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Introduction

Welcome to a dialogue about the places and people of tourism. During this conference, we explore tourism destinations as relational, intersectoral, collaborative, networked, hybrid, transnational and multiscalar endeavours. We expand on the connections between tourism and communities, value (co-)creation, rural and urban development, entrepreneurship and innovation as well as quality of life – to name just a few things. Essentially, we are interested in knowing more about how destinations change and how this relates to other parts of the social.

Welcome also to Copenhagen, a bustling Nordic capital experiencing increasing tourism numbers through a strong brand combining liveability, sustainability, food, design and diversity. Also, it is a destination which has declared war against “tourism as we know it” – at least in the newly launched and much-famed DMO strategy, Localhood. During the conference, we will get a first-hand look at how very different actors work together to develop tourism for the benefit of the destination, locals and tourist and also discuss the challenges and paradoxes ingrained in this ‘local’ tourism movement.

Lastly welcome to the home of TRU, the Tourism Research Unit at Aalborg University. As the heading for our research strategy, Destinations dynamics is a common denominator for the work and projects conducted under TRU. As hosts to the conference, TRU is committed to integrate the conference theme as a red thread throughout the keynotes, break-out sessions and general activities during the conference. We look forward to hosting you in our city and our university for some exciting days of sharing and co-creating new ways of understanding and engaging with Destination dynamics.
Keynote Speakers

Jonas Larsen is a professor in mobility and urban studies at Roskilde University, Denmark. He has a long-standing interest in tourist photography, tourism and mobility more broadly. More recently, he has written extensively about urban cycling and is now also conducting research on everyday running, running events (such as marathons) and sport tourism. His latest books are the Tourist Gaze 3.0 (2011, with John Urry) and Digital Snaps: The New Face of Snapshot Photography (2014, with Mette Sandbye). Jonas Larsen’s work is translated into Chinese (both in China and Taiwan), Japanese, Polish, Portuguese, Czech and Korean (in process), and he is on the editorial board of Mobilities, Tourist Studies and Photographies. He is currently writing a book about urban marathons.

Ordinary Tourism and Extraordinary Everyday Life: Re-thinking Tourism and Cities

Much tourism theory used to define tourism as the antithesis to ‘everydayness’. In this talk, I unsettle and reverse this claim by arguing that the everyday is not necessarily ordinary and tourism not necessarily extraordinary. My key argument is that tourism practices are actually fuelled by everyday socialities and practices and that tourism has real impacts on the everyday life of hosting cultures. I will unfold these arguments in relation to European cities that are – for better and worse – toured by ever-increasing numbers of tourists. The existing literature, within tourist studies and urban studies, focuses upon famous must-see sights and environments designed specifically for tourists and other leisure visitors (e.g. Judd and Fainstein 1999, Dennis 1999, Urry 1990). While such conventional accounts are not unfounded, they erroneously suggest that tourism is not a normal part of the city and that tourism and everyday life are two different worlds. In this talk, I rethink this separation by discussing empirical trends, concepts and theories that allow us to understand and reassess the intertwining of tourism practices and everyday practices, and how locals and tourists live closely together, in cities. In broader perspective, I argue that tourism ought to play a much more prominent role in urban studies that have been remarkably blind to the ever-increasing economic, social and cultural role of global tourism in shaping the everyday spaces of cities around the world.
Jarkko Saarinen is a Professor of Geography at the University of Oulu, Finland, and Distinguished Visiting Professor (Sustainability Management) at the University of Johannesburg, South Africa. His research interests include tourism and development, sustainability in tourism, indigenous and cultural tourism, tourism-community relations, tourism and climate change adaptation and wilderness studies. Over the past 20 years, he has been working extensively in the rural and peripheral areas of northern (Arctic) Finland and southern Africa. His recent publications include co-edited books: Tourism Planning and Development (2018), Political Ecology and Tourism (2016) and Cultural Tourism in Southern Africa (2016).

**Transforming Destinations and Sustainability: Tourism, Governance and Localities in Change**

Change is a constant feature in tourism and contemporary destinations are increasingly transformed by socio-economic and political forces, systems and relations operating in a local-global nexus. In this respect, transforming tourism destinations can be understood as relational spaces connecting and creating multi-scalar processes and various actors. This is highly evident especially in the peripheries of Global North and South where evolving forms and activities of tourism and modes of development are taken place, creating change and challenges for destination structures, localities and surrounding socio-ecological systems. Due to its capacity to generate (local) change, the industry is often regarded as having a potential to provide major benefits to its destination economies and communities. Therefore, tourism is widely promoted as a tool for development and local wellbeing by policy-makers and regional developers. However, good intentions, policies and plans do not always materialise in practice. Instead, tourism industry and its growth ideology and related neoliberal logics can result negative changes and challenges for sustainability. Locally these impacts can include land use and environmental conflicts, commodification of cultural products and identities, destination enclavisation and unsustainable use of resources, for example. These kind of impacts and their relations with transforming tourism are often contextual and highly complex, which makes them challenging to theorize and analyse empirically. This presentation aims to discuss conceptually the relationships between tourism destinations, change and localities in the context of sustainability governance with theory-informed demonstrative cases examples.
Hazel Tucker is Associate Professor in Tourism at the University of Otago, New Zealand, and specialises in the area of tourism’s influences on socio-cultural relationships and change. Originally from the UK, Hazel conducted her PhD research (Social Anthropology, University of Durham, UK) on tourism development in Cappadocia, central Turkey. Since then, Hazel has continued to be engaged in a longitudinal ethnographic study in that region of Turkey, exploring issues concerning gender and women’s involvement in tourism work, host-guest interaction and tourism representations and identity in relation to World Heritage. Other areas of Hazel’s research and publishing include colonialism/postcolonialism, tours and tour guiding, the social dynamics of commercial hospitality, and emotional and affective dimensions of tourism. She has more recently been engaged in a project on the relationship between tourism and apocalypticism. Along with a number of published articles in refereed journals and books, Hazel is author of Living With Tourism: Negotiating Identity in a Turkish Village (Routledge 2003), and co-editor of Tourism and Postcolonialism (Routledge 2004) and Commercial Homes in Tourism (Routledge 2009). Hazel is engaged in curriculum development at the postgraduate level and teaches courses on tourist culture and research methodologies, as well as leading a Masters level ethnographic fieldschool course in northern Thailand. Along with serving on the Editorial board of several journals, Hazel is a Resource Editor for Annals of Tourism Research and Co-Vice President of the RC50 International Tourism Research Committee of the International Sociological Association.

Destination Dynamics: On the unintended, unexpected and indeterminate

Much of the tourism literature focusing on tourism destinations expresses a desire to manage, plan and control so that as little as possible is left to chance. There is a view, in other words, that chance is trouble. However, in the actual dynamics of people and places in tourism there seems always to be a stirring up of ‘trouble’. In this talk, I will take up this ‘trouble’ as a focus by endeavouring to think through what it means to always try to push the trouble away, and what it would mean instead to ‘stay with the trouble’ (Haraway, 2016). Beginning by viewing destinations as sites of encounter, I will include stories of encounter in order to highlight both the serendipitous nature and the indeterminacy of encounter, both with and in tourism destinations. I will then consider the space ‘in-between’ the intended and unintended, planned and serendipitous events, and the determinate and indeterminate. I will discuss how including a focus on the accidental and seemingly incidental in our thinking about destinations, in other words staying with the trouble, is helpful in opening up new ways of understanding entanglements in destination dynamics.
Miša Novak is Head of Strategic Projects at Slovenia Tourist Board. She has 20 years of professional experience in tourism industry including hotel management, product development, destination strategic planning, marketing strategic planning and implementation, branding, corporate communications, sustainable management in hotels and destinations. This is complemented by facilitation skills (active member of a facilitators association) and skills of facilitating roundtables and conferences. Miša has extensive and varied experience in the tourism industry: in public sector, a consultancy firm, a hotel company, education institution and a non-government organization.

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**Innovation and sustainability destination dynamics: a pocket-sized country perspective**

In recent years the Slovenian tourism sector has shown some highly original sustainability and innovation related development and the simultaneous growth of Slovenia into a strong destination brand. Drawing on their hands-on experience with this work, Miša and Dejan will reveal some interesting facets to Slovenia destination dynamics line of questions and will offer a relevant contribution to fuel the academic debates at the conference. Both have deep knowledge about this process, but still, are located in different areas of and have different roles in the Slovenian ‘tourism landscape’.
Organizers

The Conference is organised by ATLAS and Aalborg University in Copenhagen

AIRT H – the Alliance for Innovators and Researchers in Tourism and Hospitality – encourages contributions that strive to better understand innovation as a cornerstone of economic development. Contributions should align with the vision of AIRT H; that is: Understand, develop and implement tourism & hospitality innovations that sustainably create value for tourism, destination societies and businesses on Earth and beyond. More information at: http://www.airth.global

The conference is also made possible by:

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Tourism localities are constituted by dynamic relationships and interactions between people, places and institutions across multiple levels. The concept of institutional thickness offers insights into understanding this dynamics and how local areas can self-govern their tourism development paths in an era of global competition. This paper presents the core elements of institutional thickness by situating it within the literature on tourism’s role in development and poverty reduction. Institutional thickness has proven to be a useful explanatory concept in describing the key features of the governance of economic development at the local and regional level and can therefore contribute new insights to the tourism-poverty nexus debates. Tourism, it is argued, can best contribute to development and poverty reduction when it is embedded within wider place-based local economic development (LED) planning strategies and institutions. However, a key gap in the tourism-poverty nexus literature has been on the role of varying levels of governance in shaping the extent to which tourism is integrated into wider planning strategies. This paper is based on an empirical analysis of the Elmina 2015 Strategy developed in 2001 by the Komenda-Edina-Eguafo-Abrem Municipal Assembly (KEEA) in the Central Region of Ghana. The Elmina 2015 Strategy was developed to leverage tourism as a catalyst for wider LED and poverty reduction within 15 years through an integrated planning approach. A 3-year research project which adopted a mainly qualitative research approach was carried out involving interviews, documentary analysis and observations. The framework approach for qualitative analysis was used for data analysis through a five-step process of familiarisation, identifying a thematic framework, indexing, charting and, mapping and interpretation. Data was scrutinised for meaning, salience and connections through an iterative process. The findings of this research highlight the myriad dynamic relationships and interactions that shape tourism destinations such as Elmina. The Elmina 2015 Strategy failed to achieve its main objective of using tourism as a catalyst for LED and poverty reduction. Primarily, this was the result of a weak institutional presence, low levels of interactions between stakeholders in the public, private and community sectors, and a reduced awareness among stakeholders that there were all involved in a common enterprise of leveraging tourism for LED and poverty reduction. In the end the Elmina 2015 Strategy did not get fully embedded within wider place-based LED planning due to the low density of available institutional structures. In policy terms, this research shows that successful tourism-led LED planning initiatives require institutional thickness – the establishment of new local institutions and new forms of local governance of LED processes in which the state and local governments play a key role. For effective tourism-led LED, there is a need for structures that enable communication, collaboration and coordination between local, regional and national governing institutions. The concept of institutional thickness offers an avenue to examine the dynamics of governing processes at the destination level while paying attention to processes at the regional, national and global levels. This paper calls for further empirical and conceptual engagement with institutional thickness by tourism scholars.
Tourism phobia and gentrification in Málaga, Spain

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Many cities have been transformed into cultural destinations taking advantage of the strong tourist growth recorded by many cities in the world. It is a global phenomenon that affects the traditional tourist cities (Venice, Salzburg, Bruges, etc.) and new destinations with cultural or heritage value. The use of on-line reservation platforms for tourist accommodation and low-cost flights has greatly increased the demand for trips to cultural cities. Malaga, a Mediterranean city in the south of Spain, has become a cultural destination, and its residents have begun to show an unfavorable attitude towards mass tourism. On numerous occasions this process has caused the social unrest of traditional residents and in many cases, has led to the disappearance of these. This activity has given rise to two remarkable phenomena: gentrification and tourism phobia. This project is focused on knowing and analyzing the attitudes of these residents’ discomfort of the town center of Malaga. The gentrification term is used for the first time by Ruth Glass in 1964 to refer to the residential change of the middle-class population to former lower-class areas of London (Gonçalves, 2009). It is a social, economic and urban phenomenon that occurs with intensity in tourist spaces that become attractive for new residents of greater purchasing power. The concept of tourism phobia is being used to define residents’ rejection attitudes towards tourism (Huete and Mantecón, 2018). This rejection of tourism has been linked to social criticism, led by some associations and political groups, whose aim is to denounce a capitalist, extractive and socially predatory model, which uses tourism intensively. This study has been carried out by administering questionnaires in the historical center of the city of Malaga. We have administered 373 questionnaires that have statistical validity for a total population of 13,428 inhabitants, with a margin of error of 5% and a confidence level of 95. The first results show that there is a clear attitude of rejection towards the aspects most related to gentrification, while the attitude of tourism phobia is only found in some residents with a high level of education and income. The majority of residents show a limited tourism phobia.

Investigating the Environmental Impact of Tourists Activities on Yankari Resort and Safari

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Habitat can be degraded by tourism leisure activities for example wildlife viewing can bring abrupt stress for animals and alter their natural behaviors when tourist come too close and wildlife watching have a degradation effects on the habitats as they often are accompanied by the noise and commotion created by tourist as they chase wild animals. It is observed that Yankari game resort and Safari is usually congested during on peak periods which causes littering and contamination of the environment by tourist which may lead to changes in the soil nutrient. The issue of unauthorized feeding of animals by tourist in which the food might be dangerous and harmful to their health and making them to be so aggressive is also observed. The aim of the study is to investigate the environmental impact of tourists’ activities in Yankari game resort and Safari, Bauchi, Nigeria. The study used survey questionnaires to both tourists and the staff of the wildlife park. One hundred questionnaires were self-administered to
randomly selected tourists as the visit the resort and some staff. The average mean score of the response was used to show agreement or disagreement. Major findings show the negative impact of tourist’s activities to the environment as overcrowding and congestion, solid littering of the environment, distress to animals and alteration of the ecosystem. Furthermore, the study found the positive impact of tourists activities on the environment to be income generation through tourists activities and infrastructural development. It is recommended that the impact of tourism should be minimized through admitting the right carrying capacity and adequate measures to avoid waste littering such as provision of waste bins in strategic areas.

**Examining how Nigerian Art work can influence tourist visit to a destination**

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Bauchi state has a lot of tourism resources ranging from man-made to natural attractions. However, these attractions are not well promoted to the potential markets to patronize. The need for the state government to be creative in tourism promotion by encouraging young artist to be innovative by producing art works that will portray the state and promote the numerous tourism attractions in the state prompted this study. The aim of the study was to produce selected art works that portray the tourism resources in the state and to find out if art work can be used to promote and attract tourists to tourism destinations in the state. Questionnaires were administered using the survey monkey application, which are posted on Facebook groups that have international representation; tweets are tweeted on twitter while some retweets help in letting people know of the questionnaire. The link to the questionnaire was also posted on whatsapp groups. This process involves the respondents answering the questions individually via the internet. Convenient sampling was used based on anyone who wishes to fill the questionnaire. A total of 152 questionnaires were responded. Findings show that the elephants, durbar festival, round guts village settind and the Wikki spring are appealing and good enough to motivate tourist to visit the destinations. Fulani women piece of the art work is appealing to the respondents; however the respondents stated that it is not enough reason to motivate them to visit Bauchi. It is recommended that destination managers and marketers should encourage the use of art works in tourism promotion. In conclusion, pieces of art works are tourism attractions and can be used in promoting a destination and likewise the artist. The ability of an attraction painting in bringing the unique features of attractions in a creative way is an attraction of its own.

**Evolution of Tourism Activity in Suzdal: How to Escape Overcrowding?**

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Suzdal, a small town in Vladimir region, the first historical and architectural reserve in the country with 4 cultural cites included in the World Heritage list is a real gem of the «Golden Ring of Russia». Over the past fifty years the amount of visitors to Suzdal has increased manyfold whereas its population started to decrease. The tourist flows are dramatically uneven as Suzdal is visited shortly on weekends and holidays and is almost empty during the week. In recent years tourism development has been diversified by cultural, historical and food events that gave
further aggravation of the problem and led to overcrowding in peak dates and local infrastructure destructive overloads. Moreover, local community is not able to feel the significance of tourism development as taxes pass by local budget because of the museums federal status and external property owners. Still, many locals are ready to support tourism growth and diversification under any circumstances as they are involved in tourism business. Latest Airbnb survey showed that the most welcoming hosts in Russia live in Suzdal. Another part of the population expresses extremely negative attitude towards overcrowding and further growth as residential productive and social functions extend far beyond tourism activities. It is necessary to form long-term engagement with local communities for qualitative studies of destination evolution. In 2024 Suzdal is going to celebrate its 1000th anniversary. A number of measures is being developed to help the town minimize conflicts and overcrowding and get additional economic and social benefits – both for residents and visitors. They are aimed at responding diverse challenges and forming new evolutionary trajectory and performance for the destination. The empirical research gives the analysis of the specific history of tourism development in Suzdal aimed at finding ways and methods for escaping overcrowding and inefficient tourism development and keeping its status as one of the most famous short-term cultural destination for both domestic and inbound tourists. Field studies, theoretical observations and tourism statistics analysis are added by a number of semi-structured in-depth interviews with tourism experts and regional stakeholders. Estimations on the appropriate number of tourists and options for their spatial and temporal distribution are discussed. Original specially tailored tourist products, new functional zones for tourists and special measures on transport and information infrastructure development are suggested. They should contribute the growth of tourist flows and help the local community interests convert the economic results of Suzdal tourism and hospitality development to new prospects for the town.

Event tourism and event platforms development in Moscow, Russia

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Since the beginning of this century event calendar is widely promoted as a marketing tool for Moscow as a tourist destination. Coupled with other measures for tourism development it has a strong positive impact on tourist flows and city budget revenues. Year-round and diversified event series have become extremely popular among both tourists and locals. According to the Moscow authorities, more than 62 million visits to various festivals, including 14 million tourists and excursionists, were registered in 2017. The study focuses on new forms and prospects of event tourism development in Moscow. The methods comprise the analysis of quantitative and qualitative data with regard to new trends in event tourism accumulated through a number of in-depth interviews with experts, event actors and stakeholders. The overview of the conceptual framework and relevant publications on event tourism, platforms and networks is added by inclusive observations made during city events as well as by social media and other internet resources analysis. Starting from 2011 Moscow hosts «Times and Epochs» - the major historical re-enactment festival in Russia and one of the biggest in the world. Despite its specific historical content, «Times and Epochs» festival was initially aimed at active community and tourists involvement and co-creation. The conceptual idea to change the historical period every year and later - to combine different times and epochs within one festival (despite significant complication of the project) is aimed at expanding its tourist component for those who come not only to see but also to take part in the festival activities and are interested in coming again. This idea was actively supported by Moscow tourism authorities as it helps to avoid one-sided business tourism specialization and to encourage the city cultural and event tourism.
development. Public-private cooperation gave additional resources and opportunities to the project. In 2011-2016 the festival was held in Kolomenskoye Museum-Reserve but in 2017 it went beyond and made 30 sites in different parts of the city. In 2018 «Ratobortsy» historical projects agency - the festival organiser - was awarded with the State Award. Being initially a small private club for re-enactment fans, «Ratobortsy» historical projects agency is now building a platform for new historical festivals and events as well as for media projects and other activities. It has already created its own business niche and is particularly interested in new forms of production. One of the ideas suggest moving away from the city event calendar as it is not quick enough to follow the changes. At the moment social media are actively used for communication. The festival organizers believe that over time a special software application product should appear to connect the events and the visitors. Nowadays there are quite a lot of events in Moscow but there are too many mediating agents involved in their organization. Most likely, new business will be engaged in creating direct connection and event involvement.

**Presence of service-driven market orientation; Innovative corporate culture**

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The purpose of this paper is to find out if and how service-driven market orientation (ServMo) can be identified within the hospitality sector in Iceland. If such presence is identified, is the build-up done consciously or unconsciously by managers. The paper builds on a pilot study among managers of Hostel International (HI) in Iceland. Service-driven market orientation is a form corporate culture that is orientated by six attributing field's or cultural dimensions; Customer orientation, Competitors orientation, Inter-functional orientation, Performance orientation, Employee orientation and Long-term orientation. According to scholars, corporate culture is key to success through innovation and ServMo has a strong relation to success through service innovation. Semi-structured interviews were conducted with two executive managers of HI hostels in Iceland, and analysed using phenomenological approach. Presence of Performance-, Long-term- and Inter-functional orientations were identified early on in the interviews through goalsetting, quality systems and talks about sustainability (focus on environmental aspect). Other dimensions were not so obvious and only identified through when interviewees were probed. Based on that it is assumed that although all attributing dimensions (orientations) of ServMo could be identified, to some level, the build-up will be considered unconscious. Since conclusions are based on interviews with managers this could describe what is planned to do, rather than what is actually being done. Further investigation is needed, and already underway, both to bolster the management side and to determine to what degree each dimension is present amongst employees.
Exploring issues in Tourism Migratory Workforce: The Case of San Cristobal de las Casas, Mexico

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This study explores tourism and migration relationships in developing regions. Tourism and migration are two of the most significant expressions of globalisation (UNWTO, 2009) yet their nexus is relatively neglected in tourism research, especially in the area of tourism workforce mobility in developing regions (Lenz, 2010; Bell and Ward, 2000). This study focuses on San Cristobal de las Casas, in Chiapas, Mexico. The city- which rose to international importance as one of the epicenters of the Zapatist uprising in 1994- is now a popular destination for international and national migratory workforce. Due to the complexity and sensitivity of the study, an ethnographic method was used to explore challenges and opportunities related to tourism migration and workforce integration and well-being. Findings highlight challenges in the areas of culture, industry and society and suggest more needs to be done to strengthen tourism workforce integration and support migration processes for sustainability.

An Investigation of Residents’ Perceptions of Positive Festival Impacts, Community Attachment and Wellbeing: A Study on the Jameson Festival, Victoria Falls, Zimbabwe

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Festivals are widely conceived as arranged themed celebrations, through which history, identity and values of a region are shared from one generation to another and with visitors (Luna, 2015). As a facet of event tourism, the global interests about festivals have recently intensified (Gertz, 2005) so much so that governments have included festivals in their policies (Dolan & Metcalfe, 2012). Of the many other benefits, festivals arguably are a means of attracting tourists to an area there-by improving destination image (Luna, 2015). For the host communities, festivals serve different purposes through yielding of economic, socio-cultural and environmental impacts. Also, communities use festivals to promote communal participation and showcase their cultural endowments. Existing literature show that festivals have tremendous benefits to communities by creating sense of community (Van Winkle & Woosnam, 2013; Yu and Ke, 2010), residents well-being (Yolal, Gursoy, Uysal, Kim, & Karacaoglu, 2016), emotional solidarity and community attachment (Li & Wan, 2015). Impressively, through festivals, there tends to be social community cohesion and community identity (Yolal, Gursoy, Uysal & Kim, 2016) and social interactions which have the ability to improve resident’s well-being and quality of life (Lewis, Palmer & Probert, 2015). Furthermore, by means of their ability to create an expressive culture which allows for participation from local communities in large numbers (Van Winkle & Woosnam, 2014), festivals foster community attachment (Li & Wan, 2015) amongst residents. Although its impacts are broad, there is still little attention given to festival impacts on communities in literature. The study therefore endeavors to add knowledge to the body of festival literature by developing and testing a conceptual model that investigates the effects of positive festival impacts (community cohesiveness and cultural preservation) on community attachment and residents wellbeing. Furthermore, the study examines the role of community attachment as a mediator on the interrelationships, thereby introducing community attachment
as a mediator of the relationships. Additionally a theoretical framework is used to illustrate the relationships. We employ deductive approach to develop and evaluate conceptual model investigating into the relationships between positive festival impacts, community attachment and wellbeing. Data were collected via self-administered questionnaires two months post festival on a total sample of 500 residents of the host community. Empirical results show that festivals promote social community cohesion and attachment, which in turn enhance residents’ wellbeing. We also found that the perceived positive impact – community cohesion led to community attachment and residents’ wellbeing. Furthermore, we discover that, community attachment mediates the relationship between perceived festival impact (community cohesion) and residents’ wellbeing. There was however no significant relationship between festival impact cultural preservation and residents’ wellbeing. This study introduces a new theory (Affect) to festival literature, while research findings bring light and direction on practical implications and future directions for festival organizers and scholars.

The importance of gastronomy tourism in Turkish tourism

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Food and beverages are an important motivational factor in people's travel, as well as being an important factor in destination selection. It is known that travelers with different tourism motivations are satisfied with the destination and the effect of food and drinks on their loyalty to the destination. The determination of gastronomic tourism points is a necessity for the marketing activities of the companies operating in the tourism field. Among the activities to be carried out are to determine the charm of culinary arts and to carry out researches on places to be visited for gastronomic tourism. Culinary culture and products have been highlighted in many previous studies where tourists are among the first reasons for destination preferences and are an important attraction for destinations. Turkey has a rich culinary culture in gastronomy tourism. Gaziantep, Hatay, Adana and Istanbul destinations are organized by travel agencies. Gastronomic tourism activities contribute to the exchange of culture among the people of the world by providing unique experiences to tourists and also contribute to the development of cities and becoming a brand city.

This study was conducted to evaluate the gastronomic tourism in Turkey and to generate recommendations for improvement. In this study, a descriptive analysis was performed firstly and the field was dealt with in this direction. As a data source; Books, theses, and online articles were used and websites for rural tourism were utilized. Sengul (2017) study which was done in Turkey, the survey has been conducted on the application of domestic tourists. The analysis of the obtained data of domestic tourists has been determined that for the purpose of gastronomic tourism in Turkey's Southeastern Anatolia Region geographic area they want to visit most. The cities that participants most want to visit are Gaziantep, Trabzon and Erzurum respectively. The first thing that comes to mind when it comes to Turkish cuisine is the kebab, the first beverage that comes to mind is ayran, and the first dessert that comes to mind is baklava. In the study of Üner and Şahin (2016), it was aimed to evaluate gastronomic tourism by foreign tourists. The vast majority of participants said they favored Turkish food. The most popular features of the meals are that the portions are satisfactory, the ingredients used are fresh and the food is clean and hygienic. Birdir and Akgöl (2015) in the study of foreign tourists visiting Turkey, knowledge of Turkish cuisine is recommended by most of the people who have experienced before (49.8%) while they learn. Tourists were also informed about Turkish cuisine traveled via mass media (14.3%), books and
brochures (8.9%), restaurants in resident countries (4.8%), travel agencies (4.1%) and the internet. The reason for tourists to visit Turkey again to 32.8% in the same study, it is stated that Turkish Cuisine. The foreign tourists who participated in the survey have determined that the Indians are the most favorite group of Turkish food and cuisine. A large number (93.2%) of the foreign tourists who replied to the survey stated that they would inform Turkish gastronomy when they returned to their country of residence. This finding is a promising findings for the development of gastronomic tourism in Turkey. Tourists who are married with children of their gastronomic experiences with tourists in Turkey has been verified that there is much more satisfying than the other groups. Among the features of Turkish food, the lowest average level of taste (3.37) is the amount of fat and sugar in Turkish foods. For this reason, even though this feature of the Turkish cuisine can not be changed, balancing of the amount of fat and sugar has been seen as a positive influence on the satisfaction of foreign tourists towards the Turkish cuisine. The work of Çakıcı and Eser (2014) evaluated the opinions of foreign kitchen chefs about Turkish cuisine. It was determined that the 11 chefs who took part in the study were very satisfied with the Turkish cuisine in terms of portion, spice variety, food value, quality and taste. It is also stated that the Turkish Cuisine has a special place among the world cuisines and it has many different and interesting features.

When analyzed opinions regarding the evaluation of gastronomy tourism in Turkey it has reached the conclusion that the likes of Turkish cuisine. Turkish Cuisine is among the reasons why foreign tourists visit again. Due to the fact that the Turkish kitchen has a very wide range of, it has dishes that appeal to the taste of tourists coming from various countries. In terms of gastronomy tourism potential of Turkey, it has an extremely rich value. Although rich gastronomic tourism has more value than many countries, Turkey is still undeveloped at the desired level. One of the most important reasons for this is thought to be due to the emphasis on the trio of sea, sun and sand in promotional and marketing activities. In other words, it can be said that this kind of tourism is in the shadow of holiday tourism. Gastronomy festivals organized in Turkey should be introduced more in the international arena. In this regard, tourism organizations and the Ministry of Turkish gastronomy tourism promotion should be more involved.

Celiac friendly in tourism sector

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Celiac disease is an autoimmune disorder that affects genetically susceptible people. It is caused by the consumption of gluten, a protein. The only treatment today is to remove gluten from wheat, barley and rye for the lifetime of the diet. Celiac disease affects 1% of the world population. In celiac disease, gluten causes the destruction of villi, which are found in the small intestine and allow food to be absorbed. This affects many organs, leading to impaired absorption. Removing gluten from the diet is a difficult situation. Foods that do not contain gluten should not be prepared in the same environment as other foods. Professional advice is needed to prepare these foods. Gluten intoxication and hidden gluten sources can make life difficult. The obligation to consume gluten-free foods affects a person's lifestyle, especially when traveling. They can see the risk of eating at any restaurant because of the risk of having gluten contamination.

In this study, it is aimed to evaluate the problems experienced in the presentation of gluten-free foods in restaurants and hotels and to suggest solutions for problems. The PubMed and Google Scholar databases were scanned to assess the subject's work. Studies conducted on the subject have been included in the study without time limitation.
Results: Many studies indicate that people with celiac disease are trying to stay away from restaurants due to ignorance in the food industry. One of the biggest fears of celiac disease is food contamination. If the customer does not know how to make it, in restaurants, cafeterias and hotel kitchens, it is likely that your food is contaminating. The risk of contamination is that the equipment used when making food thought to be gluten-free is in contact with gluten-containing foods. In a survey conducted by Cureton (2006) with 2,681 participants in Canada, 54% of participants stated that they were away from restaurants because they thought it would be gluten contamination. When Schultz and his colleagues (2017) conducted a survey of 90 cooks and restaurant chiefs in New Zealand, participants were found to be inadequate to produce gluten-free foods. McIntosh et al. (2011) conducted a study with companies and hotels that produced gluten-free food in Ireland. In the study, they stated that 10% of all samples from prepared foods had gluten. They suggested that the chiefs and managers need more training on the subject. In the study of Lee and Xu (2012), it was concluded that women and men who thought they could not find gluten-free products prefer not to eat at the restaurant and that more than half of the participants avoided traveling. In the study of Välikangas (2015), 62 clients with celiac disease in their hotels in Helsinki and Tampere cities in Finland were assessed for their breakfast. Since clients cannot distinguish gluten-free products, they ask for help from the staff. It is stated that the biggest problem in the breakfast presentation in the hotels is that there is no labeling of gluten-free foods. Established in 1979, the Italian Celiac Association was established. The association offers catering services in Italy with gluten-free products, exemption from military service, a quarterly newspaper, a restaurant network trained in celiac disease. The companies, restaurants and hotels that provide gluten-free products are certified and regularly audited.

In the literature, it is observed that the number of studies for gluten sensitivity in hotels and restaurants is low. In the study, it was found that the staff working in hotel kitchens and restaurants were inadequate knowledge of celiac disease. National level information workshops should be developed for hotels and restaurants. In-service training plans should be made by establishing a communication network between the tourism sector, celiac associations and specialized health professionals. The information and attitudes of hotel and restaurant employees should be evaluated regularly. The tourism sector should also consider celiac disease and be sensitive about the subject when planning.

Tourism Development and Creative Sectors in Oman: the case of Mutrah Souk as a place of Knowledge co-production in a living tourism destination

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This current research aims to clarify the potential development of tourism and local economic growth in the Sultanate of Oman, by presenting a particular case study located in the emerging creative and traditional area of Muscat. The main purpose of this paper is to verify the knowledge co-production dynamics in this living old city by studying the role of local community and local producers in terms of urban creativity and innovation within their historic souk (Porter, 1998; Castells, 2004; Camagni and Maillat, 2006; Xiang and Rongqiu, 2008). This new approach of urban creative regeneration in Oman implies that economic and cultural dynamics based on knowledge co-production and co-creation stimulate and support socio-economic development for specific and historical sites with a relevant tourist destination perspective (Santagata, 2002; Bagwell, 2008; Paiola, 2008). The socio-cultural elements that design the history of the place as well as its economic and tourism regeneration dynamics should drive the process of territorial innovation based on creative ecosystem in the ancient city of Mutrah.
(Florida, 2002; Scott, 2006; Potts and al., 2008; Cohendet, 2010). Hence, we could argue that the Muscat urban tourism as emerging destination should be ready to turn into this potential urban model of development based on the ancient characteristics of the historic city and on its creative regenerate souk (Markusen, 2006; McCarthy, 2006; Prahalad and Ramaswamy, 2004). This study considers urban tourism and territorial innovations as an integrated strategy for developing the tourism attractiveness in the port and in the historic souk of Muscat.

