

**ATLAS annual conference 2007**  
**Destinations revisited**  
**Perspectives on developing and managing tourist areas**  
**Viana do Castelo, Portugal**  
**September 5-8, 2007**

**Provisional Program**

***Monday, September 3rd***

Transfers from airport to Viana do Castelo  
(for delegates participating in ATLAS-Special Interest Group Meetings and ATLAS-Executive Board members).

***Tuesday, September 4th***

Transfers from airport to Viana do Castelo (transfers time will be announced in the next few days).

- 9.30 Meeting of Tourism and Gastronomy Special Interest Group (Arcos de Valdevez). Departure from Viana do Castelo at 8.30.
- 16.00 Meeting of Religious Tourism and Pilgrimage Special Interest Group (Braga). Departure from Viana do Castelo at 15.00.
- 18.00 Barbeque/preparation for the ATLAS-Board Meeting (limited to ATLAS-Board Members)
- 22.00 Opening ceremony of the IV International Folklore Festival.  
Groups are expected from South Korea, Nepal, Jordan, Serbia, Croatia, Argentina and Brazil.

***Wednesday, September 5th***

- 8.00 Transfer to the conference venue. Stops at designated locations (please check map).

- 9.00 Onsite registration
- 9.30 Conference Opening  
 Melanie Smith, Chair, ATLAS  
 Rui Teixeira, President, Polytechnic Institute of Viana do Castelo  
 Defensor Moura, Mayor, Municipality of Viana do Castelo
- 10.00 Keynote addresses: Chair – Carlos Costa  
 “National Tourism Strategy of Portugal”, Nuno Santos, Tourism of Portugal.  
 “Strategy for Developing Tourism in the North of Portugal”, Nuno Fazenda, Comm. for Coordination and Development of the North of Portugal.  
 “Re-inventing Tourism in the Minho Region”, Francisco Calheiros, ADRIL.

11.30 Coffee break

12.00 Workshop presentations - session 1

Session 1A	Session 1B	Session 1C	Session 1D	Session 1E	Session 1F
Chair: Julia Albrecht	Chair: John Beech	Chair: Lyn Bibbings	Chair: Antonella Capriello	Chair: Girolamo Cusimano	Chair:

<b>Trends in destination development</b>	<b>Challenges in destination management</b>	<b>Cultural heritage and destination development</b>	<b>Cultural events and destination revitalisation</b>	<b>Technology applied to destinations</b>
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Junko Dai: Outbound travel markets developed by womens’s magazines in Japan	Jiho Y. Han, Pamela Weaver and Ken W. McCleary: Risk Perceptions of Residents in Tourism Destinations towards Foreign Travelers	Maurizio Giannone and Girolamo Cusimano: Cultural heritage and space construction in South-East Sicily	Julie Wilson: Destination re-imaging and cultural events	Malcolm Cooper and Wayne Pease: Emerging trends in the use of ICT in Tourism
Meredith Lawrence and Jeremy Buultjens: Contrasting Coastal Development Trends in Regional Australia	Kaija Lindroth: Destinations Revisited	Patricia Erfurt-Cooper: Cultural Heritage and Local Traditions - Driver of Tourism Development in Rural Destinations	Flora Matos and Elina da Silva Teresa Pataco: Operations Management, Logistics and Quality in Summer Festivals: 35 Years Later.	Martin Goossen: Discover your favorite destination using <a href="http://www.myplacetobe.eu">www.myplacetobe.eu</a>

Carla Melo, Celeste Amorim Varum, Carlos Costa: Trends and Scenarios for Tourism in 2020	Zelia Breda, Rui Costa, Carlos Costa: Challenges in destination management: The case of Goa
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Jose Somoza Medina and Júlia Maria Lourenço: European Capitals of Culture, Tourism and Urban Development Processes. The Iberian Experience.	Ana Rita de Deus Rocha Alves Peres da Costa: Importance-Performance Analysis of Mobile Technologies in tourism
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13.30 Lunch

