Content

Introduction ............................................................................................................................ 10
Keynote speakers .................................................................................................................. 11
Organizers ............................................................................................................................ 15
Bio sketches delegates ......................................................................................................... 16
Abstracts ............................................................................................................................... 42
Melgaço a Border Territory: the new economy through tourist dynamics ......................... 42
  Lidia Aguiar ....................................................................................................................... 42
Creative tourism development in rural Alentejo. The role of third-sector organizations. .......... 42
  Sara Albino ......................................................................................................................... 42
  Jaime Serra ......................................................................................................................... 42
  Noemi Marujo ..................................................................................................................... 42
Death and Renewal of Festival and Events .......................................................................... 43
  Jane Ali-Knight ................................................................................................................... 43
  Kirsten Holmes .................................................................................................................. 43
Measurement of competitiveness of tourism destinations from the perspective of residents: application in Balneário Camboriú, state of Santa Catarina, Brazil .................................................. 44
  Francisco Antonio dos Anjos ............................................................................................. 44
  Sara Joana Gadotti dos Anjos ........................................................................................... 44
  Maria Carolina Bucco ....................................................................................................... 44
Designing event experience for people with Down Syndrome ............................................. 45
  Vladimir Antchak ............................................................................................................... 45
  Charlotte Whitehouse ...................................................................................................... 45
Gentrification on the move ................................................................................................. 46
  Albert Arias-Sans .............................................................................................................. 46
  Antonio Paolo Russo ......................................................................................................... 46
Networks and Platform-based Tourism: Co-creation determinants in rural tourism .............. 46
  M. Aurkene Alzua Sorzaba ............................................................................................... 46
  Marina Abad ...................................................................................................................... 46
  Basagaitz Gereño .............................................................................................................. 46
The Couchsurfing Community and their influence on touristic behavior, relationships and urban landscapes ........................................................................................................ 47
  Agnetha Bartels ............................................................................................................... 47
Tourism-phobic narratives in emergent destinations: the case of Girona ............................ 48
  Dani Blasco-Franch .......................................................................................................... 48
  Saida Palou ...................................................................................................................... 48
  Manel Poch ..................................................................................................................... 48
10-year progress in understanding of daily deals in hospitality distribution .............................................................................. 49
Miha Bratec ......................................................................................................................................................................................... 49
Katarzyna Minor ................................................................................................................................................................................ 49
Tanja Mihalić ....................................................................................................................................................................................... 49
A Queer Sense of Home: Placemaking and Community at Burning Man ......................................................................................... 50
Caitlin Brooks ..................................................................................................................................................................................... 50
Tourists’ satisfaction as an indicator of sustainable tourism in Istria (Croatia) .................................................................................. 50
Kristina Brščić .................................................................................................................................................................................... 50
Tina Šugar ........................................................................................................................................................................................... 50
Involving schools in touristic products development to enhance suburban cultural landscape ............................................................. 51
Camilla CASONato .............................................................................................................................................................................. 51
Marco Vedoa .................................................................................................................................................................................... 51
Tourism, financialization, and the sharing economy: The political economy of Dublin’s housing crisis .............................................. 52
Michael Clancy .................................................................................................................................................................................. 52
Airbnb in Lisbon: professionalization, buy-to-let investment and loss of place ...................................................................................... 53
Agustin Coca-Gant .............................................................................................................................................................................. 53
Ana Gago .......................................................................................................................................................................................... 53
The transformative potential of events – the power of affective engagement .................................................................................... 54
Willem Coetzee .................................................................................................................................................................................. 54
Politics, Conflicts and Religious Tourism: The Case of Nazareth, Israel .............................................................................................. 55
Noga Collins-Kreiner ........................................................................................................................................................................... 55
Innovation, change and authenticity in traditional and popular culture events: la Patum de Berga and Correfoc de la Mercè, Catalonia, Spain. .......................................................................................................................... 55
Alba Colombo .................................................................................................................................................................................... 55
Transformations in importance of leisure time across age cohorts. A comparative European analysis (1990-2018) .................................. 56
Lluis Coromina Soler ........................................................................................................................................................................... 56
Ariadna Gassiot Melian ......................................................................................................................................................................... 56
Tourism self-development, initiatic travel, consciousness travel, history of tourism, experience .......................................................... 57
Neus Crous Costa .................................................................................................................................................................................. 57
Nuria Morere ........................................................................................................................................................................................ 57
Dolors Vidal-Casellas ............................................................................................................................................................................ 57
Does geography matter when renting an Airbnb apartment? The evidence from users’ opinions ....................................................... 58
Marta Derek .......................................................................................................................................................................................... 58
Zuzanna Mańk ....................................................................................................................................................................................... 58
Sinking in the garbage: contemporary art, tourism, and environmental consciousness ................................................................. 58
Liliana Dias Carvalho ............................................................................................................................................................................ 58
Flávio Andrew do Nascimento Santos ............................................................................................................................................ 58
Eduardo Brito-Henriques .................................................................................................................................................................... 58
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The importance of an education towards hospitality: assumptions and</td>
<td>59</td>
</tr>
<tr>
<td>practices</td>
<td></td>
</tr>
<tr>
<td>Adalberto Dias de Carvalho</td>
<td>59</td>
</tr>
<tr>
<td>Cristiana Oliveira</td>
<td>59</td>
</tr>
<tr>
<td>Identifying non-human and human stakeholders in a DMO practice</td>
<td>60</td>
</tr>
<tr>
<td>Ane Dolward</td>
<td>60</td>
</tr>
<tr>
<td>Migrant integration and the paradox of hospitality</td>
<td>60</td>
</tr>
<tr>
<td>Tara Duncan</td>
<td>60</td>
</tr>
<tr>
<td>Tone Therese Linge</td>
<td>60</td>
</tr>
<tr>
<td>Trude Furunes</td>
<td>60</td>
</tr>
<tr>
<td>Tom Baum</td>
<td>60</td>
</tr>
<tr>
<td>Uses of ethnic theme restaurants in Tourism: a case study in Newark</td>
<td>61</td>
</tr>
<tr>
<td>(USA)</td>
<td></td>
</tr>
<tr>
<td>Carlos Fernandes</td>
<td>61</td>
</tr>
<tr>
<td>Challenges of Cross-border Tourism Branding: The Case of La Cerdanya</td>
<td>62</td>
</tr>
<tr>
<td>Natàlia Ferrer-Roca</td>
<td>62</td>
</tr>
<tr>
<td>Jaume Guia</td>
<td>62</td>
</tr>
<tr>
<td>Medical Tourism Communication in a Globalized and Competitive World</td>
<td>62</td>
</tr>
<tr>
<td>Natàlia Ferrer-Roca</td>
<td>62</td>
</tr>
<tr>
<td>Sílvia Espinosa-Mirabet</td>
<td>62</td>
</tr>
<tr>
<td>Andrea Oliveira</td>
<td>62</td>
</tr>
<tr>
<td>Territory and tourism: a study of innovation in rural areas through</td>
<td>63</td>
</tr>
<tr>
<td>cheese production</td>
<td></td>
</tr>
<tr>
<td>Francesc Fusté-Forné</td>
<td>63</td>
</tr>
<tr>
<td>Lluís Mundet</td>
<td>63</td>
</tr>
<tr>
<td>The image and the sources of tourism destination information: the</td>
<td>64</td>
</tr>
<tr>
<td>impacts on tourists’ expectations and perceptions</td>
<td></td>
</tr>
<tr>
<td>Sara Joana Gadotti dos Anjos</td>
<td>64</td>
</tr>
<tr>
<td>Francisco Antonio dos Anjos</td>
<td>64</td>
</tr>
<tr>
<td>Vitor Roslindo Kuhn</td>
<td>64</td>
</tr>
<tr>
<td>Tourism behavior in crowded micro-spaces: The case of Girona’s</td>
<td>65</td>
</tr>
<tr>
<td>visitors during Temps de Flors</td>
<td></td>
</tr>
<tr>
<td>Nuria Gali</td>
<td>65</td>
</tr>
<tr>
<td>Managing overtourism from the paradigm of Smart Tourist Destinations</td>
<td>66</td>
</tr>
<tr>
<td>Maria García-Hernández</td>
<td>66</td>
</tr>
<tr>
<td>Sofía Mendoza de Miguel</td>
<td>66</td>
</tr>
<tr>
<td>Manuel de la Calle Vaquero</td>
<td>66</td>
</tr>
<tr>
<td>Josep Ivars Baidal</td>
<td>66</td>
</tr>
<tr>
<td>Innovations and Alternative Community Based Hospitality in Urban</td>
<td>67</td>
</tr>
<tr>
<td>Tourism</td>
<td></td>
</tr>
<tr>
<td>Alon Gelbman</td>
<td>67</td>
</tr>
<tr>
<td>3Es experiential framework: a creative approach to events and</td>
<td>68</td>
</tr>
<tr>
<td>placemaking</td>
<td></td>
</tr>
<tr>
<td>Valentina Gorchakova</td>
<td>68</td>
</tr>
</tbody>
</table>
Competitiveness measure by composites indicators within French Outdoor Hospitality Parks (OHP) ..69

Kevin Grande ..........................................................................................................................69
Raquel Camprubi ..................................................................................................................69
Laurent Botti ..........................................................................................................................69

Transformative Tourism for Justice: the Case of the Sahrawi refugees of Western Sahara .......70
Jaume Guia ...............................................................................................................................70
Shima Ahmadi ........................................................................................................................70
Sil van de Velde .......................................................................................................................70

Insourcing the Indigenous without Outsourcing the Story Teller - An African Solution ........70
Karen Harris ............................................................................................................................70
Christoffel Botha ..................................................................................................................70

Stimulating Simulation: Teaching and Training Tourism Graduates .....................................71
Karen Harris ............................................................................................................................71

World Heritage Brand Personality .........................................................................................72
Mohamed Abdalla Elsayed Hassan ......................................................................................72
Silvia Aulet Serrallonga ..........................................................................................................72
Konstantina Zerva ................................................................................................................72

Branding Sami Tourism: Practices of Indigenous Participation and Place-Making ............73
Susanna Heldt Cassel .............................................................................................................73

Co-creating educational programs in Leisure & Events Management ...............................73
Amber Herrewijn ...................................................................................................................73
Marjorein van Houten ..........................................................................................................73

Mobility behaviour in connection with the high-speed rail ..............................................74
Andrea Holešinská ................................................................................................................74
Martin Šauer ........................................................................................................................74
Markéta Novotná ..................................................................................................................74

Private aviation, connectivity for Destinations: Ecuadorian Case .........................................75
Wilson Hoyos ........................................................................................................................75
Dulce Maria Pinto ................................................................................................................75

Sommeliers of a uprising tourism market - the case of Macao ........................................76
Ut Lon Im ...............................................................................................................................76
Ching Chi (Cinda) Lam .........................................................................................................76

Labor Market Reflection in HEI for Tourism Professionals in the Czech Republic ..............77
Liběna Jarolímková ...............................................................................................................77

Adventure tourism as extraordinary consumer experiences ............................................77
Oystein Jensen .......................................................................................................................77
Frank Lindberg ......................................................................................................................77
Lowering the threshold? Unorthodox recruiting practices in a major Nordic hotel chain
Max Jerneck

Lin Lerpold
Örjan Sjöberg

Chinese Tourism in the Arctic North – Opportunities beyond the Economic
Matias Thuen Jørgensen
Rasmus Gjeldssø Bertelsen

Sustainable Hunting Tourism in the Czech Republic as a part of rural areas
Markéta Kalábová

Assessing accessible tourism research
Emmanuel Adu-Ampong

Challenges for Modernization of Tourism Education in the Czech Republic
Alžbeta Királová

Factors influencing Generation Y’s tourism-related social media activity
Joanna Kowalczyk-Anioł
Nowacki Marek

A systematic review of the impacts of terrorism on tourism demand
Tomáš Krajňák

The Transformation of the Wine Market by Tourism – The Gambling Gorilla Macao
Ching Chi (Cindia) Lam
Ut Lon Im

Disruption and tradition in the collaborative economy: the case of Free Walking tours business models
Maria del Pilar Leal Londoño
Pablo Pérez Manglano

Social Change and Tourism Development
Weng Si (Clara) Lei
Wantanee Suntikul
Zhaoyu Chen (Vicky)

Avitourism as a transformative alternative to sustainable development and human wellbeing
Antje Lenhard
Engela P. de Crom
Willem Coetze

A fashionable backdrop: Gazing at the British working-class town through fashion
Henrik Linden
Sara Linden

From Sea to Land – Factors Affecting Shore Excursion Destination Choice
Kim Leng Loi
Transformational Tourism Experiences: the role of place and potential benefits for destinations ..........90

Carla Melo ................................................................................................................................. 90

Greg Richards ............................................................................................................................ 90

Melanie Kay Smith .................................................................................................................... 90

Urban tourism and local community: participatory museums as spaces for social innovation ......... 91

Mónica Molina ............................................................................................................................ 91

Spatio-Temporal Mobility Patterns. A comparative analysis of Guided and Independent Cruise Visitors ........................................................ ............................................................ 92

Sandra Navarro-Ruiz .................................................................................................................. 92

Josep A. Ivars-Baidal ................................................................................................................ 92

Ana B. Casado-Diaz ................................................................................................................... 92

Safari parks in Europe – a transforming concept ...................................................................... 93

Lukáš Nekolný .......................................................................................................................... 93

Overland truck tourism: reinforcing or changing narrative during a Southern African journey? .... 93

Sian Newsome Magadza ........................................................................................................... 93

Lisbon Nightlife Commission: A new participative tool for governing the ‘Tourist City’ ................ 94

Jordi Nofre .................................................................................................................................... 94

Sustainable development goals and tourism: an approach from the restauration sector ............... 95

Ester Noguer Juncà .................................................................................................................... 95

Laura Basagaña Illa ................................................................................................................... 95

Sustainable tourism and rural livelihood? Understanding the psycho-social benefits sought by international volunteers on organic farms in Norway ...................................... 96

Ingeborg Nordbø ....................................................................................................................... 96

Internet of Things Business Model Canvas for event management ........................................... 96

Nana Nyarko .............................................................................................................................. 96

Regional event funding policies: A strategic-relational critique of current practice .................... 97

Neil Ormerod .............................................................................................................................. 97

Emma Wood .............................................................................................................................. 97

Demand for Creative Events in Slovakia – Transformations and Trends .................................... 98

Zuzana Palenčíková ................................................................................................................... 98

Ľudmila Mázuchová .................................................................................................................... 98

Zuzana Sándorová ..................................................................................................................... 98

Selfies as tourism destination image induction tools: A Study based on the Visit London Top 11 Selfie-spots Guide ........................................................................................................ 98

Dulce Maria Pinto ....................................................................................................................... 98

Nature for All? Public Transport, Politics and the Accessibility to Natural Sites ......................... 99

Yael Ram ....................................................................................................................................... 99

Transforming places through event programmes? ..................................................................... 99

Greg Richards ............................................................................................................................. 99

Cultural Diplomacy as a social innovation trigger in Arts Festivals ........................................... 100

David Rodriguez ......................................................................................................................... 100
Smarter cities, less just destinations? Examining the relational power of enabled tourists .......... 101
Antonio Russo .................................................................................................................. 101
Fiammetta Brandajs ........................................................................................................ 101
Travel selfies underpinning narcissism? ........................................................................ 102
Alexis Saveriades ............................................................................................................ 102
P. Christou ....................................................................................................................... 102
A. Farmaki ....................................................................................................................... 102
M. Georgiou ..................................................................................................................... 102
Tourism development in rural areas – success factors for growth with support from gastronomy? .... 104
Ulrich Schmudde ........................................................................................................... 104
Anna Sörensson ............................................................................................................... 104
Wilhelm Skoglund ........................................................................................................ 104
Creative place making through a rural community event: storytelling, dialogue and authenticity .... 105
Ilja Simons ..................................................................................................................... 105
A co-creative exploration of tourism and recreation management futures: A Brussels-based case study ..... 105
Eva De Smedt ................................................................................................................ 105
Chris De Smedt .............................................................................................................. 105
“Salt and Light”: Transformation of Yim Tin Tsai, Hong Kong through ‘Heriligion’ .................. 106
Trevor Sofield ............................................................................................................... 106
Fung Mei Sarah Li ......................................................................................................... 106
Lawal Marafa ................................................................................................................. 106
Kwo Fung William Shek ............................................................................................... 106
Teaching traditional Chinese values as determinants for natural and cultural heritage tourism .. 107
Trevor Sofield ................................................................................................................. 107
Fung Mei Sarah Li ......................................................................................................... 107
The Pyrenees Mountains: Culturally-constructed Landscapes of Health-and-Wellness Tourism and New Mobilities ........................................................................... 108
Trevor Sofield ............................................................................................................... 108
Jaume Guia ..................................................................................................................... 108
N. Berthelet .................................................................................................................... 108
Factors shaping residents’ support for tourism development ........................................ 109
Daniela Soldić Frleta .................................................................................................. 109
Dora Smolčić Jurdana ................................................................................................. 109
How can the cultural event of Jokkmokk market create new tourism innovations based on the identity of the place? .................................................................................. 110
Anna Sörensson ............................................................................................................. 110
Intimacy on the move. The use of dating apps among mobile collectives ......................... 111
Elsa Soro ....................................................................................................................... 111
Transformational event tourism: a micro-sociological perspective .................................. 111
Davide Sterchele ............................................................................................................ 111
Introduction

Tourism Transformations

Tourism will continue growing in the foreseeable future. Although this may be positive news for tourism businesses, the future of tourism needs to go beyond mere numbers, putting the focus on qualitative issues such as sustainability and wellbeing instead of overnights or money spent.

Moreover, modern societies are arguably moving towards a new paradigm in which the preference for intangible experiences over tangible possessions is growing, and therefore experientialism will overtake materialism in people’s pursuit of happiness. As qualities and intangibilities begin to dominate the market, tourism businesses and destinations will have to be rethought so that both tourists and local communities take a prominent role in the development of tourism.

At the same time, we can also draw attention to the transformational power that tourism exerts in destinations. This power can be observed through the emergence of overtourism or tourismphilia, but it can also be seen in the wide range of untouched destinations willing to attract tourism.

All these transformations are part of the daily life of destinations, businesses and residents nowadays, and clear examples can be found in the surroundings of the conference location. From massively popular Barcelona, to the mature coastal region of the Costa Brava, and the dynamic rural tourism of the Pyrenees.

These transformations open up many new paths and opportunities to be explored by both academics and practitioners.
Keynote speakers

Tazim B. Jamal is professor at the Department of Recreation, Park and Tourism Sciences, Texas A&M University. Her primary research interests lie in the areas of sustainable tourism, heritage tourism and collaborative tourism planning. Among other publications, she is the co-editor of The SAGE Handbook of Tourism Studies (2009), and the author of Justice and Ethics in Tourism (2019, Routledge) She is on the editorial board of nine peer-reviewed journals.

In search for just transitions and just transformations in travel and tourism

it is a chimera, this thing called tourism. It can offer fun, joy, rich existential experiences, ways to contribute constructively to conservation and individual as well as social well-being. Yet, there are also possibilities to wreak thoughtless harm on the destination, environment and those who inhabit them. (Justice and Ethics in Tourism, 2019)

The 2019 Atlas Annual Conference participant gather in Girona this September at a crucial juncture in tourism research and practice. The local-global landscape of travel and tourism is experiencing rapid transitions and unprecedented change; new opportunities but also new crises await. As the description on the conference site says, “the future of tourism needs to go beyond mere numbers, putting the focus on qualitative issues such as sustainability and well-being.” It requires “a new paradigm in which...tourism businesses and destinations will have to be rethought so that both tourists and local communities take a prominent role in the development of tourism” (Introduction, Atlas 2019 conference website). Channeling the transformational power of tourism at this pivotal moment of the Anthropocene will indeed require new roles, new responsibilities and new paradigms. How to address ethical issues related to health, safety, human rights and conservation (ecological and cultural), “overtourism” amidst human mobilities and migrations, burgeoning new technologies and social media, complex geopolitics, domestic terrorism, and accelerating climate crisis? Modernist benchmarks of “progress” and measures of “success” succumb gradually to post-structural, post-development and post-colonial critiques and social action. De-growth, de-marketing, and slow travel and tourism offer promising counterdiscourses. Social movements, decolonizing methodologies and new designs for a pluriverse (Escobar, 2018) open up spaces for diverse worldviews and alternative local economies and lifeways, inclusive of traditional and local knowledges, celebrating cultural pluralism and caring for land. Yet, disturbing gaps are evident in tourism research and praxis. Tendentious issues like regulation of a global travel and tourism industry lie passive. The scales of tourism weigh all too lightly on justice as an integral principle, even while “climate apartheid” looms and human rights are increasingly threatened. Climate justice evokes barely a blip in a Scopus database search of climate change and tourism! Just transitions and just transformations call for radical attention to ethical principles grounded in justice, responsibility and care for the well-being of human and non-human others. And it calls for responsibility to prepare students and society for the challenges that await the Anthropocene. Hopeful new directions await spirited discussion in historic Girona, Catalunya.
Dr. Jaume Guia is an Associated Professor at the University of Girona. He is Programme Director of the Erasmus Mundus European Master’s in Tourism Management (EMTM) and Scientific Director of the Tourism Research Campus at the same university. He has published articles in leading academic journals on a variety of topics including destination governance, cross-border destinations, destination place making, destination image, or tourism networks and clusters. Currently he is leading a research programme on tourism in contested places and the meaning of responsible tourism in those situations.

Tourism transformations: Assemblages, encounters and the imperceptible

“From the moment a system is understood as evolving over time, what becomes important are the transformations it undergoes, and all transformation in a system is the result of energy—or information—moving through it” (Kwinter, 2001, 23).

By tourism transformations we refer to the deformations and reformations that tourism produces in tourism destinations, in the visitors themselves, in individual hosts and in the visitor’s home communities. It is the first two that have received most of the attention by researchers so far. In what concerns the transformation of tourism destinations and their host communities, attention has focused on the physical transformations of destination spaces, on environmental impacts or on the socio-cultural transformations of host communities; while regarding the transformations of the travelers themselves research has focused around the concept of transformational travel. For both, destination transformations and tourists’ transformations, albeit most of the attention has been put on illustrating particular instances of transformation, some research has started to analyze and discuss the transformative processes themselves and pointed out some intrinsic limitations of mainstream approaches to tourism transformations. Therefore, we need to explore innovative perspectives and new ontological frameworks if we want to have a more accurate understanding and explanation of the transformations of tourism.

In this presentation I contend that analyzing tourism transformations from a Deleuzian perspective, that is from the philosophical position of transcendental empiricism and an ontology of immanence, can bring novel understandings of these processes of transformation, which might overcome the limitations of existing approaches. Transcendental empiricism puts into question habitual ways of thinking and acting and therefore provides creative responses to transform what seems hopeless into something hopeful. Three relevant concepts of Deleuzian thought are introduced and analyzed and their potential contribution to novel understandings of tourism transformations discussed: assemblages, encounters with difference and the imperceptible.

Assemblages are arrangements of heterogeneous elements or ‘fragmentary wholes’ solely defined by their external relations of composition. Each assemblage has its own abstract set of relations, its concrete elements and its agents, is the result of the coming together of both multiple encounters and imperceptible forces or virtual intensities, and is always ready to mutate from established patterns to unfold new capacities in doing.
Therefore assemblage thinking has an implicit focus on situatedness, a rejection of unity in favor of multiplicity and a view of transformations as processes of deterritorialization and reterritorialization of the assemblages.

*Genuine encounters* allow self-transformation through the double becoming-other they involve through the mutual opening to affecting and being affected by the other, thus making energy circulate and (re)introducing changes in the assemblage. Therefore, instead of static things we have virtual tendencies in a constant state of becoming, which involves a rejection of essences and fixed identities in favor of events and becomings, and on the relational.

*The imperceptible* refers to the multiplicity of intensities and forces from which actual and representational reality unfolds. Understanding the immanent life unfolding around us requires intuitive insight into the assemblages operating at any particular moment. Intuitive insight involves attunement with the imperceptible intensities and affects in sensation, emotion and thought, as well as attention to the multiple durations with which one is connected with, and a suspension of the automatic reactions, which can allow creative responses to emerge. Emphasis is thus put on affectivity, intuitionism and embodiment as essential features of the micro-interactions and micro-politics that constitute the imperceptible in processes of transformation.

Thus, the conjunction of these three concepts in a common framework calls forth a position in life ontologically experimentalist, epistemologically open, and immanently engaged in the world. Further attention to tourism transformations from this novel perspective might further elucidate the consequences it may have for the understanding of tourism transformations, as well as provide hopeful responses to the injustices which unfold before us at this time in history.

**Reference**

Dr. Dr. Janne Liburd is Professor and Director of the Centre for Tourism, Innovation and Culture at the University of Southern Denmark. By two ministerial appointments, Janne is the Chairman of the UNESCO World Heritage Wadden Sea National Park (2015-2024). She served on the National Tourism Forum, charged with developing the first strategy for tourism in Denmark (2015-2018). She is a cultural anthropologist: Her research interests are sustainable tourism development, open innovation, national parks, and tourism higher education.

Collaboration for Sustainable Tourism Development

The UN 2030 Agenda for Sustainable Development recognizes the insufficiency of more sustainable accomplishments for people, planet, peace and prosperity. I will explore the role of collaboration in tourism higher education and research and suggest a role for collaboration where there currently is none. Collaboration for sustainable tourism development gives way for new imaginations of desirable futures, which can be identified through tourism collaborative design (co-design). Introducing the notion of Tourism Co-Design, emphasis is on identifying latent potentials for sustainable tourism development with civic society and with stewards who care beyond selfish interests. The distinction of co-designing with others rather than designing for somebody is crucial. Rather than acting as an expert serving up yet another idea for sustainable tourism development to be vetted, the transformative effects of tourism co-design are imbued with values, ownership and an ethical, ongoing involvement of others, who embrace complexity and chaos in collaborative efforts for resilient action. In due course, I criticize the UN 2030 Agenda for Sustainable Development for reverting to static notions of achieving sustainability through economic growth everywhere, by evoking (historically unequal) relations of cooperation and partnerships.
Organizers

The Conference is organised by ATLAS and the University of Girona, Facultat de Turisme.
Bio sketches delegates

Abdyrakmanova, Aisuluu
University of Girona
Spain
aabdyrak001@gmail.com

Aguiar, Lidia
Instituto Superior de Ciências Empresariais e do Turismo (IS CET)
Portugal
laguiar@iscet.pt

Ahmadi, Shima
University of Girona
Spain
shima.ahmadi@udg.edu

Albino, Sara
University of Évora
Portugal
saralb@uevora.pt
Sara Albino is a Guest Associate Researcher of the School of Social Sciences at University of Évora in the field of tourism studies working at the CREATOUR Project - Developing Creative Tourism Destinations in rural areas and small cities. She is PhD in Tourism Planning and Development (University of Lisbon and University of Exeter, 2015). Sara is an Integrated Member of Research CIDEHUS. Member of the UNESCO Chair Team in "Intangible Heritage and Traditional Know-How as well of CIEBA, Research Centre in Studies of Fine Arts (University of Lisbon). Sara Albino is Co-Founder of Buinho Creative Hub, the Rural Fablab of Baixo Alentejo and has as a research interest the study and development of creative travelling initiatives and residency programs in rural areas, as well as youth tourism.

Ali-Knight, Jane
Napier University Edinburgh
United Kingdom
j.ali-knight@napier.ac.uk
Dr Jane Ali-Knight is a Professor in Festival and Event Management at Edinburgh Napier University, Scotland and a Visiting Professor at Curtin University, Australia. She is currently leading and developing the festival and event subject group as well as lecturing at Universities internationally and facilitating training and development in the field. Her core activities fall into three main areas: event and festival related programmes; research and publications and conferences and professional events. She is currently a board member of BAFA (British Arts (British Arts and Festivals Association) and is a Fellow of the Higher Education Academy and Royal Society of the Arts.

Andreu, Herminia
University of Girona
Spain
herminia.andreu@gmail.com

Anjos, Francisco Antônio dos
UNIVALI - Universidade do Vale do Itajai
Brazil
anjos@univali.br
Antchak, Vladimir
University of Derby
United Kingdom
v.antchak@derby.ac.uk
Senior Lecturer in Events Management

Antipatrov, Edgar
University of Girona
Spain
edantip@protonmail.com

Arias-Sans, Albert
University Rovira i Virgili
Spain
albert.arias@urv.cat; albert.arias@gmail.com
Albert Arias-Sans B.A. Geography by the Autonomous University of Barcelona. M.A. Urban Management by the Erasmus University of Rotterdam. Since 2004 he has worked as a consultant, project manager, researcher, and teacher in different companies and universities on urban and tourism issues. Active member of the Research Group on Territorial Analysis and Tourism Studies at the Universitat Rovira i Virgili. Working on his dissertation on the enactment of tourism as a political issue through the case of Barcelona. He has been the Head of the Strategic Plan for Tourism 2020 Barcelona (oct. 2015- oct. 2018). He is currently advisor for urban planning at Barcelona City Council since October 2018 and Associate Lecturer in Urban Tourism at the University of Barcelona.

Aulet Serrallonga, Silvia
University of Girona
Spain
silvia.aulet@udg.edu
Silvia Aulet, Ph.D. is professor at the Faculty of Tourism of the University of Girona teaching subjects in the Degree of Tourism and in the Master of Cultural Tourism. Her research line is cultural tourism, including from conceptualization to management. In this field she has focused her research in two areas; pilgrimage and religious tourism and gastronomy tourism, both as cultural expressions. A part from different publications on these topics, she is member of the Editorial Board of the International Journal on Religious Tourism and Pilgrimage, the Unitwin UNESCO Chair “Culture Tourism and Development and the Chair in Gastronomy, Culture and Tourism Calonge-Sant Antoni from the University of Girona. She has carried several research studies both as academic researcher and as a consultant. She has participated in several European Projects, being one of them SPIRIT-Youth (related to the creation of a spiritual tourism proposal through Europe for young people). In addition to her work as teacher and researcher, she was worked in the tourism sector. She managed for nine years the tourist services of some sanctuaries of the Bishopric of Girona. Currently she cooperates with different institutions related to religious tourism, such as Montserrat Monastery, mainly organizing courses and seminars and developing research programs.

Barreto Salgueiro de Melo, Carla Isabel
Instituto Politécnico de Portalegre
Portugal
carlasalgueiromelo@gmail.com
Carla Melo has a Graduate Degree in Tourism Planning and Management (Aveiro University) and a Master Degree in Information Management (Aveiro University). Currently, she’s developing a PhD research on Tourism Transformational Experiences, under the supervision of Professor Greg Richards and Professor Melanie Smith at Tilburg University. After several years working on tourism applied research projects at the Aveiro University, Carla worked on a consultancy company coordinating tourism projects as well as participating on urban planning, culture and heritage, employment and evaluation projects. During her professional career Carla has also been teaching and working as a professional trainer in areas such as strategic planning, tourism and local development. Her main areas of research and publication have been tourism strategic planning, scenario planning and gastronomy/ cultural tourism. Since 2017 she is a Invited Teacher at the Portalegre Polytechnic Institute, Portugal.
Barrullas Bonet, Judit
Universitat Oberta de Catalunya – UOC
Spain
jbarrullas@uoc.edu

Bartels, Agnetha
University of Hildesheim
Germany
barte003@uni-hildesheim.de
Dr. Agnetha Bartels, studied Social Pedagogy and Organization Studies at the University of Hildesheim, Germany. She concluded her PhD in the research training group “Transnational Social Support” with an ethnography in the Couchsurfing Community focussing on young mobile people. She works as researcher and lecturer at the Institute for Social Pedagogy and Organization Studies, University of Hildesheim. Main areas of interest and work: transnationalism, qualitative research methods, youth and mobility, youth and religion.

Basagaña Illa, Laura
Travindy
Spain
laura.basaganya@gmail.com
I believe in tourism as a tool for the development of the territory and for the improvement of the quality of life of its residents. Graduate in Tourism for the Universitat de Girona and Master in Political Management and Strategy of Tourist Destinations for the UOC (Universitat Oberta de Catalunya), I’ve based my Master thesis in the concept of geotourism: “Geotourism model applied to areas of Pre-Pyrenees and Pyrenees from the Girona province: Garrotxa and Ripollès regions”. With several years of experience in the tourism sector, especially in customer service departments, I currently work as Reception Manager at the Camping Internacional de Calonge (Costa Brava). My commitment with responsible tourism brought me to collaborate with Travindy.es, a platform specialized in communicating responsible tourism.

Blasco-Franch, Dani
University of Girona
Spain
dani.blasco@udg.edu
Dani Blasco is a full time professor and researcher at the University of Girona. His PhD is titled “Tourism destination zoning and governance in border regions”. Since 2005 he works as a project manager for research, competitive and knowledge transfer projects related to tourism. Currently he works at the Campus UdG Turisme. In the last 10 years, he has been teaching 10 different courses in Tourism Under Degree and Masters programmes, and has directed 40 final Degree and final Masters projects. His research interests are: organizational networks in tourism, tourism destination planning and governance, and human capital in tourism destinations and organizations. He has published in journals such as Annals of Tourism Research, Tourism Geographies, Journal of Heritage Tourism, Tourism Planning and Development, Revista Iberoamericana de Turismo, Teoría y Praxis, and Revista de Economia, Sociedad, Turismo y Medio Ambiente. Besides the academic experience, he has worked in different public and private institutions in the field of the creation and management of tourism products and services.

Botha, C.R.
University of Pretoria
South Africa
christoffel.botha@up.ac.za
C.R. Botha is a Lecturer in Heritage and Cultural Tourism in the Department of Historical and Heritage Studies at the University of Pretoria, South Africa. He is also a Researcher for the National Department of Tourism (NDT); an accredited and registered Provincial Culture Tourist Guide (Gauteng); and serves as a member to the National Federation of Tourist Guides and Affiliates (NFTGA). His research areas include tourist guiding, tourism legislation and heritage tourism (particularly in a global South context).
Brandajs Di Martino, Fiammetta  
University Rovira i Virgili  
Spain  
*fiammetta.brandajs@gmail.com*

Bratec, Miha  
University of Ljubljana  
Slovenia  
*miha.bratec@ef.uni-lj.si*

Miha Bratec joined School of Economics and Business, Ljubljana University as a lecturer and PhD candidate following his international industry experience in e-tourism working for the corporate e-distribution giants such as Booking.com and Bookassist. His research interests include hospitality management, e-commerce, e-marketing, innovation and tourism product development.

Brguljan, Antonia  
University of Girona  
Spain  
*antoniabrguljan@gmail.com*

Brooks, Caitlin  
University of Illinois at Urbana-Champaign  
United States of America  
*cedward@illinois.edu*

PhD student in Recreation, Sport, and Tourism at the University of Illinois, Urbana-Champaign. My work investigates how people create place and meaning in liminal tourist spaces. I conduct fieldwork at Burning Man.

Busmail, Daniel  
University of Girona  
Spain  
*dbusmail@gmail.com*

Calabuig Serra, Jordi  
University of Girona  
Spain  
*jordi.calabuig@udg.edu*

PhD student of the Doctorate of Tourism at the University of Girona, Spain. Graduate in geography.

Camprubí Subirana, Raquel  
University of Girona  
Spain  
*raquel.camprubi@udg.edu*

Dr. Raquel Camprubi is Associate Professor at University of Girona. She completed her PhD in 2009, focusing on tourism image formation and relational networks. She graduated in Tourism at University of Girona and Maîtrise in Ingenerie et commercialisation des produits touristiques from University of Toulouse - Le Mirail. She teaches in several master programs in tourism, and collaborates regularly with Open University of Catalonia, University of Perpignan Via Domitia and University of Montpellier. Her research interests cover tourist behaviour, destination management, tourism image and branding. She is member of the research group Organizational Networks and Innovation in Tourism (ONIT).
Dr. Sheena Carlisle is a Senior Lecturer in Tourism Management and Project Manager at Cardiff Metropolitan University for the new Next Tourism Generation (NTG) Project funded by the European Commission. The NTG project aims to provide a Blueprint for Sustainability and Digital Skills in Tourism and Hospitality sectors and build bridges between education and industry for sustainable tourism development. Sheena has enthusiasm for exploring and analyzing sustainable tourism solutions to problems and challenges in tourism development. She has taught a wide variety of tourism modules including Tourism Ethics, Sustainable Tourism, Crisis Management, Destination Management and Project Management. She is currently involved in research of best practice in Sustainable Project Management and Soft Skills in tourism contexts to help address adverse impacts and increase viability of tourism in local destinations.