**Is there social significance to the life of the plongeur? A 2018 reflection on Orwell’s (1933) take on hospitality work**

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In his iconic Great Depression social commentary, *Down and out in Paris and London*, George Orwell narrated about working as a plongeur, or pot washer, in some of the leading hotels and restaurants in Paris. He reflected on the precarity of such work, which we can take as a proxy for wider hospitality employment. He commented that “his work is servile and without art; he is paid just enough to keep him alive; his only holiday is the sack…… Except by a lucky chance, he has no escape from this life, save into prison……”. More significantly, perhaps, Orwell mused on the social purpose of such work in a modern city. Firstly, from the perspective of the dignity of such work and secondly, how it highlighted the social, economic and class divides between customers in 1930s Parisian restaurants and those who contributed to the service they received within, even then, one of the world’s largest industries. Notwithstanding the symbolic closing of ‘social distance’ between hospitality workers and their guests in developed economies, we query whether, in fact, there has been the anticipated material change. We will return to Orwell’s musings in the contemporary context to ask whether hospitality work, at its most degrading and back-breaking, can really be justified in an age of automation and as part of a leisure and experience economy. We acknowledge that answers are location contingent and will not necessarily lead to unequivocal responses. For instance, in an enlightened workplace, the plongeur’s job can also donate self-worth and a sense of purpose to individuals. However, we must bear in mind that hospitality as an industry is variously characterised as exploitative; poorly paid and lacking in social respect and value; hostile to workplace organisation; highly dependent on and, frequently, exploitative of youth. Alternatively, it is located in an environment where employer practice flies in the face of both legal and ethical standards. It is widely seen as discriminatory in its treatment of women, minorities and the disabled, frequently maintained through structured occupational segmentation and glass ceilings that prevent opportunity. In its broadest interpretation, hospitality work includes employment at the margins in both the formal and informal sectors, bordering on modern slavery that includes child labour, child sex work and child trafficking in the context of hospitality and tourism. There is also the wider exploitation of vulnerable adults through the deliberate use of modern slavery in the form of forced labour and the indirect use of hospitality businesses as a conduit for human trafficking. Concurrent with such documented shortcomings is what appears to be a tacit acceptance of the status quo. In this paper, we reflect on the purpose and ‘social skin’ of such work. We do not promise definitive conclusions, however, we strongly advocate the need for engagement by all stakeholders in the debate about what is acceptable as ‘work’ in the hospitality industry.
Is the expectation of decent work in tourism a human right or a naive dream?

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The aspiration for decent work in tourism sits uncomfortably with persisting challenges with respect to employment in the industry, highlighted, inter alia, with respect to low pay, precarious security, poor working conditions, high labour turnover, intersectional disadvantage, occupational ghettoization and employee sexual and physical abuse that can represent modern slavery. The intersection of these concerns can be found extensively in academic discourse, in the reports of advocacy groups and in the concerned media. These are issues that appear to be systemic, structural and universal across all countries and within both formal and informal economies. Pertinently, they have not shifted in significant measure over the past 25 years, notwithstanding the rhetoric of employers, governments and international agencies. In the narrative in this paper we assess these issues from a human rights perspective at three levels, the individual employee, their family and their community. We frame these in the context of the UN’s Guiding Principles on Business and Human Rights (UNGP), approved in 2011. We will then debate the case that the worst excesses in tourism employment need to be evaluated against established human rights criteria, as they apply to all three stakeholders. We then consider whether a sustainability-informed approach to tourism employment can mediate potential human rights violations. Conclusions are reached which place clear responsibility for change with employers by incorporating a respect for human rights through responsible employment at the heart of their sustainability and social responsibility agendas.

A sustainability approach to finding, retaining and managing talented workers in hospitality and tourism

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The global hospitality and tourism (HT) industry faces well-documented challenges in attracting and retaining workers at all levels and this is the consequence of attributes that are both systemic and structural in nature. HT employment is diverse in both vertical and horizontal terms and is located across very different contexts (such as fast food, fine dining and accommodation) at multiple levels within micro, medium and large organisations, both local and multinational. It is geographically dispersed and can be found in remote areas where a local skilled workforce is not readily available. It is also work that can be greatly influenced by the impacts of seasonality and wider drivers of precarity, can be anti-social in the demands it makes on the working day, offers relatively low pay in most countries and is frequently perceived to be of low status and limited desirability from a career perspective (Mooney, 2018). HT is an industry that is characterised by a high level of worker mobility, high labour turnover at all levels, and frequently depends on the exploitative employment of migrant labour (Janta et al, 2012). Finally, HT is at the forefront of the emergent collaborative or gig economy, within which the long-term employment consequences remain uncertain (Dredge and Gyimothy, 2015). Therefore, it is difficult to generalise about job characteristics, working conditions and job quality within HT. These characteristics are hardly conducive to the aspirations to offer decent yet alone sustainable employment opportunities. Therefore, finding, retaining and managing the best employees at all skills and responsibility levels in HT presents an on-going challenge. One
of the key inhibitors to the effective engagement with issues of talent in the HT industry is the limited extent to which such issues are viewed in strategic terms (Sheehan et al, 2018). The paper will assess the utility of the emergent concept of sustainable HRM in HT (Baum, 2018) as a means by which organisations can address their talent deficit. Consideration of HT employment in sustainability terms has emerged as part of a movement to redress what Parkin Hughes et al (2017) call the sustainability skew. This argues that the primary focus of debate in this area is dominated by environmental rather than social sustainability considerations. The application of sustainability principles to employment is an emergent field that has only recently seen adoption within HT (Baum, 2018). Elements of sustainable HRM have previously been associated with discussion of talent in HT (Deery and Jago, 2015) but this is a first attempt to create a holistic link between the two concepts and assess their practical value to practitioners and researchers.

Tourism in the circular economy

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The idea that tourism should become environmentally sustainable increasingly appears as wishful thinking nobody really believes in, while everybody seems to accept the growth of tourism as given. Sustainability in tourism has become a matter of taste, moral judgement, ideology and branding, while there is little evidence of tourism practices actually contributing to environmental sustainability (Gössling & Hall 2006, Sharply 2009, Peeters 2017). There is not much practical guidelines and enlightenment among tourists, business actors, public authorities and civil society associations when it comes to roads into a more environmentally sustainable tourism. Circular economy theory suggests a more practical business- and solution-oriented approach to sustainability issues, by focusing on limiting resource-use and environmental waste while enhancing the recycling of waste (Andersen 2007). While it may be hard to envisage tourism's attraction in a "waste economy", we suggest that the circular economy idea implies a possible approach to scrutinize tourism's complexity, dealing with the variety of (1) actors in the tourism system, (2) types of tourist practices and (3) forms of ownership. Different types of tourism have different environmental footprints, and tourists constantly make choices among alternatives, since tourists themselves are central resource integrators (c.f. Grönroos & Voima, 2013) in tourism. The types of mobility involved is one main environmental concern and the choice among mobility types are tied together with tourist's choice of destination, accommodation, attraction etc. In this paper we suggest an approach to investigate how tourists, through tourist practices (de Souza Bispo, 2016), are or can be resource-integrators supporting circular tourism. Especially we discuss, how tourists' resource integration practices, resulting in different types of tourist experiences, affect travel type, frequency and speed, and destination, accommodation and attraction choice and, thus, impact the sharing, use and recycling of resources as well as environmental waste production, i.e. the circular economy of tourism. The paper is conceptual and formative towards future research, focusing on tourist practices at the centre of the tourism system. One strand of research has looked into slow travel and slow tourism (Dickinson & Lumsdon 2010, Fullagar et al. 2012), suggesting that there should be synergy between sustainability and the experience of slow mobility which becomes an experiential attraction. Other strands have highlighted tourists' desire for distance (Larsen & Guiver 2013, Peeters 2017) as decisive for destination choice and thus travel modes. Thus, a core question in this paper is how valuable tourist experiences may be practiced in ways that comply with the circular economy.
Mobilising Society: Making the attraction-event of the Bornholm Stage Run

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Tourism and sports are parts of the experience economy, and the experience economy is increasingly entangled with local inhabitants, visitors, cultural practices, material artefacts and so on, co-creating experiences (Fuglsang et al. 2016; Lorentzen et al. 2015). Russo and Richards (2016) identify a 'creative turn' in tourism research, showing how the experience economy discourse includes more actors, potentially engaged in cultural practices and manifestations in mundane spaces. Events attract co-producers from near and far away, producing moving assemblages engaged with place-specific events, also at a distance (Bærenholdt 2017). Knudsen et al. (2015) describes a turn to citizen-driven intensive environments where attractive places themselves become drivers. And Edensor and Larsen (forthcoming: 14) has shown how a Marathon run exemplifies 'the contemporary eventification of place', organised and staged through very specific rhythmic procedures securing the logistics of events with 'military' precision. Tourist attractions are often developed through the making of events, drawing together assemblies of a diversity of co-producers, including volunteers, performers, spectators and professionals. The effort and power of actors behind such events are about more than tourism in a narrow sense. Sport events have for long been a tourist attraction, drawing attention and visitors to certain places, but there is more at stake. People are mobilised to organise and take part in events that are seen as part of 'our society', performed through the unity and atmosphere around a certain place. The yearly Bornholm Stage Run (Etape Bornholm) on the Danish island Bornholm in the Baltic sea is an exemplar case of this, and this paper investigates how it has been made. The research is based on interviews with runners, organisers and spectators as well as participant observation at the 2016 run. The sports club Viking organising the run exemplifies the kinds of actors becoming involved in not only the touristification of society and the eventification of place, but also the making and mobilisation of society. The history of the stage run is first analysed, followed by an analysis of the overlapping networks meeting and stabilising the 2016 run. The paper concludes on how the making of the stage run has become an important part of mobilising society.

An exploration of food champions in destinations in Ireland

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Food tourism has been growing over the last 10 years, receiving interest in academic research as well as in industry (UNWTO, 2012). The Global Report on Food Tourism (UNWTO 2012) highlights the fact that food tourism is playing a significant role in enticing tourists to particular destinations and according to the World Food Travel Association, global food tourism represents a $150 billion per year industry. Much of the literature in food tourism focuses on tourists and their experiences, the impact of a destinations food offering on the tourist's decision making, and the marketing of food tourism products and services. In terms of the development of destinations, the key role of leaders is recognised. During the initial stages, their role is perceived as of vital importance as often it is these persons who motivate and encourage the development, keeping in mind the overall goals and vision of the community (Poskas & Messer, 2015). Collinge et al (2010) note the important role that effective leadership can have in terms of
taking advantage of opportunities and consequently making a destination more competitive. In food tourism literature, the importance of a ‘champion’ has been identified (Hall, 2004; Hall & Gossling, 2016). These champions play a key role in the development of the food tourism concept, encouraging others to engage in this activity and also aide the development of a local vision, creating a diverse range of food tourism product offerings to cater to food tourists. While their important role has been highlighted, to date there has been little research on these champions. This study aims to understand the role that food champions play in developing food destinations asking questions such as: What were their motivations in taking on this role? What characteristics and skills do they believe they have that allows them to play this role? What their objectives are? How do they interact with others inside and outside the destination? The research is undertaken in Ireland and the research methodology is qualitative. 21 Food champions are currently operating in a variety of destinations in Ireland. This research explores the method by which they were chosen and appointed and in-depth interviews will be carried out with the champions. The findings of the study are important as they provide an insight into these individuals and provide us with a better understanding of why they take on such a role, what skills are required for the role and how they relate to others in the destination.

**Mediterranean mass tourism and its discontents: a political economy perspective**

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During the summer of 2017 a series of ‘anti-tourism’ protests in a number of cities across Spain, notably in Barcelona, San Sebastián and Palma (Mallorca), provoked the ire of sections of the media, politicians and academics (see Butcher, 2017). The protests highlighted growing concerns over tourist overcrowding and gentrification that have also been witnessed elsewhere in Mediterranean port towns and cities (Cinque Terre, Venice, Dubrovnik). Thus far the problems experienced in these destinations have been interpreted predominantly as a consequence of conjunctural political conditions in the eastern Mediterranean together with the rapid and to some extent unregulated growth of disruptive on-line accommodation rental platforms such as Airbnb and, cruise ship tourism. However, as important as these factors are, these analyses have largely been conducted in isolation from the broader historical political economic transformations in Mediterranean mass tourism. While the paper does not focus explicitly on the much-discussed problem of ‘over-tourism’ (see Milano, 2017), it nevertheless takes these events as the entry point for discussion and analysis of the contradictions, tensions and conflicts arising out of the processes and transformations experienced in Mediterranean tourism in recent decades. Drawing on Marxian political economy the paper argues that many of the concerns associated with the scope and scale of mass tourism and the concomitant rise of resentment towards ‘over-tourism’ must be examined in the light of a deeper contradictions within southern European capitalism and in particular the decade long economic crisis that has exposed the inherent weaknesses and contradictions in Southern European political economies. The analysis of the current predicament of mass tourism must therefore consider both the legacy of the uneven development of capitalism in southern Europe and the Mediterranean in and more specifically the class relations of power that drive tourism capital accumulation as a platform upon which to evaluate the implications for existing and emerging forms of resistance to an economic model that has been largely premised upon a combination of small-medium sized tourism enterprises, foreign-based tourism intermediaries and speculative real-estate capital.
Sustainable business and demography: Exploring critical links between gender youth and small-scale business development in fisheries and tourism in South Greenland

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The overall objective of this project is to support sustainable business and demographic development in and for South Greenland by exploring and illuminating the role that local small-scale business operations play in creating a desirable and valuable business development for themselves and their community. The project explores opportunities for sustainable growth and value creation in small-scale businesses in South Greenland with a particular focus on tourism and fisheries, taking into consideration issues concerning the specific demographic challenges of the region. Research questions include: 1. What do small-scale fishers and tourism operators in South Greenland value in relation to ‘the good life’? 2. In what ways do their business activities – or that of others in the community - within fishing and tourism contribute to a good life as they perceive this? If so, how? 3. Have tourism and fisheries been combined in any way and what is the potential for developing these further? 4. Are there relevant differences in how different groups (with a focus on gender and age) value different business development paths? If so, which? Value creation is understood in a broad sense to include not simply contributions to GNP and company profitability, but also to broader sustainable social and socio-demographic developments with an equal emphasis on other well-being aspects – e.g. aspects defined by the Arctic Human Development Report (2014).

Homosociality en route

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The social turn in tourism research points to tourism not being the opposite of everyday life, freed from the social relations and identities that characterize such life but instead being a means to bond with others; to achieve intimate proximity with family members and friends; and to spend quality time together to strengthen social ties. Whereas many researchers have studied family holidays and how these holidays enable people to write, and rewrite, the stories of their familial identities, social identities that refer to positional designations that are not familial per se have largely been ignored and silenced. Popular media are littered with stories of how ‘all girls’ or ‘male only’ holidays are no longer only for young people and become replaced by couple’s retreats and family breaks as people mature and start families. Instead, popular media and travel statistics point to an increasing popularity of holidays with same-sex friends for people in their 30ties, 40ties and 50ties. In order to extend the scope of the social turn beyond family tourism, this presentation digs into the world of ‘mancationing’. Mancationing is a gender-specific type of tourism that is becoming increasingly popular among men regardless of age and enables them to engage in homosociality (i.e. seeking, enjoying and/or preferring the company of other men). Mancations may not represent a general preference for the company of other men, but a more temporary preference that may, or may not, extend beyond the bracket of intensive leisure time represented by a single holiday. There can be many different reasons why men, sometimes, choose to go on mancations and these holidays can feed into different identity constructions – both those relating to more social motifs (e.g. ‘doing’ male friendship and
bonding) and motives pertaining to specific interests and leisure activities (e.g. ‘being’ a football fan; a golfer; a foodie; a music lover etc.). However, as homosociality and male friendships are said to be critical for men’s identity construction, mancationing could be a particular fertile context for studying how holidays contribute to construction of male identities that refer to positional designations that are not covered by ‘social turn’ tourism research at present. As very little research (except from studies of party tourism and ‘stag parties’) has looked into all-male holidays, this presentation accounts for an exploratory qualitative study of mancationing. The study takes its departure in theories on sociality, sociability, hetero-normative identity work, “men’s talk”, embodied practices and indirectness of male sociality. The study follows a group of men in their late thirties to mid-forties before, during and after a trip to Italy. One researcher was a full-blown member of the group, whereas the second (female) researcher was not directly involved in data collection before or during the trip. The researchers used a mixed methods approach including the first author’s auto-ethnographical introspections, notes and photos; analysis of the travel group’s communication about (and beyond) the trip before and after the trip; the first author’s participant observations throughout the trip; informal conversations and one more formal group interview during the trip; analysis of follow-up conversations after the trip; and finally a ‘member check’ in the form of both researchers’ discussion of preliminary findings with the group.

Creating tourism experiences from food products

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Gastronomy is nowadays seen as an important part of tourism. Different kind of food producers are creating places where tourists want to travel to experience the food (e.g. product) at a certain place (often the production site). Food producers are therefore becoming important tourism producers and they try to find new ways to attract tourists and/or the tourists demand to experience the place where the products are produced. Due to that, the food producers themselves can become a travel reason. The aim with this paper is to discuss how food producers creates tourism experiences. This is further examined by the following research questions: How do food producers create tourism experiences based on high quality products? What are the key values in creating tourism food experiences? The study was conducted as a qualitative multiple case study with eight cases selected by recommendation from local researchers: four cases from northern Europe (two cheese producers in Jämtland, Sweden, and two distilleries in Trøndelag, Norway) and four cases from southern Europe (two olive oil producers and two wine producers from Andalusia, Spain). Data was collected by observations, semi-structured interviews and documentary studies. The results show that food producers creates different products as well as different types of experiences. This can be explained by a theoretical model in three steps namely products (1), tourism visits (2) and tourism experiences (3). When the first step, the basic needs, is fulfilled, the producer can climb higher to the next step. Thereafter, they continue to climb up in the model by providing different types of visits and tourism experiences. The model is also highly dependent on three surrounding influences; from the place, product quality and value in use. When it comes to quality, this is valued in all three steps of the model. This theoretical model can be useful for food producers that would like to expand their products into tourism. Keywords: food, gastronomy, entrepreneurship, growth, quality, tourism industry.
TEFI, an inclusive network, has attracted people who are commonly dissatisfied with the current state of the tourism industry, and have a shared interest in reimagining how tertiary education may be a conduit for progressing sustainability. Providing a much-needed platform, TEFI challenges neoliberal rhetoric, as well as mutually empowering scholars and students to consider their responsibility and agency within the field of tourism. Appropriately, TEFI supports Freire’s (1973) goal of co-creating and co-learning alongside our students in Higher Education. Employing a case study methodology and utilizing TEFI values as a framework, the goal of this analysis is to examine participatory, and experiential learning activities in four transnational contexts. The four cases cross all five TEFI values including stewardship, knowledge, professionalism, ethics and mutuality. We consider additional values for potential inclusion in the TEFI framework as we aim to quip students with the tools necessary to positively contribute to their communities and progress sustainability within the tourism industry. Our transnational pedagogical activities serve as four case studies which demonstrate alignment with TEFI values contributing to the betterment of humanity. Our cases provide practical examples of how TEFI values translate into action at the course level, across a particular university, and across universities.

The first case explores a third year Community Development course at the University of Waterloo in Canada. The goal was to challenge students to check their assumptions regarding the connection between leisure and community development, and consider their individual capacity to leverage change within their community. Students co-facilitated and executed a Newcomers Networking Event for those recently arriving from Syria, Ethiopia and Myanmar. The event dovetailed into a social change proposal encouraging reflection on one’s role within their community. The second case discusses the development of a Volunteering Academy that was an outcome of an assessment of the undergraduate Tourism and Events programmes at the University West of Scotland. The review drew attention to the detached reality of students with their local community in Lanarkshire, some of the most deprived areas in the United Kingdom. The Volunteering Academy aimed to create a knowledge transfer programme where students could engage with long-term unemployed people and share their knowledge gained at university, as well as learn about the social realities in their surroundings. The third case examines the impact of undergraduate learning in a Walking Workshop in Nepal. The study abroad program, organized by TEFI, focused on the link between sustainable tourism and social entrepreneurship. The service learning component of the incorporated interaction with children from Nepalese villages reliant on tourism. This transformative learning experience incorporated raising cultural awareness, encouraging mindfulness, exploring new worldviews, and reflecting on spirituality in education. Our final case explores the role of students in developing cause related marketing to encourage more sustainable tourism. TravelCareCode.org is a coalition of universities and marketing organizations committed to change the way travelers travel. Student change-makers are engaged in the creation of marketing activities designed to promote destination stewardship and responsible travel.
Mobilities around us: tourist mobilities and neighbourhood effect in social spaces. The case of Poblenou in Barcelona.

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The progressive disentanglement of social relations from the local context has often been pointed out as one of the main traits of society in the global age (Bauman, 2006). Taking that as a starting point, this paper excavates the shift in social relationships at the neighbourhood scale in the context of cities that are hubs of different mobilities, focusing on the agency of tourism mobilities. The paper thus engages with the concepts of mobile spatialization (Urry, 2000) and relational space (Massey, 1992, 1998, 2005) under the broader “mobility paradigm” (Sheller & Urry, 2006), linking the mutation of the sociocultural landscape to the effects produced by different mobilities actuating (in) urban space on the situation and affordabilities of other collectives. This paper reinterprets these transformations, departing from notions of ‘relational space’, re-conceptualizing urban spaces as mobile and relational, continuously reconstructed and regrounded by flows of people, knowledge, and capital. We examine physical displacement, representations of mobility, and embodied mobile practices in relation to the ongoing mutation of a neighbourhood of Barcelona, Poble Nou, in which the urban transformations linked to the 1992 Olympic Games, the renewal of the waterfront and the later development of a hi-tech cluster (the ‘22@’) has triggered a profound and long-lasting process of social change. On the one hand, we classify specific spaces in this neighbourhood according to the dominant relational structures of socialization which are observed in them, and, on the other, we associate this classification to the mobile practices and representations that symbolically and materially construct them. From this point of view it is understood that displacements produce new relations and imbalances in place and that tourism mobilities have an important destabilising role. This paper finally introduces participatory mapping as a methodology of analysis. Participatory mapping is a map-making process that brings to light the entanglement of local communities with territory, using the common language of cartography. This technique provides an opportunity to represent landscape as socially and culturally heterogeneous. This practice will help us to understand the meaning that the “users” of the neighbourhood give to different spaces and the extent to which the relation they play out in such spaces relate to the transformation that are observed.

Fostering Innovation Processes Through 360-Degree Virtual Reality Collaboration

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Managing innovation processes is of significant importance in tourism as well as in the development of physical products. Aside from supporting innovation processes from a content perspective, supporting the process of collaboration between involved parties in innovation challenges is an equally important lever to manage innovation processes effectively. In this work, we propose 360-degree virtual reality collaboration as a means to foster innovation processes in tourism. Previous work has recognized the necessity of simultaneously considering multiple content dimensions when developing innovations in tourism. The upgraded EDIT\textsuperscript{*} model introduced by Brehm, Krizaj and Pohjola (2017) serves as a blueprint for innovation development. Applied in an innovation challenge, the EDIT\textsuperscript{*} model can streamline
the collaboration of involved parties from a content perspective. Since innovation projects in tourism and development of physical products are often based on interdisciplinary collaboration between decentral, virtual teams, finding ways to promote the process of collaboration in such innovation processes become of critical importance. According to Malhotra, Majchrzak, and Rosen (2007), practices of effective virtual team leadership contain establishing and maintaining trust in the virtual team as well as managing virtual work-cycles. To support these two practices, we see high benefits in the utilization of virtual technology. Virtual reality (VR) has moved from being a niche product for gamers into mainstream. Kugler (2017, p. 15) predicts changes in the workplace and expects that "thanks to relatively cheap and better technology, VR and AR [augmented reality] are poised to transform how we work". Our idea of 360-degree VR collaboration in virtual teams is to combine the reception of 360-degree videos together with the production of 360-degree videos by the team members. The 360-degree videos can contain a team introduction, showing the cultural environment of a team – like the main market place of a city – or the presentation of selected project results. The produced videos are then watched by the other remote team members. With using 360-degree technology, we expect a much higher immersion for the remote team members and higher trust between the team members. Additionally, the team members get familiar with digital technologies. We used this approach in a test scenario for facilitating collaboration of virtual student teams across three different universities in three countries (Finland, Germany and Slovenia). The overall objective of the course was to apply an innovation process to several product ideas and have distributed product development teams. The product ideas contained for example an e-bike sharing system as well as a robot to prepare food. The virtual student teams got the opportunity to use 360-degree cameras and VR glasses to produce 360-degree videos and watch the videos of the remote team members. The videos contained a team introduction as well as presentation of project deliverables. Experiences of involved lecturers from all three countries will be presented, focusing on courses' outcomes, and on VR's technology impact on collaboration. Leaning on the existing analyses and publications, implications for further VR study and usability will be given.

Heritage of Wars and Natural Disasters: Ethics of Displays

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Memorials to honor heroes and victims of wars and natural disasters have become a highly valued tourism commodity. In tourism research, death-related tourism is conceptualized as ‘dark tourism’, or ‘thanatourism’ and has been discussed as a subset of heritage tourism related to horror and tragedy. Previous research has shown that the darkness of the ‘difficult’ heritage sites is influenced by spatial, temporal and ideological factors, and that dark sites serve political and educational purposes. Tourist interest in death, disaster and atrocity is a growing phenomenon of the late 20th and early 21st centuries, lifting dark tourism from a special interest area to mainstream tourism. Consequently, the commodification of death for popular tourist consumption has become a focus for mainstream tourism providers. However, ethical concerns of the way the dark heritage has utilized for contemporary tourism consumption have been addressed. This research analyzed the politics of displays in a series of war-related museums in Japan (Hiroshima, Nagasaki and Okinawa) and Vietnam (Hanoi and Ho Chi Minh City) as well as post-disaster destinations such as North east area (Tohoku) of Japan. Ethical concerns on the impacts of the displays are addressed in the usage of horrified images in the museums for education purpose, target at young age children, where visit to war museum is a part of school compulsory education. Findings from our study also highlight the complexity of using former war sites in the context of contemporary society. In the context of contemporary
international tourism, the victimization approach implemented in related sites have been politically and morally criticized by others from different cultural and historical background. For sites in Vietnam, where narratives of the Vietnam War have been projected differently, museum displays from Vietnamese perspective triggered very different emotional reactions from international tourists. To illustrate the complexity of ethical issues of displays, our study also examines heritage left from natural disasters, such as Great East Japan Earthquake and Tsunami in 2011 in Tohoku region. Using a case study of Kesennuma city, an area seriously damaged by earthquake, tsunami and fire, the remains from disaster are kept for memorial and educational purpose for outsiders. However, the local residents witnessing remain of the tragedy in everyday life is always difficult. By comparing and contrasting the usage of heritage war and natural disaster for ‘dark tourism’, author developed a new typology of ‘dark tourism’ that challenges existing theory of dark tourism experience as a continuum from light to dark. We argue that ethical concerns of the destination development based primarily on ‘dark tourism’ also involve philosophical, ideological and religious issues.

The impact of knowledge sources on the innovation of immigrants’ new firms: An application to the restaurant industry

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The tourism industry in many destinations often require innovative activities and products in order to obtain differentiation and a better positioning on tourism markets. Local entrepreneurs and established companies can provide those innovations. However, immigrant entrepreneurs in the destination are also a relevant source for innovation. Immigrants have been working as employees in many jobs in the tourism destination, but some of them have decided to set up their own firms. As key elements of the new firm, immigrant entrepreneurs have a decisive role in the innovations that their firms develop. Immigrant entrepreneurs combine knowledge from at least two geographical contexts (the home and the host country) and sometimes they come from the country where the main tourism inflows are generated. These knowledge-related factors make this type of immigrants be in a privileged position to generate innovative products and processes in the new firms they set up. However, these innovations can be originated from very different knowledge sources. Key sources identified in the entrepreneurship literature to be paramount in the construction of the entrepreneur’s knowledge base are education, experience, networks, institutions, and lately Internet and other codified sources such as books and magazines. In this work, the role that these knowledge sources can have on innovations in tourism firms owned by immigrants is discussed, leading to the presentation of five research hypotheses. The hypotheses are tested with data collected from a sample of immigrant entrepreneurs of three major island destinations for Europeans: Gran Canaria, Fuerteventura and Lanzarote (Canary Islands, Spain). These entrepreneurs have set up restaurants in tourism areas of these islands. After developing a questionnaire and conducting a complex fieldwork, 108 valid questionnaires were obtained. Factor and regression analyses were conducted. Results show the significant relevance of three categories of knowledge in order to explain the innovations that these entrepreneurs have got: knowledge obtained from experience, knowledge obtained from networks, and knowledge obtained from Internet and other written material. Another significant aspect that seems to be significant to explain innovation in this context is the fact the immigrant entrepreneur comes from a European country. These findings make possible to suggest several academic and practical implications.
Tourist image of a wine event: The case of Nîmes

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Tourism destinations are immersed in a competitive environment; in which they have to generate an added value in order to have the chance to be differentiated from the others. This situation is emphasized on medium-size cities, especially when they do not have a landmark to influence their positioning on the tourist imagery. Actually, tourist image has been recognized by academic literature, as one of the most influential factors on decision-making process (authors). It is for this reason that tourism destinations make enormous efforts to disseminate positive images about the place, in order to increase tourist awareness and attractiveness. In this context, destinations have found on special events a way to improve their competitiveness in several terms. In particular, cities use events as a mean to create new attractions; and use media coverage of events as a promotional strategy (Brown et al., 2004), in order to reinforce particular characteristics associated to the image of the destination and strengthen its brand positioning. Nevertheless, the impact of an event on destination brand depends on the quality of the event, and how the event is built into the destination’s overall marketing communications strategy (Jago et al., 2002). Wine tourism has become an important issue in a lot of regions (Getz & Brown, 2006) and, particularly wine events, have the potential to increase popularity and develop destinations attractiveness (Alebaki et al., 2015). Considering this background, this paper aims to explore the tourist image of a wine event and its relationship with the patterns of the tourist image of the city where is celebrated, and the Designation of Origin (DO) where is located. In order to achieve this aims it has been chosen the city of Nîmes (France) and its annual event Nîmes Toquées, based on degustation of wine and other local product... Data collection was carried out using an online questionnaire. The questionnaire was sent to 800 participants of the event, and the final sample was integrated by 128 valid responses. A content analysis of open-ended questions was conducted in order to determine the most salient topics to define Nîmes, Nîmes Toquées and the DO Costières de Nîmes. Results suggest that the event contribute to the perceived tourist image of the city positively. Tourists associate the event to the desired attributes for the tourist promotion of the city, such as friendliness, wine, gastronomy, among others. These issues are also reinforced on the image of the DO Costières de Nîmes, especially highlighting local products (terroir) and quality.

The Next Tourism Generation: Framing Social Skill Sets for Sustainability via Soft Skills.

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There are many aspirations and principles of sustainable tourism, which advocate social values and ethics in destinations to support a better society and a friendly welcoming destination (UNWTO 1999; Smith and Duffy 2003; Fennell 2006;). Such principles need matching with skills as a vehicle to achieve sustainable tourism. In particular, soft skills are required to implement accessible tourism for all (UNWTO 2016); gender equality (Costa et al 2017); cross-cultural respect and understanding; nurture good host-guest relations (Chien and Ritchie 2018); encourage visitors to experience the authentic fabric of destinations (Adeyinka-Ojo 2018); manage “over tourism” and implement structures and decisions that can avoid negative social impacts of tourism. These complex and sensitive principles and strategies imply the need for a
good set of soft skills to implement proactive and dynamic structures and solutions, but are rarely understood by industry or academia. To apply social sustainability principles, necessitates a shift in opinions, attitudes and thereby practice within tourism and hospitality organisations (Baum et al 2016). To deliver successful programmes requires a sound and appropriate set of soft skills such as empathy, communication, problem solving, teamwork, strategic innovation, leadership and project management to help implement effective initiatives for change. This paper explores the link between the social sustainability principles and practice via learning, experience and skill development frameworks that supports the acquisition and application of such soft skills needed in socially led projects in sustainable tourism. The Next Tourism Generation Alliance supports this research, a major new European Commission Erasmus + funded project, to develop Sector Skill sets to support the integration of digital and sustainability skills in tourism and hospitality.

