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## ATLAS Annual Conference 2016

### Tourism, Lifestyles and Locations

Canterbury, United Kingdom  
14-16 September, 2016

### Abstract Book

2016 ATLAS ANNUAL CONFERENCE

“Tourism, Lifestyles and Locations”

Canterbury, Kent, U.K.  
14th - 16th September 2016



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ATLAS 2016 Annual Conference

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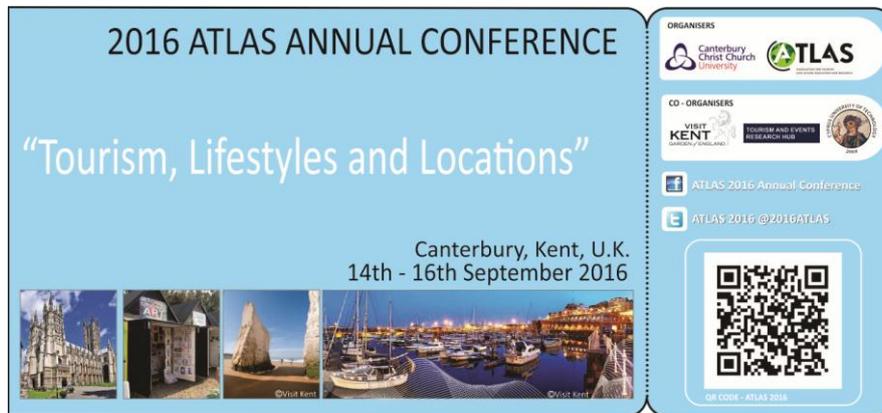
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**ATLAS Annual Conference 2016**  
**Tourism, Lifestyles and Locations**  
**Canterbury, United Kingdom**  
**14-16 September, 2016**



Canterbury Christ Church University takes great pleasure and pride in hosting the ATLAS Annual Conference in September 2016. 2016 marks the 25th anniversary of ATLAS, therefore the conference is designed to bring together all old, current and new ATLAS members as well as welcome non-members to the ATLAS family.

Locations are far from being just a tourist backdrop; they are intimately connected to tastes, desires, memories and a sense of place. Locations are themselves shaped by the tourist gaze, both physically and culturally. New locations are sought for unique adventures, and each year we interact more and more with digital technologies which may influence our tourism decisions and experiences.

For some, tourism is about fashion, fun or simply relaxation. For others a holiday comprises a search for something deeper. Numerous niches cater for lifestyle tourism, unforgettable and immersive experiences which are juxtaposed against the traditional popular mass tourism packages holidays.

The inter disciplinary themes of tourism, locations and lifestyles have been brought together under one conference and we aim to push the boundaries of our understanding of tourism and its relationship to modern lifestyle and to destinations in the contemporary environment.

## Keynote speakers

### Jim Butcher



Over the last 15 years Jim Butcher has pioneered a critique of some commonly held assumptions about leisure travel. Where others have accused the tourism industry, and tourists themselves, of unethical behaviour, cultural arrogance and environmental damage, Butcher has argued in *The Moralisation of Tourism* (Routledge, 2003) that the ability to travel for leisure should be seen in rather more optimistic terms. In *Ecotourism, NGOs and Development* (Routledge 2007) he critiqued the claim made by environmental and rural development NGOs that ecotourism can constitute exemplary sustainable development. Most recently Butcher has co-written *Volunteer Tourism: the Lifestyle Politics of International Development* (Routledge, 2015, co-

authored with Peter Smith). This monograph argues that volunteer tourism involves a laudable impulse to see the world and help others, but focuses on therapeutic self-realisation rather than development or political enlightenment.

### Marina Novelli



Marina Novelli is professor of tourism and international development at the University of Brighton. She is an expert in the field of international tourism policy, planning and development. She has advised on numerous international cooperation and research assignments funded by International Development Organisations (IDOs) such as: the World Bank, the UN, the EU, The Commonwealth Secretariat as well as National Ministries, Tourism Boards, Regional Development Agencies and Third Sector Organisations.

Her international reputation is associated with the concept of niche tourism (Novelli, M. ed. (2005) *Niche tourism: contemporary issues, trends and cases*. Oxford: Elsevier) and with her extensive applied research on

tourism and development in Sub-Saharan Africa, also recently published in Novelli, M., (2016) *Tourism and Development in sub-Saharan Africa: Contemporary Issues and Local Realities*, Oxford: Routledge.

At the University of Brighton (UK), she leads the research cluster on Policy, Practice and Performance in Tourism, Leisure and Sport of the Centre of Sport, Tourism and Leisure Studies (CoSTaLS), an affiliate member of the UN World Tourism Organisation (UNWTO). She sees her mission as generating new knowledge on ways in which tourism can play a key role in sustainable development by stimulating local economies, conserving the environment, developing peoples and changing lives.

## Yoel Mansfeld



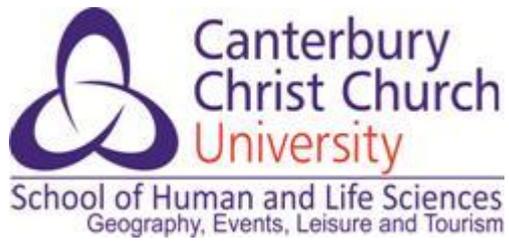
Yoel Mansfeld is a Professor in Tourism Planning & Development at the Department of Geography and Environmental Studies, University of Haifa, Israel. He holds BA and MA (with distinction) from the University of Haifa, Israel and a PhD from the London School of Economics (LSE), University of London, UK.

His main areas of academic interests include socio-cultural impacts of tourism development; tourism safety & security, tourism and consumer behaviour; managing cultural and heritage tourism; community-based tourism; religious tourism; tourism planning and development; and sustainable tourism. Between 2005-2008 he acted as the Chair of the Department and since 2001 he has been the Program Leader of the Department's MA program on "Tourism Planning and Development". Yoel Mansfeld is the founder and Head of the University of Haifa's Centre for Tourism, Pilgrimage & Recreation Research (CTPRR).

His international academic activities included so far participation in more than fifty international conferences worldwide, a one-year position as a visiting professor in the School of Hospitality and Tourism Management, University of Central Florida – USA, as a visiting academic researcher at the Department of Tourism and Hospitality Management, University of Waikato, New Zealand and at the Faculty of Economics, University of Bologna (Rimini Campus). In his capacity as the Head of CTPRR he has been an active member of the UNITWIN – UNESCO Network on "Tourism, Culture & Development" led by IREST - the Sorbonne – Paris 1. He is also one of the founding members of the advisory research network on Cultural Routes established by the Council of Europe's European Institute for Cultural Routes.

Yoel Mansfeld has published extensively in tourism, planning and geography journals and is the Series Editor of: *Managing Cultural Tourism: A Sustainability Approach* (World Scientific); co-editor of *Tourism, Crime & International Security Issues* (JW & Sons); *Consumer Behavior in Travel & Tourism* (republished also in India and in China) (Haworth Hospitality Press); *Tourism, Safety & Security: from Theory to Practice* (Elsevier) and a co-author of *Christian Tourism to the Holy Land: Pilgrimage during Security Crisis* (Ashgate). He also serves on the editorial boards of several leading tourism academic journals.

## Organisers



## Organising partners



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## Abstracts

### **A critical review and assessment of tourism planning and policy development in Nigeria**

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Tourism policy became an issue of high priority to governments in developed and developing countries in the 1970s (Hall and Jenkins, 2004). At this time, there was a rapid growth of international tourism due to economic growth, which led to higher incomes in tourism generating countries. Tourism practice in Nigeria started centuries ago whereby Nigerians were engaging in both cultural and natural tourism within the country (Fagbile, 2006). Okpoko and Okpoko (2002) argued that cultural tourism in Nigeria started since historic times prior to the British Colonisation in Nigeria. In 2006, tourism was identified as a priority area for development by the Nigerian government. Eko et al. (2013) suggested that the tourism sector is a viable area for development in Nigeria as a means of diversifying the Nigerian economy which is highly reliant on oil export. Hall and Jenkins (2004) postulated that there is a need to understand the regulatory framework for tourism. Following this line of argument, tourism policy and governance in Nigeria is conceptualised as a process by which rules, regulations and guidelines are set to control and manage the tourism sector in Nigeria (Agbebi, 2014). These include directives, development plans, promotion objectives and strategies with the aim of providing a framework which will be applied to tourism development. Consequently, this influences the daily operational activities of Nigeria's tourism sectors activities such as marketing, event development and attraction operations (Agbebi, 2014). This paper will assess Nigeria's tourism policies with a focus on the role of government in tourism development based on the analysis of secondary sources such as Nigeria's Tourism Development Master Plan, newspaper publications and academic literature. It will illustrate the historical perspective of tourism in Nigeria based on its heritage and culture. An initial review of the literature has indicated that little is known about the role of government in Nigeria's tourism development. Thus, this paper is a first attempt to identify the Nigeria's government role in tourism development. For the analytical purposes of this paper, the development of Nigeria's tourism will be divided into three periods. The first period (Post Independence 1960-1989), which focused on tourism promotion and international corporation. In the second period (1990-2004), tourism was used as an element of the economic development strategy. For the third period (2005-2015) tourism was also considered as an element for economic and regional growth. The paper will analyse tourism policies and the role of government in Nigeria based on the methodological framework proposed by Hall (1994) for examining tourism policy making. The model is based on four analytical axes namely: demands, decisions, outputs, and impacts. The approach has been used by Zhang and et al. (1998) and Truong (2013) to analyse China and Vietnam respectively. Their methodological rationale is replicated for the purpose of this paper as it is found to be an effective way to summarise tourism policies in Nigeria. The policy implications and subsequently recommendations that will result from the analysis will be of useful to the local and regional tourism authorities. In addition, the findings will provide fertile ground for the proposition of a new policy making framework for tourism development in Nigeria.

## **Sustainable Tourism and Cultural Landscape: A Case of Idanre Ondo State, Nigeria**

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Idanre rural community is significant for its historic cultural landscape and heritage, diverse eco-systems of flora and fauna found in the area of Ondo state, Nigeria. Its physical attributes include: Oke Idanre hill, which consists of high plain with spectacular valleys interspersed with inselbergs of about 3,000 feet above sea level; Agboogun footprint; the Owa's Palace and Shrines. On October 8, 2007 the site was added to the UNESCO World Heritage tentative list in the cultural category in keeping with UNESCO's aim of securing world cultural and natural heritage. The state government has recently been engaged in development projects in the form of building and maintaining tourists' facilities. Consequently, it is imperative to manage tourism in Idanre community in a sustainable way in order to maintain cultural and natural environment. Sustainability is important for policy makers and administrators in tourism management, especially so in cultural destinations. Government and non-government organisations (NGOs) are aware of past environmental and socio-economic problems and as a result of that they plan to avoid unsustainable development in the future (Lei Tin and Russell, 2014). Numerous organisations such as UNEP, UNDP, NGO's and national development agencies have formally embraced sustainable development as a development strategy (Weiss and Thakur, 2010). Moreover, Lu, and Nepal, (2009) found that sustainability is poorly represented in tourism research on developing countries, especially in Africa and Central and South America. These authors found the need for more research in the area of sustainable tourism in developing countries in African countries like Nigeria. The paper aims to understand how issues of sustainability are being conceptualised by the tourism directors in the ministry of tourism in Ondo State, and how they incorporate sustainability issues into their tourism development and management plans. The research will use an interpretative approach to gain insights into these issues. The interpretive paradigm best suits the qualitative methodology adopted in this research. Empirical data will be collected using semi-structured interviews with the director and employees from the Ondo State ministry of tourism. Findings could be used to influence strategic plans formulated by the ministry of tourism for the management of Idanre Hills.

## **Holidaying the Halal way: The Islamisation of tourism practices in Alexandria, Egypt**

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This paper explores tourism performances and experiences in Alexandria, in the wake of the Arab Spring. Drawing on the mobilities paradigm, this study is the first of its kind to primarily examine tourism practices in Alexandria, specifically the embodiment of Islamic tourism, and how some tourist spaces within the city are being (re)produced and represented by locals and visitors. While the uprising's slogan "people want to bring down the regime" united various components of society, calls for the Islamisation of tourism in post-Mubarak Egypt, made by the Muslim Brotherhood and Salafists, have deepened divisions among the protesters and triggered heated debates, further destroying the illusion of a collective vision and shared agenda. What is suggested is a greater control over some Western tourism practices – bikinis, alcohol consumption, inappropriate public display of affection, etc. - and the development, instead, of Islamic tourism across Egypt, which involves Islamic tours as

well as Muslim-friendly beaches and accommodation (alcohol-ban, separate facilities for men and women, Mecca direction in rooms, prayer times in lobbies, Islamic dress code etc.). This Halal way of holidaying, has, since the Egyptian revolution, made the headlines, revealing the controversies in Islamist discourses and the complex relationship between Western-style tourism and Islam which fluctuate between accommodation and confrontation. Alexandria has been chosen as a case study - a place drifting away from what it once was; a cosmopolitan, liberal Western, summer resort - where a fieldwork has been carried out, using a series of auto-ethnographic research methods: Participant observation (diary, photography), in-depth interviews and photo-elicitation with various stakeholders, informal discussions with locals and tourists and content analysis of tourism documents. Different kind of accommodation has been tried, including a local guest house owned by an Egyptian family, a renowned Western-style hotel, and a Muslim-friendly resort. Main findings include the following: 1. Display of Islamic bodily practices by a large number of locals to assert religious beliefs and an Islamic identity, not only varying between moderate and conservative individuals, but also between the different areas of the city. 2. No clear distinction between Islamic tourism practices, as a concept, and Egyptian's everyday lifestyle. Islamic way of holidaying is practiced, as part of a lifestyle, despite the reluctance of officials to develop Halal tourist facilities. 3. Spatial segregation between Western tourists and locals and lack of contact/exchange. Some tourist areas are used as confrontation spaces. 4. Some Western tourism practices, such as alcohol consumption and wearing bikinis, are only found within certain enclavic resorts. 5. Popularity of the Halal resort concept among domestic tourists and inbound Muslim tourists (families). 6. Official plans to develop Islamic tourism in Alexandria, but only limited to the visit of Islamic sites. No plans to develop Muslim-friendly accommodation and facilities due to the fear of harming Alexandria's image. These results are indicative of the blurring line between tourism practices and the Egyptian everyday lifestyle, and the use of bodily practices as a powerful tool to affirm a cultural/Islamic identity in a Western-tourism oriented country.

### **The Elmina Castle, the Benya Bridge and the role of location in heritage tourism-led local economic development planning**

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In 2003, the Elmina 2015 Strategy was launched to leverage heritage tourism as a catalyst for local economic development and poverty reduction in the historic city of Elmina, Ghana. The centrepiece attraction for the Elmina 2015 Strategy is the UNESCO World Heritage Site of the Elmina Castle. In addition to this the strategy tagged as "building on the past to create a better future" was centred on a number of Dutch related heritage houses and sites spread out in the city. Findings from my ongoing research shows the vision of using heritage tourism for economic development and poverty reduction has come undone. This has been due to among others messy institutional arrangements, poor stakeholder interactions and the failure to fully embed the Elmina 2015 Strategy within the wider local and regional development planning system. However, the important role of location has not been adequately considered in examining how the strategy unfolded. In this paper I set out an argument about the overlooked but significant role of location in shaping the outcomes of the Elmina 2015 Strategy with a specific focus on the Benya Bridge. The paper is based fieldwork research in Ghana between August-November, 2014 and July-September, 2015. A total of 63 interviews was conducted with key tourism stakeholders at the national, district and local (Elmina) levels. In Elmina I undertook both participant and non-participant observations and interviewed policy makers and community members who were centrally involved in the making of the Elmina 2015 Strategy. I also made use of visual photography to document how

location is shaping tourism development in the community. These data sources were iteratively analysed for meaning and salience in relation to the main research question of how location is shaping heritage tourism in Elmina. The Elmina Castle as the centrepiece of the strategy is situated along the coast of the Atlantic Ocean and separated from the main township of Elmina by a lagoon and an inland fishing harbour. Access to the Castle is therefore by the Benya Bridge which is over the lagoon. This location of the Elmina Castle vis-à-vis the Elmina Township plays a significant role in shaping the form of heritage tourism experienced in the community. The Elmina 2015 Strategy failed to recognise this shaping role of location. For instance in 2013 there were 72,591 local and international tourists who visited the Castle but this number went down to 58,144 local and international tourists in 2014 due in part due to the Benya Bridge being under renovation. Tourists cross the Benya Bridge on buses to get to the Castle and after their tour drive out of the city in the bus having had no contact with the community save through what they see from the bus window. In my presentation I make use of a series of pictures to show how this spatio-temporal dimensions of the location of the Elmina Castle vis-à-vis the rest of the Elmina Township shapes heritage tourism and its use for local economic development and poverty reduction.

### **Terrorism and tourism in Africa: implications for harnessing the benefits of tourism for economic development in West Africa**

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According to the UN's Economic Report on Africa for 2016, the continent has experienced strong economic growth, and its medium-term growth prospects remain positive, despite global economic headwinds. This is reason to be optimistic about the future development prospects of the continent. However, this optimistic view has to be tempered by the history of the African continent since the end of colonialism. Post-independence Africa has struggled to overcome issues ranging from debt and the insalubrious effects of neoliberalism, economic mismanagement and poor governance. However, Africa is now confronted with a new threat, which may undermine efforts to achieve its long-term development objectives. Terrorist activities perpetrated by Boko Haram and other Al Qaeda affiliated groups in West Africa, have the potential to undermine the effective development of tourism and related socio-economic progress made in the region. This article focuses on the implications for harnessing the benefits of tourism in West Africa. Having survived the scourge of the Ebola virus recently, the failure to deal effectively with the threat of terrorism would add to the negative perception of the region as an area of significant instability. Terrorism does not only impose humanitarian catastrophe on a large scale, it also undermines GDP growth and add fiscal pressures on governments who have to utilise scarce resources to fund military operations against terror groups. The article argues that West African countries would only benefit from the increase in tourism if they take constructive measures to address the significant threat posed by terrorism in the region.

## **The multidimensional impact of Dark Tourism practices in natural disaster sites, on local population: the case of Montserrat, West Indies**

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With the development of dark tourism and its subcategory disaster tourism as niche market, interest in the responsible expansion of these practices has grown significantly and there is a need to achieve an in-depth understanding of the positive and negative impact to such sites. Montserrat, overseas territory of UK and country island in the Caribbean Sea, has been devastated by environmental disasters with most recent the eruption of the Soufriere volcano that lead to a forced evacuation of the two thirds of its terrain. The aim of this study is to identify the role of Dark Tourism in the alleviation process at all societal levels and in constructing and reinforcing a destination identity. More specifically, the research objectives of the study include the following: i) to record all Dark tourism practices that have been established in the island and the respective operating mechanisms and attributes, and to identify the business growth potential ii) to underline any negative socio-cultural impacts from the deployment of the above dark tourism practices in the island iii) to explore the role of Dark/Disaster Tourism in the relief process of Montserrat in past and present time. The above objectives will be accomplished by conducting field research at two levels, enriched with prior secondary data over demographics, existing policies, local narratives, community engagement (forms of businesses, profiling, cognition and cohesion of enterprises, figures on income-turnover, records of local view, involvement of various social backgrounds). The first level of the research will target the local tourism stakeholders, namely, Ministers of Transportation & Tourism; staff of the Tourism Board and Development Chamber; tour operators; the scientific sector; public, governmental and private institutions representatives, who will be approached through the use of in-depth interviews. On the other hand, at the second level, island residents that are directly or indirectly affected by tourism acts and practices will be given semi-structured questionnaires, in order to record their opinions on the impacts of such practices, along with potential aspirations and personal concerns. This methodology focuses on revealing a causation and effectuation model through combining empirical analysis, qualitative field research and the use of worldwide case studies as a reference point in order to connect results to relevant Dark Tourism examples. It is expected that the results of this study will lead to a number of proposals towards enhancing the benefits of Dark Tourism applications and preventing negative effects and behaviors by both tourism stakeholders and local population.

## **The Challenges of Tourism in Jordan during the Arab Spring Revolutions**

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Some of Arab countries in the Middle East and North Africa (MENA) have been swept by the waves of political revolutions and security unrests, known as the Arab spring. The Arab spring was a revolutionary wave of demonstrations and protests, riots, and civil wars in the Arab world that began on 18 December 2010 in Tunisia with the Tunisian revolution, and spread throughout the countries of the Arab League. In Jordan, protests began on January 2011, and resulted in the firing of the cabinet ministers of the government. The Jordanian protests is a series of ongoing protests in Jordan that were initially against unemployment, inflation, corruption. Continued political turmoil in North Africa and the Middle East has had

an impact on tourism in Jordan. The political, social and cultural situation plays significant role in shaping the nature and scope of tourism in any country. Tourism is a sensitive industry that only thrives in an atmosphere of peace, tolerance, economic, social and political stability. The Arab Spring revolutions affect the tourism sector that is witnessing a significant negative decline to Jordan. This paper is focus on the current situation of Jordan tourism after the spring revolutions, included review of the importance of tourism in Jordan, the negative impact of the crisis in general, and identifies aspects of the dimensions of the crisis. In addition, the analysis of economic results considering the performance of hotels and tourism sector during the period 2011-2015. The paper will present a conclusion which states the most important findings and recommendations that can help and improve tourism in Jordan.

### **Considering residents' emotional solidarity with visitors in explaining perceived festival social impacts**

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It stands to reason that the way in which we perceive the relationship with tourists in our community has implications for how we assess the impacts brought on by such visitors' presence. In fact, Woosnam (2011) has demonstrated that residents' emotional solidarity with tourists has significantly predicted perceptions of tourism impacts. What is largely lacking is the consideration for how such a relationship plays out given a more intimate environment, namely a festival, where residents and tourists often co-mingle, sharing similar behaviour and beliefs. As Woosnam, Aleshinloye, Van Winkle, and Qian (2014) have purported, such conditions are necessary for emotional solidarity to occur. With this in mind, this study proposes to examine how community residents' emotional solidarity with visiting festival attendees factors into perceived social impacts resulting from tourists being at the festival. In an attempt to attract visitors, two world music festivals (Kriol Jazz Festival and Atlantic Music Expo) are organized every year, in the City of Praia, the Capital of Cape Verde (500 km off the coast of western Africa). Data were collected from Cape Verde residents in April 2016 concerning their perceptions to the 10-item Emotional Solidarity Scale (ESS) (Woosnam & Norman, 2010) and the 25-item Festival Social Impact Attitude Scale (FSIAS) (Delamere, 2001). Each scale was presented in a 5-pt Likert Scale format, whereby 1=strongly disagree and 5=strongly agree. The questionnaires were randomly administered to 400 festival attendees. However, to avoid biased statistical results, 32 questionnaires were discarded. After this process, a total of 368 complete questionnaires were used for further analysis. Prior to assessing the relationship between the ESS and the FSIAS, a measurement model was formulated using confirmatory factor analysis in EQS v6.2. While the ultimate model yielded good fit, Satorra-Bentler  $\chi^2(444, N = 368) = 735.80, p < 0.001$ ; CFI = 0.91; RMSEA = 0.04, three items (i.e., "the festival enhances the image of the community," "having the festival helps improve the quality of life in my community," and "the festival leads to a disruption in normal routines of community residents") from the FSIAS had to be removed given cross-loading concerns. Composite factor means for each scale were calculated by summing item means and dividing by number of items per factor. Following this, three multiple regression models were requested using SPSS v23, whereby each of the three FSIAS factors served as independent variables predicting each of the three ESS factors (each as a unique dependent variable). Each model was significant ( $p < 0.001$ ). Of the three models, welcoming nature, emotional closeness, and sympathetic understanding explained the highest degree of variance within the individual benefits model ( $R^2 = 0.32$ ), followed by the community benefits model ( $R^2 = 0.24$ ) and the social costs model ( $R^2 = 0.05$ ). This work lays the foundation for future work to develop scales that will measure

residents' degree of behavioural investment or withdrawal from tourist interaction and tourism involvement, whereby such a scale can be considered a further outcome variable beyond perceived impacts of tourism.

### **A Lifestyle Shaped by Climate-Uplands-Recreation-Tourism and Agriculture: Seasonal Migration and Seasonal Settlement in Bozdağlar (Turkey)**

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The aim of the proceeding: This proceeding focuses on how semi-sedentary settlements and a periodic temporary migration phenomenon in an upland region are shaped by climate, recreation, tourism and agricultural functions and the problems observed. Research area: Research area is the Bozdağlar of the Ege region of Turkey. It is a plateau in western Turkey (2159 m) surrounded by alluvial plains. It is the channel of the Artemisian route, connecting the ancient cities of Sardis and Ephesus. The most important natural attraction in the Bozdağlar is a small lake, Gölcük. According to the research findings, there are permanent and seasonal rural dwellings as well as abandoned villages in the Bozdağlar region. The typical settlement pattern is the seasonal settlement on the coast of the lake Gölcük. Private chalets, rented houses, auberges, boutique hotels, restaurants, shopping facilities and a health centre are located here. With these facilities, Bozdağlar, is a seasonal recreation area, a destination of rural and ecotourism. Bozdağlar, being the destination of the seasonal migration stemming from the nearby towns during the summers, has an abandoned appearance during the other months. The population movement in the Bozdağlar is a periodic temporary migration. The main motivator of this population movement is the seasonal heat difference based on the altitude. Thus, Bozdağlar, has crucially important climatic conditions. Seasonal agriculture is another factor causing migration to the region. As a result climate, rural settlements, agriculture, recreation and tourism are completing each other however some problems have also occurred such as environmental pollution, over construction etc. The methodology is a case study based on the geographical principles. Based on time-space and cause-effect relationship, a synthesis is given. Data includes the theoretical sources, a work of the second author on the region published twenty years ago and other sources on geography and tourism. Visual materials include original maps, graphs and photos.

### **Mobilising the Dome**

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More and more public and private tourism organisations are putting an emphasis on the creation of 'memorable tourist experiences' (Bærenholdt and Michael Haldrup, 2004; O'Dell, 2007 and Ennen and Van Maanen, 2013). It is now commonly accepted that technology plays a vital role in communication and interpretation and altogether in achieving this outcome, supporting tourism growth and instigating innovative responses to competition for tourist attraction (Neuhofer, Buhalis and Ladkin, 2012). This paper discusses how technology can be used to mobilise and reconceptualise a contested heritage space, focusing on an ongoing research project aimed at developing audio tours at the Devonshire Dome: a Grade II\* listed building and iconic tourism landmark that dominates the Buxton

townscape (Sheller and Urry, 2006 and Haldrup and Larsen, 2006). Aimed at first-time visitor to Buxton, the exploration of the Dome encourages visitors to use the building under the terms and conditions of the Heritage Lottery Funds received in 2000. The terms of the HLF grant were that the building be made available to visitors and the community in perpetuity. The audio tours takes the visitors on a journey through time showcasing the building from a grand stable block; to a well-respected 'hydropathic' hospital before being given a new lease of life as a University campus. Preliminary findings, collected through a series of qualitative research interventions with visitors to the Dome and University stakeholders highlight the potential technology has to enable three competing heritage narratives of place to coexist simultaneously thus developing and reconfiguring people's relationship with the place and the range of stakeholders involved in the delivery of the tourism product. The research contributes to the existing body of knowledge that aims to develop a comprehensive understanding of how technology can be used at heritage sites as both a key driver of change in helping to create and develop memorable experiences, redrafting visitor's relationship with space and maximising effectiveness.

