



## Editorial

Welcome to the Summer issue of BUGLE (issue 12), which continues to highlight some of the exciting activities that show BU's commitment to global perspectives and sustainable development.

Fairtrade initiatives have really gathered pace, as has student participation in a range of events that aim to heighten awareness of global issues, encourage students to develop cross-cultural capability and which focus on the connections between the global and the local. As we go to press, a group of Events Management students are successfully raising awareness of Fairtrade; they

have encouraged hundreds of BU students to display their artistic talent, by designing Fair Trade bunting – the creativity of some has been truly inspiring.

Encouraging cross-cultural learning, developing student and staff exchanges, and increasing our International partnerships are all aspects of BU's Internationalisation Strategy. The evidence suggests that for those who engage with 'international' through mobility, or research, or simply by learning about global issues on campus, that the experience can be transformational. The benefits for students include an enhanced CV and better employment prospects; for staff, new networks and research opportunities to contribute

both to BU goals and personal fulfilment.

The numbers participating in such opportunities are growing. Obviously we cannot all travel abroad to the extent of the fish described by Rudy Gozlan on page 7, but we could all begin to consider what opportunities there are locally to broaden our horizons. We have so many nationalities on campus (both staff and students) that our learning about other countries and cultures could easily start right here, this summer. It would certainly be a more sustainable way to learn about other cultures.

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## Fairtrade or local trade?

It's a question that often arises in the context of BU being a Fairtrade University. It's an understandable question, as we emphasise the negative impact of air miles in relation to carbon. It's a reasonable question, in the context of a drive to ensure that our behaviours do not have a negative impact on the environment.

The response? Fairtrade and local produce can, and should, sit side-by-side in a responsible consumer's basket. Besides, do you know anywhere locally where bananas, coffee, cotton or tea are grown? These products can only be grown in developing countries, so by choosing Fairtrade, you are supporting a global response to climate change. In some cases fewer carbon emissions result from Fairtrade products (with the exception of flowers). Fairtrade uses container ships, which are a very efficient means of transport in terms of emissions per kilogram of food.

A student attending a BU Open Day once said "Fairtrade - it may be insignificant to you but I would not be here without Fairtrade bananas." That student came from the Windward Isles. Unfortunately the rural economy in the Windward Isles has recently suffered almost complete destruction by Hurricane Tomas, which ripped up almost every tree in St Lucia and St Vincent. Tomas arrived after an already bad year for farmers so it is fortunate that through the Fairtrade social premium, there is a small disaster fund to support recovery. The most



Fairtrade Fortnight 2011 at Bournemouth University.

serious threat to the Windwards is the prospect of cheaper Latin American bananas flooding the market (the Windwards lost the so called 'banana war,' waged by the US and backed by powerful agribusinesses). The Windwards

needs support to diversify and develop competitiveness and Fairtrade is helping with this - that is why your Fairtrade purchase is so important.

So it should not be an either/or! You will also have the satisfaction of knowing that your Fairtrade purchase is contributing to sustaining a family in another part of the globe, where the luxury of some of the consumer choices that we take for granted, may be denied. Your purchase may help someone, somewhere, to participate in education and who knows - that person may eventually arrive at BU?



Another hard day studying a different culture.

## The Savoy sponsors international travel for School of Tourism students

In keeping with its 'Internationalisation in the curriculum' strategy, the School of Tourism was again delighted to be involved in the awarding of two 'Savoy International Travel Awards' in the summer of 2010.

The awards, sponsored by the Savoy Education Trust, are aimed at providing both incentive and assistance for final year undergraduate students to travel to relevant international destinations to undertake a programme of agreed research, study, or activities.

Previous recipients of the award have travelled to the wine regions of the Napa Valley, California to study 'New World Viticulture and Vinification'; to Tokyo and Osaka to study the 'Service Quality of Luxury Japanese Hotels' and to New York and Washington DC to undertake 'A comparison of UK and US Environmental Management Systems in five-star hotels'.

This year's award winners were Mark Nicklin and Ghislaine Janson, both students of BA (Hons) in Tourism Management.

