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<td>SESSION 2: Smart Tourism: Co-articulating tourism futures in the imaginative qualities of design thinking</td>
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## CONFERENCE SESSIONS OVERVIEW

### Thursday 5th October 2017

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<tbody>
<tr>
<td>8.00</td>
<td>Registration opens</td>
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<tr>
<td>8.30-9.00</td>
<td>Plenary session: Opening ceremony - Room F6</td>
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<tr>
<td>9.00-10.00</td>
<td>Plenary session: Keynote I, Diane, Nijs &quot;Imagineering as collaborative innovation by design&quot; - Room F6</td>
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<tr>
<td>10.00-10.30</td>
<td>Coffee break</td>
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<td><strong>Parallel session I</strong></td>
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<tr>
<td>10.30-12.00</td>
<td>Industry Workshop: Creating and Innovating in a Complex World</td>
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<td></td>
<td>(29) Understanding and monitoring visitor’s behaviour</td>
<td>Chair: David Scott</td>
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<td>(31) Challenges for destination development</td>
<td>Chair: Albina Pashkevich</td>
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<td>(27) Management of unprecedented influx to nature attractions in the Nordic countries: paradoxes and dilemmas related to the principles of the public right of access</td>
<td>Chair: Hogne Øian</td>
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<tr>
<td></td>
<td>(15.I) Advancements in Event Management Research: - Event experiences</td>
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<td>(6) Big data and business intelligence in the travel &amp; tourism domain</td>
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<td>Chair: Maria Lexhagen, Matthias Fuchs, Tatiana Chekalina, Wolfram Höpken</td>
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<tr>
<td>12.00-13.00</td>
<td>Lunch at Scandic hotel</td>
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<tr>
<td>13.00-14.00</td>
<td>Plenary session: Keynote II, Nigel Morgan &quot;Tourism, exclusion and disconnectedness&quot; - Room F6</td>
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<tr>
<td></td>
<td><strong>Parallel session II</strong></td>
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<td>14.00-15.30</td>
<td>(18) The role of the DMO in the digital era</td>
<td>Chair: Jörgen Elbe</td>
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<td>(8.I) City destination interconnectivity - New roles for destination marketing and management</td>
<td>Chair: Göran Andersson</td>
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<td>(9.I) Influencing sustainable behaviour in tourism &amp; hospitality</td>
<td>Chair: Sarah Seidel, Femke Vrenegoor</td>
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<td>(20+17) Tourism and the public sector</td>
<td>Chair: Dieter Müller</td>
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<td>(15.II) Advancements in Event Management Research: - The value of events</td>
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<td></td>
<td>(12+25.I) Creating Tourism Knowledge in a Hyper-Connected World</td>
<td>Chair: Minni Haanpää, Maria Hakkarainen, Katrín Anna Lund, Gunnar Thór Jóhannesson</td>
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<tr>
<td>15.30-16.00</td>
<td>Coffee break</td>
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<td><strong>Parallel session III</strong></td>
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<tr>
<td>16.00-17.30</td>
<td>(22) 2 degrees: tourism and the new climate regime</td>
<td>Chair: Martin Gren, Edward Huijbens, Marianna Strzelecka</td>
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<tr>
<td></td>
<td>(8.II) City destination interconnectivity - New roles for destination marketing and management</td>
<td>Chair: Göran Andersson</td>
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<td>(9.II) Influencing sustainable behaviour in tourism &amp; hospitality</td>
<td>Chair: Sarah Seidel, Femke Vrenegoor</td>
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<td></td>
<td>(5) Nature experiences and digitalization</td>
<td>Chair: Sandra Wall-Reinius, Maria Lexhagen</td>
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<td></td>
<td>(13) Local collaboration at cruise destinations: Challenges and opportunities of sustainable value creation</td>
<td>Chair: Karin Wigger and Kristina Svels</td>
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<td></td>
<td>(12+25.II) Creating Tourism Knowledge in a Hyper-Connected World</td>
<td>Chair: Minni Haanpää, Maria Hakkarainen, Katrín Anna Lund, Gunnar Thór Jóhannesson</td>
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<tr>
<td>19.00</td>
<td>Gala Dinner at Dalasalen, Kaserngården 3, Falun</td>
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## Friday 6th October 2017

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>8.00</td>
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<tr>
<td>8.30-9.30</td>
<td>Plenary session: Keynote III, Ana- María Munar “The Hyper Tourism Researcher” Room F06</td>
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<tr>
<td>9.30-10.30</td>
<td><strong>Parallel session IV</strong></td>
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<td>Room: A336</td>
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<tr>
<td>9.30</td>
<td>(3.I) The Pedagogy of Tourism</td>
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<td></td>
<td>Chair: Rosemarie Ankre, Ida Grundel, Cecilia Möller</td>
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<td>(19.I) Place branding in the Nordic Context</td>
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<td>Similarities</td>
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<td>Challenges and Opportunities</td>
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<td></td>
<td>(I)</td>
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<td></td>
<td>Chair: Andrea Lucarelli, Sara Brorström, Anders Parment</td>
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<td></td>
<td>(11) Quantitative research approaches and micro-data in Tourism Studies</td>
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<td>Chair: Zuzana Macuchova</td>
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<td></td>
<td>(1) Innovation and entrepreneurship</td>
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<td>Chair: Jonathan Yachin</td>
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<td>(32) Tourism’s scholar in the knowledge economy</td>
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<td>Chair: Tara Duncan</td>
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<td>(2) Smart Tourism: Co-articulating tourism futures in the imaginative</td>
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<td>qualities of design thinking</td>
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<td>Chair: Tanja Knoblauch Nielsen, Mads Bødker</td>
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<td>10.30-11.00</td>
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<td>11.00-12.00</td>
<td><strong>Parallel session V</strong></td>
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<td>Room: A336</td>
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<td>11.00</td>
<td>(3.II) The Pedagogy of Tourism</td>
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<td>Chair: Rosemarie Ankre, Ida Grundel, Cecilia Möller</td>
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<td>Challenges and Opportunities</td>
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<td>Chair: Andrea Lucarelli, Sara Brorström, Anders Parment</td>
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<td>(24+16) Tourism, indigenous entrepreneurship and representations</td>
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<td>Chair: Dieter Müller and Cecilia de Bernardi</td>
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<td>(4.I) Nature-based tourism in transition</td>
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<td>Chair: Peter Fredman</td>
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<td>(7) Nordic-Baltic-Russian Tourism Development Perspectives</td>
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<td>Chair: Per Strömborg, Albina Pashkevich</td>
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<td>(23) New ways to work: Changes on the tourism labour market</td>
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<td>Chair: Maria Thulemark</td>
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<tr>
<td>12.00-13.00</td>
<td><strong>Lunch at Scandic hotel</strong></td>
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<tr>
<td>13.00-14.30</td>
<td><strong>Parallel session VI</strong></td>
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<td></td>
<td>Room: A336</td>
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<tr>
<td>13.00</td>
<td>(28) Tourism research in a digital era</td>
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<td>Chair: Eugenio Conti and Daniel Brandt</td>
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<td></td>
<td>(26) Workshop: What is a good tourism academic?</td>
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<td></td>
<td>What is a good tourism academy?</td>
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<td>Moderators: Ana María Munar, Adriana Budeanu, Cecilia de Barnardi</td>
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<td>(14) (Re)Connecting Mobilities and Tourism</td>
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<td>Chair: Tara Duncan</td>
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<td>(4.II) Nature-based tourism in transition</td>
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<td>Chair: Peter Fredman</td>
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<td></td>
<td>(21) Complexity research in leisure and tourism: challenges and</td>
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<td>directions in the era of interconnectedness</td>
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<td>Chair: Ioanna Farsari, Diane Nijs</td>
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<tr>
<td>14.30-15.15</td>
<td>Plenary session: Closing of the conference, discussant Magnus Bohlin</td>
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<tr>
<td>15:15</td>
<td><strong>Coffee and Mingling</strong></td>
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# DETAILED CONFERENCE PROGRAMME

**Thursday 5th October 2017**

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<tbody>
<tr>
<td>8.00</td>
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<tr>
<td>8.30-9.00</td>
<td>Opening ceremony Room FÖ6</td>
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<tr>
<td>9.00-10.00</td>
<td>Keynote I, Diane, Nijs “Imagineering as collaborative innovation by design” Room FÖ6</td>
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<tr>
<td>10.00-10.30</td>
<td>Coffee break</td>
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<tr>
<td>10.30-12.00</td>
<td>Parallel session I</td>
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**Industry Workshop: Creating and Innovating in a Complex World**

