

CURRICULUM VITAE : PROFESSOR J JOHN LENNON

Qualifications : PhD MPhil BSc (Hons)

Present Position:

Assistant Vice-Principal Business Development responsibility for external income generation, contract research, short course development across (Business, Health and Engineering Schools) and GCU London campus. This involves working with business and education partners in a range of locations as well as development of Graduate Level Apprenticeships and short course provision. This role involves frequent external engagement, the management of complex projects and negotiation at a senior level in the private and public sector (January 2015-Current).

Director of Moffat Centre and Moffat Professor in Travel and Tourism Business Development, Glasgow Caledonian University (Tourism, Travel and Hospitality consultancy and research undertaken on more than **550 projects** in over **35 countries** since 2000). This business development and contract research centre competes with commercial agencies at a national and international level. It has helped fund student scholarships since 2000 and to date **scholarships worth over £550,000 have been awarded to over 160 GCU students** creating one of GCU's most enduring student legacies generating access to higher education for students with significant need (1999-Current).

Recent Significant Achievements (2015-2016)

- **Development of the Moffat Centre, Glasgow Caledonian University to maximise impact reputation in next research assessment exercise.** This has involved developing research publications built on Knowledge Transfer Partnerships (Scottish Canals and Scottish Heritage) and commercial projects. In addition Moffat centre staff are involved in research publications, PhD registration and commercial research. The Centre hosts a GCU funded full-time PhD and the scholarship programme is funding PhD applications with publications output potential. As Director, I am first supervisor for six tourism related PhD students located in related areas of Moffat research that will develop a strong publications output and centre impact.

In addition following my lead and application GCU will host the following **academic Conferences in 2017:**

- International Entrepreneurship Educators Conference (300 delegates)
- Scottish National Heritage and Tourism Conference - as part of Scottish Tourism Week (120 delegates)
- Interpretation, architecture and evidence: Conference for Curators, Interpretation staff and Management of sites associated with incarceration, mass killing and the holocaust (120 delegates)

In each of the above cases the work of GCU in each area; Graduate Enterprise, Heritage and Management of Contested Historical Sites will be profiled with a view to generating publications in the form of monographs or peer reviewed journal publications.

At a European level the Moffat Centre successfully manages the Cool Routes; Cruising Oceans on Latitudes North of 51 degrees latitude (value to GCU £ 96,670.00 over 2016-2019) and has applications in five other Tourism areas with a range of international partners:

- Industrial Heritage and Tourism
 - Trails and itinerary Planning
 - Eco-Skies (Dark sky destination development)
 - Music Heritage and Tourism
 - Gastro-Atlantica (Food and tourism)
 - Naturatlantica (Nature based tourism marketing)
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- **Bridging the gap between Knowledge Transfer Partnership (KTP) and Research Impact** through a unique applied strategy for GCU academics in Engineering and Business. This has helped position KTP as a critical tool to develop vocationally oriented colleagues in production of quality research publications and five KTPs are currently in application process with: Jacobs Engineering (SEBB), Mount Stuart Trust (GSBS) and Barrhead Travel (SEBE). In addition I have successfully managed two KTP projects (Scottish Canals and Scottish Heritage Sector) generating academic output from both.
 - **Catalysing a new business start-up facility for all parts of Glasgow Caledonian University through growing UHatch.** This has involved syllabus reinforcement, recruitment of entrepreneurial mentors and development of the U-Hatch start-up facility. The facility hosted 2 start-ups when I was given responsibility for this area in September 2015. It now hosts **26 companies with combined sales of £1.6 million and is responsible for 53 individuals working in UHatch start-ups.** In order to build on this success, the UHatch team successfully bid for GCU to host the 12th International Entrepreneurship Educators Conference (IEEC) in September 2017. The conference will attract between 250-300 delegates and I have been contracted to edit a book from the conference proceedings.
 - On-going retained working with leading **International Engineering Companies (Jacobs)** to provide route development and economic impact strategies on the following routes: **A9, A96 and A40 and on the island of Anglesey in partnership with Horizon Nuclear.** This has involved the services of Glasgow Caledonian University in Engineering, IT and Business Management.
 - Working with major UK utilities organisations (**UK National Grid**) on major construction and visitor impact on areas of outstanding Natural Beauty (Snowdonia, Holmfirth, the New Forest and Dorset)
 - **Development, authorship and provision of all commercial service quality training** for UK City of Culture 2017 incorporating the development and **training of 4,000 volunteers and over 10,000 service personnel** in Hull and East Yorkshire in anticipation of 2017.
 - Development of a personally led **Knowledge Transfer Partnership (KTP)** between all of the leading heritage organisations in Scotland to provide for the first time unified marketing, ticketing and on-line retail in anticipation for **Scotland's Year of History, Heritage and Archaeology in 2017.**