### Green practices in the luxury hotel industry

Mark Nicklin travelled to Portland, Oregon in the USA where he undertook a review of sustainable or 'green' practices in the luxury hotel industry and attended the 'International Ecotourism and Sustainability Conference', the most influential world conference of its type.

Mark was involved in assessing the viability and nature of sustainable practices in luxury hotel environments, where customers tend to have very high service expectations and potentially lower concerns for environmental issues.

While the routine of asking customers to 're-use their towels to save the environment' was originally introduced more for economic rather than environmental reasons, Mark identified that many luxury hotels were both active and innovative in making far more subtle modifications to their customers' environment and experience both back of house and also front of house. His conclusion was that 'urban ecotourism' was both possible, and indeed profitable, in five-star hotels. For an industry which has been claimed as the fourth largest energy user in the USA, that is very good news!



A friend for life – Ghislaine at the Ya'an Bi Feng Xia Panda Reserve in China.

### A look at 'voluntourism'

Ghislaine Janson travelled to the Ya'an Bi Feng Xia Panda Reserve in China to look at the customer experience of tourists involved in 'Voluntourism' – the phenomenon of people spending their vacations as volunteers for charitable causes.

Ghislaine worked with the local scientists observing panda behaviour. While being involved with feeding, monitoring and cleaning the pandas, Ghislaine also undertook research into the motivation and group dynamics of the volunteer tourists and their relationship with the permanent local 'host' staff.

The study revealed that relationships formed in 'voluntourism' are considered more personal and genuine than in 'normal' tourism. However, it appears to be considerably more complex to 'package' or 'sell' this as part of the consumer experience due to the expectations, diversity, dynamics and unique make-up of each group. In particular, she identified that a key component of the 'success of the experience' of each group was the nature of the relationship between volunteers and local hosts, and that finding ways to facilitate simple interactions between volunteers and their hosts could prove highly beneficial for the 'voluntourism' experience.

Ghislaine travelled back to the UK with stops in Beijing and Hong Kong in time to attend her graduation ceremony at BU, meet up with the Savoy Education Trust representative and to be interviewed about her travels by BBC Radio.

## How to apply for the awards

The School of Tourism is about to start the process for students to apply for the 2011 Savoy International Travel Awards. If you are interested in applying for one of these awards, please contact Andy Boer, Associate Dean Partnerships & International Developments, School of Tourism ([aboer@bournemouth.ac.uk](mailto:aboer@bournemouth.ac.uk))



# Fairtrade university success

Bournemouth University has been awarded Fairtrade University status for a further two years and has been praised by the Fairtrade Foundation for setting the standard for other universities and colleges.

**To be awarded Fairtrade Status the University had to achieve five goals:**

- Develop an official Fair Trade Policy
- Set up an institutional steering group
- Commit to selling Fairtrade products in all University outlets
- Commit to campaigning for increased consumption
- Use Fairtrade products at internal meetings and events

For the University's status to be retained, the steering group must show continuous improvement around these goals and report to the Fairtrade Foundation on progress.

**In a Feedback Report the Fairtrade Foundation praised the University's commitment to Fairtrade, particularly highlighting:**

- A sound Fairtrade University campaign strategy and wide range of events and communications
- The diverse range of Fairtrade products available on campus
- A proactive steering group with a wide range of representation

- The range of ethical consumerism issues addressed
- The extension of awareness activities to the local community, and particularly local schools

Celia Masse, campaigns officer at the Fairtrade Foundation, said: **"Well done on your continued commitment to implementing Fairtrade initiatives on campus. You have made great progress on your campaign."**

Swati Upadhyay, Fairtrade Universities Coordinator, added: **"We would like to congratulate the University on your Fairtrade campaign. Well done! Your Goal 4 activities are particularly impressive and it is evident that your University has a sound campaign strategy. It is great to see that discussion about Fairtrade has been incorporated in so many courses at the University. You have set a fine example for other Universities and Colleges."**

The Fair Trade Steering Group will now be required to develop the goals further and report to the Fairtrade Foundation on progress again in 2012.