### **A framework for identifying binding constraints on tourism-driven inclusive growth**

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The realization that growth itself is not sufficient to reduce poverty and that inequality can negatively impact poverty reduction, has led policymakers to look for different strategies including inclusive growth. Inclusive growth can be defined as growth coupled with a decline in inequality. The key problem to be addressed in this research is the need to gain a better understanding of how tourism can contribute to an inclusive growth strategy in developing countries. For tourism to be supportive of inclusive growth, it has to create productive employment as well as economic opportunities for entrepreneurs while also ensure equal access to these jobs and opportunities. Identifying and subsequently addressing the binding constraints to developing tourism that addresses inequality is the first step in this process. This will be done using a framework that can be used to diagnose the main constraints concerning tourism-driven that is based on the HRV growth diagnostic as developed by Hausmann, Rodrik, and Velasco in 2005). As this model does not address inclusiveness nor is it specifically designed for the tourism sector, the model has been adapted using the Framework of Inclusive Growth Analytics (IGA) as developed by Ianchovichina and Lundstrom (2009). A literature review has identified the main constraints to tourism growth as well as inclusiveness. The review identified the following as the main constraints to tourism growth and expansion of economic opportunity: insufficient human resource capacity; situations of safety and insecurity; limited awareness; limited accessibility; inadequate infrastructure; limiting geographic factors; limited supply of tourism products; increased levels of competition; limited access to finance; and limited market diversity. Constraints to equal access and outcome of tourism include unequal access to education, infrastructure, finance, power as well as social exclusion. The result is a diagnostic framework which can be used to identify the binding constraints to inclusive growth through the tourism sector. The Framework for Tourism Inclusive Growth Diagnostics will use a top-down approach and assumes that while private investment and entrepreneurship are the main drivers of tourism growth over the medium and long term, the government plays an important role in achieving inclusiveness through tourism. This approach is fundamentally different than the econometric growth regression methodology that most of the previous studies on tourism and economic growth have used. Dealing with model uncertainty and problems of causality versus correlation make typical regression less practical.

## **Visitors' perceptions and place-making. The case of the Festival Internacional Cervantino**

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Reasons for cities to celebrate events have increased in recent years. One of them is the power of events to enhance the city's image and to attract visitors, especially those who make short trips, travel during the off-season and repeat the visit. The city of Guanajuato is located in central Mexico, it has been listed in the UNESCO World Heritage List due to its values as a colonial and mining city. This city hosts every year the Festival Internacional Cervantino, one of the most visited and acknowledged events in Latin America. The aim of the current research is to evaluate the visitors' perception of the festival and the subsequent place-making of the city, linking material culture, social behavior and urban space. This research is part of the ATLAS Events Monitoring Project – Comparing Event Experiences, where teams and experts from 15 countries have developed a common methodology to produce a comparative analysis in major events worldwide. In all cases, the Events Experience Survey has been applied, a special questionnaire jointly developed for this international research. In this case, the relationship between the festival and the visit to heritage resources and attractions was especially highlighted in order to explore how perception of the event and the city reinforce each other. Urban field work was made to express the location of urban landscape strategies related to the event, as well as indoor venues, open air stages and other sites outside of the city centre that have started to be promoted for tourists taking advantage of the festival. Interviews were applied to public administration officials and public policy related documents were collected focusing on the urban management during the three weeks that the festival lasts. Local perception was also contrasted with the rest of the data. As conclusion it is possible to suggest that this event affects intensively the image that visitors and locals assume of the city, and it is taken as the root to develop the place-making strategy of Guanajuato. However, it does not effectively contribute to the everyday life of locals in terms of economical nor social sustainability, which ultimately highlights an over concentration of activities and an increasing difficulty in granting high quality public services during the celebration of the event.

## **Tourists' mobility within a destination: the example of Cartagena, Colombia**

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The present contribution seeks to examine the visitors' behavior at a destination, especially the mobility patterns of tourists. We do so by examining the "digital traces" left by visitors in the social networks. The research is a work in progress at the Department of Tourism and Hospitality Management at the Universidad Autónoma del Caribe in Barranquilla, Colombia. The goal is twofold, on one hand we will study the "routes" followed by visitors trying to make out the most beaten paths, on the other hand we will pattern them against similar research to see whether the displayed behavior is the same in a Latin American destination than in a European one. But there are more variables and studies introduced that make our study interesting "per se", cf. further below. The chosen destination is Cartagena de Indias, Colombia, which is considered to be the country's main tourist destination. It is a city with a huge architectural legacy which is on the UNESCO heritage list but, as is located on the shores of the Caribbean, it has fine beaches as well. The methodology used for the

experimental part of this work is a quantitative one: on the one hand, we trace the routes that tourists follow by tracing them on social networks (Flickr, Panoramio, Facebook and Tripadvisor). We consider “a route” a logical path of at least 8 pictures taken in the same day. We complement this approach with another quantitative one: we have classified several thousands of pictures downloaded from the social networks to see which are the most pictured spaces in the city and to what extent they correspond to the traced paths. Very interesting findings about the visitors’ routes are of course their decisions to embark on a heritage trail in the historic city centre or to go on a beach holiday – or both. In fact, Cartagena has promoted itself as a “sun-and-sea” destination throughout the 20th century, only changing the promotional focus to heritage in the course of the present century. Given this shift, it is interesting to see how many visitors follow it, i.e., how many choose to share their experiences of heritage, rather than sun and sea or if the visitors go for both. Minor findings include the comparison of behavior displayed in each of the networks or the behavior displayed according to the tourist’s origin or the length of stay. To give our research an innovative edge, we include some 70 hours of tagged videos. Such videos are a complement to the pictures mentioned above and account for very interesting insights as well. We have established an equivalence scale between videos and pictures, so that we can work with the two types of media and get meaningful results.

### **Learning through Adventure: volunteering to promote active global citizenship?**

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Global problems such as poverty, climate change, human rights, conflict abound as such it has been suggested that this is in part due to low levels of active citizenship, particularly in developed countries. Consequently, global citizenship is a term that holds popularity and is supported by a range of stakeholders; the state, corporations, non-government organisations (NGO’s) that often support the view that by of engaging the population to act more responsibly and move from a position of apathy to one of action, we can change the world. In aiming to foster the concept of global citizenship, universities also engage in a number of activities one of which is volunteering as it is considered to be a powerful advocate and offers the opportunity of ‘making a difference’. However, whilst the political rhetoric continues around the concept of global citizenship, what is less clear is how the tensions and ambiguities map out in reality. This presentation then examines the extent to which a group of students who took part in a ‘learning through adventure’ field trip to Peru, where one component of the trip was a volunteering experience can be linked to notions of global citizenship. The methodology was qualitative and a series of focus groups were undertaken with students and staff before and after the field trip. The findings of this study suggest that despite the staff trying to organise a quality volunteering component due to media criticisms there were a number of issues; students were more focused on other components of the trip rather than the volunteering and that the volunteering experience was limited on delivering the realities of global citizenship. Students did indicate that they would volunteer again albeit on ‘their terms’.

## **Volunteer Cruises: new ways of giving back?**

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Over the last decade, there has been a rise in volunteer tourism or 'voluntourism' combining travel and volunteering. Such developments have been characterised primarily by mobility from North to South, typically in social and economic development or conservation-oriented projects. Whilst many of the volunteering opportunities are often linked to charitable organisations, it is also evident that some of the growth in this sector is by profit-making companies. Whilst some of these can be linked to social entrepreneurship others are purely commercial and the commodification of the volunteer tourism sector (Benson & Wearing, 2012) is clearly evident. Undoubtedly the proliferation of volunteer tourism fuel debates and concerns regarding the extent to which this is altruism or egoistic? Indeed the once passive acceptance of international volunteer tourism as a 'saving the world' concept (Benson, 2011) is being overtaken by critical discourses that challenge the 'laudable character' (Weaver, 2006) and ethical status of international volunteer tourism. A recent initiative within the realm of volunteering is seen within the cruise sector, an industry that has proved to be extremely resilient amid periods of global economic and political instability. A measurement of success is evidenced in ship building activity and the continued year on year growth of passenger numbers, with a potential upsurge estimated to exceed 25 million by 2019 . The sector has and continues to encounter concerns from a range of stakeholders regarding its activities and cost to the environment / destinations visited (Johnson 2002; Lester & Weeden 2004; Lück et al 2010). Such critiques are unlikely to subside amid increasing numbers of ships and carrying capacities docking for short periods of time, in often fragile and environmentally destinations. What is clear is that both cruise and volunteer tourism are both growth sectors and so while cruise and volunteer tourism seem unlikely counterparts, there has been a movement to develop programmes and products that bring them together. Initially this was at the level of charitable and philanthropic aspects, as exemplified by Holland America Line's 'deck for a cause' fundraising events. More recently the stakes have been upped with passengers (volunteers) engaging in excursions / programmes ashore e.g. Crystal Cruises' Voluntourism Adventures - "You Care, We Care". The latest initiative launched by Carnival Corporation is their brand 'Fathom', whom purports that they have pioneered a new social impact travel initiative on a scale that has not been seen before . Volunteer tourism is currently a much debated and challenged concept with the increase of products branded as such, and in this case those developed in the cruise tourism context, fuel the scepticism and concerns associated with the advent and further expansion of volunteer tourism. Consequently, this presentation will deconstruct some of the debates on volunteer cruise that are conflicted, contradictory and contested.

## **Challenges that face cultural heritage tourism in conflict and post-conflict Areas**

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Tourism has multiple economic benefits for host countries that receive tourists. Policy makers are becoming more and more aware of the importance that appropriate tourism management has to maximise the benefits that tourism flows can bring. However, many developing countries suffer from a lack of an integrated tourism policy. Particular issues are faced in those countries that are dealing with local conflicts (sometimes over many years).

These countries often lack investment in tourism resources even though they might have a huge potential and are rich in heritage and cultural assets. Conflict always changes the priorities of nations, and poses many challenges to the policy, and management for developing tourism as a viable economic sector. Post-conflict areas have barriers to tourism development, such as poor or damaged infrastructure, lack of services, low investment, political instability, a need to maximize revenue income, and the lack of planned tourism management. A current example of such a conflict area is Kurdistan. In 2013, the number of tourists were 2,952 027, yet in 2014 the number had decreased to 1, 330 845 (General Board of Tourism, Kurdistan Regional Government, 2015). In addition, as a result of popular uprisings that occurred across the Middle East, there was a decline of 8% in tourism growth in these destination regions during 2011 (UNWTO, 2012). There is much research about cultural tourism management issues, challenges, sustainability, but there is a lack of studies undertaken to know how post-conflict issues interact or change or the effects of emergent situations on cultural and heritage tourism planning and management. Kurdistan, which is largely defined as a northern region of modern Iraq, can be considered one of the longest conflict areas since the end of World War 1, and has suffered from neglect of investment in its economic infrastructure over many decades. After the new Kurdistan self-governing region was recognised officially by the Iraqi government in 2003, there has been a sharp increase in the number of tourism arrivals, in particular, in last ten years, due to its location, climate and heritage. Tourism is seen as an important economic sector in Kurdistan and specifically leisure tourism. However, there is still wide scope to increase tourism in Kurdistan based on its diversity of cultures and cultural heritage sites. The UN World Tourism Organization estimated that cultural tourism currently accounts for 37% of the aggregate tourism in the world (Boyd, 2002; McKercher and Cross, 2002). Such potentially profitable tourism resources in Kurdistan has been neglected so far for the purpose of tourism. This paper aims to fill this gap and explore potentials and issues for developing cultural tourism in post conflict areas and in new autonomous regions such as Kurdistan, and to understand what cultural tourist strategy should be designed and implemented to develop tourism sector in Kurdistan to be successful, competitive and sustainable. The paper reports data from a series of focus groups conducted with residents and tourist, and in-depth interviews with policy makers and tourism experts in Erbil, Kurdistan, in 2015.

## **Tourist Mobilities and Spatial Justice in the postindustrial city. Conceptual approaches**

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The transportation paradigm “transportation planning paradigm” supposed that the concept of displacement was equal to mobility. It meant that the efficiency of the mobility system was based mainly in the speed of the displacements. Recent conceptual frameworks of planning recognize that the ultimate objective of transportation is accessibility (ability of people to reach basic services and activities) and it considers a wider range of impacts, objectives, and options. (LaPlante 2010, Litman 2013). What is described as "Mobility Turn", postulated by John Urry and his collaborators, is a new paradigm in social sciences that permit us to study people’s mobility within an extensive framework encompassing the physical and social structure of place. From this point of view it is understood that displacements produce new relations and imbalances in place. In particular, this is the case with mobilities associated to the development of new productive vocations in a post-industrial city, like tourism. Among the fundamental dimensions of the construction of place we look at social construction and distributional issues. This issue was addressed in planning studies concerning workplace accessibility, basic services, etc. But the mobility paradigm permits to consider a new

investigation agenda founded on the relationships between heterogeneous and hybrid mobilities in the (possibilities of) construction of diverse and inclusive social space. In this context, the presentation aims to address, from a theoretical point of view, the dialectical relationship between the concept of mobility and the concept of spatial justice, describing the mutation of the urban landscape as welfare redistribution mechanism, produced by different mobilities actuating in the public space. Therefore, the article emphasizes 'tourist space' as a producer of processes, and unravels the implications that this production can have on the social, economic and political dynamics. The objective of the paper is then to describe the research concepts discussed above, their evolution and their possible developments according to three traversal subjects. The transformation of the places through negotiation processes involved between communities that interact in space, the analysis of urban welfare, the change of patterns of (tourist) mobilities and its social consequences.

### **Volunteer tourism and global citizenship: outsourcing citizenship?**

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This paper will set out how volunteer tourism is closely bound up with the growth of global citizenship as a normative goal in schools, universities and for young people in general. It will chart the evolution of cosmopolitan citizenships from more traditional notions of citizenship, and introduce the key arguments made in relation to each. It will be argued that there is a process of 'outsourcing' citizenship from the national polity to the globe, with global civil society and the market replacing democracy as the vehicles for the exercising of that citizenship. Hence some of the wider critiques of the concept of global citizenship (Alex Standish, Bhikhu Parekh) shed light on the character of volunteer tourism's citizenship claims.

### **Good Friday in Malta as a case in Dark Tourism, Pilgrimage and collective memory**

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The elements of dark tourism, pilgrimage and memory converge in the traditions of Good Friday in the small Mediterranean island of Malta. With a long standing history of over four centuries, the Good Friday procession is testimony of Malta's collective memory. As an event that stood the test of time, the Maltese continued to introduce new dynamics into the build-up towards this event, culminating in a processional experience lasting several hours. In various localities, statues representing the passion of the Christ are accompanied by people dressed up as biblical figures as these follow a circular route that starts and finishes in the parish church. Other public activities are also held during Lent between Carnival and Easter Sunday, locally called Randan (Lit. Lent), including Passion plays, exhibitions, and the preparation of specific food traditionally related to the fasting period and Good Friday. Thousands of people are involved in the preparation and participation. Such processions attract thousands of visitors, locals and tourists alike. Although these processions, de facto mini-pilgrimages are of a Catholic nature, there are many 'dark' elements present in the suffering, torture and death of Christ, which are very realistically displayed. These processional pilgrimages are evolving traditions that may involve commoditised aspects and although their aim is religious, the participants may partake because of tradition rather than

conviction. As a tourist attraction they are a pull factor for a growing fascination and interest in Dark Tourism. Against this background, this qualitative study attempts to explore how a better interpretation of these events could serve as a modicum to understand better creative cultural tourism.

### **Narratives of giving in volunteer tourism**

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This paper explores narratives of volunteer tourist experience by evaluating notions, which emerge from such narratives, of giving in general, and altruistic/charitable giving in particular. The volunteer dimension of volunteer tourism, which after all is its defining factor, cannot be considered in isolation. Rather, it has to be contextualised within the wider personal and group cultural contexts of the volunteer tourist/s, in particular their interpretation of helping out and giving to others. 'Giving' and 'charitable giving' have received substantial academic consideration across the social sciences and beyond in particular anthropology, sociology and psychology. However, by focusing on the links between them, this study will address a largely unexplored area of studies about volunteer tourism. It will assess qualitatively five years of narratives of volunteer tourist experiences as it emerges from published media (newspapers and grey literature) in Malta, where conservatively, around two individuals per thousand, mainly youths, each year, partake in a voluntary tourist experience. Most join trips organised by local faith-based organisations where volunteers spend a few weeks (generally between four and twelve weeks) helping out among a poor community in a third country. Smaller numbers join volunteering trips organised by environmental or developmental organisations. Implicit in their narratives is discourse related to giving and receiving, poverty and charity, empathy, transformative agencies and efficacy (or rather perceived efficacy). Such discourse tends to be articulated in terms of ethical and moral responsibilities, and personal warm glows. Yet, they let transpire a wider dimension to giving, echoing Marcel Mauss' total gift, that is the creation of group-brands, personae, and new networks, whilst at the same time reinforcing existing personal networks, group paradigms, power relationships and stereotypes.

### **Pier-ing into the future: Seaside pier sustainability in the 21st century**

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Victorian seaside pleasure piers are unique to the British coast, but many are now over 150 years old. This important part of British heritage is under threat: in the early 20th century nearly 100 piers graced the UK coastline, but almost half have now gone. Piers face an uncertain future, with 20% of those surviving being deemed 'at risk'. Moreover, Fothergill (cited in Steele 2013: 6) predicts that seaside piers are set to "lurch from crisis to successive crisis". Seaside piers are vital to coastal communities in terms of resort identity, heritage, employment, community pride, and tourism. Chapman (cited in Birch 2013) states that "piers have a wider social and economic benefit in attracting footfall and acting as an anchor on the seafront". Whilst there has been an increasing focus on UK resort regeneration and recognition of the need to conserve resort heritage (Brodie and Whitfield, 2014; Barker et al, 2007) the importance of the seaside pier's role in resort identity (and as heritage assets) has

yet to be fully recognised. For every high-profile pier regeneration (such as Hastings Pier), funded through Government initiatives such as Heritage Lottery Funding, Coastal Community Funding, or Coastal Revival Funds, there are a significant number of piers that remain closed, derelict, or in need of repair (such as Colwyn Bay, Weston-Super-Mare Birnbeck, Ramsey Queens, Lowestoft Claremont, or Isle of Wight Totland Bay piers). Seaside piers are flagship attractions in their own right, and those towns that have lost their piers often struggle to maintain their tourist function and place identity as resorts. Research into the sustainability of these iconic structures is a matter of urgency. This paper seeks to examine some of the UK's piers that are future focused: embracing and overcoming the challenges that the 21st century brings for them (a deteriorating infrastructure that is increasingly difficult and expensive to maintain; changes in tourism lifestyles, trends, and tastes; and environmental pressures such as coastal erosion and the increased risk of storms and flooding). We argue that 'future-proofing' piers can be enabled by identification of USPs and clear target markets; providing facilities and attractions appropriate for the 21st century tourist consumer; reconnecting piers with their local communities; and active participation and engagement with all stakeholders by pier owners. The paper will draw on three case studies of future focussed, sustainable piers: Southwold, Bournemouth, and Clevedon piers, which are making a valuable contribution to their resort communities and tourism industries.

### **Tourism Development and Filipino Workers' Perceived Quality of Life in Macao, China**

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Macao's has achieved rapid economic growth through its popularity as a tourism destination. As Macao's casino's move to attract the premium mass markets over 'high rollers,' the growth and intensity of visitor numbers has raised questions as to the sustainable development of tourism. At only 29 sq km, and a resident population of 600,000; visitor numbers rose to 30m in 2013. Given the low unemployment rate of 1.7%, Macao has attracted the high number of foreign workers. In the last government statistics for the period November 2014 to January 2015, Macao's total labor force reached 404,500, with total employment at 397,800, while 6,700 people were unemployed. According to the Human Resources Office (GRH), the number of non-resident workers stood at 172,062 at the end of January 2015, with 64.8 percent (111,523) mainlanders and 21,977 Filipinos. Approximately 50% of Filipinos attained a skilled person's visa, with the remaining primarily on a domestic worker visa. There is no or little study about this Filipino workers' quality of life (QOL) in Macao; within the context of their ethnicity and rapid tourism development. The purposes of this study are: (1) collect qualitative data to discuss underlying concepts (2) to explore how Filipinos in Macao perceive QO) (3) to critically analyze their interpretation and understanding of QOL, and understand how Filipinos cope with the unexpected problems that had arisen during an era of unparalleled tourism growth. We conducted twelve in-depth interviews with Filipino residents in January and February, 2015. Most of them are low-income level workers; and moved to Macao for job opportunities. They don't perceive material well-being as an important QOL indicator but consider love, happiness and family as important. They feel that they can't be fully happy because they don't live with their family, but are satisfied that they can financially support their families in the Philippines. The few who are able to bring their family to Macao expressed higher satisfaction and QOL. They all agreed Macao offers job opportunities, safety and infrastructure. However, the informants strongly indicate that there is no place like home, and if they had a choice they would live in Philippines. They believe there is 'no sense of community' in Macao; and do not feel accepted, respected culturally; despite some learning Cantonese. They are also not satisfied with their long work hours; and constraints such as not being able to go to church. Many

argue they do not get time off; which restricts leisure opportunities. This study will make a conceptual contribution by providing a definition of QOL by filling the gaps in existing research on this topic by using a bottom-up approach. It identifies the need for QOL indicators to monitor tourism development and impacts of tourism on ethnic groups and communities drawn across borders in search of economic opportunities. We recommend future planning incorporate more 'subjective' perceived QOL indicators that emerge from below.

## **Dark Tourism and National Identity: The Case of the National September 11th Museum**

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Battlefields, museums and war memorials constitute tourism sites that play an instrumental role in the construction and maintenance of national identity. This paper will examine the U.S. National September 11 Museum, which opened in 2014. Jackson (2005) argues the events of 9/11 were so profound and shocking that they created a "void of meaning." These meanings have been filled in through a series of narratives about the event, among them memorials and museums. They are central in creating narratives of national self and other, and rely on tapping earlier such narratives. Tourism constitutes a rich field for identifying national myths and public narratives. For many governments, the main travel and tourism agency plays a key role in representing the nation to potential tourists and the outside world (Clancy, 2011). More broadly, a number of scholars have identified the link between tourism and national identity formation (Pretes, 2003; Palmer, 2005; Pitchford, 2008; Frew & White, 2011). Produced national narratives from tourism sites in turn serve as a basis for shaping policy decisions about how that nation should behave in the world. Pretes (2003) suggests monuments in particular represent something supposedly shared by all citizens, helping to "popularize a hegemonic nationalist message of inclusion" (127). Sturken's (2007) work takes up this theme more systematically. She is interested in how American culture encourages what she calls a touristic relationship to history. Examining monuments to the terrorist attack in Oklahoma City and Ground Zero in New York, she argues that consumerism and a form of tourism that takes on "nationally sanctioned remembrance," (13) enables the production of a particular type of nationalist myth that is at once apolitical and offers consent for government actions of all sorts. The recently opened National 9/11 Museum represents a rich area for research in this context. In telling a story of what happened that day, the museum also presents a story of the United States itself, the attackers, and the world at large through film, video, audio, timelines and thousands of pieces of memorabilia. This paper will examine the ways in which the National September 11th Museum produces a body of official memory informing US national identity that in turn serves as a basis for continued and heightened US militarism.

## **Historical education and international tourism at war heritage sites in Europe and the Asia Pacific**

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War heritage potentially functions as a reminder of the past in order to create a better future, and is interpreted as “dark tourism” or death-related tourism activity. The degrees of “darkness” are influenced by (a variety of) spatial, temporal, political and ideological factors and presented differently based on educational, memorial, touristic or conservation viewpoints. This paper analyses the transition of war heritage from location and memorial of conflict to touristic place. These changes occur in both places and visitors over time and under different political and ideological contexts. The study on which it reports as an initial set of findings is based on the idea that research into war heritage demands more comprehensive assessment of the change mechanisms and outcomes. The study is oriented to the Japanese experience but also includes the experience of Vietnam, Korea, the Pacific and the northern European battlefield of Normandy. Japan was chosen because of the dark tourism literature's neglect of any other places and experiences of that country in favor of Nagasaki and Hiroshima, and the contentious nature of war commemoration by the Japanese in North East Asia. Cross cultural and timeline comparisons are necessary though, hence Vietnam and Normandy. This paper mainly reports on the initial scoping study and literature review, but also includes some interview data from the 2015 academic year (Year 1 of the study). The research is funded by a 3 year JSPS grant.

## **What drives the willingness to participate in a virtual non-monetary exchange system?**

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The configuration of the current economic system has doomed us to a systemic crisis, characterized by competition, inequality and social, economic and environmental unsustainability. In this context, a new economic model proposal, sharing economy, offers a new way to operate. Its goal is to empower people, fostering cooperation, equality and sustainability. Related with monetary systems, sharing economy places money serving the population. An example can be found in virtual non-monetary exchange systems, supported by platforms where exchanges are carried out without any money changing hands but through a digital credit system. These exchange systems are operated through digital balances which represents the difference between what people offer to other users and what they receive from them. Examples of such systems are usually found in sharing networks working with service credits, mutual exchanges, local currencies or barter markets. Nonetheless, and despite the potential benefits of these systems, their use is marginal and its life-cycle usually does not exceed few years. This research sets out to analyse the motives, perceptions and attitudes of those people planning to use virtual non-monetary exchange systems in the future. If we can understand the reason for this behaviour, we'll be able to define action strategies that allow awareness of people about this type of systems, attracting new users and fostering sustainability over time. To achieve this objective, in this research we shall analyse the value-attitude-behaviour chain. This theoretical model has been confirmed as valid in diverse contexts by different scholars (Zhou, Thøgersen, Ruan, & Huang, 2013) and has been constructed from two generic (and well-known) theories: The Refined Basic Values Theory (RBVT) (Schwartz, 2012) and the Decomposed Theory of

Planned Behaviour (DTPB) (Taylor and Todd, 1995). In RBVT, values form a circular motivational continuum, in which adjacent values on the circle are compatible, have similar motivational meanings, and can be pursued simultaneously through the same behaviour. In contrast, opposite values on the circle express conflicting motivations. Based on the DTPB, a specific behaviour is assumed to develop in three stages. First, personal beliefs affect the attitude toward the behaviour, subjective norm concerning the behaviour, and the perceived behavioural control. Second, these three variables determine the strength of the intention to perform the behaviour, and finally, when an opportunity to act occurs. And third, behaviour happens if the strength of the intention and the amount of actual control are sufficiently favourable. Regarding the relationship between values, attitudes and behaviours, according to the DTPB, a person's values influence the weight of specific behavioural outcomes when forming an attitude towards the behaviour: values are background motivational factors that influence personal beliefs. The data for this analysis has been collected through an online questionnaire, obtaining more than 2.000 responses and we are actually using a quantitative methodology based in Structural Equation Modelling (SEM). Our purpose is to contrast our findings with other academicians interested in this topic and knowing what kind of inner relationships can be reinforced or dismissed in our model.

