

Minute TID 22-08-2012. Virtual meeting in adobe connect 11:00-12:00

Participants: Janne Liburd, Jens Friis Jensen, Anders Sørensen, Szilvia Gyimothy, Jie Zhang, Ana Maria Munar, Jane Widtfeldt Meged .

Not present: Lulu Hansen, Anette Therkelsen, Adriana Budeanu

Minute taker: Jane Widtfeldt Meged

The invitation from Turismens Vækstråd is the main purpose for this meeting. Janne: Horesta is the prime driver for this initiative and they have already set the goals/mission.

Ana is surprised about the composition of the people, as she thought they would be appointed by the ministry. We are unsure about their mandate. Jens (also clarified in a later mail) emphasised that Turismens Vækstråd is an industry initiative set up by HORESTA, and they have invited TiD. The minister (the ministry) is still in the process of preparing for his own growth forum.

We discussed our role in Turismens Vækstråd. Anders and Jane were concerned that TiD could be “taken hostage” in a pure industry agenda. Jens argued that we should not suffer from fear of contact, engage and respect their agenda. Janne is going to investigate their precise mandate and mission, and restate our position as independent critical researchers and how TiD has been formed with an objective to contribute to the development of tourism in DK.

Invitation to Dansk Turistfremme in Herning. We agreed that we should broaden and cultivate our network, which is not restricted to the collaboration with Turisterhvervets Samarbejdsforum (TS). TS Update: Jens will participate in short TS meeting in august to present our research proposal and follow up at the next meeting in September.

Janne asked the committee how they envisaged collaboration with Center for Kystturisme? The group discussed the provision of data, including best practices in selected cases, tourist spending at local level, which Jie confirmed was possible given CRTs dataset. Jens/RUC is involved in a relevant project with Østdansk Turisme. Ana mentioned projects at Samsø. The development of longitudinal studies to create benchmark opportunities across the country should be examined in the context of Kystvidencenter collaboration.

Janne has been contacted by Novasol, a large summerhouse rental agency in Northern Europe, who is interested in collaboration with TiD, including at the student level. Janne will inquire about the nature of collaboration. TiD members explained the processes by which students normally are engaged in external projects, procedures, and timelines at the respective universities.

Other business: Kristian has started the process of updating the white paper. The first 15 pages introducing TiD will be translated into English.

Peter Saabye is appointed manager for the newly established "Nationalt Videncenter for Turisme og Oplevelsesøkonomi". He is employed at Erhvervsakademi Randers, among other, to coordinate tourism research efforts at Erhvervsakademierne in Denmark. They are interested in engaging in dialogue with TiD, and have expressed interest in the Minister's Tourism growth forum/Turismens Væktforum. Anders commented that the perception of research at erhversakademierne is closer to consultancy and reports, just as they have to look at their economy all the time. He proposed developing teaching material. Janne added that an element of train the trainers could be considered, which is also in line with Peter Saabye's ideas. Jens and Szilvia point to our responsibility for knowledge sharing also at teaching level. Janne will invite Peter Saabye to elaborate on his ideas during the next steering committee call.