Leask, A. (2002). Managing Visitor Attractions: An International Comparison of Management Practice. <i>CAUTHE Australian Tourism and Hospitality Research Conference</i> , Freemantle, Western Australia, February.
3	Fyall, A. and Oakley, B. (1999). Augmenting the Interorganizational Domain: Furthering the Effectiveness of a Collaborative Marketing Alliance. <i>American Marketing Association's Summer Educators' Conference</i> , San Francisco, California, August.
2	Appiah-Adu, K., Fyall, A. and Singh, S. (1998). Marketing Culture and Customer Retention in the Financial Services Industry. <i>American Marketing Association's Summer Educators' Conference</i> , Boston, Massachusetts, August.
1	Appiah-Adu, K., Fyall, A. and Singh, S. (1998). Marketing Effectiveness and Customer Retention in the Airline Industry. <i>European Marketing Academy Conference (EMAC)</i> , Stockholm, May.
	Published conference contributions, not refereed
4	Fyall, A. (2002). Collaborative Opportunities for the Future Management of Visitor Attractions: Strategic Issues and Research Questions. <i>Tourism Research 2002</i> , Cardiff, September.
3	Fyall, A. (1999). Furthering the Effectiveness of Collaborative Partnerships in Tourism. <i>Optimising Tourism Impacts: Implications for Planning and Management of Destinations</i> , University of Westminster, December.
2	Fyall, A and Garrod, B. (1998). Heritage Tourism, Pricing and the Environment: A Delphic Study. <i>Heritage Tourism, Pricing and The Environment</i> , University of the West of England in association with Napier University, Bristol, April.
1	Fyall, A and Garrod, B. (1997). Is Heritage Tourism Selling Itself Short?" <i>Environmental Policies in Europe: Towards Sustainability?</i> 7th Annual European Environment Conference, University of Leeds, September.
	Other form of output (book reviews)

4	Fyall, A. (2005). The Global Nomad: Backpacker Travel in Theory and Practice. Greg Richards and Julie Wilson (eds), Channel View Publications. <i>Tourism</i> , Issue 122: 26.
3	Fyall, A. (2004). A Handbook of Cultural Economics. Ruth Towse, Edward Elgar Publications. <i>International Journal of Heritage Studies</i> , 10 (5), 479-481.
2	Fyall, A. (2002). The Development and Management of Visitor Attractions (Second Edition). John Swarbrooke, Butterworth Heinemann. <i>Journal of Hospitality and Tourism Management</i> , 9 (2), 218-220.
1	Fyall, A. (2002). Volunteer Tourism: Experiences that make a Difference. Stephen Wearing, CABI Publishing. <i>Tourism</i> , Autumn, Issue 114: 23.

Contributions to Enterprise / Income Generation

Date	Nature of Contribution	Value (£)
2004-15	<p>The majority of my income generation activity has been in the category of contract research for major clients. Overall income generated is as follows:</p> <ul style="list-style-type: none"> • 2004 - £51,000 • 2005 - £72,000 • 2006 - £20,000 • 2007 - £76,430 • 2008 - £9,318 • 2009 - £117,198 • 2010 - £30,962 • 2011 - £250,000 • 2012 - £2,054,00 	<p>£2,680,908</p> <p>US \$4,021,362</p>
2008 - 2010	<p>Between 1 May 2008 and 1 October 2010, I held the post of Head of Enterprise in the Office of the Vice Chancellor at BU. Although my immediate task was to implement the University's Enterprise Review, my primary role was to lead the Enterprise team with specific responsibility for the development of: knowledge transfer; innovation & commercialisation; employer engagement & entrepreneurship; and, consulting activity across BU. Throughout this period I implemented structural change, line managed and appraised senior Enterprise staff, introduced new initiatives to raise the profile of enterprise across BU, such as the Enterprise Forum, and was closely involved with the review and ultimate re-organisation of research and enterprise support (Hub) across the University. I was also actively involved with the allocation of HEIF 4 financial support, the development of the University's Enterprise Marketing Strategy and the <i>Business Services</i> external-facing web portal. With the Pro-Vice Chancellor Research & Enterprise, I also reviewed the University's approach to enterprise activity and the ways in which the University could leverage further benefits from close working relations with the likes of Microsoft and IBM to the benefit of all schools.</p>	