### **Exploring Hallmark Events through benchmarking: The case of Macau**

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Festivals and special events considered 'hallmark' yield numerous benefits (Getz, 2012), not because of the brand value these events are attached therewith, but the lucrative characteristics that differentiate these events (Ritchie & Beliveau, 1974). Hallmark events refer to festivals, sporting events, or special events of international status which are often synonymous to the destination and are able to attract tourists and residents to participate in (Ritchie, 1984). Macau positions itself to become the World Centre of Tourism and Leisure (Vong, 2013), utilising tourism and gambling as Macau's dragonhead industries, supplemented by the rich cultural heritage and history, entertainment, retail and integrated mega resorts. The government's tourism strategy has always included attempts to steer away from a gaming city image into one that perpetuates Macau's heritage and cultural offerings (Couto, 2014). Existing cultural assets such as festivals and events in Macau are being harnessed for touristic value (Du Cros, 2009); the government went as far as creating new major spectacular events in the hope of putting Macau's under the international spotlight, such as the 'Parade through Macao, Latin City', a fringe event of a parade through song and dance that promulgates Latin culture in Macau (Ho, 2015). This paper explores the potential of developing Macau's festivals and events into hallmark events using destination benchmarking. Destination benchmarking is a continuous assessment of a destination's performance against international quality standards in order to increase competitive advantage (Luštický & Bína, 2014). Five hallmark event characteristics were identified following a review of the literature as indicators used for benchmarking, namely: scope, cultural attachment, economic value, destination value and impacts. The festivals and events in Macau were then each compared against these benchmarks to shortlist potential hallmark events. However, the benchmarking exercise concludes that none of the festivals and events in Macau qualify at the hallmark status. This could prompt the need of further refinement of the five indicators, or, it could be a problem with the benchmarking method, which seems to be rigid and inflexible. The paper concludes by discussing the issues pertaining to and implications of the benchmarking exercise. The authors argue that developing new or existing Macau's events into a 'hallmark' status is futile given Macau's unique destination proposition and numerous events. An orchestrated effort on developing 'signature events' all

year round should be adopted instead as the backbone of Macau's tourism strategy so as to create Macau an eventful city (Richards & Palmer, 2010).

### **Cosmopolitan empathy in volunteer tourism: a psychosocial perspective**

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Volunteer tourism provides its participants with a means of proximate engagement with usually distant others, placing a heavy emphasis on reciprocity, cultural learning, and humanitarianism in poor communities. As such, the practice has come to be investigated for its potential to engender global citizenship, a broader scope of emotional identification, and new kinds of progressive transnational social spaces (Lyons et al. 2012; Mostafanezhad 2014). Our ability to empirically establish the extent to which volunteer tourists can be said to demonstrate 'cosmopolitanism' has been complicated by the term's contested nature and, at times, a failure to adequately delineate its various facets, which include identity, responsibility, and empathy. This paper focuses on the intersection between volunteer tourism and cosmopolitan empathy, given its perceived significance as a motivation to undertake this form of travel and the recent interest in the concept of empathy more generally in tourism studies (Tucker 2016). Understanding cosmopolitan empathy requires theoretical resources capable of grappling with its emotional, affective, and experiential dimensions. Accordingly, I outline an account of cosmopolitan empathy that draws on an innovative, psychosocial reading of volunteer tourist subjectivity. Psychosocial studies theorizes subjectivity non-dualistically as an emergent property of interrelated social and psychic fields, drawing on psychoanalytic theory to enhance interpretations of discourses and subject positions (Frosh 2003). This theorization conceptualizes cosmopolitan empathy as socially embedded, ideological, and fantasmatic, and is presented as a contribution to the development of critical tourism methodologies. Drawing on a qualitative, longitudinal, interview-based study of British volunteer tourists in Kenya, I argue that this psychosocial reading disrupts the formulaic linkage between '[d]istance=coldness and nearness=warmth' that frequently dominates theoretical discussions of cosmopolitanism (Mitchell 2007, p. 1). Instead, what emerges from the volunteer tourists' narratives is an apparent diminishing of cosmopolitan empathy once they arrive in the visited country and begin to interact with the local people. I argue that bridging geographical distance presents volunteer tourists with encounters that can destabilize the discourses and fantasies of the needy, grateful Other underpinning their experiences of cosmopolitan empathy. The paper examines specific examples of such disruptive encounters, including harassment, demands for money, and the 'happy poor', none of which are conducive to a conventional empathic or compassionate response. I conclude by relating the findings of this research to broader debates around spatialities of affect in tourism, the role of empathy within cosmopolitanism, and the connections between volunteer tourism and global citizenship.

## **Geoparks Potential for Development of Rural Areas: The Example of the Czech Geoparks**

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The issue of rural areas development relates not only to the political scene, but it is also discussed in the academic sphere. This paper deals with possibilities of rural areas development in terms of an offer of geoparks concept. Theoretical framework is based on studying of concepts of sustainable development, landscape, rural areas and geoparks. Impulses for establishing of geoparks are different in various areas and they depend on local features, and the local natural and cultural heritage. The important feature for the formation of every geopark is an activation of the local community and its participation in active living in the area. Through this participation there is a developing bond between people and landscape. It contributes to creating a local identity. There are six certificated geoparks in the Czechia. Most of them are located in the rural, peripheral and tourists ignored areas. In those areas there is a huge potential for the boost of development through the tools offered by geoparks. Geoparks achieve their goals through the conservation of local heritage, education and geotourism. In the matter of practical implications, geoparks combine three main components: biotic, abiotic and cultural. Geoparks support a comprehensible interpretation of both landscape formation and important historical events, and they revive local traditions and crafts. In short, geoparks offer unusual and complex view of the landscape and its inhabitants with emphasis on genius loci. But there are some barriers in the development potential. Identifying of these barriers and finding their causes were a subject of research in one part of the Iron Mountains Geopark. The research was conducted through half-structured interviews with locals. Moreover, the research was completed by field observation. The data processing discovered main problems, which could be divided into three topics. These three topics identified three barriers in the geoparks development: barriers based on the historical context, barriers caused by misunderstanding and underestimating of the concept of geoparks caused by insufficient support of geoparks in tourism. Results of this research can be generalized to other Czech geoparks, because these barriers are not only a local issue.

## **Are Travel Agents Market Mavens? A Study on Travel Agencies Located in Izmir, Turkey**

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Word of mouth still maintains its importance as a source of information for tourism consumers despite of technological improvements throughout the world. Consumers apply to interpersonal communication sources in buying decision process since they are seen as more credible than non-personal communication sources. As one of the word of mouth influencer groups, market mavens are defined as individuals with general marketplace expertise and product knowledge that act as disseminators of product information and they affect others' purchase decisions (Walsh et al., 2004). The first study about market mavens was conducted by Feick and Price (1987) and they revealed the distinctive characteristics of market mavens from other influencers. After this study, market mavens are studied extensively in literature by various researchers (Elliott & Warfield, 1993; Williams & Slama, 1995; Clark & Goldsmith, 2005; Yang, 2013). Nevertheless, market maven behavior of travel

agency employees is a highly ignored issue although they are accepted as significant information providers in tourism industry. This paper aims at understanding whether the information sharing behavior of front line employees in travel agencies is consistent with market mavenism concept or not. The sample of this study is all of 384 travel agencies located in Izmir however some of them were closed or inaccessible due to various reasons. Therefore, a survey of 120 sales representatives from total 160 travel agencies was conducted using a structured questionnaire. The first section of the questionnaire was adapted from the original six-item market maven scale (Feick and Price, 1987) and the second and the third sections were adapted from the study of Goodey and East (2008), while the last part of the questionnaire consists of demographic questions. The conclusion of the study reveals that the travel agents are market mavens with their marketplace knowledge and information sharing behavior; however, they are unable to offer tailored services to their consumers due to their strict agreements with other tourism service providers.

### **Main Central European tourist destinations and their collaborative offer for people with disabilities**

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Travel and tourism, to remain the world's largest and fastest growing industry, constantly has to face new challenges. One of them is tourism accessibility. Infrastructure that does not cater adequately for the needs of people with disabilities, including infants and the elderly, excludes many destinations from this promising market (1). The aim of the research is the evaluation of the collaborative accessible tourism offer of Central European capitals: Prague, Budapest, Warsaw and Bratislava. The collaborative accessible tourism offer of particular destination must be the result of links between all sites, services and activities, therefore it must be well planned and tested. There are two levels of creation that kind of offer, which means first the information and second the physical accessibility of environment and services. The authors decided to take into consideration the first level – information displayed by the official website and printed brochures of every destination under research. The following five elements of each destination, will be studied (2): 1. Tourist attractions 2. Modes of transport and stations 3. Accommodation, food service and conventions 4. Cultural activities 5. Other tourism activities and events Furthermore the general approach of the city authorities will be evaluated based on: 1. Collaborative tourism destination management 2. Collaborative tourism information and advertising (1) UNESCAP, Bali Declaration on Sustainable Tourism Development (Bali, 2007). [http://www.unescap.org/ttdw/Publications/TPTS\\_pubs/Toreview\\_No26\\_2474/Toreview\\_No26\\_fulltext.pdf](http://www.unescap.org/ttdw/Publications/TPTS_pubs/Toreview_No26_2474/Toreview_No26_fulltext.pdf) (2) According to Recommendations on Accessible Tourism for All, UNWTO (Madrid , 2013) <http://cf.cdn.unwto.org/sites/all/files/docpdf/accesibilityenok2016web.pdf>

## **The disappearance of Kafka's Prague: Historic centre transformation under pressure from tourism development**

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The development of tourism in historic areas of cities constitutes an important issue in current tourism research. As the number of tourists has increased and the central places have changed to allure more "tourist money", the connection between these places and the rest of the city has been disappearing. The processes of globalisation, internationalization and commercialization are of special interest because of negative effects such as commodification, standardization, homogenization and overall touristification of these places. The facilities of daily life are forced out and replaced by touristic ones and the monocultural tourist areas are creating the so-called tourist ghetto. Local culture and identity are eroded and the sense of place, the *genius loci*, is fading away. As a consequence, these tourist areas are becoming an alien places in an urban space which have significant impacts on the quality of life and the overall city environment. Prague is an example of a city where rapid and unregulated tourism development has significantly transformed its historical parts. The capital city of Czechia entered a tourist market in 1990, after the fall of the communist regime. The number of tourists started to increase immediately. By 2000, the number of overnight stays had doubled and the number of beds in collective accommodation even outnumbered beds in Vienna. The historical centre began to transform in favour of tourism, facilities of daily life were squeezed out and replaced by souvenir shops, hotels, restaurants and other tourist services. This unprecedented and rapid development without appropriate tourism management has led to the creation of a tourist ghetto on the Royal Way, the most visited route in Prague. Today, the tourist intensity in Prague is the highest among capital cities in Central Europe. This paper assesses the changing socio-spatial pattern of tourism in the historical centre of Prague, especially on the Royal Way. On the basis of a combination of qualitative and quantitative research methods (in-depth interviews with local residents, analysis of retail outlets on the Royal Way, analysis of the secondary statistical data about tourism in Prague etc.), the causes and impacts of unregulated tourism development in Prague are examined. The results point to a very high level of tourist intensity in Prague, which indicates the danger of the tourist trap and the necessity to manage tourism in Prague in a more sustainable and integrated way.

## **Academic mobilities as lifestyles on the 'move'?**

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In today's globalised society, academics can perhaps be seen to epitomise the tensions between an anchored and a mobile lifestyle. Career trajectories and pressure from funders, institutions and assessment exercises alongside personal commitments, imaginaries and desires can make academics extremely mobile. Using data gathered through semi-structured interviews with academics from the University of Otago, based in the South Island of New Zealand, this paper begins to explore the intersections between academic 'work' travel and personal travel aspirations. Taking a lifestyle mobilities lens, the paper examines the views of academics from four academics divisions (Commerce, Humanities, Health Science and Sciences) and highlights the possibilities for a reciprocal relationship between the need and/or desire to be mobile and a sense of rootedness to one (or more) location. Reflecting on

the supposed hyper-mobility of many academics, the paper concludes by suggesting that how academics negotiate the intersections of work and personal travel is a highly contentious issue.

### **Where have all the people gone? Strategies for rural redevelopment in an aging society**

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It is well known that many industrial and post-industrial societies have birth rates that are much lower than replacement value, and that population levels are currently only being maintained by increasing life expectancy among the elderly. Japan is an extreme example of this, with the longest life expectancy in the world, especially among women, and also one of the lowest birthrates. In this paper, we discuss the implications of these trends for rural and regional development, given that much of the depopulation is disproportionately located outside the major urban regions of Japan, mostly concentrated along the Shinkansen routes from Sendai to Hakata, and especially in Kanto, Kansai and Chubu. Of specific interest is the impact of depopulation on the opportunities for rural tourism, and the efforts devoted to programs such as Satoyama and GIAHS in the attempt to construct an engaged and viable tourism outside the urban centers of the country.

### **Lifestyle Change and Tourism: a Study on Intangible Cultural Heritage Tourism in Rural Areas in Middle East**

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Tourism can be a significant factor in the economic frameworks of developing countries, especially in the rural areas. Intangible cultural heritage, which is deeply embedded in a local community's lifestyle, is taken as a source of attractions for tourism development, especially in those rural areas which enjoy an old history of human inhabitation like the Middle East. As the birthplace of the most ancient civilizations in the world, the Middle East embraces a wide variety of different local lifestyles. Today, this region is confronting ongoing lifestyle changes and, consequently, intangible cultural heritage is modified or even disappears. Up to now, little attention has been paid to the increasing changes to old structures of rural lifestyle in the Middle East and its impacts on the future of tourism opportunities in this region. In addition, there is also a lack of research on the notion of tourism and ICH interaction. This paper reports on one of the first empirical studies into the interaction between tourism and intangible cultural heritage, with a special focus on the life style change in Middle Eastern rural areas. It argues that as in many other developing areas in the world, tourism can act as a constructive socio-economic factor in Middle East; however the increasing life style changes may pose threat for ICH-led tourism prosperity in Middle East. Applying ethnography, the study used two different qualitative research methods, semi-structured interviews and participant observation to gather data on respondent's perspectives on daily life style changes in local communities and its impacts on ICH-based resources as well as the future of tourism in the rural areas of the Middle East. The fieldwork was undertaken on Qeshm island in the Persian Gulf, in south of Iran, and the researcher lived in a village with an old and small local community for six months. It was found that while cultural heritage is a

tourism attraction, many tourism opportunities in the Middle East may soon disappear as a result of changing rural lifestyle. This is often a result of modifications of intangible cultural assets, or even in some cases, their extinction. In other word, losing intangible cultural heritage is likely to damage current and any potential tourism market of the Middle East in the future. Concluding statements are based on the crucial need to give rural lifestyle change more serious attention, especially in those regions with ancient history such as Middle East. It addresses any conceptual and practical implications of intangible cultural asset in order to promote Middle Eastern tourism destinations in future.

## **Social media and digital resistance in local food marketing: a case study of the #Eat Cambridge Festival**

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No product or destination will survive without positive and impactful web presence and continuous investment. A positive food image is crucial in destination promotion and a key factor in the selection of a destination (Beerli and Martin, 2004). Consequently, consumer-generated media is increasingly the most powerful vehicle for destination marketing which is challenging and disrupting traditional approaches. Social media and the internet have helped businesses galvanise the potential for promoting regional tourism, given they are relatively inexpensive compared with other advertising media. It is acknowledged that an effective website or social media presence can help products reach global audiences; accessible all day, from anywhere in the world. For tourists, the multimedia and interactive nature of social media is now fundamental, adding a new dimension to destination and product marketing. Findings are presented from a two-year study of the historic city of Cambridge. It is a city which has increasingly become regarded as a 'clone town' where alternative food producers are forced to occupy a periphery physical location because of the exorbitant cost of retail space in the heart of the city (a not uncommon situation for historic touristic cities). In this paper we present findings from a research project of the city's main food event, the 'Eat Cambridge Festival' (#EAT). Eat Cambridge is a not for profit festival showcasing the city's independent food scene. In 2014, a survey of 29 food traders and two interviews with key gatekeepers was undertaken to explore the impacts of the event. In 2015 the research was expanded to include 52 in-depth interviews with the event's Director and all the producers trading at the event. Using Twitter, Facebook and Instagram, #EAT supports local producers and provides a vehicle for celebration, collaboration and networking via its physical site and its online presence. This paper highlights the increasingly important role that social media has in marketing alternative food markets and for generating business. Moreover, the paper suggests that social media and the fostering of 'digital capital' is vital in helping local food producers resist the influence of powerful commercial interests in line with theoretical frameworks such as Chalip's (2004) 'event leverage model'. We found that #EAT is an example of an organisation using social media to disrupt 'core' food and drink offerings in the form of subtle resistance against powerful and economic forces. This paper presents rich and insightful qualitative and quantitative data to theorise how social media is being used to transcend core/peripheral spaces. The paper firstly draws on concepts of resistance (and specifically notions of 'creative resistance' (Deleuze and Guattari, 1987) and the transcendence of third spaces to explain the situation for local producers in the city. Secondly, #EAT is presented as an example of an event that provides a physical 'in person' catalyst to generate a long term relationship and nurture social media engagement, and helps solidify existing networks, whilst providing other alternative events that small businesses can benefit from. Finally, we argue that social media offers a vehicle of 'traceability', allowing consumers to literally 'follow' the producer and the food throughout the

year; #EAT offers an ongoing digital presence and a 'core' position long after the temporary physical event is over.

## **The Portuguese Gastronomy Experience: an exploratory research in the USA**

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Tourism is a growing industry in Portugal and is a significant contributor to the country's economy. UNWTO data places Portugal on the list of the top 25 world destinations. Last year, the international media labelled Portugal as the "newest jewel of Europe" (NY Post, Sept. 21, 2015). Portugal is currently a fashionable destination and a major driving force behind this success is the diversity of Portuguese gastronomy. Portugal has a remarkable variety of regional food products and culinary heritage. However, Portugal faces several obstacles for improving the attractiveness of its gastronomy. First, an ever present past that hinders the flourishing of innovation. While contemporary cultural changes would be expected to lead to changes in foodways, in certain regions of the country there is a reluctance to change as people fear losing the food in its culturally oriented significance. Secondly, although the restoration of ethnic food is a current worldwide phenomenon, Portuguese cuisine is relatively unknown abroad. Lastly, the comfortable association of certain foods with a particular country (and its regions) is being challenged by the changes in lifestyle trends and cultural tastes of today's ever demanding consumers and their quest for novelty. But relatively little attention is paid to monitoring and managing these trends, including customers' value and satisfaction requirements. It is argued that there is a need for better understanding of customer needs and expectations of food consumption and possibly a remodeling of the role of restaurants. That a comparison with other hospitality approaches, particularly at restaurants serving Portuguese cuisine abroad, may contribute to improving the appeal of Portuguese gastronomy overall. This paper is based on an exploratory research that was carried out to Portuguese restaurants in the USA. The objective was two-fold: (1) clarify food consumption patterns amongst customers to restaurants of Portuguese cuisine and (2) examine the hospitality approach practiced by the restaurants. A pre-established criteria was established based on two phases: online social media channels from increasingly influential websites such as Trip Advisor and Yelp and direct non-participative observation of service interactions, food design patterns and layout of the restaurant setting. Data was collected between October and December 2015 and was based on four factors: Menu, Service, Price and Ambiance. While data is still being assessed, preliminary results suggest a better understanding of the consumer consumption process, the consumers' perceptions of Portuguese cuisine and the customer orientation practiced by restaurant owners. Ways are being explored to disseminate the results and it is hoped that they will generate discussion and possibly modifications on the role of restaurants in the promotion of Portuguese gastronomy, notably in Portugal, but also with increasing incidence abroad.

## **Food, art and tourism as a boost for innovation: successful experiences from Italy**

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Gastronomy is a key part of all cultures and nowadays plays an important role in cultural tourism, allowing visitors to access cultural and historical heritage through tasting experience and purchasing (UNWTO, 2012). Its increasing popularity and attractiveness is the result of the growth of gastronomic offerings based on high-quality products and the development of innovative and creative food tourism experiences (Richards, 2011; Dodd, 2012; Getz et al., 2014). In the “Experience Economy” (Pine and Gilmore, 1999 et al), tourists have no longer required basic services but have been increasingly searching for a contact with local people and their lives. As stated by Richards (2012), food can provide a basis for tourism experiences, linking culture and tourism, producing distinctive foods, developing the critical infrastructure for food production and consumption and supporting local culture. In this process gastronomy can be considered a fertile breeding ground for “creative tourism” (Richards and Raymond, 2000) because it allows visitors to create rather than consume. One of the most promising areas of innovation in food tourism include experiences that positively integrate food production with art and other cultural initiatives, such as winery museums, modern-designed wine cellars, graphically innovative labels from local or international artists and food events with music and artistic performances. Starting with a thorough analysis of Italian successful experiences from food and wine producers this paper aims at identifying areas and modalities through which they stimulate innovation in the agricultural sector, involve the consumer in co-creation and create links between global and local cultures and narratives around food. Italy has always been internationally recognized as a gastronomic tourist destination thanks to the highest number of EU-recognised certifications for its food and drink products and a wide range of traditional local cuisine. The current popularity of food tourism has led an increasing number of producers to develop projects that integrate food, art and tourism; such activities can provide benefits to the producers and also to the local economy; moreover, they can stimulate innovation and reinforce the linkages between different sectors. According to the objectives of the paper, each experience will be analyzed focusing on: a) the level of innovation in terms of distinctiveness, project ideas and public engagement activities; b) cultural and artistic values and their relationship with the territory; c) collaboration with other local, regional and international experience.

## **Touring ‘blockbuster’ exhibitions as tourism drivers in a city: A case study of Auckland and Wellington, New Zealand**

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Touring blockbuster exhibitions (TBEs) are major exhibitions that bring together a collection of rare art works, significant cultural objects or memorabilia to tour a limited number of cities. These exhibitions may be organised by museums, art galleries, fashion houses, film studios, or private companies. TBEs can act as draw cards to attract tourists and stimulate out-of-town visitation that smaller exhibitions might not do. The ability to ‘pull crowds’ is a necessary element of a blockbuster exhibition. Notwithstanding the relatively long history of TBEs, they have not been investigated sufficiently from the host city’s perspective. The present research explores the ways TBEs contribute to a host city’s tourism offering and image. A qualitative

multiple case study was conducted in Auckland and Wellington, New Zealand, and Canberra and Melbourne, Australia. Data collection involved semi-structured interviews with city policy makers and exhibition organisers, as well as analysis of the cities policy documents and strategies, and archival records on previous exhibitions. The data was analysed thematically. This paper aims to present the findings obtained in the two cities in New Zealand. The findings reveal that touring blockbuster exhibitions reflect the depth and breadth of cooperation in the sphere of culture in the city, and the priorities and goals that are set in the tourism field. The role touring blockbuster exhibitions play in a city's tourism product mix and profile is contingent upon a number of aspects related to the city's policies and the city's relationships with its cultural institutions: 1. The policy of a city and its strategies around major events, tourism and culture determine whether or not this city's authorities will be supportive of a TBE; 2. The depth of the interrelationships between a city and a host institution, and the alignment of their interests may be beneficial in not only bringing TBEs to the city, but in choosing the most suitable exhibitions and the most appropriate timing; 3. The types of businesses working in a city, as well as the interests prevailing among potential sponsors, also play a part when it comes to selecting and hosting an exhibition. The majority of interviews with city policy-makers demonstrated that high-quality touring blockbuster exhibitions are as much desired by the host cities, as they are by the host institutions. However, TBEs play a much more significant role in the tourism offering of Wellington than the tourism offering of Auckland. This paper argues that there are a number of factors that contribute to the success in hosting TBEs. Firstly, the clarity of the brand of a city, and the consistency of the image it is trying to create. Secondly, the composition of the city's event portfolio, and the role of cultural events in that event portfolio. Thirdly, the overall tourism offering of a city, including cultural experiences. And finally, the level of mutual understanding and collaboration between the marketing and tourism bodies of a city and the cultural institutions that host touring exhibitions.

## **Coastal Tourism and Inclusive Growth: Evidence from Ha Long Bay, Vietnam**

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Inclusive growth is a contested concept in the international development community, yet it has been adopted by the World Bank and other organisations as a means to reduce poverty and inequality through rapid economic growth. Inclusive growth is broadly defined as a shared approach to economic growth that has fair and equitable outcomes both for lower and middle income households. Research to date has focused on various sectors such as agriculture to test the inclusive growth paradigm, but few studies have applied it to the tourism industry. Given the continuing importance of tourism for income generation, employment creation and government revenue in developing countries, the paper examines the main economic components of tourism-led inclusive growth: specifically, supply chain, economic linkages and leakage, ownership, employment and tourist expenditure. The paper also briefly considers institutional and social aspects of inclusive growth particularly networks and local participation. It draws from a funded international research project between British and Vietnamese universities that examined the socio-economic impacts of coastal tourism in Ha Long Bay, a UNESCO World Heritage Site and rapidly developing destination. Since Vietnam opened up to international tourism in the 1990s under the Doi Moi reforms, Ha Long Bay has been one of Vietnam's most important sites, both economically and culturally, and is one of the country's premier tourism destinations receiving over three million visitors annually. Fieldwork was carried out in two visits with an initial scoping study during peak international tourism season (March) and the main fieldwork took place at the end of the international tourism season/start of the domestic tourism season (May). The approach

selected was broadly qualitative using insights from rapid appraisal type techniques and deployed semi-structured interviews (n= 25) with key stakeholders from across the tourism industry and government. It was shown that coastal tourism had developed rapidly in Ha Long Bay with some demonstrable economic benefits for the local host community but did not appear to fall within the inclusive growth paradigm. It is unclear if, given the large-scale capital-intensive developments now taking place along the coastline, tourism-led growth will become any more inclusive in this coastal destination in the short-to-medium term. The lessons for other developing countries considering the tourism sector - especially coastal tourism - to drive economic growth would seem clear. At present, despite tourism's potential for local economic development, our research raises further questions about whether tourism can reduce inequality in developing economies such as Vietnam and lead to more inclusive growth.

### **Child free or Child friendly: The bipolar nature of lodges**

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There are many hospitality establishments that don't allow children to be registered (making them childfree zones) but at the same time identify themselves as having a family environment for their staff and guests. Family tourism accounts for around 30 percent of the leisure tourism market and is seen as one of the most important sectors of tourism (Schänzel, Yeoman & Backer, 2012). Within hospitality studies it has been suggested that hospitality serves as a means to understand wider society, acting as a social lens to illustrate how large-scale organisations welcome or exclude people at the institutional level (Lynch, Molz, McIntosh, Lugosi & Lashley, 2011). This idea of welcome or non-welcome, inclusion or exclusion, highlights the bipolar nature of hospitality. It is this bipolar nature, in particular the welcome or non-welcome (Naas, 2003) of children at luxury lodges that this paper seeks to investigate further. This paper uses qualitative data that is drawn from a larger study, framed by an interpretivist paradigm, using a multiple case study approach. 34 interviews were conducted with managers, employees and guests within three New Zealand luxury lodges - two of the lodges accepted children, and the other did not. During the early stages of data analysis the idea of 'family' emerged as an important theme. Managers and employees saw themselves as hospitable, friendly and that they develop a 'family' like bond with their guests, and that they cared for the guest's wellbeing while they stayed at the lodge. Guests saw staff treating them like family, or that the managers made them feel part of a family by encouraging them to take part in 'group' dining with the rest of the guests to make them feel at home and part of the family. Lodges portrayed themselves as having a 'family' environment and a 'family' feel and yet, in direct contrast, some lodges banned children. Such lodges are redefining family dynamics by excluding children, who after all are the future consumers of luxury accommodation. This paper seeks to investigate this idea further.

