

3-year Institute of Travel and Tourism PhD Impact Bursary (1 post)

Start Date: 1st February 2020

Deadline for Application: 30th September 2019

The PhD bursary is for a period of 3 years full-time study and is aimed to start on 1st February 2020. An annual stipend of £14,773 (pro-rata in 12 monthly payments) is provided. The stipend is exempt from UK Income Tax and National Insurance. Tuition fees will also be paid by the School. The successful applicant will be based full-time at our Headingley Campus, Leeds, UK. The closing date for the applications is midnight on 30th September 2019.

The project outlined below has been developed with the Institute of Travel and Tourism (ITT). It is indicative of the kind of research they would be prepared to support. Alternative novel proposals are also welcome so long as they are likely to be of interest to a practitioner audience.

Identification of Service Attributes of All-Inclusive Holidays

We are seeking to appoint a highly capable and enthusiastic candidate to work on a unique research collaboration between the Institute of Travel and Tourism (ITT) and Leeds Beckett University. Within the School of Events, Tourism and Hospitality Management, projects supported by ITT PhD Impact Bursaries are differentiated from other research projects by their design, which should support the policies and practices of partners. The collaboration in question is a research project that will aim to identify the service attributes of all-inclusive holidays and to measure the asymmetric impact of each service attribute on overall tourist satisfaction. The joint research project will have access to the digital and physical resources on travel and tourism held by the ITT and to publications by the International Centre for Research in Events, Tourism and Hospitality, Leeds Beckett University.

Over the last decade, all-inclusive holidays have experienced an extraordinary boom in the most popular sun and beach tourism destinations in Europe. The literature provides reasons for the implementation of all-inclusive holidays, but little research has been undertaken to identify the asymmetric impact of each service attribute on overall tourist satisfaction. Some attributes cause dissatisfaction if they are not provided, but do not induce satisfaction even when supplied. Such differential effects cannot be captured by linear and symmetric models, as evidenced by the tourism literature. Disregarding asymmetric associations between attributes and satisfaction may result in model misspecification and poor predictive power. An understanding of asymmetric associations would enable tour operators to strategically prioritise the attributes of all-inclusive

holidays. However, such asymmetric relationships have not been empirically explored in the travel and tourism literature. Therefore, the aims of this project will be to examine the asymmetric effects of the attributes of all-inclusive holidays and resorts on tourist satisfaction, based on impact range performance analysis and impact asymmetry analysis, and to prioritise the attributes to enable travel and tourism operators to make strategic management decisions.

The outcome of the project will be a better understanding of the asymmetric effects of attributes of all-inclusive holidays on tourist satisfaction. The classification and prioritisation of these attributes will allow practitioners to understand their relative importance and priority from the perspective of target tourists, thereby leading to sustainable strategic management.

We expect the project to use a mixed methods approach with a questionnaire and focus group interviews with stakeholders in all-inclusive holidays, including tourists. The candidate's approach should be innovative, multi-method and interdisciplinary, aiming at an in-depth critical analysis combining theoretical and empirical research.

It is intended that the successful applicant will work under the supervision of Dr Miju Choi (m.choi@leedsbeckett.ac.uk) and Dr Peter Robinson (peter.robinson@leedsbeckett.ac.uk). Potential applicants are encouraged to make informal enquiries to the above in advance of application.

How to apply

Applicants are required to submit the following documents to researchadmissions@leedsbeckett.ac.uk by 30th September 2019.

- Application form
- Research proposal: A research proposal outlining interest in the project and the reasons why you are suitable for the position to work on the research theme. The proposal of the research can be up to four A4 pages in length (with references in addition to the 4-page proposal) using type Arial 12 point.
- Degree certificates and transcripts
- English language qualifications
- Passport and previous visas (if applicable)
- CV/résumé: Two pages highlighting academic achievements and any relevant professional experience.
- A list of three references and their contact information: Three overall, of which at least two must be academic.

The criteria listed below will contribute to selecting those applicants who will be selected for interview and those who will be successful in securing this position.

- a) Qualifications, expertise and experience relevant to undertaking study for a PhD;
- b) Knowledge of the subject area;
- c) An understanding of research methods, appropriate to undertaking a PhD in this area of research;

- d) Clarity on the original contribution that the completed PhD will make to the body of knowledge; and
- e) Scale and scope of the proposed research in terms of delivery within the three-year bursary.

Finance

Amount of stipend	An annual stipend of £14,773 (pro-rata in 12 monthly payments) is provided. The stipend is exempt from UK Income Tax and National Insurance. Tuition fees will also be paid by the School.
Length of studentship	The PhD studentship is for a period of 3 years fulltime study. Annual renewal will be subject to satisfactory progress.
Start date and Induction	The start date of the studentship is 1 st February 2020. The successful candidate will attend a compulsory induction session in February 2020.

English Requirement

If English is not your first language, we will require evidence that you have the necessary language skills to fulfill the requirements of the award:

- You will need to provide evidence of a minimum International English Language Testing System Grade 7.0 (IELTS 7.0) with no individual sub-score below 6.5.
- In the instances where you do not have an IELTS, we will consider TOEFL iBT or Pearsons PTE as equivalent qualifications. IELTS, TOEFL iBT or Pearsons PTE are the only accepted English language qualifications we accept.
- If you have successfully completed a UK Bachelors (first or 2.1) or UK Masters degree, in the two years before entry, this will suffice for the English language requirements.
- If you completed your UK degree over two years ago, you will still need to demonstrate your English Language by taking an IELTS, TOEFL iBT or Pearsons PTE test.

Additional Information

- Closing date: 30th September 2019
- Interviews: Week commencing 4th November 2019
- For informal discussions please contact Dr. Miju Choi (m.choi@leedsbeckett.ac.uk)

Note. If you encounter technical difficulties submitting your application, please contact researchadmissions@leedsbeckett.ac.uk

The International Centre for Research in Events, Tourism and Hospitality

The School's research activities are co-ordinated via the International Centre for Research in Events, Tourism and Hospitality (ICRETH). Our Centre undertakes high quality multi- and inter-disciplinary research ethically and disseminates the findings using a range of mechanisms, including research reports, refereed papers and books, bespoke programmes of continuing professional development, consultancy, short courses and specialist events. Our priorities are to strengthen the quality of our work continuously and to make an impact on policy and practice.

The standard of our work was recognised officially in the recent national assessment of research (The Research Excellence Framework). We were ranked 2nd out of more than fifty universities in Unit 26: Sport and Exercise Sciences, Leisure and Tourism for Research Power (RP).

Our research is funded by various international, national and local agencies or businesses. In recent years, these have been as diverse as the Economic and Social Research Council (ESRC), the European Commission, Meeting Professionals International (MPI), the Organisation for Economic Co-operation and Development (OECD), the Institute of Travel and Tourism (ITT), International Congress and Convention Association (ICCA), the United Nations World Tourism Organisation (UNWTO), and government departments, NGOs in various European, African and Asian countries, sports governing bodies and private companies. We have more than thirty PhD students from the UK and internationally and welcome visiting scholars regularly.

Please browse our web pages to find out more about us and our current projects:

www.leedsbeckett.ac.uk/icreth