



ATLAS annual conference 2012

Re-creating the Global City:

Tourism, Leisure and Mega-Events in the Transformation of 21st Century Cities

London, United Kingdom

13-14 September, 2012

PROVISIONAL PROGRAMME

Wednesday, September 12th 2012

16.00 Arrival and Registration

Location: The Dome, University House, UEL Stratford Campus

17.00 Welcome and Drinks Reception. Talk by Tom Wareham (Curator, Museum of London Docklands)

Thursday, September 13st 2012

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

8.30 Arrival, registration and Coffee

9.00 Opening

Chair: Raoul Bianchi

Welcome by Melanie Smith, Chair of ATLAS

Keynote: Dr. Beatríz García

University of Liverpool

The art of the mega-event. Positioning city and art agendas within global spectacle

Location: Large Lecture Theatre (WBG.02)

Location: Large Lecture Theatre (WBG.02)

10.00 Coffee & tea break

Location: WB3.01 & 3.02

10.30 **Workshop Session 1**

	Session 1A	Session 1B	Session 1C	Session 1D
	Room			
	<i>Mega events and religion and Mega-events, tourism and creativity</i>	<i>Mega-events, citizenship & social justice</i>	<i>Public policy and political economy of tourism & mega events</i>	<i>SIG City and National Capitals Meeting</i>
Chair:	Robert Kaspar	Petra Glover	John Sparrowhawk	Robert Maitland
10.30	Razaq Raj, Nigel Morpeth	Cristina Ortega Nuere, Aurora Madariaga Ortuzar	Ozlem Edizel	Robert Maitland
	Public policy and the creative industries in the UK: positive developments in multiculturalism	Festive leisure: significant changes in perception and organization of festivals	Regeneration Decision-Making of Mega-Events: Organisation Structure of London 2012 Games	Capitalness is Contingent: tourism and national capitals in a globalised world
11.00	Nancy Stevenson	Roberto San Salvador del Valle, Amaia Makua	Anne-Marie d'Hauteserre	Anya Diekmann, Isabelle Cloquet
	Culture and the 2012 Games: Creating a Tourism Legacy in Hackney?	Innovating Event Urban Policies from Leisure Experience	The French State, Tourism and Global Paris	How capital are capitals: a website analysis
11.30	Karl Russell, Noelle O'Connor	Pekka Mustonen	Seonyoung Kim	Brent Ritchie, Richard Shipway
	The influence of Islamic hospitality and tourism on the London 2012 Olympic Games	World Design Capital Helsinki 2012 from the viewpoint of the citizens of the "city"	Resource dependency and power relations in tourism-related urban regeneration	Resident Perceptions of Mega-Sporting Events: A Longitudinal Study of the 2012 London Olympic Games
12.00	Kevin Griffin, Hadil Faris	Sarah Johnson, Scott McCabe	Isabelle Cloquet	
	Dublin's Eucharistic Congress	Exploring the effects of holidays on well-being and quality of life	The 2012 Africa Cup of Nations: how Gabon's celebration of football turns into a political symbol	

12.00 ATLAS Board meeting

Location: Knowledge Dock

12.30 Lunch

Location: WB3.01 & 3.02

13.30 **Panel Discussion - The Olympics, Mega-Events and Urban Tourism: Impacts and Legacies**

Chair: Alan Clarke

Location: Large Lecture Theatre (WBG.02)

Professor Gavin Poynter

University of East London (London East Research Institute)

The Olympics, Megaevents and Tourism: Impacts and Legacies. From Beijing to London to Rio

Michael Gold

Independent Scholar and Entrepreneur
Sport and Commercialism

Julian Cheyne

Games Monitor

Title: ???

