

PUBLICATIONS

DR. MARY KLEMM 2004

Refereed Journal Articles

"Corporate Branding: Analysis of a City Communication Strategy" (with M. Trueman, and A. Giroud) *Corporate Communications: An International Journal* Vol.9 No. 4 pp.317-330 2004.

"Ethnic Groups and the British Travel Industry: Servicing a Minority?" (with S. Kelsey). *Service Industries Journal* Vol 24. No. 4 pp115-128 2004

"Tourism and Ethnic Minorities in Bradford: the Invisible Segment." *Journal of Travel Research* Vol. 41, 85-91 2002

"UK Tour Operator Strategies: Causes and Consequences" (with L. Parkinson) *International Journal of Tourism Research*. Vol. 3, 367-375, 2001.

"Tourism in Difficult Areas Revisited: the Case of Bradford 14 years on" (with C A Hope) *Tourism Management*. Vol. 22 629-652. 2001.

"Managing the Balance of Power: UK Tour Operators and Destinations. *The Tourist Review*.Vol. 1/2000, 4 -13, 2000.

"Sharing the vision: Company Mission Statements in Britain and France" (with J. Brabet), *Long Range Planning*, February 1994

"Languedoc Roussillon: Adapting the Strategy", *Tourism Management*, Vol. 17, No 2, pp 133-47, 1996

"Le Point sur les Projets D'Entreprise" (with J. Brabet), *Gestion 2000*, January 1994

"The Decline of Tourism in Northern Ireland - the Causes" (with P. J. Buckley), *Tourism Management*, June 1993.

"Mission Statements: Selling Corporate Values to Employees" (with G. Luffman and S. Sanderson), *Long Range Planning*, Vol 24, No 3, 1991

"Sustainable Tourism Development: Languedoc Roussillon Thirty Years On", *Tourism Management*, June 1992.

"Tourism and the Arts: A Response", *Tourism Management (letter)* Vol 10, No.4 p.347 1989.

Forthcoming articles

"The UK Travel Industry And Ethnic Minorities: Social Inclusion And Cultural Awareness" Accepted for *Tourism, Culture and Communication 2005*.

Books

An Introduction to Business Planning (with Kevan Scholes), Macmillan, 1987

Book Chapters

"Extending the school holiday season: the case of Eurocamp," in '*Seasonality in Tourism: an Exploration of Issues*' edited by Tom Baum & Svend Lundtorp, (with Julian Rawel) *Advances in Tourism Research*, chapter 9 (141-152), Pergamon 2001.

"The Spanish Tourism Industry: Changing the Balance of Power", (with Maria Martín Quirós) in *Issues in Tourism: Case studies in planning development and marketing*, edited by Lynn Harrison & Winston Husbands, chapter 7 126-144. Wiley, 1996

"Museum Sector Workforce Survey" (with Nick Wilson), Chapter 24 in *Museum Provision and Professionalism*, Part 4 164-171. Edited by Gaynor Kavanagh, Routledge, 1994

Refereed Conference Papers

"Company mission statements: do they still have a role?" British Academy of Management Conference, St. Andrews University August 2004. (with John Redfearn)

"Tourism and Ethnic Minorities: the need for Cultural Awareness." Paper presented to EuroCHRIE conference *Cross cultural challenges to the tourism industry: the educational answers* ESADE Sant Ignasi Congress, Barcelona, Spain November 2002. Full paper published in the conference proceedings.

"Investigating Issues of Race within the Tourism Industry: a Focus Group Approach" (with S.Kelsey). Paper presented to *Tourism Research 2002* conference, (Panel 5: Social and Environmental inclusion in Tourism), Cardiff, Wales, September 2002 ISBN 1-902724-56-9

"Catering for a minority? Ethnic groups and the British Travel Industry" (with S.Kelsey) Paper presented to 33rd annual conference of the Travel and Tourism Research Asssocation "*Capitalizing on Travel Research for Marketing Success*" Arlington, Virginia, USA, June 22-26 2002. Full paper published in the conference proceedings

"Tourism in Difficult Areas Revisited: the Case of Bradford 14 years on" (with C A Hope) Report of 49th Congress of Aiest, Slovenia, 1999, Vol. 41, pp 235-248

"UK Tour Operators: Blessing or Blight?" Paper for Conference "Achieving Fairly Traded Tourism", University of North London, June 1999

"British Tour Operators: Implications for Quality" (with Lynn Parkinson). Paper presented to the 47th Congress of Aiest, August, 1997

"The Role of Property Development in the Image and Long Term Viability of a Tourist Destination; The Example of Languedoc-Roussillon". Paper presented to the 45th Congress of AIEST, September 1995

"Sustainable Tourism Development: Languedoc Roussillon Thirty Years On", *Actes du Colloque International*, 19-21 November, 1992 "Le Tourisme international entre tradition et modernité", URESTI-CNRS, Paris

"Employment Practices with Special Reference to Internal Labour Markets" (with Nick Foster and Bob Woodward). Paper presented to *APTE Conference*, 1983

Research Reports and Published Working Papers

Achieving Ethnic Diversity in the Travel Industry. *Bradford University Publications*. 2002. ISBN 1-85143-194-2 (with Sarah Kelsey)

"Company mission statements: do they still have a role?" *Bradford University School of Management Working Paper* No. 04/09 (with John Redfearn).

"Catering for Minority? Ethnic groups and the British Travel Industry" *Bradford University School of Management Working Paper* No. 02/20 (with Sarah Kelsey)

"Bradford in the Premier League: a multidisciplinary approach to branding and positioning a City" *Bradford University School of Management Working Paper* No. 04/01 (with M. Trueman, A. Giroud, & T. Lindley)

"Tourism and Ethnic Minorities in Bradford: Concepts and Evidence". *Bradford University School of Management Working Paper* No. 00/03

"Managing Cultural Differences in Global Environment". (with B. Chennoufi) *Management Centre Working Paper* No. 00 25, 2000

"UK Tour operators, blessing or blight?" (with Lynn Parkinson), *Management Centre Working Paper*, No 9714, 1997

"Eurocamp: Strategic Development and Internationalisation in a European Context" *Management Centre Working Paper* No 9908, 1999.

"An Analysis of the Workforce in the Museums, Galleries & Heritage Sector in the United Kingdom" (with Nick Wilson), *Museums Training Institute*, Bradford, 1993

"The Sheffield City Council Arts Department and its Market" (with Gill Fowler), *Sheffield City Council* May 1988

"Sheffield City Hall - A Strategic Analysis" (with Glyn Owen), *Sheffield City Council*, 1988

"Freetime in Sheffield - Analysis of Activity Holiday Clients" (with Pauline Thorne), *Sheffield City Polytechnic Paper*, 1988

"Survey of a Segment of the VFR Tourist Market in Sheffield", *Sheffield City Polytechnic Paper*, 1987

Published Case Studies

"The Coloroll Group plc". Case Study in *Strategic Management & Organisational Dynamics*(with Dorothea Noble) Ed. Ralph D Stacey, Pitman, 1996 (2nd edition)

"Medway Menswear Ltd", (with Bill Richardson), *Case Studies in Business Planning*, Pitman, 1989

"Career Structures in Hotels and Financial Services: A Comparison", *Case Clearing House*, 1986

"Manpower Planning in Engineering", *Case Clearing House*, 1984