Why do young people participate in religious events? A case study of Macao’s Catholic processions

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When associated with a religion, a procession is a ceremonial expression of devotion. Macao was under Portuguese rule for over 450 years; its legacy in Macao result in a rich variety of cultures, such as architecture, food, language, as well as its Christian roots. Although Macao is religiously neutral, it is probably second to the Philippines in Asia in terms of how Christianity play a role in daily life. For instance, there are historic churches scattered around Macao, road names and places named after Catholic saints, and the districts in Macao are organised in Catholic parishes, an inheritance from its colonial past. The Portuguese also influenced Macao’s festivals and events, one of which are the Catholic processions. These processions are devoted to Jesus Christ, celebrated over several days of street processions over the Easter season, and to the Virgin Mary, celebrated on 13 May, a devotion of Our Lady of Fátima, which is a reminiscent of Macao’s colonial past and attachment to the Portuguese. The unprecedented economic boom in Macao has resulted in mass migration of immigrants from Mainland China and other regions in Asia. This has diluted the Catholic population in Macao. According to the last census conducted in Macao which included data on religion, there were about 5% of the population being Catholic. Many of the younger population in Macao were not brought up with a western and/or Catholic influence; the majority of the middle-aged group were immigrants from Mainland China. Besides, younger people are also less likely to be religious, particularly with today’s proliferation of smart technologies. Hence, it is uncertain as to how young people perceive the Catholic processions and what motivates them to attend. This paper aims to explore the motivation of attending the procession among younger adults. For the purpose of this research, those who are Catholics and between the ages of 22 and 27 were selected. Because of the practical challenges of collecting data onsite during the processions and the nature of the present research, individuals were purposefully selected. Semi-structured interviews were conducted and the interviews were transcribed verbatim. The transcripts were analysed and coded to generate themes that explain young people’s motivation in attending Catholic processions. The interview data was also supported by observations made when the processions took place. The findings of the research show that there are three major motives of the respondents attending Catholic processions: religious identity, social interaction and escape. This paper concludes with a discussion of implications to the future of Catholic processions and provides recommendations to the Catholic Diocese of Macao. Specifically, it highlights the
Tourism, gentrification, and the struggle for New York City

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In the summer of 2017 the New York Times ran a story titled "How Much Tourism Is Too Much?" (Bellafante, 2017) That year an estimated 62 million tourists were expected to visit New York City, about double the figure from 1990. As other cities across the world have confronted reactions against "overtourism" New York has remained relatively quiet. Despite this, tourist pressure appears to be growing. The official destination marketing organization (DMO), NYC & Co. announced a new plan to spread tourists to all five boroughs of the city as a way to alleviate overcrowding in popular venues. This may create more problems, however, than solutions as several new neighborhoods attracting tourists are already experiencing the effects of gentrification. The proposed paper will examine overtourism and gentrification in New York City. It will begin by examining overtourism within what might be called the struggle for the city (Cole & Payre, 2016; Colomb & Novy, 2017; Goodwin, 2017). It then examines the growth and distribution of tourism to New York over time. It will show how in recent years a significant portion of the industry has moved out of traditional high-tourism locales within the city to secondary and more residential areas. Some of this has been by design but it has been furthered by the rise of AirBnB and the larger sharing economy. As one recent report commissioned by the ShareBetter Coalition found, the neighborhoods at highest risk of gentrification as a result of AirBnB are predominantly non-white (Wachsmuth, Chaney, Shilollo, & Basalaev-Binder, 2018). This study will examine the broader impact of this shift on residents of these neighborhoods, as well as their efforts to deal with this new influx of tourists. The study fits well within the theme of mobility clashes at tourism destinations as it will examine how different actors - from DMOs, public sector officials, travel industry organizations, residents and community groups, and tourists themselves, navigate and contest the nature of the city and neighborhoods within it. Methodologically, the study will combine quantitative and qualitative methods. It will combine GIS mapping of specific neighborhoods that are under pressure from the spread of tourism and augment that with key informant interviews from the public and private sector. Ultimately, the research will provide a case study of the processes of overtourism and the particular place politics here regarding the right to the city.

Place-based Displacement: Exploring the Impacts of Tourism in a Residential Area

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This paper explores the impacts of mass tourism in a central neighbourhood of Barcelona. It has been suggested that in the 21st century tourists consume residential areas that have not been planned as tourist spaces (Maitland, 2010; Quaglieri-Dominguez and Russo, 2010) and that the sharing of space between residents and tourists may be a source of conflict that revolves around competition for resources, facilities and the rights of access to these (Robinson, 2001). In such contexts, increased community opposition to urban tourism has been noted at an
international scale (Colomb and Novy, 2016), and this is also the case in Barcelona. The paper presents the results of a PhD thesis that was completed while studying at Cardiff University between 2014 and 2017. The aim of my research was to explore urban tourism and neighbourhood change. I explored changes caused by urban tourism, but my objective was mainly to examine how long-term residents experience the transformation of their place. My general research question can be expressed as follows: How does tourism affect the everyday lives of residents? My case study is the Gòtic neighbourhood in the historic centre of Barcelona. It is probably the area most impacted by tourism in the city and so is a paradigmatic case in terms of exploring the impacts of the process. I adopted an ethnographic approach as the intention was to articulate a bottom-up view of place and give voice to long-term residents. I used participant observation, structured observation of public spaces used by residents and visitors, conducted 42 in-depth interviews with long-term residents and 14 interviews with key informants. To complement the ethnographic research, I surveyed 220 residents. My findings show that residents experience the transformation of the area as a process of loss of place. This is caused by a change in the use of housing from residential to touristic due to the growth of holiday rentals, but also by a change that occurs at the neighbourhood scale. On the one hand, the growth of tourism causes daily practical or material disruptions that make everyday life increasingly unpleasant. This includes a lack of stores that residents need, noise, overcrowding, lack of public space and gathering places, and, ultimately, loss of community life and social bonds. In such a context, my findings show that processes of direct displacement, that is, the out-migration of residents, are linked to the appropriation of the neighbourhood by tourism. Many people decide to move away. On the other hand, the practical problems linked to these disruptions cause a sense of emotional loss whereby residents feel that they are dispossessed from their place. Most participants are not spatially displaced and wish to remain. I suggest that it is for this reason they experience a process of place-based displacement. Regardless of whether spatial dislocation takes place, participants feel a sense of dispossession due to the alteration of a familiar place. It is not an impact that can be measured but it is bodily experienced on a daily basis. The disruptions caused by tourism lead to an emotional loss that is experienced as a sense of expulsion.

Lifestyle Migrants in Tourist Cities

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The literature on lifestyle migration has shown how coastal and rural tourist areas became destinations for lifestyle migrants, particularly retired individuals (Benson, 2011; Casado-Diaz, 1999; Huete et al., 2013; O'Reilly, 2007). However, if tourist destinations typically become migration destinations (Benson and O’Reilly, 2009) it makes sense to assume that the growth of urban tourism is likely to be followed by an increase in the number of lifestyle migrants moving to these cities. In addition, rather than retirement migration, I agree with King’s (2017) view that the lifestyle migration framework should be applied to young people moving to attractive and vibrant cities. This paper explores the case of the Gòtic neighbourhood in Barcelona, an area impacted by tourism but one that has also become a destination for young European and American migrants. The aim of the research was (i) to explore the motivations behind the decision of lifestyle migrants to settle in the area. I wanted to explore whether the arrival of these migrants was linked to the development of tourism in the city; and (ii) to examine the cultural and spatial effects of lifestyle migration in the area. In this regard, I explored how long-term Spanish residents experienced the arrival of these migrants from more advanced economies. I conducted 42 in-depth interviews with residents living in the neighbourhood.
Among the residents, 16 were from Western Europe or the United States and 26 were Spanish. Interviews with migrants reveal that the provision of leisure facilities, culture, architecture and other factors such as the weather and cost of living are key pull factors. In this sense, the culture-led regeneration of Barcelona that has been linked to the growth of tourism in the city (Degen, 2004; Russo and Scarnato, 2017) has also been successful in attracting lifestyle migrants. Furthermore, all participants stated that they had visited Barcelona as tourists before settling in the city and, crucially, that prior to this they had a vision of Barcelona as an exciting place to visit or live in. It seems that the representation of Barcelona, organised socially by the tourism industry (Smith, 2005), has marketed ideals to both visitors and lifestyle migrants. Migrants are predominantly young professionals who do not rely on the local labour market and already have a job or capital before settling in the city. I discovered a few cases in which migrants moved to Barcelona to find a job but they are highly paid professionals such as architects or lawyers. As they possess greater economic capital than the local population, the most prominent spatial impacts have led to gentrification. This is in part because these migrants are typically privileged consumers of housing. My findings suggest that lifestyle migrants tend to settle in the historic centre of Barcelona, particularly the Gòtic area, rather than in other parts of the city. I suggest that this spatial imprint of lifestyle migration is a strategy of self-protection and cultural reproduction. Lifestyle migrants do not identify themselves as tourists but they live in a holiday space. In other words, they feel more comfortable living in tourist areas and sharing spaces with visitors. From the perspective of long-term residents, it is increasingly difficult to distinguish lifestyle migrants from tourists. There is a lack of mixing and spaces of encounters between long-term Spanish residents and lifestyle migrants, precisely because the latter are viewed as ‘permanent tourists’. It seems that the lifestyle, language and cultural differences of migrants often leads to polarised environments. Long-term residents are displaced due to economic factors but also by a cultural environment that is considered increasingly touristic and in which they do not feel comfortable.

Contributing to the new imaginaries of community. Traditional culture events as social catalysts

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Communities are understood as groups delimited by participation and relevance in a specific social context, varying according to activities, which develop a sense of pertinence among its members. Traditional and popular culture events are activities raised by certain groups with a general goal to promote and protect heritage. Different events may be considered as a value to generate communities in diverse ways, by connecting people, by shaping the field they operate such as the “field configuring events” or by interfering on global and international communities. But what is about the creation of local communities by cultural heritage rituals? This research observes the capacity to create new imagineries of heterogenerous communities by popular cultural events related to fire traditions. The Colles de Diables, one of the most emblematic manifestations of Catalan popular culture, are often related to the imagination of a homogeneous Catalan collective community. Nevertheless in the last decades, as a result the population’s mobility in the frame of the globalisation process, new profiles of participants are part of these groups by questioning their uniformity, allowing us to raise new research questions about their events, understanding them as field to acquire social and cultural capital. After conducting a survey among 138 members of 18 Diables groups in Barcelona, we confirmed its inner diversity and identified a variety of individual profiles, concerning origins, social and linguistic aspects. Subsequently, we carried out 15 in-depth interviews with individuals that
potentially shifted the traditional ‘authenticity’ imaginary for traditional heritage communities, such as those that reported to be born outside of Catalonia. On the basis of this corpus of interviews, we show that events are important acts of participation, developing a new imaginaries of community identity, emerging as a consequence of the increasing diversity within the Barcelona Diables groups. Some preliminary conclusions show that the events generated by the different groups of Diables of Barcelona are a favouring field in the active construction of a new imaginary of traditional and popular culture community. Likewise, these events are a good example of drives of intercultural and social networks creation, engaged to the local cultural activities.

Valuing Nature on Instagram

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From a relational and performative view, value can be conceptualized as the outcome of contextualized valuing practices and devices, which are social and performative in nature (Ren et al. 2015). Nowadays, internet and social media are becoming important and influential devices in mediating tourists’ practices of value creation, particularly when it comes to valuing places. According to Baka (2015), place valuation, as a social practice of placemaking, finds in User-generated content on the Internet an important valuing device to construct and negotiate meaningful places out of geographical spaces.

My research departs from these premises in the attempt to understand how Instagram partake in valuing Nature during nature-based tourism experiences. Instagram allows users to express and share content of various nature, centered on photography, through a variety of creation tools. Instagram’s popularity is skyrocketing and its importance for the tourism industry is steadily increasing, yet the role of this social media in value creation and place valuation is, at the present time, under-investigated.

Netnography (Kozinets 2015) conducted on Instagram will allow to collect multifaceted qualitative data, (encompassing pictures, hashtags, captions, etc.), and to highlight common categories and patterns about the use of Instagram as a valuing device in nature-based tourism. Additionally, netnographic interviews will be conducted on Instagram Direct, basing on the patterns previously highlighted (Ibid). The netnographic entrée will be established by typing the geotag of a given number of national parks on the Instagram’s search engine, in order to access all the UGC produced by tourists visiting the park, in chronological order. Data collection and data analysis will then proceed simultaneously, by the means of grounded theory (Charmaz & Mitchell 2001) and methodological triangulation: after selecting a theoretical sample of posts and participants, patterns emerging from data triangulation will be repeatedly challenged and refined by new data and participants, with the aim of identifying recurring themes and concepts upon theoretical saturation (Ibid). A research strategy of this kind is advocated in the literature, as value creation and valuation need to be further assessed through forms of qualitative and inductive research methodologies, which depart from participants’ experiential narratives (Helkkula et al. 2012).

Preliminary results emerging so far confirm ongoing practices of valuation of "Nature" as a meaningful place during the tourist experience, which fully account for the complexity of each participant’s experience networks, practices that are constituted beyond the customer/producer and the tourism/everyday life dualisms traditionally seen in the literature. Additionally, results confirm the importance of Instagram as a device through which such valuations take place. Research outcomes will likely improve the understanding of tourist placemaking, value and place valuation in nature-based tourism beyond the specific platform of Instagram. Therefore, this research will offer a theoretical contribution in the areas of Nature-based Tourism, Valuation and
Value studies, as well as constituting an original and rare example of participatory netnography in the abovementioned theoretical fields.

**Nationalism, regionalism and sport events: The Tour of Flanders**

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This paper analyses the use of festivals and events for social or political identity purposes, including nationalisation and regionalisation. As Schild & Wrede (2015, p323) note “efforts to reinforce regional cultural identities are on the rise in Europe” and organised festivals and events are regularly used to attract tourists and to reinforce cultural identity (Getz, 2008; Richards, 2013). This study aims to develop the under-researched area of event social impacts by looking at a one-day professional cycling event, ‘Ronde van Vlaanderen’ (Tour of Flanders), and evaluate the impact that this has had and continues to have, both locally, nationally and internationally on the Belgium region of Flanders. More than a sports event, the Ronde has come to symbolise the identity of Flanders (Woodland, 2014), and is used for political, economic and social ends, attracting people from across the globe to take part in the weekend of cycling events which has a professional cycle race at its core. This research study aims to contextualise these impacts, seeking to create an understanding of the role of the event 100 years after its creation. Building on work by Cox (2012) and Ramshaw & Bottelberhe (2014), as well as drawing upon practice theory (Larsen, 2017; Warde 2005), this paper explores the manner in which heterogeneous elements, both human and material, tangible and intangible, configure around particular circumstances to create, construct and sanctify spaces of leisure practice. Whilst previous studies have looked at fixed spaces in the landscape, be they natural (Spinney, 2006) or buildings (Ramshaw & Gammon, 2006), this study seeks to evaluate the contribution of the eponymous cycling event to the region’s place identity through an evaluation of the practices within and around the event.

**Tourism development and the sense of a place**

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Destinations may follow a development process from birth to decline, or alternatively other paths (Hovinen, 2002; Butler, 2009), such as an “s-shaped” route (Moore & Whitehall, 2005). Nonetheless, they may go through a phase in which they may encounter certain (e.g. environmental) impacts (Plog, 2001; Zhong et al., 2011). The purpose of this study is to explore whether, and the extent of which, tourism development affects the “sense of a place”; The latter, offers a way to understand the relationship between individuals and the places they inhabit, recreate and manage (Mullendore et al., 2015). Understanding the deeper meanings of sense of place and its correlation with tourism activity, may equip destinations with the necessary knowledge in order to protect the identity, appeal and sense of their place. The study makes use of auto-ethnographic findings (Komppula & Gartner, 2013) in a specific region of Cyprus, which experienced intense tourism development. Particularly, it focuses on the physical aspect of the particular place, by examining the landscape changes within the region, as a result of touristic activity. The analysis of visual documentation (Scarles, 2010; Li et al., 2016) in the form of
photographs derived from the setting, in comparison with archaic photographic evidence, assist
in addressing the study’s aim. Preliminary findings indicate that tourism developmental
processes, do affect the sense of a place. Though, rather unforeseen fieldwork findings reveal
that specific sites within the destination have kept their "sense" untouched and unaffected
throughout the centuries. Destination stakeholders are urged to refer to these sites to
comprehend which precise elements and factors contributed to their preserved character and
sense.

Affect and atmosphere in a volunteer tourism destination

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The study of affect has experienced a recent resurgence in tourism studies, with some
researchers advocating an affective and emotional turn (Buda, 2015; Buda et al., 2014;
d’Hauteserre, 2015; Robinson & Picard, 2016). Affect is most commonly conceptualized as a
pre-individual, unconscious intensity that has the capacity to move bodies and which gives rise
to subjectively experienced feelings and culturally coded emotions, although definitions of these
terms remain contentious (Buda, 2015). Building on this burgeoning body of research, this
paper aims to explore the affective construction of destinations in volunteer tourism. Volunteer
tourism provides an interesting practice in which to study affect given that volunteer tourists are
frequently characterized as seeking intimate, emotional and cathartic experiences through their
travel (Conran, 2011; Zahra & McIntosh, 2007). Drawing on empirical interview and
observational data from a qualitative study of volunteer tourism in Kenya, I analyse three sets of
affective encounters that each contribute to the volunteer tourists’ perceptions of Kenya as a
tourism destination. The first of these relates to an idealized version of Kenya in which
communities provide a warm welcome to visitors and create a friendly, intimate atmosphere;
children are central to these interactions. The second set examines encounters that disrupt this
welcoming atmosphere, including harassment from beach vendors, beggars and adolescent
boys. Finally, I explore the internal dynamics of the volunteer tourist group, including
friendships, power relations and morale as they relate to a sense of place in Kenya. I employ
what d’Hauteserre (2015) refers to as ‘affect theory’ and a psychoanalytic psychosocial
methodology derived from critical psychology (Frosh & Baraitser, 2008) in order to compare the
relative merits of each analytic approach. This analysis reveals that rather than being pre-
determined by attractions and volunteer projects, Kenya as a tourism destination is produced by
temporary social relations, affective atmospheres, and the evocation of feelings or emotions.
Certainly in the context of volunteer tourism, micro-encounters and their affective dynamics,
such as being waved to by a stranger in the street, have a significant place-making function.
The paper concludes by evaluating some of the epistemological and methodological challenges
to researching the spatial dynamics of affect in tourism studies.
Think global, eat local. De-centring gastronomy in a post-communist city of Warsaw

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In large cities, restaurants, bars and cafes have manifold roles and food consumption is only one angle of approach. They are a part of an urban experience, a tourist attraction, a factor (or a consequence) of gentrification, etc. They may also play a very important social role, by constituting a place to meet others. As such, restaurants, bars and cafes used to be localized mainly in tourist parts of the cities as well as in their central areas, i.e. places where people gather. This phenomenon was particularly popular in cities where eating out has been a relatively new phenomenon, such as post-communist Warsaw. Recently, however, we may perceive a new trend in localising catering outlets, which consists on localising them in residential districts. These places attract not only local residents, but also people from other districts, or even tourists. They contribute to the appeal of a district (a place) and, sometimes, to emerging new ‘localhoods’. The aim of this paper is to analyse the shift in spatial patterns of gastronomy in cities, especially focusing on the process of de-centring catering services. Using the case study of Warsaw, Poland, where eating out has been developing only for about 30 years, we will show that gastronomy is an important factor of transformation of local neighbourhoods and societal change.

The research is broken down in two steps. The first considers distribution of eating establishments in Warsaw, especially focusing on selected residential districts where gastronomy is being developed. In the second step we will interview the owners of eating establishments, asking them about their relationships and attitudes to the local neighbourhood (such as, for example, what were the factors behind their decision to open a restaurant in a particular place or district). Food is an important factor in ‘globalising’ local populations. Nowadays, the globally ongoing trend is to eat a globally known food in a local restaurant. This research shows how the global trend of “postmondialisation” (or démondialisation) is being articulated in Warsaw’s gastronomy.

The other side of paradise: Using photovoice to empower tourism workers

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Employment is often conceived as ‘a given’ in tourism, yet it is in fact far more complicated (Scheyvens, 2011). When entire industries are reduced to job numbers as is often done with tourism, the social institutions that shape the structure of the workforce as well as worker outcomes are ignored. According to LeBaron et al. (2018), the “restructuring of global markets has heightened the demand for exploitable, ‘disposable’, and flexible labor” (p. 26). It is because of this labor markets are reliant then on mechanisms to increase labor insecurity for large segments of the globalized working poor. Social discrimination serves as one such mechanism that aids in widening patterns of poverty and inequality, and facilitates a pathway for certain people to be considered lesser than others. These populations are more likely to face poverty that in turn facilitates their exploitation, and the justification of exploitation by society and employers alike (LeBaron et al., 2018). Certain sectors are especially vulnerable to exploitative practices due to certain characteristics being placed outside the purview of labor law while migrants are intentionally recruited into them. The objective of this research is to analyze how
migration and labor policies intersect to contribute to the perpetuation of social discrimination and levels of unfree labor in tourism-dependent regions within the United States. More specifically, how policies and practices foster a power imbalance that contributes to silence surrounding potentially exploitative practices, with consequent gaps and limitations in access to basic human rights. Using an intersectional framework as a guiding principle, the aim is to explore how stable and standardized structures regulating labor markets reproduce gender, sexual, class, and racial discrimination. This research utilizes photovoice, a participatory action research method developed by Wang and Burris (1997). Evolving from Freire’s (1970) notion of community education for critical consciousness and rooted in feminist theory, photovoice has three main goals: “(1) to enable people to record and reflect their communities’ strengths and concerns, (2) to promote critical dialogue and knowledge about important issues through large and small group discussion of photographs, and (3) to reach policymakers” (Wang & Burris, 1997, p. 369). Employees in a tourism destination in the United States southeast will be involved in data collection and in choosing the resulting photographs that best reflect the community’s needs, concerns and strengths; contextualizing the photos, and identifying issues and themes that emerge. The aim of this study is to develop an opportunity to facilitate workers’ uncovering of commonalities among their experiences to further understand how structural inequities are embedded in low-skill, tourism service-sector jobs, and policies governing migrant workers. Also, to highlight to what extent (if any) vulnerabilities are formed by the intersection of factors which define the populations, namely, gender, race, class, and migratory status, and empower workers to harness their strengths and concerns into a plan to address these issues.

Towards collaborative ways of knowing in tourism research

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In the last two decades tourism scholars have increasingly been squeezed in a complex processes of coping with different expectations. Where on the one hand the traditional tasks of teaching, researching and administering seems to dominate the work descriptions, at the same time academia is economically and politically incentivized to spend more time in the industries, communities and institutions that embody tourism and increasing focus is put on the services universities provide to and the impact that scientific outcomes should have in society. Especially Gibbons et al. (1994) and Nowotni et al (2003) have argued that the traditional and discipline-based mode of knowledge production which takes place in academic communities outside the ‘real world’ (Mode 1) should be succeeded by –although not substituted - by a new paradigm of knowledge production (Mode 2), which is socially distributed, application oriented, transdisciplinary and aiming at concrete research set-ups and practices. Against this backdrop, in this paper we will first discuss the premises of the Mode 1 and 2 Model and the intricate processes of balancing of between different modes of scientific knowledge production and how tourism scholars co-habit the complex landscape of knowledge creation. Next we will examine some of the implications for research practices and knowledge production, how to come to matter between the purified confines of ‘h-factor’ and having an ‘impact’, as well as the challenges for fulfilling the promise of co-creation in tourism research. We finally will outline a number of what we consider ‘good’ collaborative ways of knowing in tourism research: ‘good’ research should capture the situated practices of which it is part, entail an interest and determination in working together, is interventionist and comes to matter in new ways.
Mobility, decent work and destinations

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There is existing and growing literature concerning the importance of tourism employment in general and to destinations specifically. At the same time, management and economic perspectives still dominate; there are very valid concerns about the challenges and possibilities of migrant labour in and for tourism; and perhaps most frustratingly, there remains a lack of progress in dealing with the many, continued, human resource issues in tourism and hospitality. On the other hand, there are positive movements of change regarding work more generally. Embedded within the Sustainable Development Goals and a focus of the International Labour Organisation (ILO), the concept of ‘decent work’ is taking hold. Alongside this is the growing field of sustainable human resource management, and specifically its incorporation into tourism. As recent research suggests, this links with corporate social responsibility and advocates a focus on the tourism employee, the host community and the tourist. Using data from a systematic review of the literature along with empirical evidence, this paper considers the role of work within tourism. Taking a sustainable work perspective, the paper considers the interplay between issues of mobility, ideas of decent work, and the needs of destinations. It will illustrate how the review highlights the plethora of areas currently being researched, how these intersect and what this might mean for how we understand tourism labour. With this understanding, comes the continued recognition that we need to focus on ensuring sustainable tourism employment as it remains such a central part of many communities, destinations, and regions.

Learning-Research Nexus: Learning tourism in research-based communities

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Tourism in higher education (HE) stands at a crossroads. After decades of growth around the world, with the development of new programs, and schools focusing on tourism, there is now a distinguishable trend where these programs and schools are amalgamated into academic entities that are more generic. The partner many programs are merged into is business or economics, based on the rationale that tourism essentially is simply an example of economic activity, and as such no different to real estate, or retail and commerce. There are, however, exceptions with some universities placing tourism programs in arts, culture, humanities, or social sciences environments, and other places where schools live on as own entities. The crossroads is often coming down to the different axiological views of utility, and to determining whom the communities are that tourism HE is serving. A nexus is a meeting point where different ontologies come together. There is often a dominant ontology, with its own epistemological heritage, which frames a nexus. It is common to come across notions of a nexus between teaching and research, and even more common between research and teaching – the change of terminological difference often being a sign of the emphasis in which one dimension is considered predominant, or more important. There are also several frameworks combining teaching and learning, or learning and teaching, also here in a dualistic fashion, and with the same emphasis of significance. This paper will raise the question whether a learning and research nexus could be introduced, and how that would be operationalised in tourism HE. Inspired by TEFI’s approach “to move beyond business as usual, [with an] exploitative and
extractive industrial approach to tourism”, this paper will investigate how learning could be put in the centre of attention by creating tourism curricula based on a learning-research nexus that aims at being relevant for multiple stakeholders. Relevance will come down to the previously mentioned axiological views of utility, where society as the financier of HE; industry players with their need for data, foresight and labour; students with their career goals in mind, and; academia caught in a neoliberal reality of metrics, each exist in different ontologies. The proposed nexus is focusing on how learning can be facilitated in research-based communities.

Adapting to changing times: the resilience of Portuguese restaurants in Newark

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Portugal has a remarkable variety of regional food products and gastronomic heritage. But Portuguese food is relatively unknown abroad. An exploratory research conducted by Fernandes (2016) at Portuguese restaurants in the Ironbound neighborhood in the city of Newark in the USA resulted in a better understanding of the consumer consumption process, the consumers’ perceptions of Portuguese food and the customer service orientation and practices. Most of the restaurants serving Portuguese food in the Ironbound neighborhood opened for business in the 1970’s. The Portuguese migrants arriving there 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 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 (blue collar customers). The cooks (even today do not use the term chef) brought their skills mainly from Portugal and on the job training in the actual restaurants. In the early 21st century, two factors contributed to changes in the operations of the restaurants—the migrants living the American dream and moving to the suburbs and the effects of globalization that transformed the Ironbound to a postindustrial urban area with the local economy based primarily on the services sector (and white collar customers). But the restaurants managed to adapt and in so doing Portuguese food began to go upmarket and was increasingly noticed by customers outside the Portuguese community. The restaurants built on the diaspora of first and second generation migrants, promoting an understanding of the origins of the food served and their cultural identity. In time, the restaurants provided an additional attractor for tourists coming to this area of Newark turning it into a more dynamic destination. This paper builds upon the results of the previous study conducted in 2016 and it aims specifically at exploring further the development of the restaurants over the past 50 years, with particular attention paid to the customer service approach, food diversification and innovation, and staff training. It is expected that the results and findings could serve as benchmark for promoting Portuguese food in other countries, particularly where Portuguese diaspora is strongest. But also for contributing to promoting the cultural identify and image of Portugal itself, as a gastronomy tourism destination.
Food is an important aspect in creating tourism destinations and can be perceived as an immensely influential attraction for tourism. There are excellent examples of destinations that brand themselves through food tourism, using this special-interest area as a strategy to develop regional tourism and ultimately, increase tourist numbers. However, not all destinations use food tourism as a strategic branding strategy. One such example is Cork in the south of Ireland. While having an excellent food offering, food is not a primary tourism activity in the region’s destination branding strategy. The purpose of this research is to investigate the feasibility of branding Cork as a food tourism destination, using a collective, joined-up thinking approach, involving the regional food tourism stakeholders. By studying the literature review, a set of indicators were collected which relate to each of the factors affecting food tourism branding for Cork. The researchers adopted a qualitative research approach involving both primary and secondary data. The primary research undertaken in this study consisted of twelve in-depth interviews with selected regional food tourism stakeholders in Cork. This semi-structured interview schedule was selected as it was believed to be the most appropriate way to capture data from the contributors, enabling a more in-depth understanding of the research study. Thematic analysis frames the study. Themes were induced from the interview schedule which helped to develop Meta themes which were organised and categorised into relevant themes and sub-themes. The findings of the empirical data were analysed and discussed with the aid of a literature review on tourism, tourist motivations, culture, food tourism, food tourism networks and branding. Based on the analysis, the researchers focused on answering the main research question: Is Cork capable of developing and harnessing a collective food tourism branding proposition, supported by the fragmented local tourism stakeholders? The findings indicate that food can help Cork to attract much sought-after culinary curious tourists, with the experience of food being their main motivation for travel. Other destinations such as Spain, New Zealand and many other countries and regions worldwide have, in recent years, developed a food culture identity by branding their cuisine and creating a travel culture, for example. Culture, food brands, branding and education, were identified in this study as main factors that influence a successful food tourism branding proposition for destination Cork. From this research, it is evident that Cork has no co-ordinated food tourism proposition in the region. However, with more collective, joined-up thinking response and sufficient destination branding initiatives; a strong food tourism brand can be created for the region. The possible gap in the lack of joined-up thinking response was revealed, and recommendations are provided in this study.
Aesthetical, ethical and psychological dimensions of creativity – Implications for destination development and tourism entrepreneurship

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Findings from neuro-science show that experiencing beauty activates brain-neurons producing especially pleasing sensations, thereby creating new connections between different brain areas – a basic-prerequisite for creative processes (Vartanian et al., 2013; Baggio & Moretti, 2018). Following Plato, aesthetics (aisthetikos) is the study of beauty and taste exploring the essence of objects-of-thought, thus, comprising also approximations of unrealizable ideals. Aesthetics plays a central role in search for objective beauty, like proportions (da Vinci), harmonic-rhythmic organization (J. S. Bach), and mathematical symmetry (Einstein). Philosophers, like Immanuel Kant, further theorized the notion of human beauty originated by the subject, thus, focusing on moral values. As humans are assumed to be free to decide to be subject to pure rationality or to the laws of nature (affecting human needs), the classic writer Schiller (1793) describes this moral dimension of beauty as ‘ethical act of freedom’. By referring to Brodbeck’s (2012) philosophical framework on creativity, we discuss the role creativity plays for destinations to become innovative and attractive places. After commenting on the changing notion of creativity throughout history of thinking, we provide tentative answers to the posed research question: “Which are the aesthetical, ethical and psychological origins of creativity?” By doing so, we present the elements of a framework for destination development and tourism entrepreneurship that incorporates the idea that creativity represents the core activity within the boundaries of socio-economic networks. Accordingly, economies are interpreted as social systems, where agents (individuals, organizations) interact and communicate, e.g. about prices, cost, technology, preferences, etc., thereby constantly creating unpredictable ‘reality’, which, in turn, stabilizes through social resonance and reproduces itself habitually as reflexive network structure (Brodbeck, 2002). Indeed, a post-mechanistic economic theory puts creativity in the center, where human action is all about the creation of diversity (goods, linkages, ideas, etc.), surplus and selection (Fuchs & Baggio, 2017). Especially the selection criterion is guided by aesthetical, ethical and psychological factors, rather than rational-calculation (Brodbeck, 2001). On the base of these theoretical considerations, we conceptualize destinations as complex adaptive systems in which path-dependent innovation processes are characterized by the interdependence and interaction of heterogeneous agents able to learn and react creatively with subjective and procedural rationality (Antonelli 2009, Hanauer & Beinhocker, 2016). Interestingly, like human brains, market economies defined as social networks, are capable to create meaning due to their open, variable and free network structure capable to constantly create new ‘links’. Thus, innovative places and attractive destinations are characterized as open, free and well inter-connected territories whose unique history and specific beauty shapes and fosters the creativity of tourism entrepreneurs capable to transform inherited location factors into assets with symbolic value and meaning (Feldman, 2014). We conclude by discussing the effects of topological characteristics of networks in destinations on creativity, the formation of social-capital and knowledge dissemination (Baggio, 2014).
Fan Events as Community Building: Online Outlander Fan Communities and Tourism to Scotland

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While fan communities, tourism, pilgrimages, and conventions have been studied at length (Hovi, 2010; Jenkins, 2012; Jindra, 1994; Porter, 2004; Sullivan, 2012), little research has been conducted pertaining to the role of natively digital Facebook fan communities and fan organised events as tourism. This gap prevents us from fully engaging with the multi-faceted role of fan groups as digital fandoms exist as both online virtual communities and offline fan organised events hosted in physical locations, creating, in this duality, two unique communities linked by shared fandom and fan group. To critically address this issue, this conference presentation presents a case study which draws on ongoing ethnographic and netnographic research with a natively digital fan community, OutlandishUK. OutlandishUK is a Scotland based Facebook fan group created online that unites strangers from various countries who are fans of the novel Outlander (1991), by American author Diana Gabaldon, and the subsequent British-American television series (2014-). This presentation further concentrates on The OutlandishUK Gathering 2017, a sub-set community Facebook group of the OutlandishUK fan group, as a form of a virtual community. This secret Facebook group was dedicated exclusively to the 260 members from 15 different countries who attended the Outlandish UK Gathering in Aviemore, Scotland for a weekend of community celebration in May 2017. After field research conducted as a participant-based observer at the event, 18 months engagement with the Facebook group, which included member interviews, questionnaires, and polls, as well as interviews with VisitScotland and Diana Gabaldon, two aspects of the OutlandishUK Gathering became apparent; the first is the physical attendance at the weekend gathering as a lived experience and moment of shared physical co-presence, the second explores the OutlandishUK Gathering 2017 group as a community separate from the OutlandishUK group page. The Gathering group acts as a virtual repository of weekend memories which are used as a reaffirmation of a sense of community and place between the Gathering attendees- a whole new form of community distinctly separate from the OutlandishUK fan group. Together, these components are indicative of the value of fan events as powerful temporal markers of a special moment in time which acts as the catalyst to community bonding in a geographically dispersed, transnational fan community.