Indications of Peer Esteem

Date	Nature of Recognition
2016	Editor, Special Issue on Digital Marketing Technologies and New Markets: From Embryonic Markets to Digital Marketing, <i>Anatolia</i> 27 (1), 1-3 (with Correia, A., Kozak, M. and Gnoth, J).
2016	Member, The International Place Branding Association
2016	Member, Association of North American Higher Education International Education Council
2016	Scientific Committee Member, Special Interest Tourism, Eastern Mediterranean University, North Cyprus, April 2016.
2015	Chair, Paper Review Committee, 3 rd World Research Summit on Tourism and Hospitality, University of Central Florida, December 2015.
2015	Scientific Committee Member, Tourism as a Tool for Sustainable Growth, Kos, Greece, May 2015.

2015	Scientific Committee Member, Eurasia Tourism Congress: International Tourism Developments, Konya, Turkey, May 2015.
2015	Scientific Committee Member, REMAPS, Paris, December 2015.
2015	Scientific Committee Member, Making Waves in Macau, 3 rd International Conference on Events (ICE2015), Macau, September 2015.
2015	Scientific Committee Member, 6 th Advances in Tourism Marketing (ATMC) Conference, Joensuu, Finland, September 2015.
2015	Key Note Speaker, Destination and Place Brands: Collaboration, Coexistence and Common Goals, IULM University, Milan, June 2015.
2015	Key Note Speaker, Doctoral Days, Universidade Europa, May 2015.
2015	Editorial Board Member, <i>Place Branding and Public Diplomacy</i> .
2015	Editorial Board Member, <i>International Journal of Health and Tourism Management</i> .
2015	Editor, Special Issue of Advances in Tourism Marketing (2015), <i>International Journal of Culture, Tourism and Hospitality Research</i> , 8(4), 373-374.
2014	Advisor, Re-Grading Exercise of the UK's Association of Business Schools (ABS) Journal Ranking List.
2014	Scientific Committee Member, INVTUR 2014, University of Aveiro, Portugal, 7-9 May, 2014.
2014	Scientific Committee Member, New Perspectives on Tourism Management, Burhaniye, Turkey, September 2014.
2014	Scientific Committee Member, The 5 th International Conference on Destination Branding and Marketing (DBM-V), Macao SAR, China – 3-5 December, 2014.
2014	Editor, Special Issue of Innovative Approaches to Tourism Marketing and Management Research (2014), <i>International Journal of Tourism Research</i> , 16, 313-314.
2014	Key Note Speaker, Key Note Speaker, The 5 th International Conference on Destination Branding and Marketing (DBM-V), Macao SAR, China – 3-5 December, 2014.
2014	Scientific Committee Member, Kos Tourism Conference, May 1-3.
2014	Scientific Committee Member, Contemporary Research in Tourism and Hospitality: Theory, Practice and Pitfalls, Pondicherry University, Pondicherry, India, February 18-21
2014	Key Note Speaker, Mobilities and Hospitable City, Italian Geographical Society, Rome, Italy – January 16-17.
2013 -	Editorial Board Member, <i>Journal of Hospitality and Tourism Management</i> , Elsevier.
2013	Paper Review Committee Chair, 2 nd World Research Summit on Tourism and Hospitality, December.
2013	Chair, Paper Review Committee, 2 nd World Research Summit for Tourism and Hospitality: Crossing the Bridge, Orlando, Florida, 15-17 December.
2014	Ph.D. External Examiner, University of Queensland, March.
2013	2 nd World Research Summit on Tourism & Hospitality, Destination Marketing & Management Industry Panel – December.
2013	Key Note Speaker, Destination Leaders Program, Edinburgh Napier University, UK – October 16.
2013	Scientific Committee Member, 5 th Advances in Tourism Marketing Conference, Vilamoura, Algarve, Portugal, 2-4 October.
2013	Ph.D. External Examiner, Hong Kong Polytechnic University, August.
2013	IFITT Doctoral Summer School Program, Bournemouth, UK – 8-9 July.
2013	Scientific Committee Member, TTRA Europe, Dublin, Ireland, 17-19 April.
2012 -	Elected Member of Aiest
2012 -	Editorial Board Member, <i>Regional Statistics</i> , Hungarian Central Statistical Office
2012	Scientific Committee Member, 6 th World Conference for Graduate Research in Tourism, Hospitality and Leisure, 24-29 April, Fethiye, Turkey
2012	Key Note Speaker, 6 th World Conference for Graduate Research in Tourism, Hospitality and Leisure, Mugla University, Fethiye, Turkey, 24-29 April.
2012	Scientific Committee Member, Conference Advisory Board, 2 nd Interdisciplinary Tourism Research Conference, 24-29 April, Fethiye, Turkey
2012	Key Note Speaker, 2 nd Interdisciplinary Tourism Research Conference, 24-29 April, Fethiye, Turkey.
2012	Scientific Committee Member, INVTUR 2012, Universidad de Aveiro, Portugal, May.
2012	Key Note Speaker, 5 th Annual Research Conference, Leading Edge Research, Edinburgh Napier University, 15-16 May.