*Moderator: Diane Nijs*

- Implement Imagineering to develop innovative ideas for your organisation
  - *The workshop is open to all conference delegates. No registration needed! You are very welcome!*

**Room C220**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>(29)</td>
<td>Understanding and monitoring visitor’s behaviour</td>
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<tr>
<td></td>
<td><em>Chair: David Scott</em></td>
</tr>
<tr>
<td>1.</td>
<td>Making a popular destination sustainable – Managing increased tourism in Iceland - Rögnvaldur Ólafsson &amp; Gyða Þórðardóttir, University of Iceland, Iceland</td>
</tr>
<tr>
<td>2.</td>
<td>Cycling as a holiday activity – the case of Denmark - Carl Marcussen, Centre for Regional and Tourism Research, Denmark</td>
</tr>
<tr>
<td>3.</td>
<td>Success Drivers of Visitor Attractions: A Literature Review - Susanne Faerber, Dennis Ahrholdt, and Oliver Schnittka, University of Southern Denmark, Denmark</td>
</tr>
<tr>
<td>4.</td>
<td>They are out of control: Analysing external drivers of visitor satisfaction at visitor attractions - Susanne Faerber, Dennis Ahrholdt, and Oliver Schnittka, University of Southern Denmark, Denmark</td>
</tr>
<tr>
<td>5.</td>
<td>A Representational Inquiry into the Socio-Cultural Dimensions of Chinese Millennial Tourists to Developed Destinations: A Focus on the Netherlands - Rose De Vrieze-McBean, NHTV University of Applied Sciences, The Netherlands</td>
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**Room C327**

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>(31)</td>
<td>Challenges for destination development</td>
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<tr>
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<td><em>Chair: Albina Pashkevich</em></td>
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<tr>
<td>2.</td>
<td>Sharing in Extraordinary Food Experience : The case of Food Tourists - Sandhiya Goolap, University of Gothenburg, Sweden</td>
</tr>
<tr>
<td>3.</td>
<td>“OK, I’ll just have for dinner whatever they still have at the supermarket”: Tourism impact in small Icelandic communities - Eyrún Jenný Bjarnadóttir &amp; Guðrún Þóra Gunnarsdóttir, Icelandic Tourism Research Centre, Iceland</td>
</tr>
<tr>
<td>4.</td>
<td>Second Home purchase in Turkey by Swedish Iranians: An Explorative Study - Saeid Abbasian, Södertörn University &amp; Dieter K. Müller, Umeå University, Sweden</td>
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**Room C335**

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<th>Time</th>
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<tr>
<td>(27)</td>
<td>Management of unprecedented influx to nature attractions in the Nordic countries: paradoxes and dilemmas related to the principles of the public right of access</td>
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<td><em>Chair: Hogne Øian</em></td>
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<tr>
<td>1.</td>
<td>Coping with the new tourist traffic to Trolltunga - Reidar J Mykletun, Molde University College, Norway</td>
</tr>
<tr>
<td>2.</td>
<td>Foraging tourism in coastal areas – the governance implications - Anne-Mette Hjalager, University of Southern Denmark, Denmark</td>
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<tr>
<td>3.</td>
<td>The Right of Public Access as a Landscape Relation Strategy –Klas Sandell, Karlstad university, Sweden</td>
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<tr>
<td>4.</td>
<td>Discussant: Peter Fredman</td>
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</table>
### Advancements in Event Management Research

Chair: Tommy Andersson, John Armbrecht, Erik Lundberg

1. **Frequent festivalgoers: What is important for a successful festival experience?** – Maarit Kinnunen, University of Lapland & Mervi Luonila, Sibelius Academy at the University of the Arts, Finland
2. **Hosting The National Competition of the Icelandic horse: The experience of local inhabitants in 2016** – Ingibjorg Sigurdardottir, Holar University College, Iceland
3. **Spectator’s experienced value at a sport event – case Biathlon World Championship 2015 in Kontiolahti** – Raija Komppula, Henna Konu & Emma Suomi, University of Eastern Finland, Finland
4. **Experience quality, satisfaction, perceived value behavioural intentions in an event context** - John Armbrecht, Erik Lundberg & Tommy D. Andresson, Gothenburg University, Sweden

### Big data and business intelligence in the travel & tourism domain

Chair: Maria Lexhagen, Matthias Fuchs, Tatiana Chekalina, Wolfram Höpken

1. **Factors affecting cancellation behaviour: The role of time of booking and snow supply** - Martin Falk, Austrian Institute of Economic Research, Austria & Markku Vieru, University of Lapland, Finland
2. **Using smart devices to measure length of stay and travel routes** - Gyða Pórhallsdóttir & Rögnvaldur Ólafsson, University of Iceland, Iceland
3. **A prototypical development of business intelligence in a destination – the case of Halland, Sweden** - Maria Lexhagen (Mid Sweden University), Matthias Fuchs (Etour at Mid Sweden University), Wolfram Höpken (University of Applied Sciences Ravensburg-Weingarten) & Tatiana Chekalina (Etour at Mid Sweden University)

#### Room C313

**12.00-13.00** Lunch at Scandic hotel

**13.00-14.00** Plenary session: Keynote II, Nigel Morgan “Tourism, exclusion and disconnectedness” Room FÖ6

**14.00-15.30** Parallel session II

### The role of the DMO in the digital era

Chair: Jörgen Elbe

1. **Disruptive trends in digital tourism - Do DMO’s and OTA’s have a future?** - Hans Gelter, Luleå university of technology, Sweden, Jennie Gelter, Mid Sweden University & Åsa Ericsson, Luleå University of Technology, Sweden
2. **Has interactivity and connectedness seized tourists’ use of tourist information centres?** – Maria Månsson, Liverpool John Moores University, UK, Malin Zillinger & Lena Eskilsson, Lund University, Sweden
3. **Constructing smart tourism destinations, prerequisites and consequences** – Peter Björk, HANKEN School of Economics, Finland
4. **The changing role of the DMO – experiences from Dalarna region** - Jörgen Elbe, Dalarna University/CeTLer & Lotta Magnusson, Visit Dalarna

### City destination interconnectivity - New roles for destination marketing and management

Chair: Göran Andersson

1. **Medical Tourism: A Symbiosis between Healthcare and Tourism** - Erik A. Borg, Frank-Michael Kirsch & Kjell Ljungbo, Södertörn University, Sweden
2. **Connecting a city to the past** – Paul Cleave, University of Exeter, UK
3. **City destination image - How destination characteristics can be interconnected with visitors’ destination image** – Authors: Saeid Abbasian & Göran Andersson, Södertörn University, Sweden
4. **Challenges of collaboration in old townscapes** - Anna Karin Olsson & Irène Bernhard, Organization: University West, Sweden
5. **Without transportation no tourist industry. Case Sweden** – Anders Steene, Södertörn University, Sweden

### Room C227

**12.00-13.00** Lunch at Scandic hotel

**13.00-14.00** Plenary session: Keynote II, Nigel Morgan “Tourism, exclusion and disconnectedness” Room FÖ6

**14.00-15.30** Parallel session II

### Room C220

**12.00-13.00** Lunch at Scandic hotel

**13.00-14.00** Plenary session: Keynote II, Nigel Morgan “Tourism, exclusion and disconnectedness” Room FÖ6

**14.00-15.30** Parallel session II

### Room C327

**12.00-13.00** Lunch at Scandic hotel

**13.00-14.00** Plenary session: Keynote II, Nigel Morgan “Tourism, exclusion and disconnectedness” Room FÖ6

**14.00-15.30** Parallel session II

### Room C337

**12.00-13.00** Lunch at Scandic hotel

**13.00-14.00** Plenary session: Keynote II, Nigel Morgan “Tourism, exclusion and disconnectedness” Room FÖ6

**14.00-15.30** Parallel session II

### Room C313

**12.00-13.00** Lunch at Scandic hotel

**13.00-14.00** Plenary session: Keynote II, Nigel Morgan “Tourism, exclusion and disconnectedness” Room FÖ6

**14.00-15.30** Parallel session II

### Room C227

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**14.00-15.30** Parallel session II