Smart destinations - understanding aspects of smart destinations as complex and adaptive systems

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Digital development has resulted in the concept of smart cities, and from it, the concept of smart destinations has emerged. Smart destinations, with technology being embedded on many levels, have the potential to develop synergies between technologies to support the improvement of tourist experiences (Buhalis & Amaranagana, 2015). Smart destinations have been proposed as a destination where the investments in human social capital and traditional transport and modern ICT communication infrastructure meet the social, cultural, economic, leisure and personal needs of visitors (Hernandez-Martin et.al., 2017). Adapting to the emerging
technologies, will open up new challenging opportunities within tourism, destination development and as a consequence for DMOs. By applying the theoretical context of complexity theory to analyse patterns and influencers in emerging smart destinations, this study aims at answering the following research questions: How will DMOs act in relation to a transition into smart destinations - what role will a DMO take and how will they be reorganized to be consistently smart? What does the concept of 'smart' mean in the context of destination development? How will a DMO adapt to new networks and interactions on digital platforms? Digitalisation has accelerated and caused changes in tourism behaviour as well as business practice especially for tourism intermediaries and suppliers. AI, chatbots, AR, VR, IoT, blockchain, Big Data etc. are examples of technologies that drive this disruptive innovation and digital business transformation, where interactions with technology occur on digital channels in completely new ways. Understanding and adapting to this 'smart' development has increased the interest of studying smart destinations as complex adaptive systems. This implies that a destination can be seen as a complex system showing symptoms of self-organization, characterised by some robustness and resilience towards external and internal disturbances (Baggio et.al., 2010). Complexity theory is applied as a powerful approach for understanding crucial aspects of the development of smart destinations, defined as complex and adaptive systems (Vargas-Sanchez, 2011). System analysis aims to create explanatory models for a system's development paths and changes, and methods to analyse smart destinations as complex systems will be case studies of destinations focusing on smart development on the behalf of sustainable tourism development. Therefore, to understand a system, it is not sufficient to know only the characteristics of the various components of the system as a whole. Instead, to holistically understand how destinations react to new changes in consumer behaviour and technological challenges, and how smart destinations dynamically adapt their complex systems, is not only academically interesting. It is also important to further gain knowledge on innovation policies, as well as in predicting development scenarios, and understand the processes that push destination development. System analysis through complexity theory is useful for studying structures, processes, components, predictions, etc. and through a holistic perspective understand where the next development step will emerge.

Residents of Amsterdam (North) and their evolving attitudes and actions towards tourists and tourism policies

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Residents of Amsterdam (North) and their evolving attitudes and actions towards tourists and tourism policies  Roos.Gerritsma@inholland.nl  In Amsterdam, the phenomenon of overcrowding is increasing, and tourism is one of the causes (Gerritsma and Vork 2017). Rates in 2017 show a 10% increase compare to the rates in 2016 of 14,0 million hotel stays that represented a 8% rise compare to 2015 (OiS, 2018 and 2002). The estimated overnight stays through the platform Airbnb.Inc showed an increase of 475% in 2016 compare to 2015 (Colliers International et al, 2017). There is also a growing number of complaints from city users through different media and debates. The municipality of Amsterdam even established a task force City in Balance to manage the tourism challenge (Gemeente Amsterdam, 2015). Saarinen (2006, p. 1121) stated there is a "need for alternative and more environment and host-friendly practices in development, planning, and policies". Accordingly quality of life of local residents has become central to the emergence of social movements across the globe protesting against the pressures that tourism growth has enforced (Cheer et al 2017). Same thing is happening in Amsterdam, where GroenLinks, Sustainable Left, won for the first time ever in March 2018
whilst promising firm actions ‘against’ tourism development (GroenLinks, 2018). Residents research Inholland University of Applied Sciences has carried out research projects with students amongst residents of Amsterdam about their attitudes towards tourists and tourism policy in 2008, 2015, 2016 and 2017. They were based upon a study in 1999 (Gerritsma, 2000) and using theories about host and guests antagonism (Doxey, 1975), the tourism area life cycle (Butler, 1980) and the Tricompont Model (Solomon, 2013). All these researches provided us quantitative and qualitative data about the wishes and needs of residents and (un)desired social exchange (Thibaut and Kelly, 1956) with tourists. From 2015 on we developed tourism concepts with the intention to create a meaningful encounter between residents and tourists (Mayblin et al, 2015). Using design research methods (Verdonschot and Kessels 2011), about fifteen hyper local ‘solutions’ were presented as pre-tested prototypes to the Amsterdam Marketing Office and City in Balance. Prototypes mainly represented platforms to match shared interests and lifestyles. Amsterdam North In 2015 we launched the Urban Leisure and Tourism Lab Amsterdam North, developing inclusive and sustainable places. North faces socio-cultural and (circular) economic transformations since the last decades. The borough counts 90,000 inhabitants and is one of the main districts where tourists are stimulated to go to in addition to visiting the inner city. One of our network partners is Fairbnb and is starting a collectively-owned, community based, platform (Fairbnb, 2018). This study contains interviews with founders and first owners of the cooperation. Data will be put in a broader perspective of transformation theories in which social dimensions of tourism destination evolution are incorporated (McLennan et al, 2012). Data will be presented as the contemplated social return on investment measurement, following the (first) impact principles of the European Venture Philanthropy Association (2017).

**How Employees Experience Corporate Social Responsibility (CSR) in Swedish Hotels?**

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Within the last decades “Corporate Social Responsibility” (CSR) has been gaining strength as a growing number of tourism and hospitality sectors formally recognise the impacts they have on the environment, on society and on the economy. However there have been research and studies about business perspective and customer perspectives of CSR, only limited number of studies examined employees’ perspectives. Despite the significance of the employees’ experience of CSR, this role has been often neglected. Thus, this study aims to fulfil this gap and contribute to the discussion of CSR by conducting in-depth interviews with employees in different positions at 8 hotels in Kalmar, Sweden and additionally by organizing two workshops on CSR opportunities that allow the researcher to better understand how hotel employees perceive CSR. The purpose of this study is to explore the employees’ experience of CSR at the hotel they currently work and to learn how the CSR experience affects the employees’ wellbeing as well as personal commitments to volunteering opportunities provided by the employer. With the help of thematic analysis of the collected data, the interviews and the workshops provide useful results to explore how employees experience Corporate Social Responsibility (CSR) in these hotels? And how this experience affects employees' well-being and voluntary commitments? In this way, results from this study contributes to hotel managers' understanding of strengths and weaknesses of implementing CSR strategies through the employees who are the valuable stakeholders of the organization
Expanding the conceptual framework of post-conflict tourism. Monitoring change through reconciliation dynamics

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Tourism as a contributor to non-economic values, such as equality, justice, and peace is gaining increasing attention from government, industry and academia representatives. Most recently, the idea of tourism as a mediator of peace has gained the support of some scholars and the scepticism of others. The growing interest has led to an emerging body of literature on post-conflict tourism, focused on analysing how tourism is constrained, shaped, re-defined or even strengthened by the previous conflict. Critics rightly argue that research has been mostly exploratory, and a causal relation between tourism and peace has still not been proved. And yet, neither has it been disproved. Post-conflict territories have particular dynamics that require analytical approaches embracing complexity and interdisciplinary. Acknowledging complexity allows tourism scholars to recognize the non-linear relationship between tourism and peace. Recognizing the need for interdisciplinarity can provide a stronger theoretical and conceptual framework to post-conflict tourism studies, which have been mostly descriptive in nature. The idea then is to bring conceptual frameworks from political sciences and conflict studies to analyse the contribution of tourism to peace. This paper proposes firstly, to look at the tourism-conflict nexus as a bilateral relationship where the previous conflict might have an influence in the touristic product, and where tourism also influences the conflict dynamics, moving towards or away from peace. In this two-fold analysis we can identify interdependencies between the dynamics and how changes in one end produce changes in the other end, in a continuous reinforcing cycle. Secondly, the paper posits reconciliation as an indicative variable for a sustainable peace. Reconciliation has been invariably recognised as a condition sine qua non for peace in both, tourism and political science literature. On the basis that reconciliation is about ‘bringing together’, destinations can be analysed from their role as sites of encounters where the past, the present, and the future lever the dynamics of complex social systems like post-conflict territories. Societies need to overcome a past of violence, re-think present relations and prepare for a future that involves coexistence with former enemies. The paper recognises the role of people in being the main protagonist of change and the importance of human agency in building relationships. Hence, the study of post-conflict destinations from the lenses of reconciliation is coherent with the current academic interest in studying bottom-up approaches to peace-building. As tourism studies engage further with critical inquiry, being able to produce knowledge that can drive social change in war-torn societies is a call difficult to ignore; especially in present times when violent conflicts seem to escalate worldwide.

The Airbnbization of Copenhagen neighbourhoods

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The objective of this paper is to develop an explanatory framework to understand the dynamic relationships between tourism mobilities, urban gentrification and the collaborative (peer) economy. The rapid growth of peer accommodation rental in European cities is reshaping the spatial patterns of urban tourism, resulting in a wider dispersion of visitors and the emergence of
new nodes (Dredge et al. 2016). Although the highest densities of peer accommodation rental are located in the city centres and around major attractions (Arias Sans & Quaglieri Domínguez, 2016; Gutiérrez et al. 2017), there is also some indication of Airbnb’s “beaten track” extending to residential areas. New tourism nodes are clustered around “localhoods” and reframe tourism consumption around mundane activities, leading to the commodification of everyday life (Richards, 2017). While there is considerable discussion on the controversial effects of Airbnbization on local communities, its drivers and asymmetric dynamics are little understood; i.e. why are some ‘localhoods’ more popular on the peer rental market than others? Based on district-level studies, this paper explores how peer accommodation rental has transformed the positionality (competitive situatedness) of 11 neighbourhoods of Copenhagen on tourism markets, with due attention to diverse forms and scales of mobilities. First, functional and location-bound explanations of attractivity (walkability and public transport access to tourism consumption spaces) will be considered. Second, relational aspects will be studied to qualify the role of the cosmopolitan class (expatriates hosts, multilocal residents, and immigrant entrepreneurs) in shaping neighbourhoods towards touristification. By understanding the drivers of asymmetric positionality of urban neighbourhoods, the study can inform differentiated, micro-scale governance of peer accommodation rental.

The effect of migrants' leisure participation on community embeddedness and leisure satisfaction in managing acculturative stress

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Migration is inherently a disruptive life event and is reported to be accompanied with acculturative stress during migrants’ early settlement in a new country. This stress is caused by difficulties in their adjustment to the lifestyle of their host country (Berry, 2006). The stressors include language barriers, not feeling at home, feeling loss/nostalgia for their country of origin and perceived discrimination (Walker, Halpenny, & Deng, 2011). Research positing how such stress can be reduced through leisure participation and satisfaction is still at a nascent stage (Floyd, Bocarro, & Thompson, 2008; Shinew et al., 2006; Walker, Halpenny, Spiers, & Deng, 2011). This study explores the comparison between two mediators; community embeddedness and leisure satisfaction on the relationship of migrants’ leisure participation and acculturative stress. An online state-wide survey conducted in South Australia resulted in 395 migrant respondents. Regression analysis confirmed that leisure participation, mediated by community embeddedness lessened two components of acculturative stress that includes migrants’ not feeling at home stress and perceived discrimination stress, suggesting that encouraging migrants to participate in leisure activities is one way to build their sense of belonging in their new local community. The result also indicated that leisure participation, mediated by two of six components of leisure satisfaction; social and psychological reduced all types of acculturative stress except language barriers. Almost 70 percent of the respondents participated in social leisure activities which involved interacting with people and connecting to the community. These participants were involved both in ethnic community events and also in activities integrated with the local community. The results of this study indicate that, overall, migrants’ attachment to their community and social support are important in ameliorating their acculturative stress through social leisure participation. This study suggests a way forward for future research to further explore how migrants adjust to their new location and improve their well-being, and also has implications for leisure industry management.
Bicycle tourism and sharing – more than just traveling low budget?

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Warmshowers is an increasingly popular online community that is linking cycling tourists and locals. The research project analyses private-to-private (cyclist-to-cyclist, C2C) tourism. It builds on the idea of the “sharing economy” as a not-for-profit hospitality network for bicycle tourists. Hosts not only provide a sleeping berth and warm shower free of charge, but also offer additional services to their guests, such as cooking and washing clothes for them. In consequence, it is hypothesized that C2C tourism is linked with certain dispositions and attitudes inherent in the cyclist community and its particular, group-specific “culture”. The study therefore places a special focus on analysing the role and the impact of reciprocity, trust, shared interests, and other cultural aspects. Besides, this research investigates the role and success factors of the online platform and social media networks. The objective of this research project is to develop a measurement model for investigating (cultural) determinants and effects of cycling tourism. It aims at identifying common characteristics of a global “cyclist-culture” that outreaches traditional, regional-oriented concepts of culture. Another research question analyses if and how C2C tourism differs from existing sharing economies such as Airbnb, Couchsurfing or Uber. It is hypothesized that C2C tourism as exemplified by WarmShowers represents a more ecologically sound, sustainable way of transportation and tourism than existing (commercially oriented) networks. An empirical study has been conducted globally through an online survey questioning cyclists and hosts about their selection criteria, interests and experiences in order to validate the determinants and effects of C2C tourism. The data is gathered through the WarmShowers members network. The data base comprises responses from more than 10,000 cyclists around the globe. Besides the findings about the role of cultural aspects and the impact of shared interests the findings about limitations and challenges within the cultural and online community exchange will be investigated. The results give insights about motivations for cycling and C2C tourism in general, and particularly to identify culture-specific differences as well as potential drivers and effects on bicycle tourism. Research results indicate that C2C tourists share obvious homogeneous characteristics. To cut down on travel expenses is not the main motivation for “warmshowering”, but rather to share similar philosophy, common experiences and interests. Also, the evaluation system is crucial for building mutual trust among C2C tourists. Members rely very much on accessibility, ease of use, functionalities and reliability of the platform. Final research results are expected to argue in favour of C2C tourism around the globe in an effort to promote more ecologically sound, sustainable forms of tourism. They indicate that C2C tourism represents a way of combining liveability, sustainability, regionality, food, health, experience and adventure. The online community serves as a main driver for “going global”, while at the same time promoting an ecologically sound and healthy tourism, which is embedded in local communities and cultures. In consequence, the project contributes to the controversial discussion on the sustainability of the sharing economy by providing valuable input based on a large-scale empirical study on C2C tourism.
The making of indigenous heritage through destination branding

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The aim of this paper is to explore the issue of branding of indigenous heritage destinations through visual communication on websites and social media. Through images and social media posts, the indigenous heritage of the Sami people in Sweden and the Nordic countries is portrayed, constructed, circulated and negotiated in ways that reproduces and challenges stereotypes of people and places. By exploring the case of the destination Visit Sapmi, these processes of branding and place making are analyzed. The paper discusses the different ways in which co-construction of place brands take place though social media and specifically target potentials for participatory practices of place branding. The methods used are content and semiotic analysis of texts, pictures and narratives communicated on Facebook and Instagram. The evolution of Sápmi as a tourism destination in social media has its own logic, full of contradictions and plausible interpretations. Analysis of social-media representations of Sápmi using the #VisitSápmi (hash tag) nuances the understanding of the ways in which the Sami heritage and related places and landscapes are represented and opens up for a discussion on the role of social media in the branding of culture and heritage destinations.

Strategic Management for Community-Based Tourism Development in Northeastern Thailand: From Theory to Practice

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Strategic Management (SM) has its root in the military arena and later becomes popular in commercial transactions. Its concepts are interested in business academic circles and hence taught as a core subject in postgraduate business schools as well as tourism-related courses. However, SM’s concepts are abstract in nature and are predominately applied in manufacturing-related industry rather than in the tourism and service industry, let alone the development of Community-Based Tourism (CBT) which is small scale in the service contexts. This can be difficult for students to understand how SM’s concepts are applied in tourism development. This paper bridges the gaps by providing guidance of practical application of SM in developing CBT in a rural area of northeastern Thailand. Through a case study of an early destination development at Ban Leam Sawan, Ubonratchathani province, Participatory Action Research (PAR) approach is utilized aiming at building villagers’ capacity in order to strengthen sustainable development at the grass root level. The researcher argues that the combination of SM and PAR process in CBT development not only can advocate for tourism education but also can facilitate an effective enhancement and empowerment of local residents to achieve economic, social, environment, and political development.
Festival to festival: relationships within the Nordic Fringe Network

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The Nordic Fringe Network (NFN) is a formalised collection of Fringe style multi-arts festivals, taking place across various Scandinavian countries. To date this has included Stockholm and Gothenburg in Sweden, Bergen in Norway, Reykjavik in Iceland, and Lahti in Finland, and artists are explicitly urged to perform at multiple festivals. The proposed paper will use social network analysis (SNA) methods to record, illustrate and examine the overlapping connections between the festivals, including the extent to which individual shows are performed on multiple Fringes across a given NFN cycle (Prell 2012; Scott 2017). Gallelli (Gallelli 2016) offers a template for the study of inter-festival networks, where connections are based upon: the same artists performing at different festivals; festivals collaborating to organise events; the use of one festival’s performance spaces by another; and the exchange of information between festivals. Gallelli’s work on the Piedmont region involved a larger number of festivals (n = 87) than is found in the NFN, yet it sits comfortably within existing research on festival networks (Jarman, Theodoraki, Hall, & Ali-Knight, 2014). A complementary SNA approach, with relevance to shows that feature at different NFN festivals, makes use of ‘two mode’ networks (Borgatti, Everett, & Johnson, 2013). Two-mode networks consider relationships between different units of analysis, for example: (1) NFN festivals; and (2) shows that feature in their programmes. Here, festivals would be connected to each other by shows they have in common, while performing artists on the same festival programme(s) have the potential to form ties. Taken as a whole, these SNA methods can explore the strength and nature of ties between the NFN festivals, based on their overlapping connections or the lack thereof. To the festivals, SNA would illustrate how successfully they are encouraging artists to engage with the network, and to perform at multiple festivals. This is intrinsically valuable to those interested in the strategic management and development of festivals. It is instrumentally vital for these festivals, as they seek to justify their work to multiple stakeholders. The relationship between festivals and their host destinations is a perennial topic for festivals and events researchers. Platt & Ali-Knight’s guest editorship of a forthcoming special issue of the Journal of Place Management and Development is to focus on ‘grassroots festivals and place-making’. An important recent addition to the theme comes from Richards (Richards 2017) and the identification of ‘network-centric’ forms of the eventful city. This work builds on Castells’ conceptualisation of the network society, with its ‘space of places’, ‘space of flows’, and actors who can operate across both (Castells 2000). In Richards’ interpretation eventful cities can aspire to this role, forging connections with others that benefit all members of a network because of opportunities and resources that become viable through their ties. Questions then arise over the extent to which such activity is ‘place-bound’ or ‘placeless’. The proposed paper on the Nordic Fringe Network seeks to apply social network analysis to a dynamic collection of festivals, that they might better know themselves and others may learn from their endeavours.
Exploring older event communities; A co-creative approach to exploring the wellbeing effects of participatory arts events for the over 70s

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Recent decades have seen an increasing proportion of adults over 70 across society, as average age expectancy increases. This increase is expected to continue over coming decades bringing concerns for the holistic health and wellbeing of older adults, particularly those living in rural areas and those who live alone (Age UK, 2018). For these individuals, there is a risk of social isolation/exclusion, (potentially unrecognised and untreated) mental health difficulties, and poor general health. Community and social arts activities are one way in which these risks can be mitigated. Our study explores experiences of creative arts participation on psychosocial well-being of the over 70-year-old population of North Yorkshire and rural Hertfordshire. Our perspective assumes that the emotions felt during the activity and when remembering it, are socially constructed by the participants’ own understanding, perceptions and interpretations of the activity and their life experience, alongside a shared understanding of the social and cultural context in which they live. Memories of the experience itself, as well as the process of reflecting on it, trigger an emotional response, which might be moderated or remembered differently and can shape and reshape the experience over time (Kim and Fesenmaier, 2015; Kirkegaard Thomsen and Brinkmann, 2009; Wood and Kenyon, 2018). There is therefore a need for a co-creative research approach whereby a combination of physiological measurement of electrodermal activity (EDA) using emotion sensing technology (Empatica E4 wristbands) and post-activity photo elicitation interviews can be used to do research with and for participants, rather than to them (Sedgley et al., 2011). Participants are engaged in the research process in three ways: participating in the arts activity; reflecting on the experience by providing their own interpretation of the EDA data, artefacts and photos; and reminiscing with other participants during post-activity interviews. Findings from our study are presented to demonstrate how this unique combination of methods aims to discover in-the-moment emotional responses to an arts activity, as well as relived and reinterpreted versions of the original experiences over time by giving participants opportunities to reminisce, shape their own narratives and make their voices heard (Stadler et al., under review).

A space of multiplicity, heterogeneity and co-creation: developing an innovation arena for tourism

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Innovation is one of the central concepts of contemporary local and regional development theory and practice. The interrelatedness between innovation structures and processes makes it crucial to involve a wide set of stakeholders (Doloreux & Parto, 2005), and the actors’ innovative capabilities and their interactions are vital for innovation to come forth (Doloreux, 2002; Stuck, Broekel & Revilla Diez, 2016). This type of collaborative innovation development is also argued for in tourism studies (Hjalager, 2010), however the organizational features to facilitate such processes are yet to be identified and developed (Zach, 2012, 2016). The purpose of this paper is to explore the spaces that enhance co-innovation in tourism: the innovation arenas. The role of innovation arenas is as intermediaries and innovation facilitators between the different
stakeholders (Lapoint, Guimont & Sauvigny, 2015), who collaborate to create and develop ideas and turn them into valid concepts or working models (Lapointe et al., 2015; Leminen, Westerlund & Nyström, 2012). The paper’s theoretical framework rests on the concepts of co-creation, co-design, co-production, transdisciplinary research and similar and how they are used in different disciplines and in relation to tourism innovation. Also, a review is given of different types of labs, scapes and ecosystems and how they foster entrepreneurship and co-innovation in tourism. The approach is action-oriented and the case study is the project Maritime development in Bohuslän (Maritim utveckling i Bohuslän), in which four municipalities on the north-west coast of Sweden work together to create conditions for SMEs to strengthen their professionalism, sustainability and competitiveness. One of the sub-projects is to develop an innovation arena for maritime tourism. The methods include interviews and participatory observations. The findings confirm earlier research in that co-creation and co-innovation require “a common space where emotions, values, choices, ideas, and ideals emerge, converge or collide” (Campos et al, 2015, p 21, drawing from Bochner, Cissna & Garko, 1991), which means that co-creation needs to be institutionalized (e.g. Letaifa, Edvardsson & Tronvall, 2016; Vargo, Wieland & Akaka, 2015). In a place and tourism context, it is a matter of promoting inclusiveness (Letaifa et al, 2016, p 1934) and thereby involve more actors in the established arenas owned by academia, public and private sector, as well as include all aspects of sustainable development in the innovation process.

Making matter in the midst of things: On creativity, mess and methods for studying innovations

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In this presentation we will set out to explore some of the dynamics of knowledge creation in research on innovation and entrepreneurship. Much research on innovation and entrepreneurship is based on the premises of interactionist ontology (Emirbayer, 1997), which sees actors as clearly demarcated units and networks as more or less stable lines of communication and transfer of various sort that are under the influence of internal and/or external forces of change. From this approach, the role of the researcher is to document and account for innovation activities that are underway or taking place in a particular field and it follows that the researcher him or herself is only one more among separate units or actors. This view has the advantage of being relatively tidy, offering smooth accounts of how things change. It is however questionable how well it fits tourism realities that often seem considerably more messy, bursting with creativity and controversies (Jóhannesson, Ren, & van der Duim, 2015; Ren, Jóhannesson, & Van der Duim, 2018). The paper starts by critically questioning the relation between creativity, improvisation and innovation based on relational ontology. From this approach creativity is seen as processual and emergent through improvisation. Innovation and entrepreneurship is framed as relational achievements, as both are done and enacted into being. Moreover, the positionality of the researcher is altered from a distant observer to an active and engaged participant. The boundaries between documenting and enacting the realities under study become blurred. The implications of this approach for studying innovation and entrepreneurship are then discussed based on examples from Iceland. The paper concludes with arguing that while the relational ontology may lead to ‘weaker’ or more modest accounts of innovation and entrepreneurship it has the potential to create responsive knowledge, which is apt to deal with and describe (messy) tourism realities in the making.
Analysis of local embeddedness in the case of international hotel chains

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The investigation of local embeddedness is a novelty in the academic literature related to the field of tourism. The primary function of hotels is to provide accommodation for the hotel-guests. Secondarily, they may also offer complementary services and a community space for the city-residents and for non-hotel guests. Due to the globalization and the significant change in the consumer behaviour, the question of location and local resources have become more significant especially in the case of international hotel chains. The accommodation sector have significant role in the system of tourism, due to the fact, that the primary superstructure consists of accommodation and catering facilities. Accommodation types, especially hotels, are indispensable for guests to visit the destination to gain complex service provision. However, in the tourism space, the hotels are present simultaneously with different economic, natural and social processes. The research investigates whether the spatial location of the international hotel chains have an impact on the local embeddeness of the hotel firms. ArcGIS spatial analytics software (computational analysis of geographic patterns - geographic information system (GIS) technology) is applied to demonstrate the research results in 5 European capital cities (Bratislava, Budapest, Krakow, Prague, Vienna).

Ecosystem alliances as drivers of tourism destination dynamics in Western Peloponnesse, Greece

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Adopting an ‘ecosystem perspective’ (see Bremmer, Eisenhardt & Hannah, 2017), this study examines the extent to which ecosystem alliances can enhance tourism destination dynamics to deliver value for a destination as a whole, as well as for related industries across the value chain. The perspective of destinations as ‘ecosystems’ is essentially embedded in tourism cluster theory (Michael, 2003) which also places emphasis on the dynamics of vertical and horizontal alliances, with less focus, however, on cross-sectoral synergies. The latter are particularly important in an era of “alliance” or “relational capitalism” (Dunning, 2009: 7) as they are more likely to lead to innovation and the development of valuable, rare and inimitable resources necessary for sustained competitive advantage. The study focuses specifically on ecosystem alliances between the hospitality sector and the food sector in the fast-growing tourism region of the Western Peloponnesse in Greece. Despite the significant increase in visitor arrivals in recent years, this seems to be attributed more to factors such as the political unrest in the wider region rather than substantive differentiation of the Greek tourism product. Furthermore, the Greek economy still struggles to recover from a decade-long debt crisis with competitiveness problems persisting as suggested by the very low export-to-GDP ratio which still stands below EU averages. The study examines whether ecosystem collaborative arrangements between the hospitality sector and the food sector can contribute to the effective differentiation of Greek tourism destinations, as well as strengthen the export capacity of Greek food producers who may use tourism destinations as potential ‘export platforms’ for their products. The study delves into the conditions necessary to render ecosystem alliances effective, explores the potential challenges that may have to date hindered collaboration
initiatives from flourishing – some of which may be related to cultural rather than structural elements – and discusses policy implications arising from the need to foster, stimulate, oversee, support, finance and, maybe, regulate such ecosystem collaborative arrangements. The study builds on strategic alliance and cluster theory frameworks and engages concepts from the international business literature in exploring whether and how ecosystem alliances can foster dynamic capabilities at the level of tourism destinations. The paper will report on primary research taking place during the summer of 2018 through various rounds of in-depth, semi-structured expert interviews with representatives of the broader tourism sector, including purposefully selected individual businesses and collective bodies; representatives of the agricultural and food sector in the study area, including individual producers and collective bodies; representatives of policy organisations related to regional tourism and agriculture development and entrepreneurship; and representatives of policy institutions related to education.

Tourism in Industry 4.0: Baby Boomers vs Echo Boomers

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A range of new technologies that are fusing the physical, digital and biological worlds characterizes the Fourth Industrial revolution; it affects all disciplines, economies and industries. The main purpose of this paper is to expose some major issues on how Industry 4.0 will influence the tourism: how it will reshape the needs and expectations of tourists and how the providers of tourism services will have to adapt to those changes. We advocate the thesis that technological and socio-cultural changes of Industry 4.0 will transform the traditional services in tourism to more technology-driven services.

The research was conducted between December 2017 and February 2018. We use the content analysis of the relevant secondary sources (scholarly research on the topic, websites and media publications, video and audio material, site observations, relevant EU documents) and method of inductive reasoning for predicting the influence of Industry 4.0 on further tourism development. Results From the last quarter of 20. Century tourism had to embrace different technology changes: traditional paperwork was transferred to computers, internet become one of the major marketing distribution channels and mode of communication, reservation platforms and on-line travel agents replaced traditional travel agents, mobile devices became indispensable when travelling. Generation of the millennia (“millennials” or “echo boomers”), who has become the largest travel group, has already been used more to communicate with the digital gadgets than with people in person; with mobile gadgets are self-sufficient and self-reliable. The machines (for snacks and drinks, for self-checking in at the airports) and robots (reception-assistant in Yotel hotel, New York; Pepper robot) has gradually started replacing the traditional personal services, which has been and still are – to a certain extent – typical for tourism sector. Kepler Technologies, for e.g. plans the autonomous and automated hotel and restaurant when all employees will be robots. Based on experiences from the past, existing literature and prediction of the futurists, it is induced that technology of Industry 4.0 – internet of things (IoT), artificial intelligence (AI), robots, blockchain technology etc. will significantly affect the socio-cultural changes in the future. However, it is difficult to predict the pace and the scope of the changes. It will significantly reshape the needs and expectations of “the new generation of tourists” who will presumably become a “Tourists 4.0”. They will push the tourist’s suppliers to technological changes: implementing more technology-driven tourism service as they are at the present, introducing new means of payment (e.g. virtual currencies) etc. Further segmentation of the guest - e.g. baby boomers vs echo boomers – will face the tourism ecosystems with
another challenge: how to combine the "traditional personal" and “technology-driven” tourism services.

This research contributes to better understanding of the scope of fourth industrial revolution and its predicted impacts on tourism from both sides of the counter. Tourism ecosystems have to recognise the challenges of “the new era tourism” and find the solutions to reshape their services. We have been living in the era where science-fiction is becoming science-fact. Fourth industrial revolution opens wide space for further discussion on promises and perils of new technologies and for ethical, social and legal dilemmas. The similar questions arise in tourism as well, particularly: how the tourism ecosystems should encounter to technology-driven changes, to which extent the machines can replace the stuff in tourism and how would this affect the field of tourism human resource and personal relationship between tourist suppliers and consumers etc.

Social sustainability gaps and tourism innovation potentials

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The presented research introduces one of the first steps in the long-term goal of assessing the social sustainability and tourism innovation potentials of Slovenia, and the intertwining of both aspects from a longitudinal perspective. The methodological starting point is the EDIT model (Experiences through Design, Innovation and Touch points), which was originally developed as a tourism and hospitality development framework (Zach, Krizaj, 2016), and was later applied to engineering (Brehm, Krizaj, Pohjola, 2017) and experience design in tourism (Stare, Krizaj, 2018). Following the theoretical overview, further methodological upgrade of the EDIT model is elaborated focusing on the fields of social sustainability (Colantonio & Dixon, 2011; Hervani et al., 2017) and tourism innovation and their intersection at tourism products’ touch points, i.e. interaction points between the tourism providers and customers (Lusch & Vargo, 2006; Tax et al., 2013, Kandampully et al., 2017). The application of the model is described through a pilot study, conducted in Slovenia in 2017 (Sasidharan & Krizaj, 2018), focusing on best sustainable tourism practices and identified social sustainability gaps in the examined cases. Several other cases are included focusing on social sustainability in general and social sustainability-related tourism innovations emerging globally. Based on the EDIT design framework - developed and adapted to social sustainability innovations in this study - social sustainability innovation potentials are analyzed, and further recommendations are provided for the Slovenian pilot study cases and Slovenia in general. As for the global and theoretical impacts of the study, social sustainability gaps in tourism offer, development, promotion and sustainability certification are addressed, and further research steps and suggestions are given.

Living Lab Schorerpolder: participative research in developing new nature

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North Sea Seaport, the Harbour authority of Zeeland and Gent, has commissioned HZ university of Applied Sciences to do research on the possible alternatives for development of
Schorerpolder, an area of 28 hectares of former farmland, that will be turned into a nature area. This is a necessary step, as North Sea Seaport wants to build a new container terminal, resulting in the loss of saline nature, which has to be compensated, in order to comply to EU Nature 2000 regulations. For this reason North Sea Seaport purchased Schorerpolder, now consisting of grassy and swampy land. The polder (impoldered as one of the last polders, in 1860) is currently surrounded by dykes. One of the dykes consists of a remainder of the Atlantic Wall from World War II. In the immediate vicinity of Schorerpolder is Fort Rammekens, the oldest Western Europe sea fortification (1547), and a visitors attraction.

North Sea Seaport is aware of the importance of involving all stakeholders in the process of planning and designing the future of Schorerpolder. In order to stress the importance stakeholders or considered to be shareholders. HZ University has decided to create a Living Lab environment, in which all shareholders participate. Identified as shareholders are: North Sea Seaport (being the owner of the area), local and regional governments, water authorities, organizations for the protection of nature, bird watchers, sports organizations (mountain bikers, sport fishers, hikers), providers of leisure excursions, producers of aquatic vegetables and seaweeds, the tourism board and visitors. A diversity of scientific disciplines within HZ is participating In the living lab, e.g. hydraulic engineers, aquatic engineers, marine landscape architects, biologists and leisure & tourism developers.