Casado-Díaz, Ana B.
Universidad de Alicante
Spain
ana.casado@ua.es
Associate Professor of Marketing at the University of Alicante.

Cheah, Yung Xin
University of Girona
Spain
ycheah93@gmail.com

Clancy, Michael
University of Hartford
United States of America
clancy@hartford.edu
Michael Clancy is Professor and Chair in the Department of Politics, Economics and International Studies at the University of Hartford, where he also directs the International Studies program. His research examines the political economy of tourism in various forms. He is the author of two monographs and recently edited the volume Slow Tourism, Food and Cities: Pace and the Search for the Good Life (Routledge 2018). He has also written on tourism and national identity. His current research examines global and local aspects of overtourism.

Cocola-Gant, Agustin
IGOT – Ulisboa
Portugal
agustin@cocolagant@campus.ul.pt
Agustin Cocola-Gant holds a PhD in Human Geography from Cardiff University and is a Post-doctoral Researcher at the Centre of Geographical Studies, University of Lisbon. He is interested in urban tourism, lifestyle migration and gentrification.
Coetzee, Willem  
University of Otago  
New Zealand  
willem.coetzee@otago.ac.nz

My research explores the social value of events and sustainable tourism. For 18 years I worked in South Africa where I was committed to addressing social problems in a developing country through international research collaborations and capacity-building grants. I explored issues at mega events (e.g. 2010 FIFA World Cup), attendee experiences at hallmark events (e.g. music festivals) and tourism in small towns (e.g. Tourism Masters plan for Cullinan). My research influenced three tiers of government (e.g. visitor surveys for the National Zoological Gardens; supply & demand reports to a Provincial Tourism Authority; and an accommodation survey to inform the Local Government of Pretoria). In 2015 I immigrated to New Zealand and my research is now focused on (i) visitor experiences at events (e.g. Dunedin Craft beer festival) and (ii) small town tourism (e.g. product feasibility study for Naseby).

Coimbra Trigo, Sara  
University of Girona  
Spain  
saracotrigo@hotmail.com

Collins-Kreiner, Noga  
University of Haifa  
Israel  
nogack@geo.haifa.ac.il

Noga Collins-Kreiner is a Professor (PhD), in the Department of Geography and Environmental Studies at the University of Haifa, Israel, the Head of the Haifa and Galilee Research Institute and the President of the Israeli Geographical Association (IGA).

Colombo Vilarrasa, Alba  
Universitat Oberta de Catalunya - UOC  
Spain  
acolombo@uoc.edu

Alba Colombo, PhD, is Associate Professor and researcher at the Open University of Catalunya in Barcelona, and has more than ten years experiences in events research and education. She holds a PhD in Social Sciences (2012) from the University of Girona. Her main research areas are sociology of culture, cultural industries, the relationship between those industries and festivals, events impacts and their social and cultural effects. She has been involved in research projects related to events and their effects, management, policy, economy and social perspectives such as the Euro-Festival Project Arts Festivals and European Public Culture, financed by the Seventh Framework Programme, and the ATLAS Events Monitoring Project.

Coromina, Lluis  
University of Girona  
Spain  
lluis.coromina@udg.edu

Cristófol Martínez, Lidia  
University of Girona  
Spain  
lidiacristofol@hotmail.com

Crous Costa, Neus  
University of Girona  
Spain  
neus.crous@udg.edu

Lecturer and PhD candidate in the field of tourism and humanities. Her research interests include history of tourism, universal value of heritage, transformative tourism and armchair tourism. She participates in the experts committee of the Asia-Pacific Organization of World Heritage Cities.
**Derek, Marta**  
University of Warsaw  
Poland  
m.derek@uw.edu.pl
PhD in geography, assistant professor at the Faculty of Geography and Regional Studies, University of Warsaw, Poland. Current research projects focus on the ecosystem services concept in tourism and recreation as well as gastronomy and the urban space.

**Dias Carvalho, Liliana**  
IGOT – Ulisboa  
Portugal  
lilianacarvalho1@campus.ul.pt
Liliana Dias Carvalho, PhD student of Tourism at the IGOT-ULisboa (Universidade de Lisboa). Her research interest are clustered around art, literature and language tourism, tourism and education, material and immaterial cultural heritage and cultural landscapes.

**Dias de Carvalho, Adalberto**  
Instituto Superior de Ciências Empresariais e do Turismo (IS CET)  
Portugal  
adalberto.carvalho@iscet.pt

**Diaz, Judit**  
University of Girona  
Spain  
judit.diaz@udg.edu

**Dolward, Ane**  
Professionshøjskolen Absalon  
Denmark  
ando@pha.dk

**Duim, René van der**  
Wageningen University  
Netherlands  
ren.e.vanderduim@wur.nl
René van der Duim is a sociologist with special interest in actor-network theory. He has executed research and educational projects in countries like Thailand, Nepal, Costa Rica, Tanzania, Namibia, Kenya, Uganda, Portugal and the Netherlands. Since March 2015 he is appointed as Personal Professor. He is also Vice Chair of the Association for Tourism and Leisure Education and Research (ATLAS) and was Chair of ATLAS from 2012-2018. He has co-edited 5 books and published in journals like Annals of Tourism Research, Journal of Sustainable Tourism, Tourism Studies, Conservation and Society, Society & Natural Resources, Environmental Conservation and Vrijetijdstudies. See also https://www.wur.nl/nl/Personen/prof.dr.-VR-Rene-van-der-Duim.htm.

**Duncan, Tara**  
Dalarna University  
Sweden  
tdu@du.se
Tara Duncan is a Senior Lecturer at Dalarna University in Sweden. Her research interests revolve around mobility, tourism and everyday life. She is also Chair of the Association for Tourism and Leisure Education and Research (ATLAS) since 2018.
Fernandes, Carlos de Oliveira  
Polytechnic Institute of Viana do Castelo  
Portugal  
cfernandes@estg.ipvc.pt  
Carlos Fernandes, Ph.D., is Associate Professor in Tourism Studies at the Polytechnic of Viana do Castelo, Portugal. He obtained his undergraduate degree at Syracuse University (USA), Master’s at Rutgers University (USA) and Ph.D. at Bournemouth University (UK). His interests include tourism innovation, tourism as a development strategy, gastronomy and tourism, religious tourism and diaspora tourism. Lecturer in the B.A. in Tourism (UNWTO Tedqual certified) and the M.A. in Innovative Tourism Development. Researcher at the Centre for Transdisciplinary Development Studies (CETRAD) at the University of Trás-os-Montes e Alto Douro, Portugal. A member of the editorial board of various tourism related scientific journals. He has presented papers in more than eighty national and international conferences and has over forty publications in his areas of interest.

Ferrer Roca, Natàlia  
University of Girona  
Spain  
natalia.ferrer@udg.edu  

Fialová, Dana  
Charles University  
Czech Republic  
danafi@natur.cuni.cz  
Tourism and leisure geography  

Forgas, Sara  
University of Girona  
Spain  
sara.forgas@udg.edu  

Frleta, Daniela Soldic  
University of Rijeka  
Croatia  
danielas@fthm.hr  
An assistant Professor at University of Rijeka, teaching Tourism Economics, Sustainable Tourism Development, Tourism Development and Planning, Ecotourism.

Furunes, Trude  
University of Stavanger  
Norway  
trude.furunes@uis.no  
Trude Furunes is professor at Norwegian School of Hotel Management.

Fusté-Forné, Francesc  
University of Girona  
Spain  
francesc.fusteforne@udg.edu  
Francesc Fusté-Forné is a lecturer and researcher at the University of Girona. His research is focused on the study of food. He studies culinary heritages from a geographical and tourist perspective. Also, he is undertaking research on the role of gastronomy with regards to mass media and as a driver of social changes.

Gadotti dos Anjos, Sara Joana  
UNIVALI - Universidade do Vale do Itajaí  
Brazil  
sara@univali.br; anjos.sara@hotmail.com
Gali Espelt, Nuria  
University of Girona  
Spain  
nuria.gali@udg.edu  

Garcia Boër, José  
University of Girona  
Spain  
josep.garcia@udg.edu  

García-Hernández, María  
Universidad Complutense de Madrid  
Spain  
mgarciah@ghis.ucm.es; mgarciah@ucm.es  

Gassiot Melian, Ariadna  
University of Girona  
Spain  
ariadna.gassiot@udg.edu  

Gelbman, Alon  
Kinneret Academic College  
Israel  
alongelbman@gmail.com  
Alon Gelbman (PhD) is a Senior Lecturer and Head of the Department of Tourism and Hotel Management at Kinneret College on the Sea of Galilee, Israel. He is a Cultural Geographer and his research interests include international tourism and geopolitical borders, tourism and peace, urban/rural tourism and host-guest relationships. His research papers published in leading scientific journals such as Annals of Tourism Research, Tourism Geographies and Current Issues in Tourism. Dr. Gelbman is also a reviewer for various scientific journals in the field of tourism, he has conducted empirical field studies, developed theories, published more than 30 articles in scientific journals and book chapters, presented at more than 60 international conferences, taught, and received invitations regularly to speak at conferences and seminars abroad. A major context of his research in the tourism area is the developing of a theoretical foundation for tourism-geopolitical border relations between countries around the world and developing global models and theories about it, with significant connections to the topic of tourism and peace. More information can be found at: http://kinneret.academia.edu/AlonGelbman.  

Gialdini, Dominic  
University of Girona  
Spain  
Gialdini97@yahoo.com  

Gorchakova, Valentina  
University of Derby  
United Kingdom  
v.gorchakova@derby.ac.uk  
Senior Lecturer in the University of Derby, leading an online business and management programme. Returned to academia after working for more than 10 years in business and the UNDP. Research interests are within marketing, tourism, and events.  

Grande, Kevin  
University of Girona  
Spain  
kevin.grande@univ-perp.fr
Grijalvo, Marc  
University of Girona  
Spain  
marc.grijalvo@udg.edu

Guia, Jaume  
University of Girona  
Spain  
jaume.guia@udg.edu  
Dr. Jaume Guia is an Associated Professor at the University of Girona. He is Programme Director of the Erasmus Mundus European Master’s in Tourism Management (EMTM) and Scientific Director of the Tourism Research Campus at the same university. He has published articles in leading academic journals on a variety of topics including destination governance, cross-border destinations, destination place making, destination image, or tourism networks and clusters. Currently he is leading a research programme on tourism in contested places and the meaning of responsible tourism in those situations.

Hassan, Mohamed Abdalla Elsayed  
University of Girona  
Spain  
u1944971@campus.udg.edu  
PhD student at University of Girona

Harris, Karen  
University of Pretoria  
South Africa  
karen.harris@up.ac.za  
Karen L Harris is a full professor and Head of the Department of Historical and Heritage Studies at the University of Pretoria, lecturing in history as well as heritage and cultural tourism. She is also currently the Director of the University of Pretoria Archives and a registered Cultural Tourist guide. She is the resident of the Historical Association of South Africa (HASA), worked as principal investigator of research projects for the National Department of Tourism-UP, an executive board member of the International Society for the Study of Chinese Overseas (ISSCO) and holds various editorial positions on both local and international academic journals. She holds a doctorate in history and specialises in the field of overseas Chinese studies as well as heritage tourism.

Heldt Cassel, Susanna  
Dalarna University  
Sweden  
shc@du.se  
Susanna Heldt Cassel is a Professor of Human Geography and Director of the Centre for Tourism and Leisure Research at Dalarna University, Sweden. She has published widely in tourism geography and tourism studies. Her research investigates the role of gender, rurality, and heritage issues in tourism, focusing on place-making and the construction of meaning related to places. Branding places and culture through photography and image creation in leisure, tourism, and events are special interests of hers.

Herrewijn, Amber  
NHL Stenden University of applied science  
Netherlands  
amber.herrewijn@nhlstenden.com  
Senior lecturer Event Management

Holesinska, Andrea  
Masaryk University, FEA  
Czech Republic  
holesinska@econ.muni.cz  
Doctoral student and (assistant) lecturer specialized in tourism management, tourism policy and economy of tourism.
Houten-Geut, Marjorein van
NHL Stenden University of applied science
Netherlands
marjorein.van.houten@nhlstenden.com
Marjorein van Houten is an energetic career coach and event lecturer at Stenden University in the Netherlands. She studied International Hospitality Management in Leeuwarden, the Netherlands and continued with a part-time master International Event Management in Brighton, England. She is passionate about events and the risk aspect of it. She is married and a mother of 2 kids. In her free time, Marjorein loves to spend time with her family and likes to run to clear her head.

Hrytsaiuk, Valeriia
University of Girona
Spain
Val.hrytsaiuk@gmail.com

Huertas Guillen, Guillermo
University of Girona
Spain
guillehtgn@hotmail.com

Im, Ut Lon
Institute for Tourism Studies (IFT)
China
billyim@ift.edu.mo

Impedovo, Federica Pia
University of Girona
Spain
federica.impedovo@gmail.com

Imperiali, Cristiana
University of Girona
Spain
cris_imperiali@ymail.com

Jamal, Tazim B.
Texas A&M University
United States of America
tjamal@tamu.edu
Tazim B. Jamal is professor at the Department of Recreation, Park and Tourism Sciences, Texas A&M University. Her primary research interests lie in the areas of sustainable tourism, heritage tourism and collaborative tourism planning. Among other publications, she is the co-editor of The SAGE Handbook of Tourism Studies (2009), and the author of Justice and Ethics in Tourism (2019, Routledge) She is on the editorial board of nine peer-reviewed journals.

Jarolimková, Libena
University of Economics Prague
Czech Republic
jaro@vse.cz; Libena.Jarolimkova@seznam.cz

Jensen, Øystein
University of Stavanger
Norway
oystein.jensen@uis.no
Oystein Jensen is professor in Tourism and Marketing at Stavanger University in Norway. Specific Research interests: Tourist experiences, Managed visitor attractions, Supply chain/distribution channels, Local sustainable Tourism in developing countries with special Focus on Africa.
Jerneck, Max  
Stockholm School of Economics  
Sweden  
max.jerneck@hhs.se

Jørgensen, Matias Thuen  
Roskilde University  
Denmark  
matiasti@ruc.dk  
Matias is interested in development of novel conceptual approaches to the study of tourism management and marketing, and how these concepts may be pragmatically applied to solve real world problems. Much of his empirical work has focused on emerging tourism markets (China in particular) and the relations between these new outbound markets and the destinations that receive them. Matias Thuen Jørgensen works as Assistant Professor at Roskilde University, Denmark. He has a Ph.D. in Tourism Management from the School of Hotel and Tourism Management, The Hong Kong Polytechnic University, where he was awarded a full fellowship thorough the Hong Kong PhD Fellowship Scheme. He holds a Cum Laude Master’s degree in Tourism from the Tourism Elite Programme at Aalborg University, Denmark and a Bachelor’s degree in Information Science from the same institution.

Kalábová, Markéta  
University of Economics Prague  
Czech Republic  
marketa.kalabova@vse.cz  
Deputy Head of the Tourism Department at University of Economics in Prague, the field of research - hunting tourism, nature tourism, strategic development of tourism; member of internal and European research projects.

Khaitbayeva, Feruza  
University of Girona  
Spain  
feruzahf@gmail.com

Kim, Seonyoung  
Sheffield Hallam University  
United Kingdom  
Seonyoung.Kim@shu.ac.uk

Királová, Alžbeta  
The College of Regional Development and Banking Inst. - AMBIS  
Czech Republic  
alzbeta.kiralova@ambis.cz; alzbeta24@yahoo.com  
Dr. Alžbeta Királová has graduated in Economy of Tourism and started her career in tourism (hotel, travel agency). After completing her Ph.D. studies, she worked as a senior lecturer and as a Head of the Department of Tourism and Hospitality at Matej Bel University, Slovakia. Later on in her career development, she worked at top management positions in marketing in Slovakia and in the Czech Republic in multinational companies with focus on services, continued by positions of Vice-Rector for Science, Research and International Relations (Institute of Hospitality Management in Prague 8, Ltd.), and Vice-Rector for Academic Affairs and External Relations at the University College of Business in Prague. She was giving lectures at the University of Economics, Prague, and the University of New York in Prague. She held a position of visiting professor at the University of South Carolina in Columbia, USA and The Georgia State University in Atlanta, Georgia, USA. At the moment she holds the position of Vice-Rector for International Affairs at the University College of Regional Development and Banking Institute - AMBIS in Prague. Dr. Királová completed various internships in Great Britain, Switzerland, Germany, Japan, USA, Turkey, Bulgaria, Italy, France, Portugal, China. Dr. Királová has given presentations and papers at international conferences in Poland, Italy, Belgium, Finland, Great Britain, Hungary, Hong Kong, Cyprus, and Portugal. She is the author of monographic series, scientific papers, university textbooks, and she is actively involved in various research projects in the Czech Republic and abroad. She is a Chief Editor of the Journal of Tourism and Services, indexed in Web of Science.
Kowalczyk-Aniol, Joanna
University of Lodz
Poland
joanna.kowalczyk@geo.uni.lodz.pl

Krajnák, Tomáš
Charles University
Czech Republic
tomas.krajnak@natur.cuni.cz
I am a PhD student of Regional and Political Geography at Charles University in Prague. My primary interests are safety and security issues of tourism as well as political aspects of international tourism. Several papers were published as a result of my focus on these topics.

Krueger, Helen
University of Girona
Spain
helen.krueger@web.de

Lam, Cindia Ching Chi
Institute for Tourism Studies (IFT)
China
cindia@ift.edu.mo
Assistant Professor and Academic Coordinator of Evening Degree Programmes at Institute for Tourism Studies.

Langner, Iga
University of Girona
Spain
langner.iga@gmail.com

Lei, Weng Si (Clara)
Institute for Tourism Studies (IFT)
China
clara@ift.edu.mo
Clara is an assistant professor in tourism event management, from Macao.

Lemmu, Fekadu
University of Girona
Spain
fekadu.lemmu@gmail.com

Lenhard, Antje
Tshwane University of Technology
South Africa
lenhardai@tut.ac.za
Tourism Management Lecturer Education and Training Institution : Tshwane University of Technology (TUT).
Lerpold, Lin
Stockholm School of Economics
Sweden
lin.lerpold@hhs.se
Dr. Lin Lerpold is an Associate Professor at the Stockholm School of Economics in the Department of Marketing and Strategy. She teaches strategic corporate social responsibility and sustainability management in graduate level degree programs as well as in open executive education and internal corporate programs. Since 2016 Lin has consistently been ranked annually as one of the most influential in Sustainability Sweden (Aktuell Hållbarhet, Hållbarhetsmäktiga) and in both 2017 and 2018 she was named as one of the most influential women in Swedish business in the category Social Change Makers (Veckans Affärer). Before completing her PhD at the Institute of International Business at the SSE, Lin worked 10 years in corporate strategy in the international oil industry. Lin's current research is focused on understanding social capital in the integration of immigrants in the tourism industry and on global governance issues. She has previously conducted research business models at the base of the pyramid, for instance, microfinance for poverty alleviation; social innovation, the ongoing corporatization of civil society; and on global supply chains and human rights. She’s also worked on an Indonesia project evaluating pro-poor employment diagnostics and has conducted fieldwork on mainland China within the electronics industry and in South Africa on mining projects.

Li, Sara
University of Girona
Spain

Liang, Dingman
University of Girona
Spain
dingmanliang@outlook.com

Liburd, Janne
University of Southern Denmark
Denmark
liburd@sdu.dk
Dr. Dr. Janne Liburd is Professor and Director of the Centre for Tourism, Innovation and Culture at the University of Southern Denmark. By two ministerial appointments, Janne is the Chairman of the UNESCO World Heritage Wadden Sea National Park (2015-2024). She served on the National Tourism Forum, charged with developing the first strategy for tourism in Denmark (2015-2018). She is a cultural anthropologist: Her research interests are sustainable tourism development, open innovation, national parks, and tourism higher education.

Linden, Henrik
University of East London
United Kingdom
h.linden@uel.ac.uk
Henrik Linden is a Senior Lecturer in Tourism and Cultural Industries Management at the University of East London (UEL), where he is also the Programme Leader for the BA in Tourism Management. Before joining UEL in 2015, he was a Senior Lecturer in Creative Industries at London Metropolitan University. Henrik holds a PhD in Culture, Media and Creative Industries from King's College London. He has, with Sara Linden, co-written Fans and Fan Cultures: Tourism, Consumerism and Social Media (Palgrave Macmillan, 2017) and 'There were only friendly people and love in the air’: Fans, tourism and the Eurovision Song Contest, in Lundberg and Ziakas (eds) The Routledge Handbook of Popular Culture and Tourism (2018).
Linge, Tone Therese  
University of Stavanger  
Norway  
tone.linge@uis.no  
Dr. Tone Therese Linge Associate Professor, Norwegian School of Hotel Management, University of Stavanger, Norway.

Loi, Kim Ieng (Connie)  
Institute for Tourism Studies (IFT)  
China  
connie@ift.edu.mo  
Connie is an assistant professor in Hotel Management at IFT.

Luchtan, Michael  
Open University of Catalonia  
Spain  
luchtan@uoc.edu  
Michael Luchtan is an incoming Doctoral Researcher at the Open University of Catalonia (UOC) in Barcelona in Information and Knowledge Society. His research is on transnational communities centered around a performative art form. Michael received his Master's degree in 2018 in Appalachian Studies at East Tennessee State University, looking at how traditional Appalachian music is experienced outside of Appalachia. He graduated from the University of Georgia in 2001 with degrees in Computer Science and Cultural Studies before beginning a career as a musician and artist, where he first began identifying the types of communities he is now taking a more academic approach to studying.

Mahato, Suchi Smita  
University of Girona  
Spain  
suchi.mahato@gmail.com  

Young female professional in her late-20’s with an international education and diverse international work experiences across four continents. Pursuing a PhD at the University of Girona Educational Background University of Girona, Girona, Spain Faculty of Tourism Department: Organization, Business Management and Product Design. Researcher in Training - PhD Candidate (Focus: Use of Design Thinking in Tourism Social Entrepreneurship). Research Group: Organizational networks, innovation and development of tourist strategies and products (ONIT) University of Southern Denmark, University of Ljubljana and University of Girona.

Majo Fernandez, Joaquim  
University of Girona  
Spain  
joaquim.majo@gmail.com

Marchesan, Paula  
University of Girona  
Spain  
paulanmarchesan@gmail.com

Martinez-Garcia, Esther  
University of Girona  
Spain  
esther.martinez@udg.es  
Ph.D. in Economics. Associate Professor in Applied Economics. Faulty of Tourism and Department of Economics. University of Girona.
Masi, Alica
University of Girona
Spain
alicemasi94@gmail.com

Mendoza de Miguel, Sofía
Universidad Complutense de Madrid
Spain
smendo01@ucm.es
PhD Student, Universidad Complutense de Madrid.

Molina, Mònica
Universitat Autònoma de Barcelona
Spain
monica.molina@uab.cat
Researcher, lecturer and consultant building bridges between Academia, business, administration and local community. Topics of research: Accessible tourism and its relations with the social sustainability. And the role of museums as cultural institutions to fuel participation and community engagement.

Mundet Cerdan, Lluis
University of Girona
Spain
lluis.mundet@udg.cat
PhD Lluis Mundet Professor of Tourism Field: Human Geography Bachelor of Arts (Geography and History) from the Autonomous University of Barcelona, with the fifth year studied at the University of Durham in England thanks to an Erasmus scholarship program. Master's degree in Leisure and Tourism Studies from the University of Ghent (Flanders, Belgium). PhD in Geography from the University of Girona (recognized by the University of Sao Paulo). Associate Professor and member of the Multidisciplinary Research Laboratory in Tourism (LMRT). Since 1998 he has taught at the University of Girona’s Faculty of Tourism, from 2002 onwards working on postgraduate studies, teaching on the European Master's in Tourism Management (the European Union's only Erasmus Mundus program in tourism), the Master's in Tourism Management and Planning (which he was also coordinator of for two years) and the Master's in Cultural Tourism (the only Master’s program in this field in Spain, and which he has been coordinator of since 2014). He’s currently also the coordinator of the PhD Programme in Tourism. He was the Dean of the University of Girona’s Faculty of Tourism (the first in Catalonia and Spain) for two terms, from 2004 to 2012. He has also taught at the University of Havana (Cuba), the National University of Costa Rica, Matej Bel University (Slovakia), Addis Ababa University (Ethiopia), Sichuan University (Chengdu, China), Sun Yat-sen University (Guangzhou, China) and several public and private universities in Brazil (UNIMEP, UNESP, USP-EACH, PUC-MINAS, UFAL, UFPA, UFF and UFVJM). In recent years he has led several Interuniversity Cooperation Projects (PCI) run by the Spanish Agency for International Cooperation and Development (AECID) and the University of Havana, the National University of Costa Rica, the Methodist University of Piracicaba, the Federal University of Alagoas (UFAL), Sao Paulo State University (UNESP), the Federal University of Pará in Brazil and Addis Ababa University on rural tourism, eco-tourism, tourism and archaeology and tourism as a tool for sustainable economic development. He also worked for the Inter-American Development Bank (IDB) as an external assessor on the project Promoting Sustainable Tourism in Lower San Francisco (Alagoas, Brazil) during the 2014-15 academic year. He has published articles in leading academic journals on tourism with the highest impact factor in the field of tourism (Tourism, Leisure and Hospitality Management), and all ranked in the first quartile of the Journal Citation Report (JCR): Annals of Tourism Research, Tourism Management, Journal of Sustainable Tourism, Journal of Destination Marketing & Management and International Journal of Hospitality Management. He has also published articles in the following journals: Tourism Planning & Development and Investigaciones Turísticas (Emerging Sources Citation Index –ESCI- and Scopus), Documents d'Anàlisi Geogràfica (DAG), Estudios Turísticos, Estudios y Perspectivas en Turismo, Papers de Turisme, Turismo & Sociedade, Revista Brasileira de Pesquisa em Turismo, Estudios Geográficos, etc. He is co-editor of the Revista Iberoamericana de Turismo (RITUR), a
joint initiative by the University of Girona and UFAL, and funded by AECID. Finally, he was a member of the Costa Brava Girona Tourism Board from 2004 to 2012.

**Navarro-Ruiz, Sandra**  
Universidad de Alicante  
Spain  
sandra.navarro@ua.es  
Sandra Navarro-Ruiz is PhD candidate in the Tourism Research Institute at University of Alicante, Spain. Her research interests are focus on tourism planning and visitors’ behavior and experience within destinations.

**Nekolný, Lukáš**  
Charles University  
Czech Republic  
lukas.nekolny@natur.cuni.cz  
PhD Student focusing on geography of zoos and connected topics. Published some articles e.g. about zoo definitions, zoo attendance and methodology of attendance numbers.

**Newsome Magadza, Sian**  
Manchester Metropolitan University  
United Kingdom  
sianmagadza@gmail.com  
Sian Newsome Magadza is doctoral student at Manchester Metropolitan University, Business School Department of Marketing, Retail and Tourism. Worked as a lecturer for the Zimbabwe Open University, BSc Geography and Environmental Studies programme. Interests in responsible tourism and environmental issues.

**Nguyen, Thi Thu Trang**  
University of Girona  
Spain  
tranggizz@gmail.com

**Nofre, Jordi**  
New University of Lisbon  
Portugal  
jnofre@fcsh.unl.pt  
I hold a PhD in Human Geography from the University of Barcelona, and currently am FCT Associate Research Professor at the Interdisciplinary Centre of Social Sciences at New University of Lisbon. My main research topic focuses on night-time leisure economy and urban change in the ‘Tourist City’. I am also coordinator of LXNIGHTS, an international research network on the urban night.

**Noguer Juncà, Ester**  
EUHT Sant Pol de Mar  
Spain  
ester.noguer@euht-santpol.org  
PhD in tourism. Lecturer at Escola Universitària d'Hoteleria i Turisme de Sant Pol de Mar.

**Novotná, Markéta**  
Masaryk University, FEA  
Czech Republic  
mar.novotna@mail.muni.cz; marketa.novotna@econ.muni.cz

**Nyarko, Nana**  
Sheffield Hallam University  
United Kingdom  
n.nyarko@shu.ac.uk
Onderwater, Leontine
ATLAS
Netherlands
leontine.onderwater@atlas-euro.org

Ormerod, Neil
Leeds Beckett University
United Kingdom
n.s.ormerod@leedsbeckett.ac.uk
Dr Neil Ormerod is a Research Fellow at Leeds Beckett University. Neil specialises in evaluation studies within the fields of events, tourism, business and leisure. His current research focuses on national event funding models.

Otero, Anna
University of Girona
Spain
anna.otero@udg.edu

Palenčíková, Zuzana
Constantine the Philosopher University in Nitra
Slovakia
zpalencikova@ukf.sk
Zuzana Palencikova accepted her PhD in the field of cross-sectoral economies from the Matej Bel University in Banska Bystrica, Slovakia. She is currently serving as an assistant professor for Tourism Studies at the Constantine the Philosopher University (CPU) in Nitra, Slovakia. She serves as the Head of the Department of Tourism on Faculty of Central European Studies CPU from 2013. Her primary research interests include Public-Private Partnerships in Tourism, Destination Management, Development of New Tourism Products, as well as Competencies of Undergraduates and Graduates of Tourism Studies. Dr. Palencikova is the author of Tourism Products textbook, co-author of more than 40 conference and journal papers. She is a member of editorial board of the journal Czech Hospitality and Tourism Papers since 2013.

Palou Rubio, Saida
University of Girona
Spain
saida.palou@udg.edu
Saida Palou holds a PhD in Social and Cultural Anthropology from the University of Barcelona (2011), with a thesis titled "Barcelona, tourist destination. Public promotion, tourism, images and city (1888-2010)". It was awarded the Barcelona City History Award 2011, by the city of Barcelona. Saida Palou has participated as an expert in the City of Barcelona Strategic Tourism Plan 2015, an initiative promoted by Turisme de Barcelona and the City of Barcelona during 2008-2010. Since 2018 she is a researcher at the Institut Català de Recerca en Patrimoni Cultural (ICRPC). Since 2010 she is a professor at the University of Girona.

Pangali, Ram Prasad
Human Rights and Environment Improvement Centre Heretic
Nepal
humanreic@gmail.com

Peric, Milan
University of Girona
Spain
milan.peric@gmail.com
Pilar Leal Londoño, Maria del
Ostelea School of Tourism & Hospitality
Spain
mleal@ostelea.com
Maria del Pilar Leal Londoño holds an international PhD and a MSc in Geography, Territorial Planning and Environmental Management (University of Barcelona) and a MBA (EAE Business School). She has collaborated in international consultant companies in Germany and Colombia. She has published several articles in different languages about food, tourism and territorial development. Currently she is the academic director of the Bachelor degree in Tourism and Leisure and she is head of the research department in Ostelea.

Pinto, Dulce Maria
University of Girona
Spain
dulce.pinto.ec@gmail.com
Throughout my professional experience of almost 25 years in the field of cultural tourism, I have been able to approach the subject from three different perspectives: operations - as a tour guide and operator of receptive tourism-, commercial -in areas of marketing, research and product development, destinations management, fairs and promotion and MICE- and academic events - in research and teaching-; experience acquired through academic training and the development of my work activities. In my academic training I have a degree in National Tourism Guide, I have obtained the Master's degree in Cultural Tourism with specialization in Heritage from the University of Girona, Spain, I have completed two Diplomas in Digital Tourism Marketing at the Bolivarian Pontifical University of Colombia and I am currently studying the Interuniversity Doctoral Program in Tourism, from the University of Girona, Spain, with research on tourist selfies along the lines of Tourist Behavior research.

Pirc, Nina
University of Girona
Spain
Pirc_nina@hotmail.com

Pirillo Ramos, Silvana
University of Girona
Spain
silvanapirillo@uol.com.br
Researcher of the Research Group Laboratori Multidisciplinar de Recerca en Turisme (LMRT), Universidade de Girona, Espanha Silvana Pirillo Ramos has a Master's Degree in Political Sociology and a Doctor's degree in Social Sciences from the Pontifical Catholic University of São Paulo. She is Associate Professor at the Federal University of Alagoas, Brazil in the areas of Planning, Tourism Management and Public Policy. She has been a Visiting Researcher at the University of Girona, Spain and a Visiting Lecturer at the Federal University of Rio Grande do Norte, Brazil. .. Member of several international Social Sciences and Tourism research networks, including the Laboratori Multidisciplinar de Recerca en Turisme (LMRT). Coordinator, since 2010, of the Transdisciplinary Observational Group of Touristic Research at the Federal University of Alagoas and is Scientific Editor of Revista Iberoamericana de Turismo (RITUR).

Prats Planagumà, Lluis
University of Girona
Spain
lluis.prats@udg.edu
https://scholar.google.es/citations?hl=ca&user=3D2fWQgAAAAJ&view_op=list_works&sortby=pubdate
https://www.researchgate.net/profile/Lluis_Prats
Ram, Yael  
AAC - Ashkelon Academic College  
Israel  
yaelram@gmail.com  
Yael Ram is a Senior Lecturer at the Department of Tourism Studies at AAC, Israel. Her research interests focus on the person-environment relations. She studies sustainable consumer behaviors and mobilities, responsible tourism and gender issues.

Richards, Greg  
Breda University of Applied Sciences  
Netherlands  
richards.g@buas.nl  
Greg Richards is Professor of Placemaking and Events at Breda University and Professor of Leisure Studies at Tilburg University in the Netherlands.

Rodriguez, David  
Open University of Catalonia  
Switzerland  
rcdavidrc@gmail.com  
Attained a masters degree in Cultural Management after graduating from the Open University of Catalonia. Research on Cultural Diplomacy and arts festivals. Also studied at the Institute for Cultural Diplomacy and at The Graduate Institute of International and Development Studies.

Russo, Antonio Paolo  
University Rovira i Virgili  
Spain  
antonio.russo@urv.cat  
Antonio Paolo Russo is tenured assistant professor with the Faculty of Tourism and Geography, Universitat Rovira i Virgili, Tarragona. Dr. Russo is author of more than 50 publications in academic journals and books on research topics that range from tourism studies to cultural and urban economics. He has been involved as member of research groups and as an independent advisor in various research projects with local and regional governments, and international institutions such as the EU, the Council of Europe, the BID and UNESCO.

Särkkä-Tirkkonen, Marjo  
University of Helsinki  
Finland  
marjo.sarkka-tirkkonen@helsinki.fi  
Marjo Särkkä works as a special planner at the University of Helsinki. She's focused on the authencity and geographical origin of the food and thereby food tourism. At the moment she's doing a PhD research about PDO/PGI products in Europe.

Sauer, Martin  
Masaryk University  
Czech Republic  
sauer@econ.muni.cz  
Senior Lecturer at the Department of Regional Economics and Administration, expertly deals with the relationship between regional development and tourism. In this context, focusing on economic and geographical aspects of tourism in the regions (including destination marketing, the economic importance of tourism, the spatial organization of tourism).
**Saveriades, Alexis**  
Cyprus University of Technology  
Cyprus  
Email: alexis.saveriades@cut.ac.cy

Dr. Alexis Saveriades is a tenured Assistant Professor in the Department of Hotel and Tourism Management, Faculty of Management and Economics, at the Cyprus University of Technology. Dr. Saveriades is a University of Surrey (UK) graduate (B.Sc., M.Sc., Ph.D.) in the fields of Tourism Planning and Development. Under a Fulbright Commission Scholarship, he also studied in the field of Strategic Management at Cornell University in the US. Dr. Saveriades enjoys extensive teaching experience (26 years) at undergraduate and postgraduate level in the fields of Hospitality and Tourism, in leading private and public tertiary education institutions in Cyprus and Greece as well as holds extensive experience in curriculum design, curriculum evaluation and in managing educational organisations. He served for 8 years from the position of Member and Vice Chairman of the Board of Directors of the Cyprus Tourism Organisation (CTO) where he was actively involved in strategic planning and policy formulation for the development of Tourism in Cyprus. In March 2010 he was appointed to head the National Strategic Plan for Tourism for the period 2011-2015. Additionally, he was actively involved in the setting up of the Cyprus Convention Bureau, the advisory board of which he chaired during its initial three years of operation. Dr. Saveriades also served (2009-2015) on the Board of the Cyprus Hotel Managers Association and on the Board of the ‘Cyprus Association for Cultural and Special Interest Tourism. His research activities and subsequently his publications focus on policy formulation and strategic planning for the development of tourism with emphasis on Island economies, the impacts emanating from tourism development with particular emphasis in the social dimension of these impacts, as well as in sustainable and alternative forms of tourism development, and tourism carrying capacity.