### Room C220

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**14.00-15.30** Parallel session II
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<td>Femke Vrenegoor</td>
<td>Antecedents of sustainable hotel entrepreneurship – Femke Vrenegoor, Stenden University, the Netherlands</td>
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<td>Bianca Koroschetz &amp; Cecilia Solér</td>
<td>Studying infrastructure’s impact on sustainable consumer practices by exploring the case of boat maintenance practices in the Baltic Sea – Bianca Koroschetz &amp; Cecilia Solér, University of Gothenburg, Sweden</td>
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<td>Dieter Müller</td>
<td>Policy making’s critical roles in sustainable tourism development – Ida Marie Visbech Andersen, Lillebaelt Academy, University of Applied Sciences &amp; Bodil Stilling Blichfeldt, University of Southern Denmark, Denmark</td>
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<td>Ilkay Taş Gürsoy</td>
<td>Institutionalist Perspective on Public Sector in Tourism: the Case of Turkey - Ilkay Taş Gürsoy, Dokuz Eylül University, Reha Midilli Foça, Turkey</td>
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<td>Andreas Back</td>
<td>Temporary Resident Evil? Planning for Second-Home Tourism – Andreas Back, Umeå University, Sweden</td>
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<td>Kjell Olsen</td>
<td>Heritage = Tourism? – Kjell Olsen, UiT - The Arctic University of Norway, Norway</td>
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<td>Strategic Tourism Knowledge in peripheral regions: The case of Finnish Lapland and Madeira - José-Carlos García-Rosell, University of Lapland / MTI, Filipa Fernandes, University of Lisbon / ISCSP, Portugal, Maria Hakkarainen, University of Lapland / MTI, Finland</td>
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<td>Sharing and co-creating scientific knowledge with tourists – Scientific tourism on the Seili Island - Juulia Räikkönen, University of Turku, Finland</td>
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<td>The Visual as a Pathway to Emotions. Reflections on event volunteer affective autoethnography – Minni Haanpää, University of Lapland / MTI, Finland</td>
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<td>O. Cenk Demiroglu</td>
<td>Climate sensitivity and footprints of snow sports tourists in Nordic Europe - O. Cenk Demiroglu, Umeå University, Sweden</td>
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<td>Hans Welling</td>
<td>Chasing Ice: Participatory scenario planning under scenarios of climate change and tourism growth in Southeast Iceland – Hans Welling, Thorvardur Arnason &amp; Rannveig Olafsdottir, University of Iceland, Iceland</td>
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<td>Edward Huijbens</td>
<td>Tourism and the Anthropocene – Edward Huijbens, University of Akureyri, Iceland</td>
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<td>Alan Pomeroy</td>
<td>Persuading passengers to purchase voluntary carbon offsetting: How serious are airlines’ on climate change? – Alan Pomeroy, Gary Noble &amp; Christian Persson, University of Wollongong, Australia</td>
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<td>Dennis Zalamans</td>
<td>The impact of Smart Cities Applications on Destination Branding and Tourism Innovation - Solmaz Filiz Karabag, Linköping University, Sweden</td>
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<td>Stockholm Tourism and its DMO - Dennis Zalamans, Södertörn University, Sweden</td>
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<td>Barcelona, a tourist and accessible city: Museums welcoming all visitors. The case study of CosmoCaixa Science Museum - Mònica Molina, Universitat Autònoma de Barcelona, Spain</td>
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<td>Destination Branding in Industry 4.0 - Mehmet Cihan &amp; Solmaz Filiz Karabag, Cukurova University, Turkey</td>
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<td>Evolution of green consumption. Sources of demand for green tourism – Katarzyna Negacz, Warsaw School of Economics, Poland</td>
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<td>World Wide Opportunities on Organic Farms as an initiative for sustainable tourism – Ingeborg Nordbø, University College of Southeast Norway, Mónica Segovia, University Rey Juan Carlos, Spain &amp; Reidar J. Myklebust, University of Stavanger, Norway</td>
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<td>Local Food in Tourism and Regional Identity – Sarah Seidel, Stenden University, The Netherlands</td>
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<td>4.</td>
<td>Tourism as a Learning Device for Sustainable Development – The Case of a Biosphere Reserve – Fredrik Hoppstadius &amp; Klas Sandell, Karlstad University, Sweden</td>
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<td>C37</td>
<td>1.</td>
<td>The use of travel blogs as a digital marketing tool for nature-based tourism in the Nordic archipelagos - Melanie Greene, Memorial University of Newfoundland, Canada</td>
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<td>2.</td>
<td>Understanding nature experiences – the role of Internet, social media and the image of the Swedish Mountains - Maria Lexhagen &amp; Sandra Wall-Reinius, Etour, Mid Sweden University, Sweden</td>
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<td>Symbolic value of nature experiences: A practical framework - Monica Adele Breiby, Inland Norway University of Applied Sciences, Norway</td>
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<td>4.</td>
<td>Place-based method for digitally enhanced experiences – Lotta Braunerhielm, Linda Ryan Bengtsson &amp; Laila Gibson, Karlstad University, Sweden</td>
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<td>5.</td>
<td>Into the wild: exploring digitally disconnected travel experiences – Brad McKenna, University of East Anglia &amp; Wenjie Cai, University of Greenwich, United Kingdom</td>
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<td>Are we poles apart? A north/south investigation into cruise ships tourism – Tracy Harkison &amp; Þórný Barðadóttir, AUT University, New Zealand</td>
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<td>Cruise arrivals as short-term market opportunities: A local supplier perspective – Karin Wigger, Nord University Business School, Norway</td>
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<td>Is a dock all they need? About cruise ships in Northern Iceland – Þórný Barðadóttir, Iceland</td>
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<td>Drivers, barriers and critical success factors for value creation on shore from cruise tourism - Einar Lier Madsen, Nordland Research Institute, Norway</td>
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<td>5.</td>
<td>Hurtigruten – a ship paving the way for land-based tourism – Arvid Viken, UiT The Norwegian Arctic University, Norway</td>
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<td>1.</td>
<td>Doing by hand and creating knowledge – handicraft tourist’s experiences - Outi Kugapi, University of Lapland / MTI, Finland</td>
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<td>2.</td>
<td>Exploring tourism imponderables as we go along - Katrín Anna Lund, University of Iceland &amp; Gunnar Thór Jóhannesson, University of Iceland, Iceland</td>
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<td>3.</td>
<td>SILENT CONFERENCES. Radical Slowness in Methodologies, Experiences and Letters from Undressed Places - Soile Veijola, University of Lapland / MTI, Emily Höckert, Linnaeus University, David Carlin, RMIT University, Ann Light, University of Sussex &amp; Janne Säynäjäkangas, University of Jyväskylä</td>
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<td>8.30-9.30</td>
<td>Plenary session: Keynote III, Ana- María Munar “The Hyper Tourism Researcher” Room FÖ6</td>
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Room A336

### (3.I) The Pedagogy of Tourism

**Chair:** Rosemarie Ankre, Ida Grundel, Cecilia Möller

1. **Experiences from collaboration with the industry in tourism higher education** – Anders Nordvall & Andrew Sutherland, Mid Sweden University, Sweden
2. **Internships in Tourism; The University and Workplaces in Co-Operation, Opportunities and Challenges** – Andrew Sutherland, Daniel Wolf-Watz & Rosemarie Ankre, Mid-Sweden University/Etour, Sweden
3. **Tourism, not tourism! Teaching the art of reading and writing at university level** – Rosemarie Ankre, Mid-Sweden University/Etour, Sweden

Room A345

### (19.I) Place branding in the Nordic Context

**Similarities Differences Challenges and Opportunities (I)**

**Chair:** Andrea Lucarelli, Sara Brorström, Anders Parment

1. **Destination gastronomy experiences – Food dimensions that counts** - Peter Björk & Hannele Kauppinen-Räisänen, HANKEN School of Economics, Finland
2. **An image worth a thousand words – Dual perspectives of Swedish city brand images** - Carola Strandberg, Anna Näppä & Maria Ek Styvén, Luleå University of Technology, Sweden
3. **Place branding and (co-)innovation in a west Sweden context** - Eva Maria Jernsand, University of Gothenburg, Sweden

Room C327

### (11) Quantitative research approaches and micro-data in Tourism Studies

**Chair:** Zuzana Macuchova

1. **Agglomeration and external effects in the Norwegian tourism sector** – Oddne Skrede, Western Norway University of Applied Sciences, Norway
2. **Online booking of holiday accommodations in Europe** – Eva Hagsten, University of Iceland & Martin Falk, Austrian Institute of Economic Research
3. **Using the CQL model to identify key factors in service culture that can positively affect customer satisfaction and loyalty** – Magnus Asgeirsson, University of Iceland