## **The Heiva Tahiti and its potential contribution to tourism development**

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Could Heiva Tahiti, the 120 year-old oldest cultural festival in the Island Pacific, become a sought out tourist destination, thereby helping develop affect for the destination from the performers to benefit the local economy? But what will be the consequences on the identity and feelings of belonging of the local Indigenous community? The Heiva includes traditional only activities, entertainment, and physical exercise, music and dance. The major event takes place in the main urban area which contains more than 50% of all of the population of French Polynesia so it is closely followed by local people and its performances are generally well-attended. The paper, using a qualitative methodology, will examine whether the Heiva can place Tahiti and its Islands on the tourism map of close and distant potential visitors. Can it be used to give Tahiti an identity attractive to international visitors? On the other hand, would such a search alienate the local public? Tahiti is struggling to attract visitors on the basis of its luxurious landscapes and the liberated vixen who lives there. The image created by early explorers and Paul Gauguin has become irrelevant. Festivals or special events have sprung up in the island Pacific. The Heiva is already a community based event that lasts for 2 weeks in late June but whose governance is chaotic and its expectations ill-defined. Re-identifying Tahiti and its Islands as a 'cultural' destination might galvanise all its stakeholders (including government agencies) to cooperate so the destination responds better to visitor expectations of an expression of Polynesian culture and Tahiti and its Islands earn an income from newly increasing tourist arrivals.

## **Cycling Tourism for Elderly: Features and Opportunities**

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The current generation of baby boomers is often characterised by a good health and economic wealth, and has time available. As a result, an increase of elderly tourists can be noted. Naturally, their physical and mental health is determinative for their practical holiday needs. Additionally, they may have specific expectations towards their transport modes, tourism activities and experience, as well as hospitality services. This study focuses on cycling tourism by elderly in Limburg, the province in the north-east of Belgium. It is a green, rural area with the cycling network as its most distinctive tourism attraction. In this province, more than 2 decades ago, a network of recreational cycling routes connected by junctions was invented and introduced, providing a user-friendly way to create customised cycling trips throughout the province. Later, this junction network was copied in several other regions. As a pioneer, Limburg keeps on investing in high-quality cycling tourism services and positive cycling experiences geared towards the target groups. Couples, travelling without children, are the main target group for the cycling tourism in Limburg and many of these couples are elderly, statistically divided into the age categories 50-64 years and 65+ years. Examples of cycling related products are a comprehensive signage; road maps and apps; bicycle rentals including electric bikes and bikes to cycle with a disabled person; charging points for electric bikes; pubs and lodging accommodation with specific services for cyclists; etc. Based on an international literature review and an extensive visitors survey in Limburg this study identifies the features of a successful (recreational) cycling holiday destination for elderly. Focus does not lie on health or medical tourism for elderly, but on elderly who are able to travel

autonomously and are looking for a rather active but recreational holiday, including (but not necessarily restricted to only) cycling. Based on the visitors survey we gain insight in the characteristics of elderly cycling in Limburg. Apart from the profile of this group, the features of their stay provide interesting information, such as the length of stay, type of lodging accommodation, their travelling companions, the activities undertaken, their spending behaviour, their level of satisfaction, etc. More generally, the key success factors in attracting elderly cycling tourists will be analysed and the opportunities, barriers and challenges related to this target group identified.

## **Socio-cultural aspects of cooperation in a tourist destination**

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Cooperative behaviour and relationship are assumed as determinants of the successful development of tourist destinations. (Beritelli, 2011) In this context, many researches are focused on clarifying peculiarities in which individual stakeholders enter cooperative relationship, and what factors of successful cooperation dominate. Previous findings reveal that cooperative relationship can be studied from the perspective of the resource dependency theory, the strategy behaviour theory, and the transaction cost theory (Chen & Tseng, 2005). According to Baggio, Scott, and Cooper (2008) there are two necessary factors that make cooperation successful, and they are the identification of key partners with the brand, and sharing common interests. Concerning cooperative relationships Bhat and Milne (2008) mention that greater efficiency can be achieved through informal and faster communication. The success of cooperation or more precisely the destination success is also influenced by professionalism, transparency, and resource endowment (Volgger & Pechlaner, 2014). Dredge (2006) points out that insufficient responsibility, competition and poor communication negatively impact upon cooperation. Beritelli (2011) highlights the importance of informal interpersonal relationships that are not directly based on the rational choice. This verifies that trust, sympathy/understanding, and intensive mutual communication between partners have the fundamental impact on cooperative relationships. All the stated determinants are the result of long-term mutual social interactions that take place in a certain institutional environment. This environment forms attitudes and stakeholders' behaviour patterns, and as well as influences the decision-making process/ the approach to cooperative behaviour. In this regard Czernek (2013) remarks that the environment of cooperation among stakeholders varies from country to country. It is evident that contemporary researches show rich diversity of approaches and conclusions. The aim of this paper is to identify factors that influence the cooperative behaviour of stakeholders in the Czech Republic. There is a prerequisite that the transition economy deals with a range of specifics (e.g. low engagement in the civil society; limited experience in cooperation activities; lack of positive experience; sporadic activity of private sector; insufficient financial resources at the local level). The starting point of the research is in social-cultural determinants that hand in hand with the institutional environment and interpersonal relationships affect the behaviour of individual stakeholder. Within this framework, the research was realized in-depth interviews with key tourism stakeholders in two model destinations (a mountain and a spa region in the Eastern Moravia). The qualitative survey shed some light on the role of social-cultural factors such as morality, relationships to the regulations, knowledge, behaviour patterns etc. Moreover, the research discussed the linkage between the cultural attitudes, quality of institutions and the character of interpersonal relationships, including their determinants (trust, loyalty, professionalism, leaderships, transparency etc.).

## **Non-traveler seniors – the lack of resources or healthy reasons?**

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Population ageing is affecting tourism business strongly around the globe but especially in Western countries as Finland. Nowadays seniors are more experienced travelers than older than previous cohorts and they are expected to be active in domestic tourism but also traveling often abroad. However, older people have often reasons not participate in tourism as problems in mobility performance, health harms and the lack of resources. The paper clarifies how active travelers ageing people are and identifies reasons why seniors are not participated in tourism. The main research questions are how self-estimated health, mobile performance, economic resources and cultural capital (education) predict the propensity to participate in domestic and outbound tourism. The survey questionnaire was distributed to inhabitants of North Savo region (Finland) who turned 60 and 70 in the year 2012. The response rate was 31 %. In total 1827 inhabitants participated in the survey. The survey was named as Aging and well-being in North-Savo as part of the Age Innovation 2012-2014 Project. According to results, both 60 and 70 years old people were active travelers. Almost all respondents participated in domestic tourism and a majority traveled abroad. Higher education increased travelling intensity abroad. Thirty one percent of respondents completed only primary school were non-travelers whereas those having higher education the share was only 9%. In addition, bad health and mobility performance restricted travelling abroad. About 14 % of non-travelers felt their health is bad or very bad and the same share felt their mobility performance is bad or very bad. However, the effects of economic resources and cultural capital were higher than self-estimated health and mobile performance for non-travelling. Lack of resources is the strongest reason why seniors were not travelling abroad.

## **Wine Museums in Portugal: understanding and (re)constructing wine heritage, communicating the past**

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Memory has become a generalized cultural obsession, sometimes forgetting that History is exposed to narratives and biases, doing a (re)construction of the past, based on reasons and circumstances, subjected to cultural, political and ideological purposes. It is for Nora (1984) a "mnemonic fever", forgetting sometimes the character of "discourse trading" (Schackel: 2002), and the "invention of tradition" (Hobsbawm & Ranger: 1985), an ongoing process. Museums are spaces, "guardians", of memory and speeches about the past, places of integration and interaction between history and identity, subjective and selective memories (Kavanagh 1996). Just as Media produce discourses about reality (Berger and Luckmann, 1972), Museums produce discourses about the past. Together, they both legitimate identities, power, sociability, Museums aim today, the purpose of providing cultural symbols whose objective contributes to the sense of belonging, permanence and continuity with the past, helping to build collective identities, particularly relevant in the context of two phenomena: globalization and tourism. Local Museums assume the same functions but in a micro-scale, favoring and valuing localisms, regionalisms and pluralism. Wine tourism is an emerging form of tourism in this era, a new mobility based on the cult of wine (Hall et al 1996). A valued cultural trait, integrating two complementary dynamics: agriculture and tourism, enabling rural development and sustainability within these regions (Getz: 2000).

Wine Museums became themed places, integrating patrimonial objects that contribute to legitimate and understand the wine culture and "local identity". They have a clear role stimulating and contributing to two different perspectives: the visitor and the visited, the local community, consolidating an important identity process for the latter. This work will to understand how the four different existing museums in the Douro Wine region reflect, integrate and operationalize these contents: (H1) If they understand the role and the power they have in the all process, and how they do it; (H2) If this process contributes to the "local identity", creating what kind of tourism dynamics for the region. In Douro region the traces of wine production date back to prehistory. The "demarcated region" exists since 1756. The Douro Valley is a territory with a very specific geomorphology and the culture and the society are deeply marked by this omnipresence. There are groups, classes, immigration, and sociability, there are still descendants of families that secularly work the land and produce these award-winning wines, with merit and international prestige. The vineyard landscape is considered UNESCO patrimony since 2001. For over forty years the Caves of Porto received hundreds of tourists. It is by far in Portugal the region having the most variety of forms and products of Wine tourism including routes and several integrated circuits that suggest visits to Quintas, Caves or cellars. To address the logus of observation, primary and secondary sources where used. There was direct intervention, visitation and permanency, in the four existing units a methodological approach focused on qualitative analysis, a survey by deep structured interviews, conducted entirely personally, to the direct coordinators of these structures. The analysis was performed at two different periods: in 2008 and in 2016, deriving the first observation from a PhD thesis about wine tourism in Portugal (Inácio: 2009). Finally secondary sources: all data provided by Museums, but also those that were found on Websites, these data were subjected to content analysis.

### **Service for whom? Educational voluntourism and/as global citizenship**

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*Volunteer tourism* is the practice of "volunteer[ing] in an organized way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society" (Wearing, 2001, p. 1). It is defined as unskilled, short-term (i.e., one week to three month) volunteering that moves primarily in a Global North to South flow. While many volunteer tourism programs involve construction or childcare, English language teaching (ELT) comprises over thirty percent of all projects (Guttentag, 2012). Within ELT via volunteer tourism, or *English-language voluntourism* (Jakubiak, 2012), one's primary task is to teach basic, or conversational, English in settings that vary by placement.

Consistent with other forms of volunteer tourism, English-language voluntourism has few participation requirements. Neither professional educator credentials nor language teaching experience are necessary. Stressed instead are what Kachru (1997) calls inner circle, or prestige-variety, English and traits such as flexibility and enthusiasm. Service within English-language voluntourism, then, is expressed not through quantifiable metrics but in terms of "extending a hand." There is an *a priori* assumption that any ELT a volunteer might do in the Global South is better than none at all; therefore, any intervention is helpful.

Recently passed U.S. legislation portends an increase in both the significance of and the number of people participating in English-language voluntourism. Under provisions of the Edward M. Kennedy Serve America Act of 2009, the U.S. government appropriates approximately \$10,000,000 per annum to promote international and domestic volunteering (Volunteers for Prosperity, n.d.). As language in the bill states that "Americans engaged in international volunteer service . . . play critical roles in responding to the needs of people

living throughout the developing world” (H.R. 1388, p. 138), English-language voluntourism has become, by fiat, lauded civic engagement and a development strategy. These proposed links among English-language voluntourism, citizenship, and development remain largely understudied. While a robust body of scholarship has emerged around volunteer tourism (e.g., Butcher & Smith, 2015; Mostafanezhad, 2014), this work focuses mainly on the phenomenon *writ large* rather than on the specific activities and programs in which volunteers engage. Although scholarship on long-term service teaching programs such as the U.S. Peace Corps is relevant to English-language voluntourism (e.g., Zimmerman, 2006), this work does not capture the short-term, pay-to-participate quality that is the phenomenon’s distinction.

Presenting the findings of a multi-sited ethnography (Marcus, 1995) of English-language voluntourism that took place from 2007-2014, this paper will address this scholarly gap and make two central claims. First, participants in English-language voluntourism programs do not reliably teach English, which complicates English-language voluntourism’s role as development assistance. Second, English-language voluntourism’s popularity derives from a combination of English’s perceived global value and particular assumptions about *teaching* in poor communities. Teaching in the English-language voluntourism context is associated with students’ personal and moral uplift rather than critical or constructivist pedagogy. In making these two arguments, the paper will illuminate key facets of the current historical moment and offer new ways of thinking about the consequences of personal actions in a complex and interconnected world.

## **Cultural Integrity of Music Festivals: The Case of Iceland Airwaves**

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Most tourist destinations now have a large array of festivals as part of their cultural package offered to tourists together with cultural developments for the local community (Congcong 2014). Iceland, too, has a large collection of different festivals, many inscribed as international. These festivals are seen as flagships for its cultural landscape and many do indeed attract international tourists. The importance of festivals are also recognised by transport and tourist companies who see an affiliation with these festivals as enhancing their tourism products. Consequently, some festivals are actually designed and organised by these companies, to do exactly that, attract tourists to a country (Jenkins & Rios-Morales 2013). Iceland Airwaves is such a festival and is listed as the number one festival in Iceland and also claims to be international. International festivals can be seen as polemic in terms of the cultural integrity of a festival and its ability to reflect the original culture of a destination (Murdoch et al. 2016). There is also the issue of branding a festival and how to reflect the cultural cohesiveness of a country in the fabric of a festival (Derrett 2003). Airwaves claims clearly to be Icelandic yet it lists many of its bands as being international (Nesbitt 2009). So to what extent is the Icelandic Airwaves Festival truly Icelandic and international? In fact can you have the same two constructs or are they simply opposites of cultural cohesiveness? A quantitative methodology was used to investigate the attitudes of festival goers to the Airwaves Festival. The research was initiated with the expressed wishes of the Festival Organisers who were interested in the brand identify of what exactly is the Icelandic image of the festival, as seen by the tourists who attend. An interviewer questionnaire was issued to festival attendees. This was distributed over the 5 days of the festival, at different venues throughout Reykjavik, during November 2015. A systematic random sampling was used on festival goers and 280 questionnaires were collected, from an estimated population size of 9,000. The questionnaire took 5 minutes to complete and this data was then inputted and interrogated using SPSS. The preliminary findings showed that most attendees saw the

festival as Icelandic even though there were many international bands. Furthermore, the Icelandic bands were seen as clearly distinct and an integral part of the Airwaves Festival which seemed to give it the Icelandic cultural flavour. However, the authenticity of Icelandic music is another area of debate but for most Festival attendees is seen as distinctive and a necessary part of the Festival culture. Nevertheless, there are clearly problems with how an Icelandic festival is branded as being Icelandic. An idea of the sense of place and its many venues in Reykjavik also seems to create that aspect of Icelandic culture. Clearly Airwaves is an Icelandic festival which has many elements that can be considered Icelandic but it uses an International Programme as an attraction to create an Icelandic festival.

### **Moving through light and darkness: Guides, tourists and the Northern lights**

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In recent years Northern light tours has become a major pillar of winter tourism for many places in the Arctic. Northern light tours offer various experiences, which all have in common to be assembled through relational enactment of wide array of actors, human and more-than human. This paper explores some of the performances through which Northern light tours are accomplished with a focus on guides and their practices of guiding. Often the role of the guide is crucial for creating a positive experience not least when the undisciplined lights do not 'behave' as expected. Then the guide needs to be able to improvise and make the best out the present situation. This uncertainty is a challenge to companies selling tours as well as the guides themselves that need to endure trips with mixed results. While the process of co-creation has merely been studied as a social process (Jensen & Prebensen, 2015; Larsen & Meged, 2013) little research has been done on how guiding involves weaving together of heterogeneous elements and entities such as darkness and light. It is argued that the guide's capacity to connect to relational qualities of darkness and light is of major importance for successful improvisation of Northern light tours. Moreover, it is argued that following guiding as relational and co-created practice 'on the move', provides insights into the becoming of tourism destination. The paper starts with theoretical discussion on guiding as performed and co-created activity. It then describes the relational materialities of darkness and light before moving towards empirical accounts of Northern light tours with a focus on different tactics guides use in improvising the Northern light experience. Examples are based on fieldwork in Iceland, Northern Norway and Finnish Lapland.

### **Climate Change and Coastal Tourism: Identifying issues and agendas for change**

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The growth of coastal tourism destinations and their relationship with the coastal environments in which they are located have become current and sometimes controversial topics of research, increasingly discussed internationally. In this respect, coastal destinations, beaches and beach resorts have become synonymous with tourism, tourism growth and economic success. With current predictions of climate change and sea level rise (Smithers, 2016, Viner, 2006, Jones and Phillips, 2011, EEA, 2012, IPCC, 2014) they are, however, becoming increasingly threatened by climate induced damage and economic uncertainty. In this context a report by the UK based Churchill Insurance group (2006)

highlighted that some of the world's most famous tourist attractions, such as Australia's Great Barrier Reef and Italy's Amalfi coast, could be closed to visitors within a few years because of worries about environmental damage and climate change. The report suggested that some destinations could be permanently closed to tourists by 2020 or face severe restrictions on visitor numbers and sharp increases in access costs. The report forecasted clear warnings, that within twenty to forty years, destinations such as the Great Barrier Reef, Islands of the Caribbean, Pacific and Indian Ocean and swathes of America's Gulf Coast and Europe's Mediterranean Basin could experience severe damaged in turn forcing the closure or economic demise of many coastal tourism destinations. Despite such predictions, tourism growth trends and consequent demands are showing continued signs of exponential growth which will ultimately exacerbate current concerns regarding predicted climate threats and consequently the ultimate sustainability of such destinations. It is the consequences of such phenomena and dynamics which will impact upon the long term future of coastal tourism environments and ultimately, their continued survival. It is, therefore, becoming increasingly vital to identify management strategies that protect coastal tourism infrastructure and resources, especially at destinations that are significantly reliant on the tourist industry for their economy and social structures. This includes destinations within both the developed and developing world, as coastal regions are places where destruction of both natural and tourist environments have no discrimination. This is exemplified, for example, by many coastal destinations around the world where direct and indirect pressures have led to unsustainable coastal development. As a result, political moves across continents - North America, Australasia, Asia and Europe, have now put coastal management strategies to tackle such challenges firmly on national and international agendas. In this context this paper will aim to discuss threats to, and consequences of current tourism growth and development and emerging issues associated with current estimations of climate change impact. This includes an evaluation through recent primary case study research from twenty global case studies of current threats, management issues and consequent policy choices. The paper proposes that public perception and policy implementation often ignore climate change warnings resulting in inadequate or inappropriate management responses. In conclusion integrated sustainable management strategies are considered and advocated for managing tourism destinations and the associated threats from climate change. Recommendations are considered which aim to ameliorate projected impacts on the tourism industries within such coastal destinations.

### **Tourists' dances on urban stage - measure and management of tourist flows**

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In previous studies of tourists' flows in cities one can designate two scales of analysis. The first, a macro scale analysis concerns rather commonly performed measurements over a long period of time (year, quarter). The second approach less frequently applied focuses on micro-scale observations, which follow daily activities of tourists in urban areas. According to author's opinion motion and movement are essential characteristics of the tourists' behaviour in the city. Tourists move between attractions. A city could be compared to a scene where a daily spectacle is going on and tourists, alongside with the residents and other newcomers, take part in it. The displacement of tourists, their movement in space resembles, metaphorically speaking, a dance. Tourists, like dancers, move to create a daily spectacle. Taking into consideration selected parameters describing a dance, we will characterize and measure tourists' behaviour in urban space. The aim of the presentation is to describe the research concept which comprises 3 types of analyses that allow to register tourists' behaviour in urban space: A. Quantitative analysis of tourists' behaviour,

B. Qualitative analysis of tourists' behaviour, C. Quantitative analysis of residents' behaviour. It requires to develop a modern tailor-made mobile applications for smart phones: "TOURIST'S SMART DIARY", "TOURIST'S PERSONAL ITINERARY" and RESIDENT'S SMART DIARY) (available for all operating systems i.e. Android, iOS, WindowsPhone etc.). Collected data will then provide the basis for the comparison of how these two groups exploit urban areas. They will be complemented by personalized knowledge on tourist perception of visited places. As a result, the research will allow to formulate the diagnosis and identify factors (social, economic, spatial, cultural), which characterize urban areas according to how they are used by tourist throughout the day, the month and the year. Thus, the set of information obtained from the proposed 3 types of analyses about tourists and their accurate measure will make it possible to modernize the process and tools of the sustainable management of urban areas and to avoid their overexploitation. The results can also be used to map the intensity of the use of the city by locals and tourists at different times of the day and the week. That type of information is necessary to optimize the management of tourism in the city. Thanks to it we learn about places where relationships between the hosts and visitors are positive. It will help to eliminate potential conflicts between the locals and tourists in cities.

### **Ruining / demolition and regeneration of tourist space**

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Tourist space is the result of many activities, which aim is to satisfy the diverse needs of tourists. As a form of development of the geographical site reflects the ways of spending free leisure time of people there, and for this reason it is naturally variable in time. A characteristic feature of the tourist space is a progressive evolutionary development and its cyclical nature. Tourist area life cycle were the subject of interest of numerous researchers for many years, so the literature on this issue is abundant and describes cases of a number of geographical regions in the world (Agarwal, Shaw, 2007, Cooper 2005, Smith, Richards 2012, Butler 2006, Boniface, Cooper 2001, Harrison 2001, Ryan 2003). The previous analyzes show generally progressive nature of the changes (new use is generally more complex, presents more perfect form than the previous one). Study the life cycle different tourist regions throughout the world indicates the universality of the phenomenon of passing the popularity of location, natural aging of assets, reducing the strength of attractions, which resulting in a decrease in the number of visitors and the negative economic consequences for the area. In this context, one can identify the process of degradation, ruining and demolition of tourist space. The aim of the presentation is to analyze the process of degradation and consequently ruining and demolition of the tourist space, and then to identify the possible solutions and their determinants. The propose concept was formulated on the basis of analysis of the phenomenon identified in various geographic locations around the world. Degradation and ruining/demolition will be here understood as a spontaneous, unplanned, uncontrolled significant depreciation of the elements of the material assets located in the tourist space and the destruction or disruption of stable social relationships between investors, tourists, and local communities. In consequence one can observe decrease in the economic importance and occurrence of social conflicts in the tourist area. The origin and causes of degradation of tourist space is diverse, like its intensity and consequences in different locations, and it will be illustrated with the examples throughout the world. On that basis, several types of the forms of ruining, demolition in tourist space will be identified. The second part presents a new theoretical concept of transformation the degraded tourist space referred to as regeneration, comprises a sequence of planned actions aimed at economic recovery, and the alteration of the spatial and functional structure

of demolished tourist areas, which is expected to provide them with economic and social stabilization. An important element in planning for the regeneration is the issue of the decision making process and actors taking part in it. The conclusions will presented a model of regeneration which includes the determinants and relationships characteristic for the tourist space.

## **Cartography and Dark Tourism: Aesthetics and Authenticity**

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With their ability to form impressions of a place ex situ, maps can play a key role in place-branding. Current trends in map theory regard maps less as ontologically secure representations and more as contingent, fleeting, fluid and relational entities (Rosetto, 2012). Instead of passive tools simply designed to assist visitors with orientation, maps are active agents that encouraging engagement with the landscapes they portray. Yet cartographic practice still tends to maintain aesthetically idealised and sanitised portrayals, from community-led parish maps to state-supported initiatives such as topographic mapping of the national landscape. Indeed, maps tend to offer 'good views' of their subjects that promote the interests of those behind their construction. The cartographic portrayal of dark landscapes therefore poses an aesthetic paradox where the marketing of places such as Auschwitz-Birkenhau (called 'the epitome of dark tourism' by Stone, 2006) is seemingly at odds with the cartographer's eye, creating an 'anxiety of representation'. By comparing the cartographic portrayal of a selection of sites associated with wartime Nazi Germany, this study describes and illustrates different approaches to addressing this anxiety of representation. In particular, it explores the extent to which cartographers are embracing aesthetic qualities that could be more aligned to visitor experiences associated with dark tourism. The conclusions find that for some of the sites examined, the cartographic lens is shifting its aesthetic language away from an idealised representation of landscape and towards a different mode of authenticity that seeks to immerse visitors more fully in their engagement with these landscapes. The findings therefore suggest that maps should be used much more centrally as a vehicle for promoting dark tourism and for place-branding in general.

## **Diversification of Prague Tourism Offer with Focus on the Vltava Riverside**

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Prague has long been a primary destination in the Czech Republic; according to CzechTourism agency Prague as a tourist destination is a stronger brand than the brand of the Czech Republic, and it has a stronger image than the country's total. In 2015, 5.13 million visitors arrived in Prague, which was by 8.2 percent more than a year ago. The Prague Castle, the Old Town Hall, and the Jewish Museum are the most visited attractions that bring all tourists to the UNESCO heritage city center. Prague is constantly trying to help to the historical heart of the city to ease and lighten it from tourists' overload but without success - visitors must have had a reason to leave the center. Prague flows through the longest river in the Czech Republic. The river and its waterfront are currently used in tourism only partially. Vltava River offers an exceptional tangible and intangible natural, cultural and industrial heritage through history and tradition. The river is a green corridor of the city with

natural riches activities in the field of environment and atmosphere conducive to enhancing the quality of life of visitors. The waterfront is also a place for sport and leisure, particularly about water, as well as wellness. The paper aims to map out the tourism product on the riverbank of the Vltava River and to propose the utilization of the Vltava riverside for tourism to decrease the number of visitors to the city center. The paper involves the entire system of existing tourism along the river, whether cultural, sports, wellness and other recreational activities. Creating a "destination Vltava" will enable to maintain the sustainability of tourism in Prague and diverting visitors flows from the city center to the riverside. To determine the destinations' attractiveness potential, among other methods also the Community Engaged Mapping, Asset Mapping, and Community Walk has been conducted.

### **'Co-construction of Hospitality Culture: behaviour, encounters and social constructions in English Hotels'**

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This presentation summarises the empirical insights that were gained during my fieldwork in Hydro and Hilton hotels. The research concerns how co-construction of hospitality culture comes into being in the hotels public spaces.

Drawing on social constructionism, the research implemented anthropological principles in a triangulation of methods and considered three interconnected theoretical themes as its framework. The manifestation of co-construction lies in the nature of the conversations and interactions. These social activities involve the hotel management, employees, guests and corporate customers as participants, and are significant parts in the dynamic co-construction and cultural performance in hospitality societies.

Based on hermeneutical interpretation in the analysis, the presentation will report on social and cultural hotel practices and discuss social situational lifestyles. Hospitality culture is explored in this research, and its contribution belongs in the empirical work and the theoretical framework in which it is based, and where findings are embedded and understood.

The findings will be highlighted and illustrated directly related to two analytical diagrams. They are presenting the overarching themes, which have emerged and include sub-themes that are extracted as meaningful and contexts related. The two hotels are different in their characteristics and convey distinctive hospitality cultures through metaphorical perspectives and innovative social structures and correspond with the non-hotel 'world'. However, the main feature of the presentation will be a critical reflection of the social and cultural structure in both hotels.