**Schmudde, Ulrich**  
Mid Sweden University  
Sweden  
Email: ulrich.schmudde@miun.se

**Segovia Pérez, Mónica**  
Universidad Rey Juan Carlos  
Spain  
Email: monica.segovia@urjc.es

**Shebanova, Ekaterina**  
University of Girona  
Spain  
Email: kat-shebanova@yandex.ru

**Silva, Goretti**  
Polytechnic Institute of Viana do Castelo  
Portugal  
Email: goretti@estg.ipvc.pt

Dr Goretti Silva is a lecturer in Tourism Studies at the Polytechnic Institute of Viana do Castelo, Portugal, since 2002. Her interests include tourism as a strategy for rural development, particularly in peripheral regions, SME’s in Tourism, tourism destination sustainable development, Tourism development in protected areas, and tourism planning at regional and local level. She has obtained her PhD at Bournemouth University (UK) “The role of social relationships in the creation and management of small and micro tourism businesses in two Portuguese rural areas”. As a lecturer she has been involved in the execution of tourism development and investment projects in cooperation with local entrepreneurs and public organisations and collaborated with several organisations as instructor in vocational and professional tourism related courses. Additionally she has been involved in Research and Development projects and presented papers at several conferences both at national and international levels.
Simons, Ilja
Breda University of Applied Sciences
Netherlands
simons.i@buas.nl
Ilja Simons is a Lecturer at Breda University of Applied Sciences in the Netherlands. She is a PhD candidate at Tilburg University, conducting a study about events as a means for creating social cohesion in the network society. This qualitative study includes three cases in which online and offline interaction rituals are analysed. Ilja holds a Master's degree in Sociology from Erasmus University Rotterdam, and her research interests include storytelling, rituals, events, and silent voices within the context of leisure and tourism.

Sjoberg, Paul Orjan
Stockholm School of Economics
Sweden
orjan.sjoberg@hhs.se

Smedt, Chris de
Erasmus University College Brussel
Belgium
chris.de.smedt@ehb.be

Smedt, Eva de
Erasmus University College Brussel
Belgium
eva.de.smedt@ehb.be
Eva De Smedt is a researcher and lecturer at the Erasmus University College, Brussels. She teaches in Tourism and Recreation Management and Journalism. Within the knowledge centre Applied Futures Research, she is engaged with studying tourism and leisure futures in urban contexts.

Smolcic Jurdana, Dora
University of Rijeka
Croatia
doras@fthm.hr
Dean of the Faculty of Tourism and Hospitality Management, University of Rijeka, Croatia.

Sofield, Trevor
University of Tasmania/University of Girona
Australia/Spain
Trevor.Sofield@utas.edu.au

Soltanolkotabi, Mohammad
University of Girona
Spain
msoltanolkotabi@gmail.com

Sörensson, Anna
Mid Sweden University
Sweden
anna.sorensson@miun.se

Soro, Elsa
Ostelea School of Tourism & Hospitality
Spain
esoro@ostelea.com
Sterchele, Davide  
Leeds Beckett University  
United Kingdom  
*d.sterchele@leedsbeckett.ac.uk*

Davide Sterchele is a Senior Lecturer at the School of Events, Tourism and Hospitality Management, Leeds Beckett University. His research explores interaction rituals within events, sport and tourism experiences. Past publications have focused on the inclusive/exclusive dynamics in the fields of alternative sport events, anti-racism/multiculturalism, and sport for development and peace.

Su, Rui (Kitty)  
Middlesex University  
United Kingdom  
*r.su@mdx.ac.uk*

Rui Su is a Lecturer in Tourism at Middlesex University, UK. Her research interests are in heritage tourism and interpretation, cultural economy, city tourism, and China’s tourism.

Šugar, Tina  
Institute of Agriculture and Tourism  
Croatia  
*tina.shugar@gmail.com*

Tina Šugar currently works as an Assistant at the Department of Tourism at the Institute of Agriculture and Tourism in Poreč. She is a PhD student of Management at the Faculty of Economics, J. J. Strossmayer University of Osijek in Croatia. She obtained her Masters of Engineering degree in Agribusiness and Rural Development at the Faculty of Agriculture, University of Zagreb. She works also as an associate on the Interreg Mediterranean MITOMED+ project.

Talaue, Patricia Camille  
University of Girona  
Spain  
*paticc.talaue@gmail.com*

Patricia is currently an EMTM student who wishes to specialize in tourism and environment.

Tam, Veleda  
University of Girona  
Spain  
*veladatam@hotmail.com*

Toth, Spencer  
University of Girona  
Spain  
*spencertoth@gmail.com*

Tura Labrada, Anna  
University of Girona  
Spain  
*tura.anna14@gmail.com*

Graduated in Tourism; MSc Candidate, European Master in Tourism Management. Experienced in hospitality sector.

Vágner, Jiri  
Charles University  
Czech Republic  
*jiri.vagner@natur.cuni.cz*

Tourism and leisure geography.
Väisänen, Hanna-Maija  
University of Helsinki  
Finland  
hanna-maija.vaisanen@helsinki.fi  
M.Sc. (Econ.) Hanna-Maija Väisänen work as Project Coordinator at University of Helsinki Ruralia Institute. She has worked in the field of responsible business especially in areas of tourism and food systems, in research and development activities.

Vedoa, Marco  
Politecnico Milan  
Italy  
marco.vedoa@polimi.it  
Cultural heritage and landscape communication and education specialists. Research fellow of the "School Activate Resources" project.

Velde van de, Sil  
University of Girona  
Spain  
vandevelde.sil@gmail.com  
Sil is a current PhD student at the University of Girona researching the practice of conservation and the relationship with tourism. His research currently takes place in Malaysia, at the foothills of Mount Kinabalu. A graduate from the Erasmus Mundus European Master of Tourism Management (EMTM) - programme representative for EMTM with the Erasmus Mundus Association. His master thesis research looked at the meaning of a tourism experience in unfamiliar spaces. Sil is a member of the Western Sahara research group and one of the founding members of the Western Sahara Ambassador Programme. Sil is particularly interested in storytelling as he believes telling stories is an essential human experience and crucial in creating understanding, empathy and tolerance. In January 2020 he will travel for the EuropeAid to Myanmar to vlog on development cooperation.

Veldman, Jantien  
ATLAS  
Netherlands  
jantien.veldman@atlas-euro.org

Verheye, Gabrielle  
University of Girona  
Spain  
gabi.verheye@orange.fr

Vernis Figueras, Marti  
University of Girona  
Spain  
martijanvernis@hotmail.com
Vidal Casellas, Maria Dolors  
University of Girona  
Spain  
dolors.vidal@udg.edu  
Dr. Vidal is senior lecturer at the Faculty of Tourism of the University of Girona. Registrar's Office and director of the Official Master in Cultural Tourism. Member of the Contemporary Culture and Art Chair and also member of the Research Group “Contemporary Art Theories”. She holds a PhD in Art History and is Ingenièrre-Maitre en Tourisme (Université de Tolouse le Mirail). She is director of the collection “Turisme cultural” (cultural tourism) by Edicions Vitella: http://www.edicionsvitella.com/entrada/turisme.php. She joined different cooperation programmes with universities from Algeria, Sao Paolo, Piracicaba (Sao Paolo, Brasil) and San Martin de Porres (Lima, Perú). Member of cultural tourism international networks: Ibertur, Atlas and Unitwin “Culture, tourisme et development” (UNESCO). She is author of several documents about cultural tourism, such as: “Culture et tourisme” (2001) and Imaginari monumental i artistic del turisme cultural: el cas de la revista Barcelona Atracción (Cultural tourism's artistic and monumental imaginary; Barcelona Atracción Magazine case study): http://www.tesisenred.net/bitstream/handle/10803/7842/tdvc1de2.pdf?sequence=1  

Wall, Stacy D.  
Bournemouth University  
United Kingdom  
swall@bournemouth.ac.uk  
I am a Lecturer in Digital Marketing Communications at Bournemouth University with a focus on community and digital engagement which aims to promote both wellbeing and sustainability. I have over 14 years of professional experience in environmental communications and engagement working with local councils in Canada and in the UK. My roles focused on building community capacity for sustainable behaviours with the aim of meeting of community CO2 reduction targets. My research/teaching draw on my interdisciplinary background in environmental behaviour, communications and engagement, health and wellbeing and people and place relationships.  

Wandaloo, Monika  
University of Girona  
Spain  

Westwood, Caroline  
Sheffield Hallam University  
United Kingdom  
c.westwood@shu.ac.uk  
Caroline Westwood is a Senior Lecturer in the Business School at Sheffield Hallam University and teaches across a range of undergraduate and postgraduate modules. Caroline previously worked at The University of Derby teaching on both full time and distance learning programmes. Caroline's experience as a practitioner spans more than 15 years specialising in corporate event management; experiencing public, private and third sector organisations and retains and active role in the event management of some annual events for charitable organisations. Caroline has developed a research interest in event design and consumer experience at agricultural shows. As a farmers daughter Caroline's passion for the world of farming and in particular rural events fuels her interest in this diverse, interesting and sparsely researched area of the industry.  

Wilson, Julie  
Universitat Oberta de Catalunya  
Spain  
jwilson2@uoc.edu  
Dr. Julie Wilson is Associate Dean for Research in the Faculty of Economics and Business at the Open University of Catalonia (UOC) and a member of the NOUTUR Research Group (noutur.uoc.edu).
Woldarsky, Vinka
University Rovira i Virgili
Spain
vinka.woldarsky@gmail.com

Wright, Angela
Cork Institute of Technology
Ireland
angela.wright@cit.ie
Dr Angela Wright, MMIIGrad, MBS, PhD, MCIPD (Academic), MA, D-EduLaw, is a Senior Lecturer and researcher at Cork Institute of Technology, Ireland. She is currently both a Lecturer and Research Supervisor on the Masters of Business Programme (MBA) in the Department of Organisation and Professional Development where she has worked with Life Long Learners since 2004. Her main areas of interest include Education, specifically adult education, Tourism and Marketing and she holds a masters and PhD in these disciplines. She is the author of several books in this field and continues each year to contribute extensively, through her own and her supervised research, to an extensive range of publications related to Education, Tourism, Marketing, Communications, and Business Management topics. Dr Wright maintains direct links to industry and is regularly asked to consult and contribute to the management & marketing issues of the day. She is a member of the Board of Governors of Fota Wildlife Park in Cork since 2003, (the top tourism attraction in the south of Ireland) and is actively engaged in guiding the management communication and marketing strategy at this superb facility which attracts and average of 500,000 visitors per annum, and is worth over 150 million euro to the economy.

Xu, Wenyue
Sun Yat-Sen University
China
xuwenyue01@163.com
Xu Wenyue is a PhD candidate in Sun Yat-sen University, School of Tourism Management, with research interest in female tourist, and the application of psychoanalysis theory aspects in tourism research.

Yachin, Jonathan
Dalarna University
Sweden
jmy@du.se
Member of CeTLeR tourism research centre (Dalarna University) and a PhD candidate in tourism studies at Mid-Sweden University.

Yan, Hongliang (Gordon)
Coventry University
United Kingdom
Gordon.Yan@coventry.ac.uk
Dr Hongliang (Gordon) Yan, is a Principal Lecturer and Head of Tourism, Hospitality and Events Management at Coventry University, London. His research interests are in sustainable tourism, destination management, heritage interpretation and tourism mobilities.

Zerva, Konstantina
University of Girona
Spain
konstantina.zerva@udg.edu

Zuccoli, Franca
University of Milano-Bicocca
Italy
franca.zuccoli@unimib.it
2017 Associate Professor in Pedagogy and Special Education in the University of Milan Bicocca, Italy
2014 Researcher in Pedagogy and Special Education in the University of Milan Bicocca, Italy. Referent for the Rector in the relationship with the museums.
Abstracts

Melgaço a Border Territory: the new economy through tourist dynamics

Lídia Aguiar  
Instituto Superior de Ciencias Empresariais e do Turismo - ISCET  
Portugal  
laguiar@iscet.pt

In this communication, reference is made to the importance of the development of new dynamics of tourism, particularly in border destinations. Literature review will be adopted as a key step in this research project. Considering that the main objective of the communication is the evolution of the tourist economy of the Municipality of Melgaço, its Strategic Marketing Plan is analysed in order to measure which tourism products might be considered strategic. Finally, a quantitative analysis of the data available in the Tourism Observatory of the Municipality of Melgaço is carried out, aiming to estimate the evolution of the tourist profile who has visited this territory in the last four years. Until the entry into force of the Schengen Agreement, the economy in Melgaço, a border municipality, was based on subsistence smuggling. This way of living has created and passed on knowledge and memories that are part of the identity of its population whose preservation has been recorded, as a result of concerted actions of cultural and creative tourism that have allowed tourism experiences and new cross-border relationships of great value. It should be noted that, being a territory with endogenous capacities, its geography reveals great potential in terms of nature tourism, namely the practice of extreme sports that can provide a new dynamics of tourism. Within this context and with this communication we propose to assess how Melgaço Municipality intends to affirm itself as the most radical destination in Portugal with possibilities of river and mountain sports activities throughout the year. In this way, we aim to verify, if the economy of tourism has been affirming itself with potential, replacing the economy of subsistence that was offered by the smuggling before the opening of the borders. Melgaço is, or maybe not, an example of how people can adapt to new realities that are imposed on them.

Creative tourism development in rural Alentejo. The role of third-sector organizations.

Sara Albino  
University of Evora  
Portugal  
saraib@uevora.pt

Jaime Serra  
jserra@uevora.pt

Noemi Marujo  
noemi@uevora.pt

Emerging from the experience of implementation of the research project CREATOUR (Developing Creative Tourism Destinations in Rural Areas and Small Cities) in the region of Alentejo, we address the special role that third-sector organizations have in the local development as territorial connectors. It is presented the results of field-work with three organizations, a local development agency, a guild of artisans and research centre in history
and heritage, through their missions of dignifying the profession of local knowledge and craftsmanship. We will present their contribution to an active mapping of the cultural assets of their areas of intervention and diversification of local economic activity through creative tourism in rural areas. Mapping of the local arts and crafts has contributed to the construction of different territorial narratives that underwrite to the implementation of new rural tourism routes based on participative cultural mapping. These organizations, as case-studies can be an examples of the interconnection between the sectors of the social, education and creative economy in niche tourism development complementing and adding narratives to the general place branding strategy of the territories where they implement their activities. This communication has been based in the results from site visits, interviews and idea labs occurring at the University of Évora in the years of 2018 and 2019. The presentation of the results is structured around a conceptual framework that describes the main features relating culture and place identity in a process of co-creation (Scaramanga, 2015) that can be leveraged by creative tourism.

**Death and Renewal of Festival and Events**

*Jane Ali-Knight*
*Edinburgh Napier University*
*United Kingdom*
*j.ali-knight@napier.ac.uk*

*Kirsten Holmes*

Distinct specializations emerge from the literature signaling a maturity in the field, including the role of events as a catalyst for destination development (Getz, 2013). Festivals and events have a symbiotic relationship with their destination, they are seen to extend the tourist season, encourage investment, generate revenue and boost the local economy (Derrett, 2003). As Richards and Palmer (2010) discuss, the growing prominence of events as a key component of the destination product has led some cities to promote themselves as ‘eventful cities’. This requires an integrated relationship between the city and its festivals and events and a strategic approach to the development of an event portfolio for the destination. Events and eventfulness are strong tools for the city offering a range of benefits at different stages of their development. The destination life cycle stages in Butler’s (1980) TALC framework can be seen to closely mirror the life cycle of many contemporary events and festivals, especially in terms of changing market appeal and event sustainability. However, event and festival life cycles are substantially different from fixed tourist attractions due to their temporal nature. Holmes and Ali-Knight (2017) have previously identified 7 potential trajectories for events and festivals form accelerated development to decline and cancellation. Examples of each trajectory are presented along with indicators for each stage. Previous studies have examined event success and failure (Getz, 2002; Carlsen et al. 2010) but there has been little attention given to event decline, ‘death’ and renewal. Festivals are fluid and can grow and decline within a short space of time. Success has typically been defined in terms of growth (Gibson & Connell, 2012) whereas failure results in cancellation. A world class event can simply be cancelled at the height of its success. Decline and cancellation however is not necessarily a negative outcome, a natural and deliberate conclusion can have a positive impact. An event can move destination or change its name and enjoy even greater success. ‘Death’ can often be seen to strengthen an event leading to rebirth and renewal or establishing a legacy or reputation that can be inspirational for other events. This paper will explore event decline, ‘death’ and renewal using a case study approach. The case studies illustrate alternative pathways festivals and event have taken and how they have responded and adapted to the changing internal and external environment. One of the case studies, the Edinburgh Mela, is a pertinent example of a festival that has followed Holmes and
Ali-Knight (2017) trajectories. Founded in 1995 it experienced a period of growth till 2011 when due to bad weather and recession there was a drop in numbers (22%). In 2011 a new director was appointed and the audience grew to reach 30 000 as did its profile due to securing project funding for cross festival collaborations. However due to concern over the charity’s governance the festival was cancelled when the funding was held back in 2017. It was then reborn in 2018. This, and other case study examples, will be examined to identify what and when are the key potential interventions needed; how festivals can become more resilient to surrounding issues and challenges and adopt a more strategic approach to development.

**Measurement of competitiveness of tourism destinations from the perspective of residents: application in Balneário Camboriú, state of Santa Catarina, Brazil**

*Francisco Antonio dos Anjos*
*Universidade do Vale do Itajaí - UNIVALI*
*Brasil*
*anjos@univali.br*

*Sara Joana Gadotti dos Anjos*
*sara@univali.br*

*Maria Carolina Bucco*

The Competitiveness of Destinations is a concept of extensive theoretical construction, since it is dynamic and multidimensional, and also because of the new challenges that contemporary tourism presents to society. Therefore, this study aims to investigate which categories and variables of the competitiveness theory of tourist destinations are perceived by the destination residents. The approach of this research is predominantly quantitative, preceded by an exploratory qualitative stage conceived to define the variables to be included in the questionnaire. Balneário Camboriú was the destination chosen for this study, which is located in the State of Santa Catarina, in the South of Brazil. A survey questionnaire was applied to members of the local population, using stratification by neighbourhood. A sample of 403 valid answers was collected between November 2018 and March 2019. The data collection instrument used was a 5-point semantic differential scale. Residents were also asked to answer to sociodemographic questions to identify the respondents’ profile. A set of thirty-four variables of competitiveness was gathered from previous studies. Data analyses involved four steps: (1) descriptive analyses of demographics, (2) exploratory factor analysis (EFA) of the competitiveness variables, (3) confirmatory factor analysis (CFA) to evaluate latent variables and build a measurement model of tourism destination competitiveness, and (4) stratified analysis of data by neighbourhood, age, income, gender, and schooling of respondents. Based on theories raised during research, the emerging categories were denominated as Business and Employability; Professional Qualification and Income; Social Aspects and Crime; Associativism and Protection of Resources; Schooling; Health and Environmental Infrastructure. It was possible to recognize the classic categories of competitive models of destination competitiveness. Another significant result was the confirmation of new indicators raised by the most recent theories, which recognize the social, associative and resource aspects. It should be noted that the variables that formed the Business category were the best evaluated when the residents referred to the benefits of Tourism to the city. On the other hand, the variables with worse evaluation were those that formed the categories Social Aspects and Crime and Associativism and Protection of Resources. In terms of results, it is fundamental to test these indicators in destinations in other countries and other tourist segments to contribute directly to
the perception of the resident as an element oriented to the measurement of the competitiveness of a tourism destination.

**Designing event experience for people with Down Syndrome**

*Vladimir Antchak*
*University of Derby*
*United Kingdom*
*v.antchak@derby.ac.uk*

*Charlotte Whitehouse*

Event participants and attendees are interested in emotions, feelings and memories an event can provide. Designing both physical and sensory dimensions of an event, event producers should put customers at the centre of any design framework, with consideration of their motives, perceptions and expectations. It is imperative for event organisers to gain knowledge and understanding of the potential event audience to tailor the event design based on the customer profile. This raises an important question of the accessibility of the offered experiences at the event to different audiences, including attendees with disabilities. With over 60,000 people with Down Syndrome living in the UK and the estimated incidence of Down Syndrome of 1 in 1,000 live birth worldwide there is a clear need for the event industry to appropriately respond to the fundamental needs of this clientele. Many people with this syndrome have learning difficulties effecting both their cognitive and behavioral characteristics. Due to these difficulties there is potential that their interaction at an event can be limited if their needs are not met. There is a distinct lack of literature surrounding the event experience of a person with Down Syndrome, meaning that there is limited understanding of how to provide positive immersive experience to this specific event audience. A qualitative research was conducted with the aim to explore different aspects of event experience by attendees with Down Syndrome. Two community organisations, which work directly with and for people with Down Syndrome, were identified. These are SHEDS (Sheffield Down’s Syndrome Support Group) and Hubbub Theatre Company, Derby, a theatre production and actor training organisation for adults and young people with moderate learning disabilities. In-depth interviews, observations and a focus group discussion were employed as data collection methods. The results demonstrate that attendees with Down Syndrome and their carers often face adversity when attending planned events. They have to either adapt themselves to fit around an event or have to avoid events due to uneasy settings and inability of event designers to satisfy their fundamental needs. The analysis of the positive and negative event experiences obtained by people with Down Syndrome provides a ground for a series of recommendations for event organisers. These includes aspects of staff training, accessibility of information about the event and audio/visual assistance. A suggested communication framework provides event planners with a set of considerations which should be incorporated into the event planning process to guarantee the inclusion of participants and attendees with special needs.
Gentrification on the move

Albert Arias-Sans  
University Rovira i Virgili  
Spain  
albert.arias@gmail.com

Antonio Paolo Russo  
antonio.russo@urv.cat

This paper intends to contribute to the debates on tourism-led gentrification by exploring a relational approach on the phenomena (Murdoch, 2005). To do so, an in-depth review of the academic literature - from the “tourist bubble” (Judd, 1999) to the recent impact on the rental market (Cocola-Gant, 2018) – seeks to point out that gentrification and the emergence of urban tourism are global processes that are constructed through intertwined processes of production and consumption of resources at a planetary scale. A mutual constitutive process that brings together a mesh of heterogeneous elements and relationships that is crucial in the composition of the contemporary city. Nonetheless, beside the share processes, there are some key elements closely related with tourism-related agencies that may help to widen the structural political economy approach. Thus, the paper explores the possibilities offered by merging the ‘performative turn’ in tourism studies and the ‘mobilities turn’ in social sciences in order to elucidate the specific impact of tourism activities on gentrification processes in the city. Considering the politics of mobilities (Cresswell, 2010) and the capacity of tourists to build places through their practices (Bærenholdt et al 2004), the key question is how to analyse gentrification as a contested process on the move, taking into account the differential power of tourism as mobility in the ‘race for space’. Using the case of Barcelona as a case-study, a global urban destination in which an intense public debate has emerged about the negative impacts of tourism on the urban every day, the paper focuses the analysis on three constitutive elements of tourism-as-mobility. Firstly, by evidencing how the urban rent gap – the most well-known gentrification mechanism – may be also related to the increase of intensity of use by tourism related activities. Secondly, pointing out how tourist performances and their relative power become hegemonic in the negotiation for urban space and urban resources. Thirdly, pointing out the interdependencies and exclusions of the multiple ways of dwelling the city assuming tourism as an inherent way of doing so.

Networks and Platform-based Tourism: Co-creation determinants in rural tourism

M. Aurkene Alzua Sorzaba  
University of Deusto  
Spain  
aurkenealzua@deusto.es

Marina Abad  
marina.abad@deusto.es

Basagaitz Gereño

The latest literature evidences that technology is driving a shift towards networks and platform-based tourism business models. Tourism experiences are co-created by all stakeholders involved during the practice of the experience, when knowledge is shared between them. The
present study explores the contribution of collaborative dynamics in rural tourism, so that a systemic view of value creation in rural tourism can be conveyed. Essentially, it is suggested that knowledge sharing and technology readiness can help us to better understand value creation processes. Last decades have evidence that technology is driving a shift towards networks and platform-based social and economic models. In tourism, the value of the experience is not only created by the firm and its customers but is embedded in a larger social and physical context of what is being experienced (Hoarau & Kline, 2014; Prahalad & Ramaswamy, 2004). Value, therefore, can be co-created by all stakeholders involved during the practice of the experience, when knowledge is shared between them. This co-creation of value allows for knowledge transfer because customers, providers and other actors are engaged in joined practice. This being so, both information technology capacity and knowledge sharing are of great significance to tourism organisations of all kinds. Most organisations are somewhat aware of the exponential advances in networking, and emerging technologies. However, while the networked and systemic nature of this exchange is increasingly recognised, the full extent of the interconnected, massively collaborative, and systemic nature of value (co) creation seems to be often underappreciated and not well understood (Vargo & Lusch, 2011). Rural small businesses suffer from the additional problem of limited resources, financial, technological and human (OECD, 2001). For this group of organisations, technology and the information-sharing itself can be of crucial use, provided that they can be made use of readily and without recourse to expensive expert assistance. The question then arises is whether, rural small businesses and destinations are prepared for the new digital and collaborative environment, and how will players forge new collaborations of innovation in response. The objective of this paper is to further explore the contribution of collaborative dynamics in rural tourism, so that a systemic view of value creation in rural tourism domain can be conveyed. Furthermore, this paper discusses the opportunities which the technologies make available to micro and small-size enterprises in the rural tourism domain, building on both the still comparatively limited research available in this area and on technology readiness to draw conclusions about what a typical enterprise in the rural area can hope to achieve. The empirical research of the inland tourism accommodation of Gipuzkoa highlights the need to incorporate smartness into resource management and local policies. In terms of the determinants of co-creation, the designed SEM (Structural Equation Model) for co-creation indicates some progress in revealing new factors with significant influence on the core variables of the model. Tourism stakeholders will largely benefit by incorporating the smart destination ecosystem approach to their organisational culture.

The Couchsurfing Community and their influence on touristic behavior, relationships and urban landscapes

Agnetha Bartels
University of Hildesheim
Germany
barte003@uni-hildesheim.de

International Voluntary Services, Erasmus, Backpacking, Work and Travel, Airbnb and, last but not least, Couchsurfing: Going on (longer) trips far away from 'classic tourism' is very popular for young adults. They are seen as a new and important travel group and referred in youth research as youth mobility. In this abstract a focus will be placed on youth mobility respectively this new travel group in which the couchsurfing community will be examined in more detail because this research field has so far received little attention in social and tourism research. The results of this abstract are underlining my ethnographic research dissertation, which took place in the couchsurfing Community in German and Latin American cities. The content of the abstract
wants to discuss two perspectives: the impact of the couchsurfing community of urban and rural spaces (landscapes) and the impact of the behaviors in the community. Here the question is: (how) can the couchsurfing community transform touristic behavior and relationships between hosts (residential) and tourists (temporary residents)? And the first perspective wants to discuss the question: how and which young adults of the couchsurfing community influence urban spaces and why they do not influence rural spaces? In this context furthermore it will be discussed what effects and challenges this has on urban, tourist spaces and –at the same time- on rural spaces. The word ‘urban’ indicates geographically well-positioned neighbourhoods (well-positioned in the sense of being in the center of the city or in ‘trendy’ neighbourhoods), in which the homes respectively couches of the hosts are located. Urbanity is also an important issue when it comes to rural areas that cannot be used to stay overnight, because urban areas have (as opposed to rural areas) the advantage that they have a degree of recognition - a recognition that the group of couchsurfers needs to feel comfortable in another country or in another city. One of the biggest challenges in this context is that the couchsurfing community is shaping a homogenous group who is located exclusively in urban spaces. The content of this abstract will be focussed on this challenges and wants to discuss the question if and how the couchsurfing community can influence the behavior of the tourists, respectively young adults as a new and important touristic travel group and what are the effects for all the involved persons and cityscapes. So a main focus should be on an important result: the fact that the Couchsurfing Community is shaping a homogenous urban cityscape that can reproduce prejudices and stereotypes, increase inequality and contribute to less diversity in the cityscape – here the two perspectives of the abstract are thought to be merged. For example, certain, already popular urban spaces are becoming even more important due to the couchsurfing community and are, so to speak, ‘flooded’ by this type of new tourism, while other, less popular neighbourhoods or rural areas are becoming less important.

Tourism-phobic narratives in emergent destinations: the case of Girona

Dani Blasco-Franch  
University of Girona  
Spain  
dani.blasco@udg.edu

Saida Palou  
Manel Poch

This research analyses the construction of a tourism-phobic narrative in an emergent tourism destination, using a case-study approach. With the occasion of the elaboration of the Tourism Strategic Plan of the city of Girona, a number of 25 interviews were conducted with different stakeholders, representing the tourism industry, the social actors, the institutions and the academia. By means of a qualitative methodological approach, using thematic analysis, the voices of the different stakeholders in the destination are dissected, and general trends are identified in order to establish to what extend there are different positions on the social debate about tourism, and which are these confronted positions. Findings suggest that a number of different perceptions of the destination reality are adopted by different stakeholders and collide in the social debate. In particular, social critical discourses have increased alongside with the growth of figures of visitors in tourism destinations. Our research suggest that the echoes of tourism-phobia in neighboring destinations such as Barcelona are adopted and amplified by some locals, which use concepts such as massification and gentrification in an emerging destination like Girona. This research can be exported to other emergent tourism destinations, in order to understand the ways in which critical discourses against tourism are created, shared,
exported and reproduced. In addition, destinations can also extract conclusions for the management of their destinations, and particularly on how (lack of) governance can act as a trigger to foster or reduce social perceptions about the benefits and costs of tourism.

10-year progress in understanding of daily deals in hospitality distribution

Miha Bratec  
University of Ljubljana  
Slovenia  
miha.bratec@ef.uni-lj.si

Katarzyna Minor  
Tanja Mihalič

Daily Deals (DDs) emerged as a form of social shopping promotions in the recent Global Recession that hit most markets post 2008 (Imbs, 2010). Since then, DDs have established themselves as an important Internet distribution system (IDS) for hotels. They can be defined as promoters and aggregators of demand for hotels by offering deeply discounted, pre-paid stays to customers who have subscribed to receive a daily email with featured offers (Parsons et al., 2014). Based on their business model they can be classified in two main categories, generic DDs and niche DDs specialising only in selling travel products (Budler et al., 2019). Contrary to early beliefs that they were just a recessionary phenomenon (Berezina et al., 2016), DDs continue to attract millions of subscribers who use them for searching and booking upmarket hotel stays offering reasonable value for money (Mintel, 2018). Their popularity's peak has already been reached in the years during the Global Recession where they played a crucial economic sustainability role (Business Dictionary, 2019) for hoteliers to overcome the years of lower demand (Minor, 2017). Yet, even to this day, the industry as well as academia lacks a holistic understanding of them. Even more so, critical questioning and research regarding the reasons underpinning their popularity as an IDS is absent in the literature. The purpose of this paper is to fill the above gap and review the progress of the understanding of DDs in hospitality distribution within the last 10 years, i.e. from their rise to the present day, through a review of available academic and professional literature. This is achieved in two stages: First, we perform a classic, narrative type of literature review to explore the most common motivators for DDs use in hospitality structured along the stages of hospitality guest cycle framework (Tewari, 2009). In the second stage we perform a systematic review with a scope to content analyse available literature, emphasising the adoption and consequent continuance of DDs as IDS among hoteliers. The findings reveal that most of the available knowledge that constitutes the literature for understanding of DDs comes from different reports and conference papers that never made it to the level of being published in leading hospitality and tourism journals. Further, literature mostly overlooks the distinction between generic and niche DDs. We speculate that one of the reasons for this is the very diverse and complex theoretical backgrounds from which the DDs can be studied. These make the DDs-related literature fragmented, case-specific and disciplinary limited to only partial understanding. This mostly occurs through prisms of marketing, branding, performance, discounting and distribution management disciplines. Equally so, literature provides few answers to the reasons behind the adoption of DDs by hotels and even less explanation for their continued popularity despite the current economic upturn. We discuss potential reasons for this and provide directions for future research needed in order to fill the gaps in understanding of the adoption and continuance of DDs, which by now are a well-established IDS for hotels.
A Queer Sense of Home: Placemaking and Community at Burning Man

Caitlin Brooks  
University of Illinois  
USA  
cedward@illinois.edu

Two and a half hours northeast of Reno, past sacred Pyramid Lake and the little village of Gerlach, Nevada there is a place where no one lives. The high desert here is inhospitable in the extreme. Temperatures soar to nearly 120 degrees during the day and fall to near or below freezing at night. Instead of sand, the dried lakebed ringed by mountains is comprised of fine alkaline dust. Because the dust is so basic, it is hazardous to humans and contact with it can cause skin irritation and breathing problems. Playa lung - a colloquial term for the intense irritation that contact with the dust can cause when inhaled - is a persistent problem for participants. It can leave attendees hacking and coughing up phlegm and dirt for weeks after the event. The ground is caked and hard, but the very activity required to build the temporary city erected here at the end of August each year can cause the dust to come loose and to build up in drifts along well-traveled paths. Even a light breeze can create a tiny whirlwind of dust. Strong winds can easily create dust storms that reduce visibility to zero and cause activity in the temporary city to cease. All of the structures here must be built to withstand not only the punishing sun, but also these storms which can reach wind speeds strong enough to tear a foot of rebar from deep within the ground. In the heart of a storm, anything not suitably tied down can become a deadly weapon, flying through the air until the winds die or it makes contact with an unsuspecting structure or person. On the Saturday of U.S. Labor Day weekend, the organizers of this massive social experiment burn a massive stylized statue of a man, known as the effigy. It is the eponymous ritual of the event - Burning Man. Around the world, a hundred thousand people call this place “Home.” I am interested in the simultaneous intersecting co-creation of meaning, community, and place at transformative tourism events. In this paper, I explore the creation of place and specifically the idea of “home” during a community-based tourism experience. I argue that Burning Man represents, for many participants, a queered sense of home, one that physically exists for only a week a year but lives on in the transformed lives of participants the other 51 weeks of the year. This queered feeling of home is both a product of and response to modern western culture. This work is rooted in my autoethnographic research of Burning Man as a participant, volunteer, and active member of a theme camp during 2017 and 2018. It also draws on my involvement in the regional network of Burning Man events which dates back to my first field experience in July 2016.

Tourists’ satisfaction as an indicator of sustainable tourism in Istria (Croatia)

Kristina Brščić  
Institute of Agriculture and Tourism  
Croatia  
kristina@iptpo.hr

Tina Šugar  
tina@iptpo.hr

Tourism as one of the fastest growing industries in the world is also one of the most important industries in Croatia, generating 19.6% of the total GDP in 2017 (Croatian National Bank). Istria County is the most developed tourist region and one of the most attractive coastal destinations in Croatia. According to the official data from Croatian Bureau of Statistics, the County of Istria

50
in 2018 had the largest number of tourist arrivals and overnight stays in Croatia, 23.2% of the total tourist arrivals and 29.2% overnights. Although the number of arrivals and nights are important indicators of tourism development, the aim of the presented research is analysing tourists’ satisfaction as a social indicator in the destination sustainability on the regional level. Due to the constant increase in the number of tourists arrivals in Istria social, cultural, economic and environmental indicators of destination sustainability need to be monitor to avoid the negative effects of tourism. Tourism managers should concentrate on raising the destination quality rather than using the number of tourist arrivals as an indicator of the success of the tourist season. The research aimed to analyse the use of tourists’ satisfaction with different aspects of destinations as a tool for future destination planning. For the study, a questionnaire was developed and was conducted from July until September 2017, on various beaches in three destinations of Istria County, in City of Poreč, City of Novigrad and City of Labin (village Rabac). Overall, 1621 questionnaire were collected and appropriately filled out. The research was carried out within the Interreg Mediterranean MITOMED+ (Models of Integrated Tourism in the MEDiterranean Plus) project. The results were compared on the local and regional level in order to indicate the differences and usefulness of indicators on both levels. The results show that tourists are generally satisfied with the destination, and the best-rated aspect is the cleanliness of the destination. The obtained results can serve as an information tool for better governance on the local and regional level. Also, the results are good information background for the development of future marketing strategies to develop destinations in a more sustainable way.

