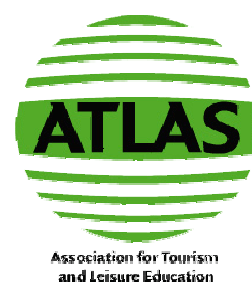


ATLAS annual conference 2012
Re-creating the Global City:
Tourism, Leisure and Mega-Events in the
Transformation of 21st Century Cities
London, United Kingdom
13-14 September, 2012



PROVISIONAL PROGRAMME

Wednesday, September 12th 2012

16.00 Registration will be open

17.00 Welcome and Drinks Reception. Talk by Tom Wareham (Curator, Musuem of London Docklands)
 The Dome, University House, University of East London, Stratford Campus

Thursday, September 13st 2012

Conference location: University of East London, Docklands Campus (West Building)

8.30 Arrival and Coffee
 Registration Open

9.00 Opening
 Welcome by Melanie Smith, Chair of ATLAS

Location: Large Lecture Theatre (WBG.02)
 Chair:

Keynote 1: Dr. Beatriz García
 Organisation: University of Liverpool
 Title

10.00 Coffee & tea break

10.30 **Workshop Session 1**

| | Session 1A | Session 1B | Session 1C | Session 1D |
|--------|--|--|---|--|
| | <i>Marketing, place-making and the visitor economy</i> | <i>Social justice, citizenship, tourism & mega-events</i> | <i>Mega-events, tourism and creativity</i> | <i>SIG City and National Capitals Meeting</i> |
| Chair: | | | | Robert Maitland |
| 10.30 | Shem Maingi | Cristina Ortega Nuere, Aurora Madariaga Ortuzar | Nancy Stevenson | Anya Diekmann, Nimit Chowdhary |
| | Place branding as a means for Negotiating an African identity: A Personal reflection of myths, roles and perspectives of Kenya | Festive leisure: significant changes in perception and organization of festivals | Culture and the 2012 Games: Creating a Tourism Legacy in Hackney? | Hosts - the other side: how do slum residents perceive slum tourism? |
| 11.00 | Donald Macleod | Sarah Johnson | Ebru Kerimoglu | Robert Maitland |
| | A tale of two cities: The cultural configuration of Glasgow and Carlisle | Exploring the effects of holidays on well-being and quality of life | Evaluating Istanbul as a creative city | Capitalness is Contingent: tourism and national capitals in a globalised world |
| 11.30 | Gulden Demet Oruç, Antonio Paolo Russo | Pekka Mustonen | Razaq Raj, Nigel Morpeth | |

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|-------|--|---|--|--|
| 12.00 | Assessment of the attractiveness of coastal urban areas: Turkey, Spain and Italy | World Design Capital Helsinki 2012 from the viewpoint of the citizens of the "city" | Public policy and the creative industries in the UK: positive developments in multiculturalism | |
| | Amaia Makuia Biurrun | | Enemuo, Ogechi Blessing | |
| | The social, cultural and institutional valorization process of industrial tourism resources. | | Assessment of the planning processes used in Igboto Omu and Ekpe cultural festival in Abia State Nigeria | |

12.30 Lunch

13.30 Keynote 2: Panel Discussion - The Olympics, Mega-Events and Urban Tourism: Impacts and Legacies
Professor Gavin Poynter

Organisation: University of East London (London East Research Institute)

Title: From Beijing to London to Rio

Michael Gold

Organisation: Independent Scholar and Entrepreneur

Title: Taking the Township to Tourism

15.30 Coffee & tea break

16.00 Workshop Session 2

| | Session 2A | Session 2B | Session 2C | |
|--------|---|---|--|--|
| | Room C114 | Room C217 | Room C305 | |
| | <i>Marketing, place-making and the visitor economy</i> | <i>Sustainability, mega-events and the built environment</i> | <i>The Olympics and tourism</i> | |
| Chair: | | | | |
| 16.00 | Antonio Paolo Russo | Ljubica Knezevic Cvelbar | Bauthier Isabelle | |
| | Branding Brazilian slums through "freeware" cultural production: the case of Rio de Janeiro | Is it sustainable for the small country to organise large event: Case of Slovenia and Winter Universiade | Which tourism developments for hosts of Olympic Games ? | |
| 16.30 | Ana Goytia Prat, Marina Abad Galzacorta; Asunción Fernández-Villarán; Álvaro de la Rica Aspiuza; Mónica Erice González de Durana | Ilaria Pappalepore, Nancy Harrison | Nima Azari, Afsaneh Ehsani | |
| | Humanistic approach to visitor experiences understanding, a tool for experiential places marketing making. | Biodiversity and Diversity of Experience: Visitors' and residents' experiences of green spaces in Cambridge, UK | From Rio to London - from London to Rio | |
| 17.00 | John Harris | Kevin Griffin, Sheila Flanagan, Jane Fitzgerald | Andrew Smith | |
| | A mega-event in the 'new Seattle': A Newport state of mind | The Challenge of implementing a Sustainable Tourism assessment tool in an urban environment | Mega-events and destination-making: the case of London's Olympic Park | |
| 17.30 | Andrea Holensinska, Martin Sauer | | Cobus Rademeyer | |
| | Transformation of global cities – urban tourism and branding: Prague perspective | | Politics as Olympic event: The Olympic Games as international political playground | |