If you have any ideas of how we can further develop activity in this area, if you'd like to get involved, or have any other comments, please email the Fairtrade inbox – [fairtrade@bournemouth.ac.uk](mailto:fairtrade@bournemouth.ac.uk)

More information about Fair Trade can be found at [www.fairtrade.co.uk](http://www.fairtrade.co.uk)

## BU Student Travel Survey results

The number of students driving to BU has dropped from 15% in 2007 to just 7% in 2011, representing great progress in our ongoing commitment to sustainable travel.

With 67% of students living within 2 miles of their main campus, it is unsurprising that walking is by far the most common mode of travel, accounting for 44% of daily journeys. The Unilinx bus service transports 33% of students to and from University and 14% cycle in at least once a week.

Some 68% of students said they were satisfied with the current transport arrangements, and feel they offer good value for money. Many students took the time to provide feedback on everything from buses to cycle security. All comments will be reviewed and fed back to Wilts & Dorset Bus Company to ensure the Unilinx provides the best possible service for students and staff.



### What do you think?

If you have any comments about transport at BU, email: [TPlanGroup@bournemouth.ac.uk](mailto:TPlanGroup@bournemouth.ac.uk). Congratulations to Jacqueline Chung (BSc (Hons) Psychology), who won an 8Gb iPod Touch for completing the student travel survey.

## On your bike

New secure bike storage facilities have been installed by the sports hall and at Melbury House, while the security of the current store by Kimmeridge House has been improved to combat bike theft. These improvements are part of a continual review of security and cycling facilities at BU.

Many students have asked for more opportunities to buy or hire bicycles at discount prices. The BU Bike User Group is developing links with a local charity that refurbishes second-hand bikes by a trained CYCTECH engineer, and is aiming to provide safe, good quality, low-cost bikes for students at the start of next academic year. Students also wanted more information on finding quieter, safer cycling routes. [CycleStreets.net](http://CycleStreets.net) has recently released a new cycle route finder, which is available as an app for iPhone and android smart phones. It allows cyclists to choose the fastest or quietest routes and will give estimated journey times, calories burned and incline information.



Students strengthening international links



BU and YNU get together

## BU takes part in UK–Japan student dialogue

The Business School recently welcomed students and staff from Yokohama National University (YNU) in Japan, as part of their Euro-Japan Dialogue study tour.

A group of ten students and two academics from YNU visited BU to learn more about the University and to debate topical business issues with staff and students from The Business School. The visit also provided an opportunity to further develop an exciting new exchange agreement between the Business School and YNU's Faculty of Economics, due to start in 2011-2012.

Chris Shiel, Director of the Centre for Global Perspectives, formally welcomed the delegation and gave a talk about BU's approach to internationalisation and global perspectives. The first day saw the Japanese visitors attending a final-year Economics lecture and enjoying a guided tour of the campus, before taking part in a dialogue on the issue of migrant workers with final-year Business Studies students. They then spent the afternoon sight-seeing (despite the cold weather!), before meeting up again with our

students to experience Bournemouth's night-life - with drinks at Aruba. The following day, they visited JPMorgan, where they were given a tour of the Chaseside site, with presentations on career opportunities in Europe, the US and South-East Asia.

Both groups of students, as well as the staff involved, benefitted hugely from this cultural exchange. The Japanese students were able to use their academic English in a 'real' setting and learn more about the differences in university life and learning between Japan and the UK, while our BU developed deeper insights into Japan and Japanese culture.

The visit was considered a genuine success by all those involved, and BU is looking forward to finalising a Memorandum of Understanding with YNU shortly.

For further information about Yokohama National University visit: [www.ynu.ac.jp/english/index.html](http://www.ynu.ac.jp/english/index.html)

## Northern highlights!

BU has a long-standing Erasmus agreement in place with the University of Skövde in Sweden. It sees staff and students from The Business School and The School of Design, Engineering & Computing undertaking exchanges with our Swedish counterparts and in 2010/11, BU hosted seven members of staff from Skövde's Study Support Office

Swedish colleagues visited us to share best practice in a range of student support services, as well as to learn more about BU and see how the student and staff exchange links between our universities could be enhanced.