Involving schools in touristic products development to enhance suburban cultural landscape

Camilla Casonato
Politecnico di Milano
Italy
camilla.casonato@polimi.it

Marco Vedoa
marco.vedoa@polimi.it

“School Activates Resources: mending the lost heritage of the suburbs” is a two-year research project of Politecnico di Milano, which began in April 2018. The project won the “2017 Polisocial Award” the internal competition of Politecnico di Milano, financed every year with funds of 5x1000 tax, an Italian tax that support social impactful projects. Moreover, the project is supported by the Ministry of Culture as one of the official events of the 2018 European Year of Cultural Heritage. The idea of ScAR project is to involve local associations and schools - students and teachers from primary to high school level - in the promotion and revaluation of cultural heritage in peripheral areas. The project sets the research area in the southern suburban areas of Milan in which, first the contrast between the historical rural vocation of the territory and the industrial push of the twentieth century and then, the post-industrialization process, has been creating a remarkable urban cultural landscape. An urban environment rich in critical issues but also in cultural tangible and intangible heritage. Moreover, the research project focused on the use of innovative and open ICTs tools in order to promote this peculiar cultural landscape through touristic products developed by students from different educational levels. A group of students of “Instituto Tecnico Commerciale per il Turismo C. Varalli” in Milan — which is a technical high school devoted to training tour operators — were invited to develop two professional tourist guides with Izi.travel (https://izi.travel/en/207f-exploratory-tour-from-chiesa-rossa-neighbourhood-to-morivione/en, https://izi.travel/en/f65d-exploratory-tour-from-morivione-neighbourhood-to-fondazione-prada/en ) inside the project area. Izi.travel is an online
free content management system (CMS) specially designed for tour operators, which offers an intuitive and easy back-end. Students developed two professional mobile audio guided tours enriched with audio storytelling and with historical and current images. Based on the same contents and thanks to the use of spherical images, the research team in collaboration with schools developed the augmented reality environment “Experience tour of Stadera Neighbourhood” (https://poly.google.com/u/0/view/7fgLaQVUbLe). The tour focuses on Stadera neighbourhood a historical suburban area of Milan built in the twenties of the twentieth century. Users can explore immersive scenes with ambient sounds and they are guided with audio storytelling. Moreover, historical images can be overlapped on the current spherical image in order to show users how the cultural landscape has changed during history. The environment was built with Google Tour Creator and allowed teachers and students to develop this complex AR tour even with a basic IT knowledge. Two classes from two middle schools of the research area have developed two discovering mobile games with GaiaSmart (www.gaiasmart.it) for children from primary to middle school. The interactive step-by-step games push participants into interactive storytelling in which the cultural heritage elements are the step. Kids discover the cultural landscape of the two peripheral neighbourhoods by following a defined route and once they reach a step by solving quizzes. The contents of the game, such as steps, texts, images, and quizzes, were developed by students in collaboration with the technical team of GaiaSmart. With these tools, School Activate Resources aims to promote the cultural landscape and to build stronger local communities starting on younger citizens and suggest the development of a different type of tourism.

Tourism, financialization, and the sharing economy: The political economy of Dublin’s housing crisis

Michael Clancy
University of Hartford
USA
clancy@hartford.edu

In May 2019 there were over 9,500 properties to choose from in Dublin on AirBnB’s website. More than 51 percent of these were for entire properties (Inside AirBnB 2019). That same month there were only 2700 properties for long-term rent in all of Ireland on daft.ie, the country’s most widely used site for finding rental properties. The market is especially tight in Dublin. In May there were only 1200 open listings, the lowest Daft has ever recorded for the city (Lyons, 2019). Today Dublin is in the midst of a severe housing crisis and at least some of it is tied to the growing tourism industry. Dublin serves as a fascinating case study as it constitutes a petri dish for a number of important global trends: years of neoliberal governance, low corporate taxes and aggressive recruiting have led to hundreds of transnational corporations setting up their European corporate headquarters in the city. The boom and bust of the Irish Celtic Tiger brought about state takeover of the banking sector and other distressed assets, and subsequently has attracted vulture funds from across the globe that have scooped up these assets. Once confined to commercial real estate, these funds now increasingly involve residential properties. Meanwhile, tourism to Ireland, and Dublin specifically, has been growing rapidly since the end of the financial crisis. In 2017 the number of overseas tourists to the Republic of Ireland reached nine million, with six million of those traveling to Dublin. The city has seen tourist arrivals grow by 50 percent between 2013-17 (Failte Ireland, 2018). Meanwhile AirBnB listings have grown by more than 50 percent since 2016. The growth in tourism to Dublin is not simply market driven, but rather promoted by a new private-public initiative, Grow Dublin Tourism Alliance, launched in 2014 under the auspices of the National Tourism Authority (Failte Ireland). This paper will examine the political economy of tourism in Dublin and its relationship
Airbnb in Lisbon: professionalization, buy-to-let investment and loss of place

Agustin Cocola-Gant
University of Lisbon
Portugal
agustincocolagant@campus.ul.pt

Ana Gago

Through detailed empirical analysis in a central area of Lisbon, we explore whether Airbnb channels investment in residential real estate as well as the way in which the local community experiences the proliferation of short-term rentals. We did not find evidence of a sharing economy but increased professionalization in the provision of Airbnb and a process of buy-to-let investment in which different players make profits from rents and replace residents with visitors. We contribute to the literature on Airbnb and tourism-driven neighbourhood change by suggesting two key issues. First, the paper highlights how the development of digital platforms such as Airbnb provide an instrument by which investing in residential real estate is ever more flexible and profitable. It is argued here that Airbnb-led investment replicates the strategies seen in the financialization of rental housing, that is, global investors replacing local property owners and making profit from rents by changing tenants with tourists. Second, in a context of excessive tourism growth we find that Airbnb-led investment involves a process of social change motivated by the substitution of residents with transient consumers of place. Airbnb fosters further housing insecurity for tenants as they are replaced with visitors. But social change is also caused by the out-migration of homeowners that sell their flats to buy-to-let Airbnb investors. The result is a tacit change in land use from residential to touristic that is experienced by residents as a process of dispossession and loss of place.
The transformative potential of events – the power of affective engagement

Willem Coetzee
University of Otago
New Zealand
willem.coetzee@otago.ac.nz

Several studies enhanced our understanding of events and festivals within the experience economy. Researchers emphasised the uniqueness of events and festivals, and their results confirmed the complexity and importance of experiences. We now start to recognise the importance of creating event experiences for attendees that are trying to escape reality within an evolving destination. In recent years we have learned that attendees want to transform, pursuing the goal of self-actualisation. For example, attendees might attend an event as a relatively marginalised person within a new society or country, experiences acceptance and inclusivity through cognitive, conative and affective event experiences, and departs the event as someone who has had – and may seek more – transformative thoughts, acts and feelings. It is therefore important for event organisers to create these transformative opportunities and to enhance the positive event experiences by creating opportunities for personal transformation. But not all events are the same. Some events might have more transformative potential, particularly in certain places with welcoming social atmospheres that encourage affective, cognitive, physical engagement and novel experiences. It might also be a question of scale, where large sports events such as the World Cup or the Olympics can transform attendees but also unite a city or nation, for example, the 2010 FIFA World Cup in South Africa that united the nation. To design transformative events, it is important that we measure experiences. One cutting-edge project within this realm was the development of an Event Experience Scale (EES) in 2015. The purpose of this project was to compare experiences at different types of events from different countries by using a universal measuring instrument. One part of this instrument aims to measure experiences regarding affective engagement, cognitive engagement, physical engagement and novelty. Within this section, attendees are presented with 18 variables and are asked to rank each variable on 7-point Likert-scale. Since the inception of this project, researchers from nine different countries collected data at ten different events (n=1693), and the results of all ten events indicated that affected engagement is one of the most important factors to ensure memorable experiences. For this paper, the author will focus on the variables within affective engagement, encompassing excitement, emotional energy, intimacy, adventure, personal values and recollection. This paper aims to bridge the gap between affective engagement in creating memorable experiences and business theory related to event planning. This nexus points at an emerging ethos for event organisers and opens up new possibilities to plan and design events that will lead to higher levels of affected engagement. From a marketing perspective, it is important to highlight the fun and excitement associated with attending events and the potentially transformative power of these events.
Politics, Conflicts and Religious Tourism: The Case of Nazareth, Israel

Noga Collins-Kreiner  
University of Haifa  
Israel  
nogack@geo.haifa.ac.il

The lecture aims to analyze the different issues, forces, values and processes involved in developing Nazareth as a religious tourism destination. This aim will be achieved by examination of the conflict surrounding the proposed building of a new Mosque adjacent to the Church of the Annunciation in the center of Nazareth. Israel’s religious landscape is imbued with tension; the politics of religion are closely associated with overall strategic concerns and land control. However, conflict over the religious politics of space does not exist only in obvious places such as Israel. Religion and the expansion of religious sites across the built environment have a long-established history of conflict around the world. Nazareth is Israel’s largest Arab city and numbers approximately 76,000 Muslim and Christian residents. The City serves as the ethnic-national center for Israel’s 1.6 million Arab minority, and is the epicentre of Christian sacred sites. Its image in Israel and around the world is that of the birthplace of Christianity, and it holds global significance for Christians. This is reflected in the City’s large number of pilgrims and tourists, approximately one-third of all the 4 million foreign tourists who visit Israel annually.

The paper uses 'framing' as an approach and methodology which can provides insights of conflicts in the tourism arena. The findings fall within three frame categories identified in the research: ‘Process’, ‘Values’, and ‘Issues’ and reveal that the discord surrounding Nazareth had to do primarily with Process and Values, and not around the Issues themselves. This methodology also provides a typology for understanding and analyzing the different stories told by stakeholders involved in conflicts where the decision adopted might be perceived as endangering identity and ‘sense of place’. It is hoped that the framing typology developed and the insights gained from this research, will aid in the analysis of present and future conflicts, their management, and in some instances, facilitate a ‘reframing’ process.

Innovation, change and authenticity in traditional and popular culture events: la Patum de Berga and Correfoc de la Mercè, Catalonia, Spain.

Alba Colombo  
Universitat Oberta de Catalunya  
Spain  
acolombo@uoc.edu

This paper analyses tensions between innovation and certain conservatism in popular culture events in Catalonia. It is generally believed, that cultural events, performances and folk groups are representations of traditional culture, nevertheless in most of the cases this tradition has been (re)invented and (re)interpreted with a desire not only to recover, but also to continuously adapt to new times and new necessities (Hobsbawm & Ranger 1983). Traditional and popular culture events as been also seen as representatives' icons of a specific community adapting its narrations and performing its identity. Consequently, now a days there are some tensions between new ways to interpret folk activities by defending evolution of these traditional representations and those conservative paths considering none mobility of traditions. Despite the importance of this topic, there is a lack of critical research addressing the relation between authenticity, innovation and change in traditional and popular culture events. Therefore, to be able to obverse those tensions and identifying new narrations, this paper focuses on two examples, El Correfoc de la Marcè, in Barcelona and La Patum in Berga. Both cases are big
events organized by diverse comparses or groups, are open air activities as well as are related with traditional fire performances. But how are these traditional events evolved? Probably this is a matter of perceptions, therefore this paper is focusing on perceptions and opinions of locals, visitors, participants and experts. In order to analyse these voices, a qualitative content analysis of the gathered interviews and focus groups were undertaken as well as participant observations in both events between 2017 and 2019. The paper concludes with some remarks about tension between innovation and change in popular cultural events shifting narratives about authenticity underlying the importance of evolution in those events in order to preserve their representations.

Transformations in importance of leisure time across age cohorts. A comparative European analysis (1990-2018)

Lluís Coromina Soler  
University of Girona  
Spain  
lluis.coromina@udg.edu

Ariadna Gassiot Melian  
ariadna.gassiot@udg.edu

In the last decades, the tourism sector has become one of the main sources of income for many countries. The evolution of tourism is directly related, among other reasons, to the leisure time that individuals have. Researchers on leisure and tourism studies (Cutler & Carmichael, 2010; Carr, 2002, Tribe, 2011) have clearly identified the components to evaluate leisure. This research uses these previous studies about leisure with the aim of evaluating the transformation of the importance of leisure time in life for citizens. The life cycle theory assumes that individuals make rational choices about some decision at each age. In this case, this research is based on the assessment of importance of leisure time along time for different age cohorts. According to the life cycle theory, individuals' behavior changes during the initial stages of their working life and these behavioral patterns are modified according to their needs at different stages of their life. Leisure time will also be compared with other concepts used for evaluating the importance in life, such as the importance in life for work, family, friends and acquaintances, politics or religion. Thus, this research demonstrates the longitudinal changes or transformations of the importance of leisure time in life, taking into account age cohorts in ten European societies of different religious and cultural traditions. This evolution will be considered for the different age cohorts, since life cycle theory assumes the behaviors will change in the different stages of life. Moreover, a longitudinal analysis will be done in order to also analyze the pattern differences in the last 30 years. Data used is from European Values Studies survey, in four different waves (1990, 1999, 2008, and 2018) and ten countries will be analyzed for each wave: Austria, Bulgaria, Czech Republic, Germany, Iceland, Netherlands, Spain, Poland, Slovakia and Slovenia. The total sample size is 56,957. This study is based on a dynamic phenomenon using cross-sectional data in different years for different countries and individuals. The sample is divided into homogeneous groups based on age. Within the frame where age is an important factor, the sample is divided according to the year of birth of the individual, resulting in age cohorts. Multiple regression analyses will be used to study the effects of different variables on the importance of the leisure time in life. Thus, results will show how demographics, particularly age and cohort, have an influence on the decision making process in the importance of leisure time in life, in the European society during the last 30 years.
Tourism self-development, initiatic travel, consciousness travel, history of tourism, experience

Neus Crous Costa
University of Girona
Spain
neus.crous@udg.edu

Nuria Morere

Dolors Vidal-Casellas
dolors.vidal@udg.edu

Travel and tourism have been and still are an integral part of the lives of people that, like many other aspects, have been emptied of content and, therefore, banalized. An illustrative example of this is the commonly used term "tourism industry", which usually forgets to include a wider array of stakeholders and effects, including the fact that, for the travelling person, tourism is (or can become) a profound experience. This is not a new idea, and some thinkers in the 19th and early 20th century already pointed out the problems of unmindful tourism (Ball, 2008; Vidal-Casellas, 2008; Hanley and Walton, 2010) and leisure (Morris, 2013; Navarro Navarro, 2018). In recent years, these issues have mostly been coded as sustainability problems: environmental (Jenner, 1992; UN, 1992; UNWTO, 2019), sociocultural (axson, 1999; Prats, 2011; Palou i Rubio, 2012; Collins Kreiner, 2015; Mietzner and Storch, 2019) and economic (Sen, 2002; Mitchell, 2010), from the perspective of researchers, practitioners and residents. The core aim of this proposal is of a theoretical nature: to describe travel as a path for self-development, integrating notions such as the expansion of awareness and the concept of the reflexive traveller, amongst other. A first approximation to this topic is done by means of a bibliometric analysis of European PhD dissertations on topics at the convergence point of tourism and humanistic disciplines. By doing so, key terms regarding tourism as a path for self-development are identified. Only then a theoretical framework will be built, thus reversing the usual structure of academic contributions. Further, this study contributes to the advancement of knowledge since it paves the way for discussion about how this self-development contributes to global reaching issues such as mutual understanding and sustainability.
Does geography matter when renting an Airbnb apartment? The evidence from users’ opinions

Marta Derek
University of Warsaw
Poland
m.derek@uw.edu.pl

Zuzanna Mańk

Airbnb has revolutionized tourism around the world. It has also revolutionized our cities – many of them have experienced both pros and cons of this internet-based peer-to-peer platform. But up to now, the research on the phenomenon of proliferation of renting private apartments to tourists focuses mainly on its influence on a city. In turn, few studies investigate factors which are important for tourists in renting an apartment, which can also suggest why tourists do it and what is important for them in choosing an apartment. This knowledge could help in planning and managing tourism development in cities. Taking this into consideration, our presentation will address the following questions: - What is important for a tourist while (s)he chooses an apartment to rent? What does (s)he pay attention to? - How much does the localization of an apartment matter? - How important are factors like “contact with a host”, directly related to the notion of sharing in the sharing economy? - Do tourists’ opinions vary in different cities? These questions will be answered through analysis of tourists’ opinions posted on Airbnb. The opinions were chosen randomly out of apartments localized in the central parts of the four major tourist cities in Poland. Only opinions with more than 10 words were taken into account. Using this methodology, 367 opinions were selected and the method of content analysis has been used to analyse them. The results show that ‘localization’ and ‘contact with a host’ were the most important factors that tourists paid attention to. Equipment in the apartments was the most negatively rated factor, although generally positive reactions highly exceeded the negative ones. Some differences between the cities were also observed.

Sinking in the garbage: contemporary art, tourism, and environmental consciousness

Liliana Dias Carvalho
University of Lisbon
Portugal
lilianacarvalho1@campus.ul.pt

Flávio Andrew do Nascimento Santos
Eduardo Brito-Henriques

In recent years, the Anthropocene debate has opened new fronts of interception and transdisciplinarity between the natural sciences and the arts and humanities, as the development of environmental philosophy and ecological humanities well demonstrate. Ecology has recently become a critical topic in the contemporary arts (Davis & Turpin, 2015). If museums were historically a space destined to preserve the memory of the past, today they must be the place where the present and the future are questioned (Robin et al., 2014). On the other hand, tourism is also getting involved in the Anthropocene debate (Gren & Huijbens, 2016). Several authors have discussed how tourism changes perceptions about the world and about phenomena related to climate change and other environmental issues (Fletcher, 2018, Gossling, 2018, Gren, 2016, Robin et al., 2014). In this presentation, we will interweave these
two debates, relating tourism, art and environmental awareness. Synthetically, the present study aims to understand if tourists perceive themselves as responsible for environmental issues by visiting an exhibition that relates art and ecology in Lisbon, the European Green Capital 2020. Overflow by the Japanese artist Tadashi Kawamata at the oval gallery of the MAAT - Museum of Art, Architecture and Technology is an installation art that invites people to reflect on the responsibility of environmental problems. Through the tourists’ opinions on Tadashi Kawamata’s installation art, we will ascertain if a sense of guilt (Deleuze, 1972), associated with the feeling of individual responsibility (Kim, 2017) about the state of the planet, is caused by the work of art. Netnography is the main research method used in this paper. A content and discourse analysis of the online data shared on the social media platforms Instagram and Facebook is performed in order to understand how the tourists understand themselves as part of the environmental issue alluded to in Kawamata’s Overflow. Not only are the written commentaries associated to statements made on social networks analyzed, but also the selected emoji-emoticons. Thus, a different approach is presented in this paper with methodology tools which intertwine the tourism and art topics.

The importance of an education towards hospitality: assumptions and practices

Adalberto Dias de Carvalho
ISCET- Instituto Superior de Ciências Empresarias e do Turismo
Portugal
adalberto.carvalho@iscet.pt

Cristiana Oliveira

In this communication, we propose to critically explore the importance of an education towards hospitality as a platform of training, visitors and host societies. For this propose we will mobilize a case study and the theoretical contributions of Daniel Innerarity and Derrida. Usually, both the host and the guest aspire to hospitality as this is perceived and felt as capable of bringing well-being as the presence of the other contains a potential for reward, albeit in different ways according to the expectations generated by the situation and profile of each one. Therefore, hospitality has to do with the giving and receiving acts that will be ideally assumed in the interactivity promoted by the tourism marketing. In its collective dimension, this interactivity must be expressed by the reciprocal acceptance of a certain civility of the behaviours that can gather visitors and guests. The failure of this status quo can fracture the harmony of these relations, which can lead to situations of alienation and even hostility. It is at this point that the critical and rich contribution of Derrida (De l’hospitalité, 1997) must be considered, as it simultaneously distinguishes and articulates the concepts of "absolute or unconditional hospitality" and "conditional hospitality." The first, linked to ethos, is primarily and foremost a principle; the second, subordinated to the rules of daily life, assumes – and requires – that the stranger who is received has a name and a certain status. On the other hand, in Ética de la hospitalidade (2008), Daniel Innerarity states that the category of hospitality "encompasses the commitment to act interpretively with the rich strangeness of the lives of others, of the culture in which we live, sometimes too opaque, to reach almost the incomprehensible or hostile." The case study will focus on insular tourism experiences. This case study is carried out with students of a superior course of tourism and aims to deal in a problematic way the theme of hospitality in the scope of the insular tourism marketing. This in the triple perspective of the tourism promoter, of the tourist and of the insular community that welcomes it and considering the anthropological complexity of the ideological, economic and cultural aspects involved.
Identifying non-human and human stakeholders in a DMO practice

Ane Dolward  
Professionshøjskolen Absalon  
Denmark  
ando@pha.dk

Researchers argue that a DMO’s survival and success is largely depended upon the involvement of stakeholders (e.i. Bornhorst, Brent Ritchie, & Sheehan, 2010). However, the literature on identification and engagement of stakeholders connected to the creation of a DMO is limited, and should be researched with the intent to create stable relations between stakeholders and the DMO. This paper initially undertakes a literature review of the term ‘stakeholder’. Whilst tourism research is increasingly recognizing the importance of both non-human and human actors, often through an Actor-Network Theory perspective, the literature on stakeholder theory within tourism has not kept up. One of the few non-human stakeholders, which have been researched and/or merely mentioned, is ‘Nature’, based on the perception that Nature can influence or be influenced through actions. Based on action research and interviews, this paper will present a framework in order to identify and engage both human and non-human stakeholders in a DMO practice. Inspired by ANT and Callon (1986), it is argued that collaborations within a DMO can be seen as a transformation process, whereby an actor-network is created and stabilized through actions. This process has four phases: problematization; interessement, enrolment and mobilization (Callon, 1986), during which different stakeholders act. The development of the DMO LEGOLAND® Billund Resort is used to exemplify this development, showing the forth-going identification of various stakeholders. In the case of LEGOLAND® Billund Resort, the brand itself functioned as a vital stakeholder even attracting other stakeholders to the development of LEGOLAND® Billund Resort. This paper looks further into the meaning of a brand as a stakeholder and compares the position of this to Nature as a stakeholder, finding the differences and similarities between the two, and their possible contribution as a stakeholder to a DMO development.

Migrant integration and the paradox of hospitality

Tara Duncan  
Dalarna University  
Sweden  
tdu@du.se

Tone Therese Linge  
tone.linge@uis.no

Trude Furunes  
trude.furunes@uis.no

Tom Baum  
t.g.baum@strath.ac.uk

At the heart of the integration of new migrants into work and the wider community within which they and their families locate is hospitality (e.g. Irimiás & Michalkó, 2016). This hospitality is in the form of the welcome they may or may not receive, and the speed at which distinctions between host and guest become blurred. This paper will discuss and explore one of the under-
conceptualized paradoxes of migration in the contemporary world. Brought to us through the work of Derrida (1999; 2000) and others, newly settled migrants, still very much guests in their own right, are widely asked to deliver the hospitality that welcomes fellow guests (tourists) to a community and destination. The paradox lies in expectations of this welcome, with its overlays of place, stories, representation and culture. Put simply, migrant workers come as guests and interact with, at one level, hosts who, in cultural terms, may be colleagues, local communities or, indeed, customers. At the same time, there is a workplace expectation that their role will be one of hosts from day one, representing local place and culture through its stories, myths and traditions. In this paper, we aim to understand the complexity of this paradox and engage with the role changes from guest to host that take place during the journey to integration. Using examples from Norway and Sweden this paper will consider how aspects of the hospitality industry can influence how migrant workers experience their integration journey. The hospitality industry is subject to high labour intensity, low margins, strong competition and seasonality. Key characteristics of the hospitality workforce include a high percentage of part-timers and precarious workers on non-permanent labour contracts with high labour turnover rates, working in jobs that require little formal education, host language competence or occupational training (Baum, 2018). Such working conditions and low status are all factors that may contribute as barriers to integration in a society, because they may hinder possibilities of putting down economic and cultural roots, and lead to social peripherality and isolation. The paper will conclude by discussing whether these factors present challenges to a traditional Nordic welfare model, where a high degree of participation in work and public life support a comprehensive welfare system, and highlight the necessity to better consider the paradox of hospitality.

Uses of ethnic theme restaurants in Tourism: a case study in Newark (USA)

Carlos Fernandes  
Polytechnic of Viana do Castelo  
Portugal  
cfernandes@estg.ipvc.pt

The Portuguese that migrated to the city of Newark during the last migration wave from Portugal, that peaked from the 1960’s-1980’s, brought with them an entrepreneurial spirit that led to the creation of family run ethnic food markets, bakeries, restaurants and other businesses to accommodate the needs of a close knit and dynamic ethnic community. They turned their culinary habits and conviviality values at the table to a new social setting and restaurants catering to an industrial base of customers. However, globalization transformed the economic landscape of Newark to a postindustrial urban area where the local economy was based primarily on the services sector. This change also led many Portuguese residents to look for work outside of Newark and moving with their families. Faced with a reduced ethnic market and a changing non-ethnic market with different food consumption preferences requiring menu diversification and innovation, most restaurants adopted new business models. Still, certain restaurants maintained their diaspora cuisine centered on their heritage and cultural identity and successfully promoted the hearty, comfortable food to the non-ethnic market. Current trends are favorable to this approach as increasingly people are looking for cuisines from different cultures and origins (McCluskey, 2015) in their search for authentic ethnic cultural experiences. Based on exploratory research carried out in the city of Newark (Fernandes, 2016, 2018), the present paper aims to confirm the growing significance for ethnic food and how uses of diaspora identity based on past and present migrant flows could become a driver for destination dynamics. Research was carried out through a literature review, newspaper archive search, field survey and interviews with the stakeholders. Results show the potential of business
opportunities for diaspora restaurants through the strengthening of the cultural identity of ethnic enclaves.

Challenges of Cross-border Tourism Branding: The Case of La Cerdanya

Natàlia Ferrer-Roca  
*University of Girona  
Spain  
natalia.ferrer@udg.edu*

Jaume Guia  
*jaume.guia@udg.edu*

Although there is scholarly research on cross-border governance and cooperation (i.e. Blasco, Guia & Prats, 2014; Hooper & Kramsch, 2004; Houtum, 2000), there is a significant lack of studies on cross-border destination branding. This research fills this gap in the literature by providing an analysis of the challenges facing the tourism brand of La Cerdanya as a cross-border destination, which is located in two different countries, Spain and France (Mancebo, 1999; Moncusí, 2005; Sahlins, 1988, 1989; Vila, 1926/1984). By taking a territorialist approach, a cultural oriented approach for territorial studies, this research looks at cross-border territories as being "complex territorial units, whereby geographical, socioeconomic and cultural patterns are affected and thus altered by the fixation of international boundaries" (Berzi, 2017: 1576). Apart from having some unique geographical traits, one of the main challenges of managing its brand are the different political structures in each region that have led to different destination development processes on each side. Being only two hours from Barcelona and next to Andorra also increases the struggle of its strategic destination brand positioning, as its not only competing with a strong international city brand but also with a country brand. Data for this research was collected during two field trips at the destination during 2017 and 2018, and face-to-face semi-structured interviews with the main stakeholders involved, including both representatives of government and tourism entrepreneurs.

Medical Tourism Communication in a Globalized and Competitive World

Natàlia Ferrer-Roca  
*University of Girona  
Spain  
natalia.ferrer@udg.edu*

Sílvia Espinosa-Mirabet  
Andrea Oliveira

The Shanghai Declaration (2016) emphasized that health and well-being are essential for sustainable development, being especially significant their role in implementing the Sustainable Development Goals (SDGs) (WHO, 2018). In such a globalized and connected world, these issues take a new global dimension - often forgotten - the expanding market of ‘medical tourism’. According to the Medical Tourism Association (2019), medical tourism is “where people who live in one country travel to another county to receive medical, dental and surgical care”. As the World Health Organization points out, medical travel “is projected to expand globally in the next decade” (WHO, 2015). Therefore, it is thus relevant to study this expanding
phenomenon due to its potential to help implementing the SDGs. This project aims to analyse how healthcare institutions communicate online to attract medical tourism. The methodology used is a comparative content analysis of the websites of the leading 10 healthcare institutions around the world. According to the Medical Travel Quality Alliance (MTQIA, 2019), the top 10 hospitals of 2019 for medical tourists are in Lebanon, Turkey, Jordan, Germany, Thailand, Malaysia, Canada, Singapore, Israel and Czech Republic. The study explores the information provided to potential patients as well as the persuasive appeals that their online communication use to attract potential customers. It uses a framing theory perspective building on the previous study of Lee, Wright, O’Conor and Wombacher (2014). Whereas they looked at medical tourism broker websites, our study is innovative as we analyse the main hospitals websites and communication strategy. This is an original international inter-disciplinary study incorporating the scholarly fields of tourism, health and communication.

Territory and tourism: a study of innovation in rural areas through cheese production

Francesc Fusté-Forné
University of Girona
Spain
francesc.fusteforne@udg.edu

Lluís Mundet
lluis.mundet@udg.cat

Food reflects the communion between agriculture and tourism. Food tourism practices are part of the services offered by farmers and growers in rural areas, and feature authentic and local based experiences that promote a sustainable development (Sims, 2009; Slocum and Curtis, 2018). In this sense, the relationship between tourism and gastronomy is observed in products, dishes, souvenirs, markets or visits to factories and farms (Hall and Sharples, 2003). These activities happen in a unique cultural and natural environment – which has territorial, historical, and social meanings attached. Here, food has acquired a significant role as a tourist attraction and food tourism experiences have an increasing regional impact (Dixit, 2019; Hall and Gössling, 2016). In parallel, a wide range of specialist culinary tours have appeared as a way to valorise local produce and appreciate cultural heritages and natural landscapes. Previous research has acknowledged the structure of small and medium-sized agri-food companies in rural areas (Flanigan, Blackstock and Hunter, 2014; Kallmuenzer and Peters, 2018). Here, regarding the integration of tourism into the territory, the Pyrenees represent one of the most meaningful European areas – where these family agri-food companies combine the running of their traditional rural businesses with the launching of tourist products. Within this context, food tourism largely contributes to regional development in rural areas (Bessière, 2013; Sidali, Kastenholz and Bianchi, 2015). This research understands cheese tourism as an innovation process that allows the economic survival of local, small, and family agri-food companies, by awarding tourism value to milk production and cheese making. This is the case of the Catalan Pyrenees, where cheese is regarded as a source of both cultural authenticity and territorial identity (Fusté-Forné, 2015). Based on an ethnographic fieldwork that has consisted of annual visits to the Catalan Pyrenees over the last ten years, this research aims to discuss the processes of food innovation in rural settings. In particular, drawing from direct observation and semi-structured interviews with artisanal cheesemakers located in the western Catalan Pyrenees, this research analyses the relationships between artisanal cheese making and food tourism in rural environments in Catalonia. Departing from the analysis of the connections between rurality and tourism through cheese, results show how cheese production became a vital actor in rural tourism industry in recent years (i.e. through food fairs). Food tourism
showcases the identity and integrity role of food in culture, and nature. Outcomes of this research provide further understanding of the processes of diversification and innovation in rural and natural areas, where food tourism has arisen as a means of local and regional economic development. In particular, cheese tourism emerged as an innovation process which contributes not only to the economic survival of agri-food rural businesses, but also to shape the food tourism system of a destination. Furthermore, food tourism niches help in terms of reducing the seasonality of tourism in rural and natural areas – with food tourism practices made of traditional, handmade and varied products which are communicated through regional based promotion, marketing, and distribution strategies.

The image and the sources of tourism destination information: the impacts on tourists' expectations and perceptions

Sara Joana Gadotti dos Anjos
Universidade do Vale do Itajaí - UNIVALI
Brasil
sara@univali.br

Francisco Antonio dos Anjos
Vitor Roslindo Kuhn

Background: The images brought by the different sources of information create tourists' expectations in relation to a tourism destination. These sources of information are sought or perceived differently by different types of tourists.

Objective: The aim of this study was to analyze the image produced by destinations and its relation with the sources of information used, as well as its impacts on the expectations and perception of tourists.

Methodology: This research used a quantitative approach. Questionnaires were applied with 1346 tourists in the Algarve (Portugal) and Balneário Camboriú (Brazil). Data were analyzed using SPSS, comparing average and frequency of each destination.

Results: As a result, it is perceived that the higher the number of sources of information used, the lower the expectations, collaborating with the equalization of satisfaction with the service provided. It was possible to identify a difference between the number of online sources of information by domestic and international tourists. While domestic tourists make use of social networks and websites on the region, international tourists look for information in almost every media. We can highlight that despite the differences between domestic and international tourists, we noticed an impact of online sources of information on tourists' expectations. For non-online sources of information, international tourists surveyed a greater variety of sources of information than domestic tourists, but the difference was less than that identified among the groups using online sources of information.

Conclusions: The research corroborated with the literature on service quality when it shows a close relationship between expectation and perception, which is mediated by information sources.