15.30 Coffee & tea break

Location: WB3.01 & 3.02

16.00 **Workshop Session 2**

	Session 2A	Session 2B	Session 2C	Session 2D
	room			
	Marketing, place-making and the visitor economy	Mega-events, the environment and sustainability	The Olympics and tourism	SIG Events Research Meeting
Chair:	Angelique Lombarts	Anya Diekmann	Raoul Bianchi	Greg Richards
16.00	Antonio Paolo Russo	Kevin Griffin, Sheila Flanagan, Jane Fitzgerald	Isabelle Bauthier	Greg Richards
	Branding Brazilian slums through "freeware" cultural production: the case of Rio de Janeiro	The Challenge of implementing a Sustainable Tourism assessment tool in an urban environment	Which tourism developments for hosts of Olympic Games?	Events and the Means of Attention
16.30	Ana Goytia Prat, Marina Abad Galzacorta; Asunción Fernández-Villarán; Álvaro de la Rica Aspiuza; Mónica Erice González de Durana	Ilaria Pappalepore, Nancy Harrison	Andrew Smith	
	Humanistic approach to visitor experiences understanding, a tool for experiential places marketing making.	Biodiversity and Diversity of Experience: Visitors' and residents' experiences of green spaces in Cambridge, UK	Mega-events and destination-making: the case of London's Olympic Park	
17.00	John Harris	Andy Fryer	Sara Levi Sacerdotti	
	A mega-event in the 'new Seattle': A Newport state of mind	The Case for Red Tape	From the Torino 2006 legacy to the smart city planning	
17.30	Andrea Holensinska, Martin Sauer	John Sparrowhawk		
	Transformation of global cities – urban tourism and branding: Prague perspective	Narratives of Backpacking and the Hypervisibility Thesis		

19.30 Conference Dinner

Location: Riverboat cruise (Tower Millenium Pier)

Friday, September 14th, 2012

8.30 Arrival and Coffee

Chair: Greg Richards

Location: Large Lecture Theatre (WBG.02)

9:00 **Keynote: Maurice Roche**

Organisation: University of Sheffield

Parking Mega-Events: Mega-Events, Parks and Urban Change

10.00 ATLAS members' meeting

Location: Large Lecture Theatre (WBG.02)

10.30 Coffee & tea break

Location: WB3.01 & 3.02

11.00 **Workshop Session 3**

	Session 3A	Session 3B	Session 3C	Session 3D
	room			
	<i>Managing mega-events and the economics of the 'new' urban tourism</i>	<i>Marketing, place-making and the visitor economy</i>	<i>Sport, mega events and tourism</i>	<i>Doctoral Colloquium</i>
Chair	Marion Stuart-Hoyle	John Beech	Scott McCabe	
11.00	Adam Jones, Janet Woolley, Graham Currie	Arja Lemmetyinen, Frank M. Go, Mervi Luonila	Antti Honkanen, Anja Tuohino	Simona, Staffieri
	Business as Usual - Impacts of the 2012 Olympics on Businesses in and around London	The relevance of cultural production -Pori jazz- in boosting place brand equity	Local megaevent in Finland – Case Sulkava Rowing Race	Italian youth tourism experience research
11.30	Antonio Paolo Russo, Alan Quaglieri Domínguez	Amaia Makua Biurrun	Fabiana R. Sousa-Mast, Arianne C. Reis, Marcelo Carvalho Vieira	Sarah Snell
	The spatial logic of house swapping: towards a post-tourist geography	The social, cultural and institutional valorization process of industrial tourism resources.	Sport participation legacy of the Olympic Games for youth at-risk in Rio de Janeiro	Community engagement within Mega Event Planning: The case of the London 2012 Olympic Games
12.00	Claire Haven-Tang, Paul	Melanie Smith	Philipp Roeder	
	You say Mega - I say Micro	Cultural routes to regeneration: are we on the right track?	Impacts of sporting events on urban tourism – sporting events in Dresden/Germany	
12.30	Ljubica Knezevic Cvelbar	Nick Pye	Michael Gold	
	Is it sustainable for the small country to organise large event: Case of Slovenia and Winter Universiade	Research into the evolution of sports cities; To what extent have social benefits been considered in the planning of sports cities? A comparative case study of Manchester and	Taking the Township to the Tourist	

13.00 Lunch

Location: WB3.01 & 3.02

Chair: Melanie Smith

Location: Large Lecture Theatre (WBG.02)

14.30 Keynote : Professor Kevin Hannam

University of Sunderland

Moving through the City: Spatial Politics and Mobilities Theory

15.30 Closing Plenary

Location: Large Lecture Theatre (WBG.02)

16.00 Coffee & tea break

Location: WB3.01 & 3.02

Free Evening plus option of 'Guided' Docklands Pub Crawl