- Providing the **most detailed analysis of the Night Time Economy in the UK** for Glasgow for the City Development Plan in consultation with leading private sector stakeholders, Police, Health service and licensing authorities
- Developing the **definitive methodology for the economic impacts of wind farms on area tourism** following authorship of the most cited report in Scottish Government planning decisions in this sector.

Moffat Centre selected client listing (2014-16) :

- **Scottish Government**
- **Institute of Transport and Logistics**
- **Scot Rail Abellio**
- **Scottish Canals**
- **The Government of Malawi**
- **Paisley 2021 UK City of Culture Bid Team / Paisley City Council**
- **Glasgow City Council Urban Planning Department**
- **Innovate UK**
- **ABO Wind, Wind Farm Planning and Development**
- **Historic Environment Scotland**
- **Scottish Natural Heritage**
- **Scottish Enterprise National**
- **VisitBritain**
- **VisitWales**
- **Failte Ireland**
- **Bord Failte**
- **The Historic Houses Association**
- **The National Trust for Scotland**
- **The National Trust for Wales**
- **EventScotland**
- **Price Waterhouse Coopers**
- **The Scottish Parliament (expert witness and briefings)**
- **MacDonald Hotels**
- **Glasgow Chamber of Commerce**
- **Scottish Tourism Alliance**

Previous Positions:

Dean (Acting) Glasgow School *for Business and Society*, Glasgow Caledonian University (July 2014- Jan 2015). This comprised full financial and budgetary responsibility, all staffing and human resource matters, strategic leadership and direction. At this time the role incorporated staff management responsibility for approximately 180 academics and over 20 technical staff. The School had over 4,500 full and part time students and a budget of circa £30 million and had achieved an operating surplus of £3 million per annum.

Vice Dean Glasgow School for Business and Society, Glasgow Caledonian University (January 2012-July 2014) responsible for strategy, business development, industry engagement, marketing and recruitment, communications, professional accreditation and cost control and budgetary management of three School Departments. This role also included management of Post graduate provision teaching and staff at GCU London Campus (circa 180 students) and development, planning and licensing application for GCU New York.

Key Tasks at Dean / Vice Dean level:

- A major part of this role was the **building of international links** in respect of joint programme validation and access with advanced standing to GCU programmes. This enabled the school to rapidly build international students numbers at undergraduate level. Key tasks included **identification of key generating markets for Glasgow and London** and identification of primary feeder colleges and institutions. Developing Memorandums of understanding and cooperation were fundamental to this as was negotiation of financial income streams.
- **Management of senior School staff:** incorporating Heads of Department (3), Associate Deans (4) and related School service partners: Finance, Marketing, International and Human Resources (7) .
- **Responsibility for student recruitment (UK and International):** undergraduate and post graduate at Glasgow and London Campuses, this includes articulation programmes with key Further Education College Partners and international recruitment activities with major domestic and international partners for School programmes in key markets: China, Taiwan, Saudi Arabia and India.
- **Leadership of Post Graduate and Undergraduate Review and Revalidation of all School programmes** Glasgow and London in line with market demand, rationalisation, cost saving, and driving economies of scale.
- **Development and progression of School Accreditation** this incorporates preparation and development of School applications for CEEMAN, EPAS, AMBA, AACSB accreditation and membership.
- **Leadership of Business Development and Industry Engagement for the School**, building on my leadership of the Moffat Centre for Travel and Tourism Business Development and extensive involvement with private and public sector clients.
- **Representative of School Management Team for £30 million planned refurbishment of Hamish Wood (School building)** and related 'Heart of the Campus' redevelopment. This involves regular meeting with Project Managers (Turner Townsend) and Architects (Page and Park) along with Student Association and representatives to ensure time schedule, financial control and design development coordinated with plans and education requirements.