19.30 Conference dinner

Friday, September 14th, 2012

8.30 Arrival and coffee

9:00 **Keynote 3: Maurice Roche**
 Organisation: University of Sheffield
 Title

Location: Large Lecture Theatre WBG.02

10.00 ATLAS members' meeting

10.30 Coffee & tea break

11.00 **Workshop Session 3**

| | Session 3A | Session 3B | Session 3C | |
|-------|---|---|---|---|
| | Room C114 | Room C217 | Room C305 | |
| | <i>Managing mega-events and the economics of the 'new' urban tourism</i> | <i>Mega events and religion</i> | <i>Sport, mega events and tourism</i> | <i>Doctoral Colloquium</i> |
| Chair | | | | |
| 11.00 | Adam Jones, Janet Woolley, Graham Currie | Noëlle O'Connor, Russell K.A. | Antti Honkanen, Anja Tuohino | Corinna Chin and Catherine Kelly |
| | Business as Usual - Impacts of the 2012 Olympics on Businesses in and around London | The impact of the Islamic tourist on the London 2012 Olympic Games and London 2012 Paralympic Games | Local megaevent in Finland – Case Sulkava Rowing Race | Home Again, Home Again...Visiting Friends and Relatives (VFR) Tourism-Culture, Place and Movement |
| 11.30 | Antonio Paolo Russo, Alan Quaglieri Dominguez | Kevin Griffin, Hadil Faris | Arianne C. Reis, Fabiana R. Sousa-Mast, Marcelo Carvalho Vieira | Sarah Snell |
| | The spatial logic of house swapping: towards a post-tourist geography | Dublin's Eucharistic Congress | Sport participation legacy of the Olympic Games for youth at-risk in Rio de Janeiro | Community engagement within Mega Event Planning: The case of the London 2012 Olympic Games |
| 12.00 | Paul Barrett | Karl Russell | Philipp Roeder | |
| | You say Mega - I say Micro | The influence of Islamic hospitality and tourism on the London 2012 Olympic Games | Impacts of sporting events on urban tourism – sporting events in Dresden/Germany | |
| 12.30 | Roberto San Salvador del Valle, | | Maria Gravari-Barbas, Gilmar | |
| | Innovating Event Urban Policies from Leisure Experience | | Mega-equipments, Mega-events and Tourism Metropolisation | |

13.00 Lunch

14.00 **Workshop session 4**

| | Session 4A | Session 4B | Session 4C | |
|-------|--|---|---|-----------------------------------|
| | Room C114 | Room C217 | Room C305 | |
| | <i>Public policy and political economy of tourism & mega events</i> | <i>Marketing, place-making and the visitor economy</i> | <i>Managing mega-events and the economics of the 'new' urban tourism</i> | <i>Doctoral Colloquium</i> |
| Chair | | | | |
| 14.00 | Ozlem Edizel | Arja Lemmetyinen, Frank M. Go, Mervi Luonila | Nick Pye | Simona, Staffieri |

| | | | | |
|-------|---|---|--|--|
| | Regeneration Decision-Making of Mega-Events: Organisation Structure of London 2012 Games | The relevance of cultural production -Pori jazz- in boosting place brand equity | Research into the evolution of sports cities; To what extent have social benefits been considered in the planning of sports cities? A comparative case-study of Manchester and Melbourne | Italian youth tourism experience research |
| 14.30 | Anne-Marie d'Hautesserre | Annette van der Zee | Armando Luis Vieira, Thiago | Michael Owens |
| | The French State, Tourism and Global Paris | Reducing functional, social and emotional barriers for inhabitants of Almere to visit Schouwburg Almere | Strategic Marketing for Tourism Destinations: The Case of Joao Pessoa and the 2014 FIFA World Cup | London Olympics: Regeneration Lost and Found |
| 15.00 | Seonyoung Kim | Natalia Kushcheva | | |
| | Resource dependency and power relations in tourism-related urban regeneration | Title... | | |
| 15.30 | Isabelle Cloquet | | | |
| | The 2012 Africa Cup of Nations: how Gabon's celebration of football turns into a political symbol | | | |

16.00 Coffee & tea break

Organisation
Title

17.30 Closing Plenary

Free Evening plus option of 'Guided' Docklands Pub Crawl