15.00 Workshop presentations - session 2

Session 2A	Session 2B	Session 2C	Session 2D	Session 2E	Session 2F
Chair: David Bruce	Chair: Ana Rita de Deus Rocha Alves Peres	Chair: Alon Gelbman	Chair: Maurizio Giannone	Chair: Graca Gomes Ezequiel	Chair: Robert Maitland
<b>Culture an destination development</b>	<b>Challenges in destination management</b>	<b>Destination marketing</b>	<b>Changing patterns of domestic and international tourism</b>	<b>Governance of destinations</b>	<b>Capital City Tourism Special Interest Group</b>

Carlos Ferreira da Costa, Nuno Oliveira and Antónia Correia: Gastronomic Tourist's Behavioural Intentions	Nina Julia Albrecht: Are we there yet? Implementation and Evaluation in Tourism Planning	Evrin Çeltek and Juan Gabriel Brida: Hedonic consumption from the perspective of experience realms in destination marketing	Tara Duncan: From drifter to gap year: the changing nature of youth travel?	Emanuelle de Melo Pimentel and Carlos Costa: Repeat visitation by managing tourism seasonality	Robert Maitland and Brent Ritchie: Tourism in National Capitals: developing a new research agenda
Claudia Nunes Henriques and Aurora Marreiro: Cultural Tourism and underwater archaeological heritage in Algarve	Thanasis Spyriadis: Evaluating the Organisational Structures of England's DMOs: Conceptual Framework & Methodological Approach	Mário Passos Ascensão, Tom Ylkänen, Liisa Hentinen, Maria Engberg: Destination Image: The Case of "Summer Finland"	José Gomes Morais: Anthropology and tourism: new forms of living in traditional worlds	Joana Neves: Vale do Côa destination: toward a governance model	Ana Ferreira: Faro National Capital of Culture - Profile of tourists who attended the events

Kuan-Huei Lee and Chen-Ju Lin: Case study on the Channel Strategy of Food Souvenir Industry in Taiwan	Andrea Holesinska: Experience of cooperation between stakeholders when building destination management	Adão Flores and Júlio Mendes: The design of a tourism-product strategy for the Arade destination	Alon Gelbman: Borders as Tourism Destinations in the Age of Globalization	Amitabh Upadhya: Tourism Organizations 'A case analysis of tourism organizational structure in the UAE'	Group discussion
Ligia Sousa and Eugénia Sampaio: Eurotex revisited: promotion and marketing of Alto-Minho crafts with the "Roteiro do Alto-Minho"		Milan Culic: The key role of the conference industry in the crisis affected countries	Zelia Breda, Tamara Klicek: Hospitality exchange tourism: a new travel concept	Mar Vila, Josep-Francesc Valls and Xari Rovira: Balanced scorecard for Spanish tourism destinations	

17.00 Coffee break

17.30 Keynote address: Chair – Greg Richards  
 “Successful destinations: thinking about limits, rhythms and conditions from the Mediterranean experience”,  
 Salvador Anton, Tarragona University, Spain.

18.15 Transfer to accommodation  
 Before going to the reception take a quick trip on the funicular to the top of the mountain and visit the shrine of Santa Luzia and witness one of the most beautiful sceneries anywhere (see location on map).

18.30 Reception, Municipal Museum (see location on map).  
 Outside garden of main building of the Institute Polytechnic of Viana do Castelo (see location on map). Appetizers, open bar and cultural entertainment until 20.30.  
 Afterwards visit the historical centre of Viana do Castelo and continue your gastronomic experience at your discretion.

### **Thursday, September 6th**

8.00 Transfer to the conference venue. Stops at designated locations (please check map).

9.30 Keynote address: Chair - Jorge Costa  
 "The politics of identity: Representational dynamics in the U.S." , Carla Almeida Santos, Co-director, Tourism Lab for Economics and Social Behavior Research, University of Illinois at Urbana-Champaign, USA.

