

ATLAS Annual Conference 2008
SELLING OR TELLING? PARADOXES IN TOURISM, CULTURE AND HERITAGE
 University of Brighton, United Kingdom
 July 2-4, 2008

PROVISIONAL PROGRAMME

Tuesday 1st July 2008

14:00 SIG Meeting - Religious Tourism and Pilgrimage Research
 ATLAS Board Meetings all day

Wednesday, 2nd July

10:00 Arrival / Registration (with tea and coffee)

11.00 Introduction by Dr. Nigel Jarvis / Dr. Jaime Kaminski, Co-conveners
 Welcome by Melanie Smith, Chair of ATLAS
 Professor Peter Burns to introduce Dr. Julian Crampton, University of Brighton, Vice Chancellor

11:30 Keynote 1: Professor Gregory Ashworth, University of Groningen
'Paradigms and paradoxes in planning the past'
 Chair: Dr. Jaime Kaminski

12:30 Buffet Lunch
 ATLAS Board Meeting, Boardroom, Mezzanine Floor

13:45 Workshop session 1

	Session 1A	Session 1B	Session 1C	Session 1D	Session 1E	Session 1F
	<i>Socio-economic impact studies in the heritage sector</i>	<i>Marketing</i>	<i>Preservation Issues</i>	<i>Heritage and Identity</i>	<i>Contested Heritage</i>	<i>SIG Meeting</i>
Chair:	<i>Jaime Kaminski</i>	<i>Clare Weeden</i>	<i>Wolfgang Georg Art</i>	<i>Lyn Bibbings</i>	<i>Cathy Palmer</i>	
13:45	Ian Baxter	Gianna Moscardo	Anne-Mette Hjalager	Marjan Melkert	Catherine Gorman and Kevin Griffin	Kevin Hannam

	<i>The science of the "bleedin' obvious" - is heritage management research data useful?</i>	<i>The importance of themes and narratives in Tourist experiences</i>	<i>Heritage landscapes and the EU agricultural policy - conflicts or opportunities for tourism?</i>	<i>"Veer zien de 'Kopenicker' sjetterij ..." (Staging an authentic version of a traditional comic opera as a tool for preserving and reinforcing local identity)</i>	<i>Ecclesiastical Market Segmentation in the Land of Saints and Scholars</i>	Backpacker Research Group
14:15	Brent Ritchie	Nancy Chesworth	Katarzyna Palubska	Maria Christina Moreira, Cláudia Henriques and Ana Luís Linhares	Marian Jeane Walker	
	<i>School excursion heritage visits: Understanding and measuring their socio-economic impact</i>	<i>Selling and telling: The case of the Halifax Citadel</i>	<i>Systemic protection of the Warsaw Fortress as a cultural park</i>	<i>Tourism, folk dance and regional Identity: The case of the Alto Minho</i>	<i>Planting paradise in Tasmania: Contested sites of cultural identity</i>	
14:45	Antonis Theocharous and Andreas G. Philaretou	Elena V. Ivanova	Ronan Foley	Scott McCabe	Avital Biran and Yaniv Poria	
	<i>The socio-cultural impact of tourism in the Republic of Cyprus</i>	<i>Heritage of the Saratov region as factor of development of students tourism</i>	<i>Hot, holy & healing: Wells and springs as therapeutic landscapes</i>	<i>Plain, common horse sense": Exploring representations of Britain</i>	<i>World heritage site and local dissonant heritage: Recasting the bad guy</i>	

15:15 Coffee Break

15:45 Workshop session 2

Session 2A	Session 2B	Session 2C	Session 2D	Session 2E	Session 2F	Sessic
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	World Heritage	Role of Festivals and Events; Landscapes and places	Regional Regeneration	Contested Dissonant Heritage; Planning Approaches	Technology and Heritage	Contested Heritage	S
Chair:	<i>Jaime Kaminski</i>	<i>John Beech</i>	<i>Marina Novelli</i>	<i>Nancy Chesworth</i>	<i>Henrik Halkier</i>	<i>Udo Merkel</i>	
15.45	Babak Sodagar, Jim McLoughlin and Jaime Kaminski	Francesc Gonzalez and Oriol Miralbell Izard	Carlos Fernandes	Smaragda Touloupa	Karina Rodriguez Echavarria	Wael Salah Fahmi	Rober
	<i>Understanding the socio-economic impact of the heritage site</i>	<i>Cultural events and tourist development in Catalonia (Spain)</i>	<i>Developing creative tourism in a peripheral region of Europe</i>	<i>The Right to tell which story</i>	<i>Exploring visitors' generation of meaning of digital heritage communication forms in museums</i>	<i>Contested Cairotopias: Glocal tourism within Greater Cairo's suburban communities</i>	Capita Resea
16.15	Takamitsu Jimura	Razaq Raj	Rita Cannas and Fiorella Dallari	Caroline Winter	Nicole Mitsche and Ulrieke Bauernfind	Donald Macleod	
	<i>The impact of World Heritage Site designation on local communities of Saltaire</i>	<i>Changing role of sustainable festivals and events on local communities</i>	<i>Local development: Tourism as a regenerator of rural heritage, shadow and lights</i>	<i>Cemeteries of the Great War as Sites for Identity and Memory</i>	<i>The use of technology for cultural heritage interpretation - examples for three cities</i>	<i>Cultural heritage, identity and power: representation at the tourist destination</i>	
16.45	Nadezhda Savova			Jan Mosedale	Emma Reetta Koivunen	Carlo Perelli and Giovanni Sistu	
	<i>Heritage kinaesthetics: Local constructivism stories in a Brazilian Favela</i>			<i>Unpacking the 'selling' of tourism: towards an alternative political economy</i>	<i>Contested narratives: Online representations of the Shetland Islands</i>	<i>Identity meets economy: Conservation and tourism planning in Sardinia</i>	