2012	Key Note Speaker, International Conference on Tourism and Events: Opportunities, Impacts and Change, University of Ulster, Belfast, UK, 20-22 June.
2012	Scientific Committee Member, 2 nd Advances in Hospitality and Tourism Marketing & Management Conference, Democritus University of Thrace and Washington State University, Corfu, Greece, 24-27 May.
2011 -	Co-Editor, <i>Journal of Destination Marketing & Management</i>
2011 -	Co-Editor, <i>Contemporary Cases Online</i>
2011	Key Note Speaker, "Turbulence, Twitter and Tsunamis ... An Ever-Changing World and Its Impact on the Future of Tourism" at Mapping the Journey, RDO 2011 Conference, Marbella, Spain, 26-28 September.
2011	Referee for the Promotion and Tenure Evaluation Process, Rosen College of Hospitality Management, University of Central Florida, USA.
2011	Scientific Committee Member, 3 rd Conference of the International Association for Tourism Economics, Bournemouth University, UK, 4-7 July.
2011	Scientific Committee Member, Advances in Hospitality and Tourism Marketing & Management Conference, Bogazici University, Istanbul, Turkey, 19-24 June.
2011 -	Member of the Institute for Travel & Tourism.
2011	Editor, Special Issue of <i>International Journal of Tourism Research</i> on Marketing Innovations for Sustainable Destinations, 13 (4), 307-399 (with Metin Kozak, Luisa Andreu, Juergen Gnoth and Sonja Sibila Lebe).
2011 -	Visiting Professor, Université d'Angers, France
2011	Inaugural Professorial Lecture, Residents as Stakeholders of the Visitor Attraction, University of Ulster, UK, 5 April 2011.
2011 -	Visiting Professor, University of Ulster, UK
2011	Key Note Speaker, "Boomers, Zoomers, Xs and Ys: Generational Patterns of Consumer Behaviour and their Impact on the Marketing of Destinations" at the TMI National Convention, Salford Quays, Manchester, 6-7 October, 2011.
2010	Key Note Speaker, "Engaging Generation Y" at the TMI National Convention, Greenwich, London, 5-6 October, 2010.
2010-2011	Board Member, Solent Synergy Limited.
2010	Key Note Speaker, Enthuse and Engage, "Developing Enterprising Academics: An Action-Learning Approach to Academic Career and Cultural Change", AURIL Conference, London, 8 July 2010
2010	Key Note Speaker, INVTUR 2010 – Tourism Research: State of the Art and Future Perspectives, University of Aveiro, Portugal, 10-13 March 2010.
2009	Key Note Speaker, World Travel Mart, London, 14 November 2009.
2009	Key Note Speaker, TMI National Convention, Liverpool, 8 October 2009.
2009 - 2011	Editorial Board Member, <i>Tourism Recreation Research</i>
2008	Editor, Special Issue of <i>International Journal of Tourism Research</i> on Commonwealth Tourism, 10 (6), 493-621.
2008	Editor, Special Issue of <i>Journal of Sport & Tourism</i> on Sport Tourism & Sustainability, 14 (2/3), 75-222 (with Leo Jago).
2008 -	Visiting Professor, Edinburgh Napier University, UK.
2007 - 2008	Invited key note speaker at the Annual Commonwealth Policy Conference in London, July 2007 and the University of Izmir (Turkey) International Conference on Sport Tourism in April, 2008.
2004 - 2008	Board Member of the Bournemouth Tourism Management Board, one of nine sub-regional Destination Management Organisations in the South West of England.
2007 -	Fellow of the Tourism Society.
2007 -	Editorial Board Member, Book Review Editor, <i>Anatolia</i> .
2007	Editor, Special Issue of <i>Journal of Heritage Tourism</i> on Managing World Heritage Sites, 2 (3), 131-238 (with Anna Leask).
2006	Editor, Special Issue of <i>International Journal of Tourism Research</i> on War and Tourism, 8 (3), 153-246 (with Bruce Prideaux and Dallen J. Timothy).
2005 -	PhD examiner at the universities of Portsmouth, Nottingham, Ulster, Sunderland, Exeter, Southampton Solent, Edinburgh Napier, Nottingham Trent, Surrey, Queensland (Australia), Victoria (Australia), Pretoria (South Africa), Teknologi Mara (Malaysia) and Pondicherry University (India) in addition to examining at Bournemouth University.