Implications: Understanding the sources of information used by different tourists is vital for managers of tourism destinations and tourism services. This research presents practical implications for these managers as well as for the academy contributes to corroborate with the relations between expectations and perceptions of tourist services by the destinations.
Tourism behavior in crowded micro-spaces: The case of Girona’s visitors during Temps de Flors

Nuria Gali
University of Girona
Spain
nuria.gali@udg.edu

Esther Martinez-Garcia
esther.martinez@udg.es

José Antonio Donaire
ja.donaire@udg.es

The incursion of new avenues of research and innovative applied methodologies has been possible with the rapid development of information and positioning technologies. These new technologies have allowed the study the spatiotemporal tourist behavior in overcrowded urban areas, expanding the data on this field and providing more detailed and accurate information, in order to improve tourism management and the tourist experience. This paper analyses the tourist behavior at peak and low time periods in crowded places. Fieldwork was carried out in a crowded cultural site: the Cathedral Square in Girona, one of the most congested cultural sites in the city (according to a previous study carried out in 2013, 85% of tourists to the city visit the square), and during Temps de Flors, a flower festival in May that is when the city receives the highest number of visitors during the year. In order to study the relationship between tourists’ behavior and congestion we have followed three methodological steps: 1) To have information of the pick and low hours, we fixed a camera to the top of a building overlooking Cathedral Square. The camera took pictures of the square every 3 seconds, for a 12-hour period during two days during the Festival Temps de Flors (May 16th and May 19th 2018). So, twelve hours of pictures (equivalent to 12,021 photos per day) were obtained. 2) To quantify the number of people at each moment in the space of interest, a deep learning technology was used. It is an specialized neural network software that infers density maps of people and provides an estimate of the number of people in each picture taken. 3) To gather data of tourist’s characteristics and behavior, we conducted a survey, the same days as the photos were taken in the perimeter of the Cathedral Square in Girona. Results of tourist’s behavior in crowded moments and places were obtained analyzing the answers of tourists concerning perception, satisfaction, repetitiveness, planned schedule, etc., during the peak and low time-periods. The key motivation for this study is the continuous improvement in the tourism management and planning by developing effective strategies of visitor’s management that require detailed information on tourist behavior. The results obtained are useful for destination managers, government agencies, tourism research groups or others actors concerned in tourism destination management, and facilitates decision-making for the benefit of the territory and for providing a positive experience for visitors.
Managing overtourism from the paradigm of Smart Tourist Destinations

Maria García-Hernández  
Complutense University of Madrid  
Spain  
mgarciah@ucm.es

Sofía Mendoza de Miguel  
smendo01@ucm.es

Manuel de la Calle Vaquero  
Josep Ivars Baidal

The fast increase in urban tourism flows poses major challenges for urban management in some destinations. In a context of changing cycles in public tourism policies, the management of overtourism has come to occupy an important place in the local political agendas. There has been a shift from a cycle based on tourism growth (very much conditioned by the recent economic crisis in Spain) to a new cycle in which measures to contain tourism are becoming more and more frequent. Tourism is no longer seen as an opportunity for the city. A new discourse is consolidated around the problems it generates. Measures are beginning to be designed and implemented to minimise or attenuate the impact of the growing influx of visitors, both physically (management of flows in public spaces) and socio-economically (regulation of accommodation activities, zoning of tourist uses and activity licences, etc.). In this scenario, new paradigms converge in urban tourism planning related to the design of the so-called Smart Tourist Destinations. Smart tourism and its operational level (supported by technological solutions) open new paths of intervention in the city that can help manage overtourism. In this context, the communication proposed here aims to analyse the implementation level of smart solutions in several Spanish urban destinations suffering from overtourism problems. The research is based on the documentary compilation of initiatives and measures collected in public documents of tourism planning (tourism master plans, Smart Tourist Destinations diagnostics, Smart Cities Roadmap, projects financed in public calls,...). In a second phase, the information gathered in the documentary exploitation phase is complemented with semi-structured interviews with those responsible for the implementation of the Smart Tourist Destinations project or the Smart City strategy in five cities: Madrid, San Sebastián, Palma de Mallorca, Valencia and Málaga. Preliminary results allow us to glimpse an important gap between the approaches of the Smart Tourist Destinations, the implementation level of smart solutions and their operability in relation to the management of overtourism on an urban scale. There are therefore important challenges to reflect on in the context of overtourism management on an urban scale.
Innovations and Alternative Community Based Hospitality in Urban Tourism

Alon Gelbman
Kinneret College
Israel
alongelbman@gmail.com

Innovation in tourism and hospitality management has become a complex task due to the competition at tourism destinations in general and especially in urban tourism destinations. Hospitality organizations aspire to meet growing tourist expectations for a specialized experience by emphasizing the characteristics of the local culture and urban community. This study focuses on an urban hospitality organization that aspires to translate its vision and set of values into a management strategy that successfully creates and implements a unique tourism experience. This study examines the role of innovation and creativity in devising a new urban hostel concept inspired by local culture, history and tradition, and offering guests an opportunity to feel connected to the local community. The main aim of the paper is to examine how the management of an urban hospitality organization in Israel (the Abraham Hostels chain) implements its community-based and social values in each one of its three hostels and how they adapt the tourist experience to the culture and atmosphere in each city (Nazareth, Jerusalem and Tel Aviv). The research methodology includes participatory observations of the management and operations in each of the hostels, in-depth interviews with the managers and a detailed analysis of literature providing background information. The study methodology includes three forms of qualitative research data collection methods: participant observation, document review and in-depth interviews. The researcher visited the guesthouses (3-5 visits to each of the 3 hostels, most of the visits included an overnight stay) on separate occasions between January 2016 and December 2016. During these visits the researcher conducted extensive participant observations which included observations of managers, staff activities and meetings, interactions with the Abraham Hostels management, staff and volunteers, as well as interactions with guests. The participant observations focused on how the management of an urban hospitality organization (the Abraham Hostels chain) implements their community-based and social values in each of the three hostels, and how they adapt the tourist experience to the culture and atmosphere in each city (Nazareth, Jerusalem and Tel Aviv). The findings present a unique new model of creative innovation in urban hospitality management and its connection to implementing a social, community-based tourist experience. The importance of the paper is in proposing a model that may benefit other hospitality organizations. The research findings highlight management's use of innovation and creativity to brand the whole chain, so as to implement the vision and values they determined for themselves, as will be discussed below. They developed a system of sub-positioning, by which the vision and values were adjusted to match the unique culture of each city – Nazareth, Jerusalem and Tel Aviv – and the nature and traditions of each local community. The management is constantly renewing and varying their services and assimilating new ideas which focus on three prominent aspects: local community, social values, and local and regional tours. When combined, these three aspects shape the tourist experience as management perceives it should be. The model for implementing innovation in urban hospitality management and marketing, describes the connections and interactions between the various aspects. These aspects derive from the vision and set values held by the management, in respect to the tourism product and the tourist experience offered by the hostels in the chain.
The role of orchestrating an experience that generates shared meanings and memories has captured the attention of scholars in events and tourism literature over the last decades. The present paper puts forward a ‘3Es’ experience realms framework, which comprises the key experiences that special events generate for their visitors: enrichment, emotional engagement, and entertainment. This framework is based on a research conducted in four cities in Australia and New Zealand and derives from a critical appraisal of Pine and Gilmore’s 4Es experiential framework in the events and tourism context. The term ‘enrichment’ proves to reflect most accurately one of the realms of experience that event organisers seek to create for attendees. Enrichment is a broad category that is associated with getting new knowledge, new perspectives and new insights. In neuroscience, ‘enriched’ refers to a complex and varied environment, where a range of interacting and stimulating factors have behavioural and neurological consequences for those exposed to them. In events, enrichment is considered as both the enhancement of a person’s existing knowledge, and the creation of a favourable environment for new knowledge to be processed. Cultural enrichment has previously been linked to the increased importance of culture as a motivation to travel. Another realm proposed within the framework is ‘emotional engagement’. This may include interaction with other event participants, family or friends, engagement with the event and its activities, all the while developing an emotional connection with the people and the place. Similarly, cities appear to be willing to establish an emotional connection with tourists, through discovery and enrichment, encouraging them to engage with its tangible and intangible assets and with each other. The suggested term highlights the value of co-creation of experiences wherein attendees partake in the process of shaping their experiences. Co-creation is linked to the third realm of experience of the framework, which is ‘entertainment’. This realm incorporates the notions such as enjoyment, fun and stimulation – all equally applicable in events and tourism setting. The findings corroborate arguments of the researchers who hold that entertainment encourage the process of learning and absorbing new knowledge and information. This realm features in the experiential framework put forward by Pine and Gilmore. The 3Es experiential framework may prove beneficial for using events in placemaking in a more creative way – considering events from the point of view of experiences generated. The experience realms can be managed by event organisers and destination managers to deliver outstanding and memorable experiences. Each one of the realms, or all three of them, can be emphasised and enhanced at an event depending on the nature, scale and place of the event. This can be achieved at the stages of event planning, design and marketing, importantly, being in line with the wider vision and strategy of the destination. Creating an experience that will appeal to the target audience, and positioning an event and a place in the context appropriate for the audience can stimulate high interest and visitation.
Competitiveness measure by composites indicators within French Outdoor Hospitality Parks (OHP)

Kevin Grande  
University of Girona  
Spain  
kevin.grande@univ-perp.fr

Raquel Camprubi  
raquel.camprubi@udg.edu

Laurent Botti

Tourist attraction’s measure in campsite industry is based on the destination competitiveness model from Ritchie and Crouch (2000) and competitive advantage according to Porter (1980). The research of Botti and Peypoch, (2012) present an aggregate valuation model proposing a specific indicator “Touristicity of territories” as collective advantage (Jeanneaux, Callois, and Wouts, 2009, Callois, 2006). This computation model explains the attractiveness of a territory. It's used as an external indicator in our OHP investigation. In order to propose a global analysis, we followed the contributions of Breen (2006), Brooker & Joppe (2011) and Persik et al., (2017) to propose a composite indicator (Attardi et al., 2017), the OHP’s Animativity. This indicator allows us to compute and inventory internal attractive resources (Barthod-Prothade, Sages and Cristini, 2016) at each OHP. We postulate that campsites must adopt a compensation strategy (Hoj et al., 2006) to counter destination attractive deficit by increasing their internal attractive resources (Barthod-Prothade, Sages and Cristini, 2016) to keep an individual competitive advantage (Lauzon et al., 2013) in the OHP market. This paper aims to examine the compensation strategy (Hoj et al., 2006) from Owner-manager between the attractive internal resources of campsites and those of tourist destinations. OHP managers must compensate the level of touristicity by animativity to influence strategic divergences and impacts on financial results. In order to achieve the aims proposed above, 29 volunteers OHP managers in North East France were selected. These 29 establishments are active members in an OHP regional federation (employers’ association) and/or a commercial network (franchise, chain, association). 3 steps were followed to carry out data collection in order to determine animativity and touristicity. Firstly, a website content analysis was conducted following the rules to Camprubí and Corominà (2016) to objectively determine the level of equipment (Kolbe & Burnett, 1991) in campsites and destinations. Secondly, it was carried out a direct observation approach (Arborio & Fournier, 2005) on each establishment and validating the first measure with the OHP owner-manager. Finally, to compute the animativity and touristicity indicators it was applied an empirical standardization method (Jany-Catrice & Marlier, 2013) to determine the weight of each variable identified (Gomez-Vega and Picazo-Tadeo, 2019). Findings show the importance to compensate the weak resources of a tourism destination by proposing "accommodation and leisure" in OHPs, in line to Brooker & Joppe (2013). Following a profitability logic, we develop a strategic positioning matrix in order to asset investment alternatives by the outranking methods corresponding to "Electre III" (Roy & Bouyssou 1993, Roy 1985, Figueira & Roy 2001). The proposed OHP indicators are a first assessment model of the overall attractiveness in OHP and it allows tourism decision-makers to rethink the system of allocating regional subsidies. This paper contributes to academic literature by offering a contemporary vision of OHP sector through a large positioning (tourism, innovation, management and strategy), considering that literature in this field is already underdeveloped. Future research would be necessary to obtain a computation model of animativity and touristicity according to criteria weights of OHP decision maker.
Transformative Tourism for Justice: the Case of the Sahrawi refugees of Western Sahara

Jaume Guia  
University of Girona  
Spain  
jaume.guia@udg.edu  

Shima Ahmadi  
Sil van de Velde  
vandevelde.sil@gmail.com  

Valuable knowledge about the contribution of tourism to the sustainable development goals can be gained from the study of contested regions and related spaces like refugee camps and their unconventional and innovative mobilities. For that purpose, the paper studies the different types of mobilities in one of the oldest cases of place contestation in Africa: Western Sahara. The analysis of these mobilities elucidates the contributions that they make to the host community and how much they accord with the UN sustainable development goals, more specifically with ‘peace and justice’. Then, a recent new type of mobility (awareness-raising) to the land of the Sahrawi is explained. Results show that the combination of a thorough knowledge of the host community, of the sustainable development goals that are more relevant for that community, and of the potential visitors’ motivations and expectations is paramount for the design of responsible tourism experiences. The research concludes that for the design of a tourism that contributes to transformative and sustainable development, focus must not only be during the experience at the destination, but must be holistic and encompass the post-trip stage when visitors return and have the responsibility to create more peaceful, inclusive and empathetic communities at home.

Insourcing the Indigenous without Outsourcing the Story Teller - An African Solution

Karen Harris  
University of Pretoria  
South Africa  
karen.harris@up.ac.za  

Christoffel Botha  
christoffel.botha@up.ac.za  

The regulated training and categorisation of heritage tourist guides is not without precedent and prevails in many destinations across the world. The purpose of the management and education of tourist guides within the heritage tourism domain is twofold as they have a dual function as a mediator between the tourist (guest) and the indigenous community and their environment, as well as between the indigenous community (host) and the tourists. This relates to what B. Weiler and D. Davis (1993) regard as of utmost importance for the heritage guide: “the collective approach to including the tourist, the environment and community in the overall tourist narrative”. In the light of this view, this paper argues that if the intention is to transform the tourism industry by making it more attractive and the sector more inclusive, there needs to be less regulation and more innovation. It proposes to discuss the transformation of heritage tourism through the inclusion of the indigenous story teller (IST) within the ambit of the regulated
tourist guiding sector. It will focus on a case study in the Northern Cape in South Africa, home to one of the oldest indigenous peoples in the world, the Khomani San. It will explain how a strategy can be developed to engage with, while at the same time monitor, the inclusion of ISTs within the tourism domain. Besides developing a procedure to incorporate these community voices into the tourist experience, the relationship with the tourist guide and tourist is addressed. It will argue that a mutually beneficial relationship needs to be put in place for the effective involvement of ISTs in the broader heritage tourism realm. This will transform the tourist experience and understanding, but at the same time enhance the position and place of the indigenous community within the Heritage tourism sector.

Stimulating Simulation: Teaching and Training Tourism Graduates

Karen Harris
University of Pretoria
South Africa
karen.harris@up.ac.za

Education is a component of the tourism industry that needs to be innovative and adaptive in order to produce students that are capable of coping in a rapidly changing and competitive global sector. Educational initiatives need to be devised to bridge the divide between academia and the industry, theory and practice as well as training and operation. This paper sets out to briefly consider how the teaching of tourism at university level – and in particular heritage tourism – has evolved over time. It considers the evolution of the various phases along with the problematic that arises from the disjuncture between academically trained students and the demands of the industry. It then considers the solution offered through a teaching methodology that goes beyond knowledge recall and theorising to one which encourages entrepreneurial thinking and application in real time. It will be argued that facilitating an environment in which the student can actually perform the requisite skills has the potential to connect academia and industry, but at the same time equip the student with the ability to innovate and implement making the employability within the industry that much more viable.

The paper will also consider the development of a postgraduate Honours degree in Heritage and Cultural Tourism in the Faculty of Humanities at the University of Pretoria (UP) in South Africa which was expressly devised so as to address the potential gap between textbook training and industry employment. Students are specifically prepared for the diverse demands of the tourism sector through a combination of knowledge and application. This involves a module with an applied component whereby the students are responsible for a simulated tourism business within the delimitations of the University campus. The University of Pretoria Campus Tours (UPCT) is essentially manned and managed entirely by the postgraduate group of enrolled students who use the theory and knowledge acquired and apply it to gain invaluable practical experience and attain a range of skills and abilities. These range from primary research in the University Archives, organizational management, promotional marketing, pioneering entrepreneurship, team work, public relations, people skills, project finances, and actual tourist guiding in the operation of UPCT. All of these industry skills are made effective in the training of and activities by the students and thus makes them job-market ready and industry employable while at the same time taking cognisance of academic and theoretical grounding.
World Heritage Brand Personality

Mohamed Abdalla Elsayed Hassan  
University of Girona  
Spain  
{u1944971@campus.udg.edu}

Silvia Aulet Serrallonga  
silvia.aulet@udg.edu

Konstantina Zerva  
konstantina.zerva@udg.edu

In the last two decades UNESCO world heritage has been conceptualized as a unique brand in tourism marketing beyond its primary goals (Buckley, 2018; Drost, 1996; A Fauconberg, Berthon, & Berthon, 2017; Hall & Piggin, 2002; Marcotte & Bourdeau, 2012; Poria, Reichel, & Cohen, 2015; Ryan & Silvanto, 2014; VanBlarcom & Kayahan, 2011; Wuepper & Patry, 2017). Although world heritage concept has received a considerable attentions to explore its brand equity on visitors´ preferences, the existing literature that captured it as magnetic tourism brand have huge discrepancies when explaining the world heritage´s reliable and valid effects on tourism marketing. The potential impacts of being designated sites on visitors´ preference literature, which focused on several customer or organizational tourism perspectives, received empirical critics. Some conducted studies are considered individual case-study-oriented, subjected to implicitly different ratifying goals and limited to comprise the different sophisticated socioeconomic aspects, which influence the visitor stimulus in conjunction with the world heritage (Cellini & Cuccia, 2016; Cuccia, Guccio, & Rizzo, 2016; Ariel de Fauconberg, Berthon, & Berthon, 2018; Frey, Bruno & Steiner, 2011; Hambrey Consulting, 2007; Jones, Yang, & Yamamoto, 2017; H. Kim, Oh, Lee, & Lee, 2018; King & Halpenny, 2014; Lourenço-Gomes, Rebelo, & Ribeiro, 2019; Parga Dans & Alonso González, 2019; Ribaudo & Figini, 2017; Wang et al., 2015; Y. Yang, Xue, & Jones, 2019).

Even though UNESCO world heritage sites leverage inherent qualities of outstanding universal values that are adequate for constructing a competitive brand personality in tourism marketing, investigating their visitors´ perceived latent meanings relating to the brand personality concept have not been analysed yet. This study aims to explore the symbolic attributes of world heritage from visitor driven approach, and provide generic and reliable findings by extending the brand anthropomorphism notion to the world heritage area. Moreover, considering world heritage sites are prominent motivators for visit to destinations, this study aims also to explore the potential implications of brand personality construct on destination attractions.

Empirically, content analysis and lexical approaches are employed to analyse user-contributed reviews (n = 1895 world heritage reviews) from TripAdvisor for all Spanish cultural world heritage sites (s = 41 sites), including visitors´ reviews from 2009 until 2018. Deductively, this study adopted Aaker's (1997) brand personality measure of five dimensions (namely; sincerity, excitement, sophistication, competence and ruggedness which is widely utilized in tourism. (Chi, Pan, & Del Chiappa, 2018; d'Astous & Boujbel, 2007; Davies, Rojas-Méndez, Whelan, Mete, & Loo, 2018; Dickinger & Lalici, 2016; Ekinci & Hosany, 2006; Glińska & Gorbaniuk, 2016; Huang, Zhang, & Hu, 2017; Kaplan, Yurt, Guneri, & Kurtulus, 2010; S. Kim & Lehto, 2013; Konečnik & Go, 2008; Murphy, Moscardo, & Benckendorff, 2007; Pong & Noor, 2015; Radler, 2017; Tsaur, Yen, & Yan, 2016; Vinyals-Mirabent & Mohammadi, 2018).). The finding explored that the world heritage personality dimensions are highly attributed by visitors in respect of sincerity, sophistication, and excitement dimensions, with less focus on the competence and infrequently described by the ruggedness factor.
Brandiing Sami Tourism: Practices of Indigenous Participation and Place-Making

Susanna Heldt Cassel  
Dalarna University  
Sweden  
shc@du.se

While Sami tourism may increase commercial opportunities and economic benefits, it may also re-colonize indigenous people. This abstract deals with how the branding of indigenous tourism may be controlled through bottom-up initiatives, such as labelling and local tourism investments, but also how these local engagements in tourism branding paradoxically draw on traditional and sometimes stereotypical representations. Through two examples of practices in the Nordic region, one in Sweden and one across the Sapmi region, this paper illustrates and discusses how issues of authenticity and indigenous control are negotiated through the participation of Sami interests and entrepreneurs in branding tourism destinations. However, these bottom-up participatory place-making practices draw on specific articulations of what the Sami place and culture is and should be, in a way that doesn’t really challenge the dominant stereotypes and the othering of indigenous people. This issue of identity and local control in branding of destinations is of importance for the future development and planning of socially sustainable rural tourism activities in the Nordic peripheries.

Co-creating educational programs in Leisure & Events Management

Amber Herrewijn  
NHL Stenden University of Applied Sciences  
Netherlands  
amber.herrewijn@stenden.com

Marjorein van Houten  
marjorein.van.houten@stenden.com

Events as a tool are used throughout the leisure spectrum and therefore the educational domain of event was ‘claimed’ in 2018 by five Leisure Management BBA educations in the Netherlands to be part of their core business. As from September 2019 these educational programs Leisure Management were renamed to Leisure & Events Management. NHLStenden University took this opportunity, together with the change in educational system to ‘Design Based Education’, to reshape its entire curriculum. Part of this new curriculum is a specialized minor focusing on Public Events & Festivals. With co-creation being key in working design based, an action research has been initiated with students, lecturers, alumni and the work field co-creating a new educational semester. The creation of value takes place during interaction in an existing relationship (Ballentyne & Varey, 2002). Outcomes of this bi-directional exchange focus on the exchange of value, network or knowledge. Value exchange is highly influential throughout a number of industries with co-creation still remaining an under research area (Grönormoos & Gummerus, 2014, Dean et al., 2015). Specifically value in use and co-creation within an educational context needs wider and in depth research (Dean et al., 2015). Training young event professionals to enter this industry in a few years’ time, requires a best practice research approach. With 21st century skills forming the body of knowledge, skills and attitudes of these young professionals, concepts like trust, engagement, connectedness and passion are expected to flow from the educational system to the work field and vice versa, challenging lecturers to develop working methods that are aligned with these concepts. This study focusses on value-in use that emerges from the co-creation process of developing educational activities.
in order to reflect on best practice approaches to develop educational programs and concepts that prepare students to become future event professional. This study is part of an international research on educational co-creation with the Technological University Dublin (Ireland), Lahden Ammattikorkeakoulu Oy (Finland) and Glasgow Caledonian University (Scotland).

**Mobility behaviour in connection with the high-speed rail**

Andrea Holešinská  
Masaryk University, FEA  
Czech Republic  
holesinska@econ.muni.cz

Martin Šauer  
sauer@econ.muni.cz

Markéta Novotná  
marketa.novotna@econ.muni.cz

Traveller decision-making process is like a black box. Several researchers (Woodworth, 1929; Moutinho, 1982; Middleton, 1994; Martin & Woodside, 2012; Laesser, 2018) attempt to reveal what is behind the process. However, there are still a lot of questions rather than answers. The ambition of the paper is not to open the black box, but relay on the previous knowledge, e.g. the MOA model (Laesser, 2018), integrated choice model (Curtale, Sarman & Evler, 2018) and focus on the outputs of the decision-making process from the perspective of mobility. It is important to understand visitors’ behaviour in terms of transportation use (Gross & Grimm, 2018) and their attitude towards the new alternative (high-speed rail) to reach their destination of interests. Thus, the paper studies travellers’ preferences. In other words, the research examines what factors determinate the travellers' transport decisions (Dallen, 2007; Duval, 2014). The value of travel-time savings and money savings (Hergesell & Dickinger, 2013; Wardman, 2001) are considered as well. In general, the aim of the paper is to identify the current (spatial) preferences of travellers in relation to the used mode of transport. Precisely, it estimates future changes in preferences due to the introduction of high-speed rail (HSR) in the case of the Czech Republic. The paper significantly extends present knowledge about the travellers’ behaviour in the context of high-speed rail as a mobility alternative. Concerning the methodology, the quantitative approach survey is based on primary data collected in summer season (from June to August) in Jihlava, the focal point of the main traffic corridor between Prague, the capital city, and Brno, the second largest city – the node of the direction to Vienna (AT) and Bratislava (SK). The questionnaire covers the basic geographical information about travellers; the motivation of their travel; the used means of transport; the list of factors that potentially motivate travellers to swap for HSR; SP Experiment with 3-choice tasks (personal vehicle, couch, HSR); questions testing money savings and questions about traveller’s profile. The results of the research verify two posed hypotheses. H1: Price and time will take the predominant position within factors that determinate the travellers’ decisions. H2: The traveller’s preference in mobility alternatives will be closely bound to the purpose of travel.
The constant increase in aircraft capacity, lower ticket prices and technological optimization have positioned commercial aviation as the main transportation service for mass tourism, being recognized as one of the causes of overtourism. On the other hand, the discomforts derived from commercial aviation processes, such as long waiting times at airports, connections, frequencies and security controls have generated a lower level of satisfaction in the user’s travel experience. Ecuador for its part, despite having in the last decade dedicated diplomatic efforts and a millionaire investment to readapt airports under public administration, in order to encourage and diversify the arrival of tourists through all the country, has not managed to attract commercial airlines that generate connectivity at international or local airports. Within the world market highlights, a group of travelers called High Network Individuals and Ultra High Network Individuals; who have the highest financial availability and have seen in private aviation a valid alternative for optimizing their time, as well as for improving the experience during their trips. Fostering the amount of travel and new business models derived from general aviation during the last ten years worldwide. The study initially presents an introduction to the world of private aviation and its relationship with tourism. Analyses the governance adaptability where the model of decentralized governance of the Ecuadorian Ministry of Tourism, the management of civil aviation by the designated authority for air traffic control in Ecuador, DGAC; as well as the role and degree of influence of each authority of local governments and representatives of the private companies specialized in general aviation, meet. It carries out a primary investigation of data information with the companies dedicated to provide assistance for private aircrafts arriving at Ecuador. It shows an alternative panorama that emerges as an engine towards the restoration of airport operations at Ecuadorian aerodromes. The complementary infrastructure and tourist services available in the radio of interference of each airport, do not go unnoticed. Depending on the behavior of private aviation demand, it generates an analysis that implies the capacity of adaptation of the destination to the new type of tourists that are approaching including a change in the types of tourism offered, marketing strategies, quality management and social interaction of each destination.
The boom of tourism in Macao has triggered not only the development of the society but also the establishment of new types of businesses and positions, amongst which sommeliers. The number of tourist arrivals to Macao has upsurge by more than three folds since 2002, from 11 million to more than 35 million. The competition between the major gaming players has forced them to make every endeavor to gain competitive advantages. This is mostly achieved through enhancing the overall guest experiences, and providing high quality food and beverages is one of the significant examples. There are currently 19 Michelin-starred restaurants in Macao, and 18 of them are operated within the newly established integrated resorts where tourists are the main customers. The changes in the food and beverage industry has provided new opportunities for the wine industry. There is an exponential growth in wine sales in terms of both quantity and value. In 2002, the quantity of imported wine was less than 1 million liters at around USD 8.4 million, the number has increased to 4.4 million liters with a value of USD 128 million according to most recent trade statistics. The upsurge of fine wine consumption provides a great prospect for the development of sommeliers. However, even under the favorable conditions, the need on sommelier versus the development of the profession does not find to match each other. As food and beverage is an important segment of the tourism industry, to ensure sustainable development and a well-balanced tourism market, this resulted in the need to study the different aspects of the industry. The current research will study the situation of sommeliers and their opportunities and hindrances. This research is the first of its kind in Macao. Qualitative approach was adopted through in-depth interviews, following stringent research procedures until data saturation. The samples cover all major areas related with the sommelier profession, including wine service, procurement, supply and training. Content analysis was applied and major themes have been identified. The wine consumption culture of the local market and the tourist market markets are both fast growing, but their unique attributes make them different from each other, which lead to the mismatch of increasing demand of sommeliers and the limited supply from the local workforce. Meanwhile, the sommeliers are expected to expand their expertise to include beverages other than wine, such as sake (a global trend), tea and even Chinese liquor (baijiu) due to the increasing variety of cuisines offered at integrated resorts. Factors hindering the growth of this profession are also identified in this study. The local dining culture, the perception and understanding towards this profession, and the policy on labor market are the main areas to be discussed. The findings and discussions will fill the blank of literature about wine market under a rapid growth market. They will also serve as important references to policy makers for considerations on sustainable growth policies and practitioners at overcoming the challenges in the development of this profession.
Labor Market Reflection in HEI for Tourism Professionals in the Czech Republic

Liběna Jarolímková
University of Economics, Prague
Czech Republic
jaro@vse.cz

The University of Economics is the oldest institution in the Czech Republic that provides university education for tourism professionals. Professional tourism subjects have been taught here since 1959. During these 60 years of development, there have been significant changes in society, in the labour market and in the education system. The article briefly presents the current education system for tourism in the Czech Republic and evaluates it in relation to the anticipated future labour market needs. The University of Economics aims to educate managers for top positions. Close cooperation with practice and internationalization of the educational process plays an important role in the preparation of managers. The quality of the learning process and its outcomes are continuously monitored and evaluated, as well as are the changes in our labour market needs. The article presents in detail the survey focused on the needs and requirements of the labour market. There were 143 enterprises from the tourism industry (hotels, food and beverage service facilities and travel agencies) interviewed during 2017/2018. They were asked what they expect from the fresh graduates from our university (study programme Tourism). The results show that transversal skills and personal qualities of fresh graduates are more important for the employers than professional skills and knowledge. The importance of competencies was evaluated on the scale 0 – 5 (the most emphasized ones being 5). The transversal skills were assessed in average with 4.3, foreign language competences with 4.2 and professional skills and competencies with 3. The most required skills were ethics (4.7), willingness to go on learning (4.6), responsibility (4.4) and motivation (4.4). The results were confronted with syllabi of 7 compulsory and 12 elective courses in the bachelor study programme Tourism and with syllabi of 8 compulsory and 10 elective courses the master degree of the study programme Tourism at the University of Economics, Prague. The discrepancies were identified. Our syllabi were based on developing professional skills. Apart from the requirements of employees, there are also general trends in the tourism market development, which will affect the profile of graduates for the future. Among the most important one is digital transformation of the tourism industry. Furthermore booming tourism brings the need to teach students how to find sustainable ways of management and how to be aware of CSR importance. All these findings were implemented in newly accredited curricula, where professional competences were be developed hand in hand with the required personal qualities and transversal skills. In order to this, didactical methods will have to be innovated. E.g. project-based learning, service learning, case studies, developing student´s CSR programme.

Adventure tourism as extraordinary consumer experiences

Oystein Jensen
University of Stavanger
Norway
oystein.jensen@uis.no

Frank Lindberg

From a tourist consumer point of view adventure tourism can be regarded as a type of extraordinary experience. Extraordinary experiences as a phenomenon and as a concept have
been in focus within consumer research for two decades, however, there has been more scattered attention to this concept as a specific topic within adventure tourism research. The purpose of this paper is to go deeper into the conceptual dimensions of extraordinary experiences from a consumer research perspective and to discuss how this research can contribute to enrich the understanding of adventure tourism with emphasis on the “extraordinary adventure tourism experience”. The paper offers empirical illustrations from a study of extreme winter experiences in the Arctic Svalbard. The paper discusses how the “extraordinary dimensions” are part of adventure experience. We argue that “extraordinary adventure tourism experiences” represents an inversive escape from the mundane life of the tourists but that such experiences nevertheless are influenced by the dynamic relationship between the ordinary-extraordinary spheres in addition to the core contextual dimensions facing primarily the adventure tourism environment but also the adventure tourism activities. The paper suggests a model that depicts the central characteristics and influential dimensions of “extraordinary adventure tourism experiences”.

Lowering the threshold? Unorthodox recruiting practices in a major Nordic hotel chain

Max Jerneck  
Stockholm School of Economics  
Sweden  
max.jerneck@hhs.se

Lin Lerpold  
Lin.lerpold@hhs.se

Örjan Sjöberg  
orjan.sjoberg@hhs.se

While the hospitality sector has a track record of employing migrant labour that put many other industries to shame, newly arrived immigrants play a relatively inconspicuous part of research on labour in the tourism, hospitality and leisure industry. When it does, such research frequently focuses on migrant labour as a possible solution to labour shortages, the regulative or administrative hurdles faced by migrants or the shortcomings with respect to decent work (including e.g. the downsides of relying on temps agencies). In addition to such strictures, general problems seen in many labour markets, such as extensive discrimination of migrants already at the recruitment stage, can also be assumed to make their presence felt in the hospitality industry. In short, there is little reason to believe that such a labour intensive industry would be beyond untoward practices widely observed elsewhere. Yet, businesses in tourism, hospitality and leisure often also struggle with labour shortages and high rates of employee turnover. For this reason, it comes as no surprise that initiatives to make it a more attractive segment of the labour market or to tap into new sources of labour do exist. In the research literature, however, proactive and positive efforts play a marginal role. This is unfortunate not only because it does go to the core of human resource management practices in this particular industry, but also because it may provide helpful lessons for other parts of the economy facing similar constraints. Furthermore, it may shed light on the attempts of society more generally to achieve better integration of refugees and other newcomers. As such, it has the potential for influencing social sustainability in a positively transformative fashion. In an effort to understand the mechanics and outcomes of such (at least outwardly) positive initiatives, therefore, this paper reports on a rather unorthodox recruitment procedure devised and implemented by one of the major hotel chains in the Nordic and Baltic countries. As a first cut, it describes the process and assesses its potential for paving the way for refugees and other newly arrived migrants as
they seek to gain a foothold in the labour market at destination. It does so by asking, to what extent might novel ways of recruiting labour be expected to lower the threshold for the newly arrived? Through a study based on observation and interviews, we examine the ways “talent show” recruitment differs from more traditional recruitment methods. We focus on differences in skills, personality and attributes among the recruited, as well as the trade-offs that are likely to be present (and what is being done to mitigate any adverse consequences of the procedures observed). We also consider the possible expectations about the character and culture of the workplace created by the event itself.

Chinese Tourism in the Arctic North – Opportunities beyond the Economic

Matias Thuen Jørgensen
Roskilde University
Denmark
matiastj@ruc.dk

Rasmus Gjeldssø Bertelsen

The global shift of power from West to East means that China is concerned with and present in the Arctic like never before (e.g. Hong 2014; Chen 2012). This increasing presence has led to discussions about its pros and cons (e.g. Martyn-Hemphill 2018; Sørensen 2018; Bennett 2018; Lasserre, Huang, and Alexeeva 2017) that are often centred on predictions about potential mining projects, military installations, trade deals, political alliances etc. It turns out, however, that most of these predictions have not yet materialised, which means that encounters between Arctic communities and their future collaborators, investors or partners in China are still rare. There is no doubt that China’s presence in the Arctic will increase further in the coming years. This is evident in the sources already cited and particularly in China’s recently released arctic strategy white paper (The State Council Information Office of the People’s Republic of China 2018). Because of this, Arctic communities will have to educate themselves to engage with this new presence in their region, while Chinese actors with interests in the Arctic correspondingly will have to develop their understanding of this unique part of the world and the communities that inhabit it. Tourism represents one of the few sectors where engagement is already happening. The total number of visitors to the Arctic regions is continually rising; this is also the case for visitors from China (Meesak 2018; Yoo 2017; Bennett 2018). Historically, tourism has been used as a tool for diplomacy and in many cases, the first contact between guest and host communities have been through tourism. There are signs that this is currently happening in the Arctic, as tourism is among the first arenas where Chinese and Arctic communities engage. Tourism development in the Arctic requires not only the acquisition of new skills, competencies and understandings, but also establishment of infrastructure, accommodation and other amenities. The challenges and opportunities met in these developments may be seen as early signs of what other and further developments in the Arctic may bring. In this paper, we discuss how Asian tourism to the Nordic Arctic is impacting the region and argue that despite the challenges it brings, it offers a number of opportunities that go beyond economic gain.
Sustainable Hunting Tourism in the Czech Republic as a part of rural areas

Markéta Kalábová  
*University of Economics in Prague*  
*Czech Republic*  
**marketa.kalabova@vse.cz**

Game hunting has a rich tradition in the Czech Republic. Hunting tourism is one of the specific rural forms of tourism, where the main motive for travelling is the hunt of game. In recent years, hunters have been interested in game hunting in more distant destinations than their hunting grounds. Even the inbound hunting tourism in the Czech Republic is growing. The aim of the paper is to evaluate hunting tourism in terms of sustainability as an example of the Czech Republic. The hunting plan for 2015 and the number of foreign hunters arriving in the Czech Republic were used for the evaluation. The date of the hunting plan was provided by the Czech Statistical Office, the number of arrivals was based on the number of hunting cards issued by municipalities with extended competence. Data collection took place from May to September 2016. All municipalities with extended competence were addressed on the basis of Act No. 106/1999 Coll., about free access to information. The consumption of foreign hunters was determined on the basis of the average value resulting from the questionnaire survey that ran from 2014 to 2017. Subsequently, the hunting tourism share of the total consumption of foreign tourists visiting the Czech Republic was determined. The environmental sustainability pillar is fulfilled through the game hunting plan, which is determined each year based on the number of game pieces, the expected reproduction coefficient and the population structure. The social pillar of sustainability is realized thanks to the strong tradition of hunting habits that are passed on from generation to generation and thanks to which the Czech Republic can present itself because its approach to animal management is unique and was inscribed on the List of Intangible Cultural Heritage of the Czech Republic in 2011. The economic aspect is implemented through income from hunting fee and game meat sales. Although the share of consumption of hunting tourists in the total consumption is currently very low, it can be expected to grow, because of the low number of foreign hunters who are hunting in the Czech Republic and the actual high number of hunted game. It is clear that the Czech Republic has great potential for development of this unconventional form of tourism while respecting the sustainability pillars. Moreover, due to the dramatically increasing age of Czech hunters, hunting tourism will be a necessary part of the game management.