### **Social identity, Sports and local food: the case of Barcelona (Spain)**

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For many tourists, trying the food and drink is one of their main reasons for visiting new destinations (Cohen and Avieli, 2004; Hall and Mitchell, 2001; Hall and Sharples, 2003; Hjalager and Richards, 2002). As Bessièrè (1998) states, a country's cuisine is an expression of its culture, local food markets are recognized as an important part of a region's cultural and tourism experience, and local identity can be reinforced by the products that are

sold there. Food can also play a major role in substantially differentiating between tourist destinations; Okumus et al. (2007:253) refer to how "cooking" is commercialized by nationality (Chinese, French, Italian, Turkish, Mexican, etc.). Despite the fact that there is extensive literature on the promotion of sports and social identity, there are few studies on the relationship between sports, tourism and local food as mechanisms able to transport social identity. In Barcelona football has a big impact on tourism activity and local markets, souvenirs shops and food enterprises are aware of this fact. They provide snacks, cheeses and sausages that reflect football teams. However, these snacks and food products are not only sports souvenirs, but also are reflecting local identity. Therefore, in Barcelona local products linked to sports teams must be understood in a broad context where culture and identity taking place. The main objective of the paper is an examination of the relationships between local food, sports and social identity by analyzing local food products commercialized within sports team images and logos. Identity as a social construction is reinforced by sports and in addition, the image mobilization through local food has an impact on tourism in a destination. The methodological focus for the case study applies triangulation as a valid procedure for qualitative research, as it represents a search for convergence between multiple information sources. Triangulation is a systematic classification process that uses data to find common themes through the elimination of overlying areas. In addition, Alain (1999) maintains that with its combination of data sources, methods and theories, triangulation opens up the way to richer and potentially more valid interpretations. To achieve this objective, a literature review is carried out which is complemented with field observation which include visits to local food producers and souvenirs shops located at the influence area of a big sports infrastructures. The information provides some insights on how local food linked to sports has had relevant effects on tourism destination image based on the main concept of the construction of social identity.

### **Cultural Tourism for a Competitive Destination. The Case of Dominican Republic.**

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Cultural Tourism is an important factor of development for new destinations and it particularly represents a challenge for those tourist destinations who have dedicated their time and efforts to diversify their tourism offer. This paper covers the case of Dominican Republic that is facing this particular challenge to switch its tourism model, while offering new experiences to national and international travellers. In the year 2014 and 2015 SiTI was commissioned - respectively by the Ministry of Tourism of Dominican Republic and the Inter-American Development Bank - two studies on tourism demand in the island. In the first study, the main objective was the gathering of data for the preparation of a Baseline and Monitoring Plan in the Tourism Promotion Program for the Colonial City of Santo Domingo, which is currently facing a large refurbishment project and trying to attract new visitors to the old town. During the last decades, the old town had been left abandoned and subject to urban degradation, including important issues of security. The government is currently trying to tackle these problems with the implementation of the above-mentioned Programa de Fomento al Turismo de la Ciudad Colonial, on a special loan from the Inter-American Development Bank. For the second study, SiTI was invited by the Bank to conduct a pre-feasibility study on the potentialities of tourism development and Cultural Tourism in Santiago de los Caballeros, Dominican Republic. This second proposal was formulated within the framework of the ESCI Program "Emerging Sustainable Cities Initiative" directly implemented by the IADB in cooperation with local governments and authorities. The methodology applied for both destinations was through the organization of focus groups and meetings with local key tourism and cultural sector stakeholders. The core of the research was a series of field

interviews and surveys to international and national tourists in four main International Airports, for 1,100 interviews. The results were finally sent to the main national key actors (Ministry of Tourism) as well as to the Inter-American Development Bank (IADB). The main objective for both studies was to establish a common national and local tourism strategy and to contribute in the development of a proposal for the development of a new Tourist and Cultural product on a national level, with a particular focus on Santiago de los Caballeros and the Colonial City of Santo Domingo. This paper describes the main results of both studies and surveys, particularly highlighting the difficulties faced by the country to switch from a traditional model of “sun and beaches tourism” to a new image of “multi-faceted” destination, which includes other experiences, particularly Cultural tourism and other related markets, all new and yet to be exploited and properly promoted. The main objective of the Ministry of Tourism is to diversify their tourism offer in order to maintain high standards levels, particularly towards their Caribbean neighbours and main competitors.

### **Participación comunitaria en la experiencia del turismo como estrategia de desarrollo**

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Here are numerous efforts by the rescue of biological and cultural diversity of Ecuador, which is currently undergoing a series of environmental problems related to the different fields of human integral development; Today occasion of global meetings to provide solutions aimed at offering better days to society. In order to incorporate new educational-productive and environmental models in the country, with the participation of local community actors, researchers undertake various actions to improve; through the formal education system to non-formal level, main lines of action for the benefit of environmental quality. One of the priorities of this research was to implement environmental education programs in educational institutions, training leaders of rural indigenous communities in the province of Imbabura, through transformative tool axiological attitude, as is the Environmental Interpretation, indispensable resource in the generation tourism environmental conditions in areas with interpretive potential, as the case of Forest Protector "Peguche Waterfall" in the Fackha Llakta community; where their problems, needs and interests are reflected; through work in community a self-guided interpretive trail "White Mantle" so that visitors are made aware and involved with its route for a change in environmental attitude.

### **Transformation Agenda or transformative remapping? Future dreaming East Kent: A city imagined**

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Place is said to be constantly in motion, and open to the circulation of ideas (Massey, 2005), changing in ‘an actualisation of times and spaces that uses the fluctuating conditions to assemble itself’ (Kwon 2004). This paper investigates how the process of making a City of Culture bid – “East Kent: A City Imagined” - has influenced placemaking in the region, remapping a new model of connectivity and a sense of creative space. “East Kent: A City Imagined” accords with the concept of Lefebvre’s (1991) ‘conceived space’, or Second Space (Soja, 1999, p.266); conceptual, idealised, utopian, or birds-eye visions (De Certeau, 1984) used by placemakers to reflect changing ideologies. The underlying rationale for

embarking on the bid was that Kent is diversifying its core heritage tourism product by emphasising its contemporary attractions (KCC, 2013; Stuart-Hoyle and Lovell, 2007). The long-term cultural policy intention is to foster the creative industries and attract the 'creative class' (Florida, 2002; Zukin, 1995) and to this end, cultural destination management plans have been developed in Canterbury, Margate and Folkestone which, it could be argued, ultimately intend to support gentrification and the creation of Neo-Bohemias (Lloyd, 2002). The East Kent City of Culture bid is suggestive of gentrification's cultural agency, reframing places in a way designed to create 'spatial narratives' (Meethan 1996). Richards and Wilson (2007, p.12-13) detail the process of 'heritage mining' and the fixed cultural assets of East Kent aligned for the bid included festivals such as Whitstable Biennale and Folkestone Triennial and national portfolio holders, for example Canterbury Festival and Turner Contemporary. Whilst previously loosely linked in geographical 'throwntogetherness' (Massey, 2005) the process of bidding has been a uniting force for those involved, which has re-anchored and reshaped knowledge, schema, and imagination, resulting in reprioritisation and new meaning-making. Drawing on participant observation, a series of semi-structured interviews with key cultural policy-makers and bid documents, the paper investigates how bidding has engendered connectivity by reframing the geographical area with a softer, metaphysical city of imagination. The paper traces the bid's evolution from a top-down, conceptual desire to "grow" East Kent in order to attract the creative classes, into an emergent, living network, designed to reinforce the resilience of the arts in the context of the 'Transformation Agenda' of Public Sector cuts. The process resulted in an unexpected transformative, performed "ThirdSpace" (Soja, 1996) of emergent, simultaneous, multi-layered co-operation, resistance and reinterpreted boundaries, where the focus moved from competitiveness to survival. Whilst embarking on bidding was the result of cultural agency; simply getting people "in the same room" has caused lateral, inter-genre thinking spaces and new channels and linkages between the culture, tourism and heritage industries have been forged. The key findings examine the dynamic nature placemaking, indicating that the creative and cultural industries of East Kent have been united by the symbolic creation of a regional city. Although the bid was not successful, in addition to the idealised metaphorical city, cities operate at pedestrian level and the creative sense of place has been permanently remapped.

### **Exploring impacts of rural tourism development on the poor from the perspective of capacity building**

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The potential of tourism as an approach for poverty alleviation has been well recognised. As less developed areas normally preserve the beauty and authenticity that tourists tend to seek for, they are entitled with resources advantage to develop the tourism industry. Also, tourism development, especially in small-scale, has minimal financial requirements in comparison with other types of modern development. In line with such rationale, tourism development has been perceived and also adopted as an ideal way to drive the national economic growth by many developing countries. Nevertheless, observations in some cases also found that tourism development may cause poverty or make the local poverty issue severer. However, the current perspective of seeing the tourism-poverty nexus including the above two ways has mainly focused on the economic impacts of tourism development on the local poor, thus concluded with mixed results. Applying Amartya Sen's view of development that greatly highlighted individual's freedom in pursuing a valuable life and then necessary capacities to do so, the current study aims to examine the impacts of tourism development on the poor in terms of capacity building. The study was conducted in Sanya of China, in where tourism

development has affected the rural poor greatly. From the perspective of capacity building, the authors intend to rethink the tourism-poverty nexus and provide implications for future research in the field.

### **Exploring the extrinsic meanings of traditional Chinese festivals: The case of Macao's feast of God Tou Tei**

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Cultural heritage is an important asset to the human race as it is an embodiment of human creativity; the core value of intangible cultural heritage (ICH) is to transmit the knowledge of such embodiment from one generation to another. ICH can be expressed in the form of “oral traditions and expressions, performing arts, social practices, rituals and festive events, knowledge and practices concerning nature and the universe and traditional craftsmanship” (UNESCO, 2003, Article 2.2). ICH is a significant part of everyday life that brings a sense of cohesion, identity and belonging in relation to the cultures and brings communities together by sharing common social and cultural values within the community through the practice of ICH. The focus of both social and cultural values are the very root of public celebrations of festivals (Getz, 2012). Macao, a former Portuguese colony in South China, celebrates its Portuguese and Chinese heritage by staging over twenty cultural festivals annually. The legacies left behind by the Portuguese, the historical Chinese festivities, and ethnic festivals brought into Macao by immigrants over the years make Macao an eventful city. However, the rapid development in today's society often produces a number of undesired characteristics that threaten the very existence of both built and intangible heritage, particularly festivals and events (Allen et al, 2011). The World Commission on Culture (1971) relates the relationship between tangible and intangible heritage by advocating that tangible heritage can only be interpreted through intangible meanings and culture attached. Safeguarding ICH concerns essentially its continuity so that it is transmitted to the next generation. Hence, it is imperative to understand the meanings attached by the community members in which the festival is being celebrated. By using the case of the Feast of God Tou Tei in Macao, one of the more significant traditional Chinese festivals, this paper aims to explore the extrinsic meanings of the festival held by community members in order to explore its significance in safeguarding this heritage. The literature on meanings was briefly reviewed which generated four dimensions of extrinsic meanings: self-identity, social cohesion, sense of belonging and sense of community. These dimensions guided the formation of interview and probing questions. This study adopts a qualitative research approach, specifically, semi-structured interviews with a selection of key informants of the festival. The interview data was analysed and was extensively discussed with reference to the four dimensions. The findings suggest that these four dimensions effectively explain the meanings attached to the festival by these key informants. Some practical implications are discussed in terms of safeguarding ICH as well as limitations to the study are presented to identify possible extension to this study in the future.

## **Tourism in cities and national capitals: next steps for research**

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It is now almost 10 years since this SIG was established. During that time, we have focused on developing research and literature on tourism and national capitals. National capitals have long been important destinations, and tourism has been integral to their development, yet when we began, national capital tourism had received little attention in either the urban studies or tourism literature (Pearce 2007). The work of the SIG has gone a long way to remedying that. We have sparked sustained interest in research, and Brent Ritchie and I edited a book and journal special issue; I edited a further book and journal double issue; and Greg Richards and Paolo Russo edited an ATLAS book arising from a joint meeting with the Cultural Tourism SIG. In all more than 60 papers have been published, authored by more than 50 scholars, examining more than 30 cities. This represents a very solid achievement for the SIG. There is now an opportunity to consider future directions for our research. This paper will review themes and features of our work to date, and consider possible ways forward and future meetings.

## **Events in the sharing economy: expats' communities of practice**

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The event industry is going through different challenges in recent years, also due to the influence of service-dominant logic (Vargo and Lush, 2009), co-creation (Prahalad and Rasmawamy, 2004; Rasmawamy 2009; Crowther and Orefice, 2015) or audience engagement (Macintyre, 2014). Despite the difference between these approaches, it is clear that the consumer (attendee) is gaining a more important role in the way events are shaped, not only from the end of the chain point, but rather since the beginning of the value chain (Crowther and Orefice, 2015). This means that event organisations and managers try to involve not only the attendees but also all other stakeholders involved, which is from the ideation phase. This corresponds to what we have been seeing in also in mega-events, such as the Olympics or European Capital of Culture where among others communities should be involved and there should be a clear legacy also for them (Richards, 2014). However this is still based on the idea that there is a supply-demand, even if the boundaries of the action of the two are getting blurred, namely by practices of co-creation in order to improve the experience and making it more meaningful and personalised (Ek et al., 2008; Boswijk, 2007). With the technological advancements which allowed the development of the network society (Castels, 1996), a multitude of other forms of communication and interaction has been made possible. The idea that consumers have a greater power, but also that they can be producers or simply, the value chain of a product or service is no longer only one-way vertical but it is also horizontal or reversed vertical (bottom up). In order to describe some of these phenomena, many terms have been emerging in recent years such as sharing economy or collaborative consumption (Belk, 2014; Molz, 2013) which also corresponds to consumer-to-consumer (C2C) practices, which have started to be studied in the eventscape in recent years (Rihova 2013; Rihova et al., 2014). Many platforms, communities and groups have also emerged, and the case of Expat meet ups seems to play a major role in this scene, since companies boomed in the last years (e.g. Internations, IamExpat, etc.), and also services to support not only the expat logistics but also to support social integration and

better quality of life (e.g. South Holland). Along the way, clear virtual communities seem to be emerging, although it is yet to be studied to which extent these are effectively communities of practice digitally and physically. Therefore, in this paper, we will analyse to what extent events on peer-to-peer platforms are contributing to form expats communities of practice. By using a mixed research approach, we will try to understand the shape and the influence these events have on the expat population and how the communities are shaped, both digitally and in the face-to-face interaction.

## **Vrouwenpolder, connecting residents' and tourists' needs for continued quality of life**

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Background: Vrouwenpolder is a small community on the south-western coast of the Netherlands. In winter it counts around 1100 inhabitants, however, in summer the many visitors this village receives each year, make it a much busier community. This has already resulted in a larger than usual service and recreation industry for a village this size, however, more could be made of the temporary boost tourism brings to the (economy of) the village, to ensure more health and care facilities are supported for the aging population. It is estimated that in the next couple of years the number of people in Vrouwenpolder suffering a form of dementia will double. At the same time, budget cuts and reorganisation mean less services are available to help this group of elderly people, putting more strain on volunteers and family members. Theoretical/practical implications To ensure that professionals and volunteers can provide all the necessary care and health services for the population of Vrouwenpolder now and in the future, innovative combinations need to be made where different sectors supplement and strengthen each other and work together towards the shared goal of a sustainable and lively community with an inclusive character. The village council has commissioned research in order to create a vision for the future of the village in the sectors of care, well-being and housing. Methods Data is collected through a multi-method approach, including stakeholder focus groups, in-depth interviews with key-informants, dialogue tables and a questionnaire. The Soft Systems Methodology is used as a guiding and organising principle. Indicative findings Concrete improvements lie in combinations between different sectors and an intergenerational approach, empowering the people of Vrouwenpolder themselves and giving them responsibility for the future of their own community. Important issues that were raised during the stakeholder meetings were centred around social contacts. People in need of care sometimes feel like they have to overcome a barrier to ask for help and may worry about stigmatisation resulting from their need. Framing the care provision in a social activity is expected to lower the barriers and help build positive relationships in the community. Including able elderly people in the care provision could also potentially provide them with increased confidence and a positive self-image, as well as opportunities for social interaction. Promising results from both the stakeholder meetings and the dialogue tables were that these enabled people to get to know each other and each other's skills, thus matching supply and demand. It also provided the village with a large data-base of people who are committed to helping shape the future of the village and the future services necessary to sustain the high quality of life currently characterising the village of Vrouwenpolder.

## **Dark Tourism and the Development of Transnational Empathy at Gallipoli**

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This paper examines the serendipitous emergence of transnational empathy among Australian and New Zealand tourists at Gallipoli, the site of a bloody war between Allied and Turkish forces in 1915. The tourists travelled to Gallipoli mainly to participate in the annual “Dardanelles Strait Swimming Competition”. During the past 25 years this race has grown from a small, local competition into an iconic global event that attracts about 300 Turks and 200 foreigners from more than 15 countries. The paper situates the swim in a larger set of transnational developments that have reconfigured the Gallipoli touristscape. This has included a partnership between the local Rotary Club, a Gallipoli tourist company and British-based “SwimTrek”, the world’s largest swim tourism company. These agents have branded the race with the ancient Greek romantic-tragedy of Hero and Leander, Lord Byron, who was the first person to swim across the Dardanelles in 1810, and contemporary Turkish motifs. Using data from ethnographies and in-depth interviews, the paper explains why despite being conducted at a “dark” site that evoked deep sadness the tours also engendered transnational empathy between former enemies. It is argued these experiences are best explained by an interplay of affective atmospheres, the transnational narratives of Australian and Turkish guides and “tourist moments”.

## **The complicated heritage of Prora - modern tourism at the former KDF-bad**

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Prora, a complicated heritage In 1818, German painter Caspar David Friedrich expressed the idyllic coast of Rügen – Germany’s largest holiday island- in his painting the Chalk Cliffs of Rügen. The island was and still is one of Germany’s most popular holiday destinations, with a rich nature, tranquility and white shores as its main tourism attributes. However, amidst such divine attributes, people may find places that are less sacred. For instance, KDF’s Prora. The unspoiled beauty of Rügen had not gone unnoticed by the Nazi’s. In fact, KDF – the state-operated leisure organization - initiated the start of the building of a 4,5 kilometer holiday structure that had to offer a seaside residency to 20.000 German laborers at a time. Today, this colossal site of eight separate building blocks still stands. The blocks are owned by private investors who want to develop Prora into a tourism resort. This case study has been set out to explore the perceptions of Prora stakeholders regarding these developments and to outline complications from a sociocultural perspective. A qualitative research methodology has been used and semi-structured interviews were conducted amongst stakeholders and experts. Stakeholders include (a.o.): corporate firms (architect agency), tourism enterprises and other interest groups. Prora was built by the Nazi’s as part of their ideological warfare and later on used as an infamous military base during the DDR. This has caused Prora to be a sensitive topic to discuss, especially with the aftermath of both time periods still noticeable. Dark Tourism theory (Stone, 2006 and Miles, 2002) has hereby helped to define Prora from a dark tourism perspective and to categorize it as a dark conflict site (Stone, 2006 and Moss, 2013). Besides, an analysis based on Stone and Sharpley’s dark tourism spectrum framework (2006) showed that Prora is (a.o.) concerned with high political influence and ideology, causing it to be a rather dark location. Stakeholders referred to Prora as complicated heritage. They explained that the development phase has been a

long and uncoordinated process. Yet, most stakeholders don't feel that the historic events have been the reason for this. Instead, a number of interviewed stakeholders and experts mentioned the obscure communication and high financial obligations as major complications. When the state government inherited Prora in 1994, they were not capable of financing the colossal site and decided to privatise the buildings. Different investors came, but could not pay for the required maintenance or saw no profit in it. Several of them had to resell, which caused many parties to be involved over the years. Furthermore, the communication process has led to dissatisfaction, especially amongst stakeholders such as the museum and information centre. They feel that they have been left out of the decision-making process and criticise the role the local community played. Moreover, it is feared that Prora will be developed in a business-like way only. Investors are making changes to the building's cubature, which causes it to lose authenticity. Some stakeholders even doubt whether history will be preserved at all in the future, causing them to remain sceptical about 'the new Prora'.

### **Mobilisation of the Added Value of Musical Traditions in Tourism Landscapes**

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Despite the extended research on the expressions of the intangible heritage and its social and symbolic value on Heritage Sites, not much investigation has been done about the story and the aspects of the music developments that are strongly connected and thus deeply rooted to these sites in the touristic content. The historic and patrimonial nature of music is often overshadowed by the magnificence of the tangible treasures and also by its vivid present relevance to the community's cultural life that can lead to an undervalued sense of memory and awareness of the past cultural imprint.

This study is an examination of the musical identity of the heritage places as it has been developed through the ages and the monuments of glory, drama and revival in a context of strong cultural interchange between interconnected civilizations as well as an analysis of how this identity can stimulate a different narration of the Heritage Sites aesthetic and artistic values for both the local community and the visitor in an effort to offer a deeper understanding of the intercultural communication, the invented political and geographical structures and thus the significance of the transnational cooperation by adding another, sometimes missing, educational element to the concept of tourism.

To illustrate the above, I will examine the influence and the impact of the international historical developments on the classical music scene of the Greek Ionian island of Corfu, whose old town is declared as World Heritage Site by UNESCO, in order to introduce a new paradigm of tourism as a niche on a place that has been strongly physically and culturally degraded by the mentality and the cultural and physical impacts of mass tourism in the last 60 years. Based on the value of the extended community participation in classical music that with a long Venetian Opera tradition, 19 Philharmonic Orchestras and world famous musicians surrounds every aspect of political, social, educational and cultural life on the island, I will investigate how following an operational plan, the tradition of the classical music can lead to the rethinking and re-conceptualising of the tourism discourse and location, sense and meaning offering new development prospects and narratives on the ground of place making, regional positioning and creation of new tools for rebranding and restoring the destination image.

Based on the example of Corfu, the methodological research will be focused on the different ways in which the unifying nature of music can be the key element for creating the "in-between" space between the host and the visitor providing unique experiences based on their personal interests, affections and passions on the variety of terms that are linked with the history of the Heritage Sites like creativity, spiritualism, religion and sports as well as

revitalising neglected public spaces of exceptional historic value, that will lead to territorial empowerment, raise of cultural awareness and subsequently, a more organised effort to protect, restore and promote the physical and cultural capital through tourism.

## **Role of domestic tourism: An evolutionary economic geography approach in Tanzania**

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Tourism is one of the economic activities in many countries and a very important sector that contributes to development. In Tanzania tourism is among major contributors to the gross domestic product. This trend is increasing and has witnessed economic development in various regions of Tanzania related to tourism activities. The establishment of national parks situated in remote areas has spurred rural development as tourism locations. However with time this development related to tourism has ushered in unequal prosperity between regions. Hence studying regions within the tourism sector and why these regions differ is crucial. Very few scholars in Tanzania have incorporated Evolutionary Economic Geography (EEG) as an emerging research paradigm to understand why one region is more successful compared to another region within the tourism sector in terms of network of actors, decision makers and the overall evolutionary cycle of the place. Therefore this study aims to explore tourism and development in Tanzania based on the EEG framework. The specific objective of this study is to identify how tourism shapes the development of a region. The study area is Arusha region in northern Tanzania due to its tourism capacity in terms of receiving the largest share of both international and domestic tourists visiting national parks which are protected areas for current and future generations. Data collection involves analysis of documents and articles. Research methodology for this study will use interviews with experts who are stakeholders in the tourism sector. Sample size will target 7 actors from the government and local levels who will be purposively selected to obtain qualitative data. The Ministry of Natural Resources and Tourism (MNRT), Tanzania Tourist Board (TTB) and Tanzania National Parks (TANAPA) will represent the government as major actors in Tanzania's tourism industry. At the local level it will be represented by 4 entities including Tourism Confederation of Tanzania (TCT) and Hotel Association of Tanzania (HAT). The expected results of this study will give insights on tourism in Tanzania and present explanations as to why development within a region occurred and what accounts for its longevity. The outcome of the study will be valuable to policy and decision makers for planning purposes related to tourism and development.

## **Individual tourism space – subjective world of geographical experiences. Theoretical and empirical perspective**

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The aim of the paper is to describe individual tourism space. It constitutes a first part of author's research on perception of tourism space. The first part discusses most significant theoretical issues (e.g. tourism space, individual tourism space, perceptual-mental tourism space, the process of perception of tourism space and the values perceived in the tourism space). Second part has empirical meaning – it refers to the research conducted in Tatra National Park (Poland) in 2015, in a high season. The objective of the research was to

identify individual tourism space of the visitors, including their motivations and perception of values. The research question is what is the individual tourism space of one of the most frequently visited tourist regions in Poland. Tourism space means a part of geographical space containing elements of natural environment, permanent elements of human activity (economic and cultural) and the social environment. The main requirement to distinguish tourism space is the occurrence of tourism. In terms of its complex nature, two basic types of tourism space are singled out – area tourism space and individual (human) tourism space. Individual (human) tourism space divides into two types: the space individually used, as well as individually perceived (imaginary). Different types of individually perceived space can be singled out (affecting each other): perceptual-mental tourism space, internal and virtual tourism space. In the tourism space the perception process consists of many stages: identification of the pillars of the space, understanding the centres of values, total experience (senses, reflective mind), cognitive imagination of the space, experiencing emotions, valuation of space and finally feeling the sense of place – accustomed and unaccustomed. In the process of perception numerous kinds of values are being read from the tourism space. Five categories of values in the tourism space can be singled out: informative, aesthetic, emotional, symbolic and health. The paper refers to the example of individual tourism space of tourists visiting Tatra National Park in Poland. The research was conducted in high season (July, August 2015) in the most popular national park in Poland (alpine landscape). A questionnaire (540 in-depth interviews, systematic sample) allowed to analyze tourist behavior in terms of motivations and values in active tourism. In-depth interviews included also issues connected with organization of the stay in the Tatra mountains, qualifications of tourists, as well as free time preferences (in terms of active tourism). Additionally, participant observation took place, as well as analysis of existing data. The general overview of individual tourism space in the area was outlined. Tatra National Park, being the most popular and the most frequently visited national park in Poland, is mainly associated with escapism, sense of freedom and health improvement. Beauty of its unique natural environment associated with sublimity, hedonism and sacrum are its most appreciated and desired values of the tourism space. On the other hand, for some of the visitors, the park means also only reaching flagship places including reaching the highest peaks of Poland and the emergence in the popular, prestigious and fashionable place.