2004 - 2011	External Examiner at the University of Northumbria and University of Wolverhampton.
2004 -	Editorial Board Member, <i>Journal of Heritage Tourism</i> .
2003 -	Editorial Board Member, Resource Editor, <i>Annals of Tourism Research</i> (a 4* journal in the ABS Journal Quality Rankings).
2002	Editor, Special Issue of <i>International Journal of Tourism Research</i> on Visitor Attractions, 4 (5), 333-411 (with Anna Leask and Brian Garrod).
2001 -	Editorial Board Member, <i>International Journal of Tourism Research</i> .
1999 -	Referee for <i>CABI International</i> , <i>Elsevier Butterworth Heinemann</i> , <i>Goodfellow Publishers</i> , <i>Annals of Tourism Research</i> , <i>International Journal of Tourism Research</i> , <i>International Journal of Sustainable Development</i> , <i>Journal of Sustainable Tourism</i> , <i>Tourism Management</i> , <i>Current Issues in Tourism</i> , <i>Journal of Travel & Tourism Marketing</i> , <i>Tourism Economics</i> , <i>Anatolia</i> and <i>Tourism Recreation Research</i> .

International and Validation Experience

International Experience (UK):

In addition to attendance at numerous overseas conferences and exhibitions, international experience to date includes: teaching at the Legend School – MA Tourism and Hospitality Management – Kuala Lumpur, Malaysia (2000); external validation panel membership on behalf of the University of Northumbria in Singapore (2002); involvement in an EU-funded project in Trento, Italy (2000); MBA course administration in Mumbai, India (1996); and visiting lectureships at Lahti Polytechnic, Finland (1995), Groupe ESCR Rennes in France (1995), and the Universidad de Alicante, Spain (1994). More recently, consulting activity has taken place in Barbados (2005), Johannesburg and Pretoria in South Africa (2005), Ashgabat in Turkmenistan (2005), Sabah, Malaysia (2008) and Cape Town, South Africa (2010) while recruitment activity has taken place in Thailand and India in recent years. I have also undertaken institutional exchange visits in Turkey (2009), Portugal (2010) and in the USA (2011).