The visit was a valuable learning experience for both universities and has helped to re-energise the link for student and staff exchanges.

For further information or queries about the EU funded Erasmus mobility programme please contact Deborah Velay ([dvelay@bournemouth.ac.uk](mailto:dvelay@bournemouth.ac.uk)), the Institutional Erasmus Coordinator for BU.



University of Skövde visit to BU

# Erasmus awards 2010

This year, BU ran an Erasmus competition in parallel with the British Council's own annual competition, the theme of which was for students to produce an essay or photographs that would convince other students to study or work in Europe as part of the Erasmus scheme.

## Erasmus essays

The first prize of £150 was awarded to Eszter Feher, a BA (Hons) International Marketing student in The Media School. Eszter spent her placement year working with Nomen in France and said of her experience:

**"I was lucky enough to work in a small branding agency in the heart of Paris with some of the most culturally diverse people, so I felt instantly welcome...The most amazing part of working and living alone is that you manage to grow so much without even realising. I created a whole new life in Paris. I fell in love with it."**

The second prize of £100 was awarded to Stephanie Humphries, a BSc (Hons) Sports Development & Coaching Sciences student in the School of Tourism. Stephanie's placement as a coach took her to the Gothenburg Figureskating Club in Sweden:

**"Swedish coaches have inspired me to become the best coach I possibly can and now I want to pass on my passion to other skaters."**

The third prize of £75 was awarded to Danielle Wade, a BSc (Hons) Nursing student in the School of Health & Social Care. Danielle carried out a three-month exchange with the Hogeschool van Arnhem en Nijmegen in the Netherlands. She recalls the experience fondly:

**"I met so many people, from places I thought I knew and from places I could barely pronounce. Perhaps an Erasmus experience could be best described as a topsy-turvy multi-lingual version of Fresher's. A community is formed over language and cultural barriers, dedicated to helping each other survive in a new and strange environment."**

## Erasmus photos



First prize

The first prize of £150 was awarded to Beata Maciejewska, a BA (Hons) Tourism Management student in the School of Tourism. Beata worked with Amadeus in France for part of her placement year.



Second prize

The second prize of £100 was awarded to Jun-Ho Chan, a BA/BSc (Hons) Product Design student in the School of Design, Engineering & Computing. Jun-Ho worked with Daifuku Designs in Spain for his placement year.



Third prize

The third prize of £75 was awarded to Diane Balfour a BSc (Hons) Midwifery student in the School of Health & Social Care. Diane carried out a three-month exchange with the Karolinska Institutet in Sweden.

## Interested in Erasmus?

Contact: Deborah Velay, International Experience & Exchanges Coordinator

Email: [studyabroad@bournemouth.ac.uk](mailto:studyabroad@bournemouth.ac.uk)

Tel: 01202 965 824

## Read the full Erasmus essays online:

Eszter & Stephanie's essays:

<http://studentportal.bournemouth.ac.uk/career/work-abroad/student-feedback.html>

Danielle's essay: <http://studentportal.bournemouth.ac.uk/career/study-abroad/student-experiences/>



Mundri Airstrip, Sudan

# Southern Sudan – a relationship

## Anne Powell

Project Administrator, Centre for Post Qualifying Social Work,  
School of Health and Social Care

For two years, I have been involved in a growing international relationship between churches on three continents. An opportunity arose in 2008 when our deanery of 40 (mainly small) churches in North Dorset received a short visit from the Bishop of Lui in Southern Sudan. Lui is a small town in the centre of one of the poorest and most troubled areas of the world, a large rural area about three degrees north of the Equator.



Pastors' Workshop in Lui

The recent referendum in Southern Sudan attracted a lot of press coverage as the Christian and Animist Black-Africans voted to secede from the mainly Islamist North. The South has endured 22 years of devastating civil war in an effort to assert its independence, and secured a fragile peace in 2005.

I was one of a small group who worked to persuade our churches that we would benefit from bringing Salisbury Diocese's long-standing relationship with the church in Sudan to a more local and personal level. In a short time we discovered that the Diocese of Lui was already engaged with the Dioceses of Missouri, USA and of Lund, in Sweden, and so our developing friendship quickly became a four-nation relationship.