17:15 Inaugural meeting SIG - Volunteer Tourism (TBC)

18:00 Sewer tour (optional)

19:30 Welcome Reception at Fishing Museum (Drinks and canapes)
 Invited Guests: Brighton City Mayor and Adam Bates, Head of Tourism for Brighton and Hove
 Chair: Dr. Marina Novelli

20:30 Delegates to make their own dinner arrangements

Thursday, 3rd July 2008

8:30 Registration (with tea and coffee)

9:00 Keynote 2: Nick Dodds, Managing Director of Festivals and Events International
'Festivals and their potential for event-led cultural tourism'
 Chair: Dr. Nigel Jarvis

10:00 Coffee Break

10:30 Workshop session 3

	Session 3A	Session 3B	Session 3C	Session 3D	Session 3E	Session 3F
	ICT in Communications	Marketing	Seaside Regeneration	Heritage Interpretation; Heritage and Disaster Issues	Heritage and Identity	SIG Meeting
Chair:	<i>Babak Sodagar</i>	<i>Simon Hudson</i>	<i>Kevin Griffin</i>	<i>Clare Weeden</i>	<i>Nicola Macleod</i>	
10:30	Jaime Kaminski	Celeste Eusébio, Maria João Carneiro, Elisabeth Kastenholz	Alberto Forte and Marina Novelli	Carl Cater	Jennifer Laing and Warwick Frost	David Leslie
	<i>The investment in ICT at heritage sites: what is its impact?</i>	<i>Segmenting the cultural tourist market by type of attractions visited</i>	<i>Formal vs informal cultural programming: Showcasing change, diversifying tourism, regenerating the city</i>	<i>Whose heart? Spiritual heritage commodification in Lombok, Indonesia</i>	<i>The Role of cultural festivals in shaping community identity in rural Australia</i>	Tourism SMEs Research Group

11:00	Erminia Carillo, Karina Rodriques Echavarría, David B. Arnold	Avital Biran, Raviv Cohen, Yaniv Poria and Arie Reichel	Madalena Cunha Matos, Patricia Santos Pedrosa, Marta Sequeira and Raquel Costa Rêga	Luis Miguel Brito	Stefan Petrow
	<i>Using visitor survey data to tailor heritage multimedia applications: Vindolanda case</i>	<i>Should we brand our site as a World Heritage Site?</i>	<i>The first moderns. Hotels overlooking the sea</i>	<i>Tour guide's interpretation and intercultural competence - the case of Portugal</i>	<i>Sanitising the past? The Van Diemen's Land Memorial Folk Museum</i>
11:30	Bruce Hayllar, Deborah Edwards and Tony Griffin	Meredith Lawrence	James Kennell	Teresa Leopold	Richard Wright
	<i>Trails and tales... Tracking visitors in urban environments</i>	<i>Determining best practice for the sustainable development, marketing and management of destinations</i>	<i>Cultural regeneration and community cohesion: A study of regeneration in Folkestone, UK</i>	<i>Constructed disaster memory</i>	<i>Exploring notions of cultural identity and heritage amongst trans-Tasman sport tourists</i>
12:00	Heredina Fernandez	Lina Anastassova	Andrew Jones	Rasul A. Mowatt and Maria K.	David Weir
	<i>The influence of communicative and learning factors on the visitors to museums</i>	<i>Marketing impact of Bulgarian heritage destinations; web sites: evaluation survey analysis</i>	<i>Urban waterfronts and paradigms for cultural regeneration: Lessons for local communities</i>	<i>Heritage after disaster: Visual narratives of rebuilding And preservation in New Orleans</i>	<i>The creation of national identity as preferred destination</i>

