

CENTRE INTERNATIONAL DE RECHERCHES ET D'ETUDES TOURISTIQUES

REPORT OF ACTIVITIES

1997-2011

- ❖ Introduction.
- ❖ Adjustment and functioning of a library.
- ❖ Individual researchers data bank.
- ❖ Data bank of research centres (Universities, Faculties, Institutes, Centres, Laboratories).
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INTRODUCTION.

After 37 continuous years invested in the teaching and the research of tourism and with the dawn of a well-deserved retirement, my scientific passion should have been able to rest. On the contrary, it has been revived and perhaps exacerbated by an un-anticipated retirement provoked by the unilateral and arbitrary decision of the President of the University of Aix-Marseille III to suppress the tourism doctorate program, which provoked the collapse and the end in October 2000 of the traditional activities of the Centre des Hautes Etudes Touristiques (research, doctoral teaching, publications, foreign visitors welcomed – professors and students- development of the library, etc.). This decision has been taken despite the energetic protests of sixty universities across five continents, that had been able to appreciate, over the span of the years, the quality of the various benefits of the institution.

This global moral endorsement has therefore justified my will to continue the work begun in 1959 by other means, notably through the utilization of the new communication technologies. This will to continue and to diversify benefits worldwide has equally been justified by the progressive globalization of the tourism industry, maintained and accelerated by the emergence of increasingly sophisticated and innovative technology.

In light of the expanding development of international and domestic tourism, with its positive and negative effects, these last ten years have seen a very rapid increase worldwide in the number of universities, faculties, institutes, centers, laboratories, etc which have introduced a specific or general tourism program.

Related to this growth of academic institutions has been an increase in specialized tourism teachers and researchers. Their scientific output has therefore increased at a frantic rate, as demonstrated by the rapid growth in the number of academic journals and the proliferation of publishers – both professional and academic – producing publications focused on tourism.

Unfortunately, the cost of these sources of information means that researchers have to be more selective in choosing which ones to purchase – to the detriment of the quality of their research .

In order to effectively increase the value of this research, I thought that it would be useful to create :

- **On the one hand**, a global network of academic institutions and individual researchers in order to initiate or to increase more sustained scientific exchanges between establishments and persons who pursue research in similar areas,
- And, **on the other hand**, to provide for these university institutions and individual researchers analyses of the content of the increasingly abundant scientific literature on tourism.

This project therefore proposed :

- ❖ the **creation** of a global data bank on university institutions,
- ❖ the **creation** of a global data bank on individual researchers,
- ❖ the **creation** of a new library (following that of CHET),
- ❖ the **creation** of new publication series of original manuscripts,

each necessitating numerous technical and material procedures required by the introduction of a “ **value chain** “

This project has been developed and enriched in collaboration with Mr. J.M. Thurot, Director of ESCAET, and with Mrs. G. Thurot, Director of Studies of ESCAET (two of my former doctoral students). Subsequently, it has resulted in the creation in concrete form in December 1996 of CIRET (Centre International de Recherches et d'Etudes Touristiques), a **non-profit organization**, with the following founding members :

- ✓ Dr. T. Selwyn, Professor, London Metropolitan University, United Kingdom.
- ✓ Dr. H. Müller, Professor, Université de Berne, Switzerland.
- ✓ Dr. L. Nyberg, Professor, Mid Sweden University, Sweden.
- ✓ Dr. J. Jafari, Professor, University of Wisconsin, United States.
- ✓ Dr. P. Williams, Professor, Simon Fraser University, Canada.
- ✓ Dr. T. Omori, Professor, Toyo University, Japan.
- ✓ Dr. T. Atherton, Professor, International Tourism Law Institute, Australia.

- ✓ Dr. D. Pearce , Professor, University of Wellington, New Zealand.
- ✓ Dr. R. Baretje, Member of the International Academy for the Study of Tourism (Président du CIRET), France.

In 2002, 2003, 2004 and 2008, new members have accepted invitations to sit to the Board of CIRET :

- Dr. E. Bardolet, Professor, Universitat de les Isles Balears, Spain
- Dr. J. Carlsen, Professor, Curtin University of Technology, Australia
- Dr. K.S. (Kaye) Chon, Professor, The Hong Kong Polytechnic University, Hong Kong.
- Dr. G.M.S. Dann, Professor, University of Bedfordshire, United Kingdom
- Dr E. Heath, Professor, University of Pretoria, South Africa
- Dr. J.A. Mazanec, Professor, University of Vienna, Austria.
- † Dr. C. Notarstefano, Professor, University of Lecce, Italy.
- Dr. M. Rejowski, Professor, Universidade de Sao Paulo, Brazil
- Dr. R. Schlüter, Professor, University of Buenos Aires, Argentina.
- Dr. T.H.B. Sofield, Professor, University of Tasmania, Australia.
- Dr. M.S. Uysal, Professor, Virginia Polytechnic and State University, United States.
- Dr. P. Wilkinson, Professor, York University, Canada.
- Dr. B. Wu, Peking University, China.