Other Professional Roles

Head of Department of Business Management (2010-12) responsible for strategic and tactical management of a department of almost 70 full time and 15 part time staff located in range of areas including; Fashion, Marketing, Retail, Management, Human Resource Management, Events, Sport and Tourism . Management of a wide range of undergraduate and postgraduate in Glasgow and London in above areas and appropriate related resource and budgetary management (September 2010 -2012)

Head of Department of Cultural Business (2008-10) responsible for strategic and tactical management of a department of 35 full time and 16 part time staff located in range of areas including; Multimedia, Journalism, Media Studies, Sport and Tourism. Management of a range of undergraduate and postgraduate provision in Glasgow in the above areas and appropriate related resource and budgetary management (September 2008 -2010)

Previous Industry and Education Experience

Date from - Date to	Location	Company/ Institution	Position	Description
1980-81	Germany	Penta Hotels	Management Trainee	Member of Corporate Management Training Programme
1983-5	UK	Poste Hotels Ltd	Assistant Food and Beverage Manager	Food and Beverage service management in 3 restaurants, bars and conference, meeting and function areas

1985-88	UK	Midland Hotels	Personnel and Training Manager Food and Beverage Manger Deputy General Manager	Range of responsibilities including human resource development, training provision, food and beverage and operational hotel management responsibilities
1988-90	UK	Holiday Inn	Hotel General Manager	Full Hotel Management Responsibility
1990-1993	UK and International	Hospitality Consultants Ltd	Hotel and Tourism Consultancy Company	Director of PLC undertaking projects throughout the UK and internationally
1993-6	UK	University of Strathclyde, Glasgow Lecturer and Industrial Liaison Tutor	Responsible for teaching of operational hotel management and finance,	Undergraduate and Post Graduate teaching with extensive industry liaison
1997-1999	UK	The Queens College, Glasgow (later Glasgow Caledonian University) Senior Lecturer / Reader in Management	Responsible for development and teaching of undergraduate and post graduate education and training programmes	Guidance of team of 22 lecturers and support staff

Education:

Institution (Date of Award)	Degrees obtained:
Oxford Brookes University 1983	BSc (Hons.) Hotel and Tourism Management
Strathclyde University 1990	MPhil Management

Glasgow Caledonian University 2010	PhD
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Other Professional Roles:

Visiting Professor of Tourism, University of Suffolk (2016-19)

Visiting Professor University Campus Suffolk (2013-16)

Non-Executive Director Historic Scotland/ Historic Environment Scotland ; National Heritage organisation with responsibility for management and operation of 345 visitor attraction / heritage sites in Scotland, specific responsibilities relate to commercial operation; admission, retail, hospitality, corporate, film and location, self-catering and marketing functions (2006-2016)

Independent Policy Advisor for VisitScotland providing independent reportage analysis to Chief Executive and Board of the National Tourism Organisation upon request (2006-2015)

UK Board Member Canadian Tourism Commission (European Marketing Board); specifically required to review UK marketing and media campaigns (2004-2009)

Board Member National Trust for Scotland; major heritage organisation with significant land and building portfolio; specific tasks marketing and commercial functions (2002-2006)

Board Member Opslevel Academy, Denmark; national training and education agency with responsibility for provision of strategic advice to Danish National Training Agency in Tourism (2008-Current)

External Examiner: Department of Economics, University of Limerick, Ireland (2007-2012)

External Examiner, Department of Tourism Management, University of Bedfordshire (2002-6)

External Examiner, Scottish Rural education College (2002-7)

Research Supervision and Examination

Glasgow Caledonian University: Director of Studies 6 x PhD (Glasgow and London) Supervisory Team 3 x PhD

University of Strathclyde: Director of Studies 3 x PhD, Supervisory Team 4 x PhD, Director of Studies 1 x MPhil

External Examiner PhD: University of Stirling 3 x PhD; University of Limerick 4 x PhD; University of Strathclyde 3 x PhD; University of Bedfordshire 2 x PhD; University of Wales 1 x PhD

Other skills:

Computer literacy: Word, Excel, Access;

Proven communicator in demand for (fully remunerated) conference presentations, key note speeches, media and on line inputs.