10.30 Coffee break

11.00 Workshop presentations - session 3

Session 3A	Session 3B	Session 3C	Session 3D	Session 3E	Session 3F
Chair: Greg Richards	Chair: Kevin Griffin	Chair: Henrik Halkier	Chair: Petri Hottola	Chair: Yahaya Ibrahim	Chair: John Beech
<b>Cultural Tourism Special Interest Group</b>	<b>Destination marketing</b>	<b>Cities as destinations</b>	<b>Economic issues for destinations</b>	<b>Tourist behaviour and destination management</b>	<b>Mass Tourism Special Interest Group</b>

Sonja Sibila Lebe and Gregor Schiemann: Cultural Heritage and Local Traditions - Driver of Tourism Development in Rural Destinations	Raquel Camprubí and Jaume Guia Jordi Comas: The induced tourist image of Girona: A methodological approach	Anya Diekmann, Géraldine Maulet: Tourism development of an ethnic quarter in Brussels	Edgar JS Carrera, Elvio Accinelli, Juan Gabriel Brida and Wiston Adrián Risso: A Long-Run Equilibrium Demand Function: The Mexican Tourism	Ken W. McCleary, Jiho Han, Pamela A. Weaver and Phillip E. Blosser: The use of novelty seeking to segment leisure travelers	Progress meeting and group discussion
Jānis Kalnačs: Cultural Tourism in Latvia	Raúl Filipe: New York - Tourism and September 11	Bruce Hayllar and Tony Griffin: Tourism Precincts: A Functional Analysis of Their Contribution to Urban Tourist Experiences	Wiston Adrian Risso Charquero, Elvio Accinelli, Juan Gabriel Brida and Edgar JS Carrera: Effects of Tourism in the Long-Run Mexican Economic Growth	Valentina Gomes Haensel Schmitt and Luis Moretto Neto: The Foreign Tourist Consumer Behavior in Florianópolis - Santa Catarina - Brazil.	

Alexandra Rodrigues Gonçalves: Museums and Tourism: Moving From Cultural Attractions to Tourist Attractions	Celeste Eusébio, Elisabeth Kastenholz and Maria João Carneiro: The determinants of destination loyalty of cultural visitors: a logistic regression analysis	Jacques Vork: The Creative Class in Amsterdam and the role of leisure.	Wu, Yu and Yang: Changing resort's governor. Effects on perceived price fairness and visit intentions	Jorge Costa, Antonio Mota and Ana Ladeiras: Towards a model for strategic planning of tourism destinations
Ilie Rotariu: Boosting the communication of a tourist destination by European Cultural Capital Program	Kirk C. Hyde: Translating Domestic Successes into an International Tourism Product - Shizuoka, Japan	Lukasz Quirini-Poplawski: Jewish heritage in Cracow	Antonio Paolo Russo, Lluís Prats and Jaume Guia: Classifying tourism clusters: methods compared and lessons learned from Catalonia	Ruth Craggs and Peter Schofield: Regenerating the Quays in Salford: An Analysis of Visitor Perception, Experience and Behaviour
Paula Martins de Brito, Ana Maria Ferreira and Carlos Costa: Cities, Tourism and Cultural Planning - an integrated approach - Case Study of Tavira	Antonino Mario Oliveri and Alessandro Vaccina: Tourist flows in Sicilian resorts: evidences from official and survey data		Ricard Santomá, Mar Vila, Xari Rovira and Pere Batallé: Service quality business model for the hospitality industry	
Greg Richards and Carlos Fernandes: Long term impacts of cultural tourism development: Evidence from Portugal, Greece and Finland				

13.00 Lunch

15.00 Workshop presentations - session 4

Session 4A Chair: Greg Richards	Session 4B Chair: Kaija Lindroth	Session 4C Chair: Lukasz Quirini-Poplawski	Session 4D Chair: Razaq Raj	Session 4E Chair: Carla Silva	Session 4F Chair: Kevin Fields
<b>Cultural Tourism Special Interest Group</b>	<b>Visitor needs and satisfaction</b>	<b>New products</b>	<b>Marketing destinations</b>	<b>Challenges in destination management</b>	<b>Gastronomy Special Interest Group meeting</b>
Cultural tourism research: methods, research programme and publication workshop	Nino Matos da Fonseca and Teresa Pataco: Who Is the Cultural Tourist? A Binary Choice Modelling Approach	Wanda George: Against All Odds: Through Music and Song, New Tourism Destinations are Born	Adília Rita Ramos and Rossana Andreia Santos: Repositioning of thermal tourism destinations in Portugal	Anna Carr: Overcoming isolation - challenges facing nature based tourism operations in peripheral destinations	Michael Hall: Authenticity and the qualities of cuisine: If a chilli falls into a hotpot does anybody hear?
Marjan Melkert, Esther Binkhorst, Katleen Vos and Teun den Dekker: Qualitative research methods within a multi-disciplinary approach for Cultural Tourism.	Magdalena Cladera and Joaquín Alegre: The effect of satisfaction and previous visits on tourist intentions to return	Pirita Ihamäki: Geocaching – A New Experience for Sport Tourism in Pori	Angelique Lombarts: City Marketing in the Netherlands, three cities compared	D.R.Vaughan, B.Atayev, S. Nazarova: Ashgabat – a destination in another Asia	David Scott: Tourism as re-imagining the material culture of the farmers markets as an exotic (re)presentation of lived culture through the use of performative space(s): issues of ownership.
Group discussion	Michal Zemla: Detecting visitors' satisfaction enhancers: a case of Polish winter sport destinations	Malcolm Cooper and Patricia J Erfurt: Geotourism: The Volcanic Experience	Antonio Paolo Russo: Destination branding and collective property rights: a promising management tool	Alexandra Correia and Goretti Silva Luzia Lopes: Accessibility for Senior Tourists - The case of Viana do Castelo	Group discussion