With a group of five students in Tourism Management we are currently doing research on the possibilities for ecosystem services in Schorerpolder, aimed at visitors (residents from the region, Dutch, German and Flemish leisure guests and tourists). Data are being collected in the form of interviews with a wide range of stakeholders. The research is aimed at identifying the values the area presents for the stakeholders, both with respect to nature and heritage. The field work will be done in the month of May, the findings will be represented in a meeting with all shareholders in June.

As the field work has not finished yet it’s impossible to prelude on the findings. We expect however that, by concentrating on the values that shareholders attribute to the area, it will be possible to indicate different lines for the alternatives in the development of Schorerpolder to a sustainable area, that is attractive for all kinds of visitors, providing a range of ecosystem services with a high experience value.

We expect that the involvement of shareholders, both in the research and in the development of alternatives, will bring us new insights in participative research, in which “shareholders”, researchers and students work together as cocreators in the development of ecosystem services.

Towards a museum on the Levantines in Izmir

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The city of Izmir is planning to establish a museum to commemorate the Levantines. The Levantines contributed greatly to the preservation and development of science, trade and world cultural heritage. They were hard workers and suffered while achieving this success. They were educated, intelligent, and socially intellectual people. They connected European, Asian and African cultures. They have been able to transfer the scientific knowledge of medicine, astronomy, physics, mathematics, and handwritten books in Europe. In XVII th century they played a big role and importance of silk trade and they used Izmir as an international port. Much of the relics found in archaeological sites are now to be found in museums. Izmir now also aims to open a museum in which photographs, live presentations and documentaries, engravings and narratives will be exhibited which will tell about their lives and struggles. In this research
The following questions will be asked to the organizers of an exhibition and the audiences visiting this exhibition: which information do you have about the Levantine mansions in Buca? What do you know about Levantine heritage foundation in Izmir? Would you be in favor of a Levantine historical museum in Izmir? What did you learn from the exhibition? Also, a semi-structured interview will be executed with well-known Levantine families still living in Izmir and the Levantine heritage Foundation. Based on the results, a plan for the museum will be developed, thus cultural heritage will be protected. This case study will be an example to other cities influenced by Levantines.

The Transformation of a Tourism City: Mental Health of Casino Employees

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Tourism is one of the fastest growing industries in the contemporary era, it has transformed many economies from a manufacturing economy to a service provision destination. Whilst places highly dependent on tourism are reaping the fruits of rising financial positions, at the same time they are suffering from the unpredictable turbulence. It is not atypical that changes in policies and economic situations can bring about a sharp downturn in tourist arrivals, which in turn leads to negative effects on the employment sector. Macau, located in Asia, is the highest gambling revenue generation city. More than 90% of the city’s gross domestic product (GDP) is contributed by the gambling industry, and around 20% of the population serves in the gambling industry. From 2014 to 2016, the city experienced a sharp decline in gambling revenue of more than 35%. This has created substantial vulnerability to the employment environment. The mental health of casino employees becomes a concern especially when findings from previous researches showed that they suffer from high stress level and stress-related health problems.

The current research included a sample of 1,014 casino employees from more than 30 casinos. A pilot study was carried out and the final research study has a response rate of 41%. The psychological condition of the casino employees was studied by two major scales, the DASS21 (Lovibond & Lovibond, 1995) and Occupational Future Time Perspective (OFTP) by Ho and Yeung (2016). DASS21 consists of 21 items that covered the areas of depression, anxiety and stress. OFTP includes 10 items that investigates how employees perceive the future prospect of their career. In addition, the job insecurity of employees were studied by the job security scale developed by Kraimer et al (2005). Based on past literatures, three hypotheses were set to study (a) the correlation of job insecurity with depression, anxiety and stress; (b) the correlation of OFTP with depression, anxiety and stress; and (c) the moderating effect of OFTP on the direct effect of job insecurity on depression, anxiety and stress. The overall data set achieved a Cronbach’s alpha of 0.861. Through the use of ANOVA and Pearson correlation, it was found that job insecurity is positively correlated with depression, anxiety and stress, while OFTP is negatively correlated with them. OFTP also imposes a moderating effect between job insecurity and the three aspects, through the use of PROCESS program. This study fills the gap in literature when the effects between job insecurity and future occupational perspective on the mental determinants depression, anxiety and stress of casino workers has not been studied. Moreover, it provides constructive information for casino operators to structure their strategy plan in order to avoid negative effects caused by the mental health problems of their employees. It also presents policy makers with important information at securing a healthy economy and the need to develop contingency plans when the economy highly inclined to tourism.
Soft skills development in hospitality, tourism and event management education

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Soft skills are skills such as interpersonal and social skills, communication skills, teamwork and the ability to self motivate. Numerous studies have shown that employers in the tourism, hospitality and events sectors place high value on soft skills when recruiting new employees, yet these skills can often be underdeveloped in graduates of tourism and hospitality programmes (Stietska-Iлина et al. 2005, Nyanjom and Wilkins 2016). This in part because unlike hard skills, which are more technical in nature and as a result, measurable, soft skills can be difficult to measure, document and assess in third level education programmes. This paper reports on an ongoing Organizational Development initiative to embed soft skills development in tourism, hospitality and events management degree programmes in a school in a third level institution in Ireland. We present data gathered from students, lecturers and employers in the sector who were asked what skills they believed were required by graduates. The results indicate that although there is general agreement that soft skills are key, there is some disparity between which skills are most valued by the three cohorts. The challenges of this finding are explored. Utilizing this data and related European initiatives the paper also presents a framework for measuring and documenting soft skills development with the aim of encouraging the legitimization and institutionalization of soft skills development in tourism, hospitality and events. This research will be of use to educators interested in embedding soft skills within education and training programmes.

Exploring the impacts of online social networks on people’s motivation to attend music festivals in China

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During the last decade, the outdoor music festival market has been booming in China. People’s motivations to attend music festival in China have been captured the attention of researchers (e.g. Li & Wood, 2016). Music festival motivation, online social networks and its impacts on people’s motivation were examined and investigated in previous studies (Crompton & McKay, 1997; Lee & Paris, 2013; Li & Wood, 2016; Rajan, 2015; Robins, Pattison & Elliott, 2001; Trusov, Bodapati & Bucklin, 2010; Valeri, et al., 2013). Meanwhile, social media has gradually become one of the most effective marketing tools. Social networks act as the core of social activities and caused various social phenomena. The aim of this study is to explore the extent to which music festival goers’ motivation is impact by online social networks in China. With the aim to provide in-depth and comprehensive understanding on this new and specific phenomenon that the participation in online social networks may have influence on people’s motivation to attend music festival, the largest outdoor live rock music festival, the Midi Music Festival in China, was chosen for the research. Festival participants, who had joined the festival, and are active in online social networks, are the main target respondents of the research. Primary data were collected through in-depth interviews with the festival attendees, who provided an appropriate representation of various age range, frequency of attendance and 11 regions out of a total number of 34 in China. Interviews were conducted via voice call by using Wechat. Afterwards, thematic analysis was applied upon the qualitative data collected from in-
The research findings indicated that the majority of the participants were motivated by the information or invitation sent by their friends through online social networks. Particularly, the repeat participants, who treasure more the music or collective memory in attending the festival, regarded online social network as a channel for them to communicate and get more detailed information sooner and easier. While, the first-timed participants were encouraged to attend the festival by reading reviews from online social networks to a greater extent as they were not familiar with the music festival and focused more on participation. In general, the sharing of experience in online community could effectively drive or encourage the community members to gain or share experience in music festival offline. Furthermore, most of the festival participants travelled to other cities in order to attend the festival, thus online social networks act as an important channel or tool for them to communicate, discuss and make appointments. The study illustrates that online social networks, as the main channel for young people to get information in modern life, plays a significant role in promoting brands, disseminating information, establishing communities and keeping customers engaged for the development of music festival in China.

Liminality in events – an extended framework from investigating China music festivals

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Studies in the area of events management have been growing, and predominantly focused on the strategic, marketing, managerial and operational perspectives rather than sociological perspectives. Such limitations in the area of event studies have attracted calls for further examination on the socio-cultural aspects of events in event studies. Even within tourism studies where liminal space has gained some research attention, the conceptualization and appreciation of liminal space and experience remains problematic and incomprehensive. This research aims to investigate how festival-goers’ liminal experience is constructed within a Chinese festival context. This study employed a reflexive anthropological research method package, including observation and participant observation in fieldwork, in-depth semi-structural interviews, photographic images and netnography. In-depth data collection was conducted through seven Midi festivals over three years’ time period from 2014 to 2016 covering pre-event and post-event stages. Observation and participant observation was conducted during the fieldwork at the seven Midi festivals during the three year period. During the fieldwork, netnography was also used to observe festival-goers’ pre-, during-, and post-event status or thoughts. 69 in-depth semi-structural interviews were conducted through purposive sampling and snowball sampling approaches. The study provides empirical evidence on the nature and extend of the meaning and symbolism of liminal leisure spaces within an event context by revealing the development and role of communitas, and the six stages of rite of passage. The relationship between visitors’ liminal experience and an event space was further investigated. This study has two important contributions to the theoretical framework of liminality. First, this study empirically identified and illustrated the three communitas developed by Turner (1982), revealed how they were constructed in liminal state in-depth, and how they constructed visitors’ liminal experience in the event context. Furthermore, extending existing understanding on communitas, this study found that communitas exhibit a role as attractions particularly in the tourism context. Communitas were created by festival-goers, at the same time, being a key construction of liminality, it attracted festival-goers to travel and attend the events. The impact of communitas on people’s liminal experience was revealed. Second, extending the rite of passage, this study identified a six-stage rite of passage with four new stages depicting a more complex picture of pre-liminal and post-liminal periods. The complex coexistence of ‘liminal behaviours and identity’
and normal routine life critically reviews and expands our existing body of knowledge. The extended theoretical framework of liminality developed in this study enriches our understanding on the topic area to a further depth.

How to make real on the ground impact as a tourism researcher: Lessons learned from embedded research in the face of sustainable tourism development

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The problem addressed in this paper is the role of tourism research as a change agent in the face of increased demand for sustainable development in society (cf. Agenda 2030). More specifically, the paper explores the gap between the academia and theoretically grounded knowledge on the one hand and, on the other hand knowledge grounded in work experience from the field. Consequently, poor knowledge transmission between the two prevents the tourism sector from capacity building in the field of sustainable development and furthermore, policy and management strategies for sustainable development in tourism tends to end up as a guiding fiction (McCool, 2015). This calls for alternative research designs bridging the gap between theory and practise (cf. Budeanu, Miller, Moscardo & Ooi, 2016) and, hence an embedded research design is proposed as a way forward. The aim of the paper is to explore and share the story of being an embedded researcher, defining crucial moments and features leading to increased mutual understanding and co-creation of knowledge between researcher and practitioner in the embedded research processes. The case study is conducted as part of an ongoing embedded research project hosted by a Swedish DMO. Characteristic features of embedded research are the researcher’s dual affiliation, i.e. immersion with host organization (the DMO) and affiliation with an academic institution. Such ‘in-between-ness’ creates a unique opportunity to become part of the organization’s daily work and to get to know the staff, daily routines, norms and cultures at the same time as the critical stance and autonomy as a researcher is maintained (Dredge & Hales, 2012; Vindrola-Padros et. al., 2016). The output of the embedded research process is co-produced knowledge, the rapid delivery of research findings at an individual, organization specific and personalized level, and the opportunity for reflexive capacity building within the organization beyond the scope of the immediate research. The challenges of carrying out embedded research are the double roles of the researcher and the management of complex expectations by both the organization and academy with respect to research outcomes. Clear guidelines and the researcher’s individual reflexivity are keys to successful embedded research (Vindrola-Padros et. al., 2016; Lewis & Russell, 2011).

Attraction personality and destination loyalty: Conceptualisation and relation

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In the competitive environment in tourism destinations, destination loyalty has become a critical part of destination marketing and management research in order to increase competitive advantages and the recognition of the importance of loyal tourists (Yuksel, Yuksel, & Bilim, 2010). As such, destinations continue to seek developing more distinctive characteristics and attributes. To this end, destination personality is often considered as a viable metaphor for
understanding tourist perceptions of destinations and identify their uniqueness, which can be considered as synonym to “personality” (Ekinci & Hosany, 2006). Destination personality refers to brand personality in the tourism context that uses human personality traits to describe a destination (Chen & Phou, 2013) and differentiate a tourism destination from other competing ones (Usaki & Baloglu, 2011). On the other hand, many researchers have commented on the importance of the attractions for the development of tourism destinations. Attractions in the tourism destinations are one inseparable part of the tourism industry that acts as a catalyst or motivator for people to visit (Sharpley, 2007). While the overall destination image has been extensively examined in relation to destination loyalty (Han, Hwang & Lee, 2018), the attraction attributes have received relatively less attention in the existing literature in destination loyalty. Previous studies suggest that tourism destinations possess distinctive personality characteristics that can be the predictor of destination loyalty (Ekinci & Hosany, 2006). However, none of the studies attempts to examine the so-called “personality” of attractions. Thus, this study is the first attempt to introduce the concept of “attraction personality”, taking reference of destination personality, and tries to explore whether such concept could be linked to destination loyalty. As a result, this study aims to fill in the research gaps in the literature on the links between attraction personality and destination loyalty. It attempts to examine how destination loyalty can be built up through loyalty towards specific attraction attributes (hence “personality”) of a destination, which plays a pivotal role in destination management. Using Macao as the research context, the paper may help understand how tourists’ perception in attraction personality could assist Macao to formulate marketing strategies and position itself as a choice destination, both regionally and globally. The intended contributions of this study are therefore threefold: 1) it conceptualises the idea of “attraction personality” which takes reference from “destination personality”; 2) it evaluates the relationship between attraction personality and destination loyalty in a tourism destination; and 3) it promotes a better understanding of tourism planners and marketing professionals in developing attractions that fit the needs of their target tourist markets.

The characteristics of cultural tourism in the Lake Balaton region

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The aim of the paper is to introduce the territorial differences that can be identified in the cultural tourism at Lake Balaton region. The research focuses on the elements of cultural tourism, both demand and supply side of the settlements in this highlighted region, which is largely domestic tourism-focused. The primary research consists of the analysis of the opinion and development suggestions gathered from more than 700 local people in connection with the general image, attractiveness and business opportunities in the region. The paper also summarizes the needs and experiences of the inhabitants of Lake Balaton region related to the entertainment options and nightlife, the choice of cultural programmes, the number and quality of tourism attractions and restaurants. The first results of the research showed that the Lake Balaton region does not form a unit related to cultural tourism as huge differences exist between the settlements who have lakeside areas and those who situated further from the lakeshore. So, the research is focused on these spatial, social differences and the hidden underlying common causes of the distinctive local offers. The research is based on quantitative methods. On one hand, an online questionnaire was conducted during the spring of 2018 that was completed by more than 700 people who live or own a second-home in the settlements of the Lake Balaton region. 174 settlements belong to the Lake Balaton region and the main aim of this questionnaire was to reach the majority of them in order to take a closer and reliable look at their characteristics
related to cultural tourism and living conditions. The questions were mainly about their living conditions, the quality of living and tourism facilities of their home and workplaces. On the other hand, statistics from 2010 to 2016 of the Hungarian Central Statistical Office were analysed in connection with indicators related to the connections between culture and demography like events and festivals, number of participants and businesses who act in the field of cultural tourism and leisure time activities. The paper takes a closer look at the current situation, development facilities and the opinion and experiences of the local population about the cultural tourism demand and supply of the Lake Balaton region.

Clash of mobilities in urban space: residents’ right to the city and tourists’ impact in Lisbon

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Cities are challenged by an increasingly mobility that affects urban space at various levels. We assist to new phenomena of gentrification and dislocation of local communities, generated by new processes of short-term permanence, that generate a phenomenon of physical and symbolic dispossession of urban space. Our aim is reflecting about mass tourism development and its exponential growth in southern European cities. In the context of the recent economic crises, the incentive for an increasingly massified tourism has appeared on the main political agendas at local and national level. The overall narrative presents these new flows of people as generating a movement of money, that could improve the creation of employment in the reception sector. But are we sure that the tourists’ increase corresponds to an effective enrichment of the residents? What is the real impact of this phenomena on the social and cultural capital of southern European cities? Without falling into an easy tourist-phobia, in this paper we analyse in a geographical approach the deep impact of tourism on the housing market in the city of Lisbon as a sample of the clash between the residents’ right to the city and tourists’ necessities, to reflect about the exigence of new strategies of tourism management and degrowth.

Brand co-creation in virtual brand communities of festivals

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Stakeholders’ material and immaterial investments to infrastructure, marketing or human resources are essential for festivals (Goldblatt, 2010). The varying forms of stakeholders’ participation and involvement in production add value for the event and make it possible (Prebensen, 2010). Connecting the study to the significance of the stakeholders’ participation in the brand co-creation processes in the festival context, the purpose of the study is to examine brand co-creation in the context of virtual brand communities of festivals. In this study we ask: how can social media be utilised in brand co-creation of festivals? We explore festivals as phenomenon which rest on both cultural content, holistic experience, and a sense of community (Morgan, 2008). The value of experience is co-created in the social context, where many attendees share the same interests (d’Astous et al., 2006). Consuming and producing the experience is concomitant and festivals may carry and communicate cultural or symbolic
meaning, which is used by attendees in their identity construction (Larsen et al., 2010). As regards brands, we rely on Iglesias et al.’s (2013, 671) view suggesting that brands as organic entities are built together with various stakeholders. Further, following Roper and Fill (2012, 128) we consider brand co-creation as acknowledging that: “consumers (or other stakeholders) by their actions and involvement contribute to creating the brand”. The data of the study, comprise Facebook material of the two following case festivals to represent both similarities and differences in the Finnish festival field: Porispere, which is arranged in the city of Pori in Western Finland, and Ilosaarirock, produced in the city of Joensuu in Eastern Finland. We consider Porispere and Ilosaarirock’s Facebook as virtual brand communities. With the concept, we refer to: “a group of individuals with common interests in a brand who communicate each other electronically in a platform provided by the company which supports the brand (Sicilia & Palazón, 2008, 257).” The Facebook material (period of 2011–2017) is considered central in examining brand co-creation, as social media platforms enable co-creation between consumers and producers in the festival context (Gyimóthy & Larson, 2015). The preliminary findings indicate, that in the festival context, a festival attendee can be regarded as a “working consumer” in the brand identity co-creation (Cova & Dalli, 2009; see also Black & Velotsou 2017). Further, the importance of attendees as active and empowered players in brand co-creation of festivals is emphasised (Prebensen & Xie, 2017; also Payne et al. 2009). Providing a social media platform for brand co-creation is strategically valuable way to link audiences close to a festival. Facebook as a virtual brand community has a potential to increase and strengthen the community’s identification with the festival and its values, and influence to the brand identity of the festival. Festival managers should acknowledge the unmanageability of a festival brand, as festival brands appear to be to a great degree beyond festival organisations’ own control (e.g. Mossberg & Getz, 2006). In brand co-creation via virtual brand communities, the managers’ knowledge of their festival product is required in the planning of further strategic directions. In brand co-creation, this demands close collaboration with audience, and design of contents which should “resonate with consumers on personally meaningful level” (Todd, 2015, 162).

The people’s meeting political festival – A mega event on Bornholm island

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Inspired by a Swedish political festival on Gotland island, the Danish politician and member of parliament Bertil Haarard in 2011 came up with the idea of making a similar festival on Bornholm island. This gained local support, and the People’s Meeting was held first time in 2011. By 2017 over 20,000 arriving visitors to the island spent three or four days in Allinge, in the north west corner of Bornholm island, near the iconic Hammerhus castle ruin. All in all almost 100,000 participant days including visits by local residents were reported. Research question: What were the economic effects of this festival in 2017? Since Bornholm is an island it was possible to access how many additional people arrived during the days by sea and air up to and during the festival, compared to a similar period before the festival was initiated. Likewise, average length of stay was estimated, given the number of visitors per day estimated by on location authorities. Only the spending of visitors, not that of locals. Spending was estimated by a building up method: Transportation cost estimate plus accommodation cost estimate plus food and drinks cost estimate, plus other, per overnight visitor and per same day visitor. Based on total spending the effects on employment, tax revenue for the state etc. was estimated using a regional economic model. In 2017, the visitors to the festival from other parts of Denmark spend 69,000 overnights (including 1300 day-visits). They spent 60 million DKK or 8 million Euros or
about 116 Euros per overnight (or day-visit) on the island, excluding air transport but including ferry transport, which generated taxes and VAT for the state of Denmark, local employment, increased value of property, among other positive economic effects. – In four days, 5% of total annual tourism spending on the island is generated. Details of the economic effects are presented. The people’s meeting political festival on Bornholm island, is now a well established tradition, ritual if you like, taking place during three or four days of a particular week in June. As July is the peak of the tourist season in Denmark, the festival is a welcome boost for the tourism industry on the island, with an additional peak. – The demonstration of the possibility of estimating tourist spending based on a “build up” method rather than a traditional survey method, is one of the contribution of this paper. – The festival enables people, press and politicians to get together and discuss topical issues under semi-relaxed circumstances. – The programme of the festival is huge, and available online for different platforms. – The number of articles in printed media, online and TV/radio was substantial and valuable for the island from a market communication point of view. Arguably, a contribution of this paper is the demonstration and application of the “build-up” approach to estimation daily spending. In stead of asking the participants about their actual spending, each spending component was estimated. The transport component of spending was estimated based on knowledge of the transport modes and routes. The accommodation spending was estimated based on interviews with the accommodation providers combined with published prices of accommodation. The spending on food and drinks was estimated based on the daily allowance for publicly employed persons. Other spending was estimated based on prices for renting venue facilities. All political parties and the networks around them as well as many organisations are represented at the festival each year. The media coverage of the event is great and is valuable for Bornholm as a tourist destination.

Development of a method for filtering information for tourists associated with their needs

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Due to the high penetration of ICT (Information and Communication Technology) all over the world, tourists can gain a lot of information related to their destination easily and pursue better experiences during their trip. For a side of tourism providers, they need to support tourists building the better experiences based on the current ICT environment as well. However, small-and-medium-sized enterprises (SMEs) that they have limited resources have difficulty to catch up with the rapidly-changing ICT environments. If the providers have no expertise related to such technologies, some methods to support building the tourism experiences on the basis of current technologies are imperative. In this paper, we propose a method for filtering information for tourists associated with their needs. Specifically, to make the filtering information by this method, we firstly prepare a questionnaire that covers information related to the sightseeing spots in the area like a conventional tourism guidebook, and then collect the evaluation data from the actual tourists who join this survey. And we analyze and divide the evaluation data based on the pattern of the tourists’ preferences like the strata. Finally we can show the result divided with the strata for tourists. As the actual test, we selected Kyoto University as the sightseeing area for the validation. Kyoto University has the long history and an important role of historical spot in Japan. We got about 90 students for the study and collected the data by using the filtering method based on the tourism information in Kyoto University. As the results, students had several criteria, or strata, to evaluate the information related to the sightseeing spots in Kyoto University. We recognized that to provide adequate information in consideration of their preferences is efficient to enhance their high-quality tourism experiences. As our next
step, we will compare the proposed filtering information on the basis of this method with a traditional information like a tourism guidebook in terms of the tourists’ evaluation, such as customer satisfaction.

**Fostering deep learning: Employing an integrated curriculum design to enhance student, faculty, and community engagement**

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Traditional pedagogical approaches that have historically dominated higher education have begun to generate criticism from tourism educators questioning the dynamics between students, their teachers, and their communities (cf. Belhassen & Caton, 2011; Paddison & Mortimer, 2016). The imposition of structured hierarchies and adherence to disciplinary teaching approaches are thought to threaten critical and creative problem solving, and student engagement within the classroom (cf. Anderson, 2013; Aronowitz, 2000; Freire, 1970). Moreover, the lack of interdisciplinary teaching and learning raises concerns for the future of Tourism, Recreation, and Leisure education. Incited by such epistemological critiques, some educators are motivated to employ more experiential and holistic teaching practices as a means to encourage greater levels of student, faculty, and community engagement. One such approach is integrating curriculum across courses. Integration within education stresses the interdisciplinary nature of teaching (cf. Shoemaker, 1989). Some research has posited it as a way to enhance student participation, foster dialogue among faculty members, improve the relevancy of material, and engage with community stakeholders (Athavale, Davis, & Myring 2008; Fenton & Gallant, 2016; Powell, James & Johnson, 2013). Though many university faculties understand the value and appeal of an integrated curriculum approach, the process of implementing such interdisciplinary programming comes with its challenges, often deterring institutional commitment and investment. Therefore, the aim of this analysis is to examine and appraise the value of employing an Integrated Curriculum Design (ICD) across two core-curriculum courses in a Tourism program. Drawing on empirical data collected from two cohorts of undergraduate students, and interviews with the teaching team (course instructors and teaching assistants), we outline the opportunities and challenges that can accompany ICDs, as well as offer recommendations for educators who may wish to use an ICD within their own classrooms. Based on the success of our own integrated efforts, we contend that an ICD can unite core degree courses and shift traditional teaching and learning relationships that transpire within the classroom. Moreover, analysis of findings revealed that integration across courses fosters opportunities for deep learning through peer-to-peer knowledge sharing, community engagement, and real world application. Such insights lead us to believe that ICDs may support students in becoming better collaborators and empower them as individuals to make a difference in the classroom, their communities, and society-at-large.
Innovation in the space: an exploration of innovation which occurs outside the boundaries of organisations and networks in tourism destinations

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Innovation is the key to success in tourism. It can occur at business, policy, community or destination level and can impact destination profile, customer experience and the development of new products, services, processes and experiences. As Hjalager (2010, p.1) notes ‘innovation research represents a meaningful and valuable way of understanding the economic dynamics of the sector’. The general literature on innovation focuses on innovation within organisations and this has been mirrored in tourism (Thomas and Wood, 2014, Kessler et al, 2015) but the specific characteristics of tourism has also ensured the exploration of innovation at the destination level within networks and clusters (e.g. Novellli et al 2006, Baggio and Cooper, 2010). Thus the focus in the literature has been on innovation as occurring within specific organisations, namely businesses or networks. Within tourism destinations, businesses, communities, policy makers and networks play important innovative roles, but this paper shows that as important as what happens within the boundaries of organizations is what occurs in the space between the organisations, as this space too is often a fertile land for innovative ideas and strategies. Taking an industrial district perspective where Marshall identifies learning as being ‘in the air’ this paper is concerned with the space between the organisations rather than the organisations themselves and how this can be a source of innovation. The paper will explore the idea of this space, which includes for example public meetings and social and community events in the destination, and is distinctive from network relations. The extent of the activity which takes place in this space may depend on how permeable the borders of the organizations and networks are, the extent of social capital in the area, community and business relations, the level of embededness and the history and culture of the area. This paper discusses three different cases and the research approach is qualitative in nature. The cases are all in Ireland and include a local festival where the collective idea emerged within the destination. In the second case an entrepreneur focused on the development of his local area by encouraging other to look beyond their firm boundaries. The final case explores how innovative new festivals and events were developed as a result of a national policy to attract diaspora to come ‘home’ during 2015. These cases are used to identify the importance of this spatial innovation, and to broaden our perspective to include activities outside firm and network boundaries.

Service Ecosystem Dynamics in Art Festivals: Towards Social Contact Typology

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There is growing interest in regional ecosystems for balanced creation of social and economic value with synergy effect on the sustainable development and economy in urban and rural areas. Art festivals are an important component of such ecosystems. In urban areas they contribute much towards attracting visitors to the originally rich cultural resources, while in rural areas they can help launch unique tourism through site-specific art experiences addressed to the rising number of contemporary art fans. In order to build a more comprehensive view of the dynamic of regional ecosystem supporting such art-related events tourism, this study focuses on the recent trends of high quality value co-creation towards regional revalorization emerging
from the various forms of social contact between festival actors and tourists. The research framework is based on the theory of service-dominant (S-D) logic theory and is applied to case studies on two art festival cases in Slovenia and Japan, respectively. The Slovenian example is the Ana Desetnica International Street Theatre Festival organized by Ana Monro Theatre in Slovenia. It attracts many tourists by using the appeal of the unique old city of Ljubljana as a big theater stage for the festival’s performances. The example from Japan is the first edition of the Oku-Noto Triennale discussed in light of other successful projects by the same producer. These cases were chosen to help us identify the similarities and differences of art-tourism eco-system dynamics in Japan and Slovenia. The comparison is based on interviews with key festival actors, field surveys, follow-up surveys, and review of related publications, with a focus on analyzing the synergetic effects and dynamics of the regional ecosystems supporting such art tourism. In accordance with the basic concepts the S-D theory, the analysis provides insights on identifying new mutually beneficial inter-organizational arrangements, which are shown to be driven in art-mediated ways by the festivals’ creative/active actors. They launch new collaborations beyond original organizational and mental barriers and re-conceptualize the social infrastructure, such as less visited and old buildings/facilities (streets, railway stations, schools, etc.), as venues for value co-creation. This study provides a possible model for regional ecosystem invigoration through creative/artistic activities, social infrastructure and locals-tourist interaction towards sustainable development.

Just passing through: contested realities in stakeholder narratives in Zimbabwe Overland Truck Tourism

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Overland truck tours are a small but visible form of tourism within Africa. They travel through remote areas, in some cases opening these up to tourism. As such their potential impact is large, yet very little research has been undertaken that focuses on their operations. This route-based product involves travel over considerable distances with stops of relatively short duration offering limited opportunity for tourists to evolve individual and collective images and understandings of the natural, social and cultural environments they encounter along the journey. As a result there is a reliance on pre-constructed narratives and ideas, often built upon historical and political legacies and anecdotal tales passed from group to group. Tour guides assist the tourist to navigate and construct appropriate responses to encounters and to develop competences and practice to accomplish the journey. Lack of opportunity for meaningful contact with the environments along the journey may exacerbate divergence between the realities constructed by tourists and those of other stakeholders and local communities. There is no time for tourists to deconstruct existing pre-held realities and reconstruct new ones. This research identifies the multiple realities linked to personal and group constructs of tourists and other stakeholders at points where they intersect along the journey. Identifying differences that may lead to misunderstanding is important to ensure the sustainability of this form of tourism, and to encourage responsible practice. This ongoing research engages in a multi-sited form of ethnography; and participatory observation, in-depth interviews and focus discussions are used to extract constructs and dominant narratives held by stakeholders and to examine their similarities and differences. Participants from overland expedition companies, and stakeholders in contact with them, are studied, focusing on experiences on a short stretch of journey in South-Western Zimbabwe. The personal construct theory (Kelly 1955) provides a framework for identification and extraction of interpretations of place and socio-cultural practice. Early findings show that tourists and stakeholders have some differences in how they perceive place. These
link to the function it fulfils in relation to their experience. For the tourist it is viewed as a challenge, an adventure and an authentic environment of ‘difference’. Exposure to new environments does change cognitive reality, however, many pre-conceived narratives are carried with them along the journey. While there are variations for each tourist depending on their pre-experiences, there is also a constructed common experience within the truck that is a central part of this form of tourism. The truck serves as a perceived safe and familiar environment, contrasted with the novel and challenging world outside. This enables the tourist to retain a sense of security as they consume places along the journey. Stakeholders view the environment as providing economic opportunities and challenges as well as a setting for traditional practice and cultural activity. Post-colonial elements linked to power imbalance are also clearly reflected both in the conception of the journey and in interactions taking place.

**Urban Tourism: Opportunities For Creative Entrepreneurs and Sustainable Tourism Development**

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As a post-industrial and second city, over the past years Rotterdam has been successfully branding itself as a creative city in order to attract tourists. Since the creative scene in Rotterdam is one of the main draws for the city, this research aims to identify the opportunities this offers to (creative) entrepreneurs in this scene. These opportunities can be seen as a way to develop quality tourism based on creativity and co-creation with creative residents. This is expected to not only benefit the entrepreneurs in Rotterdam but also the city as whole and its residents because it is considered a more sustainable way of developing tourism. This is highly relevant for a city like Rotterdam in which residents fear of ‘becoming Amsterdam’, where tourism is more often considered a curse than a blessing. There is thus a clear need for developing sustainable tourism models that do not disrupt the city. Developing and promoting tourism related to this in a well thought way could be one possibility for this. This project makes use of qualitative methods that allow for in-depth knowledge on the way creative entrepreneurs have been adapting to, and effected by increased tourism. By using semi-structured interviews questions such as: ‘What changes have tourism brought to creative entrepreneurs?’ ‘How have creative entrepreneurs adapted to the interest of tourists?’ and ‘How do creative entrepreneurs experience tourism?’ are revealed. Up until today the focus has mainly been on place branding and marketing when it comes to urban tourism in creative cities, solely resulting in the attraction of a higher quantity of tourists but not necessarily quality tourism. It is clear that both in academia as well as in practice, there is now a clear need for studying and developing different ways to stimulate and develop tourism in (creative) cities while also keeping in mind the interests of the city and its residents when it comes to related issues such as gentrification and commodification. This makes this research very relevant in the field of urban studies and tourism studies as well as for many cities worldwide trying to develop more sustainable forms of tourism.
Alternative tourism mobilities and urban spatial change

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One of the most important trends in contemporary tourism is the increase in urban tourism, both in absolute and in relative terms. An increasing number of cities have become significant tourism destinations. Cities also attract an increasingly diverse set of visitors, some of which could be called alternative tourists. The development of alternative tourism is related to decreasing relative costs of travel, e.g. low-cost aviation, and increasingly accessible forms of cheap accommodation, such as Airbnb. We have also seen evidence of non-traditional forms of intra-urban tourism mobilities in many cities, for example new forms of guided tours. These forms of tourist activities are sometimes referred to as examples of innovative sustainable tourism. Along with the general expansion of urban tourism and the emergence of new forms of tourist activities, larger parts of urban space become affected by tourism. Thus, tourism takes up more urban space and becomes an agent of urban spatial change. In many European cities the impact of alternative tourism is particularly visible in former working class districts located outside the traditional tourist business districts. Well-known examples are parts of East London and Kreuzberg in Berlin. The purpose of this presentation is to discuss how alternative tourism mobilities affect spatial patterns of tourism in an urban context. The discussion is based on studies of guided tours on foot and on bicycle, taking place in the greater Copenhagen and Malmö region (in Denmark and Sweden). In will be argued that these activities contribute to opening up new urban areas for tourism. The alternative tourism mobilities become parts of emerging networks, involving other forms of alternative tourism such as food spaces and accommodation; also influencing urban images and place marketing processes. The development of alternative tourism clearly follows a set of global trends, connected among other things to hipster culture. There are however also important path dependencies transforming the trends to local circumstances, i.e. making them “glocal”.