Since November 2009 I have visited Lui twice, in joint groups with church members from Lund and Missouri, each time spending about ten days there. We had the chance to experience how people in Lui live. There are no hotels, so when we visit we stay in tiny thatched tukuls (cone-shaped mud huts), wash with small bowls of cold water and eat the local diet of beans, rice and a grain poutice called linea. It brings our Western existence into stark contrast as we are all too aware that the meat we take for granted every day would form a rare celebratory meal for our hosts, who look after us so well when we visit. Our awareness of the difference in lifestyles is heightened further by the fact that the Foreign Office advises against visiting Southern Sudan, but our hosts accompany us everywhere to ensure our safety.

Our aims in forming this relationship are to gain understanding about living as Christians in a different culture, and to gain inspiration from those who do not live in our easy, wealthy context, but who have kept and are growing their faith in the face of tremendous adversity and hardship. In return we are able to offer them financial support from our congregations for projects to improve transport, education and agriculture. When we visit, we offer our skills to provide advice on their projects and deliver workshops on subjects they specify. Our last visit included Swedish, US and UK delegates with skills in nursing and midwifery, teaching, building, economics and administration as well as theology. My Bournemouth University experience in project management and administration was put to good use in workshops for pastors who need to start projects to earn income for their parishes. I also gave small groups of church and hospital staff and agreed to look after their website, work I can continue to do from the UK. You can see the embryonic website at [www.lui.anglican.org](http://www.lui.anglican.org).

We reflect a great deal on what we have seen and experienced in Lui. We have become very conscious that while we have so much that they lack (such as money, skills and infrastructure), they have things that we lack, or have had and lost (such as community, faith, and a great sense of purpose). As we work and worship together we develop respect for each other, and we feel a strong pull to continue a relationship that benefits us all.



## Gone fishing

Understanding the changes that the planet is going through and doing what we can to understand and minimise them is a responsibility that we take very seriously at BU. We've worked hard to make sure we are as environmentally friendly as possible, and our commitment to the environment goes far beyond our own behaviour. We are also home to a generation of academics who are looking to find answers to the problems that the planet is facing – academics like Professor Rudy Gozlan.



Course of fish taxonomy with the local children community

In June and July 2010, Professor Gozlan led colleagues from BU and the Chinese Academy of Science on an expedition to China to gather invaluable research samples of topmouth gudgeon, or *pseudorasbora parva*. Travelling some 15,000 km through 15 different provinces, Rudy and his team collected samples of the fish from 33 locations. Despite the fact that the local people eat the topmouth gudgeon, Professor Gozlan was in China for something rather more important than a fishing trip.

His interest in the topmouth gudgeon is related to research that Professor Gozlan has already received international acclaim for – looking at the environmental threats posed to aquatic ecosystems. The topmouth gudgeon is extremely adaptable to different climates and has spread from its home in South East China to other parts of Asia, Europe and North America. Outside of China, some topmouth gudgeons have been found to carry a parasite that is deadly to salmon, trout, carp and some endangered species – with a potentially detrimental impact to biodiversity and commercial fishing.

Professor Gozlan explains: “Evolutionary theory tells us that species have evolved to be extremely well adapted to their environment. So how come some introduced

**“Evolutionary theory tells us that species have evolved to be extremely well adapted to their environment. So how come some introduced species are able to rapidly adapt across extremely warm and dry environments such as North Africa, and cold and wet ones such as Northern Poland, and what are the biological implications of such adaptation?”**

**Professor Gozlan**

species are able to rapidly adapt across extremely warm and dry environments such as North Africa, and cold and wet ones such as Northern Poland, and what are the biological implications of such adaptation?”

Samples of the topmouth gudgeon have been brought back to the UK, where BU's ecologists will measure reproductive rates, parasite communities, size and other factors. Professor Gozlan will use the data to identify the evolutionary shifts that have allowed the species to adapt to different climates, and the results translated into a climatic model that will enable scientists to estimate where the fish may spread to next.