12:30 Buffet Lunch

13:45 Workshop session 4

Session 4A	Session 4B	Session 4C	Session 4D	Session 4E	Session 4F	Sessic
Heritage Tourism	Marketing	Heritage Regeneration	Heritage Development and Management	Heritage Experiences	Agency, Peace and Conflict Management	S
<i>Babak Sodagar</i>	<i>Anya Diekman</i>	<i>Andrew Jones</i>	<i>Ulla Ritola-Pesonen</i>	<i>Pius Ongoro Odunga</i>	<i>Peter Burns</i>	

13:45	Ala Al-Hamarneh	Angelique Lombarts	Concepcion Diez-Pastor	Angela Phelps	Tijana Rakic and Donna Chambers	Ole Pihl	Melan
	<i>Heritage reloades - Post-modern spatial representations of heritage for tourism in Arab countries</i>	<i>Cooperation & conflicts in city marketing</i>	<i>Albergues de Carretera: contributing to Spanish inner territories development</i>	<i>The heritization of Diana: contested memories at the gates of the palace</i>	<i>At the (Athenian) Acropolis: exploring the nature of embodied multisensory visitor experiences</i>	<i>Selling or telling? A theory of ruin value</i>	Spa ar Resea
14:15	Devi Roza. K. Kausar	Anette Therkelsen and Henrik Halkier	Jon Swords	Erzsebet Penzes and Katalin	Widya Suryadini and Pekik Ginong	Omar Moufakkir and Ian Kelly	
	<i>World Heritage Tourism and its Impact on the Livelihood of Rural Community</i>	<i>Inter-organisational cooperation in city branding. Comparing Aarhus and Aalborg, Denmark</i>	<i>Holistic local and regional development in the Northumberland heritage cluster</i>	<i>The importance of interpretation in the Hungarian ecotourism strategy</i>	<i>Siak Sri Undrapura: Identity at the crossroad -</i>	<i>Peace: Does tourism matter?</i>	
14:45	Laura Melpomeni-Tapini	Maurizio Giannone and Girolamo Cusimano	Warwick Frost	Raoul Bianchi	Peter Oakley	Harald A. Friedl	
	<i>Agrotourism: An opportunity for conservation of rural & historical buildings (Greece)</i>	<i>Places and locations: some paradoxes of film-induced tourism</i>	<i>The user-pays fallacy: Exploring the sustainability of heritage tourism attractions</i>	<i>EuroMed heritage: Reflecting on the EUs cultural heritage agenda in the Mediterranean</i>	<i>Bringing history to life? The motivations and practice of heritage educational enactors</i>	<i>Tautology of "Understanding" – A new approach to tourism and international understanding</i>	
15:15		Raquel Camprubi, Jaime Guia and Jordi Comas	A S Yusof		Jane Widtfeldt Meged	Martijn Duineveld and Jaap Lengkeek	
		<i>Managing the induced tourism image of cultural destinations</i>	<i>Royal historic city: Urban tourism lifestyle and heritage trail management</i>		<i>The guided tour - an intercultural co-produced tourism performance</i>	<i>Heritage, conflict management and the necessity of experience research</i>	

- 15:45 Coffee Break
- 16:00 Keynote 3: Professor Mike Robinson, Centre for Tourism and Cultural Change, Leeds Metropolitan University
'Memories, Meanings and Mess: Untold Stories of a 'Heritage' Site in Jordan'
Chair: Dr. Cathy Palmer
- 17:00 ATLAS Members' Meeting, Sallis Benney Theatre (?)
- 17:30 Sewer tour (optional)
- 18:30 Sewer tour (optional)
- 19:30 Pre-dinner drink at the Corn Exchange
- 20:00 Dinner at Corn Exchange

Friday, 4th July 2008

- 9:00 Registration (with tea and coffee)
- 9:30 Keynote 4: Michael Bedingfield, VisitBritain Marketing Director
'Making the Most of Britain's Heritage and Culture'
Chair: Professor Peter Burns

10:45 Workshop session 5

Session 5A	Session 5B	Session 5C	Session 5D	Session 5E		Sessic
City Marketing	National, regional and local policies and practices	Cultural Regeneration and Planning	Cultural Tourists and Visitors	Heritage and Identity		S
Chair: Jim McLoughlin	Hazel Tucker	Brent Ritchie	Angelique Lombarts	Udo Merkel		
10:45 Jim McLoughlin, Jaime Kaminski and Babak Sodagar	Erzsebet Penzes and Peter Mayer	Daniel Onome Awaritefe and Helen Ovigue Awaritefe	Catherine Gorman	Estela Marine Roig		John I