Proven industry trainer with good understanding of practical issues related to tourism and hotel performance in operational, financial and marketing areas.

Research and Publications

BOOKS

Lennon, J.J. and Peet, M (1990) Hospitality Management - A Case Study Approach Hodder and Stoughton.

Lennon, J.J. and Peet, M (1990) Hospitality Management - A Case Study Approach - Instructor's Manual Hodder and Stoughton.

Lennon, J.J. (1996) Association of Scottish Visitor Attractions - Guide to Catering Practice ASVA.

Lennon, J. J. and Russell, V. (1997) Association of Scottish Visitor Attractions - Guide to Events Management ASVA.

Lennon, J.J., Foley, M., Maxwell, G. (Eds) (1997) Hospitality, Tourism and Leisure Management - Issues in Strategy and Culture Cassell .

Lennon, J.J. and Foley, M. (2000) Dark Tourism – the Attraction of Death and Disaster, Continuum. (now in 4th International Edition)

Lennon J J (Editor) (2001) Tourism Statistics – International Perspectives and Current Issues, Continuum

Lennon JJ with Smith H, Cockerill N, and Trew J (2006) Benchmarking National Tourism Organisation – Lessons from Best Practice Internationally, Routledge Keegan Paul, London.

Lennon JJ with Hooper G (2016) Dark Tourism : narratives and context revisited, Continuum.

BOOK CONTRIBUTIONS

Lennon, J.J. (1991) 'The Application of Retailing Strategies to the Management of Hospitality' (pp 83-98) in Strategic Hospitality Management Boer, A. and Teare, R. (Eds) Cassell.

Lennon, J.J. and Houghton P.J. (1993) 'Strategies for the Application of Retailing to Food and Beverage Operations' in David, B. and Lockwood, A. (1993) Food and Beverage Management pp 76-95, Cassell.

Lennon, J.J. and McPherson, G. (1995) 'Retailing Strategies in UK Museums and Galleries: Developing Revenue Generation Strategies' in Armistead, C. and Teare, R. (Eds) (1995) Services Management: New Directions and Perspectives (pp 26-37) Cassell.

Lennon, J.J. (1996) 'Marketing Eastern European Tourist Destinations' in Bennet, M. and Seaton, A. (Eds) (1996) Marketing Tourism Products - Concepts, Issues and Cases (pp 103-49) Hodder and Stoughton.

Lennon, J.J. (1996) 'Hotel and Tourism Privatisation in Eastern Europe: Progress and Process', in Leslie, D. (Ed) (1996) Leisure and Tourism Towards the Millennium (pp 79-91) LSA.

Lennon, J.J. (1997) 'Developing Equity Partnerships in Hospitality and Tourism Business - current practices in Glasgow' in Rimmington, M. Williams, C. and Nield, K. (Eds) (1997) Hospitality Business Development .

Lennon, J.J. (1998) 'Contrasting roles in business development for the tourism and leisure industries : the case of Glasgow and Dublin' in Whannel, G.(Ed) (1998) Leisure, Culture and Commerce , LSA Publications.

Lennon, J.J. (2001) 'Interpretation of the unimaginable: the US Holocaust Memorial Museum, Washington DC, USA and 'Dark Tourism' in French, R.(Ed) (2001) Challenged Tourism, Girne American University, Cyprus .

Lennon J J (2001) Tourism and Hospitality Training in Developing Countries: A radical solution to training needs in Fiji and South Africa in Maxwell G (Editor) (2001) International Perspectives on Human Resource Management, Continuum

Lennon J J (2002) Alternative Responses to Market Downturn: Private and Public Sector Partnerships in Tourism Attractions in Scotland in Published Proceedings of the 6th International Forum on Tourism Statistics, Hungarian Central Statistics Office

Lennon J and Foley M (2003) The Spectacularization of Dark Tourism: Photojournalism, Deontology and Commemoration in the Visitation of Sites of Mass Disaster in Lavoie V (2003) Now: Images of the Present Time, Le Mois de la Photo a Montreal (8th edition).

Lennon J J (2004) Responding to Market Downturn: Private and Public Sector Marketing Partnerships: the Case of Glasgow's Leading Attractions in McLeod D (2004) Niche Tourism in Question, Glasgow University Press (forthcoming)

Lennon J. J. and Seaton A.V.(2004) Thanatourism in the early 21st Century: Moral Panics, ulterior motives and ulterior desires in Singh T V (Editor) (2004) New Horizons in Tourism – Strange Experiences and Stranger Practices, CABI, Oxfordshire.