Leveraging bottom—up event tourism strategies in small post-industrial UK towns

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This paper deals with the question of how bottom-up event tourism can be successfully leveraged to achieve competitive advantage. The context of this work will be small post-industrial towns in the UK. It will investigate the applicability of both established theory, and accepted wisdom of event tourism (Getz, 2005) and competitive advantage in larger cities. Such areas are unlikely to benefit from the same resources and bidding opportunities that larger cities are able to leverage. Previous work on competitive advantage suggests that the term is far from straightforward and that while some may view competitiveness as an economic measure. Further variables such as physical, social, institutional resources and assets also form an important part of its construct (Turok, Bailey, & Docherty, 2004). They argue that the most effective strategies for urban areas are those that build endogenous capabilities and relationships rather than imported ideas. Getz also argues that there is a need to consider bottom-up strategy for event tourism (Getz, 2013), which sees entrepreneurs or local communities driving forward ideas, producing developed and organic events as discussed by Richards and Palmer in their analysis of events programming within cities(Richards & Palmer,
This is not to say that policy makers shouldn’t offer funding and strategic direction, but rather they play a more facilitative role and encourage and empower local stakeholders to contribute to and build a sustainable event programme. Leveraging successful event tourism offers the opportunity for towns without traditional tourism ‘assets’ to increase visitor numbers through successful event strategies to become ‘eventful’ in their own right (Richards & Palmer, 2010). There have been numerous studies into the various impacts (social, cultural and economic) that events have on cities (Stokes, 2006, 2008; Ziakas & Costa, 2011) and there is an increasing interest in the field of event tourism from both academics (Getz, 2013) and also practitioners, who see events as a boost for their tourism. This exponential growth in research in the area of event tourism in the last few years is highlighted by several key authors in this area (Getz & Page, 2016).

**Identifying tourism destinations from customers’ gaze**

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The traditional and simplest way of delineating tourism destinations has been following administrative boundaries. However, many studies have demonstrated that tourists do not stop at political borders, thus promoting the existence of latent cross-border destinations. Frequently, tensions arise when the respective administrative interests do not correspond with the latent destination benefits, difficulting transboundary development and collaboration (Blasco, Guia, & Prats, 2014a, 2014b; Ioannides, Nielsen, & Billing, 2006). Boundaries of a destination are hard to define, since they may appear totally different in terms of shape, content and relationship depending on each tourism actor: tourists, companies, residents, public administrations, etc. Despite the multiple approaches, several authors claimed the need to plan and manage destinations from the consumer point of view, as tourists are the central figure in the process of defining a tourism destination (Beritelli, Reinhold, Laesser, & Bieger, 2015; Dredge, 1999; Leiper, 1990; Paulino & Prats, 2013). Taking into account customer’s perspective, a destination should be understood as the area containing products and activities that could normally be consumed in a daytrip from the heart of the destination (Lew & McKercher, 2006). This definition implies that tourism destinations operate as functional areas in terms of mobility for the consumption of attractions and services (Russo, 2008). This paper explores aggregated tourists’ spatial behaviour within 3 different natural destinations. By performing cluster analysis, we are able to group tourism attractions commonly consumed during the same trip. Moreover, network graphs and maps are used to represent each group members and their spatial relation with the chosen accommodations hubs. Results stand out that flows tend to be consumer-locally based, which implies doing convenient-based trips from the heart of the destination to attractions. However, some differences emerge between analysed destinations, which mostly depend on destination characteristics and the spatial distribution of tourism assets. The main contribution of this paper is to highlight the existence of notable differences between the present administrative-based tourism destinations and consumer-locally based. Moreover, similarities between the size and shape of the emerging destinations, as well as factors influencing them, entails that the results can be extrapolated to similar nature destinations. Nevertheless, the identification of these areas constitutes only the first step for developing coherent areas for the tourists’ use. Once identified, governance of the detected destinations will have to involve actors related with the new zones in order to improve the quality of tourism planning, information, promotion, commercialization, mobility, sustainability, etc.
Who decides what and how we protect natural or cultural heritage? And how to deal with this question in our educational systems? In this presentation I touch upon both questions by drawing upon two intensive tourism course designs that aim to challenge dominant orientations and curricula when it comes to a discussion on the future of ‘our’ heritage. A first course that I will address, represent insights derived from an intensive and multidisciplinary field visit by students, scholars and practitioners to Western Iberia, to critically reflect how abandoning rural landscapes in Portugal and Spain may become transformed by bold projections of rewilding and ecotourism development. Such bold ecological opportunity seeking is both cherished by young and often non-local proponents, whereas it is also frowned upon as it stands in stark contrast with traditional and long-standing cultural practices. Nevertheless, engagement with the many differences has proven productive in gaining both attention for a marginal region as well as creative proposals for regional development, such as inclusive forms of ecotourism development that is respectful of local cultural landscapes. A second course that I would like to address, reflects lessons learned from a novel MOOC entitled ‘Sustainable Tourism: Re-Thinking the Future’. This massive online course is designed along similar principles by including a wide diversity of disciplines with professional, international and pragmatic insights of learners that join massively across the world. Selected real life cases are each representing bold and bottom-up initiatives that tell of recent initiatives in tourism places, ranging from ecotourism development to alternative (local) storytelling. Not only does this online initiative provide a rich user generated platform for desirable knowledge, it also aims to establish access to new online communities that can both challenge and inspire one another. In both courses we foster learners to challenge dominant worldviews by means continuous engagement with difference. This difference allows for constructive frictions, as well as needed coalescences (as inspired by Jungk and Mullert, 1987, Tsing and Pollman, 2005; Tsing, 2011) that can enable learners to challenge the current status quo and re-invent tourism narratives. These differences cannot be easily found in traditional classroom settings as they require out-of-the-box thinking. That implies investing time and consideration of other perspectives found locally, in case of Western Iberia, as well as through global connections of learners with shared interests but entirely different backgrounds (scholars, practitioners, entrepreneurs, policy makers, etc). Such an approach seems desirable in dealing with often complex heritage tourism development that can no longer be orchestrated by single organizations alone. Nor can they be resolved by solutions provided in one discipline or overly locally oriented communities of practice. In this presentation I will finally discuss the merits and challenges of designing these different courses for heritage tourism.
change may lead to a situation where coffee yet again becomes a luxury item. This paper discusses the role of coffee in host-guest relations and how the coffee cup mediates encounters between Self and Other. The paper seeks support in the French philosophers Emmanuel Levinas and Jacques Derrida and their discussions on the ethics of hospitality. Their perspective on hospitality is not defined by rules, but of openness and the welcoming between people. In his work, Levinas suggested that ethics and hospitality is about being prepared to disrupt oneself, to be surprised, and to receive a guest. With help from short stories from meetings at universities, hotels and migrants asylums, we ask ourselves what it means to say welcome and to be ready to welcome the Other? What does it mean to ask “Do you want a cup of coffee?” or to state that “Coffee is ready.” What will eventually happen if coffee is finished?

Understanding seasonal retention of migrant workers in Alpine ski destinations from an organizational socialization perspective

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Strong seasonality causes large regular staff turnover and makes the management of human resources an ongoing challenge in many rural tourism destinations in industrialized countries (Baum 1999; Jolliffe & Farnsworth 2003). Especially in Alpine winter destinations, high seasonal retention of temporary employees presents a competitive advantage for tourism and hospitality organizations (McCole 2015). Existing research on factors influencing retention intention of seasonal employees in ski destinations is limited (Ismert & Petrick 2004; Alverén, Andersson, Eriksson, Sandoff & Wikhamn 2012). Since these two studies have shown that for newcomers social factors are critical for the intention to return for another winter season, there is a growing interest in exploring the social processes through which seasonal workers become attached to an employer (Thulemark 2017; Ainsworth & Purss 2009). Studies from an organizational socialization perspective (Van Maanen & Schein 1979) suggests that how newcomers ‘learn the ropes’, that is to adapt to an organizational culture, is decisive for their job satisfaction and hence their intention to remain (for a review see for example Bauer et al. 2007). Given the dynamic work environment of the tourism and hospitality industry, we know surprisingly little about the organizational socialization of its employees in general (Lundberg & Young 1997; Taylor & Finley 2010; Foote 2004) and its seasonal workers in particular. The growing cultural diversity of the (temporary) workforce in the tourism and hospitality industry (Baum 2007; Joppe 2012) adds more complexity to this issue since new seasonal migrant workers have to learn to understand both, the organizational culture and the culture of the host country or region, within the workplace (Reif et al. 2017). This research aims to explore how seasonal migrant workers come to understand organizational culture in an acculturative context and how the experiences newcomers make during their first weeks in a new organization influence the decision to come back for another season. By drawing on the model of organizational acculturation (Reif, Spieß, & Berger, 2017) and the retrospective method of critical incidents (Gundry & Rousseau, 1994; Lundberg & Young 1997), we argue that understanding (ac)cultural stressors in form of critical events in such a newcomer’s day-to-day business is highly relevant for the design of sustainable socialization practices by organizations. Currently, we conduct a pre-study in two large Alpine ski destinations in the federal state of Tyrol in Austria, where more than half of the total workforce during winter seasons are international workers (Fleichtner, 2017, p. 16f). By the time of the conference we will be able to show the results of pre-study based on about 15 interviews with seasonal migrant workers, their local colleagues and the responsible HRM managers and we will come up with first practical implications for building positive relationships with temporary employees today in a way so that they come back for work in the near future.
Visiting friends and relatives (VFR) has been recognized as valuable but still underestimated traveler segment (e.g., Backer, 2010; Backer, 2012; Yousuf & Backer, 2015; Backer & Ritchie, 2017). VFR travel offers destinations a viable strategy for sustainable tourism development (Griffin, 2013), because it has positive indications for the cultural and environmental aspects of destinations and can be integrated well with the existing infrastructure (Yousuf & Backer, 2015). Recent research calls for a distinction between visiting friends and visiting relatives as the two segments differ in terms of demographic profile and travel motives (Backer & Ritchie, 2017; Backer, 2007; Griffin, 2013). Additionally, tailored marketing action and product development is needed to target both segments (Backer et al. 2017). In this regard, hosts (e.g., students) play a key role in VFR travel as “the hosts appear to effectively serve as gatekeepers with respect to information for the relatives they are hosting. If the host does not know about an offer, the VR staying with them will not know either.” (Backer et al., 2017, 62).

Our research contributes to existing research on VFR travel by assessing the main differences between hosting friends and hosting relatives. In addition, we investigate how DMOs can support students as local hosts (i.e. gatekeepers) to increase VFR travel. We carried out a quantitative survey in the city of Innsbruck, Austria in 2017. We asked students as local hosts (n=307) about motives, lengths of stay, activities, type of accommodation and perception of destination attractiveness of their visiting friends (VF) and relatives (VR). Regarding demographics, 59% of the hosts were male, 41% female. The average of the students was 23 years old and lived in Innsbruck since about 3 years. 92.5% of the sample were visited at least once in the last year by friends or relatives, most often by friends (50%), followed by parents (30%) and by sisters and brothers (20%). Preliminary results show that while relatives visit students 2-3 times per year, friends visit them 5 times. The majority of VR and VF takes place in winter, due to both, students are not present during summer months and Innsbruck with its surrounding alpine region is more known as winter destination. Regarding the question if hosts are gatekeepers, results show that 90% of all visitors get information about attractions in Innsbruck from their hosts. Results further show significant differences in the behavior of both segments, e.g. 87% of all friends but only 54% of all relatives stay at the host. Other interesting aspects refers to leisure activities as, e.g. the surrounding region is more often visited with relatives than friends. The results of our study reveal important implications for DMOs how to better serve students as hosts for marketing the destination and its tourism.
Authenticity vs Experience. Is Cultural Tourism still Alive in Art Cities?

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Cultural tourism has been the first and more authentic way to experience a new place and get in touch with new communities spending time and devoting a sincere interest in this discovery. Clearly, it is not anymore the time of Montaigne, Stendhal or Goethe and one can partially retrace thought their words the places they saw and the emotions they felt visiting some European countries in the Seventeenth and Eighteenth centuries. It is also quite difficult to figure out the chance to have a self-discovery journey seeing how our art cities are lived and experienced. A self-discovery that was perceivable in the urban fabrics and the monuments. Currently, it seems more the result of marketing operations and, as a consequence of this, highly identified and iconic monuments are the only renowned and the only visited. Anyway, a new trend is the revitalization of delocalized areas that live a sort of rebirth through art and cultural actions. This paper aims to analyze how the tourism experience in art cities determines, on the one side, a revitalization of marginalized districts and, on the other side, can lead to a loss of authenticity. It is part of a project that has been started within the Faro Convention Network on tourism and its implications. Three case studies (Lisbon, Rome, and Valletta) are investigated to provide an interesting set of elements based on speculative observations and interviews with key informants in order to deepen this aspect as part of a contemporary cultural tourism. The three cases highlight the contradictions between the tourists' experience that need some specific elements - accordingly to a scale of values related to financial, functional, individual, and social variables - and the search for authenticity that somehow attract more and more tourists and can generate the change of status from linguistic, generational, and identity perspectives. In some cases, modern cities seen as cultural tourism destinations are robbed of their identity to meet the tastes of the public. Contemporary visitors literally consume the city. It is evident that the “food source” cannot be endless and new tourism policies are needed to avoid the consumption of major cultural sites. The concentration of tourists in a single iconic site is the result of a short-sight promotion policy, which tends to recreate lazy marketing formulas aiming at sites that certainly encounter the favor of tourists. This aspect also leads to a very painful point: the shaping of landscape according to the tourist’s sight, which decreases the locations’ peculiarity and specificity. It seems that in the last few years the cultural experience has become consumption, and the solution might lie in the removal of the expectation of “must be”. The focus on local declination, however, may be the answer to a degeneration of the travel and tourism concepts.

Tourism social entrepreneurship for poverty alleviation: Beyond the conventional tourism industry frame

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Tourism, with its ability to bring tourists to the sites of consumption, is seen by many academics, governments and NGOs as a means for local economic development and poverty alleviation. Existing literature focuses on the injection of external capital into the local community, the creation of tourism jobs and the subsequent increase in local income via the trickle-down effect. These views however, have received much criticism, as many studies have shown that the poor...
often have to bear the most costs from tourism development, while a large part of the economic benefits are leaked to external investors or the wealthier parts of the society. Social entrepreneurship (SE) involves the innovative combination of resources to address persistent local social issues in a sustainable manner. Tourism SE arguably has potential to open up new pathways that enable tourism to become more effective in improving the lives of people living in poverty, yet SE has so far attracted limited attention in tourism literature. This paper explores how resources are innovatively organised that enable microfinance tourism (MFT) – an example of tourism SE – to support local poverty alleviation. Microfinance is the provision of small-scale financial services such as microloans and micro-insurance to people living in poverty who would usually be excluded from dealing with the formal financial institutions. Emerged since 2008, MFT facilitates an opportunity for travellers to experience microfinance in action by paying a visit to a small group of poor micro-entrepreneurs operating in their daily environment. During the trip, travellers learn more about poverty and microfinance, and profit from the tour are converted into low-interest micro-loans to help improve these entrepreneurs’ lives. 12 key informants from 6 different MFT organisations in Vietnam, Jordan, Mexico and Tanzania were interviewed. Results show that MFT as a form of SE was developed based on the concept of social bricolage of ‘making do with what is at hand’. In particular, MFT combines tourism with microfinance, an existing tool for poverty alleviation in the destination, to enable people living in poverty to participate in and gain benefits from a one-off tourism experience. Social bricolage also involves the re-framing of actors involved to discover hidden resources. In this case, tourists are perceived as social investors; people living in poverty as necessity entrepreneurs; and the tourism providers as social enterprises. Through social bricolage, MFT assists local poverty alleviation via fostering micro-entrepreneurship, not only in tourism, but also in a range of informal sectors (e.g., agriculture, trade etc) that are linked to local community’s existing livelihoods. This paper’s contribution is twofold. First, it highlights the significance of social entrepreneurship in enabling tourism to integrate with other poverty alleviation tools within a destination, to help reduce overlapping efforts while creating more synergies to achieve lasting social change. Second, it sheds light on the importance of ‘social bricolage’ and the innovative organization of tourism resources via the re-framing of key tourism actors, which essentially go beyond the traditional view of tourism as a commercial industry.

Development of rural destinations through media: case of the US first lady selling local wine in Sevnica

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This paper is focused on the significance of new media and the storytelling concept in tourism discourse and branding destinations, especially in branding new rural destinations, such as the Slovene town of Sevnica. According to Buhalis (2000), the competitiveness of a destination depends on the ability to develop and project a unique and recognizable brand, which points to the fact that Sevnica has good predispositions for developing a recognizable brand. In fact, as the analysis shows, Sevnica turned out to be a very interesting example. Just recently, the municipality has joined the green scheme of Slovenian tourism, which is a tool and certification programme developed at the national level that brings together all efforts directed towards the sustainable development of tourism in Slovenia with the strategic objective to bring sustainable models to both tourism service providers and destinations in Slovenia (https://www.slovenia.info). In the research, the discourse and content analyses led to the conclusion that traditional media such as newspapers and television (when investigating the past of the First Lady of the United States of America Melania Trump) put Sevnica as a new
destination on the world's tourist map, but branding of this rural destination continues mostly through new media and the storytelling concept. Sevnica, which is the home town of Melania Trump, is also the place of origin of the Blue Franconian vine from which premium wine Blue Franconian is produced by local winemakers and sold in bottles with golden inscriptions under the protected brand First Lady, which was launched in 2017. The story about Melania is, in fact, a useful tool in marketing the local wine and some other local products, preserving the cultural heritage and developing sustainable practices at this rural destination. The findings of the research also highlight the challenges of the branding of Sevnica media-wise. It turned out that the representation of Sevnica in the majority of online reports – despite sometimes mocking - represented positive promotion and had positive effects. Some facts included in reports concerning Sevnica and Melania Trump were frequently repeated (for example: Melania Trump’s donation, some facts of her childhood, Blue Franconian, Salami, etc.). All the analysed reports, however, influence the promotion of Sevnica directly because they have reached various audiences and many readers or watchers, who heard about Sevnica for the first time, were reminded of the town again, or perhaps saw some leisure or business opportunity in Sevnica. The research also indicates the relation between the usage of new media and the development of tourism, and suggests that the employment of Internet promotion (as one of the possible available channels) of sustainable tourism in Sevnica has further options.

Building regional brands by using resident’s perceptions

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Several destinations worldwide are opening up to, and investing in tourism, as they recognize its key contribution for a socio-economic progress and for the territorial development of a place. According to the World Tourism Organisation (WTO, 2017), the tourism industry is witnessing decades of persistent growth that makes it one of the largest and fastest-growing economic sectors in the world. On the other hand, successful destinations must be able to emerge within an extremely competitive market. Thus, destination marketing organisations (DMOs) have started to pay particular attention to the creation of territorial brands and to build emotional brand connections with their tourists (Huang, Zhang, & Hu, 2017; Trembath, Romaniuk, & Lockshin, 2011). Different authors have claimed that brand creation needs to be achieved through a participative decision-making process that includes the numerous stakeholders that may be involved in a particular destination (Braun, Kavaratzis, & Zenker, 2013; Easterling, 2005; Ribeiro, Pinto, Silva, & Woosnam, 2017). Residents’ attitudes and perspectives are directly related to successful tourism destinations and they are therefore essential to be considered when it comes to build destination brands and development strategies (Martín, de los Salmones Sánchez, & Herrero, 2018; Sharpley, 2014). According to Braun et al. (2013), residents are merely studied in terms of destination image or attitudes toward tourism and less attention has been given to the study of their role in the brand creation process and on their perceptions of the brand identity elements that should be conveyed. In this light, one the main aims of this study is to contribute to the insufficient literature on residents’ involvement about the bottom-up approach of a branding process. In this sense, residents’ opinions becomes essential in any attempt of brand development. Secondly, this study aims at filling this gap, by adding a new perspective focused on brand identity and brand creation. The study has been undertaken in Alto Piemonte, a regional destination located within the Piedmont, north-west Italy. Wanting to develop a new regional brand, this territory is using an inclusive approach that seeks for residents’ opinion and view for the new brand. The study will disclose these opinions, as well as the elements that form the basis of the brand identity in this destination. Thus, the study offers
both theoretical implications for the identification of the elements that influence the process of brand development of a destination, and practical implications that can help the managers of tourism in this area in the branding process.

Theories of practice and tourism

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The sheer diversity of practice based approaches is perhaps one reason why they have, until recently, received relatively little attention within tourism (Souza Bispo, 2016). As many commentators have noted, there is no one single theory or methodological framework which is suitable for all applications, but rather a loose ‘family’ of theories and concepts which share some central assumptions regarding the importance of practices as the fundamental unit through which social life is enacted (Spaargaren, Lamers and Weenink, 2017). Recently, Lamers, van der Duim and Spaargaren (2017) identified three main ways in which practice based approaches could contribute to tourism studies and policy. Firstly, they suggest that theories of practice allow in-depth analysis of tourism consumption and production; secondly they suggest that practice theories contribute an understanding of change in tourism and; thirdly, they suggest that practice theories can be used to trace and ‘unravel’ networks of tourism practices that stretch across space. In this presentation we use examples from our research on the evolution of tourism policy making and smart tourism to discuss how practice theories might be used in tourism studies. We cover four themes: the temporal dynamics of tourism practices; networks of tourism practices, practices of learning and innovation in tourism, and the materiality of tourism practices. Finally, we reflect on the contribution that studies of tourism might make to the development of practice based approaches, and suggest areas in which further work needs to be done.

From clusters to platforms: Eventification and urban development

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Recent years have seen a shift from spatial to temporal modes of capital accumulation in cities. One of the most obvious manifestations of this has been the growing of the collaborative (or sharing) economy, spearheaded by companies like Airbnb. The collaborative economy is also helping Millennial consumers to engage in ‘asset-light’ forms of consumption that help to increase their spatial mobility and reduce their dwell time. These developments add to the feeling that our relationship to place is increasingly becoming mediated through a series of events, rather than through material and spatial ties, such as ownership of goods or real estate. This eventification of daily life parallels public policies aimed at extracting value from urban locations through the organization of events or ‘occasions’ (Wynn, 2016). Cities increasingly shape themselves to receive and extract value from events and their itinerant flows of consumers through policies designed to facilitate the organization of events the (temporary) relocation of workers, students, visitors and investors. Most of these policies are currently narrowly focused on events as economic vehicles that can generate increased value for the city.
But some cities are also beginning to discover that new technologies and changing social structures are beginning to create new opportunities for building networks and platforms that can generate added value for the city and its stakeholders. This mirrors wide developments in the urban field as a whole, which have been summarized in the ‘city as platform’ concept (Bollier, 2015). This paper will analyse the development of networks and platforms directed at event activity in a range of cities to review their nature and implications. The analysis is based on policy documents, annual reports, grey literature and academic publications relating to the cities. The choice of case studies is based on the typology of event governance developed by Richards (2017), covering event-focused, sectoral-focused and network-focused forms of governance. The results show that event-focused cities have event organisations that primarily concern themselves with event regulation and promotion. In most cases these organisations facilitate event organizers without exerting much direction over the content, form or outputs of the events. However, there are signs that some of these cities are beginning to expand their scope to deal with areas of activity outside the event sector. For example the Brugge Plus city of Bruges in the Belgium not only organises events and publishes a cultural agenda, but it now supports the attraction of foreign students and recycling and environmental programmes. In the sectoral-focused city of Rotterdam, events have become a means of developing the networks required to support the development of key industrial sectors, such as the food industry, the creative industries and the maritime sector. These are also areas that have been designated as ‘top sectors’ by the national government. In the network focused city of Barcelona a lot of energy has been expended on the development of key international networks that link the city to (potential) partners that can also feed into event and general development in Barcelona. The success of this strategy can be gauged from the annual Mobile World Congress, which attracted 108,000 visitors in 2017. The rooting of networks in the city not only includes long-term agreements for staging events, but also the hosting of the headquarters of a wide range of international networks in Barcelona, including United Cities and Local Governments, the Union for the Mediterranean, the WHO Barcelona Office for Health Systems Strengthening, The International Network for Quality Assurance Agencies in Higher Education and the Universal Forum of Cultures. These developments point to a growing knowledge creation and dissemination function for events, which can not only animate physical spaces, but which can also help to stimulate and organize other activities related to the knowledge economy, such as big data and open data systems. In the light of these developments it makes sense for cities to adopt a more holistic approach to events and their outputs by constructing platforms that can support events, maximize their knowledge production and circulation potential and help to ember value-creation activities in the city.

Developing soft skills for co-creation: Exploring a Liberal Arts approach to tourism education

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Enterprises in the leisure and tourism sectors have been faced in recent decades with rapidly changing consumer demand and growing competition. In particular, the previous reliance on service quality as a competitive tool has been supplanted by the need to develop new strategies for distinction in the experience economy (Pine & Gimore, 1998) in which tourism and hospitality workers are increasingly required to engage in the ‘co-creation’ of tourist experiences (Campos, Mendes, do Valle & Scott, 2015). This suggests that staff will have to gain a new set of skills that relate to experience (co)-design and relating in new ways to the consumer. In the experience economy they become creative actors: developing stories and narratives that link
emotionally to the people they interact with. The growing role of ‘emotional labour’ in the co-creation of experiences requires a set of soft skills which are generally defined “as personal behavioural attributes, values, or traits, including ethics, communication, leadership, interpersonal, and teamwork skills” (Sisson & Adams, 2013: 132). Soft skills appear to be increasingly important in today’s business world, including of course in leisure and tourism, which requires workers to deal with increased complexity, diversity and rapid change. Despite this reality, a disconnect is increasingly identified between the needs in skills that the labour market requires and those that educational institutions traditionally impart in graduates (Succi & Cinque, 2015). This is arguably the result of an overly “vocationalistic” or “managerialistic” tourism education model which equips graduates with marketable and measureable technical expertise but falls short in preparing them for a reflective and critical engagement with their profession (Caton, 2014). This paper examines whether a liberal arts approach to tourism education can help address this problem. The purpose of liberal arts education is “to enable students to make sense of the world and their place in it, preparing them to use knowledge and skills as means towards responsible engagement with the life of their times” (Colby, Ehrlich, Sullivan, & Dolle, 2011: 53). Indeed, the need for a more liberal approach to tourism education has been recognized in the tourism literature. For example, Caton (2014) advocates in favour of a more liberal model of tourism education which should not handle tourism merely as an economic activity, but foremost as a social phenomenon. The paper uses the three modes of thought of liberal learning proposed by Colby et al. (2011), namely analytical thinking, multiple framing and the reflective exploration of meaning which along with practical reasoning encompass the learning outcomes of liberal arts education. The paper will explore pedagogies geared to meet these learning outcomes in tourism and leisure studies as well as structural and curricular approaches which support their integration.

(Im)mobilities and adventure philanthropy

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Mobility is an ideological construct that involves much more than movement; it is a “polymorphic concept [that] invites us to renew our theorizing, especially regarding conventional themes such as culture, identity, and transnational relationships” (Salazar, 2011: 576). This paper investigates four adventure philanthropy events aimed at raising awareness and funds for specific development projects in Guatemala. Each of the adventure philanthropy events analyzed here focus their stories and their philanthropy on mobility, in particular their own mobility as they travel long distances towards the destinations where aid is “needed” and where local communities “await” their generosity. While not framed as “development” per se, the overall impetus of such activities is decidedly developmentalist as funds are directed towards projects meant to improve the livelihoods and potential of subjects who are located in the Global South. Prefacing all of this adventure, endurance, and philanthropy is the necessary condition of mobility and the right to mobility. It is a crucial theme in understanding who can travel and who cannot, who can offer help and who must await that aid. As such, it also denotes biopolitical agency – who can “help themselves” and who must be shown the way forward. It is central to the act of adventure philanthropy while also often a key part of the charitable organizations’ goals as well, although their outcomes rarely result in increased geographic mobility for the aid recipients. This raises a number of contradictions that expose fundamental differences of the socio-economic-political systems in which the philanthropists and the recipients of aid reside. Thus, this paper interrogates the disparities in (im)mobilities that play out in adventure philanthropy among the humanitarian travellers, local recipients, and NGOs and argues that
Tourism geographies reflect on the uneven socio-economic consequences of the construction of 'place' for different stakeholders. A political economy perspective reveals the complex relations between multiple tourist actors and the intersection of culture, environment and ethics in the marketing of a tourist destination. To feed the global and national tourism economy's ever increasing appetite for new experiences, the Chittagong Hill Tracts (CHT) region of Bangladesh has recently been promoted as a site of nature, exquisite culture and 'exotic' people. In the rush for profit, the accompanying process of commercialisation has resulted in adverse impacts on local people’s lives, markets and nature, whilst powerful actors have positioned themselves to reap many of the benefits from tourism. This paper draws on the empirical findings of ethnographic research to understand the political economy of tourism in the CHT - a mountainous region which is home to 11 Indigenous groups and considerable cultural and ecological diversity. The researcher has conducted the field work in Bangladesh for nine months from 2017 to 2018 being a female researcher and an 'outsider' who belongs to mainstream Bangalee. The research has gone through formal extensive ethical review under Macquarie University ethical review committee and received approval. The critical aspects of ethics associated with tourism emerge in this study, which has sought less attention from the policy makers and investors since the development of tourism; although the expansion of tourism in a large scale is a recent phenomenon in Bangladesh – extensively since 2010. A neo-colonial model of development, as embedded in the current governance structure, is apparent whereby natural resources and Indigenous peoples' culture and women are subject to considerable exploitation. Tourists, tour operators, guides, and administrators are neither aware nor sensitive to the cultural and environmental implications of tourism, lacking sensitivity towards Indigenous peoples' interests. It is argued that greater consideration of ethics of care to people, culture and nature in tourism could potentially rein in the exploitation of people, culture and non-human things. This ethics of care can also reduce the risk of sex tourism within the profit making industry by following proper ethical guidelines. Moreover, the focus on the uneven political economy of tourism in CHT demonstrates the need for greater ethical consideration of the implications of the growth of mass tourism by planners and researchers.

Who really 'home-shares' in Airbnb? Evidence from Barcelona and critical notes

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The city of Barcelona has been widely concerned by the explosion of holiday apartment rentals as an accommodation modality, one of the most significant new trends in travel cultures and a key marketplace reconfiguration of tourism in the information age. Among other factors, the
construction and diffusion of a ‘sharing rhetoric’, relying on concepts such as sustainability, intercultural exchange, authenticity, redistribution and community empowerment, played an important role in boosting the popularity of p2p platforms in the hospitality market. In Barcelona, a city that went through the direct effects of the global financial crisis of the late 2000s, it is perhaps unsurprising that sizeable sectors of the community have bought into such rhetoric and started to engage in rental practices which eschew (or plainly infringe) regulations and promise to bring in some extra income. In previous works, we contested the alleged virtuosity of the model from a critical urban political economy perspective. More generally, it is today widely acknowledged that short-term tourism rentals introduce a fundamental distortion in the real estate market and have significant effects on housing affordability and ultimately on the social ecology of the city (Stabrowski, 2017). Just as in the cases of Berlin (Novy, 2017; Füller & Michel, 2014), Los Angeles (Dayne, 2016), New York (Inside Airbnb, 2017; Wachsmuth & Weisler, 2017) and many others, affordable long-term rents in Barcelona seem to have vanished from the market, and the seemingly harmless home-sharing practice has given way to speculative strategies of real estate corporations, producing new patterns of socio-spatial exclusion or reinforcing existing ones (Cócola Gant, 2016). The ‘airbnbzation’ (Richards, 2014) of Barcelona has thus turned into a radical next step of gentrification and a tangible threat to its social capital and urban resilience. Thus there remains a strong need to make sense of the ‘home sharing’ phenomena and understand its social and urban implications. In this sense, our work is intended to shed further light on the practice of home sharing in Barcelona. To this end, our work is divided in three main parts. The first part deepens the knowledge about Barcelona’s Airbnb host community through a web analysis of their characteristics. The goal is to define different user profiles that are situated along a continuum, ranging from punctual/non-professional to intense and highly professionalized activity. Once measured the weight of each category and underpinned the geography they configure, the second part focuses on a qualitative analysis of the host profiles whose rental practices appear to fit more properly with the ‘home sharing’ quality; this analysis is downscaled at the neighbourhood of El Raval, one of the most successfully represented in Airbnb listings. Finally, the third part develops an analysis of different regulation scenarios, taking into account the legislation currently in force in Barcelona as well as policy approaches that have been developed in comparable urban destinations.