Room C335

### (1) Innovation and entrepreneurship

**Chair:** Jonathan Yachin

1. **The Action of Faces and Spaces: An Interactionist Perspective on the Performance of a Lifestyle Enterprise** – Stuart Reid, Lund University, Sweden
2. **The risks of innovation: a study of tourism entrepreneurs’ perception and response** - Isabel Rodriguez, Allan Williams, Vlatka Skokic, University of Surrey, UK
3. **Sourcing Customer Knowledge in Micro Tourism Firms** – Jonathan Yachin, Dalarna University/CeTLeR, Sweden

Room C337

### (32) Tourism’s scholar in the knowledge economy

**Chair:** Tara Duncan

1. **Genuine Discussions of the Study of Tourism** – Kazuyoshi Takeuchi, Jissen Women’s Junior College, Japan
2. **The authentic tourism academic, a compromise?** – Cecilia de Bernardi, University of Lapland, Finland/Dalarna University-CeTLeR, Sweden
3. **Mobilities of care: tensions within an academic life** – Tara Duncan, Dalarna University/CeTLeR
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<td>2. Designing the ultimate guest experience: the evolution of a perpetual quest – Alain Imboden, Les Roches Global Hospitality Education, Switzerland</td>
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<td>3. Green Tourism BARCamp: Beyond All Recognition or the Emperor’s New Clothes? – Dennis Zalams &amp; Gustaf Onn, Södertörn University, Sweden</td>
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<td>1. Imitating the business processes in virtual environments – Johanna Heinonen, Haaga-Helia University of Applied Sciences, Finland, Marjaana Salomaa, Laurea UAS &amp; Sini Temisevå, Laurea UAS, Finland</td>
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<td>2. Educational Community Engagement – a chance for students in tourism to get closer to the chaos of the archipelago entrepreneur? – Gustaf Onn, Södertörn university, Sweden</td>
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<td>3. Struggling with theory and practice within higher education in tourism studies - Ida Grundel &amp; Cecilia Möller, Karlstad University, Sweden</td>
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<td>1. Gastronomy, city branding and sustainable tourism: the case of Östersund, UNESCO Creative City of Gastronomy - Chiara Rinaldi, Annelie Sjölander Lindqvist, University of Gothenburg, Sweden &amp; Wilhelm Skoglund, Mid Sweden University, Sweden</td>
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<td>2. The ambivalent f-word: Translating gender politics into nation branding in Sweden - Cecilia Cassinger, Lund university, Sweden</td>
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<td>3. Branding Swedish Lapland – the discursive politics of constructing destinations - Susanna Heldt Cassel, Dalarna University/CеTLеR, Andrea Lucarelli, Lund University, Sweden</td>
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<td>3. Leeuwarden in front of the Camera: cultural differences in destination image photography – Shengan Zhou &amp; Klaes Eringa, University of Lapland, Finland</td>
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<td>1. Megatrends in nature-based tourism - a literature review - Jan Vidar Haukeland, Peter Fredman, NMBU, Norway &amp; Yasmine Elmahdy, University of Stavanger, US, Norway</td>
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<td>2. Trends in nature-based tourism: A Delphi approach - Peter Fredman, Jan Vidar Haukeland, Lisa Tyrväinen, Dominik Siegrist, Kreg Lindberg &amp; Heidi Helgaker Johansen NMBU, Norway</td>
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<td>3. An inventory of nature-based tourism firms in Norway - Stian Stensland, Knut Fossgard, Peter Fredman, Jan Vidar Haukeland, Kathrin Jahte, Kreg Lindberg, Magnnar Forbord, Norwegian University of Life Sciences</td>
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<td>2. Arctic Tourism Development in Russia: Foreseeable Risks and Black Swans – Per Strömberg, University College of Southeast Norway &amp; Sergey Ilkevich, Russian State University of Tourism and Service</td>
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<td>3. Benefits and risks of the increasing tourism flows into the Russian Arctic - Albina Pashkevich, Dalarna University/ CeTLeR, Sweden</td>
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<td>1. Diversity Management in the Hospitality Industry: Evidence and Future Research Agenda – Trude Furunes &amp; Tone Therese Linge, University of Stavanger, Norway</td>
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<td>2. Labour turnover in the hospitality and tourism sector in Sweden – Mats Lundmark &amp; Daniel Brandt, Dalarna University/CeTLeR, Sweden</td>
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<td>3. Tourism and Hospitality Careers: A critical review of existing literature – Maria Thulemark, Tara Duncan &amp; Daniel Brandt, Dalarna University/CeTLeR, Sweden</td>
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| 12.00-13.00 | Lunch at Scandic hotel |
| 13.00-14.30 | Parallel session VI |

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<td>1. Tourist attractions in a digital age - The art of conveying experiences – Sølvi Lyngnes, BI Norwegian Business School, Norway</td>
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<td>2. Tourism and crisis communication through Facebook following cyclone Winston in Fiji – Cecilia Möller, Karlstad University, Sweden, Jie Wang, The University of Queensland, Australia &amp; Thuy Hanh Nguyen, The University of Queensland, Australia</td>
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<td>3. Experimenting with experiments 2.0: using mixed methods to learn more about information search behaviour – Malin Zillinger, Lund University, Sweden, Maria Månsson, Liverpool John Moores University, UK &amp; Lena Eskilsson, Lund University, Sweden</td>
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<td>(26)</td>
<td>Workshop: What is a good tourism academic? What is a good tourism academy?</td>
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<td>Moderators: Ana María Munar, Adriana Budeanu &amp; Cecilia de Bernardi</td>
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<td>What is ‘goodness’ in academy activities?</td>
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<td>(14)</td>
<td>(Re)Connecting Mobilities and Tourism</td>
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<td>Chair: Tara Duncan</td>
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<td>1. Contested mobilities of mainland Chinese day-tripping in Hong Kong - J.J. Zhang, The University of Hong Kong</td>
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<td>3. Mobilising everyday life – de-exoticising ‘tourism’ - David Scott, Dalarna University/CeTLeR, Sweden</td>
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<td>4. Between tourism and migration - blurred categories in international travel - Jens Kr. Steen Jacobsen, University of Stavanger &amp; Antonio Miguel Nogués-Pedregal, Universitas Miguel Hernández</td>
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<td>5. Is there still a role for mobilities within tourism? - Tara Duncan, Dalarna University/CeTLeR, Sweden</td>
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<td>(4.II)</td>
<td>Nature-based tourism in transition&lt;br&gt;Chair: Peter Fredman</td>
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<td>1.</td>
<td>Pilgrimage - a nature-based tourism product! Case study from Norway - Odd Inge Vistad &amp; Hogen Øian, Norwegian institute for nature research, Norway</td>
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<td>3.</td>
<td>Survey of Quebec hikers, snowshoers and winter walkers, and identification of six hiker profiles - Claudine Barry &amp; Paul Arseneault, Transat Chair in tourism, Canada</td>
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<td>4.</td>
<td>Sustainable Salmon Angling Tourism in a Changing World (SALMONCHANGE) - Stian Stensland¹, Sveinn Agnarsson³, Oddgeir Andersen², Anna Lind Björnsdóttir¹, Sjur Baardsen¹, Knut Fossgard¹, Porgils Helgason¹, Gunnar Þór Jóhannesson¹, Amund H. Kristiansen¹, Friðrik Larsen³, Ståle Navrud¹, Esten Skullerud¹, Margrethe Skår², Hogne Øian², Øystein Aas¹².</td>
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<td>³ University of Iceland, Reykjavik, Iceland</td>
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<td>(21)</td>
<td>Complexity research in leisure and tourism: challenges and directions in the era of interconnectedness&lt;br&gt;Chair: Ioanna Farsari, Diane Nijs</td>
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<tr>
<td>1.</td>
<td>Sustainable Flourishing through Leadership of Emergence at the example of Tourism and Leisure - Liliya Terzieva, NHTV University of Applied Sciences, The Netherlands</td>
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<td>2.</td>
<td>Grasping the complexity of leisure-led regional development through discourse analysis - J.F. Meekes, D.M. Buda &amp; G. De Roo, Stenden University of Groningen /Stenden University of Applied Sciences, The Netherlands, Dorina M. Buda, Leeds Beckett University, U &amp; Gert de Roo, University of Groningen, The Netherlands</td>
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<td>3.</td>
<td>Knowledge networks and brokers in tourism destinations: An evolutionary perspective - Cinta Sanz-Ibáñez, Rovira i Virgili University, Catalonia, Sergi Lozano, Catalán Institute for Human Palaeoecology and Social Evolution (IPHES), Catalonia, Salvador Anton Clavé, Rovira i Virgili University, Catalonia</td>
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<td>4.</td>
<td>Complexity in leisure and tourism research: developing joint research agendas – Ioanna Farsari, Dalarna University/CeTLeR, Sweden</td>
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<td>(30)</td>
<td>Tourist motivation&lt;br&gt;Chair: Susanna Heldt-Cassel</td>
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<td>1.</td>
<td>Everything ready for the elderly? or... - Kai Victor Hansen, University of Stavanger, Norway</td>
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<td>2.</td>
<td>The impact of political crises on the choice of second-home destination: A study of Swedish-Iranian second home buyers – Saeid Abbasi, Södertörn University, Sweden</td>
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14.30-15.15 Plenary session: Closing of the conference, discussant Magnus Bohlin
15:15 Coffee and Mingling
KEYNOTE SPEAKERS AND ABSTRACTS