### **Testing the limits of resilience: politics, negotiation and tourism development in small islands**

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Based on resilience concepts, this paper will investigate how principles from resilience planning can be adapted and revised to understand and manage culture and heritage tourism development in a small island village from the community perspective. Studies of tourism in small islands highlight the unique characteristics of their environment leading to vulnerability and fragility of their landscape, economies and social structures. Ideas on sustainable development of islands address issues of carrying capacity, local politics and community involvement in an attempt to understand the management of cultural resources. Recent studies on resilience may provide a more effective approach to community planning and development. The island of Santorini is one of the most popular tourist destinations in the Mediterranean with increasing numbers of tourists every year. The negative environmental and social impacts of tourism are visibly manifested in areas with high concentration of tourism. The village of Pyrgos, located on a hill in the centre of the island, experienced only small scale tourism until recently, and still retains its original spatial and social characteristics. However, rapidly increasing tourism has recently emerged in the

village, and the first signs of disturbance are clearly demonstrated in the local community. Changes in spatial form and uses directly upset the social patterns and relationships of the community, leading to tensions among people with conflicting interests. The effects of the changes are perceived in different ways by the various stakeholders. Thus any tourism management framework needs to take into account the complex relationship between resources and stakeholders. The paper will discuss the complexity of identifying critical thresholds as various stakeholders have conflicting interests, and established thresholds are not acceptable from all parties. It also will question how effective resilience assessment can be in identifying thresholds and in defining the system's boundaries. A comprehensive approach to resilience planning has to acknowledge that the various components of the system will require different types and structures of response. Although some indicators should be allowed to adapt or change following the process of resilience, others should be controlled by strict management policies.

### **Assessing the strategies for branding Kenya as a sports tourism destination**

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Kenya is fortunate to have numerous brand attributes such as renowned sports men/women and teams, remarkable weather all year round, horticulture, outstanding landscape, beautiful scenery, hospitable people, rich culture and heritage, wildlife. For successful destination branding process, brand attributes are crucial. For a long time Kenya has not taken advantage of its positive image in sports. The government and its people were not significantly involved in promoting Kenya as a sports destination despite its visibility in Athletics, Rugby, Golf, Water Sports and Volleyball. Those charged with marketing Kenya as a referred tourist and investment destination have come under sharp criticism for missing out on golden opportunities to showcase Kenya to the world. Destination image is the most important component to a destination brand's success and it is only recently that destination marketing organisations such as Kenya Tourism Board and Brand Kenya have taken to promoting Kenya through sports and leveraging the country as "the home of champions". Between 2009 and 2015, Kenya Tourism Board has worked on showcasing the country as a favorite destination for sports tourism by developing facilities and intensified media campaigns to realize this objective. This was done by adding causal branding and converting visiting sports stars to brand advocates for destination Kenya. This study will examine the extent to which strategies used by the Destination Marketing Organisations in Kenya have achieved their purpose of branding the country as a sports tourism destination. These include co-branding, celebrity endorsement, sports events, high altitude training facilities, showcasing the athletes in mega events across the globe. It will also determine the opportunities and challenges for Branding Kenya as a sports destination as well as proposed model that can be used to do so. It will interrogate these using the Keller's Brand Model and 3 stage theory. To achieve a high result, a survey approach will be used to collect data from 100 respondents, official and public sectors using a questionnaire technique, a Likert scale and statistical models to test and interpret the research outcomes. It will also use qualitative methods such as focus group discussions and key informant interviews. The results will be analysed using thematic and content analysis as well as multi-variate analysis.

## **Unlocking the shopping tourism culture in the city of Nairobi**

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Shopping tourism has emerged as a growing component of the travel experience, either as a prime motivation or as one of the major activities undertaken by tourists at their destinations. Shopping has become an integral part of the overall tourist experience and tourists are becoming a very important target group for shopping centres marketing. Tourists seek unique and novel items which represent the area and cultures they visit thus are able to take away a “sense of place’ memorabilia. Attracting tourists to any shopping complexes requires special amenities, outlets with ambience and a pleasant atmosphere. Shopping tourism product developers need to determine who their tourist customer is, what would motivate them to shop and spend more. Shopping tourism in tourist destinations requires the development of various tourist-retail venues and a vibrant creative industry with souvenirs and local crafts. Further, management issues (e.g. merchandising, venue design, and customer service) are important factors that support shopping tourism. Shoppers experience local culture through an engagement with local products, local crafts- people and a desire to purchase something that truly ‘belongs’ to, and is ‘from’ the destination thus going away with a memorabilia that represents the ‘sense of place’. Shopping is an ancillary function of the visitor attraction (e.g. gift shops) or destination (e.g. ‘bucket and spade’ shops at the seaside). According to UNWTO’s recently released Global Report on Shopping Tourism, few sectors can boast of their power to inspire growth and create jobs as tourism and shopping can. They emphasize that if jointly harnessed, this can have an immense impact on a destination’s brand and positioning. UNWTO analyzes the latest trends in shopping tourism, providing insight into key success factors for destinations aiming to develop this segment (UNWTO, 2014). Some of considerations for shopping outlets include, location, ease of movement, places to shelter from the weather elements; uniqueness of product; facilities for families; a good quality retail offer; value of products in relation to price; clean restrooms; a good catering offer; safety; free and secure parking. This study appraises the importance and performance of various shopping outlets to tourism using theories of consumption and theories of motivation. The study seeks to review the unique appeal of Nairobi as a shopping tourism destination; identify features and attractions that support leisure, recreation, and shopping tourism in four shopping outlets in Nairobi; assess the unique positioning of selected leisure and recreation products at four shopping outlets in Nairobi; and establish the influence of safety and security practices at shopping tourism outlets. The study will collect data through oral narratives, focus group discussions and shopper intercept surveys. An analysis will be done through thematic analysis and cross tabulation. This research will contribute to a better understanding of the shopping tourism contribution thus assist in managing the niche product effectively.

## **The influence of maintenance culture in the sustainability of tourism attractions at Obudu mountain resort**

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This work weighed the influence of maintenance culture in the sustainability of tourist attractions at Obudu Mountain Resort. Maintenance is a combination of actions carried out to retain an item/machine equipment/system/plant in order to restore it to an acceptable working condition. Obudu mountain resort is located in a community called Becheeve and it is hosted by six villages; the main occupation of the inhabitants of the communities are subsistence farming, while some are civil servants and part time workers. Some also engage in tourism activities in the area. From the objectives of the study, this paper identified the various attractions at the study area, identified the maintenance culture practices in place at the resort, ascertained the level of patronage in the study area, determined the role of maintenance culture in the level of tourists patronage and verified the ways of improving the sustainability of the destination through maintenance and the level of patronage. This paper also aimed to review the determinant factors which influence the development of maintenance culture. Staff and tourists of the tourism destination were interviewed i.e. they were the sample for the study. This study was guided by five research questions and two hypotheses with simple frequency percentage mean and chi-square statistics used to analyze the data generated for the study. The research work identified and assessed the maintenance strategies as well as sources of maintenance costs of tourism at Obudu Mountain Resort. The study found out that the most frequently used maintenance strategies at the resort were the Corrective Maintenance (CM) and the Preventive Maintenance (PM); these two methods were considered cost effective but were not efficient for efficient and reliable for sustainability. In conclusion, assets and facilities are essential to an organization's resources, thus improving the working environment and well-being of their maintenance is an important aspect that should be given serious attention. This is where the need for the roles of each member of the organization involved in maintenance tasks with a clear understanding that regard to maintenance culture. Based on the finding recommendations were made.

## **Western female tourists in Islamic destinations**

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In recent years, much attention has been given to the study of female travel. A body of literature has been dedicated to the understanding of the notion of female tourists and what it entails. In Islamic destinations, and particularly in the Middle East, Western female tourists are challenged by having to negotiate their way through patriarchal cultures whose local norms are so different from their own.

This paper adopts a qualitative approach in order to investigate Western female tourists' experiences in Egypt, as an Islamic destination in the Middle East, paying special attention to the different ways in which gender affects their experiences in such a context.

The paper also identifies and discusses the coping strategies adopted by the participants to deflect or minimise the male sexualised gaze that they encountered while travelling in Egypt. It also sheds light on the measures taken towards keeping themselves safe during their trips.

The key findings from this paper suggest that the experiences of Western female tourists in Egypt were greatly shaped and often reluctantly altered by unwanted male attention and sexual harassment. In many cases, women felt the need to conform to local female norms of behaviour and socially accepted gender roles in order to enjoy their holiday.

### **Volunteer Tourism: Its potential to act as a develop tool in deprived communities of the global South**

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The concept of development in the global South has been subject to fierce debate within academia for over half a century. During this time, there have been calls for a paradigm shift away from mainstream ideas of development, towards an alternative. To some, this call has been answered with the incorporation of the indigenous concept of Buen Vivir or 'living well' into the Ecuadorian Constitution. There is considerable excitement that this may represent a movement towards post-neoliberalism. At the same time there has been significant interest in alternative forms of tourism, particularly volunteer tourism, which Ecuador has been identified as an important destination. This paper will argue that the volunteer tourism literature has progressed in much the same way as the general development literature, with post-colonial critiques resulting in many of its advocates moving away from its modernist origins, to one based on cosmopolitanism. This would appear to fit well with Buen Vivir, although there has been no substantive research to support this assertion. It will be argued that this is not surprising, as the literature has overly focused on the volunteer and role of facilitating NGOs, with little sustained analysis of how volunteer tourism is understood in destination areas. Drawing on a four month empirical study in two indigenous communities in Ecuador, this paper seeks to address this important gap within the literature. It will be argued that there is little evidence to suggest that volunteer tourism fits easily with an alternative development paradigm. It will utilise qualitative data, including semi-structured interviews, observations and a field diary to show that the transformational potential of volunteer tourism is curtailed by how it operates at the local level.

### **Tourism in UNESCO sites**

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This work aims at analysing the opportunities deriving from the recognition of the UNESCO brand to the tangible and intangible cultural heritage of ten Sicilian sites, which are currently included in the World Heritage List: 7 of them are tangible, 3 are intangible. Therefore, it stands out as an extraordinary opportunity to experiment a system of dynamic interactions between policy makers and stakeholders in a more inclusive and cooperative way. Such a perspective acquires an even more relevant value if we consider the increase in the cultural tourism demand in Sicily. As a matter of fact, if we analyse the number of overnight stays in Sicily, more than 46% of tourists' stays in accommodation structures is directly or indirectly connected to cultural sites. Furthermore, since the beginning of the 1990s cultural visits to Sicily are reckoned at 6% more than on mainland Italy, and this figure has been growing over the years.

This work shows an accurate analysis of tourism in the UNESCO sites in Sicily and its archipelagos, on the basis of a methodological research carried out in 2014, which concentrates on the aspects of tourist supply and demand, with reference to their territorial dimension, thus fixing the main synthetic economic indicators.

#### *Methods, objectives and findings*

The analysis of tourist demand was monitored over the years 2006-2014 and focused on UNESCO and non-UNESCO sites: its results show that in UNESCO areas tourism has grown at a remarkable rate. That was also confirmed by synthetic indicators which show a value which superior to the regional average one.

Consequently, the current purpose is that of trying to improve tourist supply both from a qualitative and a quantitative point of view, in order to increase the competitiveness of UNESCO sites.

The main issues at the basis of this study are:

- whether the UNESCO brand influences tourism development in the UNESCO sites and whether it increases tourism demand;
- which aspects of the offer need to be improved or changed, as the UNESCO brand in itself is not enough to turn a destination into a tourist attraction if public and private entities are not able to preserve the recognised sites and to guarantee their usability.

The first part of this research aims at identifying models, studies and experiences in the tourism field in UNESCO sites.

In the second part we will concentrate on the data we required from the offices of tourism statistics concerning 53 Sicilian municipalities in the areas of Agrigento, Caltanissetta, Catania, Enna, Messina, Palermo, Ragusa and Syracuse, where UNESCO tangible heritage sites are located.

#### *Conclusions*

From the analysis carried out it emerges that:

- tourist demand in Sicilian UNESCO sites is growing at a more remarkable rate compared to other territories;
- performance is different in the various UNESCO sites.

With the exception of the Aeolian Islands, the other UNESCO sites still have to improve the organisation of their tourist offer in order to increase the value of their economic and productive sectors.

## **Methodological approach for tourism destination zoning based on the tourists' spatial behavior**

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This paper introduces several methodological approaches, which aims at structuring conventional tourism destinations into new tourism areas. On the basis of visitor's travel patterns, we draw new consumption areas which better fit the needs of tourists. Boundaries of a destination are hard to define, as they are being constantly produced and reproduced through complex practices and discourses. Destinations may appear totally different in terms of shape, content and relationships, depending on the point of view from which they are experienced (tourists, tourism companies, destination managers and local people). In this paper, we focus in tourists, since they are essential in the process of defining a tourism destination. Depending on their travel patterns and characteristics of the visit, regional destinations may be larger or smaller and may or may not overlap (Dredge, 1999). On the other hand the traditional and simplest way of delineating tourism destinations has been taking local, regional, and national administrative boundaries for granted. It is important to note that this may not coincide with marketable areas with potential development from the

tourists' perspective (Blasco, Guia, & Prats, 2014; Paulino & Prats, 2013). Most cross-border tourism literature acknowledges that tourists consume attractions from both sides of the border. Thus, the true consumption area is in fact an overlapping space spreading out in both sides of the borderline, and do not correspond to the current destinations in each side. Therefore, we propose functional areas as the most suitable destinations for tourist consumption purposes (Šnajder & Bobek, 2014; Russo, 2008). In order to identify these 'new' destinations, tourists' travel patterns within a destination should be taken into account. We found several methodologies for detecting and analyzing tourism travel patterns within a destination in the literature, which have been examined and compared thoroughly. The main contribution of this paper is to highlight pros and cons of each methodology, as well as to stress the usefulness of each one in order to achieve the objective of identifying 'new' tourism destinations from the tourism consumption perspective.

## **Jules Verne's literary landscapes and tourism**

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Jules Verne must be read, not only by lovers of literature, but also by tourism experts. The reasons explaining this fact are due to Verne's extraordinary role in anticipating current touristic tendencies. He manages to integrate these elements in the plot of his novels without boring the reader. He mingles touristic insights with fascinating suspense involving opponents in dramatic fights and quarrels. But as a consequence, many readers tend not to realize how much Verne is interested in the service sector. He tries to develop a blueprint for the development of tourism in specific countries and at the same time, he can entertain the reader who understands his economic suggestions quite easily. In addition, the author acts as a precursor of sustainable tourism. He insists on keeping resources available, stresses the idea of the local population benefitting from welcoming guests and points out the importance of unspoiled and well preserved landscapes, the guarantee for a large number of tourists coming each year. Thus, nowadays it is highly recommended to analyze Verne's works again. They provide essential information on the undertow of the current service sector. The following questions should be answered in an analysis of Verne's touristic descriptions: Which categories of tourism does the French author depict? In which light does he present them? Which ideological background lies behind his statements? What can recent research derive from Verne's novels in the context of tourism? In order to gain tangible results we have chosen the novel "Les Indes Noires", which deals extensively with Scotland in the second part of the 19th century, for analysis. This choice is based on several important factors: a) Scotland belongs to those countries that are rising as a powerful tourist destination. b) Edinburgh is frequently chosen as a cultural hotspot attracting tourists for various reasons (e.g. its summer festival or its breathtaking ancient city center) c) "Les Indes Noires" offers a breathtaking narration of events that act as a symbol of touristic developments in the late 20th and early 21st century; these tendencies can be generalized efficiently and deliver interesting results which are going to be compared to contemporary novels placing the emphasis on travel. Thus, a complete picture of modern tourism can be achieved.

## **Cultural Tourism and Identity Locations. How Visitors Experience the Contemporary Heritage**

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Cultural tourism is changing shape, tastes and styles. In the contemporary world the sense of belonging and identity of locations is acquiring a complex meaning that sometimes collides with a lack of memory. Nevertheless, the concepts of memory, identity and cultural heritage are related to each other and support operations for both visitors and visited places are needed when seeking for a model of tourism respectful of the places and their history. This paper, part of a wider research, focuses on visitors' expectations and how they experience identity locations in art cities. The case study presented is the Grandmaster's Palace in Valletta that was formerly the site of the Knights of Malta, then transformed into the official abode of the British Governors and more recently into the Presidential Palace of the Maltese Republic. The State Rooms are part of a museum path that *mélange*s the historical past and the present days in a very rich and diverse blend of events and artworks. The works of art and the artistic heritage are consequently ideological and cultural symbols of a community. They represent the collective and the cultural memory keeping every single historical phase as a crucial moment to understand the modern identity of a location. This premise is the basis of the research on museums' identity, especially for those museums that have a close connection with the venues of political power. Actually, the connection between art and politics has always been present in the history of mankind and has grown stronger more and more over the centuries. Furthermore, when an identity collection is located within a building that for many years has been identified with the symbol of local power, the link between cultural heritage, community and history is deeply rooted also including the urban fabric. The shaping of the urban space implicates, more than the design of the physical space of the city, strengthening connections between aesthetics, knowledge and instances of the government. This research aims to give a contribution to the complex relationship between art and politics, analyzed from the perspective of museums as "history-in-the-making", and specifically museums of institutional palaces. They represent a privileged point of observation for the study, analysis and understanding of cultural identity. They can be considered as keeper of a virtuous process of change of society and its development, due to their centuries-old influence in the perception and interpretation of the cities. Museums have definitely contributed to the construction of the collective memory thanks to their strong cultural identity. Memory and identity are closely related and from their continuous mutual exchange and enhancement one can experience a real growth in the sense of belonging. The way one perceives, comprehends and interprets the surrounding world is also influenced by a community milieu; the cultural heritage housed in museums can contribute to the making of that complex process that is the development of the personal and collective identity.

## **Negotiating national identity in tourist narratives of history from Eastern European destinations**

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Tourism provides a social space for the negotiation of identity conceptualizations. Experiencing new and different cultures and environments contributes to changes in the tourists' concept of self. These processes are frequently supported by the encounters with a host community, which tends to be discursively constructed as the "Other" in visual and textual representations. The negotiation of individual and collective identity conceptualizations among tourists is not the sole dimension of identity formation in tourism, though, as these visual and textual representations in tourism also provide a space to negotiate collective identity conceptualizations within the host community; tourists thus become participants in identity formation projects and act as their multipliers. This phenomenon has been closely studied with relation to identity building in the context of nation formation. Scholars such as Margeruite S. Shaffer and John Sears on the USA, Eric G. Zuelow on Ireland, Susan Pitchford on Wales, and many more, have shown that destination development and branding, site management, the design and structures of sights and attractions, authentication strategies as well as the representational cultures in tourism have all be found to provide a space for the negotiation of the various dimensions of national identity. Based on these findings, my paper will discuss how narratives of history in tourist media project an imagined national identity to co-national and overseas tourists, by examining the content-based narratives on a textual level, and identifying and situating the discourses within ongoing nation building projects. My observations will focus on historical narratives and discourses on nationhood in tourist media from Eastern European destinations. Since the collapse of socialist federations and the end of communism, most of these countries have realized the significance of tourism industries for national economies. This has led to a rapid development of nation and destination brands as well as tourist sites and attractions. At the same time, tourism in these countries provides a space for the negotiation of nationhood and national identity due to the still on-going, and in some cases fairly virulent, nation building efforts. Historiography in tourist resources mediates the discursive construction of the historical dimension of national identity by providing narratives on provenance and origins, history and territory, and the past, present and future fate of the nation. As the creation of a collective identity frequently leads to the concurrent imagining of the "Other", this paper also aims at identifying and establishing othering parameters in tourist narratives of history. Conclusions in this presentation will be based on tourist media from various destinations across the region, providing an overview on the strategies of identity building within the framework of tourist historiography and highlighting similarities and differences between the historiographies from the individual destination countries.

## **Volunteer Tourism: Challenges for an elephant community in Surin, Thailand**

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Within the last decade, Volunteer Tourism (VT) has become known as one of the fastest growing niche tourism markets with a remit focusing on 'helping others', 'making a difference', 'alleviating poverty' and '(closely) involving, interacting and engaging with the local community'. Even though, VT's strategy aims to deliver positive outcomes to the local

communities' (especially in the global south) more than mass tourism, there are some issues that require discussion. Firstly, how do NGO's and volunteer tourists know how to target their resources? (Chen & Chen, 2011; Lo & Lee, 2011; Sin, 2013) and how do they know if what they did is working? These emerging gaps draw attention not only to the host community and their perceptions on the NGO's and volunteer tourists but also the local community perspectives in VT. There is still a paucity studies of volunteer tourism and host community relations (Smith et al., 2010; Sin, 2010; Zarah & McGehee, 2013) and the emerging literatures on host community in the global south often draw on the impacts of volunteer tourism on host community (Broad, 2003; Clifton & Benson, 2005; Guttentag, 2009), whilst only few empirical research studies focus on the local community and their perspective of volunteer tourism (Sin, 2010). This paper focuses on Thailand – known as one of the top VT destinations in South East Asia. Tourism literature based on Thailand often focuses on the volunteer tourists' perspectives within VT sites (Broad, 2003) and local communities (Mostafanezhad, 2014; Kontogeorgopoulos, 2014). While some work focuses on local people and VT communities (Sin & Minca, 2014). With a specific focus on understanding 'How a VT programme has helped an elephant community to meet volunteer tourism's aims on ethical tourism', I apply 'Flora's community capital perspective' in this study due to the reasons that a) community based-participation has its limitations to answering if community participation has achieved a level of social capital (trust), while b) social capital itself may not be able to relate to why local community has reacted in a certain way if power capital or the other capitals (e.g. environment, human, financial, built, cultural and personal) are not in place as it should to be. Interviews will be conducted with 10 mahouts and their families that have participated in Surin projects, NGO's members, local people, those living around the Surin project and Thai government officers connected with the Surin project (local, provincial and national levels). These stakeholders in VT are often scarcely analysed in the Thai context. This study will contribute to understanding of VT and host community perspectives by demonstrating that across the stakeholders that are involved – how having VT onsite has affected them. As a local researcher, I can break through the language barriers often experienced by other researchers in the Thai context and help to analyse Flora's community capital model.

## **Digital Nomads – Drifters 2.0?**

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The backpacker phenomenon has undergone a number of changes and developments over the past decades. Originally emerging from the drifters of the 1960s and 1970s – long-term travellers seeking escape from societal norms and structures -, it has become a mass phenomenon widely popular with young travellers from around the globe. Recently, a further distinction has emerged. Originally concerned only with low-budget travellers, the term 'flashpackers' has evolved throughout the literature, referring to those that still want to experience the advantages of the backpacker travel style in terms of sociability and authentically perceived cultural experiences, while being more affluent in their service choices and making comparatively heavier use of information and communication technologies during their travels. Recently, yet another new sub-culture can be observed. The so-called digital nomads are young professionals whose occupation allows them work independently in terms of location – an advantage heavily used through long and frequent travels while simultaneously earning the income required for this lifestyle. However, the academic literature has not yet acknowledged this new phenomenon. It thus remains unknown what the characteristics of a digital nomad are, to what extent they make use of the

tourist infrastructure, what influences their travel behaviour, and where they can be placed within a wider tourism context. Initial content analysis of online media leads to the assumption that the main driver behind this particular travel-based lifestyle is a desire to escape the often inhibiting structures of the traditional, location-dependent working life, raising the question of whether or not the backpacker phenomenon (characterised by a low budget, long travel durations and sociability) has taken a 360-degree-turn by resulting in a new generation of drifters. The aim of this research is to provide an initial definition of digital nomads and shed light on their potential place within and relevance for the tourism industry by also examining their travel behaviour and decision making process. A content analysis of online material such as blogs, discussion forums, Facebook groups and videos will allow the creation of guidelines for qualitative in-depth interviews. These will be conducted via Skype with several self-identifying digital nomads. Results will not only allow for a first insight into this new phenomenon but will also shed light on the ways in which globalization, digitalization and value changes can contribute to new tourism-related lifestyle forms.

### **Event overflows. Enacting values at the Arctic Winter Games 2016**

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When the biannual Arctic Winter Games was held in Nuuk, Greenland in March 2016, it was set to be the largest event of its kind in the history of the island. Also, it was a very expensive event, making it a potentially controversial affair. As a result, a big and explicit effort was made in the strategy and work of the event secretariat to engage with value creation beyond the narrow confines of the event location and duration: for branding the nation, increasing societal cohesion and working with upskilling and volunteering. This paper presents a two-year research project on the creation of values and longer lasting effects through the AWG. It focuses on how event ethnography and a mixed-methods approach of exploring events and emerging outcomes allow for the generation of many different kinds of event values and to expand the understanding of events and what they are about. It does so by presenting results on how 'event overflows' of the Arctic Winter Games 2016 connected to shifting societal issues over the two years leading up to its execution.

### **Tourists in their own city – considering the growth of a phenomenon**

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The city always combines a wide range of facilities and users. But with people competing for spaces and facilities, how do different groups establish legitimacy? Usual the residents, or 'citizens' are seen as having some priority, as they are the 'normal' users of the space. Particularly as a collective, as a group of citizens, they are seen as having more 'right' to the city than the casual consumer. As Harvey (2008) argues 'ideals of urban identity, citizenship and belonging—already threatened by the spreading malaise of a neoliberal ethic—become much harder to sustain' when collective space can be claimed by capital. In such critiques the consumer role of the tourist and the colonisation of 'local' spaces by tourists are seen as part of the commodification of the city. However, in the current age of mobility, in which everyone who can afford it is potentially a tourist in somebody else's city, the separation between tourists and locals is no longer so simple. Rather than a clear dichotomy of tourists

and locals, we are faced with a continuum of different types of mobility from the sedentary lifetime resident to the city break jetsetter. In this new landscape we are all residents, however briefly, and we are all tourists, however long we dwell in a place. This paper examines some of the developing perspectives on the role of the tourist in their 'own' city – what is ownership? The roots of the tourist in own city concept can be traced to the rise of mass tourist culture itself. The social reproduction of tourism as a lifestyle or as a consumption strategy became something that gradually penetrated everyday life. Having experienced a Mediterranean lifestyle, it was natural for the inhabitants of northern Europe to want to bring some elements home with them. Drinking on a terrace or having croissants or cappuccino became signs of 'holiday' at home. But the first concrete exposition of the 'tourist in own city' concept seems to have come in a strip cartoon published in 1997 (Van Driel and Blokker, 1997). In the cartoon, entitled *A Tourist in His Own City* an unemployed Amsterdammer decides to discover his native city, "with the inquisitiveness of a tourist, but with the knowledge and experience of a long-term resident". He dons a safari outfit, and begins 'work' as a local tourist. The device employed by the protagonist of *A Tourist in His Own City* is to find new viewpoints from which he can gaze on the city. As cities almost everywhere are rapidly developing, and often expanding upwards as well as outwards, there is arguably a growing supply of such experiences for local tourists. But the real explosion in autotourism has been prompted by the growth of tourism and mobility itself. Our experience as tourists gives us new viewpoints on our own city that are derived from our experience of other places. We search for specific types of places and experiences that have become familiar to us through our own travels. We also employ our learning about places to make us feel 'at home' there, even when we might be far from our actual place of residence. This type of tourist experience led Mansfeldt (2014) to develop Baerenholdt's theme of in-betweenness, which he sees as a distinctive form of tourist experience that is developing as a broader continuum of mobilities comes to characterise the touristscape. Interestingly, the places that tourists visit are also encouraging them to become 'local'. Barcelona, for example, talks about tourists as 'temporary citizens', who have similar rights to local residents, but also similar duties to abide by local laws and customs. These types of programmes stem from the observation that it is increasingly difficult to distinguish between 'tourists' and 'locals'. The distinction becomes even harder when we consider that not only are we increasingly 'tourists in our own city', but we are also 'tourist suppliers in our own city'. Airbnb has turned millions into hosts primed to provide local experiences for tourists. So while the tourism literature has been focussing on the performance of tourists, it has missed the performance of locals. Using data collected from both 'tourists' and 'locals' in the city of Barcelona, this analysis considers how the growing integration of everyday life and tourism is producing a growing number of 'tourists in their own city'. Implications for the management and study of touristed cities are considered.