Destination development: Tourism actors’ social identification as a DMO governance tool

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The DMO’s role as a network manager with a focus on internal destination development, with the aim to unify the fragmented actors of a destination, is crucial for destination success. Drawing on Social Identity Theory and Identity Theory this study introduces social identification, the psychological feeling of oneness with a collective, as a destination network governing tool to enhance cooperation. Social identification describes the connection of the self to social identities thus referring to the individual’s relationship and inclination of the individual to be a representative of a social group. Identification with a collective is a psychological concept drawing more on the individual than on the group, where the relationship an individual has with a social group is at core. Strong identification, in the form of salience and significance of a category membership, leads to the adoption of group norms and characteristics and guides behaviour beneficial to the group to increase or maintain a positive sense of self. Social identification is an acknowledged driver of pro-social behaviour and group processes as individuals who identify more intensely with a specific group shift their goals and actions from
self-serving to group-serving. Thus, investigations in tourism actors’ identifications holds the potential to learn about destination development engagement, especially important in an emerging destination setting where destination networks are formed. Moreover, the notion that tourism actors hold a complex set of social identities (i.e. region, profession) will be introduced. Multiple identification targets (e.g. identification with the DMO, place or professional identities) and possible relationships amongst relevant identities at play are examined. An embedded, multi-method, case study was conducted in an emerging destination, led by a young DMO, in South-West Germany. Data were collected through participant observations (n=14), semi-structured interviews (n=22) and field notes based on 2.5 years of ethnographic research in the destination, allowing for triangulation. Private and public actors with varying degrees of reported DMO-involvement were included to unravel identification targets at play. Identities relating to place (municipality, region) and work (professional category, touristic service supplier, DMO association) are identified and their nested and cross-cutting structure investigated. Proximate, exclusive targets with a clear identity (municipality, professional category) were most salient and of primary importance. The predominant view that overarching identification targets (e.g. DMO) overwrite differences on lower order identities (e.g. actors based in varying municipalities) to enhance behaviour beneficial to the collective is challenged. The integration of primary targets when formulating an overarching identity is essential to pursue common destination-level goals and to avoid identity conflicts during the DMO-led network formation process. Micro and macro factors effecting the identification process are further conceptualised. Whilst some results may be specific to the case, nevertheless, identification targets and relationships uncovered may apply to other cases in similar settings (early life cycle stage of destination networks) and offer theoretical replication. Managerial implications for internal destination development will be outlined.

Sense of community and Diaspora festivals: The case of two festivals Macao. Are they the same or different?

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Macao is the first and last European outpost in Asia. Following the handover of sovereignty from the Portuguese to the Chinese in 1999, Macao has undergone an unprecedented transformation in all ways unimaginable; for instance, the GDP per capita doubled in 10 years from USD29,755 in 2006 to USD69,372 in 2016, owing to the proliferation of gaming revenues following the introduction of the oligopolistic casino industry in early 2000s. A tiny city of 30km2, the population also expanded from 513,400 to 644,900 in ten years from 2006 to 2016, with almost 60% of the population outside of Macao. Indeed, the total number of non-resident workers almost tripled from 64,673 to 177,638 from 2006 to 2016 to meet the demands of the booming economy. According to the population by census conducted in 2016, the majority of the population in Macao was born in Mainland China (43.6%) and Macao (40.7%). Although Macao appears to be a multicultural society only in recent years following the economic boom attracting thousands of non-resident workers, the population data on place of birth offers insights into Macao’s multicultural past. The long history of the Portuguese administration in Macao attracted many from Portugal and Portuguese-speaking countries to live and work in Macao. In the 1960s, Macao also welcomed thousands of asylum seekers from Myanmar. Since the 80s, Macao has been taking in Filipino migrants, filling up a variety of careers anything from a domestic worker to teaching posts at universities. These minority groups are significant in size and make up an integral element of Macao’s society; for instance, those born in the Philippines, Vietnam and Nepal accounted to 7.5% of the total population. However, the characteristics of
these minority groups are very different, for instance, the majority of those born in the Philippines has been living in Macao less than 10 years whereas those from Myanmar have been resident for over 30 years. This has various influences on how these communities are acculturated into the Macao society; the longer the immigrants call Macao home, the more they are assimilated into the local culture. Likewise, the longer they have been part of Macao society, the more likely they are accepted by the majority of the population. In part, to maintain home culture, diaspora communities typically converge in the same or nearby neighbourhood. Cultural elements are manifested in a variety of ways, such as language, clothes, food, and festivals. The festivities in which ethnic communities celebrate their home culture – hereby termed diaspora festivals – also act as platforms for these minority groups to reach out to the general population, and by extension, given the prominent role of Macao's tourism industry, enrich Macao's tourism portfolio by offering tourists a genuine, vibrant cultural experience. Using data from interviews with key informants of the Sinulog Festival and Lusofonia Festival, this paper aims to explore if diaspora festivals are the same or different from the perspectives of the minority groups. While it is likely the general population and the tourists would generally feel these diaspora festivals are culturally rich and extraordinarily different from their own cultures, the way the minority communities perceive their own involvement in hosting these festivals could be very different. Analysis from the interviews suggest that there are burgeoning differences between the hosting communities. The findings of this research offer invaluable insights for stakeholders and policymakers. In Macao's context in particular, we urge the government to implement measures at different policy levels to ensure these festivities function as catalysts of bringing together people and also to realise Macao's strategic positioning as a World Centre of Tourism and Leisure.

Unearthing the subjective experience of tourism in contested space: a multi-voiced autoethnography in Bethlehem

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The tourist experience within contested space is underexplored within tourism studies. Current research on tourism within contested spaces has focused on the role tourism can play in fostering peace or creating conflict, and on the various forms of tourism that take place within contested spaces. This focus, we argue, has created a scholarship that has attempted to box up the tourist experience into typologies or forms, – the 'dark tourist', 'solidarity tourist', 'political tourist', 'danger-zoner', 'peace tourist' (Mouffakir, 2010) etc. - one that presents the tourist as knowing themselves and knowing their role or agency as a tourist. This approach we see as failing to stand up to postmodern or poststructuralist thought. Instead of treating tourists in groups, we feel the subjective tourist experience must be explored, especially in evocative environments. The tourist experience in contested space is the result of a highly personalized framing of the touristic landscape, one that draws upon the self: expectation, lived experience, heritage and memory, and on interactions with the other: guides, hotels, other tourists. For those with personal connections to contested landscapes, the touristic experience within such spaces can prove deeply emotional. Only by understanding the emotions of tourism in contested spaces can we begin to understand the role tourism can play in promoting peace and reconciliation. To explore this subjective experience of contested space, we use multi-voiced autoethnography as a method that permits the often complex, conflicting and discomforting emotions of the tourist experience in contested space to be understood. Autoethnography is a method that also enables us to deal with the 'taken to granted' aspects of our condition (Grant, 2010), permits the expression of the 'cacophonous of voices' (Chaudry, 2009) and identites that
we take with us as tourists and does justice to the poetics of the landscape. We use Bethlehem, Palestine, as the site of our tourist experience, with a particular focus on the Seperation Wall and the provocative Walled Off Hotel. As part of our multi-voiced approach, we provide different voices, each with a historical connection to the land of Israel / Palestine, to compare and contrast the tourist experience of contested landscapes and ergo, the emotional geographies of tourism. The results will demonstrate the degree to which tourism in contested spaces can lead to profound self-questioning: of identities, of the power of mobilities and of one’s role as a tourist. Reflexivity, central to the method used, is also in many ways the result of this paper.

Soft Skills in HEIs in the context of Tourism and Hospitality: a comparison between Portugal and Croatia

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Between 1990 and 2016, the international tourist arrivals have increased from 435 million to 1.235 billion overnight visitors worldwide. This global pace of growth is in line with UNWTO’s long-term forecast of 3.8% per year for the period 2010 to 2020 (UNWTO, 2017). The worldwide growth of Tourism and Hospitality has led to an increasing demand for tourism and hospitality-related degrees, which contributed to a great increase in the number of baccalaureate programs in tourism and hospitality offered by Higher Education Institutions (HEIs), not only in the traditional areas of lodging, food and beverage, and tourism, but also in meetings, events, conventions, festivals, recreation, gaming, and cruise management (Sisson & Adams, 2013). Furthermore, the aforementioned growth has also led to a demand for highly employable and skilled graduates with diversified competencies encompassing a set of work-related personal attributes, knowledge, and technical skills. These competencies can be further defined as hard or soft, depending on whether they cover vocational/technical aspects or interpersonal skills (Sisson & Adams, 2013; Wilks & Hemsworth, 2011). However, and despite the number of degrees offered, what competencies HEIs offer may differ substantially from the actual competences that businesses need (Chapman & Lovell, 2006; Jauhari, 2006; Raybould & Wilkins, 2005). In the context of the Tourism and Hospitality industries, given their specific characteristics, soft skills are increasingly commonplace in job descriptions, indicating that many employers recognize their importance to their businesses’ performance and competitiveness. In fact, the importance of soft skills in these specific industries has also been recognised in Cedefop’s European skills and jobs survey (ESJS). However, and although soft skills are considered of major importance as previously referred, it seems there is a gap between what market needs (e.g. language skills, interpersonal skills and ICT skills ), and what European Higher Education Institutions with Tourism degrees actually offer. Traditionally, the curricula of HEIs in tourism has been limited to teaching and learning of hard skills. Furthermore, and besides the discrepancy between curricula, graduates’ actual skills and competencies, and employers’ expectations, several studies highlighted that EU countries have different concepts, methodologies and approaches about teaching and assessment of soft skills. Thus, in order to provide the necessary competencies to increase productivity, competitiveness, economic growth, employment and ultimately the sustainability of increasingly competitive industries, a shared understanding, teaching, learning and practice regarding soft skills, is needed. Therefore, and based on secondary data analysis, content analysis, and focus groups with representatives of HEIs and tourism businesses , the purpose of this research is twofold. First, to identify the state of the art concerning the learning of critical soft skills by tourism students, based on the diagnosis conducted in two specific countries in Europe, namely Portugal and Croatia, in terms of the HEIs’ curricula, approaches and perspectives. Secondly, to identify the
soft skills needed in these two countries, based on tourism business owners/managers’ perspectives. The results will be presented and discussed, along with the implications of the research.

“You will never dream alone”: an ethnographic study of the online and offline practices of the Elfia community.

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This paper describes the relation between an event and its community by focusing on the social practices during and around an event. Arai and Pedlar (2003) state that “when the context or space is created, community forms since individuals are no longer bound by the structures that previously separated them from each other”. Events can be seen as space designated for performing chosen practices. These practices carry the dominant meanings of community. In order to study social practices, this study adopts a practice approach (Shove, Pantzar and Watson 2012; Lamers, van der Duim and Spaargaren, 2017), which focuses on the ‘sayings and doings’ of a practice, allowing us to investigate the actual creation, performance and maintenance of community. An example of an event that creates space for shaping and performing community is the Dutch Elfia festival. Elfia is a phantasy event that brings together a wide range of people involved in Cosplay, Phantasy and Larping activities, under the slogan: “You will never dream alone”. The event takes place twice a year in the Netherlands and it attracts an international audience. (The kingdom of) Elfia has created a new space for performing community. Studying the event practices gives an insight in the different communities that use this space, who each have their own symbols and routines. Moreover, the space, once created, becomes a reality of its own, with its own logic, in which the different characters mingle and interact with each other, based on context specific tacit knowledge. Using ethnographic methods, such as participant observation and interviews, the practices of the Elfia community were studied. Twenty interviews were conducted with informants who were selected based on their different positions within the event practices. Participant observation took place during the 2016, 2017 and 2018 editions of the event, resulting in detailed written field notes. The data were analysed using the qualitative data analysis program MAXQDA. An event creates the space for interaction, but community is shaped through the practices that take place within this space. Studying the practices of Elfia in detail, results in insights into the factors that stimulate the creation of a community around the event.

When will the iceberg melt? Chinese and Danish tourist narratives in Greenland

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Places are constructed imaginaries in people's minds before they become actual destinations for travel activity. These places are constructed through narratives that exist around the people that are tourists, and these people are active contributors to the continued narration of places that they visit (Jenkins, 2003). Additionally, people visiting these places are often facing stereotypes, myths and imagined behavior that spill over into their touristic experiences.
Tourism therefore involves narratives of various sorts that contributes to the understanding of places as well as people, and these narratives can potentially affect DMO planning and strategizing as well as tourist motivations, expectations, behaviors and experiences. The exclusivity of the Arctic as a remote and unusual place for tourists to visit is often part of the narrative that sells the Arctic as a tourism destination, and this contention makes the Arctic relevant and valuable for the tourists seeking novelty and adventure in order to stand out in pursuit of a once-in-a-lifetime experience. Chinese tourists have become a significant force in international tourism, and DMOs are generally paying attention to the sheer size of this market and the economic gain that is expected to follow along. DMOs all around seem to zoom in on how to get their share of the possibilities that this growing market has to offer. Simultaneously, Chinese tourists have been framed as a different type of tourist and DMOs have not hesitated to point out the extent to which the Chinese market may offer challenges to existing practices. Therefore, it seems that narratives are fluctuating the Arctic as a destination, but also of the Chinese tourist that may desire to visit, and a need to address these narratives at a deeper level is identified in order to understand the dynamics between places and people in it as well as potential impacts on tourist experiences. Although the number of studies on Chinese tourism is growing, there is a lack of in-depth, qualitative research on Chinese tourists and deeper level analyses that may reveal more abstract insights into motivations and experiences driving Chinese tourists. This paper will present a cultural analysis based on ethnographic data from a nine-day cruise along the coast of Greenland with primarily Chinese and Danish tourists. The focus will be on narratives emerging in different encounters during this cruise experience, for example between different tourists, tourists and international crew, tourists and guides, tourists and local population, tourists and landscape. These co-constructed narratives reveals a number of imaginaries that may be useful for advancing knowledge on a specific group of Chinese tourists while also revealing the role of narratives in a greater context of destinations and destination development.

Conspicuous Non-Consumption in Tourism: Non-Innovation or the Innovation of Nothing?

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In this conceptual paper, we propose the term ‘conspicuous non-consumption’ to refer to a category of tourism behavior and motives that, hitherto, has not received much attention in tourism research. The term applies across several niches such as e.g. eco-tourism, adventure tourism, nature-based tourism, wellness tourism, and voluntourism. Within these categories we find tourists, who are concerned about the well-being of themselves and the environment, and who simultaneously widely expose their deliberate opting-out of more traditional and resource-demanding ways of being a tourist. To unfold and comprehend this type of tourist behavior and the related motives, we employ concepts from the field of consumer research, i.e. the concepts of consumption/non-consumption and conspicuousness/inconspicuousness. While ‘consumption’ refers to the selection, purchase and use of products and services (e.g. Solomon et al 2016), ‘non-consumption’ occurs when consumers intentionally choose to reject or reduce the consumption of certain goods and services (e.g. Lee & Ahn, 2016; Hoffmann & Lee, 2016). The concept of ‘conspicuousness’ — or ‘conspicuous consumption’ — was first coined by Veblen (1899), and refers to the ostentatious display of consumption that can bestow the holder with status, uniqueness and/or the power of knowledge. Inconspicuousness, on the other hand, refers to alternatives that are considered ordinary, modest and indistinct. These concepts we combine in a four-field matrix, resulting in four conceptually different types of consumption: 1.
Conspicuous Consumption, 2. Inconspicuous Consumption, 3. Inconspicuous Non-Consumption, and 4. Conspicuous Non-Consumption. The approach in the paper is a literature review in tourism and consumer research combined with the examination of content in selected travel blogs on the Internet. Thus, samples from recently emerging forms of tourism illustrate how the phenomenon of conspicuous non-consumption is framed in narratives about identity building, recycling, spiritualizing, retreating, slowing, collecting, detoxing, life mastering, and combining. To be conspicuous, the acts of non-consumption need to be made visible to peers and followers, and the aim of this paper is to explore the formats of statements of non-consumption. As illustrated by the selected examples, the non-consumption is mainly made visible via the Internet and in the social media, where the non-consuming tourists demonstrate a proficiency of communication and a power of influence. It should be noted, that non-consumers do not reject consumption in an absolute sense, rather non-consumption decisions involve a push away from one source of consumption and a pull toward another (Lee & Ahn, 2016). But the non-choices appear to be framed radically different than traditional consumption choices. In the discussion, we address the fact that tourism policies, with their ritual growth agenda, usually do not celebrate non-consumption, and how this is a paradox for the modernizing of tourist business models and tourism destination layouts. We suggest to re-interpret innovation in tourism and to include how “nothing” can also undergo a distinctive progression and even contribute positively to tourism economies. The paper is concluded by pinpointing the entry points for innovation at the tourism business and destination levels.

Collaborative disaster response: deconstructing the rhetoric of and community resilience

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New actors in p2p hospitality have expanded the capability of the tourism sector to cope with the consequences of disasters. If traditional tourism sector has provided relief services and accommodation for people caught up in disaster situations through agreements with public authorities, p2p hospitality platforms promote their recovery services as spontaneously enacted by the communities. The paper aims at describing the disaster response services promoted by p2p hospitality platform, such as Airbnb Disaster Response, in order to examine community-oriented narratives and rhetoric. In particular it will compare the narratives of resilience, displacement and sustainability produced by the collaborative platforms with the communication strategies of the traditional disaster management sector in order to highlight both common elements and differences.

Why Attend Our Festival? Families' Engagement and Quality of Life

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Festivals and events engage a range of stakeholders on multiple levels (Getz and Page 2016) and create meaning and value for local communities (Richards 2017). Building on Jepson and Stadler’s (2015 and 2017) research into how festivals and events affect family relationships and impact an individual’s and the family’s quality-of-life (QOL), this study compares and contrasts family QOL from a cross cultural perspective. More specifically, our collaborative UK and New
Zealand research project investigates how festivals serve as platforms for creating social well-being for families and communities. The methodology involved conducting field surveys and interviews carried out in both locations over a period of six months each. NVivo was used to cross analyse comparative data with existent theoretical perspectives and identify what matters to families, why they attend events and how event attendance affects QOL. By comparing two different communities, the findings bring important information for councils and policy makers who require a way to measure the impact of events beyond models that focus on economic factors and number of participants. The findings point to how local residents attending community festivals and events view their event experience as a means building community pride, a sense of belonging and family cohesion. The cross cultural and dual location approach allows valuable comparisons between a fairly stable, monoculture locality and a multicultural community with a growing migrant population. We surmise that through event attendance, QOL within individual family units can be enhanced and consider how council events enhance family cohesion and co-create community value across multiple platforms. We conclude with insights into how events and festivals offer ‘city as platform’ strategies that provide opportunities for residents, businesses and visitors to link themselves to place, co-create value and kick-start innovation from an international and cross cultural community perspective.

Co-creating cultural tourism experience in social entrepreneurship context

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With this communication we intend to present the preliminary results of a social entrepreneurial project entitled 'Tile Your Visit', designed with the intention to co-create an innovative cultural experience to hostel tourists visiting Porto, which served as basis for data collection. The project was presented at the SIG on cultural tourism in Barcelona this year, focusing on its methodological context, whereas now we intend to present the preliminary data analysis resulting from the project.

Cultural heritage is a powerful tool for international dialogue, interculturalism and exchange of values and experiences among nations (Richards, 2005), something to be valued and preserved, yet ‘dynamized’ and actively participated in, educating both local and foreign visitors about its history and importance. Tourism is one of the most powerful ambassadors of these actions, being the direct enabler of the said dialogue, interculturalism and value/experience exchange and impacting heritage at various levels. As such, it calls for innovative and creative entrepreneurial endeavours, so as to ensure heritage sustainability at all levels. Social entrepreneurship seeks to enhance social value (Jones et al., 2008; Pomerantz, 2003; Tracey and Phillips, 2007; Wickham, 2006), even though successful social entrepreneurs share the same personality traits with their traditional counterparts (Ernst, 2012), in addition to seeking to address specific societal issues. This exploratory study theorises on the relationship between social entrepreneurship, tourism experience in urban areas, co-creation and innovation, by means of a socio-cultural entrepreneurial project used as a case study.

The study is a result of a permanent artistic/cultural and technologically engaging project, created to enable a participatory tourism experience. It entails a non-formal learning about Portuguese tiles and the importance of their preservation, in this way seeking to contribute, if only minorly, to their preservation and sustainability in urban areas. One of the main objectives is to show how this type of projects can aid cities in exploring different strategies to cope with the excessive number of tourists in urban centres, by making them engage/interact with/immerse in the local culture.
The research combines qualitative and quantitative methods, collecting data through informal open-ended interviews and short surveys. Aspiring to innovate in practical, theoretical and methodological terms, the aforesaid empirical project was created. The project gives tourists the opportunity to engage with Portuguese cultural heritage, using tiles as an element of this heritage and combining it with story-telling and technology. Visitors’ narratives are coded and analysed using a qualitative data analysis software.

Findings of a total of 100 interviews with over 130 participants from more than 30 countries show much greater openness to the project than initially hypothesised, with merely less than 10% of visitors approached having preferred not to participate in the experience, due to personal reasons. Almost each of them thought it to be very interesting, nonetheless. The majority of interviewees didn’t make a parallel between the experiences they had during their stay and the one offered by the project, therefore rejecting the possibility of any bias related to tiles or cultural heritage.

Applying justice theory to the understanding of NATURA 2000 conservation conflicts in Poland and the mediating role of NATURA 2000 tourism.

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Environmental justice is a complex, multidimensional concept that cannot easily be operationalized. In its first conceptualizations, environmental justice focused on the right of all people and communities “to equal protection of environmental and public health laws and regulations.” (Bullard, 1996, p. 495). Since then, the term has been primarily used to connect social-ecological inequity with existing structural privileges. In contrast to the US, environmental justice conflicts in Europe are less likely to be perceived, analyzed and framed in racial and ethnic terms. Laurent (2011) suggested environmental inequalities can be framed as a problem of: exposure and access inequalities, policy effect inequalities, impact inequalities, policy-making inequalities. It was Paloniemi et al (2015), however, who argue that numerous conflicts occurring during implementation of Natura 2000 Network in many EU Member States should be viewed as issues of environmental justice. Despite the broad evidence of multidimensionality of injustices vast majority of justice scholarship has been primarily concerned with distributive equity overlooking the related realms of recognition and political representation. The main critique of distributive approaches to justice is that they under-theorize processes constructing injustice, that seem to intensify underlying inequities. In line with the argument presented above, we view environmental justice, as a normative and operational framework, that needs to broaden its focus to address a wider range of factors generating perceptions of inequalities associated with nature conservation in the EU. Specifically, the paper at hand draws on Nancy Fraser’s conception of multidimensional justice linking redistribution, recognition and representation, to offer an understanding of Natura 2000 conservation conflicts as locally, regionally and nationally constructed environmental injustices. This particular model offers a platform for pluralistic and inclusive understanding of environmental justice in the context of Natura 2000. Such focus on redistribution, recognition and representation is deemed to be highly relevant to conservation conflicts but relatively poorly understood. Next, we aim to discuss if and how Natura 2000 sustainable tourism can become a means to govern some of the constructed injustices in Poland, the country where Natura 2000 was implemented rather late but from the very beginning became highly conflictual. In order to explore how sustainable tourism mechanisms in the recognition processes, the paper employs the method of ‘illustrative example’. This conceptual work is driven by curiosity on ways in which sustainable tourism development projects can succeed or fail in ‘establishing the misrecognized parties as a full
member of society’. In brief then, this paper’s ambition is to:
- offer Fraser’s (2015) three-dimensional model of social justice to understand NATURA 2000 conservation conflicts
- discuss sustainable tourism as means to mitigate (govern) Natura 2000 conflicts.

**Spatial-Temporal Dynamics of Day Trippers and Tourists Cross-border Travel**

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The vicious cycle model can be applied not only on the heritage city, but also extended to the leisure and shopping city. The spatial-temporal concentration or pressure brought by day trippers and tourists as the core of this model should be further explored. Day trippers are an important component of Mainland Chinese visitors in Hong Kong and border policy between Hong Kong and Mainland China is different in Shenzhen and other cities. Both could lead to that day trippers and tourists from Shenzhen and other Mainland cities may have different spatial-temporal concentration. The aim of this study was to investigate the spatial-temporal behaviors of inner-groups of day trippers and tourists from Mainland China by introducing the border context. This paper presents a new algorithm for distinguishing day trippers and tourists based on Weibo check-in data. The spatial-temporal behaviors of inner-groups of day trippers and tourists were compared by the standard distance and nearest neighbor index, the nearest neighbor hierarchical clustering and temporal distribution at different granularities. The results showed that day trippers’ activities are more dispersed than tourists, whereas the adverse dispersion is in the downtown areas. The visitors from Shenzhen were found to have several hotspots close to the border, whereas the visitors from rest mainland cities were mainly concentrated on downtown areas. Day trippers’ activities on weekends and daily activities were more active, especially for those visitors from Shenzhen. By contrast, the tourists were relatively stable on each day, especially for the visitors from rest mainland cities. The algorithm presented here can be applied to distinguishing day trippers from tourists based on big data. This framework can be used to evaluate the efficiency of policy on cross-border travel.

**Wine & more… - Role of wineries in local tourism development**

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The presentation is based on The Wine Lab international project (Erasmus+ programme), aiming at generate innovation between practice and research on the European level. The three years long project includes a wide variety of activities including research, networking and special events. The presentation summarizes the outcomes of the stakeholders (wineries and policy makers) interviews carried out in four involved countries (Austria, Greece, Hungary and Italy). Small scale wineries are fundamental actors of their local and micro-regional environment. Being a magnet for visitors in a lot of ‘disadvantaged’ areas, they do provide real values and long term vision that can support a sustainable future for tourism destinations. As entrepreneurs, they have a fundamental role in shaping the environment, their commitment means a strong base for the local economies. The presentation takes a closer look at the current situation, developments and networks of the involved wine tourism stakeholders.
Living in a world of transformation (Lichtenstein, 2016) reframes also the meaning of what the purpose of a skill could be, especially when we talk about tourism and leisure (Guilliand et al, 2016). Transversal or transferrable competences are recognized fundamental in our knowledge-based society. They are crucial for meeting the needs of the labor market and enabling social cohesion and active citizenship, ensuring flexibility, adaptability and motivation. The critical importance of transferrable competences in future employment is widely recognized. However, in most countries the educational practices are still under development and transversal competences specifically in tourism and leisure are taught using different methods. Related subjects may have cross-curricular status, they may be integrated into existing curriculum subjects or they may be introduced as separately. The transversal competences, as well as other generic skills like creativity or problem solving, relate to more than one subject area and are more difficult to even be tackled when it comes to the core of seeing through skills, competencies, attitudes and approaches. Therefore it is worth exploring what forms of educational and research instruments are available for teachers to understand, integrate and assess transversal competencies in the field of tourism and leisure. In most countries, a variety of subjects incorporate learning objectives or learning outcomes related to transversal competences. This article presents learnings from Erasmus + SOCCES-project (SOcial Competences, Entrepreneurship and Sense of Initiative - Development and Assessment Framework, 2014-2017) concerning transversal competences and educational practices using examples from six European higher educational institutes (HEI). The article claims, that developing transversal competencies, hence soft skills, through active collaboration and dynamic capacity, can tackle barriers which traditional pedagogy in a way creates. This kind of approach motivates students to develop and express the necessary 21st century competences and gain full satisfaction. An assessment framework and model are being presented as specific tooling challenge both for a new generation as well as for new education.

Socialable Practices at Food Festivals. Building relationships among tourists and locals

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This paper centers on food festival tourists and zooms in on the social relationships formed, sustained and developed through attending food festivals. Studies of tourists’ food relations are dominated by typologies that for the main part reduce food experiences to fixed categories with little interrelationship or depth. Detailed studies of tourists’ food experiences are still relatively sparse, and though some studies point to the social aspects of food on holidays, little is still known of the social practices and meanings that holiday food and meals entail. Turning to the wider tourism literature ‘sociability’, as coined by Obrador (2012) has, however, been high on the research agenda within recent years, and the present study seeks to combine this research with, among others, Putman’s (2001) bonding and bridging concepts to tease out a nuanced understanding of food as a vehicle for tourists’ sociable practices. This includes building relationships with significant Others, i.e. friends and relatives, as well as with distant Others, i.e. locals and other guests (see also Heimtun, 2010). The concept of value co-creation (e.g. Rihova
et al., 2015) also lends itself useful in trying to understand what happens in the socialable practices of food festival tourists. Empirically, the paper is set in the context of Hirtshals Fish Festival (Denmark), and the data is generated through participant observations of and interviews with tourists at the festival in August 2017. The interviews and observations include a mixture of mature couples and families with children to ensure a rich data base for this explorative piece of research. Preliminary findings suggest that both similarities and differences exist between the socialable practices of mature couples and families with children. Bonding with significant Others through food and meal experiences appear to be central to both groups of tourists. However, whereas families with children have their main focus directed at bonding with family members in particular, mature couples also engage in a diversity of bridging activities. Building ephemeral relationships with locals and other tourists, points towards value co-creation that extends beyond the family sphere and into other cultural contexts. This practice is prone to generate a sense of other places, and hence food may simultaneously become a vehicle for social and for cultural experiences. This adds to our understanding of tourists’ food relations as well as the social practices of tourists.

The Political Economy of Tourism Development: Explorations of Embeddedness in Backpacker Tourism in Colombia

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This paper explores the relationship of the actors of backpacker tourism production and consumption through a broad political economy lens. The study includes the three main actors of tourism development: the backpackers as tourism consumers, the businesses catering to them as tourism producers, and the governmental actors influencing backpacker tourism development. The paper is based on a new theoretical framework that develops the idea of linkage between consumption and production (Ateljevic, 2001). It combines two existing framework into a new one: The first one is a framework by Ferguson (2011), focussing on small-scale actors in rural communities, and also on the consumption patterns of consumers from LDCs. It is enhanced by Mosedale’s (2011) framework of social, cultural and political embeddedness of the actors of tourism development. This new framework therefore has provided one answer to the call for more theorisation, both in tourism studies (see Bianchi, 2009; Hannam, 2002; Tribe, 2006) and in PE (see Britton, 1982). The research aim was addresses in an ethnographic field study, consisting of mainly interviews (n=53) with backpackers, backpacker tourism business owners, and policy makers in two different fieldwork locations in Colombia. The findings surprisingly show that backpacker tourism development often reinforced existing power structures that were prevalent within the communities and on a global scale. This includes issues such as the access to knowledge of the backpacker market by local business owners, or the access to travel for prolonged periods of time as enjoyed by many backpackers from developed countries. Furthermore, the local government’s involvement in tourism development seemed to be vital for a more successful execution of backpacker tourism within the communities, with a lack of involvement leading to a power vacuum in one community that was filled by shadow industries.
Towards a model of Transnomadic Authenticity in Cultural Heritage Tourism

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According to Clifford (1997, p. 1), travel is an integral part of the “new world order of mobility”. Fast and cheap transportation methods inherent in globalisation have accelerated the number of people travelling around the world (Burns & Novelli, 2008; D'Andrea, 2006; Richards & Wilson, 2004). The search for meaning in modern societies and the search for the ‘primitive Other’ in Western travellers’ visits to ‘off the beaten track’ destinations encourage pilgrimage to sites of differentiation (MacCannell, 1992). Visitors make travel decisions at least in part based on their own perceptions of authenticity, or how real they perceive the destinations to be. Some authors argue that the idea of ‘self-transformation’ while travelling is strongly correlated to the visitors’ search of authenticity. For other authors, the idea of the tourist finding the ‘genuine Otherness’ in other cultures is motivated by existential reasons in narrating one’s self-identity. The concept of an authentic travelling experience invariably restates the dichotomy between visitors’ perceptions of authenticity and those of community members, policymakers and local tourism developers, in particular the processes by which they authenticate tourism products and experiences. This research examines the conditions for the development of a theoretical model of transnomadic authenticity in Kazakhstani tourism encounters using a grounded theory methodology. Empirical research is based on in-depth semi-structured interviews conducted with community members, policymakers, tourism developers and visitors of two eco-tours in central and southern Kazakhstan. A literature review addressing authenticity and mobility in cultural heritage tourism is firstly presented. Then, the research considers the factors impacting on the perception of authenticity and understanding of destinations’ cultural heritage by positing three study questions: How can the notions of global nomads be integrated with existing models of authenticity and mobility studies? How can the perception of authenticity lead to understanding of cultural heritage in tourism? What are the various parameters of the host–guest relationship that facilitate access to the ‘backstage’ of tourism encounters? The article presents the model of transnomadic authenticity in Kazakhstani tourism encounters. Four factors undergoing dynamic and interactive changes determining the qualifying dimensions of transnomadic authenticity are detailed: ‘neo-nomadic tourism culture’, ‘tourists as global nomads’, ‘Kazakhstani eco-cultural tourism encounters’ and ‘hosts-guests relationships and exchanges’. By detailing various stakeholders’ authentication positions are contrasted directly through measurable indicators of authenticity and less directly by emphasising activities that aim to provide a meaningful cultural heritage experience for visitors, the research presents an original approach to examining the processes that ground various stakeholders’ authentication positions in the understanding of a destination’s cultural heritage.