Alessandro Vaccina: Satisfaction/dissatisfaction of cruise tourists in Sicily in the online reviews	Kevin Griffin: Developing a Monastic Trail /// Sustainable Tourism Indicators	Shahrim Karim and Jerold Leong: Culinary Tourism in France, Italy, and Thailand: Similarities and Differences	Clara Petrillo and Alessandra Mancino: Local communities' involvement: the first step for destinations' promotion
Maria da Graça Mouga Poças Santos: Looking after visitors with special needs: religious tourism/pilgrimage product - Fátima			

17.00 Coffee break

17.30 Keynote address: Chair – Julie Wilson  
 “Sustainability in tourism: a long term competitiveness strategy for destinations”, Eugenio Yunis, Chief of the Sustainable Development of Tourism Department, UNWTO.

18.15 ATLAS network meeting (open to all delegates)

Transfer to accommodation.

19.15 Transfer to restaurant. (Please check schedule and departures areas at conference registration desk)

19.45 Transfer to restaurant from conference venue.

20.00 Conference dinner under the vines at Camelo Restaurant. Experience the hospitality and atmosphere at one of the most renowned   restaurants for regional gastronomy in all of Northern Portugal.

24.00 Transfer to accommodation. (Please check schedule for transfer to your place of accommodation)

**Friday, September 7<sup>th</sup>**

Take the opportunity to visit one of the biggest outdoor markets in all of Northern Portugal. The market is on the way to the conference venue.

8.15 Transfer to conference venue. Stops at designated locations (Please check map).

9.30 Workshop presentations - session 5

Session 5A	Session 5B	Session 5C	Session 5D	Session 5E	Session 5F
Chair: Esther Binkhorst	Chair: Ankie Hoefnagel	Chair: Angeliq ue Lombarts	Chair: Wil Munsters	Antonio Paolo Russu	Chair: Melanie Smith

<b>Host perspectives of the destination</b>	<b>Sustainability of destinations</b>	<b>Determinants of destination attractiveness and repeat visitation</b>	<b>Competitiveness</b>	<b>Culture, cultural events and destination revitalisation</b>	<b>Spa and Wellness Tourism Special Interest Group</b>
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Maria João Carneiro, Celeste Eusébio: Host perceptions of tourism impacts: analysis of an urban destination of Portugal	Otto Regalado Pezua: Sustainably Tourist Development Planning Models in Latin America: A Literature Review	Carina Ginty: The impact of 'free' marine leisure activities on a seaside business community	Michael Hall: What makes a destination competitive? Approaches and Issues	Eugénia Devile: The events role in destination differentiation: importance of local economic agents involvement	Progress meeting and group discussion
David Bruce and Fiona Deaton: Conceptually revisiting the 'destination': from tourist-centred to host-centred to 'co-tourism'	Ramon Palau: Corporate social responsibility networks to improve sustainability	James Musgrave and Sarah Saeed-Khan: Sensory recall of the tourist as a determinant of repeat visitation	João A. Silva, Júlio Mendes and Adão Flores: Implementing competitiveness in an embedded tourism destination - the case of Arade destination	Razaq Raj and Nigel Morpeth: A Marketing model - Management of Religious Destinations local and regional level	