## **Rock Climbing and the "Good Life": Cultivating an Ethics of Lifestyle Mobilities**

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Despite the fact that tourism and leisure mobilities are ripe for examinations of desire, choice, and responsibility, it has only been with more recent work that scholars have initiated more critical moral and ethical examinations of these fields. Lifestyle mobilities, which make travel and leisure a way of life, can thus expand upon this work. Rather than isolating one's travel behavior as touristic, lifestyle mobilities integrate travel and everyday life suggesting greater ethical implications for one's sense of identity – collectively and individually. This paper turns an ethical lens on a particular type of lifestyle mobility – lifestyle rock climbing. As a subculture of the rock climbing community, lifestyle climbers maintain hypermobile lifestyles

in order to prioritize their climbing and travel. Questions of ethics and responsibility course through this community, from individual motivations to relinquish themselves of certain social and economic responsibilities in order to pursue personal pleasure through leisure to notions of trust and risk that are the foundations of this community as a result of the individual and collective practice of rock climbing that brings them together in various locations. Considering ethics in regards to lifestyle climbing, this paper thus moves across social scales, from the individual to the collective, so as to inquire about and problematize conceptualizations of responsibility, privilege, and freedom at work at the intersection of leisure and mobility.

### **Politics and discourse of tourism mobilities – Barcelona ‘in common’ as paradigm change?**

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A coalition of leftfield political groups, civic movements, and grassroots organizations led by social activist Ada Colau has won the Barcelona municipal elections of 2015 and though from a position of minority, is now governing the Catalan capital. Commentators believe that the key issue that determined this success has been the positioning of this coalition in relation to city tourism. Only a few years ago considered a ‘best practice’ in urban regeneration and transformation into an iconic urban tourism capital, prized in 2014 with the title of ‘sustainable tourism capital of the world’, Barcelona has lived in the last two years a veritable revolution in the public perception on tourism, from ‘manna from heaven’ to serious issue which is compromising the quality of life of its citizens. Firstly, this paper looks into the factors which have determined this shift, from the objective growth of tourism beyond what could be considered a ‘social-economic carrying capacity’ threshold for an urban system, to the more subtle issue of the diversification of the forms of ‘being a tourist’ and their blurring with the quotidian livelihoods of resident populations. Secondly, it follows the steps of ‘Barcelona in Common’ candidature and of the negotiation of a programme to redress the balance of tourism in favour of citizens, something which is remarkably removed from mainstream tourism planning and management approaches and goes deeply into the debate on and progressive urbanism: the state of health of cities in the age of mobilities, the reclamation of the right to the city and public goods, and the role of redistributive institutions face to the global pressure of capital. Finally, it focuses on discourse change and its connection with a new model of place politics for tourism cities, arguing that only seeing (and regulating) tourists as temporary residents, or in other words endorsing the emerging vision of tourism mobilities as intersecting with others in processes of social construction of place, it is possible to come to terms the with apparent paradoxes intermeshed with ‘urban tourism politics’. Thus it will study how these discourse change may have influenced the success of Barcelona in Common, and its current course of action in city politics, from strategic planning to spatial development.

## **The role of tourism industry in the creation of youth employment opportunities in Africa**

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The focus of this paper is to elaborate on employment opportunities within the tourism sector and the solutions to youth unemployment in Africa and Nigeria in particular. Youth unemployment creates a monumental social problem to African continent, the world over and Nigeria in particular. The intelligence of this paper was collected from secondary sources using previous researches and analysis of scholars to gather empirical data. The findings revealed that unemployment in Africa and specifically Nigeria among youths were caused by certain factors which constitute a greater challenge to the economy and the existence of the continent. The tourism sector provides the enabling environment to address the different categories of unemployment among the youths. One of the unique characteristics of the tourism industry that makes it a prime sector from which employment can be engineered; especially in the case of the African countries, are its labour intensive characteristics of both experts, skilled, semi-skilled and unskilled labour.

## **Unpacking narrative claims to authenticity and differentiation in the international volunteer experience**

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This qualitative case study explores how a group of 27 British undergraduate students make meaning of their experiences as they prepare for, participate in, and reflect upon a short-term international volunteer excursion in Kenya. Through a thematic analysis of verbal and visual text (semi-structured interviews, field notes and photographic content posted to Facebook), I seek to understand the narrative claims young people come to make about this unique life episode. This paper takes an interdisciplinary approach, drawing on scholarship from the fields of education, sociology and tourism studies. I draw upon theoretical and empirical literature related to youth travel, including international volunteering, service-learning, gap year, independent backpacking, study abroad and in-service teaching assignments. First, I examine how participants take-up and employ notions of 'authenticity' within their personal travel narratives, and on what bases they claim to have encountered the 'real Kenya.' Here, I document the specific criteria participants drew upon to assert the value and legitimacy of their experience, including the remoteness of their destination, their engagement in 'everyday' Kenyan life, and their intimate interactions with local people. Next, I explore participants' attempts to differentiate themselves from 'other' volunteers – a grouping they referred to broadly (and derogatorily) as 'voluntourists.' Participants differentiated themselves from these 'other' volunteers based on three facets of their experience: the length of their project, the nature of the project work and the balance of time spent on touristic activity. Here, I detail the extent to which the critiques associated with international volunteering have become adopted into mainstream discourse, thereby helping to shape which identities (and particular labels) young travellers embrace and contest. Finally, I analyse the ways participants navigate difficult representational choices when communicating their international volunteer experiences to a public audience via social media. Participants exhibited a strong sense of self-surveillance, choosing to depict their journeys in neutral terms by emphasising the social nature of the excursion (pictures of fellow volunteers) and

natural settings (pictures of wildlife and landscape). Images showcasing the volunteer project itself (what brought participants to Kenya in the first place) are largely absent from their online albums. Revealing these practices is key to understanding young people's impression management strategies and the types of 'performances' in which they may be invested. Overall, this paper is positioned as a micro-sociological inquiry, theoretically informed by the dramaturgical perspective of Erving Goffman and the field of whiteness studies. I further situate findings within the context of late or liquid modernity – drawing primarily on the work of Zygmunt Bauman.

## **The city in the village, and the village in the world: 'rural' tourism development in Cumalikizik**

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Situated in the northern foothills of Uludağ to the east of Bursa and about 10km from the city centre, the 700 year old village of Cumalikizik is regarded as one of the best preserved examples of rural architecture from the Ottoman Empire. The village has gained a reputation as an 'open air museum', based not only on the tangible texture of its buildings, cobbled streets, narrow alleyways and village gardens, but on the intangible values of its social and cultural fabric. Continuous habitation by five or six extended families has resulted in a dense web of kinship relations and property ownership within the village. Houses and property have been kept in village hands, and, although the area of village land under cultivation has declined over recent years, the traditions of forestry and horticultural cultivation and production, on which the village was founded, continue to be maintained, and are credited with having created and sustained a unique balance between urban and rural systems of production and consumption. Cumalikizik's significance was acknowledged in 2014 with the UNESCO World Heritage Site designation of Bursa and Cumalikizik – The Birth of the Ottoman Empire. In 2015 the village was selected as one of the pilot destinations for implementing the model of sustainable community based tourism (SCBT) being developed by UNDP Turkey with the Turkish Ministry of Culture and Tourism. Tourism is becoming an increasingly dominant activity in the life of the village, and is drawing back villagers who left years ago for work and education in nearby cities. The tourists, predominantly domestic day excursionists and visitors from the Gulf States, are providing an important market for the village's agricultural products. But at the same time, tourism is now starting to compete with the village horticulture for scarce resources. Tractors are often unable to get out into the gardens because of the crowds of tourists in the streets, and there are complaints of damage and theft of crops. Some of these losses are blamed on the encroaching urban settlement from Bursa, whose expanding industries have been a magnet for rural migrants from all over Turkey, as well as the growing refugee population from Syria. Residents of the nearby settlement, which has grown up on former village land, also look to the tourists visiting the World Heritage Site as a potential income stream, although, so far, they have been unable to capture any of the benefits. The author conducted research in Cumalikizik as part of the SCBT project implementation team. The paper examines the expectations surrounding the SCBT model as a tool for rural development, and explores some of the questions it raises, concerning the nature and limits of 'the community' and the values ascribed to 'the rural' in a context of unprecedented global mobility and urbanisation.

## **Expenditure pattern analysis of cultural tourists at World Heritage Sites: an empirical evidence based on CHAID analysis**

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Nowadays, World Heritage Sites (WHS) have been facing new challenges, partially due to a different tourism consumption patterns. As it is highlighted in a considerable amount of studies, visits to these sites are almost justified by this prestigious classification and motivations are closely associated with their cultural aspects and quality of the overall environment (among others, Marujo et al, 2012). However, a diversity of tourists' profiles have been underlined in the literature. Starting from the results obtained in a previous study about cultural tourists' profile, conducted during the year 2009 in the city of Évora, Portugal, it is our intend to compare the results with a recent survey applied to the visitors of the same city. Recognition of Évora by UNESCO in 1986 as "World Heritage" has fostered not only the preservation of heritage but also the tourist promotion of the town. This study compares and examined tourists' profile, regarding from the tourists' expenditure patterns in Évora. A total of 450 surveys were distributed in 2009, and recently, in 2015, the same numbers of surveys were collected. Chi-squared Automatic Interaction Detection (CHAID) was applied to model consumer patterns of domestic and international visitors, based on socio demographic, trip characteristics, length of stay and the degree of satisfaction of pull factors. CHAID allowed find a population classification in groups that able to describe the dependent variable, average daily tourist expenditure. Results revealed different patterns of daily average expenditure amongst the years, 2009 and 2015, even if primarily results not revealed significant variations in socio-demographic and trip characteristics among the visitors' core profile. Local authorities should be aware of this changing expensive behavior of cultural visitors and should formulate strategies accordingly. Policy and managerial recommendations are discussed.

## **How can MENA countries respond to the effect of Geopolitical factors on their Tourism Flows?**

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How can MENA countries respond to the effect of Geopolitical factors on their Tourism Flows? How will the ongoing effects of the Arab Spring impact on global geopolitics in particular for Europe and the MENA countries? How can the Mena countries respond to these impacts to their tourism flows? Global interconnectedness, now impacts geopolitics, shaping continental strategic intent, economic decisions and core policies. This paper will explore the Geopolitical changes that have occurred since the ARAB SPRING (2010), and analyse what global risks could further emerge due to the current trends of heightened tensions inherent in the Arab spring. The paper will then link the "new geopolitical reality" to the progression or interruption of tourism Flows to the MENA region. A critical assessment of the forces shaping the ARAB SPRING and their transregional geopolitical and geo-economics impacts will be discussed to reconcile governance issues and their effects destination safety (real and perceived). This paper examines how the ARAB SPRING has developed and the development impacts on transregional relations with Europe. In addition the link between societal cohesion governance and order will be explored This will inform the discussion of how conflict or civil unrest in the MENA region has affected the geopolitical

situation between MENA and Europe. Finally the issue of how MENA countries could respond to the situation in which they find themselves will be explored (using examples) of how perceived threats can be reduced by preventive action. In essence this is the real level of threat which applies to any given country or destination. Destination Safety research aims to describe the geopolitical circumstances of countries and destinations and look into the way destinations are portrayed and what they can do to restore their tourism Flows. Significance of this paper for the future: Tourism development and tourism flows in the MENA region (also strategies to exploit these opportunities) depend to a large degree on the international relations between the area and its visitor catchment areas. At the moment MENA region countries are dealing with internal tensions which impact governance and order. In addition their portrayal in media is affected. The extent to which tourism demands ebb and flow is governed by a range of factors, but the issues of conflict and security are game breakers. They either stimulate (in times of peace and growth) tourism demand or deplete it (in times of conflict and insecurity). Understanding destination safety issues is of critical importance to both Tour Operator channels bringing tourists to MENA countries but also key for the countries themselves if they are to improve their own tourism flows and repair their image in the eyes of potential tourists.

### **Co-creative future visions about the impact of digitalization in leisure and tourism**

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The center for Applied Futures Research (AFR) of the Erasmus University College Brussels that is linked to the educational program Professional Bachelor in Tourism and Recreation Management, works on a project on leisure futures. The research program 'Explorations in Open Time' evaluates futures research methods for the domains of tourism and leisure. Different methodologies are being used, evaluated and compared in several case studies in order to learn more about the suitability and usability of these futures methods. One of the case study partners (PASAR) is a socio-cultural leisure organization with a target market of predominantly people over 45 year olds. The management of the organization is among other things concerned about the influence of social media on the development of leisure behaviour and pastime. Being online all the time might interfere with social contact and the (free) choice of leisure preferences. With narrative research methods and co-creative vision building the AFR-researchers are seeking to discover what participants imagine their leisure futures will look like in 2035 and are examining the make-up of possible, probable and desirable futures. In these images of the future, the use of the internet and social media are recurring topics, as well as the need for green and open space. The outcome of this project could enable the organization's management to take action today for tomorrow's desirable leisure development. The research plan consists of a preliminary investigation and survey, co-creative workshops and focus groups. The in between results of the preliminary workshops with students (20 years old today, 40 in 2035) are surprising in respect of "WIFI-needs". They indicate that students today assume that in 2035 they will want WIFI-free-zones where people can be disconnected instead of connected during holidays and free time. These and other assumptions about leisure futures are investigated in this case study. The added value of applied futures research is the open approach that could point at dimensions of digitalization and technology that remain under-exposed in traditional research. The aim of this research project for the case partner PASAR is to find out what leisure can be (not will be) in the future (2035). The researchers use a horizon scan of mega and micro trends in leisure and tourism, input of 20 year old students through Futures Literacy Knowledge workshop, online enquiries via the website of PASAR, co-creative walking workshops with PASAR members, processed co-creative input in futures storytelling

that will be published in the PASAR magazine, processed feedback of readers and interpretations of the results by PASAR employees and managers through focus groups. The results of this research project will be available in September 2016 and a substantial part of the report will concern digital leisure issues.

## **Lifestyle, Traditions and Wellbeing in the Balkan Region: Implications for Health Tourism**

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This research focuses on eleven countries in the Balkan region, namely Albania, Bosnia and Hercegovina, Bulgaria, Croatia, Greece, Macedonia, Montenegro, Romania, Serbia, Slovenia and Turkey. The main aim of the project was to research the wellbeing levels of residents in these countries and the most important factors that contribute to their health and happiness. A second aim was to identify which activities they enjoy most in order to develop future health tourism products. Several research methods were used in this study including secondary data collection of Quality of Life, Life Satisfaction, Happiness and Wellbeing Reports, and primary data in the form of a questionnaire from 11,000 respondents from the eleven Balkan countries. A two-round Delphi Study was also undertaken with expert practitioners and researchers from seventeen countries. In the secondary data, most quality of life, life satisfaction and wellbeing studies rank the Balkan countries below average in the EU or OECD countries (e.g. Gallup's Wellbeing Study, 2013; Human Development Index, 2014; World Happiness Report, 2015). Our study partly confirmed this but also concluded that there are significant differences between subjective and objective assessments of wellbeing. Health status declines slowly with age but happiness often reaches its lowest point during middle age, which confirms other studies (e.g. ONS, 2016). Like in many other studies, family, health and love are the most important factors of happiness or quality of life (e.g. Rahman et al., 2005). However, work and income seem to be less important in this region. Travel is not given priority similarly to other quality of life studies (e.g. Puczko and Smith, 2010), but this might also be for economic reasons (i.e. low disposable income). The Balkan area is rich in natural resources such as thermal waters, sea coasts, mountains, forests and an abundance of herbs and plants which can be used for both cuisine and healing. The Balkans have a long history of balneology, but in most countries, use of spas, hammams and steam have decreased quite considerably when a comparison is made between what was learnt from parents and grandparents and what is still practised today (with the exception of Slovenia). On the other hand, natural healing resource use seems to be increasing. Going to the seaside has also increased. Religious activities have increased everywhere but practising non-religious spiritual activities has declined dramatically. Cooking and eating traditional food has increased in all countries and sometimes significantly. In terms of resources and image, according to the research, most Balkan residents see their countries as poor, expensive and often unstable but as friendly, hospitable and fairly green. In terms of future leisure and tourism developments, it seems that the activities which would most enhance the wellbeing of Balkan people are connected to traditional food, religion, landscape (especially seaside) and natural healing resources. However, according to the Delphi respondents, international tourism development is currently hindered by poor infrastructure, low levels of customer service, lack of tourism expertise, and the need for renovation.

## **International volunteer tourism: decommodified moral encounters or a search for moral meaning?**

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In recent decades there has been a boom in international volunteer tourism, mainly in the form of the growth of gap-year companies. This trend has been mirrored by a burgeoning body of academic literature on volunteer tourism. Volunteer tourism is advocated as a form of ethical tourism and its properties are seen as further deepening the moral attributes of other ethical tourism niches. Many governments and international companies see volunteer tourism as a 'rite of passage' for young people and it is encouraged in schools, universities and beyond. This commercial volunteer tourism has been critiqued by some as serving a "neoliberal agenda". For its advocates, volunteer tourism offers a moral alternative, offering an opportunity for ethical consumption of products outside the dominant market-driven framework of the commercial tourism industry. In contrast to commercial operations advocates suggest that volunteer projects run by NGOs operating outside the profit imperative of private business, can prioritise tourism development that is inclusive of host communities, maximises the volunteer/host interaction and offers genuine opportunities to explore moral questions. Some argue such an approach has the potential to offer a decommodified volunteer tourism product. This presentation argues that both the decommodified framework of volunteer tourism and the corporate-endorsed trend to encourage international volunteering have common justifications, namely the need to explore and develop the 'self' through engaging with communities in the developing world and the attempt to create moral meaning through individual life choices and consumption.

## **The digital arena: tourists' information search prior to their trip**

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The aim was to compare tourists' travel behavior with focus on their information research, especially electronic, prior to their trip. The decision-making and the consumption are separated in space and time, and the consumer nowadays depends to a greater extent on electronic information in order to make the right decision. Consequently the quality and availability of the information is essential, and a challenge for tourist producers to reach their customers. Also, all information on internet is not reliable but still influence the decisions of customers. The characteristics of tourism products point out the importance of a successful information dissemination strategy. This is the research area for the study in which a questionnaire was handed to travelers in 2014 and in 2015 from all over the world and about 2200 were answered. The questionnaire focused on information search concerning four categories; destination, accommodation, activities and restaurants prior to their trip. Major findings (preliminary) are that internet plays an important role of how young people search for information, where common booking sites are popular as well as search engines, especially for women. Traditional ways like travel agencies are not popular to use. Tourists from Europe use booking sites where they look at other tourists rating, and also read and influences of commentaries online. These rating influence the tourists. Some European segments use travel books to a high extent as information source when they travel. Other cultures from Africa and Asia listen mostly on recommendations from family and friends since that feel very

trustworthy. They do not use rating on internet pages since they feel insecure with unknown people.

### **Volunteer Tourism is not one-sided... Deserves an inside look**

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Most recently, a great majority of tourists travel voluntarily not only to contribute to the protection and/or conservation of the natural environment but also to the development of the minorities and suffering communities. Volunteer tourism has been widely recognized as a distinct phenomenon which needs to draw attention on an understanding of both tourism and volunteer motivations. In the recent literature, although the motivational dimension is generally emphasized (Smith, 1981; Caissie & Halpenny, 2003; Brown, 2005; Sin, 2009; Leonard & Onyx, 2011; Lo & Lee, 2011), there are significant studies on the theoretical framework too (McGehee, 2002; Wearing & McGehee, 2013). In this research, the whole process -including pre and post- is analysed since this type of social movement concerns parties concurrently such as the managers of the volunteer associations and their volunteer participants. The aim of the research is to identify the pros and cons of the movement including a) social and/or bureaucratic barriers b) motives c) experiences d) personal/organizational achievements and losses, and to define relationship between volunteer activities and tourism from volunteers' perspectives. Qualitative method is preferred with the consequent application of focus group and face-to-face interview techniques. Focus group was realised by the attendance of five team members of a volunteer association named SosyalBen centralized in Istanbul. Afterwards, in-depth interview with the director of the Association was conducted. Gathered data was put to content analysis. All recorded interviews were documented and then coded in accordance with the theoretical frame. The study findings revealed that volunteers are thoroughly satisfied with the positive social and physical contributions to the development of the host community. Additionally, the findings highlight the motivational factors such as the pull factor of the local communities in need for any kind of support, self-esteem and touching the generations mostly by raising and/or improving a child's life for a better future. Besides, being a part of a volunteer group and support the host community also motivate volunteers. The last but not the least findings is; volunteers do not regard these travels as entirely pure tourism. However, they highlighted that it is a way of raising awareness of people about volunteering.

### **TEFL Tourism: A Typological Examination of Those Teaching English as a Foreign Language in Thailand**

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From volunteer to vacation minded, altruism to hedonism, leisure to obligation, typological debates within the volunteer tourism sector are by no means new. However with the ideological foundations of early volunteer tourism threatened in exchange for a profit-driven industry, it can be argued that industry professionals and scholars alike should view this post-modern volunteer tourism industry no longer through a single lens, but to segment it in order to allow for greater and more specific scrutiny and sustainable management. This

paper introduces a new niche form of tourism entitled TEFL tourism, of which many of its foundations derive from the early volunteer tourism industry. This paper addresses the blurred boundaries of the terms tourist, expatriate and volunteer with regards to TEFL teaching in Thailand, examining the associated motives and experiences and drawing upon existing typological research in order to formulate a typology specific to the TEFL sector in Thailand.

### **Conflict and Bullying experiences of migrant workers employed in the hospitality industry**

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Workplace conflict and bullying behaviour has attracted the interest of academic researchers and industry practitioners. The UK hospitality industry provides employment for a cross section of society, although recognised as a key employer of vulnerable workers many of whom are likely to be low paid, work long hours and have relatively little job security (People 1st, 2013). In the context of this paper, vulnerable workers are migrant young people employed part time in the hospitality industry. Most of the established literature reviews the related issues of workplace culture, conflict and bullying from an employer or management perspective with relatively little attention to the vulnerable worker perspective sometimes referred to as the 'hidden voices' (Trade Union Congress, 2008). The focus of this paper is very clearly on the experiences of hospitality workers who in this case are young migrant workers employed part time and of mixed nationality and culture. The argument proposed is that the conflict and bullying experiences of migrant workers employed in the hospitality industry are contrary to the aspiration of developing a workplace culture of dignity and respect (Chartered Institute of Personnel and Development, 2005). This paper draws upon empirical research based on a mixed methods strategy in order to highlight the impact that workplace bullying and negative conflict has on vulnerable groups of workers employed in the hospitality industry. This concern appears to be borne out by Pate and Beaumont (2010: 171) who argue that 'workplace bullying is a reality in today's place of work, as it has been estimated that one-fifth of all employees have experienced bullying and harassment'. The research findings demonstrate that when a serious conflict such as bullying reaches a destructive level, the culture of the hospitality workplace is frequently less supportive than it could be. Furthermore, the evidence presented in this paper exposes the manager as being either an active or passive participant in bullying and negative conflict behaviour. These findings show that to some extent certain occupational areas of hospitality are probably more prone to conflict and bullying experiences than others. This paper concludes that the research evidence discussed suggests that early intervention is crucial, so that before conflict escalates to destructive levels, the use of mediation and suitable training can make a significant difference towards an earlier resolution settlement.

## **The pleasure's all mine: A comparative analysis of hedonic travel behaviour within night-life tourism**

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The academic discourse on hedonism as a feature of travel motivation has largely focussed upon deviance and hedonistic egoism (Wickens, 2002; Currie, 1997 and Bellis and Hale, 2000) where hedonism is equated with overindulgence and moral decay (Veenhoven, 2003). Attention is given to the marketing implications for the supply of tourism and the societal impacts when problematic relations with the host community arise (Swarbrooke and Horner, 2007). The notion of ethical hedonism, however, which is less widely supported, takes a less critical view and views hedonism as natural and healthy (Veenhoven, 2003) whereby people have the right to pursue pleasure as a way of life without harming themselves or others (Onfray, 2007). Advocates of hedonism offer that pleasurable experiences lead to stress reduction and health preservation (Warburton, 1996). Existing research would suggest that hedonic travel motives are more dominant within the youth market (Swarbrooke and Horner, 2007; Tutenges, 2012), however Goulding's research on lived nightlife experiences (2004) notes a rise in 'cognitively young thirty-something's' as an under-researched, hidden sector, where attitudes to leisure are changing, disposable incomes are high and the quest to maximise net pleasure is strong. Whilst the impact of cognitive age and travel experiences receives some attention in respect of seniors (Iyer et al, 2008; Sellick and Cleaver, 2004; Le Serre et al, 2013; Gonzalez et al, 2009), sparse attention is paid to the impact of cognitive age in the 30 – 40 years of age travel market. There is a significant gap in existing knowledge where travel behaviour, hedonism and this market is concerned. This research aims to evaluate the extent and nature of hedonism as a motivating influence on travel behaviour. It will take an exploratory and inductive approach (Bryman and Bell, 2011) to uncover the extent to which the desire to encounter pleasure, of various forms, bears influence over the travel decisions and behaviours of young consumers. Comparative research will be undertaken with their predecessors, the 'cognitively young thirty-something's' (Goulding, 2004), to create a narrative of their experiences and comprehend the nature of hedonism within youth tourism and the implications thereof upon the self and the other. The research employs a mixed methodology, embracing the benefits of technology and social media to connect with these subcultures (Poynter, 2010). Social media is being used to study the communities and discourse of young people's travel experiences via observations of the anticipation, planning, consumption and reflection communicated in Facebook groups, via Twitter and travel blogs (Chau, 2012). Web based surveys are being used to capture primary data to support the analysis, with follow up focus groups planned for Summer 2016 in Ibiza and the UK. It is anticipated that the research will offer greater understanding of the nature of hedonism as a feature of travel motivation and how this compares between age segments engaging in similar nightlife pursuits whilst on holiday. This will have implications for the supply and design of the night-life economy within tourism destinations as well as destination branding implications. With the night-life economy representing a significant element of destination appeal (Tutenges, 2013), and little still known about the meanings attached to nightlife experiences and travel, research potential arises.

## **Analysing Backpacker Tourism in Rural Colombia: Towards a Political Economy Framework**

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Tourist arrivals have grown at more than 5% in Latin America, growing at 12% in Colombia in 2014 (UNWTO). Although little official data exists, it seems that backpacker tourism is a thriving segment in Latin America. Both the improved security and the improved economic situation in those countries means that more people are able to travel within Latin America, though the impacts of tourism development there have not been sufficiently explored yet. This paper introduces a new framework to analyse tourism development and its impacts on rural, local communities in Less Developed Countries (LDCs), adopting a Political Economy approach, building on Ferguson's (2011) and Mosedale's (2011) work. The new framework combines the consumption and production side of tourism, a shortcoming of the perceived dichotomy as identified by Ateljevic (2001). For a deeper understanding of the impacts of production and consumption on a local community in a rural setting, the social, cultural and political embeddedness of all the actors of the researched communities are investigated. The study also looks at the links between the local and global actors who are brought together through tourism development in an LDC, and the resulting power structures in the communities. The paper discusses the elements of the framework in detail, and shows their usefulness in understanding the political economy underlying tourism development in rural communities that rely heavily on tourism. The paper builds on extensive fieldwork (n = 53 interviews) in two rural communities in Colombia to test the framework. On the consumption side, the initial analysis of regional and international backpackers and their travel behaviour revealed tendencies for different preferences such as geographical destination or length of stay for Latin Americans in comparison to Western backpackers. On the production side, small- and medium-sized enterprises catering to these types of tourists, their development, and their relationship within each other and within their community are investigated. The resulting insights reveal the complex relationships and social, cultural and political interdependencies of the actors, which seem to influence the development of the community.