Assessing accessible tourism research

Seonyoung Kim  
*Sheffield Hallam University*  
*United Kingdom*  
**Seonyoung.Kim@shu.ac.uk**

Emmanuel Adu-Ampong  
**emmanuel.adu-ampong@wur.nl**

In recent years the economic and social benefits of Accessible Tourism have attracted the interest of many destination managers and tourism businesses as well as international organisations such as the UNWTO and European Commission. Accessible tourism is a growing market and with aging populations in many developed countries, providing access is an important task to ensure the sustainability of tourism businesses and destinations. Tourism’s
already complex and fragmented nature heightens when it comes to accessible tourism. People have varying access requirements and meeting these individuals’ needs and wants poses a challenge to tourism businesses and destinations. In order to provide a successful accessible tourism experience, coordination is necessary in ensuring access through the many encounters during a visitor’s journey. This requires adaptation in infrastructure, physical environment, products, customer services and information provision through collaboration between a wide range of stakeholders in the public, private and third sectors. Given such complexity, tourism scholars have an important role in providing in-depth understanding and knowledge to improve the visitor experience of people with access requirements and enhance their inclusion in tourism activities. For example, research on accessible tourism can assist tourism businesses and destinations in learning about the diverse needs and wants of tourists, governments in developing appropriate accessible tourism policy and guidelines, and destination management organisations in promoting and delivering accessible tourism in a more effective way. Within the tourism research, there is a growing body of literature on accessible tourism with several studies calling for ‘tourism for all’. However, despite the increasing range and significance of accessible tourism research, to date there has not been a comprehensive examination of research trends in this area. This study aims to do this by reviewing the depth and scope of, and the progress made in accessible tourism research over the years and as a result, to present a conceptual framework for accessible tourism research, identifying gaps and potential future directions for accessible tourism research. This study utilises a mainly qualitative research approach involving detailed content analysis of published research on accessible tourism. Data collection involved the search and retrieval of peer-reviewed full-length journal articles from Scopus and Web of Science academic databases. The retrieved articles were then analysed in terms of research themes, disability types studied, stakeholder perspectives covered and the points in the visitor journey focused on as well as methods and geographical settings of the research. The analyses show progress in accessible tourism research, particularly over the last two decades. The scope of research has been broadened to address the needs and experience of people with various access requirements beyond those with mobility disabilities. The actions from diverse tourism sector stakeholders and businesses are also increasingly being reported in the literature. Yet, there is still a considerable room for improvement and this paper calls for a more holistic approach to the study of accessible tourism which interconnects the fragmented components of the visitor journey, enhances multidisciplinary contributions, and embraces everyone affected by the lack of or the development of accessible tourism.

Challenges for Modernization of Tourism Education in the Czech Republic

Alžbeta Kiráľová
The College of Regional Development and Banking Institute - AMBIS, a. s.
Czech Republic
alzbeta.kiralova@ambis.cz

Tourism is a labor-intensive sector, and human resources are the primary keys to visitors’ satisfaction. Globalization has increased competition in tourism markets, and the industry realizes that human resources development become more and more critical to the success of tourism in many markets. The structural development of tourism businesses in the Czech Republic shows a positive trend in a shift from a family business to business with employees. The ability of the Czech Republic to take a good position in the global, rapidly changing labor market in tourism will depend mainly on the flexibility of the educational system and its ability to respond to the demand of the industry. The key roles will be played by middle and top managers who are trained at higher educational institutions. Although the education offer is quite extensive, the lack of skilled labor in the tourism sector persists. While in the first decade
of the 21 century, the sector employers often expressed the view that further education is
useless, and any investment in training was regarded as inefficiently spent funds, the current
surveys show a significant shift in views on education, which is considered an essential
precondition for the stability and competitiveness of tourism enterprises. Employability is
regarded as a critical performance indicator for education institutions as students want a high
probability of employability. There are many different understandings of the term employability
of university graduates (Brown, Hesketh, and Williams, 2003; Hillage and Pollard, 1998;
Holmes, 2001; Morley, 2001; Yorke, 2004; Knigh and Yorke, 2002, 2004; Yorke and Knight,
2006a, 2006b). The concept of employability as a combination of factors that enable individuals
to obtain employment or stay employed and progress in their careers includes not only
professional knowledge, skills and competencies, attitudes and motivation of individuals, but
also external factors such as labor market regulation, demographics, the structure of the
economy and the economic situation of the country in general. Among other factors experiences
of graduates, the prestige of the university and the field of study, expectations of graduates, and
their personal characteristics, including family and social background, must be mentioned. The
level of competences with which graduates enter the labor market also plays an important role.
While general competencies enhance the employability of individuals, specific competencies
reduce their risk of dismissal. Based on OECD (2013) research, some employers claim that
education systems "educate graduates of tomorrow in the skills needed in the sector yesterday."
Employers also concern that graduates lack soft competencies, such as interpersonal,
communication, and problem-solving abilities. CEDEFOP (2014) found that in some countries
such as the Czech Republic, Estonia, Lithuania, and Slovenia competency deficiencies tend to
be more accentuated than in the rest of the member states. Collaboration with industry can
increase students’ employability, although the partnership between education institutions and
tourism businesses is still unsystematic. The numbers of university graduates, the current
economic climate, and changes in the graduate recruitment market have meant that a degree is
no longer a guarantee of a satisfying future career for a graduate. The tourism sector is looking
for graduates with clear evidence of job-specific competencies in addition to a high level of
professional knowledge. The paper aims to identify the communication and managerial
competencies of graduates of tourism bachelor’s and master’s programs that are the most
required by employers. First, communication and managerial competencies were identified.
Then, quantitative research was conducted among 126 representatives of the tourism sector.
The responses to the questions in the structured questionnaire were rated on a ten-point Likert
scale. The differences between the employers’ requirements for bachelor and master
graduates’ communications and managerial competencies were studied applying Fisher
discriminant analysis after the transformation of the proper variable. A principal component
analysis was applied to reveal the relations within all sets of data. The results show that
employers call for different communication and managerial competencies regarding the level of
a university degree. This fact must be taken into account by the universities when compiling
new courses and innovating the existing ones. To enhance the employability of graduates,
universities should create a methodology for the development of communication and managerial
competencies, and apply innovative teaching methods in particular courses with a focus on real
job positions. Enhancing the employability of graduates is unthinkable without collaboration with
employers. Employers are willing to hire graduates from the universities that continuously
develop and upgrade their courses to prepare graduates with professional knowledge, and
competencies relevant to their needs. Focus on employability can maintain the competitive
advantage of the university in the global market.
Factors influencing Generation Y’s tourism-related social media activity

Joanna Kowalczyk-Anioł
University of Lodz
Poland
joanna.kowalczyk@geo.uni.lodz.pl

Nowacki Marek

This study aimed to identify the factors which affect activity of Generation Y in social media during travel. The paper evaluates predictions from Technology Acceptance Model and the social influence theory in the context of tourism- and travel-related activity of Generation Y (Ys) in social media. From among the four variables of the TAM model, only enjoyment significantly indirectly affected activity of Millennials in social media. From among the three factors of social influence, only internalization has been established to have a significant direct impact on the enjoyment of social media use and, consequently, on social media activity of Generation Y. It has been established that activity of Generation Y is permanent, effective and internally accepted, i.e. internalized. Millennials are both recipients of content published in SM and active makers of tourist-created content. Such content can also provide material for analysis in the creation of tourism products and services for this consumer segment. Moreover, Ys, as tech-savvy tourists, with their easily accessible social data offer new opportunity to evaluate and verify existing theoretical models.

A systematic review of the impacts of terrorism on tourism demand

Tomáš Krajňák
Charles University
Czech Republic
tomas.krajnak@natur.cuni.cz

The relationship between terrorism and tourism is complex and multifaceted. Importantly, this relationship is not accidental but terrorism and tourism rather act as logical companions. The tourism industry is often a target of terrorist attacks. For instance, tourist gaze provides a way of being seen, and thereby terrorists can turn the world into a stage upon which they can state their cause. In general, tourism provides an opportunity for terrorists to achieve various goals. In other words, some studies confirm that tourism affects terrorism. Moreover, irritation by tourism itself can be a cause of terrorism. But what is more, the consequent reversed impact of terrorism on tourism can be enormous due to the negative effects on tourist’s perception, tourism infrastructure or investments in tourism. Therefore, terrorism is identified as one of the most important areas for problem-oriented work in tourism studies. There exist many studies assessing the impacts of terrorism on tourism demand, however, no systematic review has been conducted so far, to synthesize their results. Thus, the main goal of this contribution is to review whether and how terrorism affects, and especially reduces, tourism demand. The review discloses contextual issues (terrorism, tourism, space, time) of selected studies and identifies the main themes of the impacts of terrorism on tourism demand. The extracted impacts are thereupon synthesized. Based on a systematic search, more than 40 peer-reviewed English articles from scientific journals were retrieved from the WoS and Scopus databases (from 1945 to 2018) to be included in the review, which was performed systematically according to PRISMA. Only studies with rigorous analyses which provided empirical estimates of the impacts of terrorism (treated as not single attacks) on tourism demand were selected. From the
methodological perspective, these studies used either time-series, cross-panel or cross-sectional data. The results showed that terrorist fatalities, casualties, and mainly incidents were the most commonly used proxies for terrorism. The Global Terrorism Database was the most often used source of terrorism data. Tourism demand was predominantly proxied by tourist arrivals, but the impacts of terrorism on domestic tourism were scarcely examined. On the other hand, the impacts were mainly explored at a national level, several studies focused on a global or macroregional level, and a handful of the studies analyzed the effects at a microregional or local level. Furthermore, the studies focused mostly on the effects in Europe and the MENA region. Identified main themes of the impacts of terrorism on tourism demand were: magnitude scale, causality, spatial scale, temporal scale, comparison of the subjects (countries), comparison of types of terrorism or with other political-security events. Finally, a clear majority of the studies showed that terrorism significantly and negatively affects tourism demand. Only a marginal fraction of the studies found out that terrorism did not significantly impact tourism demand. On the other hand, in several cases, rather a limited impact was documented. Thus, the results vary widely depending on the context of the studies, i.e. location, time period, terrorism and tourism demand proxies, or methodology.

The Transformation of the Wine Market by Tourism – The Gambling Gorilla Macao

Ching Chi (Cindia) Lam
Institute for Tourism Studies, Macao
China
cindia@ift.edu.mo

Ut Lon Im
billyim@ift.edu.mo

The market for wine in Macao started to establish since the first international hotel took its stand in the city by 2004 as a result on the liberalization of the gambling industry in 2002. During the 15 years from 2004 to 2018, dramatic changes have taken place in the wine market. This research study will discuss the transformation from three aspects: policy, supplier and customers. Past studies on the wine industry of Macao are sparse. This research has applied qualitative research studies of in-depth interviews through oral history method on representative wine practitioners of Macau, from suppliers, sommeliers to wine buyers. The respondents have been carefully chosen based on three theoretical and practical considerations (Silverman, 2006), which includes the nature of the research, the sufficiency on the coverage of data and the unique culture of the wine industry in Macao. The primary data collected has undergone thematic analysis, when three major themes were identified and analyzed. From the establishment of a wine market in 2004 onwards, there are two major milestones: one dated in 2008 when the wine tax was eliminated and the zero-tax has effected in significant diversification of wine supplies to the market; the other in 2015 when the policy of China has become more stringent to attack fraud, leading to a gigantic turbulence to the number of Mainland visitors to Macau, when Mainlanders constitute around 70% of visitors for the city (Statistics and Census Bureau Macao, 2018). Back in 2004, the wine industry was dominated by a few suppliers, who have influential status on the type of wine purchased by the market. Through the change in legislations together with the improvement of customers in wine knowledge, a flood of wine suppliers was attracted into the market, largely from the nearby city Hong Kong, as well as suppliers of international famous and even niche brands. The customer segment has grown more educated during the last decade. This is the joint efforts of higher disposal income, more available information on wine through both education and professional training, the diversification of the supplier market that widen the extensiveness of wine
knowledge through tasting sessions and marketing, and information technology. In academic aspect, this research will complete the part of puzzle for the wine industry in Asia; for policy makers, it will provide important information on how policies can help the growth of the industry and hinder its development; while for practitioners, this research will provide rich details on how wine suppliers can establish their foothold in a newly established market.

**Disruption and tradition in the collaborative economy: the case of Free Walking tours business models**

*Maria del Pilar Leal Londoño*
*Ostelea School of Tourism & Hospitality*
*Spain*
*mleal@ostelea.com*

*Pablo Pérez Manglano*

Nowadays, the collaborative economy is already part of our daily lives and is revolutionizing the way we travel and live. The collaborative economy is creating more options for people to travel in different ways (Leal and Medina, 2017). Rental platforms like Car2go, Airbnb or Uber are popularly recognized sharing practices; however, there are other types of collaborative economy practices emerging that need to be explored, such as free walking tours. Free walking tours have eclosion across the globe. However, information regarding their operation is not well known nor discussed broadly within the academic community, which has become a witness of their increasing presence in the destinations. On the other hand, free walking tours have been in many cities subject of controversy due to the dispute between the official walking tour guides and the free walking tour guides. Based on the previous work on business models developed by Leal and Medina (2017), the main purpose of the communication is to discuss the free walking tours business models and its performance within the tourism sector worldwide. In addition, to discuss the relationship between free walking tour guides, official tour guides, and its integration into the free walking tours. The methodology used combines a quantitative approach based on the information shared by the Spanish company Guruwalks and the debate, discussion and formal talks with official and non-official walking tour guides of free walking tours in Europe. However, primary information is complemented with secondary information based on official reports, academic documents and statistics that allow obtaining a joint view of the situation. The findings highlight issues regarding the need for a deeper understanding of the operations of new business tourism companies which are technologically based. Moreover, based on the EEG principles, it highlights the need for a broader discussion about the integration and adaptation of official walking tour guides within this new business models. Finally, highlights the challenges for the traditional tourist business models and for the traditional activities carrying out by tourism professionals within a context of technological disruption.
Social Change and Tourism Development

Weng Si (Clara) Lei
Institute for Tourism Studies, Macao
China
clara@ift.edu.mo

Wantanee Suntikul
The Hong Kong Polytechnic University
China
w.suntikul@polyu.edu.hk

Zhaoyu Chen (Vicky)
Sun Yat-Sen University
China

From a sleepy town to one of the richest economies in world, Macau, the coastal city located on the southern coast of China, has gone through enormous changes in the last decade. Tourist arrivals has hit a record high since 2007. In an area of 30.5 km², the city has received 30 million tourists a year (DSEC, 2017). In addition to tourist arrivals, newly built hotel rooms have been increased from 12,340 rooms to 37,117 rooms between the years of 2006 and 2017. It has been triple the hotel room supply to cater the massive tourist arrivals. Together with this very rapid tourism development in the city, economic indicators illustrate as well a very prosperous phenomenon of the society. The unemployment rate of the city has been below two percent in the recent years and the per-capital gross domestic product was recorded as USD77,850 in 2017 (DSEC, 2017). Nevertheless, the deterioration of quality of life has been a frequent discussion topic among residents and local radio stations. Quality of life covers many aspects, and there are many different definitions. In general, it is agreed that quality of life is a multidimensional and interactive construct encompassing many aspects of people’s lives and environments (Schalock, 1996). The study conducted by Andereck and Nyaupane (2011) suggested new quantitative measurement to investigate residents’ perceptions of tourism affecting their quality of life, while the study conducted by (Kim, Uysal, & Sirgy, 2013) revealed that community residents do have perceptions of tourism impact in the dimensions of economic, social, cultural, and environmental and different perceptions predict certain tourism impacts among the four dimensions. In addition to the macro perspectives of tourism impact from the previous studies, Yang, Ryan, and Zhang (2013) looked into a rather micro perspective of tourism impacts on social conflict in communities. Tensions based on beliefs, resources, power, and sequential pattern of primacy are identified. However, studies concerning Macau are scarce, except the study of Vong (2005) when was conducted before the enormous increase of tourist arrivals taking place. And the study by Rato and Davey (2012) on quality of life, in which it was framed in a macro perspective to understand the impacts brought in by tourism. In view of the of the latest development of the region, where a Hong Kong – Zhuhai – Macau bridge was inaugurated in October 2018, a further boost of tourist arrivals is expected in the city, together with the alarming research finding of high prevalence of depression among locals by Hall et al. (2017), it is reasonable to believe that there are another side of the story or the dark sides of the splendid economic and tourism development. Therefore, the authors see the urge to study the social change phenomenon as induced by tourism development. Drawing on these previous studies on tourism impacts, and Social Exchange Theory (Emerson, 1976), this study is formed to understand the social change phenomena in Macau. A constructivist approach is adopted to research the phenomena. A total of thirty-five in-depth interviews were conducted. Preliminary findings of the study include early marriage and early childbearing among young generations,
increase consumption on luxury products, pressure among peers on luxury products possession and usage and closure of small family business.

Avitourism as a transformative alternative to sustainable development and human wellbeing

Antje Lenhard  
Tshwane University of Technology  
South Africa  
Lenhardai@tut.ac.za

Engela P. de Crom  
decromep@tut.ac.za

Willem Coetzee  
willem.coetzee@otago.ac.nz

Tourism consumption patterns have changed and tourists seek emotional stimuli varying in intensities and intimacies based on aesthetics and ambiance of a destination. Avitourism differs from mass tourism, hence it promotes not traditional holidays but rather attracts ‘explorers’ or ‘drifters’, the non-institutionalised tourist, to satisfy the customers personal needs. This research explores the influence of a tourism niche market, avitourism, to attract the non-institutionalised tourist and reflects on the human wellbeing experiences in a small group setting. Human wellbeing is dependent on ecosystem services, derived from wetlands that again cannot exist without its foundation, biodiversity. The services that humans derive from wetlands can be referred to as ‘nature’s supermarkets’. The functions of wetlands are compared to ‘kidneys of the landscape’, confirming the intrinsic functions of ecosystems, such as the Nylsveley Ramsar site in South Africa. The Nylsveley Ramsar site is a designated important Bird and Biodiversity Area (IBA), hence the main tourist activity is avitourism or bird watching. Humans spending time in nature and watching birds contributes a great deal to harmonise thoughts, feelings and senses during a stressful situation. Furthermore, human wellbeing derived from wetlands include educational, aesthetic, spiritual and recreational activities. Although birds and humans have had a long cultural history, avitourism research as a sub-sector within nature-based tourism, has advanced only recent. The aim of this article is to highlight avitourism as a nature based activity creating alternative experiences of human wellbeing for tourists. Furthermore, avitourism is possible at a rural or urban destination and therefor opens new opportunities towards destination transformation. The research approach is grounded in the interpretative social sciences paradigm, referring to multiple interpretations or realities of a single case, where the researcher constructs knowledge. A qualitative content analysis based on twenty-five years of Friends of Nylsveley newsletters, uncovered the empirical data of the avitourism group. Semi-structured interviews of relevant stakeholders supplemented the interpretative research approach. The text and interview data analysis is based on a thematic analysis, where the content of the data is the exclusive focus, bearing in mind that it does not need to refer to a method of analysis, but can be part of a wide variety of qualitative approaches. The information gathered for this research was done with the help of a Computer-Aided Qualitative Data Analysis Software, Atlas.ti. The data analysis helped to uncover successes and contributions of avitourism participation, supporting human wellbeing and sustainable development through the stewardship of the Friends of Nylsveley social society group. Thus, this research confirms that avitourism group activities contributed to the group’s wellbeing in aspects of admiration, friendship, love, respect and sense of belonging. This research found that the latter aspects
directly contributed to the emotional, intellectual and spiritual needs of the group and that participation in avitourism supported human wellbeing.

A fashionable backdrop: Gazing at the British working-class town through fashion

Henrik Linden  
University of East London  
United Kingdom  
h.linden@uel.ac.uk

Sara Linden  
Goldsmiths University of London

The relationship between fashion and tourism has grown stronger and stronger over the last decade, driven in part by the increasing popularity of image based social media platforms such as Instagram. Seaside towns, for example, are known to possess unique photogenic landscapes, like beaches, piers, and old-fashioned fish and chip shops – and are therefore in many ways ideal fashion destinations. An example of a “fashion friendly” destination is Margate, a seaside town in Kent that is home to the Turner Contemporary art gallery and the recently reopened vintage amusement park Dreamland – and host to photo shoots appearing in Vogue, Elle and Pigeons and Peacocks, as well as numerous posts on Instagram. While Margate has, comparatively successfully according to the new Select Committee report The future of seaside towns (House of Lords, 2019), been the subject of culture-led regeneration, there are other British towns with a working-class identity that are less publicised – and many do not have the advantage of being on the seaside. One such town, Merthyr Tydfil in Wales, is transforming its “poor image” (Dickins, 2018) with the help of fashion photography and a focus on the creative industries (BBC, 2019). The fashion link, therefore, certainly offers an interesting insight into the shaping and makings of “alternative” destinations. This paper investigates the relationship between fashion and tourism through the analysis of visual media such as fashion magazine shoots, newspaper articles, Instagram posts, YouTube videos and destination marketing materials – utilising a semiotic approach. The aim of the paper is thus, through a semiotic approach to the study of these resources, to outline and explore the dominant discourses surrounding the visual representations of “alternative” (tourist) landscapes and the people who populate them. The study (which is qualitative in nature) will potentially contribute to offering a critical understanding of the changing dynamics of the tourist gaze (Urry and Larsen, 2011), and is particularly fruitful for the deconstruction of the “attractiveness” of a destination – and how fashion and, in a sense, the “fashion gaze”, may help transform “unfashionable” landscapes into exciting and imaginative destinations.
From Sea to Land – Factors Affecting Shore Excursion Destination Choice

Kim Leng Loi  
Institute for Tourism Studies, Macao  
China  
connie@ift.edu.mo

Weng Si (Clara) Lei  
clara@ift.edu.mo

Background: The cruise industry has seen huge growth over the past decades. The worldwide cruise ship capacity grew by 22.5 percent from 2009-2014 (CLIA, 2016). The 2015 statistics show that the cruise industry, with 62 cruise liners, created more than 900,000 jobs, 23 million passengers and USD120 billion output. While receiving little attention before, the Southeast Asia region has gradually been recognized as an exotic cruise destination which provides a diversity of cruise experience (Qu & Wong, 1999). The traffic of cruise ships in Southeast Asia can be evidenced by the 1,672 calls made in the region in 2014, generating 3 million passenger visit days and close of USD1.5 billion direct expenditures from passengers in 2014 (BREA, 2015). Although the figures still seem small when compared to the worldwide statistics, the potential of Asia to develop into a cruise hub is large. For example, ever since its full operations after its inauguration in 2013, the Hong Kong Kai Tak Cruise Terminal’s passenger statistics have been increasing in multiples. Therefore using Hong Kong as the research base, this study investigates the factors that cruise passengers look for when deciding which shore excursion destinations to choose (or not) at ports of call. With the recent opening of the Hong Kong–Zhuhai–Macau Bridge, everyone is eager to see how this “one hour life circle” can enhance people mobility and exchange. This of course will bring implication to tourism activities which are also related to people mobility and exchanges. Thus, capitalizing on Hong Kong being a transportation hub (air / land /sea) and with strategic planning, nearby destinations can attract cruise passengers to make day trips or even include them as part of their multiple-destination trip plan.

Methodology: The study uses quantitative survey and data were collected from cruise passengers by college students in Kai Tak Cruise Terminal in Hong Kong. Pre-approval was sought from the management regarding the possibility of having students conducting survey inside the terminal. Students collected a total of 602 questionnaires from from October to December 2016, covering the peak periods of Christmas and New Year. These 602 respondents were all cruise passengers using Hong Kong either as a home port or port of call. Factors for consideration include political stability, transportation connection, visa requirement, language barrier, cost etc. Follow-up questions on activities preferred by cruise passengers in a port destination were also made (such as local events, shows and entertainment, shopping, natural scenery). The most important consideration factors for making shore excursion destination choice and preferred activities at the excursion destination will be highlighted in this study. Various stakeholders, especially those DMOs of cities within close proximity of Hong Kong, can then take reference and devise suitable marketing campaigns to attract this lucrative cruise segment.
Transformational Tourism Experiences: the role of place and potential benefits for destinations

Carla Melo  
Instituto Politécnico de Portalegre  
Portugal  
carlasalqueiromelo@gmail.com

Greg Richards  
richards.g@buas.nl

Melanie Kay Smith  
msmith@metropolitan.hu

Travel and tourism have a long lasting association with the idea of transformation (Lean, 2014) and have frequently been regarded as instruments to personal enlightenment, self-development and inner discovery (Kotler, 1997). In the more recent years, a growing convergent interest from tourists and tourism providers, destinations and academia, has brought the concept and the process of tourism transformational experiences to light, with transformative travel being pointed out as one of the most significant trends for the future of tourism industry. The context in which tourism experiences take place is one of the variables considered to influence the tourist transformational process. The novelty effect, the immersion in the local culture, as well as the contrast with the daily ordinary environment, all as components of the circumstantial context in which tourism experiences occur, are considered as some of the potential triggers of personal transformation. Place, in particular, is acknowledged as one of the factors that can facilitate the process of personal transformation, especially when encompassing natural settings (Kirillova, Letho & Cai, 2017; Reisinger, 2013; Ross, 2010). In fact, some well-known destinations have long achieved reputations as healing places, as by providing the needed contextual features to promote recovery, self-improvement and a sense of contentment (Lea, 2008). According to Gesler (2003), who explored the influence of different environments in an individual physical, mental, spiritual, social, and emotional healing, and introduced the concept of therapeutic landscape, has identified four dimensions that form a healing place: natural, built, symbolic and social. The influence of place encounters in individual emotions’, behaviours’ or mind-sets’ has been widely studied, giving rise to concepts such ‘ecology of place’ (Thrift, 1998), ‘sense of place’ (Campelo, Aitken, Thyne & Gnoth, 2013), or ‘place attachment’ (Gross, 2006, 2008), all of which approach the transformative power of places in tourism related contexts (Morgan, 2010). However, the extent to which place influence more than the momentaneous tourist experience and induce long-term attitudinal and behavioural implications remains fairly understudied. For destinations, this can represent an opportunity to a new competitive positioning, as tourists are increasingly looking for places and experiences that can promote their inner journey of discovery and transformation (Skirka, 2018; Folliott, 2019). This paper intends to contribute to this reflection, analysing how the role of place in the process of personal transformation in tourism experiences is regarded in the literature. Potential benefits for destinations willing to explore this relation are also analysed. A content analysis is provided as a mean to offer some insights of how destinations and service providers are already promoting themselves as transformational destinations or transformative experiences providers.
Urban tourism and local community: participatory museums as spaces for social innovation

Mònica Molina
Universitat Autònoma de Barcelona
Spain
monica.molina@uab.cat

Today, cities face the challenge of creating spaces for participation interconnecting the local population and the newcomers but also tourists. And it is in this scenario that museums have the power to play an important role as a meeting point or an “Agora”, both in physical and intellectual terms.

The museum as a place for the exchange of knowledge and at the same time a meeting place for both residents and tourists, which offers the possibility to come together around a content. The museum, as a classic element that is part of cultural tourism, is considered a tourist attraction and a major element for the regeneration of urban spaces (Jansen-Verbeke and Rekom Goes, 1996).

Sustainability is inseparable from the cultural life and the creation of the feeling of local community. For this reason, the museum, apart from the audience, must involve the rest of civil society, academia, associations, administration and private enterprise, in the process of achieving social sustainability of the institution. In the design of its activities, all the stakeholders involved must be considered in the generation of value for society from the perspective of inclusion and universal accessibility.

Public participation models in museums can be very different depending on the type of project that each institution develops and its degree of involvement. But what is clear is that to ensure long-term sustainability, a radical change in the way of managing the museum is imperative.

The development of a perspective focused on visitors instead of exhibits is crucial for the implementation of a sustainable management approach in these institutions. (Pietro et al., 2014).

Co-creation is the participation model with more involvement for the museum and is based on a series of multidirectional relationships between the institution and the visitors where design is focussed on the individual, unlike the traditional model in which the relationship is one-way, from the museum to the visitor, and the design is centred on the objects.

During the summer of 2018 being part of a Museum Camp, a research based in a participant observation and some in-depth interviews was conducted at the Museum of Art and History of Santa Cruz (CA, USA). The MAH is a participatory museum based on co-creation, directed by world reference in the field, Nina Simon that have changed the institution from a local and unknown museum to a popular and sustainable museum through community engagement and participation.
Spatio-Temporal Mobility Patterns. A comparative analysis of Guided and Independent Cruise Visitors

Sandra Navarro-Ruiz  
Tourism Research Institute  
Spain  
sandra.navarro@ua.es

Josep A. Ivars-Baidal  
josep.ivars@ua.es

Ana B. Casado-Diaz  
ana.casado@ua.es

Spatio-temporal mobility behavior of tourists has been widely investigated. Conventional research methods used in the past (e.g. census, surveys or interviews) suffered different limitations given the complexities inherent to this phenomenon. However, the rise of new technologies (e.g. GPS, smartphones) and its widespread use by society has allowed researchers to collect spatio-temporal data of tourists systematically, thus improving our knowledge of visitors behavior. Additionally, the vast majority of the studies aim to measure the mobility patterns on clearly defined small-scale geographical areas or specific attractions, with just a few papers considering urban destinations as the case study, which makes this stream or research appealing. From the wide range of urban tourists, this research focuses on cruise visitors; day trippers with a limited time who consume not only tourist services but also public spaces affecting urban mobilities. An interesting characteristic of cruise visitors’ behaviour at destinations is that they may opt between guided tours or independent visits, which could have a different impact on their spatio-temporal behaviour. In fact, existing knowledge posits that guided visitors are confined in what is called ‘a tourist bubble’ while independent ones tend to travel more widely throughout the destination. Therefore, the purpose of this research is to contribute to the academic research on spatio-temporal mobility patterns by examining cruise visitors’ mobility patterns in an urban context, the city of Valencia. To overcome the limitations of traditional research methods while keeping their known advantages, a combination of methods has been used that includes questionnaires and GPS receivers, which have been analysed by combining GIS-methods. Primary data were collected between April and June 2018 in the port of Valencia. A total of 627 cruise visitors participate on the study. Of these, 124 tracks or questionnaires were not valid, thus the final sample is 503 cruisers, 33.6% (n=169) guided visitors and 66.4% (n=334) independent ones. Although previous evidence suggests that guided cruise visitors and independent ones may present different mobility patterns at destinations, results revealed that both typologies of visitors can be grouped into two similar groups: the ones who focus on a unique tourist area (the ‘bubble’), showing a high degree of spatial concentration, and the ones who visit several tourist areas. Furthermore, results indicate that several socio-demographic characteristics and other cruise context factors seem to be associated with mobility patterns at the urban destination analyzed. A better knowledge of cruise visitors’ mobility patterns within destinations is fundamental to propose effective management and planning actions. Research carried out within the project “Analysis of planning processes applied to smart cities and smart tourism destinations. Balance and methodological proposal for tourist spaces: Smart Tourism Planning” (CSO2017-82592-R) under the Spanish National R&D&I Plan funded by the Ministry of Economy, Industry and Competitiveness / [UAFPU2016-014]
As safari park the kind from a wide variety of zoos/zoo exhibits is called. This term describes drive-in (by visitor’s own car) or ride-through enclosures (by buses, trucks or trains). The scientific literature about zoos is traditionally connected with just leading zoological gardens and only occasionally with other kinds of zoos. Therefore, the main goal of this contribution is to find, whether safari park is an outdated concept, or a current topic. Because it is not a common type of zoo, it was both relevant and possible to build the European safari database. It is based on analysis of zoo websites, review websites that are focused on zoos (e.g. World Zoo Database, Zoo-infos, Zootierliste, Les Zoo dans le Monde), and the travel portal TripAdvisor. The list of potential safaris was checked, just facilities corresponding with the definition were included. Thanks to this database it was possible to create an analysis of the current situation and development. It was found that there are 53 safari areas in Europe, while 16 ones have been closed during the last 40 years. The most intensive period of the establishing was at the beginning of this phenomenon – the years 1966 to 1977. In this period, 39 safari parks were opened to public; that means the majority of all safari parks that ever existed was founded over the span of 12 years. Typical safari park of this era was connected with presenting African animals and particularly the lion and other (not just African) attractive carnivores. Nevertheless, in this time safari parks were merely founded west of the Iron curtain. Therefore, there are much less safari parks in the post socialist world to this day. The only traditional large African safari park east of the former Iron curtain is located in Dvůr Králové, Czechia. However, we can identify three other safaris and an additional one under construction in Czechia. The high density of safari facilities in this central European country is caused partly by great popularity of zootrains. Hence, new Czech safaris might represent a different type of safari enclosure than the traditional ones in Western Europe as well as a shift in the safari park history and geography. Newer safaris have smaller area, wider spectrum of animals than just species from Africa and they are more often treated as an attractive additional part of traditional zoos, not as a main part of the facility as before. Therefore, the use of visitor’s own cars in these parks is not common and it indicates an ongoing expansion of the variety of safari parks.

Overland truck tourism: reinforcing or changing narrative during a Southern African journey?

Sian Newsome Magadza
Manchester Metropolitan University
United Kingdom
sianmagadza@gmail.com

When choosing a holiday, or embarking on a trip, the tourist has preconceived visions and understandings of places they will visit. These are closely aligned to expectations, which have led to choice of the trip, and to demand for certain visual and physical experiences within it. The tourist experience may be transformative or may rather serve to reinforce preconception. Overland truck tourism exposes the tourist to areas and places they might not have otherwise managed to visit, while at the same time allowing little time for adjustment of narratives already held. This discursive paper is based upon aspects of research undertaken into stakeholder narratives in overland truck tourism through Southern Africa. Data was collected through
participatory observation where the researcher became part of the overland truck tour experience, and from interviews with tourists during the course of the journey. A simple use of repertory grids helped provide a focus for the interviews, and exposed main tourist constructs associated with the journey and places visited. Tourists embarked on the tour for ease of access, and to enable them to see places and things that would be difficult to do solo or as a couple. Constructs relating to emotional response to wildlife and ‘natural place’, emerged during interview and group discussion. Tourists’ knowledge of place was found to be variable and in some cases highly limited, even after the visit. Views of the nature of the authentic, conflicted, and in some cases presented a narrow and limiting narrative, with the ‘primitive’, and ‘unspoiled’ being seen as the only true form of indigenous culture. A more economically developed and western presentation of reality was seen as both inauthentic, and in a strange way threatening, to some tourists. The encapsulated nature of the experience from within the overland truck looking out, and the brief nature of encounter, afforded the tourists little time to adjust narratives or reconstruct views of place. Views expressed linked to attitudes that were in some cases seen through a post-colonial lens and were reflective of preconceived white privilege. As the journey developed, conflicts within the group based upon varying political world views became exposed, but there were few outlets to resolve these conflicts. Tourism is a consumer based industry and tries to satisfy the wishes of the market. Overland truck tourism caters largely for those wishing for a type of ‘packaged adventure’, where the tourist creates their own individual and group experience. Critiques of this form of tourism as being ‘encapsulated bubbles’ (Sarmento and Henrique, 2009) and a manifestation of a colonial attitude to travel (Mowforth and Munt, 2016), imply a need to counter the fleeting nature of contact in this type of tourism experience. This inevitably presents a dilemma over the extent to which the tour leader and company should try to educate and influence narrative, or should leave the tourist to discover place themselves, even if this results in a limiting perspective.

Lisbon Nightlife Commission: A new participative tool for governing the ‘Tourist City’

Jordi Nofre  
New University of Lisbon  
Portugal  
jnofre@fcsh.unl.pt

Over past decades, nightlife has become central not only in the development of urban social life for many people across Europe but especially in the promotion of local tourism strategies of several cities and towns of our continent, (re-)shaping how tourists, visitors and different segments of the local population ‘experience’ cities and tourism resorts. However, nightlife in several EU still remains highly marked by the production and reproduction of social inequalities inflected by class, gender, sexual orientation, ethnic/national origin, cultural and religious backgrounds and their intersections. In turn, the rapid expansion of tourism-oriented nightlife in central urban areas of EU cities has involved not only the emergence of negative social, spatial, environmental, health public and governance impacts but, much more importantly, the worsening of community liveability in ‘nightlife areas’. This is the case of Lisbon (Portugal), where the transformation of historical quarters of the city centre into highly crowded nightlife spots of the city as well as the liminal governance of the night-time leisure economy carried out by the Lisbon city council over these past years, have involved the arise of critical issues involving the governance of the urban night in the Portuguese capital. The creation of the Lisbon Nightlife Commission – which emerges as a new tool of participative governance of the urban night in Lisbon – responds to the urgent need in rethinking the role of nightlife in Lisbon city centre by transiting from current liminal, neoliberal economic-centred conception of the urban night to a new community-centred conception. In this sense, the Lisbon Nightlife Commission,
aims to foster, develop and implement new effective, coherent and sustainable policy instruments, good practices and joint actions between different actors of the urban night towards safer, inclusive and sustainable nightlife in the Portuguese capital. The paper will conclude by arguing that, where nightlife is discussed it is much about licensing, regulation, crime, culture-led strategies of urban regeneration and urban benchmarking, but nothing is said about the potential of nightlife as an efficient and sustainable mechanism of social well-being, inclusion, cohesion, multicultural dialogue and community-building in EU in the 2020s and beyond.

