

The Icelandic Tourism Research Centre

Aims and strategy 2010-2013



ICELANDIC TOURISM
RESEARCH CENTRE

Objectives of the ITRC

- To promote and coordinate tourism research in Iceland
- To facilitate cooperation between domestic and foreign researchers and teachers in the field of tourism studies
- To increase cooperation with the industry through applied research
- To publish papers and books and present research results in tourism studies
- To offer courses and lectures in tourism studies

Aims and strategy till end year 2013

Research	Co-operation	Teaching	Finance	
Increase applied research and boost the standards of academic research. Take initiative in research in Iceland	Increase co-operation between tourism research institutes domestically, abroad and the industry.	Increase the number of students at both Bachelors and Masters level and co-ordinate the schools teaching tourism.	Sustain balanced growth.	Goal
File grant applications in co-operation with the industry. Publish reviewed articles, reports, and books.	Co-operation agreements, joint research domestically and abroad. Participation in industry projects.	The number of students. The co-operation between teachers. Co-ordinated publication and promotion material.	Increased turnover, more applications yielding money, more applications for co-operation with the ITRC. Monthly balance sheet	Measurement
<p>2011 6 reports, 6 articles. 2 joint applications.</p> <p>2012 6 reports, 6 articles, 1 book. 3 joint applications.</p> <p>2013 6 reports, 6 articles. 4 joint applications.</p>	<p>2011 Formal agreement with the government on tourism research</p> <p>2012 1 co-op agreement abroad.</p> <p>2013 1 co-op agreement abroad.</p>	<p>2011 10% more students on both levels.</p> <p>2012 20% more students than the year before, 10% more post-grads</p> <p>2013 20% more students than the year before, 10% more post-grads.</p> <p>Annual meeting of teachers in tourism studies</p>	<p>2011 Turnover 35.000.000 ISK</p> <p>2012 Turnover 40.000.000 ISK</p> <p>2013 Turnover 45.000.000 ISK</p>	Posts
Credibility for the industry and the academic research society	Trust from our partners and a leading role in the coordination and strategy making.	More good quality Bachelor and masters dissertations. More students graduating. Coherent vision.	Real-time balance sheet, solid financial basis. 50% of turnover coming from research and grants	Results