	<i>Understanding the socio-economic impact of the tourist historic city</i>	<i>Space and tourism in Hungarian national parks</i>	<i>Tourist use and experience of cultural and heritage destinations in Nigeria</i>	<i>Ecclesiastical market segmentation in the land of saints and scholars</i>	<i>What are souvenirs telling? Representations, images, conflicts in the case of Barcelona</i>		Mass Resea
11:15	Elke Ennen and Eugenio van Maanen	Meredith Lawrence and Mary Hollick	Henrik Halkier and Line Dahl Olesen	Pius Ongoro Odunga	Gregory Ramshaw and Sean Gammon		
	<i>Telling the truth by selling an image</i>	<i>Creating 'Destination Daylesford': strategic planning and place regeneration</i>	<i>Museums, tourism, and knowledge processes - The case of North Jutland, Denmark</i>	<i>The characteristics of Kenya's cultural tourists</i>	<i>On home ground? Twickenham stadium tours and the construction of sport heritage</i>		
11:45	Lukas Siller, Kurt Matzler and Mike Peters	Nancy Stevenson	Marco Paiola, Francesc Xavier Molina Morales	Clive Baker and Lisa Power	Teresa Costa		
	<i>Resource- based vs. market-based strategy perceptions: Implications for cultural tourism destinations</i>	<i>Developing and delivering the vision: Culture, growth and regeneration in Colchester</i>	<i>Culture-led regeneration of regions: the case of festivals and cultural events</i>	<i>Selling or telling' the paradox of the military museum</i>	<i>João Cutileiro's public art: reading history or memory in stone</i>		
12:15	Michael Landzelius - presented by Greg Ashworth in his absence	Titiyawadee Punmanee	Eszter Madarasz, Andras Jancsik and Zsofia Papp	Stephen F. Haller	Wael Salah Fahmi		
	<i>Reified city marketing spatialities: Interrogating the past as consumption generator</i>	<i>Incorporation of the 'cultural' into understanding of ecotourism: Chaiyaphum province, Thailand'</i>	<i>Will stakeholder involvement increase destination competitiveness?</i>	<i>Ersatz heritage Tourism: a defence</i>	<i>Heritage tourism within Cairo's European quarter: A stakeholder approach</i>		

12,45 Buffet Lunch

14:00 Keynote 5: Professor John Tunbridge, Carleton University
'Problems in marketing heritage for tourism: insights from Europe's (pen)insular margins'
 Chair: Dr. Jaime Kaminski

15:15 Workshop session 6

	Session 6A	Session 6B	Session 6C	Session 6D	Session 6E	Session 6F
	Conflicting needs of heritage and tourism	Diversification and Regeneration; Heritage Tourism	Conflict and Heritage in Asia	Myths, Truth and Heritage	Ethical Issues	SIG Meeting
Chair:	<i>Kevin Hannam</i>	<i>Marina Novelli</i>	<i>Omar Moufakkir</i>	<i>Harald Friedl</i>	<i>Angela Benson</i>	
15:15	Mehmet Ozturk, Huseyin Belkaya, Ismail Karamut and I. Haluk Ozmen	Ilaria Pappalepore	Wolfgang Artt	Hazel Tucker and Eric Shelton	Stephen F. Haller	Christos Petreas
	<i>The Marmaray project historical heritage of Istanbul - Conflicts and compromises</i>	<i>Tourism development in non-central London creative quarters</i>	<i>Shangrilarization - Telling and selling different stories about the Kangba in Guanzi (Eastern Tibet)</i>	<i>Sound of silence: Paradise lost of paradise (re)found?</i>	<i>Codes of ethics for travellers</i>	Sports Tourism informative meeting
15:45	Sarah Bologna	Duangjai Lortanavanit	Simon Hudson	Jānis Kalnacs	Peter Burns and Lyn Bibbings	
	<i>The far side of the country": Whose heritage is it?</i>	<i>Policies and practices on the cultural heritage regeneration for tourism in Japan</i>	<i>Tourists as citizen diplomats: The case of Myanmar</i>	<i>Myth, history, and fiction in tourism interpretation. Latvia's Case</i>	<i>Green travel awards: a smokescreen over ecotourism and the climate change problem?</i>	
16:15	Mihaela Dinu and Constantin Dinu	Ilde Rizzo and Tiziana Cuccia				
	<i>Archaeology heritage in Carpathian - Danube - Pontic space: Tourist operation and</i>	<i>Heritage and tourism: theoretical issues and empirical evidence</i>				

- 16:45 Traditional English Afternoon Tea
- 17:00 Plenary Session / Closing Ceremony
Co-Chairs: Melanie Smith, ATLAS Chair and Professor David Arnold, Dean of MIS Faculty, University of Brighton
- 18:30 Sewer tour (optional)