Housed at no charge on the premises of ESCAET, CIRET has benefited from the beginning of the invaluable assistance of the financial planning, abilities, and equipment (financial advance, office management, installation of appropriate computer equipment – computer, internet site,email) on the part of Mr. and Mrs. Thurot.

Beginning in December 1996, CIRET became operational and could therefore tackle the task and begin to meet its objectives.

Fifteen years and one month later, the following results have been achieved.

That having been said, it is necessary to underline the **growing difficulty** of this work. One could have thought that CIRET would continue to progress by virtue of the principle of “vitesse acquise”.

On the contrary, in order to maintain the rhythm of development of this institution, it has been necessary **to cope with the growing costs of the workload.**

1. Adjustment and functioning of a library.

By January 1st 2012, there were already in the library **98,420 documents** (all donated by publishers or by authors), of which 60,589 were books and 37,831 journal articles.

These holdings are the result of numerous of material tasks necessitated by :

- The publications and reviews collection : the distribution of several thousand letters or emails,
- The analysis of the content of 98,420 documents, necessitating 5 to 20 minutes for the analysis of each document,
- The input and proofreading of data on the content of 98,420 documents, consisting of approximately 1000 characters per document (consult the website to see an example of the analysis of a book or an article),
- The sending of the content of analysis of each document to the publishers or authors : the distribution of several thousand letters or emails,
- The recording of call numbers of documents,
- The filing of publications and journals in the library,
- The proper maintenance of the library :
 - ✓ Hosting visitors (professors, researchers, students) , both French and foreign,
 - ✓ Computer assistance in the selective research of the literature,
 - ✓ Book and journal borrowing,
 - ✓ Re-shelving of documents.

2. Individual researchers data bank.

As of January 1st 2012, **4,972 researchers – in 119 countries** - were included (refer to the web to see a model of the individual data form and the names of listed researchers, classified by country). To produce these results, it has been necessary :

- To send by mail and/or email a questionnaire to interested individuals –i.e. thousands and thousands of letters or emails, considering repeat communications),
- To introduce on the web site a questionnaire, allowing visitors not already included to register themselves directly,
- To input and correct the collected information (i.e. approximately 2,500 characters per researcher) and to harmonize the themes of interest from an English/French – French/English thesaurus, as also presented on the web site,
- To acknowledge the receipt of information and to thank individually researchers by email,
- To return by mail or email to them for review any questionnaire corrections, when information were handwritten (for fault-free data),
- To file the material in the archives,
- To correct systematically information already collected (change of address, status,telephone,fax,email,etc...)

3. Data bank of research centres (Universities, Faculties, Institutes, Centres, Laboratories)

There were **807 academic institutions – in 110 countries-** in the data bank on January 1st 2012. (To see a sample of the information for an institution, visit the web site, which includes a list of institutions classified by country). This effort has necessitated :

- The distribution by mail or email of a questionnaire to each institution already known to CIRET or discovered in the systematic analysis of the international literature collected in Aix-en-Provence or located in the internet (i.e . thousand and thousand letters or emails, including repeats),
- The creation on the web site of a questionnaire allowing institutions not included in the inventory to submit their information,
- The input and correction of the returned questionnaires (i.e. approximately 3,000 characters by institution),
- The distribution by email of acknowledgements of receipt of the information to each institution,
- The distribution by mail or email of a copy of the completed questionnaires for correction to each institution which sent handwritten informations,
- The shelving of documents in the archives,
- The ongoing update of data (change of title, direction, address, telephone, fax, email, etc)

*** To complete the information on tourism research, CIRET inaugurated in 1999 a data bank of publishers specialized in tourism (**306** as of January 1st 2012).

CONCLUSION.

Thus it is possible for all researchers and university research centres to know:
- who does what in the area that one wants to investigate
- the total output of production for each researcher or research centre.

Tourism research has thus become part of the global village envisioned by McLuhan.

