Information on Postgraduate Research Scholarship - Ref: VCS-FBUS-04-22

Faculty:	Business	**School:**	Management and Marketing
Lead Supervisor:	Dr Wenjie Cai		
Project Title:	Towards an inclusive tourism space: power, prejudice, and identity		
Project Description:	Tourism spaces have long been permeated with neoliberal ideologies, contested social and political relations (Massey, 2009[1]; Tomassini & Cavagnaro, 2020[2]). The ease of global movements in the past decades enabled tourism spaces to produce and be produced by a myriad of actors and relations. As such, asymmetrical power relations became inevitable, where certain discourses are privileged over others (Knudsen, Soper, & Metro-Roland, 2008[3]; Mura & Wijesinghe, 2021[4]). Marginalised tourists' wellbeing thus has been largely affected in such power dynamics. In addition, despite being acclaimed for its economic benefits, cultural and environmental conservation values, the tourism industry and its consumptive business model have led to the exploitation and perpetuation of inequalities among local communities, their land, and cultures (Higgins-Desbiolles, 2006[5]; Milano, Cheer & Novelli, 2019[6]). Tourism can and should bring people together, break down barriers and exclusions, and support destinations for a just and inclusive transformation. The recent gradual return of global travel offers a valuable opportunity for academia and practitioners to address these issues collectively in the aftermath of COVID-19.

This research project aims to provide a critical examination of power discourses in contested tourism spaces, sites, landscapes, and communities, and how marginalised tourists negotiate their experiences in these power dynamics. Examples include but are not limited to LGBT destinations, gay parents in family resorts, war-torn sites, indigenous tourism destinations, rural heritage landscapes and borders, and digital literates in smart destinations. By doing so, it is hoped to address the deep-seated power imbalance and systemic exclusion in the tourism industry by surfacing marginalised and under-represented voices. This study will adopt a qualitative methodology to investigate the embodied experiences of participants, and how the power discourse was | | |

[1] Massey, D. (2009). Concepts of space and power in theory and in political practice. *Documents D'anàlisi Geogràfica*, *55*, 15–26

[2] Tomassini, L. & Cavagnaro, E. (2020) The novel spaces and power-geometries in tourism and hospitality after 2020 will belong to the 'local', *Tourism Geographies*, 22:3, 713-719

[3] Knudsen, D., Soper, A., & Metro-Roland, M. (2008). Landscape, Tourism and Meaning: An introduction. In D. Knudsen, A. Soper, M. Metro-Roland, & C. Greer (Eds.), Landscape, Tourism and Meaning. Hampshire, UK: Ashgate Publishing Limited.

[4] Mura, P., & Wijesinghe, S. (2021). Critical theories in tourism – A systematic literature review, *Tourism Geographies*, 1-21

[5] Higgins-Desbiolles, F. (2006). More than an "industry": The forgotten power of tourism as a social force, *Tourism Management, 27*(6), 1192-1208

[6] Milano, C., Cheer, J. M., & Novelli, M. (2019). *Overtourism: Excesses, discontents and measures in travel and tourism*. CABI

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	(re)produced, (re)enforced, resisted, or negotiated in their travel experiences.
	The outcomes of this proposed project respond to the UN Sustainable Development Goals, specifically to gender equality, reduced inequalities, responsible consumption and production, and peace, justice and strong institutions. This project will offer important insights into inclusive tourist experiences for contested tourism spaces. This project hopes to initiate radical discussions and novel imaginations of inclusive tourism spaces, which invite genuine connections among a diversity of visitors. Understanding the power discourses in contested tourism spaces will further advance the knowledge in inclusive tourism. In recognition of the inherent power dynamics in construing tourism spaces, this project will help address structural inequalities and injustice challenges that are faced by many destinations. The findings will generate useful toolkits for destination management organisations and local authorities to develop a more inclusive tourism spaces that improve marginalised tourists' wellbeing and foster a vehicle of change in the host community. Ultimately, this project advocates an inclusive tourism space that is accessible, equitable and meaningful for a wide range of people.
Duration:	3 years, Full-Time Study or 6 years, Part-Time Study

Bursary available (subject to satisfactory performance):
Year 1: £16,062 (FT) or pro-rata (PT) Year 2: In line with UKRI rate Year 3: In line with UKRI rate

In addition, the successful candidate will receive a contribution to tuition fees equivalent to the university's Home rate, currently £4,596 (FT) or pro-rata (PT), for the duration of their scholarship. International applicants will need to pay the remainder tuition fee for the duration of their scholarship.

This fee is subject to an annual increase.

Person Specification of Essential (E) or Desirable (D) requirements:

Criteria:	E or D
Education and Training:	
• 1st Class or 2nd class, First Division (Upper Second Class) honours degree or a taught master's degree with a minimum average of 60% in all areas of assessment (UK or UK equivalent) in a relevant area to the proposed research project	E
• For those whose first language is not English and/or if from a country where English is not the majority spoken language (as recognised by the UKBA), a language proficiency score of at least IELTS 6.5 (in all elements of the test) or an equivalent UK VISA and Immigration secure English Language Test is required, if your programme falls within the faculty of Engineering and Science a language proficiency score of at least IELTS 6.5 overall with a minimum of 6.0 in all elements of the test or an equivalent UK VISA and Immigration secure English Language Test is required. Unless the degree above was taught in English **and**	E

obtained in a majority English speaking country, e.g. UK, USA, Australia, New Zealand, etc, as recognised by the UKBA.	
Experience & Skills:	
• Previous experience of undertaking research (e.g. undergraduate or taught master's dissertation)	**E**
• Familiar with qualitative data collection techniques	**E**
• Conducted projects related to social inclusion and tourism	**D**
Personal Attributes:	
• Understands the fundamental differences between a taught degree and a research degree in terms of approach and personal discipline/motivation	**E**
• Able to, under guidance, complete independent work successfully	**E**
Other Requirements:	
• This scholarship may require Academic Technology Approval Scheme approval for the successful candidate if from outside of the EU/EEA	**E**
• The scholarship must commence before *January 2023*	**E**
Closing date for applications:	*midnight UTC on 16th September 2022*
For further information contact:	Dr Wenjie Cai, **w.cai@greenwich.ac.uk**

Making an application:
Please read this information before making an application. Information on the application process is available at: https://www.gre.ac.uk/research/study/apply/application-process. Applications need to be made online via this link. **No other form of application will be considered**.

All applications **must include** the following information. **Applications not containing these documents will not be considered.**
- **Scholarship Reference Number (VCS-FBUS-04-22)**– included in the personal statement section together with your personal statement as to why you are applying
- **a CV including 2 referees** *
- **academic qualification certificates/transcripts and IELTs/English Language certificate if you are an international applicant or if English is not your first language or you are from a country where English is not the majority spoken language as defined by the UK Border Agency** *

upload to the qualification section of the application form. Attachments must be a PDF format.

Before submitting your application, you are encouraged to liaise with the Lead Supervisor on the details above.

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