Lennon J J and Smith H (2004) Shades of Dark: Interpretation at Terezin, Lety and Czech Republic in Stock A and Kuhle C (2004) Representing the Unimaginable Narratives of Disaster, University of Munster Press, Germany.

Lennon J J and Mitchell M (2007) Dark Tourism the Role of Sites of Death in Tourism in Mitchell M (Editor) (2007) Remember Me Constructing Immortality – Beliefs on Immortality, Life and Death, Routledge

Lennon J J(2010) Dark Tourism and Sites of Crime in Botterill D and Jones T (Eds) (2010) Tourism and Crime, Goodfellow Publishers, Oxford

Lennon J J Wei D Litteljohn D (2012) Dark Tourism: The case of the memorial to the victims of Nanjing (Nanking) Massacre, China in White I and Frew E (2012) Dark Tourism and Place Identity: Marketing, Managing and interpreting dark places, Routledge, Oxford.

Lennon J J Weber D (2016) The Long Shadow: Marketing Dachau, in Lennon J J and Hooper G (2016 forthcoming) Dark Tourism : narratives and context revisited, Continnum

Lennon JJ (2016) Transforming Waterways and brownfield sites : tourism based regeneration of Scottish Canals in Hooper G (Ed) Heritage and Tourism in Britain and Ireland: Nation, Conservation, Identity, Palgrave Macmillan

Lennon J J (2016) Dark Tourism Visualisation: some reflections on the role of photography in Stone P (Ed) Handbook of Dark Tourism Studies, Palgrave Macmillan

Lennon J J (2016) Dark Tourism and Architecture of the National Socialist Period in Germany in Aumann P (Ed) Architecture of the National Socialist Period in Germany (1933-45), Peenemunde Press, Germany

Lennon J and McKeane A (2016) Developing and managing visitor attractions as a core element of waterway transformation: the case of Scottish Canals in Waterways as Cultural Landscapes: European Historical Waterways from Traditional Knowledge to Heritage Tourism Francesco Vallerani, Francesco Visentin (Eds.) Routledge, London

Lennon JJ (2016) Tourism impacts of Brexit or retained EU membership in Jeffery C and Perman R (2016) Britain Decides e-book, David Hume Institute, University of Edinburgh

EDITORSHIPS

Worldwide Hospitality and Tourism Themes Journal Special Edition: Dark Tourism Vol 9 No 3 (2017) (Forthcoming) a review of contemporary research and findings in the field

International Journal of Heritage Studies Vol. 2 No 1 (with Malcolm Foley) 1997 Special Issue on Dark Tourism (a conceptual approach to tourism developed and substantiated by J Lennon and M Foley of Glasgow Caledonian University).

PAPERS (FULLY REFEREED)

Lennon, J.J. (1989) 'Industrial needs and education provision: the case of hotel and catering management' in International Journal of Hospitality Management Vol. 8, No 2 (pp 156-169).

Lennon, J.J. (1989) 'The sociology of hospitality labour and the neglect of accommodation workers' in International Journal of Hospitality Management Vol. 8, No 3 (pp 208-219) with Wood, R.C.

Lennon, J.J. (1989) 'Entrepreneurs - reality and rhetoric' in International Journal of Contemporary Hospitality Management Vol. 1, No 2 (pp 12-21) with Vannochi. I.