4. Production of publications.

CIRET has launched a collection of publications titled « **Etudes et Rapports/Studies and Reports** ». This collection (the complete list is shown on the web site) includes on 1st January 2012 :

* on the one hand, **a hundred former titles** whose authors have given express authorization to CIRET to republish manuscripts published by CHET

* and, on the other hand, **246 new publications** distributed in three categories

- a) General Tourism Bibliography _____ 211 volumes
- b) Specialised Tourism Bibliography _____ 14 volumes
- c) Studies and Reports _____ 21 volumes

A. General Tourism Bibliography

- ❖ The production of these publications, analysing the content of books and journals held in the CIRET's library, has necessitated the following activities :
- ❖ The selective computer publishing, from the data bank, of printouts classifying alphabetically by keywords and by country reference the publications and journals (i.e. the equivalent for each volume of 1,500 references representing the analysis of the content of approximately 250 books and articles),
- ❖ The alphabetical classification by author name for each theme and for each country of the published references ,
- ❖ The input of data until April 16th 2005, date of her death by Mrs. A. BARETJE-KELLER, i.e. the equivalent of 47,525 pages for 211 already published volumes,
- ❖ The meticulous proofreading of all inputted data,
- ❖ The meticulous correction of all data,
- ❖ The publishing of the documents
- ❖ The distribution of publications.

- ❖ [This Collection is no more published. It is replaced by the email delivery of bibliographic references by theme and \(or\) by country.](#)

B. Specialized Tourism Bibliography.

It is necessary to anticipate or to follow the “fashion” in the tourism research. Thus, it is notable that ecotourism , sustainable tourism, urban tourism, etc, are the current preoccupations of many individual researchers or academic institutions. It is for their interests that CIRET has produced to date 14 volumes, on 14 different subjects, requiring :

- ❖ The selective computer publishing, from the library’s data bank , of printouts listing book and journal references on each theme covered,
- ❖ The manual classification by alphabetical order of the authors of the references selected,
- ❖ The input of data until April 16th 2005 by Mrs. A. Baretje-Keller, i.e. the equivalent of 2,000 pages for the 14 volumes,
- ❖ The meticulous proofreading of inputted data,
- ❖ The meticulous correction of data,
- ❖ The publishing of the documents,
- ❖ The distribution of publications.
- ❖ [This Collection is no more published. It is replaced by the email delivery of bibliographic references by theme and \(or\) by country.](#)

C. Etudes et Rapports / Studies and Reports

This serie, that includes to date 21 new titles, was necessitated to a certain extent by the interests of external researchers. External researchers –whether or not they are already in the data bank – are invited via the web site to submit original manuscripts.

5. Production and use of data banks.

The ultimate goal of CIRET, in response to the progressive globalization of the tourism industry, is :

* to create a world network of academic institutions and individual researchers specializing in tourism,

* to facilitate contacts and exchanges,

* and to allow them selective and rapid access to an increasingly abundant scientific literature.

Thanks to :

- ✓ The evolving data bank on universities,
- ✓ The evolving data bank on individual researchers,
- ✓ The evolving data bank of the CIRET's library (**98,420 newly analysed documents**, to which are added the computer data of the content of **64,764 documents** held by the former CHET's library, but which have been lost without trace. Let us hope that this is not their final fate),

CIRET has been able to ensure, some months after its creation and to the greatest satisfaction of interested parties (see a selection of testimonials in the web site):

- Responses to questions/replies on a selection of universities classified by countries or by theme (s) of research,
- Responses to questions/replies on a selection of individual researchers classified by countries or by themes(s) of research,
- Responses to questions/replies on a selection of bibliographical references concerning such themes and/or countries,

necessitating research, completed by the distribution by email of the information selected.

During the period 1st January 2010/31st December 2011, CIRET has send free of charge the content analysis of 9,640.821 documents on tourism, leisure, outdoor recreation and hospitality industry.

6. Financial results.

The entire material, technical, and scientific effort described above has been undertaken **voluntarily by a single person** (with the valuable assistance for the data input of the tourism bibliography volumes until april 16th 2005 of Mrs. A. Baretje-Keller, and for the creation, maintenance and computer programming work of Mrs. S. Molinas, Computer Administrator of ESCAET).

This effort has demanded, in addition :

- A voluminous of secretarial effort linked to the collection of the documentation, to the distribution of content information to publishers/authors, to the distribution of publications, to the distribution of questionnaires to universities and to individual researchers, to responding to questions/replies, etc.
- The rigorous maintenance of financial accounts,
- And the establishment of general financial accounts (Budget for the fiscal year January 1st to December 31st 2011 = **4,845 Euros**)

Conclusion

CIRET can finally present after 15 years and 1 month of operation, strong references matched by testimonials, proof of quality displayed on the web site, and clear demonstration of continuous growth data – the entire effort being realized with only a very modest budget in comparison with the results obtained.

René BARETJE-KELLER

President.

Emeritus Member of the International Academy for the Study of Tourism.