Sustainable development goals and tourism: an approach from the restauration sector

Ester Noguer Juncà
EUHT Sant Pol
Spain
ester.noguer@euht-santpol.org

Laura Basagaña Illa
laura.basaganya@gmail.com

The Sustainability Development Goals, an initiative promoted by United Nations, embrace different issues across most areas of the human activity. The tourism and hospitality industry have become a major player in the world economy. Geographically it now has global reach and as such it generates a wide range of environmental, social and economic impacts (Jones, P., Hillier, D. & Comfort, D., 2017). The public administrations of tourism destinations are implementing, with the aim of guaranteeing the long-term competitiveness, measures linked to de SGD, either to prevent future problems (destinations under development) or to avoid dying of success (mature and saturated destinations). Also, there are hundreds of major international hospitality corporations which have already integrated SD in their strategy, such as Accor and Fairmont Hotels & Resorts (Houdré, H., 2008). However, the SGD’s implementation in others touristic sectors, such as restaurants, is still beginning and focussed on recycle, recover and prevent the food waste (Maurad, 2016) and on transformation of costumer demand to healthy food (Aschemann-Witzel, J., Ares, G., Thogersen, J. & E. Monteleone, 2019). The central goal of that research is to describe and give examples of good practices of 3 GDS in which restaurant sector can contribute directly: • SDG 2 Zero hunger, talking about the project Food for Soul, created by the Italian chef Massimo Bottura and Lara Gilmore, with the aim to empower communities to fight food waste through social inclusion. • SDG 8 Decent work and economic growth with the idea of “humanizing the gastronomy” of El Celler de Can Roca (Girona, Catalonia, Spain), which was recognised last year as the second-best restaurant in the world. • SDG 12 Responsible consumption and production, presenting the restaurant Lasal del Varador (Mataró, Catalonia, Spain). Sustainability is part of the daily work of the company, not only through the way they prepare the meals or the waste reduction and efficient management, but also due to the bioclimatic architecture used to build the restaurant. In addition, this paper aims to show that the implementation of polices linked to the Sustainable Development Goals do not require such a large amount of money. They can as well contribute to offer a better and more meaningful experience to the tourists. To achieve these objectives, the authors will used two different qualitative methods: an analysis of specific literature through the identification of keywords (sustainability, Sustainable Development Goals, hospitality, food sector, etc.) and semi-structured interviews with the General Managers of these three restaurants.
Sustainable tourism and rural livelihood? Understanding the psycho-social benefits sought by international volunteers on organic farms in Norway

Ingeborg Nordbo
University of Southeast Norway
Norway
Ingeborg.M.Nordbo@usn.no

Segovia-Pérez, Mónica
monica.segovia@urjc.es

Mykletun, Reidar J.

An increasing number of travellers “want to make a difference” and develop themselves while exploring the world. This has become evident through the growing memberships of a diverse array of international volunteer organizations, such as the WWOOF initiative (World Wide Opportunities on Organic Farms). This international network promotes organic farming and sustainable lifestyles by connecting hosts and volunteers who are willing to work for hosts in exchange for food, accommodation, and insight into organic farming. For many rural farmers this free workforce is vital for their economic survival. In most cases the connection between hosts and volunteers is made online, through the WWOOF platform in each country, and the contact between host and volunteers is sparse prior to the stay. This paper sheds light on what kind of impacts online and collaborative tourism platforms, such as the WWOOF one, might have on rural spaces and places, through a study of the benefits the volunteers seek through their travels and unpaid work. The paper presents answers based on a cross-sectional study from 1184 persons registered as volunteers within the WWOOF initiative (World Wide Opportunities on Organic Farms) in in Norway. The results show two main types of benefits: a) External or social interconnectedness benefits as seeking a relational and intercultural sharing experience, exploring a sustainable lifestyle and live in accordance with ones interest in rural living and; b) Internal benefits such as mental, self-realization, attain a certain status, and safe stays abroad.

Internet of Things Business Model Canvas for event management

Nana Nyarko
Sheffield Hallam University
United Kingdom
n.nyarko@shu.ac.uk

Internet of Things (IoT) has been the focus of increasing amount of attention from both practitioners as well as academics (Saarikko, westergren & Blomquist 2017). Oriwoh, Jazani, Epiphaniou, & Sant (2013) described the IoT as “the interconnection of objects or ‘things’ for various purposes including identification, communication, sensing, and data collection”, p. 122). The International Telecommunication Union (ITU) defines IoT as “a global infrastructure for the information society, enabling advanced services by interconnecting physical and virtual things based on existing and evolving interoperable information and communication technologies” (ITU 2012). Research has forecasted significant growth in the connection of devices from 25 to 50 billion by 2020 (Lee & Lee, 2015; Saarikko, westergren & Blomquist, 2017) meaning having a high impact on the everyday life of all users (Atzori, Iera, & Morabito, 2010). Thus, making it one of the hottest topics in both the research field and in the industry (Ju, Kim & Ahn 2016). This era of connections of things brings new behaviours and new opportunities which benefits both
businesses and consumers. For example, connected household networked smart objects can lead to reduction in electric and water bills by monitoring and controlling these objects remotely. In the same way businesses benefits from process optimization, complex autonomous systems, and sensor-driven decision analytics (Ju, Kim & Ahn 2016, p.882) which thus leads to new business opportunities. The principle focus however has been technologically biased research resulting in lack in managerial research field (Kiel, Arnold, Collisi & Voigt, 2016). The notion of Business Model plays a critical role in organisations as it shows how the organisations creates and capture values through it activities (Zott, Amit, & Massa, 2011) Research of the concept proposed a number of frameworks for the design of BM and amongst them is (Osterwalder & Pigneur, 2010) which is the most frequently cited framework in literature. They proposed the BM Canvas (BMC) which is made up of nine key components known as the business model building blocks for creating and capturing value by organisation. These nine components constitute of: key partners, key resources, key activities, value proposition, customer relationships, channel, customer segments, cost structure and revenue stream. As a critical response, this paper contributes to the literature about how events organisation operating in the IoTs era shapes their BM in order to create and capture value. This paper starts from the premise that event organisers and attendees use IoT to manage and improve event experiences, promote networking, encourage collaborate and co-creation of the event content with attendees, customise products and services as well as managing cost and optimising revenue. These shape and influence the different components of the BM of the event organisations. Adopting a multi-disciplinary approach that brings together IoTs and BM, this paper offers a new perspective on value creation in events and explores how event organisations operating in the IoT era are developing and shaping their BMs in order to create and capture value and how the concept contributes to the notion of event planning as strategy. Combining current literature on IoTs, value creation and applying the BMC of (Osterwalder & Pigneur, 2010) framework, it aims at exploring possible conceptualisations of IoTs business models for event organisations. This is an exploratory study on a topic that has not been researched in events yet, and as such will look at inputs from the industry in the form of semi-structured interviews to identify the components and value that business model design can offer to event professionals.

Regional event funding policies: A strategic-relational critique of current practice

Neil Ormerod
Leeds Beckett University
United Kingdom
n.s.ormerod@leedsbeckett.ac.uk

Emma Wood
e.wood@leedsbeckett.ac.uk

Taking a strategic-relational approach this paper critiques a range of event tourism funding policies and practices which seek to create regional and/or national event strategies. A multiple case study method combining document analysis and key informant interviews within selected regions provides insights into the political nature of event funding, the equity of its distribution and the decision processes involved. Programmes were found to operate in a sensitive and complex context due to intertwined power relationships between policy and agency embedded within governments. We conclude that in order to bring about broader benefits and legacies a paradigm shift is needed which will rebalance economic and social outcomes within funder KPIs and governance structures. This needs to include innovation in evaluation and wider more meaningful stakeholder engagement. The study shows that without such fundamental change,
national and regional funding programmes are likely to continue to operate within their existing narrow remit.

**Demand for Creative Events in Slovakia – Transformations and Trends**

Zuzana Palenčíková  
*Constantine the Philosopher University in Nitra  
Slovak Republic  
zpalencikova@ukf.sk*

Ľudmila Mazúchová  
Zuzana Sándorová

Creative tourism can contribute to the preservation of traditions and cultural heritage in rural destinations for future generations; however, its form depends on the type, preferences and expectations of the visitors attracted. The present study examines the motivation and preferences of domestic visitors and their interest in creative tourism and events. Data were collected through a six-month long on-site survey of 709 visitors in rural areas of Slovakia with traditional cultural sites and living folklore. The results point to transformation processes in demand, from passive forms to active forms of intangible experience within organised creative events.

**Selfies as tourism destination image induction tools: A Study based on the Visit London Top 11 Selfie-spots Guide**

*Dulce Maria Pinto  
University of Girona  
Spain  
dulce.pinto.ec@gmail.com*

Due to the pervasive use of travel selfies in contemporary tourism, this paper aims to determine whether selfies could be considered as tourism image induction tools. This study is based on the London’s Destination Management Organization (DMO), “Top 11 Selfies Spot” guide published on their official website. Their official website, Instagram official account and the users generated content on their personal public Instagram profiles was evaluated based on a list of the two most popular hashtags related to each promoted selfie spot with the intention to elucidate if there was any DMO initiative related to selfies as destination image induction tools. A Selfie Spots Guide for London (London and Partners, n.d.) was identified, which has been used to determine user generated contents related to each one of the 11 promoted attractions. The images that complied as selfies were analyzed under other criteria such as correct background and specific geotag, and how the official #VisitLondon hashtag motivated engagement in the production of selfies to conclude if these had accomplished the goal of inducing the London destination tourism image. Additionally, London’s social media and digital marketing strategies were studied to complete the results of this research. The resulting findings have led to theoretical and practical implications, reflected as guidelines for DMOs strategies promote the use selfies as image induction tools as well as, they are a first step into further research related to the behavior of digital tourists in a social media environment with the creation of User Generated Contents (UGC) such as selfies, their interest for the future promotional efforts of DMO’s, the modifications of selfies behaviors related to the tourist
attractions and motivations and engagement levels when comparing selfies to other types of tourism photography.

Nature for All? Public Transport, Politics and the Accessibility to Natural Sites

Yael Ram
AAC - Ashkelon Academic College
Israel
yaelram@gmail.com

Nature, in general, is recognized as a source of various tangible and nontangible benefits to people. Hence, nature is a basic need for people and should be accessible to all groups of society. When groups of the population have difficulty accessing natural settings, this contributes to environmental injustice and inequality. The present work focuses on domestic tourism, and analyzes the accessibility of domestic natural assets to the Israeli population, by using various sources of data, including spatial information of natural sites, public transport service data and a nationwide survey of the visitation patterns to beaches, parks and natural sites. The findings of the work show that the natural sites of the country are more accessible to privileged groups in society. Specific conditions in Israel, and mainly the operational difficulties of public transport during Jewish holidays and weekends, support environmental injustice and raise obstacles for people without private cars that want to participate in domestic tourism and nature-based activities. The discussion calls for more international comparative studies that will shed light on the accessibility to natural sites in other countries and recommends on the development of an inclusive policy of accessibility to natural sites that will allow all groups of society to take part in domestic tourism.

Transforming places through event programmes?

Greg Richards
Breda University of Applied Sciences
Netherlands
greg@tram-research.com

In a competitive place environment, it is a truism that places need to compete in order to survive. Many places decide to follow competitive strategies of transformation – changing their resource base, knowledge flows, industrial structure, identity or branding in order to stand out from the competition and perform better. Events have become a key part of many such transformation strategies, because they can be flexible and powerful tools for change (Richards and Palmer, 2010). But as many places have found out, staging one event, no matter how big, is no guarantee of successful transformation. There are numerous examples of events such as the Olympic Games or the European Capital of Culture that have failed to achieve the transformation desired by their host locations (Kissoudi, 2010; . The shine seems to have disappeared from the Olympics-led development model, such that many cities recently decided to withdraw their bids for the 2022 Winter Olympics. In some cases this was related to overblown demands from the International Olympic Committee, in others to resident opposition related to concern about negative effects or high costs (Coates and Wicker, 2015). One of the reasons for the lack of transformative power of single events is that much attention is often paid to the impacts of events, rather than longer-term effects or legacies. The argument made in the current paper is that significant event legacies and resulting place transformation is much more
likely to be achieved through a programme of events, rather than staging individual events, however large they may be. Recent experience from a number of cities and regions has indicated that there are important synergies that can be developed within an event programme, and that learning and knowledge dissemination increases over the life of a multi-annual programme (Richards and Duif, 2018). This paper examines the effects of developing an event programmes in the city of Den Bosch, in the Netherlands. The analysis is based on policy documents, surveys of residents and visitors and businesses and depth interviews with policymakers and cultural actors. The results show that the event programme constructed around the works of the painter Hieronymus Bosch had significant impacts over a period of 6 years leading up to the celebration of the 500th anniversary of the painter’s death in 2016. The programme has continued to have visible effects on the economy of the city in the post-event period as well. The city is performing better than other cities in the region, and it has also gained a place on the global map. However, political problems arising from a change of leadership have prevented the city from developing a full scale legacy programme, which has arguably reduced the long-term effects. It is therefore debatable whether this particular programme has successfully transformed the city.

Cultural Diplomacy as a social innovation trigger in Arts Festivals

David Rodriguez
Open University of Catalonia
Switzerland
rcdavidrc@gmail.com

This paper analyses the relationship between large-scale arts festivals and cultural diplomacy in the current interdependent world. In an international context of both globalization and cultural diversity, arts festivals are key events acting as catalysts for interactions between cultures and social actors, such as public, private and civil society, in geopolitical contemporary relationships (Dragicevic, Rogac & Mihaljinac, 2018; Quinn, 2009). Through the concept of "soft power" of culture (Nye, 2004), an international arts festival can shape international opinion and foster mutual understanding. Despite the relevance of this factor in today's world, there is a lack of academic research concerning this specific link between cultural diplomacy and those large-scale events, as well as an alarming lack of clear distinction between cultural diplomacy and propaganda. To be able to investigate the relationship between arts festivals and cultural diplomacy, this paper focuses on the case study of the Montreux Jazz Festival, a renowned annual event of jazz and soul music in Switzerland. This research focuses on two goals: first, to investigate what is the relationship between cultural diplomacy and this festival considering the contemporary Swiss and international context, and second, to study the potential of the event for cultural diplomacy and define its characteristics. It is the aim of this paper to analyze the Montreux Jazz Festival through the lenses of cultural diplomacy by examining historical context, agent, agenda, vehicle and target audience. To the knowledge of the researcher this paper represents the first study of the Montreux Jazz Festival, a non-government initiative, from this perspective. The innovative approach of this study offers an opportunity to further comprehend culture and creative tourism as a practical soft power tool to foster international dialogue and trust. Considering the diverse actors involved in the festival, this study concentrates on the perceptions and experiences of the staff and public concerning the 2018 edition of the festival. Quantitative methods, namely surveys, are first distributed to facilitate the design of semi-structured qualitative interviews. Qualitative discourse analysis of documentation and public speeches of the board of directors is also undertaken. Finally, this paper offers a discussion on the evolving role of large-scale touristic festivals on the soft power of diplomacy that goes beyond nation branding, and examines the spillover effects of such events onto social,
economical and political areas. The cultural and political geography of Switzerland, described by Sherman (1918), Reginbogin (2009) and Ross (1989) as both a wealthy and politically neutral country, plays a crucial role not only on the cultural and touristic image of the festival, but also on its diplomatic potential. This paper concludes with remarks on the diplomatic dimension of the Montreux Jazz Festival, discussing its theoretical implications on cultural diplomacy, propaganda and facilitating access to sociocultural exchange in the 21st century.

Smarter cities, less just destinations? Examining the relational power of enabled tourists

Antonio Russo
University Rovira i Virgili
Spain
antonio.russo@urv.cat

Fiammetta Brandajs
fiammetta.brandajs@gmail.com

This paper introduces a critical framework to analyse how ‘smart’ plays out in tourism places. While the Smart City is today a widely popular storyline for urban development and politics, comparable to that which the ‘competitive city’, ‘sustainable city’ and ‘creative city’ have been in the past decades, ‘Smart Destination’ can be seen as an incipient articulation of the smart city paradigm in places that are tourist destinations. Cities are bound to develop the SD toolbox when they face either or both the following challenges: 1) maintaining or increasing their competitive share in the context of an increasingly volatile and ‘mobile’ visitor market and 2) coping with the increasing pressures produced by tourism on the resident population. In fact, it is possible to relate to many SD experiences where the first objective is clearly targeted, but cases and scientific evidence where SD are focusing on the social field are circumstantial. In this regard, Graham and Marvin (2002) have first pointed out how a narrow, technocratic focus of the concept of smart city may lead to an underestimation of the possible negative effects of the development of the technological and networked infrastructures needed for a city to be ‘smart’. In other words, the conceptual literature calls for inquiry into the extent to which any social class may benefit from a technological integration of their urban fabric, and notes that when social and relational issues are not properly taken into account in smart city strategies, social polarization may arise as a result. This last issue is also linked to economic, spatial, and cultural polarization. This is certainly a concern for SD, where ‘smart’ is basically conceived as a more intelligible, efficient and exploitable space for the city’s customers, enhancing their cognitive capital and thus their power of negotiation over the city spaces and moorings. The analytic toolbox of mobilities can be deployed to further excavate the role of ICT-enhanced or ‘smart’ tourism in the social ecology of contemporary cities, tackling in particular the relational nature of tourism with respect to the situation of all other economic agents operating in the destination. A critical issue that should be analysed in detail is the impact of smarter tourism in gentrification processes. The literature depicts a more knowledgeable and connected visitor as an urban explorer, who is likely to use residential and everyday spaces as moorings of his/her urban experience. It also highlights how the tourist activation of everyday spaces, such as homes and commercial spaces, represents a key shift in the scale, reach and effects of traditional processes of population change (Cócola Gant, 2016; Dayne, 2016; Füller & Michel, 2014; Novy, 2018), and may have notable ‘stratification’ effects (Barron et al, 2017; Inside Airbnb, 2017). Moving from a recognition of smart city imaginaries, strategies and agencies, we engage with the mobilities literature to identify pitfalls in the quest of ‘smartening up’ cities for tourists. Who wins, and who loses, in the contestation over common goods and urban resources vis-à-vis the enabling power of technologies, and where does the interest to advance into
‘smart’ territory comes from in tourist places? Our paper will thus analyse three ‘smart’ systems operating in Barcelona, Spain (and shared by many other urban tourism destinations globally) and provides an examination of the agencies involved as well as potential or measurable impacts on local communities. This feeds a discussion about ‘smart’ in relation to tourism, which is concluded nuancing an alternative of community-powered smart solutions and analysing the challenges that a transition of smart city strategies towards such alternatives present.

Travel selfies underpinning narcissism?

Alexis Saveriades  
Cyprus University of Technology  
Cyprus  
alexis.saveriades@cut.ac.cy

P. Christou  
A. Farmaki  
M. Georgiou

Introduction: Photography is widely used within a tourism context (Pearce & Wang, 2019; Höckert et al., 2018). Despite promotional reasons such as the case of postcards (Stylianou-Lambert, 2012), other reasons for travel photography-taking are capturing the moment, or tangibilizing attractions and experiences (Nikjoo & Bakhshi, 2019; Christou & Farmaki, 2018). In current days, “selfies” (i.e. self-portrait type images), have taken a central role within a travel and tourism context, informed by tourists dynamics of self-presentational orientation (Lyu, 2016). This study investigates whether selfies taken by tourists, shift the focus of the picture to oneself only, excluding potential important sites and attractions from the picture, hence underpinning a self-centered manifestation of narcissism. Narcissism is basically an inflated and very positive view of the self (Twenge & Campbell, 2009), while it has been associated with vanity and egotistic admiration of one’s idealized self-image and face/body attributes. Hotchkiss and Masterson (2003), referred to the deadly sins of narcissism which include amongst other, envy, arrogance and shamelessness. Despite this, narcissism entails behavior tendency toward self-promotion (Paulhus & Williams, 2002) while it can be expressed in self-promoting content in social networking on the internet (Buffardi & Campbell, 2008).

Study methods: The study took place in Cyprus, a popular destination especially amongst Europeans, and home to a number of natural and artificial attractions that are central points for travel photography (Stylianou-Lambert, 2012). Tourists were approached by a professional who conducted informal interviews (Christou, 2018). Specific questions guiding the study were: “do you take selfies” (why, or why not)?, “Where and in which occasions do you take selfies?”, “Do you take selfies in front of particular attractions, such as monuments, statues, historical buildings and sacred sites? (why, or why not)?”, “Do you share your selfies with other people via social platforms (why, or why not)?”. The total number of informal interviews that took place were 52 and included a heterogeneous sample of people of various ages (from 18 years old to 70+) and differing cultural backgrounds. The sample was equally distributed among females and males, and included members of various educational and professional backgrounds.

Findings: The vast majority of the interviewees stated that they take selfies when they feel good, when they feel good about themselves (appearance), or if they are experiencing positive emotions, such as “joy” and “happiness”. Only three indicated that they take selfies regardless of the emotions they are experiencing, or the mood they are feeling. “Sometimes I take selfies in my everyday life, not only while I’m on vocations, especially if I feel that I’m having an unusual good-looking [referring to herself]- day” (female, 24). Furthermore, most of the interviewees
regardless of their gender or age (average age 39 years old), indicate that they share their selfies online (on social media). They justified this by the fact that selfies act as memory boosters in the future. Also, due to the fact they want to share their experiences with others, and as certain expressed: “… because that is why they [referring to selfies] are made for!” (male, 18). “… I also do it for people who may have not seen me for a while, to keep them up to date with what I look like” (female, 19). Yet, one third of them indicated that they have never uploaded a selfie on any social media platform, such as Facebook, Instagram and Twitter. The average age of them was 46 years old. Instead as they stated, they may choose to send their selfie directly to friends. Even so, a few said that they have been in selfies uploaded by others (such as their friends). “I do not feel comfortable uploading pictures of myself on social media. I want privacy and I don’t want others to know about my private life…” (Male, 32). The majority of the informants indicated that they have not taken any selfies that included in the picture particular sites, statues or monuments. In fact, only one fifth of the interviewees indicated that they have taken selfies that included such attractions. Main reasons exposed by those who included monuments in their pictures were: because they act as a future-reminders to them that they were actually there; because they wanted to share with their friends their experience (i.e. that they’ve been to a particular attraction) and because they wanted to verify to others that they were actually there. Additionally, as one said, because pictures of attractions are more fun to look at when they also include people in them. Reasons for those not including sites and attractions in their sites varied, but replies provided may be summarized into mainly the fact that they want their selfie to include either themselves only, or them with particular people, mostly friends. Three stated that they find it disrespectful in the case of sensitives sites, such as atrocity and sacred sites, to take selfies with these included in the pictures. Discussion and conclusions: It is widely acknowledged that oneself is incorporated in travel photos, despite travel pictures illustrating physical settings and attractions. Besides, in selfie-taking, tourists become the objects of the self-directed tourist gaze (Dinhopl & Gretzel, 2016). Obviously the focal point of a selfie, is oneself. That is, the illustration of the person taking the photograph. Such as for instance the following photo taken by a tourist which illustrates a famous attraction attribute in the background of the photo, with four tourists (covered for anonymity purposes) covering the majority the photo’s space. Tourist indicated with the letter “D”, is the one that took the selfie picture (figure 1). Figure 1: The destination attribute as posted on social media (photo taken by the same tourist that took the previous photo). Based on the present study findings, it seems that there is a shift from capturing others in travel photographs, such as locals and attractions- as in the past (Mahn, 2014), towards having oneself solely (or, mainly) taken in a travel picture (selfie). We would like to call this as the selfie attraction-shading effect, since the focus shifts from the attraction to the person taking the photo. This is best illustrated in figure 3 below. Figure 2: The selfie attraction-shading effect. Hence, it may be argued that travel selfies are currently used as a tool of self-presentation and self-promotion while underpinning narcissism. This is because the focal point is oneself (appearance) and the promotion of his/her travel status, while attractions and important sites are put to the side. Besides, selfies act as suitable tool of self-exposure and self-promotion (Buffardi & Campbell, 2008; Paulhus & Williams, 2002) to social platforms while addressing a wide audience. Yet, this study does not confirm that selfies necessarily betray narcissistic behavior. Nonetheless, destinations are faced with the challenge of having their attractions being left “outside” the travel pictures (at least selfies) of their visitors. Conceivably in this way they are deprived, at least to some extent, from promotional possibilities. Destinations may look at the option of situating large (human size) and transparent picture frames in front of main sites, such as historical buildings and contemporary architectural sites. Tourists may be encouraged to use them in order to take photos. In this way, attractions will be included in the pictures of tourists, even in the case of selfies. Nevertheless, further research is suggested to examine deeper the tendency, or not, to take selfies from a socio-psychological perspective, to allow further insights to this phenomenon.
Tourism development in rural areas – success factors for growth with support from gastronomy?

Ulrich Schmudde  
Mid Sweden University  
Sweden  
ulrich.schmudde@miun.se

Anna Sörensson  
anus@miun.se

Wilhelm Skoglund

The significance of gastronomy for the tourism industry is nowadays a well-studied field. Previous research has shown that there are many destinations that have used gastronomy to strengthen regional or national tourism experiences. For instance, Wales in the United Kingdom (Jones and Jenkins, 2002), Australia (Cambourne and Macionis, 2003), the Niagara Region in Canada (Telfer and Hashimoto, 2003) and Singapore (Henderson, 2004) to mention a few examples. These examples show that gastronomy is directly or indirectly connected to the destinations since it inspires tourists to experience the local food of a region. Researchers have shown that gastronomy can also be used in marketing and in branding a region or a nation (Frochot, 2003; Boyne and Hall, 2004; du Rand and Heath, 2006; Hashimoto and Telfer, 2006; Fox, 2007; Lin, Pearson and Cai, 2011). Some studies have shown that tourists seek regional and ethnic gastronomy because of their desire to have unique experiences (Reynolds, 1993; Hall et al, 2003; Cohen and Avieli, 2004; Lin, Pearson and Cai, 2011). Even more important is that tourists' gastronomy experiences can contribute to their satisfaction with the destination (Nield et al, 2000; Yuksel and Yuksel, 2002) and can also influence their desire to return to the destination (Sparks et al, 2003; Lin, Pearson and Cai, 2011). The Swedish government launched in 2010 “Sweden – the new gastronomy country” with the long term vision is also to gain better profitability for Swedish farmers, growers and producers, rural development, doubling gastronomy exports, more tourists visiting Sweden for the good sake of gastronomy, better public meals and more quality restaurants. But above all, the aim is to focus on the unique tastes, experiences, products and people (http://matlandet.se/about/). 80 % of tourists think that gastronomy and experiences is a main purpose for a trip and within the tourism sector and more and more people travel to rural areas to experience new and local gastronomy. However, there are some regions that are more successful in their use of gastronomy for tourism development. The aim with this paper is to discuss how tourism with the help of gastronomy can develop an underdeveloped tourism region. The study was designed as a qualitative case study where two neighboring regions in the middle of Sweden were chosen. The regions are both peripheral and are consider semi to highly rural by character. Interviews were conducted with gastronomy companies, public actors such as representatives from the region as well as the municipality and gastronomy actors. The result shows that it is important with education in gastronomy in the region. It is also of great importance with networks and key actors that works as an engine for the industry. The results point towards industrial and business heritage as an important component in adapting to new demands in tourism development based on gastronomy. It is not just important with large companies that grow, but also many small scale companies can contribute to gastronomy offers for the tourists.
Creative place making through a rural community event: storytelling, dialogue and authenticity

Ilja Simons
Breda University of Applied Sciences
Netherlands
simons.i@buas.nl

Events have the ability to transform places (Richards and Palmer, 2010). Much has been written about these processes in urban contexts, but this paper will focus on how a traditional rural community event can be used for place making purposes and at the same time preserve the integrity of the event. Two common disadvantages of using traditional events for place making are discussed in this paper: commodification and lack of inclusion. Firstly, traditional community events are often part of the intangible cultural heritage of the place in which they are staged, which makes them suitable vehicles for tourism marketing. However, the question is how to use the event for place making purposes without compromising the authentic meaning of the event. Secondly, traditional community events do not necessarily reflect the interests of all community members. Parts of the community might not participate in or benefit equally from the event (Sharpe, 2008; Finkel, 2010). This makes events questionable vehicles for place making, only reflecting the dominant values of a community. This paper argues that in order to use traditional community events for place-making, different perspectives should be included in the process. Using a case study approach, this study describes the place making process of the municipality of Beesel in the Netherlands. The village of Beesel has been staging an event around Saint George and the dragon for more than 300 years. The event is on the Dutch Inventory of UNESCO intangible cultural heritage. The municipality wants to use the story and the event of Saint George and the dragon for place-making purposes. The municipality sees the event as a means to bind the local community together, as well as attract tourists. However, within the community, further use of the event is a sensitive topic. Firstly, because the municipality consists of three villages and the event “belongs” to only one of them. Secondly, because part of the community is afraid of losing the authentic meaning of the event. In order to include the different voices from the community, a participatory research design was applied, including dialogue and storytelling. Different stakeholders expressed and negotiated place meaning and identity. This resulted in a shared place narrative, based on the event, which can form the foundation of future place making efforts.

A co-creative exploration of tourism and recreation management futures: A Brussels-based case study

Eva De Smedt
Erasmus University College
Belgium
eva.de.smedt@ehb.be

Chris De Smedt
chris.de.smedt@ehb.be

1958. Brussels is pulling out all the stops to turn the first major World Expo since the end of World War II into an unforgettable edition. The impressive Atomium monument, national pavilions, cultural expositions, and interventions in the transport infrastructure serve as the material representations of Europe’s vision of the future. These events and activities and the
related need for a professionalisation of tourism and recreation workers in Brussels form the background for the development of a tourism programme at higher educational level in Brussels. Now, more than 60 years later, the Tourism and Recreation Management (TRM) programme counts as an established value at the Management, Media and Society department of the Erasmus University College Brussels (EhB). Ever since its early days in 1958, the programme has been maturing and continuously exploring how to align its curriculum to ongoing societal changes. However, far from having reached a finite maturity, the programme insists on safeguarding and embodying that same eye to the future that was so omnipresent in the Expo '58 context. That this insistence on a futures perspective goes further than pragmatic, time-to-time alterations in the programme’s curriculum, is clear from the narrow linkages with Applied Futures Research|Open Time (AFR|OT), the centre of expertise explicitly engaged with futures studies at the same institution (EhB). In its operation, the knowledge centre centralises the study and development of approaches and instruments for applied futures research in the fields of tourism and leisure, communication, and innovation. This paper zooms into one of those interwoven projects with the AFR|OT centre of expertise: a case study of TRM as a future-oriented higher education programme. By means of (1) a literature review of the future of tourism and leisure education, (2) a content analysis of current policy documents forming the essential strategic manoeuvring space for innovative developments in the near future, and (3) co-creative and participative workshops with students, lecturers, and stakeholders following established methods in futures studies, the case study aims to shed light upon the possibilities and contextual frameworks for TRM’s future educational approaches. The paper presents the results of this explorative futures research and tackles how a TRM programme in the heart of Europe’s capital can deal with the challenges ahead, including the interdisciplinary character of TRM and the entwined lack of a clearly defined knowledge base, the difficult balance between knowledge and competences, the alternatives for dealing with complex societal developments, the need for sharpening students’ critical reflection, and the expanding value of cooperation and interaction with external stakeholders. Rather than pre-defining answers to these challenges on the basis of top-down assumptions or inferences, the paper shows how the alternative articulations and understandings of students, lecturers, and stakeholders can serve as fertile ground for the co-construction of a shared desirable image of the future of higher tourism and recreation education in Brussels.

“Salt and Light”: Transformation of Yim Tin Tsai, Hong Kong through ‘Heriligion’

Trevor Sofield  
University of Tasmania  
Australia  
Trevor.Sofield@utas.edu.au

Fung Mei Sarah Li

Lawal Marafa  
Chinese University of Hong Kong

Kwo Fung William Shek  
Chinese University of Hong Kong

Can an abandoned village with no residents be transformed into a dynamic example of community-based tourism and of place attachment constructed on a foundation of religious, cultural, industrial and natural heritage? Our investigations suggest that the answer is
affirmative for Yim Tin Tsai, an outer island of Hong Kong, when viewed through multiple lenses, with an emphasis on ‘heriligion’. This latter is a concept developed largely by anthropologists in 2016 that investigates the interface and interchange of sacred and profane sites as ‘new heritage’. Yim Tin Tsai had 1500 residents in the 1950s. That shrank to less than 300 in the 1970s, and zero by 1997, its community members now scattered around Hong Kong and overseas, including Britain, Canada, United States and Australia. It is axiomatic that community-based tourism has as its fundamental characteristic a place where its members reside, since it is the combination of place-plus-people that constitutes the foundation for this type of tourism. Yet amidst the still-extant ruins of Yim Tin Tsai a unique form of sustainable community-based heritage conservation and tourism that combines built heritage, pilgrimage, Hakka culture, traditional cottage-industry salt-making, and nature has arisen from an abandoned, almost-forgotten place. The island’s resurrection involves not only Hong Kong residents but its internationally-dispersed diaspora. The attachment of the original inhabitants to place was waning steadily until 16 years ago when, through co-creation involving the former residents and the broader Catholic community of Hong Kong, with a pivotal (but unknowing) input from the Vatican in Rome and a supporting role played by UNESCO, Bangkok, the community was revitalized. To understand the dynamics of the island’s transformation requires an exploration of: (i) The concept of ‘heriligion’; (ii) The concept of the ‘geography of heritage’ as embodied in this island space; (iii) the complexities of place attachment to appreciate the motivations underlying the community’s drive to re-establish its roots – (iv) allied with three distinct but integrated components of individual, group and cultural self-identity - the Chinese heritage of the former inhabitants; their specific Hakka ethnicity; and their Catholicism; and (v) the concept of co-creation involving the former residents and the broader Catholic community of Hong Kong, with the Vatican and UNESCO as associated stakeholders. Heriligion has been the catalyst for Yim Tin Tsai’s transformation. This construct, coined in 2016 by an EU anthropology-oriented research team, seeks to understand the heritization of religion (religious sites, objects and practices) on the one hand, and the sacralization of heritage (mundane, ‘profane’ sites and objects) on the other. It explores especially the relationships that emerge between heritage and religious constituencies, and in the case of Yim Tin Tsai, how they have combined to transform the abandoned island into a growing pilgrimage destination. Yim Tin Tsai continues to have no permanent inhabitants but it represents a multi-dimensional study in how a derelict village has nevertheless been transformed into a dynamic place of community-based heritage tourism.