Beyond the immediate scientific interest, this expedition represents a cultural and historical journey where the innocent movement of fish from the East coast to the West part of China has rippled all the way to England 50 years later. To follow the trail of the expedition and the daily reality of sampling in remote China and our capacity to adapt if not to evolve, visit professor Gozlan's blog at <http://expeditionchina2010.blogspot.com>

Why isn't what I am doing featured in BUGLE?

It could be! If you have any items that you would like included in BUGLE, contact: [ppooi@bournemouth.ac.uk](mailto:ppooi@bournemouth.ac.uk)

This is a newsletter for independent comment and news – all students, staff and those working with BU are invited to contribute. We will be looking for contributions for our next issue.

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## Return to Iraq: BU forensic graduates assist in Missing Persons Investigations

The violence and upheaval that has taken place in Iraq in recent years has left a devastating toll in its wake. It is estimated that there are anything between 300,000 and 1,000,000 missing persons in the war-ravaged country, making finding and identifying their remains a large-scale project requiring expert help.

In late 2008, there was sufficient momentum generated in Iraq to develop a significant mass graves investigation programme, and the International Commission on Missing Persons (IC-MP) is co-ordinating the training of Iraqi teams to find those who are missing and undertake examinations to match DNA taken from the bones with blood samples provided by family members – and BU has played an instrumental role in helping to provide forensic scientists in Iraq with the skills they need to tackle such a difficult task.

Senior Lecturer Ian Hanson runs three of BU's Masters degrees in the area of forensics and first went to Iraq in 2003 to report on the Foreign Office on the issue of mass graves as local communities were digging in search of those missing from Saddam Hussein's reign. His involvement continued in 2004-5 as BU and Inforce hosted Iraqi scientists who were being trained in investigation techniques and human identification.

Those courses were developed into Continuing Professional Development courses to which BU recruits students from all over the world and that expertise is now being put to good use back in

Iraq. Ian has been instrumental in developing the programmes to introduce trainees to the investigative, science and law skills required to build competency for scientific and legal standards. In 2009, as programme director, he introduced a modular approach to the training to match course content to degree units so that trainees will be able to study overseas and qualify as the trainers that Iraq will need in the future. The Iraqis that he helped train at BU in 2004-5 have supported Ian throughout, and the IC-MP now employs BU graduates such as James Fenn, working alongside Ian in Baghdad, demonstrating the reputation and quality of our students.

Part of the programme includes working to educate the Iraqi Government on the requirements and scale of work required, and instruct Heads of Departments and Managers on the support



Defining the grave edge

requirements for investigations. Liaising with Ambassadors, diplomats and Consular staff from the main funders - the USA, UK, EU and UN - the programme has increased its funding and length: The potential is for a 30-year programme to find and identify the missing.

## BU Santander Scholarship

Santander will be opening a new branch on BU's Talbot Campus with full bank facilities to help with your banking needs. From the beginning of April the new BU Santander branch will be able to offer all bank facilities to the university community. As part of The Santander Universities Network we believe that education is the future. Investing in education and research is the most powerful way we can help to develop society.

We are therefore proud to offer these scholarship opportunities:

### September 2011 entry

Which nationalities may apply for this scholarship?

Argentina, Brazil, Chile, Columbia, Mexico, Peru, Portugal, Puerto Rico, Spain, UK, Uruguay, Venezuela

### Which courses?

Any postgraduate, masters or research study except for students from the School of Applied Sciences, as they have their own specific Santander Scholarship. Applicants must also be joining BU from one of the group of Santander Universities.

### How much is the scholarship worth?

£5,000.

### How is this scholarship paid?

Scholarships are paid by a reduction in tuition fee.

### How many scholarships are awarded annually?

Five scholarships are awarded for students commencing their studies in September 2011.

For more information on eligibility and how to apply, please visit [www.bournemouth.ac.uk/futurestudents/postgraduate/funding/santander\\_scholarship.html](http://www.bournemouth.ac.uk/futurestudents/postgraduate/funding/santander_scholarship.html)

or visit/telephone our new BU Santander branch from April and speak to our friendly advisor, Maria Quero (tel no. 05511 431 272).