Diane Nijs
NHTV Breda University of Applied Sciences
The Netherlands

Diane Nijs has a doctoral degree of the University of Groningen in Business Management (The Netherlands), a master’s degree in Kinesiology of the University of Louvain (Belgium), a master’s degree in Leisure Agogics from the University of Brussels and a degree in Marketing-Management from EHSAL Brussels. She lectures both in master and executive master education in the Netherlands and is guest lecturer at Tias-Nimbas Management School (NL), the University of Groningen (NL) and Gent University (B).

Diane Nijs is an experienced and qualified organization development consultant with more than 25 years’ experience as a consultant and creative catalyst in both the private and public sectors. Previously she worked as a strategic advisor with organizations such as the Flemish public broadcast channel VRT/KETNET, the Flemish newspaper Concentra/Gazet van Antwerpen, the city of Antwerp (Belgium), ANWB, KLM, TUI and several retail-chains such as Veritas. At the moment she works with the libraries in the Netherlands and is developing an Imagineering Design Lab with the city of Breda (The Netherlands).

Diane is a respected speaker and presenter and has appeared at conferences in Belgium, The Netherlands, the UK and Denmark. She is a published author with two acclaimed books on imagineering, one very practical which was published in 2002 by Boom Amsterdam and one based on her PhD-study which is published in 2014 by Eleven International Publishing. The second book builds the academic argument underlying imagineering as ‘Designing for Organizational Emergence’ or else: ‘Transformation by Inspiration’. Her research focuses on designing for systemic innovation.

Keynote speech: “Imagineering as Collaborative Innovation by Design”

New actors in the tourism field such as AirBnB and Uber illustrate that todays connected society offers new possibilities for innovating whole industries. The connected society offers possibilities for rethinking relevance, roles and relationships as to innovate existing situations with lots of (creative) actors. It offers the possibility for collaborative innovation. But processes of collaborative innovation, or else: processes of organizational emergence such as organizational innovation, public innovation and social innovation, don’t start from themselves. They need to be designed for. Imagineering, a design approach that integrates explicitly the imagination of all involved actors is a possible design approach to innovate whole systems.

“Evolution and design, the course of nature and man’s intervention in it, are notions that seem to clash in the dualistic view taken by Western thought” (Jantsch, 1975). Mankind is traditionally seen as an element at the mercy of evolution and not as an active agent in universal evolution. Recent breakthroughs in the study of non-linear, dynamic systems as articulated in complexity science point a way to overcoming the duality of traditional models. Especially since the principle of ‘order through fluctuation’, a discovery of Noble price winner Prigogine which seems to underlie all processes of evolution in living dynamic systems, designing for evolution seems to be a distinct possibility and even responsibility in human systems. In this presentation, the possibility of designing ‘an adaptive tension engine’ to evoke ‘order through fluctuation’, in a direction that is desirable for an organization as well as for society at large, is explored and illustrated with phenomena and interventions out of the tourism industry.
Professor Nigel Morgan is Head of the Business Management Department in the School of Management at Swansea University, where he holds a Chair of Visitor Economy Management and has established the Hub for Innovation in Visitor Economies (HiVE). Nigel has previously held Chairs at the Universities of Surrey and Cardiff Met, where his posts included: Director of the Surrey Digital Visitor Economy Research Group, School Director of Graduate Studies, School Director of Staff Development, School Director of Communications and Interim Head of School.

Before moving into higher education, Nigel worked in sport and leisure research/strategy at the Sports Council for Wales and in tourism development (Vale of Glamorgan Borough Council) and marketing & communications (Torfaen Borough Council). He is a Board Member of Visit Wales and the International Place Branding Association, has chaired almost 20 international conferences and events and has taught or examined at almost 30 universities worldwide, examining 50 and supervising almost 30 PhDs. Nigel is an Associate Editor of the ABS-listed 4-star Annals of Tourism Research, and has published 100+ publications, including 19 books and 60 journal articles, almost half in 4-star journals. He has completed over 30 major research and consultancy projects funded by organisations including the EU, ESRC, UEFA, the Chinese National Tourist Office, the BBC, Visit Wales/Wales Tourist Board. Nigel’s most recent project was ‘Improving the Resilience of the EU Tourism Sector in Crisis Situations’ for the EU DG for Internal Market, Industry, Entrepreneurship & SMEs, 2016.

Keynote speech: "Tourism, exclusion and disconnectedness"

Tourism policy and research do not have the same tradition of addressing forms of inequality, disconnectedness and exclusion as sport or leisure policy/studies. Despite the work of early pathfinders and more recent arguments that exclusion from tourism limits people’s ability to enjoy the full rights of social forms of citizenship, the field of tourism management has yet to actively engage social policy in promoting the wider socio-economic benefits of tourism participation or its role in addressing inequality and exclusion. Tourism is such an integral component of modern lifestyles that to be excluded from it is to be outside the norms of everyday life. Non-participation in tourism therefore makes a deep contribution to exclusion that goes beyond the immediate experience of being deprived of participation in its activities. For example, poverty is about more than poverty of income. It is also about poverty of opportunity and expectation, of cultural and educational resources, of housing and neighborhoods, of local services and community resources. At the same time, the retrenchment of public sector finances impacting many of the world’s affluent societies threatens to create a new generation of impoverished older people. Whilst there is a substantial literature, which analyses the connections between poverty and tourism development in less economically developed countries, far less work focuses on tourism poverty in affluent societies. This presentation will draw on several studies published during 2010-2017, which examine the connections between tourism and social exclusion in the UK and will discuss key policy developments in the devolved UK country of Wales, which offer opportunities to cohere tourism studies and the Welsh Government’s health and wellbeing agenda. The presentation will argue for greater academic and practical collaborations tourism and social policy and suggest how such partnerships can address global agendas on social inclusion, well-being, mental health and life satisfaction.
Ana María Munar is Associate Professor at Copenhagen Business School, Denmark. With research interests in digital technologies, epistemology, higher education, and gender, her latest publications focus on postdisciplinarity, social media and gender in academia. Over the years, Ana has served on several national and international boards and networks. Nowadays, she holds positions at the Diversity and Inclusion Council at Copenhagen Business School, the Critical Tourism Studies Network, Women Academics in Tourism and several tourism journals. She is engaged in curriculum and education development, and coordinates the tourism and hospitality concentration at the Bachelor of Service Management and Business Administration. Ana has delivered numerous conference presentations and keynote addresses in her research areas.