Teaching traditional Chinese values as determinants for natural and cultural heritage tourism

Trevor Sofield
University of Tasmania
Australia
Trevor.Sofield@utas.edu.au

Fung Mei Sarah Li

For 20 years we have been teaching courses in China and Hong Kong to Chinese students that combine natural and cultural heritage as one. This design is based on the Chinese paradigm which, contrary to the western paradigm, does not separate nature and culture into distinct fields, but views them as a single entity, a unitary concept based on the three millennia-old Daoist tenet of ‘humans and nature in harmony’ and the Confucian concept of harmony through ‘the middle way’ = “zhong yong zhi dao”. Where there are differing values systems there will be differing approaches to the resources in question, and what may be acceptable for one culture
will be deemed destructive by another. Culturally determined practices and values should not be accepted in all cases, but in our approach to teaching policy, planning and management for heritage tourism in cultures and societies that are not ‘western’ there is often an unthinking assumption that the west is ‘right’, that western theories and principles are ‘correct’, and that ‘others’ are ‘wrong’. With this approach we challenge the global dominance and imposition of western values on heritage issues, such as the so-called ‘universal principles’ of natural and cultural heritage promoted by UNESCO, IUCN and ICOMOS which are utilized for accreditation for World Heritage status. We argue that these ‘principles’ are culturally determined and reflect Judaeo-Christian, positivistic scientific values, a bio-centric perspective that is based on a split between nature (wilderness) and humans (civilization). The Asian voice was completely lacking when UNESCO’s principles for world heritage listing were enunciated by European and north American experts, yet Asians, Africans, Indians, South Americans, etc – Daoists, Buddhists, Hindus, Muslims, animists and other non-Christian religions and peoples – make up 70% of the world. Their cultures see many things including heritage quite differently from the western perspective. There is no time to dig more deeply into such shortcomings, only to emphasize that UNESCO’s interpretation of how heritage sites are assessed and managed often results in insistence on adherence to principles that are Eurocentric and not in our view universal. In teaching Chinese values concerning cultural and natural heritage there are five key elements we emphasize: (there are more, but time prevents a more detailed analysis). • Chinese common knowledge (zhonghua wenhua: 中华文化); • The relational and contextual fundamentals of Chinese socio-linguistics; • The fusion of nature and culture through Daosim and Confucian philosophy, leading into shan shui (山水) art and literature; • The application of these philosophies through feng shui (风水), and • tezhi (特质) – the essence of a landscape or place. In all of these facets, humans are central, intimately involved at all time (encompassing the concepts of anthropocentrism and anthropomorphism), a human-centred view of the world; and past, present and future are a continuum so the way in which the western paradigm demands a cut-off point to define something as ‘heritage’ is not readily applicable in many cases in China and other parts of Asia.

The Pyrenees Mountains: Culturally-constructed Landscapes of Health-and-Wellness Tourism and New Mobilities

Trevor Sofield
University of Tasmania
Australia
Trevor.Sofield@utas.edu.au

Jaume Guia
jaume.guia@udg.edu

N. Berthelet

Landscapes are constructed culturally and while their geo-bio-physical features may remain relatively unchanged over aeons, people in different eras view them differentially. Societies change, values change, politics and borders change, technological innovations generate change, and new trends will all determine how some characteristics will be perceived. The ancient Pyrenees Mountains, which date back to the pre-Cambrian era 55 million years ago, form the natural border between France and Spain, and completely engulf the tiny nation of Andorra in their midst. Pyrenean landscapes have been subjected to very different interpretations over several thousand years, from the prehistoric Neanderthal and Cro-Magnon
societies who worshipped them in animist terms as spirit-inhabited, to twenty-first century urbanites seeking to escape the industrialized city ‘rat-race’ for solace and tranquility, with many variants in between. The political influence impacting mobilities gained graphic visibility in the 20th century with half a million Catalan Republican refugees travelling north over the Pyrenees in 1939 to escape the brutal repression of the Franco regime in Spain (the Retirada), and the reverse flow of thousands of Jewish refugees into Spain from 1939-1945 to escape the Nazi pogrom. Both groups of refugees envisioned culturally-determined landscapes of safety and security, albeit on opposite sides of the Pyrenees. The advent of ‘new ‘health-and wellness’ tourism has again induced a re-visioning of the mountains’ landscapes, accompanied by distinct mobilities that are once more changing our perceptions of the region. Thus, while tourism has brought several million short-term visitors to the Pyrenees and thousands of short-term employees to service them, thousands of original residents emigrated to escape their impoverished living conditions. In this context, simultaneously with the expansion of tourism, the latter half of the twentieth century witnessed a steady exodus so that many villages were completely abandoned or reduced to a mere shadow of their former selves by the 1990s. The emic evaluation of their future by the montaine families provided them with a bleak perspective that the Pyrenees had few prospects for them and their children. But the age-old view of the Pyrenees as a superior place for health and wellness began to re-assert itself for thousands of outsiders who, from their etic perspective, regard the mountains and the abandoned houses as excellent receptacles for second homes, and in the past three-to-four decades several hundred old villages have been gentrified and modernized to provide thousands of holiday homes for absentee landlords. Permanent montaine emigration with its consequential decay has been offset to a certain extent by this renewal and rejuvenation generated from ‘outside’. This duality of tourism and mobilities phenomena has transformed the Pyrenees as the region moves to embrace new, culturally-constructed images of its ancient landscapes, images which nevertheless retain a certain continuity with themes related to physical and spiritual wellness encompassing centuries of change. We explore this dynamic situation through the interconnectivity of place-making and place politics to disclose some aspects of the mobilities concept embedded in social, economic, cultural and political spheres, filtered through the lens of culturally constructed landscapes.

Factors shaping residents’ support for tourism development

Daniela Soldić Frleta
University of Rijeka
Croatia
danielas@fthm.hr

Dora Smolčić Jurdana
doras@fthm.hr

Tourism destinations are developing rapidly, sometimes driven mainly by the economic gains and neglecting the other tourism impacts. Given the fact that the role of local residents is essential in developing sustainable tourism, it is of a great importance to continuously measure, examine and monitor their perceptions and attitudes towards tourism activities in their community. Considering economic, socio-cultural and environmental tourism impacts this study explores the role of residents’ perceptions of those impacts, their level of information on tourism activities as well as their socio-demographic characteristics in shaping their support for tourism development. Istria (Croatia) is chosen as a research area since it is the county that is hosting the highest number of tourists in Croatia and this number is increasing year after year (in 2018, the County of Istria registered 4.3 million arrivals and 26.2 million nights which makes 29.2% of
the total overnights in Republic of Croatia. Compared to 2017, there were 5.6% more arrivals and 3.0% more nights registered in Istria). For that reason, it was necessary to find out how residents are coping with these changes and do they support this kind of development. For the purpose of gathering data on the residents’ attitudes and perceptions regarding tourism development and its impacts on host communities, an on-site survey was carried from the end of 2017 until January 2019. The questionnaire items were derived and adopted from previous studies (Meimand et al. 2017; McGehee and Andereck, 2004; Yoon et al. 2001). The sample included 865 respondents whose responses were used in the analysis. Descriptive analysis revealed that residents see the economic and socio-cultural tourism impacts to be positive, while perceived environmental tourism impacts are negatively associated. However, the results of the tested regression model are indicating that the more favourable perceptions of the economic, social-cultural tourism impacts are, the greater is support for its further development. Moreover, those residents who are perceiving overall tourism impact on their community to be positive and who are more informed about the activities related to tourism tend to support its development more than those who see tourism impact to be negative and who are less informed about its development. Further, perceptions on environmental tourism impacts along with residents’ socio-demographic characteristics haven’t been proved as a significant predictor of their support. Interesting finding relates to the fact that, when support for tourism development is concerned, there are no significant differences between those living along the Istrian coast (where majority of tourists are staying) and those living away from the sea. These findings are indicating that the residents’ perceptions and attitudes towards tourism in their community are significant factors in shaping their support for tourism regardless of differences in their sociodemographic characteristics. The study findings offer destination management important insights that should be taken into consideration when planning future tourism development.

How can the cultural event of Jokkmokk market create new tourism innovations based on the identity of the place?

Anna Sörensson
Mid Sweden University
Sweden
anna.sorensson@miun.se

Getz and Page (2016) have reviewed event tourism research and shown the importance of cultural events. Cultural events can attract tourists that otherwise would not visit a certain place. It is therefore important to explore the tourists’ experiences of a cultural event and how this event could lead to new local tourism products and services created through innovations. Cohen (1988) argues that staged authenticity is important and depends on the tourists’ desires. A limited number of authors have examined the authenticity of ethnic festivals (like for instance Hinch and Delamere, 1993; Xie, 2003; Chhabra, Healy, and Sills, 2003; Chhabra, 2005). There has been a few studies on cultural events and the role of cultural events in creating place identity from the tourists’ experiences. The aim with this paper is to explore tourists’ experience of a cultural event in the creation of place identity. Furthermore, the aim is also to explore what kind of tourism products and services that can be created through tourism innovation based on the place. The studied is based on a single-case study of the city of Jokkmokk in northern Sweden. Data was collected through a qualitative questionnaire that was handed out to tourists visiting the winter festival in 2015 and in 2016 during the festival. Jokkmokk is an interesting case since it has a long history (over 400 years) and the event is taking place during the beginning of February that is a quite cold time of year (it can be up to -40°C during the winter festival). Data was also collected through documents and information material. The data collected was then analyzed with a thematic approach. The results show that the winter festival
Intimacy on the move. The use of dating apps among mobile collectives.

Elsa Soro  
Ostelea School of Tourism & Hospitality  
Spain  
esoro@ostelea.com

The increasing popularity of the dating apps has turned online dating a crucial catalyst for unveiling the association between intimacy and the sense of place. The geolocation has undoubtedly changed the way in which people meet each other and— as a result— the same experience of the place. In this regard, when considering people-nearby applications (PNAs), the physical distance between two users has become a crucial factor in the ecology of choice within sexual or intimate encounters. Within such scenario, the aim of this presentation is to examine the use of the popular dating app Tinder among mobility collective. The hypothesis that drives this work is that the quest for authentic experiences and the contact with the localness are emerging as alternatives goal of online dating especially among people on the move, beyond sex and intimacy. After a short contextualization of literature on online dating by different disciplinary approaches to date, the presentation will touch upon the movement in the space as a specific condition of the present scenario and how such conditions specifically engage with affectivity and intimacy.

Transformational event tourism: a micro-sociological perspective

Davide Sterchele  
Leeds Beckett University  
United Kingdom  
d.sterchele@leedsbeckett.ac.uk

Sport events are increasingly being used as a tool to foster social change, generate social capital and tackle discriminations. Whilst many studies have focused on the collective benefits of Sport For Development (SFD) events for the host communities and others have analysed the participants’ experience from a personal development perspective, less attention has been given to the socio-cultural impacts that these events can have on the attendees’ local communities. This paper contributes to fill this gap by drawing on a longitudinal qualitative study of the Mondiali Antirazzisti (Anti-racist World Cup), a multi-sport and multi-cultural festival that brings together football fans, migrant groups, anti-racist and human-rights activists, and other informal groups of participants either interested in the event’s political themes or simply attracted by its playful atmosphere. Primary data were collected from 2006 to 2013 through ethnographic observation and semi-structured interviews conducted during and after the event, mainly focusing on how the organisational features of the festival enabled liminality, communitas and social mixing. Subsequently, once unexpected insights gradually emerged on broader
impacts beyond the event’s time and space, secondary data were also gathered through online sources and documentary material about the initiatives undertaken by the attendees in their own local communities to observe how such activities were inspired or shaped by the experience at the Mondiali Antirazzisti. The paper will discuss some of the processes by which the Mondiali Antirazzisti generates socio-cultural impacts on the participants’ local communities. The study uses a micro-sociological approach to investigate how emotional energies, moral obligations and patterns of collective action experienced at the Mondiali Antirazzisti are taken back home by the attendees, who then reproduce similar events in their own local communities. Randall Collins’ interaction ritual theory is applied to analyse the processes by which the event contributes to (re)generate motivations, recharge energies and revamp activism enthusiasm. The case of the Mondiali Antirazzisti is used here to extend the notion of transformational (sport event) tourism by analysing the diffusion of events’ formats through the geographical appropriation operated by the attendees. In this perspective, the festival features and format are considered as both liturgies and symbols charged with the emotional energy of the participants, which can be replicated in their local communities to revamp and share the same experience of collective effervescence and celebrate its core values.

Cultural political economy and sustainable heritage tourism

Rui Su
Middlesex University
United Kingdom
r.su@mdx.ac.uk

While heritage tourism has long taken a critical consideration of the concept of sustainability, it remains wider conceptual development in management practices. Much relevant research focuses on the components of heritage tourism, but few of integrating, nor reducing the complexity of the relationships and within sustainable development. In spite of Agenda 21 has proposed a number of tangible strategies for heritage implementation, a balance across the economic, environmental and social dimensions of sustainable development is still challenged. Sustainable heritage tourism is rather recognised as a planned system, focusing on heritage preservation and supply-oriented consumption, but less of regulation or coordination with administrative agencies in cities. This paper attempts two tasks as a response to the call for more integrated and theoretical-informed approach on sustainable heritage tourism. First, it explains a cultural political economy (CPE) perspective, here is to analyse the sense- and meaning-making features of heritage tourism, and to reflect its political and economic relationships in the contemporary social practices (Sum & Jessop, 2013). This key intention represents a direct response to criticisms of political economy sometimes being insufficiently concerned with culture and semiotics, and of cultural perspectives which pay insufficient attention to the economy, thus neglecting the materiality of social relations (Jessop & Oosterlynck, 2008). The account focused on the political significance of heritage tourism is examined systematically in co-constitution of social practices that considers storytelling and tourism mobility. The CPE perspective developed here offers just one view of sustainable heritage tourism, which is relatively new and thus more open to differing interpretations (Moran, 2014; Ribera-Fumaz, 2009; Stariccó, 2016). The paper’s second task is to examine sustainable heritage tourism in the city of Nanjing, China in order to consider a core idea behind the CPE perspective. Employed data triangulation of forty-two in-depth interviews, the case of “train-metro-historical walking trail” illustrated how city government framing heritage significance through storytelling, especially the role of sense- and meaning-making aspect of heritage experiences transformed tourists’ imagery and gazed them in a slow aspect of heritage
experience. The case application is alongside economic and political relationships for specific heritage tourism practices and features in the city.

Transforming visitors’ emotional engagement: A case of National Trust

Rui Su
Middlesex University
United Kingdom
r.su@mdx.ac.uk

Visitor Attractions attract people to country parks, historic properties, museums and art galleries, and they are mainly symbolised a place’s attractiveness. Much academic literature has demonstrated heritage visitor attractions in tourism and its economic and social benefits in city marketing, but much less attention has been given to visitors’ emotional engagement (Leask, 2010; 2016; Wang, 2016). Due to uprising visitor numbers and mixed audience expectations, the issues of measuring and managing visitors’ emotions have been a contentious and complicated task. Emotions rather are seen as a part of visitors’ sensory experience, but few have been practical implemented at visitor attractions management. This gap results transforming visitor emotions into deeper engagement is mostly seen as a conceptual ideology (Palmer, 2005; The National Trust, 2018). This paper responds to what Dicks (2000, p.62) emphasises on a failed analysis in “the cultural-communicative aspects of heritage”, and it attempts to examine how interpretation transforms visitors’ emotions engagement at heritage visitor attractions. Several scholars have examined the role of tour operators (Tucker, 2009; Macdonald, 2009), who can play a key role in visitors’ emotions. Yet there still a call for more systematic examination on a dialogic meaning making of heritage experience, including visitors’ emotional engagement (Buzinde & Santos, 2009). This specifically contributes to reconceptualising heritage, not as “weapons for a current ideological contest” (Maier, 1988, p.32). The study was conducted at one of National Trust attractions - Waddesdon Manor, employed by a mixed methods with 79 questionnaires, 41 semi-structured interviews and participant observations. Three initiatives are examined, including the articulation of visitors’ emotions, interpretations and heritage engagement. The advantage of examining the relationships between interpretation and visitors’ emotional engagement enables us to better know our identities, such as who we are and where we belong. In particular, visitors’ emotions are constantly being transformed and re-interpreted through every personal interaction and social structure. The value of this study is to benefit visitor attractions managers paying more attention to the heritage representations, especially how they reconstruct historical messages within the local context and to what extent these interconnections form social relations (Boiger & Mesquita, 2012; Mordue, 2005).
Impacts of dynamic transforming of the Lipno nad Vltavou destination in Czechia

Jiří Vágner
Charles
Czech Republic
vagner@natur.cuni.cz

Dana Fialová
danafi@natur.cuni.cz

The current trends indicate that many tourist destinations attempt at the decrease of the tourist outflow risks through the creation of new attractions based on the offer of innovations brought by alochtonous actors. The activation rises both from the internal (residents, local government) and external environments. The TALC model (Butler 1990) and especially its phase of juvenalization offers verifying a hypothesis of possible dualization of the local society due to rapid increase of tourist activities, number of tourists and longer seasonality (Cooper 1990; Bodlender 1991) in the period of transition from totalitarian communist regime to market economy in the CEE countries which is considered major contribution of the survey. Tourism impacts on socio-cultural environment (psychological, are usually not visible clearly and directly, identified and measured less easily, there are less medialized. Psychological , social, cultural, economic and urban effects are both material and immaterial - e.g. loss of genius loci (Cohen 1972, Shaw and Williams 1994 and marginalization of the residents (Russo 2002). The case study deals with a destination at the bank of the largest artificial lake in Czechia near the borders with Germany and Austria which has been changing in recent 25 years from a peripheral destination in decline with prevailing domestic and summer tourists towards a dynamic destination for international all-year-round clients with summer and winter top seasons. The crucial research method was the participant observation. The researchers in the role of tourists have undergone various activities (downhill and cross-country skiing, swimming in the pool and the lake, using a bike trail, attendance of the rope adventure park, bob-sleigh track and treetop trail) offered in the destination. The behaviour of service providers, other tourists and residents was surveyed. In-depth interviews with the municipality representatives and service providers (ski resort, ski school, bob-sleigh track, swimming pool, information centre) followed. The interviews were conducted also with tourists and residents to reveal their relations to tourism and their opinions of changes in the destination. The forms in boom there, however, do not feature alternative character but a positive segmentation marketing reflecting current demographical trends. Foreign investments were the crucial development impulse (apartment houses, all-year sport infrastructure), followed by municipality projects. The infrastructure for skiing and ice-skating was revitalized and extended, also due to sufficient water supply for artificial snowing. The new tree top walkway enriched the all seasons’ offer of tourist attractions. As well as accommodation facilities of different types (boarding houses, second homes) with favourable terms for family holidays have been built. The clients are loyal, enjoy repeated stays and provide broad word-of-mouth references. The economic benefits are perceived by residents, the amenity migration increases, thanks to the enlightened local authority members. Detailed surveys, however, revealed processes of strong place attachment, touristisation (tourist inflation especially) and negative impacts of the duality in the local society and an increasing environmental load. The Lipno resort competes to nearby cross-border destinations in Austria and Germany. The competitiveness of complex resorts within Czechia is still low (Horáková and Fialová 2014).
Enhancing the transformation of sustainability in tourism accommodation and restaurants – tourist approach

Hanna-Maija Väisänen
University of Helsinki
Finland
hanna-maija.vaisanen@helsinki.fi

Tourism continues to grow, and with it grows the need for more sustainable choices. However, consumers may see sustainable alternatives as unappealing, too expensive or involving inconvenience (e.g. Font & McCabe, 2017) Tourism is based on experiencing pleasure and enjoyment. Therefore, sustainability can seem badly suited for consumption seeking pleasurable experiences. In order to enhance sustainability in tourism, the importance of sustainability for the tourist in this type of consumption should be better understood. For a tourist, the value in tourism experience is primary in a positive emotional experience. Emotional experiences have also been found to be a motivating factor in ethical consumption (Malone et al. 2014). Therefore, it is important to know what kind of emotional experiences sustainability causes in the consumer. By knowing how sustainability considerations influence travel experience enable companies to develop their operations responsible while providing customer-oriented, responsible products and services to tourists. In vacation tourist may wish for positive emotional experiences, which means that the experiences have to be satisfying (Hosany & Gilbert, 2010). Therefore, it is important for the responsible practices adopted by the company to produce positive experiences in the customers. The aim of this study is to research Finnish and Russian tourists' positive and negative experiences related to sustainability issues of accommodations and restaurants to provide the user insights of the sustainability. The material selected from the TripAdvisor for content analysis contained Finnish and Russian tourists' reviews of accommodations (N=649) and restaurants (N=628) in South-Savo region in Finland. The reviews were coded through two dimensions: the categories of sustainability related issues and the positive and negative aspects (or neutral) of those issues. It was found that responsibility-related issues were more often perceived positive than negative by the Finnish and Russian tourists. The positive experiences of responsibility in accommodation in South Savo for Finnish and Russian tourists consisted of the landscape/milieu, the cleanliness and good condition of the accommodation, equal and warm-hearted service and silence. Negative experiences were caused by, among other things, out-of-order facilities, noise and insufficient or incorrect information about the vacation. In terms of dining experiences, positive emotional experiences were produced by the landscape/milieu, local and seasonal products, consideration for special groups and the equal treatment of customers. Similarly, negative feelings were caused by issues related to the poor treatment of customers, ignoring special groups and the milieu. In companies, responsibility must be viewed from the perspective of the company and the customer. It is worthwhile for companies to invest in and communicate about those matters of responsibility from which a positive experience is created to the tourist. Taking into account the consumer perspective in the product development can be one key factors in mainstreaming sustainable tourism consumption as well transforming tourism business more sustainable. From the sustainability marketing perspective, this approach that emphasizes the hedonistic benefits enables marketing sustainable tourism products and services for all consumers and not only for the limited number of sustainable-oriented ones.
The Contested Nature of Protected Areas: A Phenomenological Practice Theory Approach towards a more inclusive conservation practice

Sil Van de Velde  
University of Girona  
Spain  
vandevelde.sil@gmail.com

Jaume Guia  
jaume.guia@udg.edu

Amran Hamzah  
tprg_fab@yahoo.com

Trevor Sofield  
trevor.sofield@utas.edu.au

Protected Areas, cultural and natural, are highly contested spaces. In the dispute on the sustainable development of these sites, substantive and institutional differences, that put the concept of protected areas and the idea of protection itself in question, are ignored. In majority, the establishment, management and governance of protected areas is a process of superficial strategic inclusion of local communities through symbolic participation in the decision-making process and failing community-based tourism development projects. The concept of sustainable development of protected areas has been particularly problematic as it has been historically framed through an exclusive western romantic interpretation of wilderness and authenticity, justified and sustained by tourism, and necessary to be environmentally and culturally protected for human kind, with ignorance or without consideration for the human rights and life philosophies of communities living in those places (Hamzah, 2013; Verschuren and Furuta, 2016; Larsen et al. 2014; Sofield, 2009). Therefore, historically, Protected Areas are founded upon and sustained by a (tourism) system that excludes, rather than includes communities’ values, belief-system and participation. This study contributes to further understanding and re-framing sustainable development, of conservation practice, and the role of tourism in conservation and protected areas for the wellbeing and inclusiveness of its communities. As much research has focused on strategic uncertainty, this study takes a different perspective by introducing a Practice Theory as a methodological approach (Nicolini, 2012) and the conceptual model of Guia (2018) to describe the substantive uncertainty (cognitive frames of interpretation, worldviews, ontologies) and institutional uncertainty (language, norms, trust) that come with the practice of protected areas and explain its contested nature. The study both looks at how the practice of conservation is carried out locally and at the relationships of the practice in space and time. The research relies both on historic analysis of conservation practice mentioned in literature through specific cases from around the world. The field research is grounded and starts with a specific case study of contested conservation practice in Sabah, Malaysia. The researchers engaged through participant observation with the Dusun community of Bundu Tuhan living in proximity to the Mount Kinabalu National Park and World Heritage Site. They observed the practice of conservation by researching the cultural and spiritual relationships to the protected area and the importance of tourism as a livelihood contribution and conservation practice. The results show clearly how tourism not only contributes significantly to the livelihood of the Dusun community, but also to reverence for the mountain and the existential need to conserve the area. Furthermore, through tourism employment the community has the power to change the narrative of what the mountain means from a spiritual perspective when guiding the visitor through the protected area. The case of the Dusun community and Mount Kinabalu...
proves to be a unique case of how both the park management, conservation organization and the local community rely on each other, and the leverage power a community can have in conservation practice becoming more substantively and institutionally inclusive. Lastly, the researchers call for more research contributions taking practice theory as a methodological approach, so to better understand how daily routine practices, seemingly unrelated to conservation can have an important role in the sustainable development of conservation practices.

**Responsible tourism: Erg Chebbi (Morocco) case study**

*Dolors Vidal-Casellas*
*University of Girona*
*Spain*
dolors.vidal@udg.edu

*Silvia Aulet*
silvia.aulet@udg.edu

The cooperation project that is being unfolded in Erg Chebbi (Morocco) allows for further studying the tensions that arise when the cycles of the local population differ from those of tourism. As it has been observed in other cases, there is a significant time difference between the time when locals feel the responsibility of managing tourism, and the time when the tourism growth happens. The purpose of this paper is to discuss the role that university cooperation can play in this scenario, analyzing whether the applied methodology is validable and exportable in the coming years.

**Freedom from Loneliness: Digital Nomadism and Ways to Achieve a Sense of Belonging**

*Stacy Wall*
*Bournemouth University*
*United Kingdom*
swall@bournemouth.ac.uk

The purpose of this paper is to explore the ways that digital nomads develop social connections and a sense of community. Humans are social beings, living within an intricate mix of relationships, which largely define their identity. This dependency on relationships, highlights the importance of belonging and loneliness as indicators of psychological health and wellbeing. The absence of these needs for belonging being met, can lead to feelings of social isolation and loneliness. This paper cites the significant health risks that are associated with loneliness, which include poor health behaviours and reduced quality and quantity of life. In the context of digital nomadism, an increasingly popular location-independent lifestyle choice (Müller 2016). Recent findings have highlighted the challenge for digital nomads to develop a sense of belonging or community with subsequent loss to their wellbeing. This paper explored the ways that digital nomads seek social connections and a sense of community with a purposive sample of 30 participants drawn from online digital nomad forums. Participants were interviewed to further understand how they develop social connections and a sense community while leading nomadic lives. The capacity for the digital nomad to develop a sense of belonging is acknowledged within this paper as a critical factor to their wellbeing. The creation of location specific hubs for nomads to work together and build relationships is critical to create a sense of belonging. This can be
achieved through the promotion of spaces available on online forums and the nurture and maintenance of welcoming environments at these nomadic community hubs.

The composition of agricultural shows: Platforms for knowledge exchange

Caroline Westwood
Sheffield Hallam University
United Kingdom
c.westwood@shu.ac.uk

Events can truly transform the place they are sited within (temporally and long term) offering a rich blend of education, innovation, creativity and often producing social capital for the host destination. With over seven million attendees annually (within the UK) and over 400 event days, Agricultural shows are a significant segment within the outdoor events sector. Many of which have been staged for over 100 years are now experiencing a renaissance in popularity with a seemingly expanding appeal attracting a wider audience. Agricultural shows offer an ideal platform for educating attendees and ‘re-imaging’ agriculture (Holloway, 2004) by facilitating knowledge transfer between farmers, food producers, consumers and other rural actors. There is limited research on agricultural shows and their characteristic attendee, that said visitor motivation at these multifaceted events has a three dimensional structure: ‘Socialisation and Relaxation’, ‘New Knowledge and Experiences’, and ‘Prestige and Tradition (Westwood, Schofield and Berridge, 2018). It is this prestige and tradition which compounds how ritualistic agricultural shows are, often viewed by many as annual rural pilgrimages (Thomas, 2016). Agricultural events are also seen as a means of ‘temporary knowledge clusters’ (Maskell, Bathelt and Malmberg, 2006) bringing together attendees to build communities in a rural setting to improve education and in turn value creation. This paper seeks to provide further exploration of agricultural shows, their impacts on the wider agricultural industry, along with their far reaching effects on local and regional communities. Due to the sheer size of agricultural events, the longevity and annual nature of these events could be seen as knowledge based ‘festivals’, reflecting the regional rural aesthetics of their host destination (Podesta and Richards, 2018). Quantitative research has been carried at several agricultural shows (within the UK) with various stakeholders within these multifaceted events, concluding that as a result of these interactions at agricultural shows the differing rural actors view these events as platforms for knowledge exchange, creating value through a variety of networks and opportunities both within the event and far beyond the life of the event. Deconstructing the composition of agricultural events is vital to gain a greater understanding how and why these large scale events have such a profound effect on the host destination as they create mini-festivals for a week. However the challenge remains, as these events seek to become more innovative and creative with their design and composition, yet maintain the right balance of heritage and authenticity which is intrinsically linked to these 100 year old events.
A City Service Charter: Setting A High Standard for Tourism

Angela Wright
Cork Institute of Technology
Ireland
angela.wright@cit.ie

A sense of welcome identifies the soul of a City. The quality of service defines it. A collective excellence in service delivery creates an experience for the visitor which is memorable, affirming, and, most importantly, it encourages tourists to repeat a visit. While each business operation has its own style, personality, and environment, there are certain constants in the provider-consumer interchange which will, when taken all together in a City, paint a picture in the mind of either satisfaction or dislike, contentment or discomfort, efficiency or sloppiness. The aim of this research is to investigate the feasibility of developing a Service Charter for a City. The purpose of a charter is to outline and detail the standards a tourist, visitor, or customer can expect when engaging with service providers in the City. A City service charter is a collective commitment by all stakeholders in the service life of the City to focus on the needs and preferences of their visitors, motivated by values such as respect, integrity and excellence. Among an extensive set of aspirations, concepts such as universal commitment to cooperation, enhancing the customer experience by ensuring that staff are trained to be thoughtful, courteous, skilled and motivated, and ensuring that visitors to ‘smart’ cities are safe when using online platforms. To generate long-term growth in tourism, new strategies to achieve competitive advantages must be undertaken (Hong, 2009). Specifically, tourism competitive advantages (Guillet, 2015), deal with the ability to use a destination’s resources efficiently and effectively. The focus of this research was to examine avenues to gain a competitive advantage for a City, specifically, the feasibility of developing a Service Charter for the City of Cork in the south of Ireland. Research was gathered from 30 participating service providers in the City, accommodation, food, visitor experience centres, and retail, to see how best to develop a charter for all to work by in delivering an outstanding visitor experience. Cork already has a track record of being tourist and visitor focused from developing themed quarters such as the Victorian Quarter to the ongoing promotion of its food offering and novel experiences such as the English Market. This study outlines the process, challenges and ultimate service charter that was developed, and now operational through a gentle ‘roll out’. The findings of this study are beneficial to tourism stakeholders and strategists looking to develop a sustainable competitive advantage. As a result of this initiative, Cork has become the first City in Europe to launch a customer service charter for all service providers. From the development of the charter, training is key to its implementation and training has commenced and will be ongoing.

‘Making do’ in rural tourism

Jonathan Yachin
Dalarna University
Sweden
jmy@du.se

Through the conceptual lens of entrepreneurial (spatial) bricolage, this study illustrates how resource-constrained tourism micro-firms in rural areas utilise their immediate spatial context to create value and overcome challenges. Tourism is often seen as a strategic plan for the transformation of rural areas that face demographic changes and declines in traditional activities. Rural tourism supply is manifested through small-scale entrepreneurship that is based on local resources. One of the characteristics of small-scale tourism firms is that they are often limited in internal resources (such as capital, material, assets, and staff). In contrast, the rural
setting, in which these firms operate in, embody opportunities to develop value propositions based on local natural and cultural resources. Thus, the supply of tourism experiences in rural areas is conditioned by the ability of tourism entrepreneurs to reinterpret and engage with local resources that are beyond their control (wildlife), are common (nature), intangible (culture) and generally non-excludable. The focus of this study is on the challenges that derive from being dependent on external resources and the factors that enhance the firms’ ability to utilise external resources. One key aspect in this regard is the tension between embeddedness and reinterpretation of local resources. The empirical data for this study are collected through semi-structured in-depth interviews with owners-managers of tourism micro-firms in rural Sweden. Rural tourism in Sweden provides an interesting context for this study. The right of public access means that in Sweden tourism firms can carry activities on land owned by others. This right generates entrepreneurial opportunities but could also lead to potential conflicts with landowners and other stakeholders. The pursuit of opportunities beyond controlled resources is a key element of entrepreneurship research that is particularly pertinent in the context of small-scale tourism firms in rural areas. The characteristics of tourism entrepreneurship make it a paradigmatic case. Accordingly, the findings of this study could potentially promote theoretical advances of the concept of entrepreneurial (spatial) bricolage to include resources beyond the control of the entrepreneur. In addition, the findings of this study could add to the cumulative knowledge about tourism entrepreneurship in general and small-scale tourism firms in rural areas in particular. In a practical manner, we can learn from this study on how destination management organisations and rural development strategies could enable tourism entrepreneurs to pursue opportunities and develop tourism products based on local resources. Moreover, spatial bricolage is an appropriate and realist strategy that promotes sustainable development as it encourages rural tourism entrepreneurs to ‘make do’ with the resources that already exists.

Entangled Memories: Industrial Heritage of the “Third Front”

Hongliang (Gordon) Yan
Coventry University London
United Kingdom
Gordon.Yan@coventry.ac.uk

Heritage is often associated with “inheritance” that represents fundamental attributes of specific group of people and their associated values and beliefs. The meaning and significance of heritage may be contested, reinterpreted and even recreated. From a tourism perspective, heritage tourism is often viewed as a form of special tourism that offers opportunities to portray the past in the present. Motivated by national defence considerations and most noticeably escalated by the Vietnam War and the Sino-Soviet Split, the Third Front Movement was a massive industrial development launched in China’s Northwest and Southwest interior since the 1960s. Due to their industrial and clear military purposes, industries constructed during the Third Front Movement were sometimes considered part of the “Cold War” legacies from a Western perspective. However, Chinese perceptions on the “Cold War” and the role of China playing in it are quite different from the Western understanding. This leads the understanding of the “Cold War” and heritage linking with that period much more complicated in China, in particular the interpretation and presentation of heritage from that period. This paper explores different perceptions concerning people’s memory associated with the industrial heritage constructed during the Third Front Movement. Baitao 816 nuclear plant and Xiaba arsenals constructed during the movement in the rural area of Chongqing city were examined in detail. With the suspending of construction and relocation of the industries in the early 21st century, locals are carrying out many projects to memorialise, protect and utilise the industrial legacies for various
purposes and the development of tourism based on industrial heritage has been prioritised. The study investigates the relationship between ‘heritage’ and ‘memory’ and how industrial heritage has been the medium through which history was written. It also evaluates the idea that whether cultural heritage can be ‘owned’ and how indigenous people can take the opportunity of tourism development to use heritage for self-representation and control over their pasts. This study assists understanding the complex construct of historical places and the findings suggest that industrial heritage needs to be re-evaluated in light of social and political change. The interpretation and representation of the two heritage sites show the importance to reinterpret the past from the perspective of new understandings of the present. It explains new conceptions and narratives of heritage emerging from the encounter and entanglement of different memories.

Creative heritage practices for truly participatory tourism paths in Mantua, Italy

Franca Zuccoli  
Università degli Studi Milano Bicocca  
Italy  
franca.zuccoli@unimib.it

Valeria Pecorelli  
Alessandra De Nicola

Our work explores an educational experience to improve the use of heritage in a Unesco site, Mantua and Sabbioneta, within an Italian research project named MOBARTECH funded by the European Union, Lombardy Region (FSR). Adopting a multidisciplinary approach, we aim at co-building knowledge to encourage the creation of new creative processes to develop cultural landscape from a local community perspective both for residents and tourists. Following the Faro Convention’s idea that community has a right to redefine local places of cultural significant, we believe that the case study chosen here can be particularly interesting given its institutional identity of Unesco affiliation and ‘heritage from above’ label. Thanks to the collaboration of a groups of Italian students of Pitentino Institute in Mantua, we reflected on the relationship between heritage, landscape and local stories. Attention was paid to work with local residents to promote personal and collective identity in young citizens of a Unesco site. In the light of this, an exploratory and experiential kit was created by the students themselves as a tool for participatory tourism activities in the Unesco site involving different types of audience (senior visitors, families, foreign tourists, city users, pupils of any age etc.) in the near future. The kit contains a Mantua counter map where landmarks and sites have been chosen according to residents perspectives and do not follow mainstream tracks, remote local stories, traditional food of the everyday information, historical craftsmen shops stories, small stimulating activities about local culture, art and architecture. As Robertson argues (2102) heritage is about people and about what people do every day. Similarly, cultural landscape is not just the expression of a domination single perspective, rather a complex multifaceted construction laden with symbolic power (Olwing, 1996). In cities and sites where an institutional and elitist label is provided, in the case studied Mantua is a Unesco site and a celebrated gem of Italian Rinascimento, heritage is often taken for granted or overlooked (Lashua, Baker, 2014), fixed and framed since centuries. On the other hand, in the age of sustainable tourism, we witness and increasing demand for art city breaks that is producing turistification in the perspective of capitalist-based mass tourism while alternative tourism tracks are considered somehow guilty of supporting gentrification (Weaver, 2013). We believe our project that actively involved younger citizens may provide a feasible model for the fruition of a more shared heritage beyond so called "alternative paths"
and beyond mainstream cultural narratives. However, without heritage literacy or awareness, no sustainable participatory attitude to local culture can be created.