Narrating organisational effectiveness in small value-based tourism firms

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Although small firms characterise the tourism sector, there is currently insufficient critical understanding of their heterogeneity and they remain largely under-investigated and under-theorised. They have been examined mainly on the basis of a rudimentary polarisation - commercially oriented and non-commercially oriented - or according to their lack of
entrepreneurial attitude and managerial skills in comparison to firms quantitatively different or operating in other sectors. Small tourism firms not primarily committed to economic growth have been identified mostly as lifestyle-oriented, rejecting growth to pursue personal lifestyle choices. Conversely, the realm of small tourism firms defining themselves through the non-profit values they pursue, the ethical vision they are committed to, and their proactive approach to development and welfare, remains totally unexplored. These firms critically reflect part of the contemporary debate on global challenges, the development agenda and the switch from consumerism to citizenship, where civil society and companies are called to take responsibility for others and the environment. This research, therefore, explores how such firms construct and narrate their organisational effectiveness between their non-profit driving values and the market’s profit rationales; the study adopts a value-driven outlook involving the understanding of the firms’ identity construction process, decision-making process and management. The research examines the background and ideological outline of such firms, exploring the relationships among alternative paradigms of development and growth, non-profit values, small-scale products and tourism. Through a social constructionism perspective, the research designs a qualitative narrative approach, innovative in tourism research. The researcher organised a number of lightly guided interviews with the founders-owners/managers of small Italian tour operators committed to an ethical vision of tourism, and operating in developing countries. Purposive sampling allows the identification of small tour operators with key common predetermined characteristics. The selected tour operators are all members of AITR – Associazione Italiana Turismo Responsabile –, an Italian consortium gathering firms committed to a responsible ethical approach to tourism. The interviews result in a dataset of first person accounts, narratives and stories that are analysed through a combination of structural narrative analysis and a linguistic approach to the structure of a narrative. The narrative analysis reveals common patterns in the way participants make sense of their identity and role, moral standards, and the construction of their organisational effectiveness, decision-making processes and management. This leads to the identification of three main narrative types: the intellectual and educational narrative, the professional and entrepreneurial narrative and the empathic ‘free speech’ narrative. The research proposes a new understanding of small tourism firms that do not define themselves in commercial terms, and reveals a complex realm of firms not matching the lifestyle-oriented paradigm. The three narrative types picture a realm of disruptive, parrhesiastic - ‘truth-telling’ -, innovative, entrepreneurial firms, committed to alternative ideological paradigms of development and growth that challenge the failures and weaknesses of the Western global economy. The research shows three liquid polycentric narrative types trying to re-define concepts like growth, development, entrepreneurship and professionalism for small value-based tourism firms.

International PhD students as hosts and guests in VFR tourism

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Visiting Friends and Relatives (VFR), is growing rapidly in both scale and significance in economic, social and cultural dimensions. This study examined the host-guest relationship of international PhD students in New Zealand who engaged in VFR tourism during their study. More specifically, it investigated students’ experience being both VFR guests and hosts. A mixed method approach was used comprising an online structured survey and focus groups. Research participants included international PhD students enrolled at universities in New Zealand in 2017. Results and findings were drawn from 419 collected questionnaires and six focus group discussions. The findings highlighted several factors that influenced students’
behaviour as VFR hosts/guests. It was found that for international PhD students, being a VFR guest is a combination of travelling, visiting friends/relatives and/or staying with them, and having some expectations from their host such as spending time together and receiving support in accommodation provision or guidance. By contrast, international PhD students’ experience of being a VFR host included providing accommodation and local information, being a tour guide, participating in activities with guests and, where possible, arranging networking opportunities. In addition, the majority of the research participants reported being satisfied with their guesting and hosting experiences. It was also found that the students’ behaviour as VFR guests can be influenced by the relationship with the host, the timing of visit and the situation at the destination where the host resides. Regarding the hosting behaviour, a wider range of influencing factors were found such as the students’ relationship with the guests, characteristics (personality and age) of the guests, the students’ personal circumstances and living arrangements, length of stay and number of guests, and familiarity with the destination (of both the students and the guests). In addition, the current study found some dissimilarity between hosting friends and hosting relatives regarding the likelihood of the hosting tasks involved, the perceived intensity of hosting problems, the level of demands or perceived obligations, the likelihood of participating in activities with guests, and the type of activities undertaken. The study adds to the literature on host-guest relationships through a focus on the VFR tourism of international PhD students. It is suggested that future research could investigate the impact of hosting/guesting experience on the students’ life, or examine how their hosting/guesting behaviour changes over time throughout the course of their study.

Staging urban tourism: A tale of concrete barriers and fortress urbanism

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New counter-terrorism measures are being installed across European city centers in the aftermath of the recent truck attacks in Berlin, Nice, Paris and Stockholm. Consequently, new urban plans and architectures are shaping the conditions for urban tourism experiences. On this background, and through an ethnographic approach, this paper explores the effects of one of the most conspicuous responses to truck-based terrorism: concrete barriers. We draw on the recent turn towards mobilities design and non-representational theories to suggest that these material interventions are more than physical obstructions, but artifacts that both shape, and are shaped by, everyday practices in unexpected ways. Set within the context of Copenhagen, we explore how these newly introduced concrete barriers reveal the social, cultural and practical conditions of the city, and thus function as ‘canvases’ upon which the hopes, desires and political convictions of both locals and guests can be expressed. By so doing we seek to establish a critical mobilities design oriented school of thought engaged with design thinking, change, public activism and not least the distribution of power in the intersection between urban tourism and fortress urbanism.
Evaluating academic events: one step deeper

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The meeting industry, government bodies and scholars within tourism studies have made calls to understand the broader outcomes of business events (Du Cros et al. 2017; Foley et al. 2013; Getz & Page 2016; IRIS Group 2017; König 2017). To succeed in this endeavour, this paper deems it necessary to develop fine-grained analytical frameworks that are sensitive to the particularities of the analysed event, sector and stakeholder group. The paper focuses on the academic sector and recognises that within event studies, it has not been considered necessary to differentiate between different types of events. As argued by Mair (2014) “there is a plethora of designations for what is essentially the same thing. Conference, convention, congress, symposium, forum, seminar, consortium, summit and workshop – all can be said to be in essence a gathering of like-minded individuals for some common purpose. The difference is generally one of size and scale.”. In the current paper, it is argued that from an evaluation point of view, there are important difference between events. The paper offers an empirically-grounded typology of academic events based on data from interviews with researchers at three Danish universities. The paper identifies four differentiating dimensions of academic events; size, academic focus, participants and tradition. Based on these dimensions, five types of events; congress, specialty conference, symposium, workshop and practitioners’ meeting are identified. The typology underlines differences in outcomes when participating in the identified events. It is proposed to understand the outcomes based on Latour and Woolgar’s concept of the credibility cycles (Latour & Woolgar 1986), which is based on the idea that the behaviour of researchers can be described as continuous cycles of conversion of various forms of credibility, e.g. money, data and equipment into other forms of credibility. It is argued that credibility cycles also provide a helpful framework for analysing the outcomes of attending academic events, as events can be understood as one of the marketplaces were the conversion of credibility happen. By focusing exclusively on the academic sector and addressing the academic outcomes, the evaluation framework will be more engaging for the academic sector, including universities, government bodies and scientific associations. The involvement of such actors in the evaluations of their own events, is key to promoting the broader outcomes of the meeting industry.

Destination resilience through diversity: a resident-based approach for inclusive tourism development

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Tourism destinations across the world are struggling to respond to dynamic change being driven by global developments, shifts in demand and changing values, particularly of younger generations. A destination’s ability to not only react to but proactively work with change thus inherently determines any future success in terms of increasing adaptability and maintaining competitiveness. What is missing are appropriate methods and tools by which to achieve this. This paper promotes an evolutionary approach to resilience, arguing for a necessary shift in mind-set, diverging from traditional goal-oriented destination development towards putting process at the heart of destination advancement. Furthermore, putting residents at the centre of
the development process is stressed as an essential ingredient for the realisation of more resilient destinations. Consequently, through adopting a resident-based approach to inclusive tourism development, applied to an exemplary case study on the City of Cape Town, the central contribution of this paper is a practical model to aid local level planning and implementation so as to facilitate more resilient tourism development trajectories. Adopting a process-oriented approach not only facilitates a more proactive approach to working with change but also aims to facilitate more inclusive tourism development through the improved mediation of existing and potential disparities between tourism industry demands and local needs. Here, the facilitation of inclusive tourism infers development trajectories that a) address these disparities across the economic, spatial and institutional spheres involved in tourism development in an integrated manner and b) promote diversity across these spheres so as to enable improved resident access to tourism markets and their broader economic benefits. The resilient destination in this respect will be the destination that is able to simultaneously harness the potential of diversity while strategically mitigating the potential pitfalls that the complexity of managing diversity imposes.

**Destination dynamics in heritage tourism – innovative valorisation of archaeological heritage in Istria county through the archaeocultour project**

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The paper will present the results of the research conducted in the framework of the recent project ArchaeoCulTour, whose main goal was to analyze the development potential of archaeological heritage in Istria County, Croatia, through sustainable tourism. Starting from the comparative analysis of the European as well as regional and national best practice in valorisation of this specific category of heritage, the authors proposed the innovative research methodology, which included a hybrid methodological approach, combining qualitative and quantitative methods and interviews with all interested stakeholders (local community, visitors, experts). The main aim of the research was to develop a successful innovative strategy for sustainable cultural tourism growth in the most developed Croatian tourist region, Istria, characterized by abundance of archaeological sites, which are unfortunately still not adequately valorised, presented and interpreted. The authors have tested the key hypotheses on the local case study – elaborating potentials for valorisation of archaeological heritage in the Municipality of Vrsar in Western Istria, which was chosen because it represented a typical coastal tourist destination in Croatia and on the Mediterranean, characterized by mass tourism and a remarkable seasonality. Bearing in mind the local community commitment to sustainable and inclusive development, the authors explored potentials of cultural and creative tourism, which included the most appropriate models of sustainable valorisation of archaeological heritage, such as the eco-archaeological parks, open-air museums and interpretation centres, living history programs, cultural routes and educational paths, as well as community digs and practical workshops as models of participatory heritage management which would involve the local community too. The preliminary analysis indicated the lack of comparative thinking in this area as well as the need to use and promote the European best practice in development of sustainable cultural tourism destinations, proposing the models to present the regional archaeological treasure in the most proper way. The research included workshops involving all key stakeholders, whose main purpose was to define the current situation, main problems and development priorities. Interviews and focus groups with experts were supplemented by local community survey and questionnaires for tourists, in which the attitudes towards the key attractions and development resources as well as the most appropriate models of sustainable
tourism development were explored. The preliminary results pointed to key issues in destination dynamics, such as the willingness of the local community to be involved in tourism development planning, to develop in more sustainable way and to present and interpret the key cultural values and traditions adequately, not only to visitors but also to locals, through workshops, educational paths and interpretation centres.

Tourist Cities, Security and Violence: Re- and De-Bordering the Masses in Mediated Threats and Attacks

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The mass is a highly relevant concept discussing multiscalar security challenges in cities. The mass can be used to frame threats, reactions, people and places. In public and academic discourses, the mass has been linked to multi-scalar threats and security issues such as mass killings, mass surveillance, mass mediated terrorism and securitizing mass events. However, the concept has been overlooked in theoretical terms in tourism studies and social sciences. In the city framework, the mass can be understood as a scalable individual-collective nexus.

According to Gilles Deleuze, the reality is constructed through multitude of perspectives. I argue, that a multi-ontological and spatially influenced account on the mass could improve an understanding of the roles that the mass has in resilience, trust and mediated senses of security and fear. Cities symbolize and are nodes for various mobilities. Experienced threats and violent attacks on random strangers disrupt and challenge mobile-urban being-with-strangers. This study concentrates on four attacks in 2017 reported in Finnish national newspaper Helsingin sanomat: St. Petersburg, Stockholm, Barcelona and Turku. The material is analyzed focusing on how the Finnish perspective alters each framing of the multivocal stories told about these cities under attack. Stockholm and St. Petersburg offer a city pair of neighbours for Finns, but yet so differently related historically, culturally and politically. The attack in St. Petersburg was reported as a shock due to the spatial vicinity, but placed as a normative challenge in Russia. Stockholm attack was reported with disbelief of terrorism coming “even closer”. The narratives of togetherness, help within the urban community were highlighted as a strong form of resilience of Stockholm and Nordic welfare. Barcelona is mainly a tourist destination for Finns and its struggle with overtourism has been reported. The narratives of the attack, however highlighted the reunification of the both ‘masses’, help mobilized by the locals, alongside the measures by authorities securitizing the space. Readers were encouraged to continue travelling to the city as a form of collective resistance. The attack in Turku, at home, took place in a city known for heritage and mass events. Media had already discussed securitizing the large events in Turku. The narratives of the attack, were heavily politicized and securitized by the attention on authorities. The hope brought by stories of strangers in the mass helping victims and trying to stop the attacker were disrupted by hate speech campaigns, simultaneous demonstrations for and against racism/immigration and fear among immigrant communities. This study shows how differently trust and fear can be negotiated in media and among the urban mass in different geographical contexts. The mass in itself can be the feared, attacked and protected as well as the welcomed and unwelcomed. The mass may be seen as a demonstration of trust or a site of disruptive mistrust. The different nationalities and groups of people among the victims and helpers bring visible the multitude of the mass and the permeability of the urban boundaries. These findings offer possibilities for future reporting on attacks and building trust.
Developing the Brussels’ Art Nouveau into a themed landscape: towards new dynamics in Heritage Tourism

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Googling ‘Brussels’ and ‘Art Nouveau’ leads us to superlatives such as ‘Brussels, capital of Art Nouveau’. This is only one step away from considering Art nouveau a major asset for a strengthening of heritage tourism development in Brussels, now dominated by the ‘Grand Place’ which is world heritage. Nevertheless it is not sufficient to be able to present a Victor Horta Museum, a Hannon House or a Solvay Library, also world heritage. In our research we developed the question if and to what extent the Art Nouveau heritage in Brussels is re-invented (by the supply side) and experienced (by the demand side) as a ‘themed landscape’. By confronting the visions of visitors and the perspective of policy stakeholders and tourism managers, discrepancies between the views of both stakeholder groups could be detected. A survey reveals that the visitors of the City of Brussels acknowledge the tourism potential of the Art Nouveau heritage but argue that this valorization is not fully put in place. In addition, they do not experience the patrimony as being a (touristic) themed landscape, nor as an urban themed landscape for that matter. A number of interviews with stakeholders from policy and management however, state the opposite. They strongly believe that the integration of the Art Nouveau patrimony within the touristic themed landscape is existing and that valorization comes down to providing some adjustments of material aspects. However, the conflicting perspectives, attitudes and views are rooted in a complicated political setting in which a co-creation is hindered by local forces that prevent Art Nouveau in Brussels from materializing as a coherent entity, landscape as well as tourism product. Nevertheless a number of agents try to narrow the gap between a (co-created) themed landscape and a fragmented valorization of the Art Nouveau assets in order to support new economic and cultural destination dynamics in Brussels. This is more easily said than done since, with the federal structure of Belgium and the (strict) division of competences, tourism is considered more an economic issue and therefore a competence of the (independent) Regions such as Brussels Capital Region, while culture is considered a competence of the (independent) Communities which means that, for Brussels, the Dutch speaking Community and the French speaking Community have to collaborate and invest (together) in this co-creation.

Modelling development of online peer-to-peer accommodation services: an agent-based approach

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Online-based short-term letting platforms such as Airbnb have been demonstrating a constant growth over the recent decade. Tourists, as the main consumers of these services, bring additional income to the communities and individual homeowners. The number of properties rented out on peer-to-peer base had become so considerable in some cities (e.g. Berlin and Barcelona) that the authorities have imposed restrictions aimed at stabilizing local rental markets and communities of permanent residents. However, there is still no clear evidence as to how various types of restrictions impact peer-to-peer accommodation services. Moreover, while peer-to-peer accommodation platforms continue growing uninterrupted all over the world,
virtually nothing is known about when and why this growth will flatten out. That said, the purpose of this paper is to explain the current development of peer-to-peer platforms and to predict future development based on agent-based computer simulation. The model is based on the representation of how individual owners take decisions regarding managing their property. The simulation is validated against actual historical data series on Airbnb listings in Norwegian municipalities, resulting in a close match between real world data and model outputs. The impact of two types of regulations (time-based restrictions and taxation) has been modelled. The results of the simulation suggest that current growth will not simply flatten out when the supply of peer-to-peer accommodations matches the demand, but a series of sudden crises followed by periods of quick upwards adjustments will stress the local rental markets. The inherent instability of the market potentially threatens both the local tourism industry, rental market and real estate market. While moderate taxation may have a stabilizing effect on the supply of peer-to-peer accommodations, time-based restrictions have a potential to make crises even more disruptive. The paper concludes with some implications for policy-makers and other stakeholders.

Concerns in Nairobi National Park; an Actor-Network theory perspective

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The research will describe the associations and connections that exists between the different ‘actants’ in Nairobi National Park (NNP). The bypass road that goes through the park is the ‘matter of concern’ from which the research will depart. NNP is a unique eco-system mainly due to the fact that it is situated in a metropolis. Arguably, only one of its kind worldwide. It is the home to the famous ‘big five’ safari animals except the elephants. Not only is NNP unique, it also contributes greatly to the Kenyan economic sector from the revenues generated by tourism in the park. However, lately there has been great attention directed towards the park. This attention has been mainly due to massive urbanisation and infrastructural development in and around the park. The research will use Actor-Network Theory (ANT) to describe the situation in NNP. In order to achieve this, a strategy of ‘following the actor’ will be used. In this case, the research will involve following of the bypass road as a ‘destination actor’ in NNP. Primarily to see how the bypass road works and what effect and/ or roles it has in creating a ‘network’ beyond its spatial realm. Subsequently, while applying ANT, the relations between the different ‘actants’ in NNP will be examined. Through this, the ‘power’, ability to act and different ‘actant representations’ within NNP will be established. The research has no a priori assumptions in regard to the structure and/or systems in the park. Neither will it seek to explain what is going on but instead describe the ‘associations’ and ‘ordering’ in the park. Connections and associations will be traced in the NNP network with the bypass road as the focal point. Data for the research will be collected from previous literature, newspapers, reports and semi-structured interviews will be conducted too. Snowball sampling will be used to identify participants in the research. A total of 25 interviews will be conducted with representatives from the Kenya Wildlife Service, Conservation Alliance of Kenya, local community, the ministry of tourism and other interest groups e.g. Friends of Nairobi National Park. The interviews will be recorded digitally and later transcribed. Participatory observation will also be used. The researcher will stay in the park during the time of the research by taking an internship in the park. Subsequently, notes and photos will also be used to collect data. All the data will be analysed and presented in themes when identified. Both human and non-human actants will be analysed the same way. The research will be conducted in partial fulfilment for the attainment of a master degree in Linnaeus University, Sweden. As aforementioned, the research will apply ANT and in essence the
research will not intent to explain the situation in NNP but instead describe it. The research will seek to describe the associations and connections that exists within the NNP network. It is hoped that the results from the research will inspire further research and influence practical and management decisions.

Social Tourism and the Sustainable Way to Local Development

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Social tourism is a way to travel involving local communities and get a special mutual experience. ISTO definition of social tourism stresses the “connections and phenomena related to the participation of people in the countries of destinations as well as of holidaymakers, of disadvantages layers of society or those unable to participate tourism, holidays and their advantages for whatever reason”. Moreover, professor Louis Jolin from the University of Quebec has highlighted groups of population that could primarily take advantage of these kinds of initiatives: youth, families, retirees, individuals with modest incomes, and individuals with restricted physical capacity. In any case, social tourism is primarily an attitude to enjoy tourism while also attending to the quality of relations between visitors and host communities. This paper aims to investigate the different approaches of social tourism today and the changes it experienced since the creation of locations devoted to social tourism in Europe in the aftermath of WWII. The sector is living a crisis at a political level, but also at a demand and supplies one. Social tourism often does not address any longer to lower classes, while medium-high classes take advantage of the offers. It is also suffering the impact of collaborative economy and societies like Airbnb or Wimdu. Moreover, one of the key points of this kind of tourism experience was used to be the integration with locals that is unfortunately becoming of secondary aspect; as a result of that, another element to be taken into account is the relationship between social tourism and the cultural rights. Cultural rights are human rights that aim at assuring the enjoyment of culture and its components in conditions of equality, human dignity and non-discrimination. It indirectly affects social tourism that is threaten at many levels and has to find a role in the society. The case studies of Les oiseaux de passage in France and the Community coop in Italy will present some possible new roles and goals of social tourism today. The crisis can be also a challenge and open new opportunities in this sector, representing a change and a way to re-think it. Starting from the Faro Convention and the UNESCO Convention, one should consider participative actions, collaborative approach, and equal economic growth as suggestions and principles to follow. Paying attention to local policies on cultural rights, including migrants’ ones, can be the key to play a significant role in local development and give a new scope to social tourism.
Certificate in Sustainable Tourism: an evaluation of student knowledge and skills development

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A unique feature of the International Tourism: sustainability, development and impact module, at Nottingham Business School, is that it results in students gaining an additional ‘Certificate in Sustainable Tourism’ [CST], awarded by Nottingham Trent University. This mandatory, self-study certification seeks to deepen the students' knowledge of the practical application of sustainability principles to the tourism industry. The Certificate in Sustainable Tourism is delivered via the University’s Virtual Learning Environment, learning material is structured into 4 sessions, comprising of rich multimedia content, text, and discussion based research activity. After completing the 4 sessions, students complete a multiple-choice quiz to demonstrate their knowledge gained and furthermore assess their own responsible tourism practice, and intended future practice, in light of what they have learned. The paper examines the impact of this additional sustainability certification on both their knowledge and skills. Specifically, does the CST complement and enhance International Business students’ study of Responsible Tourism and enhance their employability skills? The most employable graduates are those who not only possess such ‘soft’ skills, but are able to reflect and articulate how they have developed their skills and why they are important. (Nye 2005) refer to soft power – the ability to attract and co-opt, rather than coerce or give force is not often referred to in educational terms, but is explored in this paper. A mixed methods approach was utilised that includes module evaluation, a survey and focus group with module participants. Initial findings indicate that CST students: • have a deeper insight into the principles and practice of sustainability within tourism • develop a broader awareness of the influence of sustainability upon the external business environment and complexities of systems thinking • gain from additional Continuous Professional Development opportunities to enhance the CV • evidence of attaining NTU Graduate Attributes in Global Citizenship and Sustainability In practice, students taking this certificate have been found to display a greater awareness and understanding of the practical application of sustainability principles and practice of sustainability within the tourism industry. They appear to have the ability to draw upon relevant examples of projects and initiatives, which display best practice in balancing the three pillars of sustainability. Their knowledge of systems thinking, and critical evaluation skills of sustainable tourism projects, have been greatly improved and anecdotally employers recognise these as students transfer into the workplace. Findings suggest that students taking the Certificate in Sustainable Tourism appreciate the opportunity for the ‘value added’ learning opportunity and that engagement in the certificate helps to develop a reflexive approach to learning. In summary, this research evaluates how the students' knowledge and skills altered and what were the triggers. The results from the research show that reflective learning can be transformational and providing a relevant platform to change and inform the learner’s knowledge, attitudes, values and future actions. A model has been developed based on these findings and discussion will consider the transferability of these ideas into other disciplinary areas.
Agricultural Shows - Attendee motivations, experiences and benefits

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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. This research evaluates the key components of these complex events, in relation to visitor motivation, experiences, perceived benefits and behavioural intentions. 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. Whilst many other events portray a clearly defined target audience and indeed, traditional attendance at agricultural shows would have been farming families, livestock breeders and associated services, the audience has proliferated somewhat. This underpins the resurgence in popularity of rural events, further compounding the prerequisite to investigate the consumer experience in its entirety. The growing audience diversity is also linked with changing consumer lifestyles relating to health, well-being and greater transparency in food origins, with more and more consumers wishing to purchase more traceable food produced on local farms as they seek authenticity and provenance. Agricultural shows offer an ideal platform for educating attendees and 're-imaging' agriculture (Holloway, 2004) by facilitating knowledge transfer between farmers, food producers and consumers. In light of these developments, gaining a greater understanding of visitor motivation and experience at agricultural shows must evolve in response to consumer demands to ensure the longevity of their appeal. Preliminary quantitative research previously carried out demonstrates that visit motivation has a three dimensional structure: 'Socialisation and Relaxation', 'New Knowledge and Experiences', and 'Prestige and Tradition. 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' bringing together attendees to build communities in a rural setting to improve education and in turn value creation. Agricultural events play a vital role within the rural community; given the lack of previous research on agricultural events, in-depth qualitative research is required to develop an understanding of agricultural event attendees’ motivations, experiences and benefits. This research seeks to provide an enhanced understanding of these variables, at agricultural shows and explore the significance of rural rituals and traditions. The results will have implications and value for other sectors; heritage events, outdoor festivals, rural tourism.

Social interaction in cultural events: the case of São João, in Brazil

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Event Studies have been an emergent field in the last two decades and although the experience has been widely recognised as essential part of an event success, only in recent years there has been studies focusing on it, either from a tourism perspective (Mossberg et al., 2007), or specifically in events (de Geus et al., 2015; Richards, 2017; Marques and Borba, 2017). São João is a widely celebrated cultural event in Brazil and it is the aim of this paper to provide an account of consumer experience in a social context during the São João celebration. In order to
gain an image of the impact that this event has on visitors, the Event Experience Scale (EES) was adopted. Because this scale focuses on the individual experience, and previous literature points out to the importance of social interaction (Nordvall et al., 2008; Rihova, 2013; Rihova et al. 2013), a social interaction scale was developed. This scale aims to evaluate the level of involvement in the group and how this may potentially influence the event experience. A quantitative approach has been taken, and 645 survey responses have been gathered. These comprise the data for São João in 2016 and 2017. At cultural events such as São João, some people participate in groups, the so-called ‘quadrilhas’. This provides an opportunity for a comparative analysis of experience, differentiating between attendees who participate in groups, and those who do not. Part of our ongoing analysis aims at understanding how this type of event creates a framework in space and in time for people to interact who are driven by a similar goal. In this sense, the event is a multi-dimensional platform for different types of networks to develop (e.g. within groups, before the event, through shared activities).

Ultimately, this paper will contribute to a better understanding of the individual and social dimensions of the event experience, as well as of their implications in terms of networking processes.

Bridging the creative gap – Partnerships and innovation for tourism development

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Tourism destinations that produce and offer innovative tourism services are often characterized by collaborative efforts among tourism stakeholders. As such, there are two key challenges that need to be addressed. First, sustainable tourism is an increasingly popular research field mostly concerned with protecting natural, social and cultural resources required to develop a destination (Sharpley, 2000). Past studies, thus, encompass a set of policies, management methods, and principles to protect area resources for future development (Hunter, 1997; Lane, 1994). However, there is criticism that sustainable tourism development has stalled and in the worst case destinations became less sustainable (Gössling, Hall, Ekström, Engeset, & Aall, 2012). Indeed, while sustainability orientation is increasing among tourism decision makers (Sharpley, 2009), tourism businesses often change their practices only when they can generate a competitive advantage (Bramwell & Lane, 2013). Second, for destination marketing organizations working with stakeholders is a complex, but critical activity to rally resources and to create sought after tourism experiences while committing to a sustainable development of the destination (Lemmetyinen & Go, 2009; Waligo, Clarke, & Hawkins, 2013). The absence of hierarchical structures and the multitude and heterogeneity of stakeholders makes for a complicated process to develop sustainable tourism (Waligo et al., 2013). Stakeholders often rank their own benefits over those of the destination at large and powerful stakeholders will aim at securing most benefits (Tosun, 2000). As such, Vernon, Essex, Pinder, and Curry (2005) stipulate that destination marketing organizations are struggling to effectively collaborate with a “fragmented industry that might otherwise be unable to respond to increasing environmental priorities for various internal and external reasons” (p. 340). Despite the complexity and ambiguity stemming from collaboration with a variety of stakeholders with potentially opposing demands, sustainable development through innovation and collaboration is successful (Hall & Vredenburg, Fall 2003). Indeed, from a decision maker point of view collaboration with partners needs to create value for the destination (Bramwell & Sharman, 1999), in particular destination stakeholders including residents, visitors, businesses, non-profit organizations and public agencies. Hence, decision makers need to know stakeholders’ understanding of sustainability and tourism to collaborate with them for destination success and to recognize obstacles and
opportunities when doing so. Often overlooked is the role of academia as a resource in tourism development. Academia can contribute via class work, student research projects, reaching out to academics as a sounding board or hiring academics as outside consultants; to name just a few. The goal of this study is to evaluate the effect academic institutions had on the development of a rural US destination. Specifically the external injection of creativity – if at all – is of interest as such knowledge that is usually not available among the “usual suspects” is valuable. In other words, following Granovetter (1973) strength of weak academic ties for destination development is evaluated.

Co-creation by way of FM+3 for Tourism Business Model Innovation

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This paper reports on mentoring and training experience whereby the academics, social business experts and Tourism Sector Entrepreneurs applied and tested co-creation-based Tourism Business Innovation process-method. The experience and thus the case study was based in the Arauco Province of Bio Bio region of southern Chile. Two-stage program called ‘Arauco Activa’ included mentoring and training aimed at business incubation and acceleration. Thirty-five Tourism Entrepreneurs were trained in Tourism Business Model Innovation but also through their feedback contributed to the refinement of both the mentoring and training process, as well as Innovation in Tourism Business Models. Their experience was captured through qualitative research techniques organized in a case study. This study addresses the question of how tourism entrepreneurs can generate value proposition based on clients’ experience narrative? The research reveals that FM+3 method-procedure model is a viable practitioner’s tool for structuring Tourism Business Model Innovation. As a result of the mentoring and training program, two new collaborative tourism routes were generated in the territory of the Arauco Province: (i) historical-cultural and (ii) creative crafts. They are made up of 20 members from a total of 27 that successfully completed the program and established stable exchange flows with a view to co-create value together with the beneficiaries and other clients. Total of twenty-seven (27) innovative service business models were built under the S-D logic applying an active listening technique, and based on co-creation of value. Our research is limited in that it reports on one group of tourism entrepreneurs and small businesses situated in a very specific context. However, social implications are extensive as the government sponsored mentoring programs are being frequently deployed to orient the Chilean economy away from natural resource extraction to services. The study reports on novel approach to service and business model innovation in tourism as it is practiced by tourism entrepreneurs and small businesses in peripheral areas of a country with natural resource extraction-oriented economy. Implications for policy include assessment of impact that mentoring-based, rather than subsidies-based, government programs have on tourism entrepreneurship in slow-to-progress destinations where Tourism Sector is incipient. Thus, future research should look into entrepreneurship and destination dynamics whereby the veil could be lifted on the tourism business to place relation issues. The implications for the academia include better understanding of how S-D logic is executed in practice and conceptualization of the FM+3 method-procedure tool deployable to foster service business model innovation by entrepreneurs. Finally, public policy implications are in that for entrepreneurship in services and specifically tourism sector to grow stronger service-specific innovation mentoring and training models need to be finetuned and innovative.
Lifestyle entrepreneurial migration in China

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As a relatively new phenomenon especially in developing country, lifestyle migration has attracted increasing academic attention in recent decades. Because of the economic reform since 1979, China has experienced an economic boom. Accordingly, lifestyle migration, usually associated with influent societies, has increased in popularity in the last two decades. In contemporary China, opening a hostel or coffee shop in a tourism destination is regarded as an ideal lifestyle among many young people (Ma & Xu, 2016). Attaining such a lifestyle usually involves migrating from a large city to a small town or village and setting up a small independent tourism business there. Interestingly, these migrants are not always economically driven - sometimes making profit is even the last thing they seek (Liang, Xu, & Thomas, 2010; Stone & Stubbs, 2007). These postmodern migrants can be called “lifestyle entrepreneurial migrants” (LEMs). The tourism industry constructs and markets a “better” lifestyle for these migrants and offers them a feasible and attainable way to achieve it - that is to be a tourism entrepreneur in the destination. This is because there are relatively low market barriers in running small tourism businesses, and it requires less general and professional skills and knowledge than other industries (Ateljevic & Page, 2009). This project aims to explore this new phenomenon in China. The overall research question in this study is that: How does this migration happen? As Lee (1966) puts it, the act of migration involves four basic components: the origin, the destination, intervening obstacles and the individual. When positive factors from the destination can overcome the negative factors from the origin and intervening obstacles, the migration happens. However, it is rather the individual's perception of these positive or negative factors than the factors themselves that decides the migration. This links the migration process with individuals’ self-identity. When the discrepancies between one's identity and the characteristics of the environment emerge, which finally become a threat to one’s sense of the self, migration might happen. Therefore, identity theory may provide us an alternative perspective to understand the process of this form of migration. Interpretive qualitative research is the main methodological design of this project, employing semi-structured interviewing and participant observation as the main data-gathering method. A half-year fieldwork has been undertaken in Dali, Yunnan province, China, which is one of the dream destinations for LEMs in China (Ma & Xu, 2016). By examining the migration process of these “postmodern migrants”, the research can provide readers an insight into the relationship between the individual identity and the process of modernization in Chinese society.