Keynote speech: "The Hyper Tourism Academy"

How can we move from promoting super-heroes to appreciating human-heroes? Using my research in the fields of postdisciplinarity, higher education and digital humanities, this talk will examine our global academic cultures of hyper productivity and hyper connectivity and reflect on which values those cultures take for granted. To do this I will introduce the identity of a contemporary super-hero 'The Hyper Tourism Researcher'. This ideal archetype will be presented to help us reflect on the questions of speed and busyness (why do we all run so much?), meaning and purpose (towards what end?), productivity (what are the values associated to quantity?) and connectivity (how do constant connectivity and infinite information impact the way we learn, think and produce knowledge?). I will present how ideal types shape our perception of excellence, our creativity and engagement with the world. I will then use this broader discussion to explore the idea that we are in a time of 'over-reactivity' and how for many scholars, after some years, hyper academic cultures result in stress, cynicism and detachment or abandonment. Finally, a series of hopeful 'human-hero' alternatives to the super-heroic archetype will be presented.
ABSTRACTS

Thursday, 5 October 2017

Parallel Session I: 10:30-12:00

Room C227
INDUSTRY WORKSHOP: Creating and Innovating in a Complex World

Room C220
SESSION 29: Understanding and monitoring visitor’s behaviour

Making a popular destination sustainable – Managing increased tourism in Iceland
Rögnvaldur Ólafsson & Gyða Þórhallsdóttir
Faculty of Life and Environmental Sciences, University of Iceland, Iceland
Email: rol@hi.is

Tourism has increased greatly in Iceland. In 2010 490 thousand foreign tourists arrived annually, but in 2016 1.800 thousand. The increase between 2015 and 2016 was 39%. Tourism has now become the most important industry in Iceland. A large part of the increase has occurred outside the traditional summer season and mainly in and around the capital area. Both the government and the tourism industry see uneven distribution of tourists and seasonality in outlying regions as a major problem that stops tourism from becoming sustainable and a whole year occupation in all regions of Iceland. The challenge is to curb the large increase in the south-west and at the same time encourage tourists to visit other regions. The aim of the work presented is to measure where the tourists go at different times of the year by counting vehicles at important destinations. In the talk, data on the number of tourists at main destinations around Iceland will be presented. The numbers at the destinations will be compared with the number and nationality of tourists departing from Keflavík International Airport. Knowing the number of tourists at the destinations will make it possible to analyse the distribution of tourists in Iceland as well as the seasonality in different regions of the country.

Distributing the tourists more evenly around the country will help creating whole year employment everywhere and make it possible for the 330 thousand inhabitants of Iceland to manage the increased tourism in a sustainable manner.

Keywords: Iceland; Sustainability; Seasonality; Number of tourists

Cycling as a holiday activity – the case of Denmark
Carl Marcussen
Centre for Regional and Tourism Research, Denmark
Email: marcussen@crt.dk

Cycling is an important motive and activity for tourists visiting Denmark, notably in coastal and rural areas. This paper discusses how to define and categorize cycle tourists, describes their characteristics and compares them to non-cycling tourists. t-tests shows which variables most significantly separates cycling tourist and other tourists. Regression analyses will show the same for cycling as an activity. – Those who are motivated by cycling tend to prefer holiday cottages or camping for their accommodation. T-tests show that cycling as a motive is linked to (1) Walking as a motive. (2) Excursions in nature as an activity. (3) Beach, coast & sea as motive (4) Bathing as a motive. (5) Angling as a motive. (6) Nature as a motive. (7) Cooking own food – as an activity. (8) Possibility of bringing dog – as a motive. (9) Roundtrip in Denmark. (10) Bathing
in sea or lake – as an activity (t-value > 23). – Cycling is generally a motive for choosing coastal and rural destinations, not big city destinations (t-value > 23, with 1.96 being the threshold value for testing at the 95%-level). Those who are motived by cycling tend to stay more nights than others (t > 20), also when selecting only coastal (non big city) destinations (t > 13). Those tourist motivated by cycling go significantly less often to restaurants (t=-9.4), and go less out at night (t=-11.2). However, the two latter differences are not significant when selecting only coastal destinations. – Other differences between cyclists/non-cyclists are explored and explained. Also: cyclists vs. anglers. Question: How are cycle tourists different from or similar to other tourists?

Keywords: Cycling tourism; tourism motives and activities; outdoor tourism; spending.

Success Drivers of Visitor Attractions: A Literature Review
Susanne Faerber, Dennis Ahrholdt & Oliver Schnittka
Dept of Sociology, Environmental and Business Economics, University of Southern Denmark, Denmark
Email: susannefaerber@googlemail.com

Visitor attractions are the most important decision factor for people while choosing a tourist destination and hence have a tremendous positive economic impact for local municipalities. To sustain this positive economic impact and given a growing number of visitor attractions and, thus, competition in the market, research evidence is needed regarding operable success drivers of these visitor attractions to increase visitor loyalty reflected in revisit intentions, recommendation to others and general positive word of mouth. Visitor satisfaction is commonly considered to be the most important loyalty antecedent. Despite the high managerial relevance, there is, according to the author’s knowledge and as recently illustrated by Leask (2016), no overview available, which presents operable drivers of satisfaction and loyalty of attraction visitors. The presented paper analysed 244 peer-reviewed, empirical papers and classifies the drivers into four clusters: service, exhibit, physical environment and visitor. Specifically, existing contrary findings, for example, about the influence of knowledge transfer, physical environment, business hours, admission prices, circulation patterns on visitor satisfaction and loyalty are highlighted and explained as well as context contingencies. As such, the results of this literature review are significant for academia and (visitor attraction) management alike.

Keywords: Visitor attraction, customer behaviour, customer satisfaction, customer loyalty, success drivers

They are out of control: Analysing external drivers of visitor satisfaction at visitor attractions
Susanne Faerber, Dennis Ahrholdt & Oliver Schnittka
Dept of Sociology, Environmental and Business Economics, University of Southern Denmark, Denmark
Email: susannefaerber@googlemail.com

Worldwide, the tourism industry is a growing sector, people get choosier regarding their preferred tourist destination. Especially visitor attractions (VAs) have an high impact on destination preferences and hence provide a key driver of regional economic impacts for host destinations through tourism. To achieve increasing visitor numbers of local VAs and hence gain further regional economic impacts, it is essential to increase visitor satisfaction (VS) of VAs in order to increase the intention to revisit and recommend a VA. Therefore, it is of highest relevance to gain detailed insights into drivers of VS at VAs. Existing research has widely and empirically analysed various drivers of VS, e.g. employee friendliness and crowding. These publications cover exclusively internal drivers, which are under control by the VA. An empirical study about external drivers on VS, which cannot be influenced by the VA operator (e.g. weather) is, despite the high managerial relevance, not existing. Therefore, this paper empirically analyses for the first time external drivers of VS of VAs. The interplay with internal factors (e.g. employee motivation) is analysed as well. External drivers are categorised in three clusters: attraction (e.g., visitor numbers), destination (e.g., tourist numbers, travel duration from destination accommodation to VA) and environment (e.g., weather, holiday density, weekday). 1,791 visitors of a wax museum in Germany participated in a corresponding survey in
2016, simultaneous employees were canvassed. Secondary data from the German Meteorological Office and Hamburg Tourist Board are included. Using a multivariate approach, the external variables and their interplay with internal variables on VS is analysed. Study results will be presented on the conference.

Keywords: Visitor Satisfaction, Visitor Attraction, Tourism, Weather, Tourist Attraction

A Representational Inquiry into the Socio-Cultural Dimensions of Chinese Millennial Tourists to Developed Destinations: A Focus on the Netherlands.
Rose De Vrieze-McBean
Academy for Tourism, NHTV University of Applied Sciences, Netherlands
Email: rosemcbean@icloud.com

The recent surge in especially Chinese millennial tourists to Europe has created a significant boom to particularly city destinations. Although this is largely seen as a positive development, many practitioners are scrambling to cope with this increase in visitor numbers and to attract even more of these tourists as they are shown to represent a substantial share of the European source market. Simultaneously, numerous researchers are producing a great number of literature on this recent phenomenon, but many of these are fundamentally quantitative-based studies on the economic values of these visits. By means of an interpretive study, this paper attempts to examine these Chinese millennial tourists themselves by looking at their culture, attitudes, behaviour and expectations when visiting the Netherlands. Two focus groups were held in two European cities, and six semi-structured interviews were conducted among service providers in the Dutch tourism industry.

Likewise, discourse analysis provided vivid descriptions of various issues, concerns and challenges regarding accommodations, activities, hosts’ attitude, among others. Finally, participant observation was a fourth method used in studying these Chinese millennial tourists. Results showed that while Chinese outbound tourists share many of the same fundamental needs and desires of all other international tourists, this group has particular expectations in terms of amenities and service standards. A full understanding of these expectations may help other European tourism practitioners better accommodate visitors from this emerging market, and at the same time increase scientific knowledge about the Chinese millennial tourists themselves.

Keywords: Chinese outbound tourism, Service expectations; Chinese millennial tourists; Travel behaviour; Netherlands; China.