Committee Membership (USA):

University Committee:

- University Master Planning Committee (2015-)
- Advisory Board Member, Graduate Student Association (2015-)
- University Promotion and Tenure Committee (2013-15)
- Doctoral Mentoring Award Committee (2013-)
- Foundations of Excellence (2014-15)
- Graduate Policy Committee (2015-)

College Committee:

- Faculty Search Committee (2015-16)
- Graduate Faculty (2013-)
- Graduate Student Awards College Committee Member (2013-14)
- College In-House Research Grant Committee Member (2013-)
- Faculty Research Committee (2014-15)
- Graduate Policy & Curriculum Committee (2014-)
- Faculty International Relations Committee (2014-)

Department Committee:

- Cumulative Performance Evaluation Committee (2013-15)

External Validation Experience and Previous Course Management Roles (UK):

- **2007** – External validation panel member for Southampton Solent University for the revalidation of the Undergraduate Programme in Marketing.
- **2006** - External validation panel member for the School of Marketing and Tourism, Napier University Business School for the validation of an International Tourism programme with IPAG, Paris and Nice.
- **2004** – External Examiner – University of Northumbria, Marketing, Travel and Tourism Division.
- **2003** - External validation panel member for Southampton Institute for the revalidation of BA (Hons) International Business Management.
- **2002** – External validation panel member for the University of Northumbria and the Marketing Institute of Singapore, Singapore.
- **1997** – Head of Academic Operations, Senior Management Team and School Executive, Southampton Business School.
- **1997** – Chair of Faculty Examination Boards, Southampton Business School.
- **1996 – 1997** – Internal validation panel member for BSc Engineering with Business, BA (Hons) Fashion Design, Graphic Design, Fine Art and Product Design with Marketing and MSc Exclusive Economic Zone Management, Southampton Business School.
- **1996 – 1997** – External validation panel member for HND Hospitality Management, Nottingham Trent University/Leicester Southfields College; Undergraduate programme review and revalidation, University of Wolverhampton; BA(Hons) European Business Administration, University of Wolverhampton/Vantaa Business School (Helsinki).
- **1995 – 2005** – External Examiner for the Chartered Institute of Marketing - Strategic Marketing Management (Analysis and Decision) Paper.
- **1994 – 1997** – Course Leader, BA (Hons) Marketing, Southampton Business School.

Other Relevant Information

Outside of work I am happily married with two young children and enjoy living in Florida. Time permitting I enjoy a range of leisure and sporting pursuits including swimming, cycling, reading and listening to music. I speak French, between 2000 and 2008 played for and managed the Bournemouth University Staff Soccer Team while I currently coach with Maitland Soccer.

Signed Alan Fyall

Date August, 2017

REFEREES

Professor Nick Petford

Vice Chancellor
University of Northampton
Park Campus
Boughton Green Road
NORTHAMPTON
NN2 7AL
Tel: 0 11 (44) 1604 892001
Email: Nick.Petford@northampton.ac.uk

Professor Leo Jago

University of Surrey
GUILDFORD
Surrey
GU2 7XH
Tel: 0 11 (44) 1483 686319
Email: l.jago@surrey.ac.uk; leo.jago@tbei.biz

Professor John Fletcher

Pro-Vice Chancellor, Research & Innovation
Bournemouth University
Talbot Campus
Fern Barrow
POOLE
BH12 5BB
Tel: 0 11 (44) 1202 961543
Email: jefletch@bournemouth.ac.uk

Professor John Tribe

University of Surrey
GUILDFORD
Surrey
GU2 7XH
Tel: 0 11 (44) 1483 686319
Email: j.tribe@surrey.ac.uk