## **Enhancing strategic relationships between the tourism and cultural sectors: Insights into the 'Culture Kent' research programme**

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Over the past 10 years - a time of economic austerity and restructuring in the UK - tourism and the cultural sector have become increasingly prominent, both as objects of policy in their own right and as instruments of policy to attain the wider social and economic goals of local and national governments. Central to The Arts Council England and VisitEngland's 3-year partnership is the goal to boost cultural tourism in England, through the Cultural Destinations Programme ([www.artscouncil.org.uk/cultural-destinations](http://www.artscouncil.org.uk/cultural-destinations)). Culture Kent, funded by this partnership, aims to 'create new strategic relationships between the cultural and tourism sectors in order to drive economic growth and develop the information and knowledge core' required to strengthen the Kent cultural tourism offer ([www.culturekent.net](http://www.culturekent.net)). The Tourism and Events Research Hub at Canterbury Christ Church University and Visit Kent, the Destination Management Organisation for Kent and Medway, are delivering a two year research programme for Culture Kent. The research aims to provide Culture Kent with a

sound evidence base from which to understand the cultural tourism landscape in Kent, attract new audiences and develop new or enhanced strategic relationships between tourism and culture in the county. This paper brings together and explores emerging insights from the research thus far, with implications for tourism in Kent and also prospectively for cultural tourism's contribution to growth in general.

### **'I am not a Dark Tourist' A study into motivations of Dark Tourism in Cambodia**

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The fascination with dark tourism goes far beyond the practical. Murder, homicide and the macabre are a staple of art, literature and the media, and now tourism. Although this form of tourism is arguably not a new phenomenon, there is evidence that participation in dark tourism has become increasingly widespread. There is presumption that this type of tourism is dark and macabre, particularly when discussing visiting genocide sites such as the Killing Fields in Cambodia. However, there is a possibility that increasing visitations to these so called 'darkest attractions' stem from human instinct and might actually be beneficial for overall wellbeing. The first part of this study attempts to link the theory that general curiosity at dark tourism sites is part of our deep ancestral past, and that in order to survive and reproduce we had to be violent, hyper-alert and aroused by violence and death to stay alive. That a fascination with the macabre and death could be a throwback to early human, and it still lingers in our genetics today. This research suggests that we are curious to visit such dark sites, not because we are perverse and macabre, but because we are sub-consciously trying to learn from what occurred. In spite of its criticisms Freud's (1920) death-instinct theory still has popular appeal, and this study also attempts to link this theory with the desire to visit dark tourism sites. That human psychology is made up of dark and light forces and both are important and should be acknowledged to have good mental health. Jung's (1951) catharsis theory is also discussed. The catharsis theory insinuates that we seek out the macabre by visiting dark tourism sites because we need to satisfy our destructive impulses, and by not acknowledging such impulses this might be bad for our mental health. By visiting dark tourism sites, this may subconsciously satisfy our destructive impulses, therefore, exploring the idea that seeing violence and death, and therefore visiting dark tourism sites might actually be 'normal' human behaviour. As well as instincts and psychology, other factors are suggested for our increasing desire to participate in dark tourism sites. Factors such as the role of travel guides such as Lonely Planet and the Rough Guide and other factors such as media, sport and children's stories are also discussed in this study. It explores the theories that we are now so habituated to seeing death, violent and the macabre in all forms of media and entertainment, that experiencing real life death attractions (dark tourism) could now be a way of satisfying a thrill or an extension of our normal behaviour. Ultimately, this study suggests whether it is instinct, psychology or programming, our desire to see where humans have suffered, therefore visit dark tourism sites such as the Killing Fields in Cambodia is natural human behaviour. Overall, it concludes that a visit to a dark attraction may be a normal part of human behaviour.

## **Performance and Visitors' Perception of Authenticity in Eco-cultural Tourism**

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The search for authenticity remains a primary motivation behind modern tourist behaviour since tourism allows releasing more 'authentic' selves. With the increasing commodification of cultural heritage induced by tourism development, the perception of a 'real' travel experience raises the issue of what is defined as authentic, original and local. Visitors are, therefore, becoming increasingly concerned about the authenticity of eco-cultural tourism practices when they visit culturally and environmentally remote regions. The purpose of this study is to understand the role performance plays in visitors' perception of authenticity of eco-cultural tourism experiences. Various theoretical foundations and aspects of visitors' perceptions of authenticity in cultural heritage tourism are considered. A grounded theory approach based on in-depth semi-structured interviews with several categories of visitors including 25 clients from two eco-tours in South and Central Kazakhstan and 29 Free Independent Travellers (FITs) is used to identify visitors' authentication positions of various aspects of their tourism experiences and the attributes of the visitors' performative aspects of their travels. The distinct social processes associated with each mode of visitors' perceptions of authenticity and the performative practices of authentications that affect the host–guest relationship are detailed. Results reveal that the performative aspects contributing to augmenting the perceived authenticity of the visitors' eco-cultural experiences are spontaneous, existential and reciprocal relationships with their hosts in intimate tourism encounters. Findings contribute to authenticity and cultural heritage tourism literature by exploring new directions in which to apply the concept of authenticity in eco-cultural tourism experiences and by theorising the link between performance-based touristic space and the perception of authenticity as a basis for interaction and social exchange within the host–guest relationship.

## **Volunteer Tourism and Living with Contradiction: Symbiosis or just Compromise?**

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Drawing on the findings of a mini ethnographic study in Cambodia this paper deconstructs the volunteer tourism environment as the coming together of agents with different goals and agendas This paper also aims to deconstruct volunteer tourism as a paradox. This paradox of volunteer tourism is strongly linked with human nature and the strong inherent tendency of Homo sapiens to search for solutions to problems and in the process create new ones. This predicates that solutions are bound to create problems which in turn would require new solutions that are often contradictory, as they approach different and/or similar problems from different scopes and for different reasons. In the case of volunteer tourism there can never be a now and for all-time single specific breakthrough or model which will solve all problems and settle all debates in the field. We need to accept that today's solution to the problems of volunteer tourism could be tomorrow's problem, as the inherent ambiguity of volunteer tourism and the interaction of different agents means that there is a blank canvas to be painted, and mistakes have and will be made. So what is important is to gather information and learn from inevitable mistakes and oversights, but also monitor different stakeholders to ensure that the exploration of volunteer tourism as an economic activity does not turn into exploitation. This paper concludes with the illustration that every attempt to reform VT will

inevitably create new problems as the contradictions and the serving of the interests of different agents will mean that the issues are transformed, transferred, camouflaged, ignored but never solved.

## **Landscape vs cultural ecosystems and wellbeing policies for tourism - examples from Finland, Poland, Bulgaria and UK**

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The background of the paper is in international collaborative European network within a COST action "Tourism, well-being and Ecosystem Services" IS1204, and especially in its Policy Working Group based on policy frameworks' analysis and research-informed policy making. The aim of this paper is to discuss how landscape is integrated with cultural ecosystem (CES) and well-being policies in four European countries, namely Finland, Poland, Bulgaria and UK. The countries selected represent different political traditions. The framework of the paper starts with a theoretical literature review and research practices within cultural ecosystem services and well-being. The ecosystem services framework in this paper adopts Millennium Ecosystem Assessment. Concepts of well-being and wellness in turn are quite widely used, for example, in health, well-being and tourism sector. The concepts are sometimes used as synonyms, but there are differences between the terms. On the other hand, the translation of the concepts has also been a problem in different languages and cultures. Therefore, the paper discusses the different linguistic identifications of well-being and the problems in interpretations based on the national linguistic understandings in Finnish, Polish, Bulgarian and English languages. In the second phase, the main tourism policies at transnational, national and regional levels will be reviewed in all four countries to find the links between landscape, CES and well-being. Thirdly, key national actors driving the CES and well-being will be listed. The work is the comparative study based on the data collection done in the COST Action within the last three years. The update of the data is updated during the writing process. At transnational and national level we compare the policies and legal regulations related to tourism, well-being and cultural ecosystem services in the context of different type of landscapes, and we discuss the linkages between them. At European level, the preliminary results show the different level of strategic development of CES and well-being and the differences related not only to landscape but also to cultural and political tradition of researched countries. In addition, the linguistic differences in understanding the terms used came evident between the countries. As the strategy evaluation process is ongoing, the authors will present the final findings in the conference.

## **Motivations and place attachment in dark tourism – exhibitions of torture in Czechia**

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Various ways of torture as a display of power of the ruling groups are definitely one of the most tragic events in human history. Sophisticated methods for obtaining confession or requested information from the victims have become popular tourist attractions by means of museums and exhibitions. Authentic forms of shows introduce situations which our ancestors suffered or dared apply. The exhibitions are often placed in original milieu as

castle undergrounds or prisons which are reflected in historical sources. The dark Middle Ages, the period of inquisition as well as the WW I and WWII eras and post-war totalitarian regimes are the most frequent time-periods to display. The exhibitions are considered by the broad public as reminders of malignant historic events which inherently belong to human history. The nowadays museums call for fear submission and grief but fulfil the didactic function as well. Our study introduces a few cases of “torture” dark tourism attractions from Czechia: Witch Hunt Exposition in Šumperk, Jail of Nations in Špilberk Brno Castle, Small Fortress in Terezín. In the last decade there is a boom of new expositions related to the Middle Ages as well as the modern period which are similar in the topics but without any historical and place attachment to the locality. They are often located in the crucial national destinations, even more in the core locations (two almost identical expositions at the Royal Route in Prague, at the main square of Český Krumlov, in the Valtice garden – UNESCO World Heritage sites). The torture exhibitions belong to the most visited attractions in these destinations, but with a poor place attachment. What were the motivations for the authors of such expositions, besides the financial benefits? Are the exhibitions aimed primarily at the foreign or domestic visitors? Are there mostly random visitors who find an extra attraction in the destination and prolong their stays there? Or are such exhibitions purposely sought for as a major motive for the destination visit for some travellers? Are there any differences between visitors of the authentic dark tourism places and those of only commercially-built attractions with no place attachment? What is an added value of the experience and knowledge? The paper is based on the analyses and the assessment of results of both quantitative and qualitative surveys of the agents (visitors, entrepreneurs, residents, authorities) in the specific „torture“ dark tourism destinations in Czechia. The exhibitions which indicate strong natural and historical place attachment seem more sustainable compared to mere commercial shows in the cores of prime destinations.

## **Residents of Amsterdam and their attitudes towards tourists and tourism**

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Residents of Amsterdam and their attitudes towards tourists and tourism “I do get irritated once in a while, but on the other hand I also like them” - respondent Amsterdam is attracting an increasing number of residents, businesses and visitors. The total number of overnight stays Amsterdam’s hotels rose to 12,5 million in 2014, whilst in 2000 there were still less than 8 million (Gemeente Amsterdam 2002). In 2015 the number of visitors increased again by 3,6% (Toeristische Barometer van Amsterdam Marketing 2015). However these striking statistics are not always seen as a positive development. Tension related to the perceived (over)crowdedness of Amsterdam, as a result of tourism at specific places and moments is also increasing. We observe this not only in the public debate but also in relation to new policy and action plans launched by the municipality in 2015. For a variety of stakeholders there is clearly a strong need for more in-depth knowledge on how a proper balance between the conflicting needs can be maintained, or even restored. With this research, we focus on the perspective of residents and elaborate on their attitudes towards tourists and tourism in both their own neighbourhood and the whole city of Amsterdam. Attitude has been operationalized as having three components: affect, behaviour and cognition (Solomon, 2013). Affect has been measured in positive feelings such as pride (Cooper, 2005 et al) and negative feelings such as irritation and obstruction, are based on Doxey’s Irridex (1975). Research has been carried out following Mixed Methods (Tashakorri en Teddlie 2003) and combining desk research and fieldwork with 248 questionnaires and 8 semi-structured interviews. The study was conducted in two neighbourhoods that are in various stages of touristic development. We refine the results by making comparisons between these

neighbourhoods. We can conclude that most of the residents have positive feelings towards tourists. Distinctions in attitudes, feelings (affect) and thoughts (cognition) are mainly determined by the part of the city they live in. The inhabitants of the less developed tourist neighbourhood are more positive than those in the more developed one. The more positively residents think and feel about tourism, the less obstructive or avoiding behaviour they show. At the ATLAS conference we would like to exchange views on the best methodology for this type of research on the attitudes and behaviour of residents.

### **Looking Good? Good-looking? A Comparison Gap of Chain Service Industry cross - strait**

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Nowadays, the Chain service industry has encountered a more complex and competitive challenge to fulfill the need of customers than ever. It is an important topic on how to provide a satisfactory service and to attract the return of customers, and employees are crucial to represent the image and the public reputation of an enterprise. The global arrangement of catering industry needs to cooperate and adjust with the local culture. The proper appearance influences job competence, company's expectation and appeal to customers, and is also an invisible standard to select an employee. However, researchers rarely discussed about the topic of Aesthetic Labor in the past. Therefore, this study integrates qualitative and quantitative approaches to explore the influences of Aesthetic Labor perception deeply and to develop a reliable and valid measurable scale. First, 6 professionals were interviewed and an exploratory factor analysis was performed by investigating 462 consumer. Through content analysis, the Aesthetic Labor perception were identified and then classified into three aspects: aesthetic qualities, etiquette condition and aesthetic appeal. The second stage is to collect the questionnaires of 301 consumers in China to compare the impact of aesthetic labor perception on customer's satisfaction and behavioral intention between cross-strait consumers in chain catering industry by confirmatory factor analysis. In conclusion, this study constructs a standard scale for aesthetic labor perception, and aims at exploring how the pre-existing factors of employees' job performance and promotion affect the perception of organization and individuals. It provides a brand-new direction of recruitment for supervisors and organization, and a reference material for cross-strait chain catering industry to plan and manage the human resources. Moreover, it contributes several management implications and suggestions to future researches in the catering industry.

### **„Dark Tourism“ – Web Content Evaluation of Visitors Experience at selected European Torture Museums**

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Nowadays, Dark Tourism seems to be an attention-grabbing headline for any news story, article or even television program. Often regarded as a niche of cultural tourism, this complex phenomenon has recently turned into a sometimes popular, occasional polemical and often sensitive subject for a large variety of authors. Throughout the years, scholars have come up with different names, labels and definitions for dark tourism, all to avoid the negative

connotations. It was referred to by academia as thanatourism, fright tourism, black spot tourism amongst others. Recent research has often focused on visitors' motivation and used a categorisation that divided the sites into shades of dark and light. However, the question remains how tourist experience or relate to dark tourism and what perceptions they have towards it. By using two distinctive research methods (content analysis and netnography), this research article will take a look at the visitor' experience while they were at the dark site and offer a framework of the terminology they are using to describe this type of tourism. Keeping in mind the often controversial face of dark tourism and the biased reaction of visitors towards it, this article , by studying the online reactions and reviews of visitors, will offer insights into the experiences of the visitors and their reaction towards the commercialisation and commodification of sites associated with death, tragedy and suffering.

### **Art or artifice at the English seaside? (you must be joking.)**

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Shortly before his assassination in 1963, John F Kennedy declared "We must never forget that art is not a form of propaganda: it is a form of truth" Forty years on, and of equal pertinent import, Robert Evans, no doubt with similar conviction, stated "There are three sides to every story. Yours, mine and the truth....." Evans, R *The Kid Stays in the Picture*, 2004. 'Truth' at the best (and worst) of times is subjective: when it comes to 'Art' then Truth is not only subjective but, by its very nature, elusive. When Art, as catalyst, is charged with an economic prerogative the picture, never clear, becomes ever more opaque. Beauty may, or may not, be in the Eye of the Beholder.

This presentation takes a selective stance as to recent developments and deployment of Art at the English seaside : be it 'proper art' purportedly intent to inspire reflection - Gormley's sculptures, 'Another Place', at Formby ; the, perhaps, more prosaic Eric Morecambe statue further up the Lancashire coast ; or the dramatic interventions/intrusions of former *enfant terribles* of British Art, Hirst and Banksy at the resorts of Ilfracombe and Weston respectively - but not necessarily respectfully, witness Verity and Dismaland. Incorporating the conventional and the controversial, the paper draws, by way of illustration, on an array of recent examples at English resorts where Art (in its many, many guises) has been utilized – engaged as cultural enhancer/tourist attraction/and (or) economic generator.

After a brief historical setting, for further context the presentation builds on previous work on humour at the English seaside to explore contemporary, relevant examples of Art at the coast.

Subjective, rather than objective in perspective, the presentation draws heavily on 'the personal'. And, possibly, the irreverent.

Thank you.

## **Voluntourists and 'Making a Difference' in the Northeast of Thailand**

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Volunteer tourism (VT) has become a significant 'niche' form of alternative tourism. Volunteer tourists have been represented as altruistic or even humanitarian, through offering their labour as part of a holiday or via full-time engagement with volunteer tourism projects. Academics and volunteer organisations have employed the term 'voluntourism' to account for the humanitarian and tourism related goals of volunteers. This paper seeks to fill a gap in the tourism literature relating to the northeast of Thailand and volunteer tourism research. A case study of the Surin Elephant Project (SEP) was undertaken to capture a sample of volunteers. Questionnaires were dropped at the project site with the goal to collect a sample over a one-year period owing to the groups visiting the SEP being small. The aim was to examine their socio economic background and motivation for travelling to a remote location within Surin. Initial data analysis supports the existing VT literature, with volunteers tending to be younger and still studying. The volunteers in this context were twenty-five and under, highly educated and from middle-class backgrounds. Volunteers reported that they gained new skills and a respect for Thai culture although the primary motivation involved 'curriculum vitae building'. Volunteers were enacting 'a global identity' that their peers back home had to compete with to find jobs in increasingly competitive labour markets. By travelling abroad they were taking more risk and demonstrating their leadership qualities. Length of stay averaged three weeks at the SEP and investigation of the 'depth' of socio-cultural relations volunteers had with their chosen site and host community was deemed crucial. In this case, volunteers were holidaying for a particular purpose — to help improve their employment prospects back home whilst engaging in a holiday that differed from what volunteers had undertaken before (niche experiences). To conclude, I argue that the middle-class socio demographic characteristics of the volunteer tourists in the Northeast of Thailand are under-theorised in the VT literature. The VT literature is attempting to identify volunteers via tourist typologies that have neglected social class relationships. Such 'classed' identity formation was reflected in the close relationship between volunteers and their universities (which often promoted volunteer tourism on campus). Universities and their career services have, in the US and UK, catered to a growing demand for gap year experiences which has now filtered down to taking 'holidays for making a difference'. By travelling to a remote location, voluntourists were contributing to localised economic development through paying for their experience and providing a means for local elephant keepers (Mahouts) to stay within Surin where they could keep elephants without having to resort to begging. What was clear were the motivations to travel were economic, experiential and intertwined with a desire to 'make a difference' (Butcher and Smith, 2010).

## **'Guilty Landscapes' of tourism: Dedham Vale and the Murder in the Red Barn**

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In July 1828 the journalist James Curtis travelled from London to the village of Polstead in the Stour Valley of Suffolk to report on the brutal events of Maria Marten's murder. Marten had been killed the previous May by William Corder, her erstwhile lover and a local gentleman farmer. Curtis, experienced in satisfying the public thirst for sensational crime, had come to flesh out his story with 'human interest' before travelling to Bury St. Edmunds to

report on Corder's trial and, as it transpired, execution. By the time Curtis had arrived in Polstead, a large-scale dark tourism industry had been in operation for several months, as the case had been an immediate nationwide sensation. Some two hundred years later, a tourist following Curtis' route into the Stour Valley is confronted with a landscape in which many of the outward features of the 1820's remain intact, although these have been drawn into thoroughly modern systems of meaning. The area is now part of an Area of Outstanding Natural Beauty, popularly marketed as 'Constable Country'. It may be seen as unsurprising that the role of the Red Barn Murder in defining the 'place image' of Polstead and the Stour Valley has declined since 1828. However, this process of forgetting has involved more than the loss of a single event. Moreover, the Red Barn Murder, as it became known has an active after-life in broader traditions of popular culture disconnected from place. Stijn Reijnder's 'guilty landscape' label serves to designate a particular kind of tourist experience; however it does little to explain how the possibility of that experience has arisen. This paper discusses aspects of the early dark tourism of the Red Barn Murder. We then trace some aspects of the cultural circulations (such as songs, theatre) of this murder to the present management of the landscape as 'Constable Country'.

### **Fota Wildlife Park Ireland; the Importance of Family Tourism to its Continuing Success**

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Fota Wildlife Park, a non-profit organisation and registered charity is located in the south of Ireland in county Cork. It is a joint initiative between the Zoological Society of Ireland and University College Cork (UCC). The development of the park was first considered in the 1970s by former Director of Dublin Zoo, Dr. Terry Murphy, and Professor Tom Raftery, University College, Cork, and officially opened in 1983. Today, Fota Wildlife Park is one of Ireland's top ten visitor attractions, and the most popular tourist destination in Cork. This Park is the second largest tourist attraction outside of Leinster, after the Cliffs of Moher, delivering €13,602,573 worth of tourism revenue to Cork City & County every year. The park is self-financing, relying entirely on gate receipts and membership fees for its income. Any financial surpluses generated are reinvested in order to improve infrastructure and promote the company's core objectives of conservation, education and research. The park recently invested €3 million in a major expansion with the introduction of a new Asian Sanctuary. In 2015, the park welcomed 436,386 visitors of which members; consisting mostly of families, accounted for 132,615. In addition to membership, family tickets contributed €741,180 to the parks revenue an increase of €37,398 on 2014. This is a clear indication of the importance of family tourism to the Park. Targeting families is an important aspect for tourism providers to drive revenue and the Park is no exception. The Park needs to attract as many visitors as possible to cover operational costs. With 850,000 family holiday trips in Ireland annually, this market is significant (Fáilte Ireland.ie) and a vital source of potential revenue for the Park. In an Irish context, families with children are a significant proportion of the Irish home holiday market, staying longer in the destination. Eight out of 10 families planned to holiday 'at home' in Ireland last year. In the context of the wildlife Park, this demographic is an important one as Irish families also holiday outside of summertime, particularly at Easter, Halloween, Christmas, and mid-term breaks. Traditionally for tourist destinations these periods are downtimes. For the park, family visits allow for a valuable source of income during off peak season. This current research examines this important tourist attraction, specifically in its role as a family destination. The empirical data was gathered using a quantitative methodology where 358 visitors consisting of 180 Day Trippers, 77 Members, and 28 Holiday Makers were surveyed over June, July & August 2015. This research has found that the Park is a valued family destination. The importance of visiting family and

friends in the region along with visiting the park as a family 'thing to do' also came to the fore in this research. The tourist market is a competitive one and it is important therefore for tourist providers to understand how to attract business and, also, the 'why' around family decision making and 'days out'. This research seeks to provide some valuable insights into this market.

### **Volunteer tourism: an emerging tourist market in China**

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Volunteer tourism has been considered as a prosperous alternative tourism form ever since the 1990s in western countries. Its explosive growth is evident in academic literature, global trends, and the popular press (Wearing & McGehee, 2013). But it was not until the new millennium that volunteer tourism in China started to fledge and in the last few years it has become an emerging tourist market both at home and abroad. In 2004 a non-profit organization called "1 kg Org" was considered as the first one that publicly encouraged young people to have a more enriched traveling life by engaging in volunteering activities in the local place (Cheng & Yang, 2011). Later on, more and more travel agencies and non-profit organizations started to promote volunteer tourism in the Chinese market. However, compared with domestic volunteer projects, overseas volunteer traveling has lagged behind largely due to absence of any Chinese organizations engaging in it. According to data from China Volunteer Service Federation, number of registered Chinese volunteers has amounted to 100 million by the end of 2015. With increasing awareness of volunteering spirit and traveling demands, Chinese originated volunteer travel organizations focusing on overseas volunteer activity seemed ready to come out at the market's call. In 2012, Gapper was founded by three Chinese students studying oversea to help Chinese young people to engage in international volunteer traveling. So far it has become one of the largest Chinese volunteer organizations engaging in overseas volunteer travelling with over 18,800 volunteers attended its overseas program in the last three years. So Gapper is a good study case to understand the burgeoning growth and relevant issues with Chinese international volunteer market. As it is pointed out by the literature review of Wearing & McGehee (2013), research in this field has entered the scientific platform encompassing both conceptual and empirical research. Existing literatures have explored volunteer travelers' motives, traveling behaviors, social impacts as well as post-trip transformative implications for volunteer travelers largely based on western volunteers. So this paper aims at exploring the status quo of volunteer tourist market in China covering demand features, market mechanism and potential existing issues from the supply side through a typical case study. A comprehensive methodological approach has been adopted including participatory observation on Gapper's Cambodian project, a content analysis on volunteers' blogs and questionnaire on Chinese volunteer travelers' behavior. The author has attended Gapper's volunteer program in Cambodia this February and carried out a field research work during volunteer teaching in two local schools. To further explore features of this market, we also carried out content analysis on volunteers' travel blogs. A questionnaire toward more volunteers with former experiences will be further applied to better understand the demand characteristics of this new market. Finally, management implications for policy makers as well as prospect for the Chinese volunteer market will be discussed.

## **Shaping Identities through Working-Holiday Experiences: Analysis of Chinese WHMs in New Zealand**

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It was not until 2008 that young citizens from Mainland China had the opportunity to embark on a working holiday journey in New Zealand due to the Free Trade Agreement signed between two countries (Free Trade Agreement Website, 2016). Thus, each year New Zealand releases 1,000 places to Chinese youth so that they can travel, work and study under this scheme for up to 12 months. In 2015, Australia became the second country around the world that offers Work and Holiday Arrangement to Chinese youth. Such schemes are quite popular among young people and the places became unavailable within 24 hours of being open (China Daily, 2014). A number of studies have paid attention to the relationship between travel and the idea of forming identities (see e.g. Desforges, 2000; Gogia, 2006). Travel is a factor that plays a crucial role in constructing or discovering a novel identity or re-shaping old ones in a different space (Cohen, 2004; Urry, 1995). The touristic experiences can possibly allow travellers to discover or re-shape their identities in two dimensions: the collective and the individual (O'Reilly, 2005). Desforges (2000) further suggests the accumulation of experiences through long-haul travel offers tourists an opportunity to re-shape their sense of selves. However, working-holiday makers (WHMs) from beyond the "West", especially Mainland China, have been inadequately studied. How, or if, they transform after a prolonged period of travel remains to be explored. Taking a qualitative approach, semi-structured interviews were undertaken in the South Island of New Zealand with Chinese WHMs. This paper explores the relationship between their working and travelling experiences and the (re)formation of a sense of self. It begins to extend these experiences and considers the possible impacts of working and travelling on Chinese WHMs future lives. The paper challenges the Western-centric nature of much literature to date and argues for more studies into WHMs from beyond the "West".