Room C327
SESSIO Session 31: Challenges for destination development

Welcome to Hipsterville. In search of urban sustainable tourism
Jan Henrik Nilsson
Service Studies, Lund University, Sweden
Email: jan-henrik.nilsson@ism.lu.se

Hipsterville has many locations, primarily in Europe and North America. The name of this “place” refers to urban districts, mainly in large cities, which are dominated by particular subcultures. They are often former working class districts, in different stages of gentrification, located away from traditional tourism districts. In these districts, clusters of small scale innovative firms may develop, which are dependent of the consumption of local residents and the vicinity of other similar firms. In many cases these firms have ambitions to be socially and ecologically sustainable. Hipstervilles are often highly international in character, both inhabitants and cultural influences tend to be highly mobile. In the last decade, incoming tourism has become an increasingly important part of local activities and consumption in these districts. Increasing
tourism may create enhanced opportunities for creative local innovation but it may also, through the economic power of tourism consumption, become a vehicle of negative social change, for instance by rising rent levels due to tourism induced gentrification.

This presentation discusses three main things:
• How can we define these new forms of urban tourism related services? What roles do they play in their local contexts?
• What are the driving forces behind the development of this kind of tourism? How do they relate to one another depending on geographic scale?
• What effects do they have for social and ecological sustainability?

This project is still in its early stage; results are not presented in a traditional way.

Keywords: urban tourism, sustainability, innovation, gentrification

Sharing in Extraordinary Food Experience: The case of Food Tourists
Sandhiya Goolaup
University of Gothenburg, Sweden
Email: sandhiya.goolaup@handels.gu.se

This study focuses on how tourists engage in the act of sharing within the context of extraordinary food experience. Sharing is a communal act linking an individual to others. Asides from connecting with others, sharing also creates feelings of bonding and solidarity. Despite being at the core of the tourists’ experience the notion of sharing has received scant attention. Therefore, using a phenomenological approach, 19 semi-structured interviews were conducted with tourists who have been travelling exclusively for food experiences. The extraordinary food experience context is essentially interesting since it involves interpersonal interaction and creation of communal relationships that facilitate the shared experience. The findings of the study suggests that food tourists conceive of sharing within the context of extraordinary experiences in three different ways; (1) enjoyment and learning, (2) spending quality time with close one and (3) nurturing temporal friendship towards those sharing similar experiences. From a theoretical perspective, this study contributes to provide a much thorough understanding of the concept in comparison to what the current literature offers. Likewise, from a managerial perspective, an understanding of how tourists engage in the act of sharing has important implication since it can aid managers to better design the experiencescape facilitating the tourists feelings of group devotion, thereby enabling the creation of extraordinary experience, that can have implication on consumer loyalty.

Keywords: sharing; food experience; extraordinary experience; phenomenology

“OK, I’ll just have for dinner whatever they still have at the supermarket”: Tourism impact in small Icelandic communities
Eyrún Jenný Bjarnadóttir & Guðrún Þóra Gunnarsdóttir
Icelandic Tourism Research Centre, Iceland
Email: ejb@hi.is

Tourism development can be both an enabling as well as a threatening force for the well-being of local communities. Thus, it is important to explore local views on cohabiting with tourists and how tourism development impacts residents’ quality of life.

This paper presents the results of a research project focussing on the social sustainability of tourism in three small communities in Iceland; Hornafjordur, Myvatn and Siglufjordur. All three communities have experienced considerable growth in tourism. Through in depth interviews and a telephone survey, residents were asked about their attitudes and experience of tourists and the tourism industry in their community.
The results indicate that although these communities have many things in common in terms of how the residents view and experience tourism in their local community, different aspects are also important to each community. Residents in Siglufjordur considered tourism to have had positive impacts on the community and the community spirit. Residents in Hornafjordur were deeply concerned about the impact of tourism on the local real-estate market and worried about increased pressure on the communities’ infrastructure. Of the three communities, residents in Myvatn experienced the most disturbance from tourism growth. The results indicate that resident’s perceptions of increased quality of life due to tourism determines to great extent their view of the tourism development in their community.

**Second Home purchase in Turkey by Swedish Iranians: An Explorative Study**

Saeid Abbasian (School of Natural Science, Environment and Technology, Södertörn University, Sweden) & Dieter K. Müller (Umeå University, Sweden)

Email: saeid.abbasian@sh.se

Second home tourism is often discussed in the context of the western world. Other groups and their motivations, in this case people of Iranian background who are a large ethnic group in Sweden, are often neglected, although the group has shown interest in purchase of second home in Turkey.

The aim of this study is to get more insight on Swedish Iranians’ purchase of second home in Turkey. 19 e-mail interviews (with Broker companies, owners, and potentially buyers) have been conducted. Also participant observation in Antalya region in June 2015 and at the exhibition of “Buying Properties Abroad” in Kista in September 2015 has been done.

The interview results reveal that the Swedish Iranian second home buyers collect information through friends and relatives, various web sites, exhibitions, brokers, and real estate companies before buying apartment. Their motives have been: following other friends/relatives who bought apartments there, cultural proximity including the Turkish language and food, geographic proximity to Iran, relatives living in Iran do not need Turkish visa, economic factors including prices, the climate, and investment for the retirement. They stay in their apartments at least once a year up to 4 times a year and the duration of their stay each time is at least one week. A part of them might choose to live partly or permanently in Turkey after the retirement. Their motives are similar to many other second home owners elsewhere but there are also aspects related to the political context of this mobility.

Keywords: Swedish-Iranians, Second-homes, Turkey, Antalya, Tourism

Room C335

**SESSION 27: Management of unprecedented influx to nature attractions in the Nordic countries: paradoxes and dilemmas related to the principles of the public right of access**

**Coping with the new tourist traffic to Trolltunga**

Reidar J Mykletun
Molde University College, Norway
Email: Reidar.j.mykletun@uis.no

Trolltunga is a unique mountain cliff located in Hardanger in Norway. The first known photo from the cliff is from 1967; however, hikers and hunters have known the place for many years before that. The cliff is accessible by means of a 10-11 hours long hike, starting at 461 meters above sea level, and reaching an altitude of 1221 at its highest. Somewhat unexpectedly, the tourism traffic to the cliff has increased – from 800 in 2009 to 80,000 in 2016. The sharp increase was mainly caused by initial marketing and some photos spread by social media, but supported by National Geographic, TripAdvisor, and several videos and media communications.
The data for this study was collected by observation, interviews with 139 tourists, with the municipality administration, Red Cross rescue teams, and the local Head of Police. Framing oneself in this sublime landscape has become a “must” for many tourists. After the trip, they are exhausted and satisfied with the experience; however, quite a few of them are incompetent with respect to handling mountain hiking at his altitude and so close to the rough North Sea climate.

However, the rise in traffic has caused serious challenges. The path is worn down, there are much litter along the route, there are no toilets, which adds to the littering, some local residents are annoyed, and there is an unbearable demand on Red Cross rescue teams that must assist unexperienced hikers. In April, 2017, the municipality received now state funding for improving the conditions and support the rescue teams.

Keywords: Trolltunga, experiences, images, visual framing, activity turn

**Foraging tourism in coastal areas – the governance implications**
Anne-Mette Hjalager  
University of Southern Denmark, Denmark  
Email: hjalager@sam.sdu.dk

Food is an essential ingredient in tourism. Gastronomy mainly takes place in restaurants, but increasingly, the provision and preparation of food is becoming an integrated part of touristic experiences. Foraging for food in nature is one form that (except as angling and hunting) has been covered only modestly in tourism research.

In the Nordic countries, there is a relatively pervasive access and right to forage food in nature areas, such wild berries, mushrooms, herbs etc., and even angling permissions are mostly quite accessible for locals as for tourists. The foraging practice is, however, often controversial, particularly if the resource is scarce, or if foraging has environmentally or socially negative implications.

This paper presents a case study of the oyster foraging in the Danish Wadden Sea, where the resource is quite in abundance. The foraging is determined by the fisheries legislations, rules which are generally not well adapted to the touristic reality. Besides, as the Wadden Sea is a Natura 2000 area and UNESCO World Heritage, other governance principles also apply. The food and health regulations are particularly important. The regulation of the foraging takes place mainly by soft measures, tourists are mainly being inclined to forage mussels during guided tours. A wider touristic exploitation of the oyster resource in more individual forms and as part of other types of tourism experiences are found to meet some governance barriers. The local debate of the phenomenon illustrates the underlying dilemmas to be addressed.