- Lennon, J.J. (1991) 'Future for...Four and Five star hotel ownership in the UK' in Insights - The Tourism and Marketing Intelligence Service (pp B41-49) English Tourist Board.
- Lennon, J.J. (1992) 'Opening the Box: Unlocking the Tourism Potential of the former Soviet States' in Leisure Studies Review Vol. 2, No 1 (pp 31-41).
- Lennon, J.J. (1992) 'The Teaching of Industrial and Other sociologies in Higher Education: The Case of Hotel and Catering Management Studies' in International Journal of Hospitality Management Vol. 11, No 3 (pp 239-253) with Wood, R.C.
- Lennon, J.J. (1994) 'Leisure and Tourism Privatisation in Eastern Europe' Keynote Paper in proceedings of the International Leisure Studies Association Conference (pp 3-26) Glasgow, UK.
- Lennon, J.J. (1994) 'Recruitment and Retention in Quality Hotel in Eastern Europe' in proceedings of the International Association of Hospitality Management Schools Conference (pp 149-163) Edinburgh, UK with Kennedy, K.
- Lennon, J.J. (1994) 'Service Quality in Practice: Customer Service in Scotland's Tourist Information Centres' in International Journal of Hospitality Management Vol. 13, No 2 (pp 231-249) with Mercer, A.
- Lennon, J.J. (1995) 'JFK and Cultural Tourism' in proceedings of Shouts from the Street: First Annual Conference for Popular Culture (pp 28-39) Manchester, UK with Foley, M.
- Lennon, J.J. (1995) 'War and Cultural Tourism in Berlin' in proceedings of The Urban Environment: Tourism (pp 111-132) London, UK with Foley, M.
- Lennon, J.J. (1996) 'An evaluation of the need for public and private sector partnerships in the tourism industry in the Highlands of Scotland' in International Association of Hospitality Management Schools Conference (pp 120-139) Leeds, UK with Litteljohn, D. and Foley, M..
- Lennon, J.J. (1996) 'Proactive business development strategy for urban locations: a review of Glasgow Development Agency's Tourism Business Partnership Programme' in International Association of Hospitality Management Schools Conference (pp 149-163) Leeds, UK with Kaley, K.
- Lennon, J.J. (1996) 'JFK and Dark Tourism: A Fascination with Assassination' in the International Journal of Heritage Studies Vol. 2, No 1 (pp 198-211) with Foley, M.
- Lennon, J.J.(1996) 'Editorial: Heart of Darkness' in the International Journal of Heritage Studies Vol. 2, No 1 (pp 195-197) with Foley, M.
- Lennon, J J (1997) with Foley M 'Selective Interpretation in Dark Tourism - the case for the Channel Islands Occupation 1940-45' in proceedings of Council for Hospitality Management Education (CHME) Research Conference 1997, St. Catherine's College, Oxford University.
- Lennon, J.J. (1997) 'Contrasting roles in business development for the tourism and leisure industries: The case of Glasgow and Dublin' in proceedings of Leisure Culture and Commerce, Leisure Studies Association Conference, 1997, Roehampton Institute London.
- Lennon, J. J. (1997) 'Pathways to Success: Contrasting roles in Public Sector business development for the tourism industries - a comparison of Glasgow and Dublin' in proceedings of the Second International Research Symposium on Public Services Management Conference, 1997, Aston Business School.

Lennon, J. J. (1998) 'Development Funding and Tourism Performance : the case of Dublin' in proceedings of the First Urban Tourism Seminar - Dublin a case study 27.2.98, Glasgow Caledonian University and Strathclyde University.

Lennon, J.J. (1998) 'Urban Tourism Development and Dark Tourism Sites - an examination of Berlin, Germany' in proceedings of the 7th Annual Hospitality Research Conference 1998, Glasgow Caledonian University.

Lennon J (2000) 'Distortion and Heritage: the Case of Auschwitz KZ, Poland, Keynote Paper delivered and included in the proceedings of the International Conference on Distorted Heritage, in Charleston, USA

Lennon J and Graham M (2001) Commercial Development and Competitive environments: the Museum Sector in Scotland in International Journal of Tourism Research Vol.3 (314) pp 1-17

Lennon J and Graham M (2001) Prognostication of the Scottish Culture and Heritage sector's skills profile in The Journal of Museum Management and Curatorship Vol.19 (2) pp 119-138

Lennon J and Graham M (2002) The Dilemma of Operating a Strategic Approach in Human Resource Management in the Scottish Visitor Attractions Sector in International Journal of Contemporary Hospitality Management Vol. 14, No. 5 pp213-220

Lennon J (2004) Revenue management and customer forecasts: A bridge too far for the UK visitor attractions sector in Journal of Revenue and Pricing Management Vol.2 No 4 pp 338-352

Lennon J, and Smith H (2004) A Tale of Two Camps: Contrasting Approaches to Interpretation and Commemoration in the Sites at Terezin and Lety, Czech Republic in Tourism Recreation Research Vol.29 No.1 pp 15-25