David Roger Vaughan, B. Atayev, S. Nazarova: Training Tourism Professionals in Turkmenistan – an ex-post project evaluation.	Rebekka Goodman and Rosalind Becker: Seeds of Sustainability: Tourism Marketing Strategies for Puerto San Carlos, Mexico	Vitor Ambrósio: Sanctuary-Towns: highly revisited destinations	Júlio Mendes and Adão Flores: Integrated quality management in tourism destinations – a proposed model for fostering competitiveness. The case of Arade destination	Rebecca Finkel: What if festivals don't deliver regeneration? Saturation of UK cultural festivals
	Albert Postma: Critical impacts of tourism in the Netherlands Antilles	Veronika Joukes: Will Local Development Increase with the Revival of a Spa Tourism Attraction?	Yahaya Ibrahim and Norsiah Ahmad: Competition in global tourism destinations: Developing, managing and empowering tourism sector in Malaysia	

11.30 Coffee break

12.00 Workshop presentations - session 6

Session 6A Chair: David Roger Vaughan <b>Destination branding</b>	Session 6B Chair: Sonja Sibila Lebe <b>Tourism and climate change</b>	Session 6C Chair: Amitabh Upadhyya <b>Destination attractiveness</b>	Session 6D Chair: Tania Kapiki <b>Destination networks and networking</b>	Session 6E Chair: Jonathan Edwards <b>Cultural events and destination revitalisation</b>	Session 6F Chair: Kevin Hannam <b>Backpackers Special Interest Group meeting</b>
José da Cruz Lopes and Patrícia Vieira Sónia Simas: The Portuguese image heritage (pil). Revisiting Portugal's tourist brand	Peter Burns and Lyn Bibbings: Paradoxes and Problems in Thinking about Tourism and Climate Change	Carla Silva, José Luís Abrantes, Carmen Lages: Mountain TDI scale: a measure to assess mountain tourism destination image	Áurea Rodrigues: Genuineland: a successful rural tourism network	José A. Corral, Sara Puigví and Lluís Ferrer: Estimation of the economic impact of 3 events in Vic (Catalonia)	Progress meeting and group discussion

Carmen Rodriguez, Ana González Fernández and Miguel Cervantes Blanco: Qualitative Analysis of the Image of Leon as a Brand	Andrew Jones, M Phillips and I Jenkins: Coastal tourism destinations - potential consequences of climate change: a contemporary analysis	Juan Gabriel Brida, Marta Faias and Alberto Pinto: Tourism Choice with Crowding Types	Oriol Miralbell Izard: Knowledge networks for tourism innovation in tourist destinations	Claudia Nunes Henriques, Cristina Moreira and João Custódio Figueiredo Santos: Tourism and Folkloric Dancing in Portugal: a symbiotic relationship?
	Antonella Capriello and Ian D. Rotherham Gianfranco Spinelli: Sustainable transport policies in tourist regions: a case study of Piedmont, Italy	Mary Hollick: Insights into destination dynamics: the impact of dominant attractions	Lluís Prats: Image perception and network configuration: a model to destination management	
	Albert Postma: Research programming at the CHN. Sustainable Tourism Development along the North Sea	Lydia Arbaiza: Diagnosing the potential of live culture in Peru: strategies for tourism attractiveness		

13.30 Lunch

15.00 Keynote address: Chair – Jonathan Edwards  
"Destinations - Development and Redevelopment or Visioning and Revisioning?", Richard Butler, Strathclyde University, UK

16.00 Conference closing session  
Greg Richards, former Chair, ATLAS

16.30 Closing address  
Melanie Smith, Chair, ATLAS

17.30 Transfer to accommodation

Take the opportunity for a quick trip on the funicular to the top of the mountain and visit the shrine of Santa Luzia and witness one of the most beautiful sceneries anywhere.

***Saturday 8<sup>th</sup> September***

Airport transfers from Viana do Castelo to the airport (please check transfers schedule at conference registration desk).

Optional study visits: Information at Oficina da Natureza desk, next to the Conference registration desk.

***Sunday 9<sup>th</sup> September***

Airport transfers from Viana do Castelo to the airport (please check transfers schedule at conference registration desk).