Lennon J and Wight C (2005) Towards and understanding of Visitor Perceptions of 'Dark' sites : The case of the Imperial War Museum of the North, Manchester in Journal of Hospitality and Tourism Vol 2 No 2 pp 105-122

Lennon J, Yeoman I and Black L (2005) Foot and Mouth Disease - A Scenario of Reoccurrence for Scotland's Tourism Industry in Journal of Vacation Marketing, Vol 11 No 2 pp179-190

Lennon J et al (2006) Integrated forecasting and CGE models: The case of tourism in Scotland in Tourism Management Vol 26 pp 292-305

Lennon J, Yeoman I and McMahon-Beattie U (2007) West Nile Virus : A Scenario or not for Scottish Tourism in International Journal of Operational Research (forthcoming)

Lennon J and Wight C (2007) Selective Interpretation and Eclectic Human Heritage in Lithuania in Tourism Management Vol 28 00519-529

Lennon J and Yeoman I (2007) Drivers and Scenarios of Scottish Tourism – Factors and Trends shaping the future to 2015 in Tourism Recreational Research Vol 32 No 1 pp 345-367

Lennon J (2009) Tragedy and Heritage in Peril : The Case of Cambodia in Tourism Recreational Research (Vol 3 No 2 pp 116-123)

Lennon J J (2016) with T Peschken, P Shukla, S Rate The role of Information Alignment and Entrepreneurial traits on SME Internationalization: A Conceptual Framework in Management Research Review, (accepted for publication)

Lennon J J (2016) Dark Tourism (definitive definition entry 10,000 words, triple peer reviewed) in Rafter N and Brown M (Eds) The Oxford Dictionary of Criminology and Criminal Research, Oxford, Oxford University Press

Lennon J J Harris J and McKeane A (2016) (Forthcoming) Transforming waterways: the tourism based regeneration of Scottish Canals in Tourism Management

Lennon J J (2017) (Forthcoming) Dark Tourism Sites: visualization, evidence and visitation in Worldwide Hospitality and Tourism Themes, Special Edition Dark Tourism, Vol 9 No 3 pp 5-30, London, Emerald

Lennon J J and Fedelli G (2017) (Forthcoming) Evaluating the Night Time Economy : developing a definitive methodology for urban locations – the case of Glasgow UK in Tourism Management

Lennon J J and Fedelli G (2017) (Forthcoming) The impact of Windfarms on Tourism the case of Scotland in Tourism Management

Other Relevant Written Materials

REF Case Study and Contribution 2014

I have authored a major case study for the REF exercise based upon the statistical research conducted on visitor attractions from 1999-2012 in Scotland that has been cited and used extensively in the development of policy by Scottish Government and state organisations involved in tourism and heritage. It has also provided the foundation for a range of publications which will also be considered as part of the submission.

Scottish Business Insider

I have authored annual forecasts for the Scottish tourism industry since 2009 for the key Scottish private sector publication. This provides valuable profile for the University and helps catalyse related projects from the wider sector.

VisitScotland Policy Papers

I have authored jointly and independently a number of policy papers for the Board of VisitScotland and have presented the same at Board away day and regular meetings. This exercise provides unique access to senior decision makers involved in VisitScotland and is invaluable in terms of positioning the School and Department.

Historic Scotland Key Project Development

I have been involved as a Board member in the development of strategy and commercial developments for this major heritage organisation. Specifically I was on the project team of the £11.7 million Stirling Castle project and am currently working on development of commercial accommodation provision within this state body.

Media Briefings and Authorship

I have undertaken a range of writing on behalf of Scottish and UK quality newspapers and related media sites on key topic areas in tourism, travel and hospitality.

References

Current Employer: Professor Mike Mannion (former Vice-Principal and Pro-Vice Chancellor Research, Glasgow Caledonian University, Cowcaddens Road, Glasgow, G4 0BA M.A.G.Mannion@gcu.ac.uk)

Previous Employer: Professor John Wilson (former Vice Principal and Dean GCU) Principal and CEO The Sino-British College, University of Shanghai for Science and Technology, 201 Admin Building, 1195 Fuxing Zhong Rd, Shanghai 200031, China John.Wilson@sbc-usst.edu.cn

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