Keywords: Foraging; Nature tourism; Wadden Sea; Gastronomy; Governance

**The Right of Public Access as a Landscape Relation Strategy**
Klas Sandell  
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The right of public access, eventhough to some extent different in the Nordic countries, could basically be seen as a "free space" formed between different laws and regulations, mainly: economic interests, privacy and nature preservation/conservation (incl. nature reserves). A fourth demarcation – the landscape itself and its use – means that the fact that agricultural land, forestry, infrastructure etc., disappears or is accrued according to the landowner’s interests, legislation, government agency plans etc., is to be regarded as given from a public access perspective. Therefore the landscape itself must “tell” the user about the possibilities and limitations for different recreational activities. Like with all stories, though, one has to learn to read, listen and interpret; something that is of course challenged in today’s highly mobile, urbanized and globalized society. But, also it could be argued that this strategy of a considerate relation to a manifolde
used landscape including basic human ecological themes such as food, energy and other resources, are of an utmost potential for public understanding of sustainable development. When the right of public access is challenged due to e.g. unprecedented influx to nature attractions this pedagogical and democratic theme must be taken into consideration.

Keywords: right of public access, landscape relations, sustainable development, environmental awareness, environmental pedagogic

Room C337

SESSION 15. I: Advancements in Event Management Research

Frequent festivalgoers: What is important for a successful festival experience?
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Current festival management research has provided extensive evidence of the role of the audience in the production of festivals. The research showed that festivals’ competitive edge is related to the role of the audience in creating a sense of community and festival atmosphere. However, the role of frequent festivalgoers in the improvement of festivals’ contents or services has got less attention in academia. Due to the number of music festivals on offer, competition is increased, so it is important to enhance understanding about the factors that frequent festivalgoers value in their festival experiences.

Festival Barometer is a longitudinal survey focused on the audiences of the biggest Finnish rhythm music festivals. Using the answers of 7,797 festivalgoers from the years 2014 and 2016, the audience was segmented into: occasional participants (0-1 festival attendances a year), regular participants (2 attendances per year) and frequent participants (3 or more attendances a year). (Note: in this context ‘participant’ and ‘festivalgoer’ are used interchangeably).

According to the results, the frequent festivalgoers value a variety of experience elements more than the other attendee groups: not queuing; the versatile programme; surprising experiences; social interaction with friends and new acquaintances; a varied choice of alcoholic beverages, and working wi-fi.

From the management viewpoint, the frequent festivalgoers are experts on festival attendance. They are an ideal focus group for the co-production of holistic festival experiences. In this sense, the frequent festivalgoers need to be considered as strategic partners already in the planning phase, in facilitating the issues that build loyalty with the festival.

Keywords: Festivals; Frequent festivalgoer; Experience

Hosting The National Competition of the Icelandic horse: The experience of local inhabitants in 2016
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The National Competition of the Icelandic horse, Landsmót is a bi-annual sport event attracting domestic and international guests. Landsmót has from its start in 1950 been one of the biggest sport events in Iceland. However research on the event has been scarce. In summer 2016 the event took place in Holar in North of Iceland for the first time since 1966. An international group of researchers was formed, aiming to analyse Landsmót from different perspectives to create a comprehensive knowledge of the event. The participants of the research group came from Norway, Sweden, UK and Iceland. The part of the research presented here
deals with the experience of local inhabitants, whether they experience gains from hosting the event or if they experience some kind of burden from welcoming 8000 guests and 1000 horses for a week in a community of 3000 people. Economic and social effects of the event were under investigation. An online survey was conducted among local inhabitants following the event. The response rate was 47%. Preliminary results indicate general satisfaction of local inhabitants. Respondents claim that the horse industry and related businesses in the area did benefit from the event. Majority of the respondents had been somehow affected by the event. They state that their spending increased during the event but some of them also gained from selling goods or services. Respondents commonly took part in the preparation, welcomed horses and human guests to stay for free and many of them attended the event themselves.

Keywords: Sport event, horses, Iceland, local inhabitants

Spectator’s experienced value at a sport event – case Biathlon World Championship 2015 in Kontiolahti
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The purpose of this paper is to investigate the experience value of a sport event spectator by utilizing the theory of consumption values introduced by Sheth, Newman and Gross (1991): functional, social, emotional, epistemic and conditional value. The data is composed of 23 individual reports about the experience, written by university students (Finnish, Chinese, French, South Korean, Spanish, German, Brazilian and Nigerian), regarding the IBU Biathlon World Championship 2015 in Kontiolahti in 2015. The theoretical background discusses the concept of experience value. The findings indicate that although most of the participants didn’t have any knowledge about Biathlon in advance, and they had no particular expectations, their experiences were very positive. The event arose plenty of emotional feelings among the participants, and emotional value was regarded to be the most important part of the experienced value of the event. Most important was definitely the atmosphere and feelings of excitement and cheerfulness. Biathlon world championships was an unique experience for all participants. In terms of differences in perceived value among the participants, the functional value seemed to arouse lots of different opinions, mostly based on the nationality of the participant. Earlier experiences of big events created expectations, which were not fulfilled, and caused confusion. The findings support some earlier studies on sport event spectators and indicate that the event organizers should understand that a great deal of the spectators participate the event not because of the sports or the competition as such, but because of the atmosphere of the event.

Keywords: sport event, experience, experience value

Experience quality, satisfaction, perceived value behavioral intentions in an event context
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Quality is central to understand consumer behavior. In an event context Andersson, Armbrecht & Lundberg (2015) found that production quality and service quality determine satisfaction which determines the use value of event experiences and consumer expenditures at an event.

Otto & Ritchie (1996) advocate a consumer perspective and propose that quality of a service and quality of an experience must be evaluated to understand the true nature of satisfaction. Researchers have engaged in developing scales for measuring these concepts during the last decade. Particularly the affective responses to experiences has been in focus to provide the experience and event industry with a deeper insight into aspects which might result in consumer immersion (Mihaly Csikszentmihalyi, 2014), arousal (Bigné et al., 2005; Holbrook & Hirschman, 1982) and extraordinary experiences (Abrahams, 1986; Arnould & Price, 1993).
Few studies have however combined measures of affective and functional aspects into larger measurement models to predict satisfaction, value, intentions and behavior.

This study measures affective and hedonic aspects of event experiences and to what extent they explain consumer value. Results indicate that affective and functional aspects are important. An interesting difference is that affective aspects are more likely to influence consumer satisfaction while functional aspects predict intentional behavior such as the likeliness to recommend the event to friends and family.

Keywords: event experience, affective, functional, consumer, participatory event

Room C313

SESSION 6: Big data and business intelligence in the travel & tourism domain

Factors affecting cancellation behaviour: The role of time of booking and snow supply
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A significant number of hotel bookings are not realised. This also holds true for a group of hotels in typical winter destinations. For these hotels the cancellation rate is approximately about 11 per cent based on a sample of 52,000 bookings over a five-year period for the winter season. According to Hajibaba et al. (2016), little is known about the motivation of tourists or travellers to cancel bookings. This paper provides first evidence on the determinants of the cancellation probability at the individual booking level. The study is based on unique information drawn from a hotel booking system. Probit estimates for the snow season show that a cancellation depends on guest and room characteristics, booking channel, holiday period, and snow conditions in the early and late season. The key result is that a lack of snow depth in the early season leads to a significant increase in cancellation probability. Lack of snow in the late season also increases cancellation probability particularly for guests booked via OTAs. Cancellation probability is lower for online bookers and business clients, higher for large groups and increases during the peak season. Timing of booking is highly relevant with early bookings exhibiting a significantly higher cancellation probability. Results have several implications for hotel managers. Knowledge about the role of weather related cancellations is important for revenue forecasting. Given the lower cancellation risk of guests booking online via OTAs and that of business travellers, it might be possible to overbook hotel rooms.

Keywords: cancellations, hotels, snow conditions, time of booking, probit model

Using smart devices to measure length of stay and travel routes
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Information and communication technology plays an increasing part in tourism. Everything is done online and social media plays a big part of every journey. Seeing pictures from friends on social media gives an idea about where to go. Then the media is used by the traveller to get information about the destination, where to dine and stay. He then tells his story on social media giving others ideas for future journeys. Travelling has never been as easy.

The technology is also important for destination management. Sensors that detect WiFi and Bluetooth in vehicles and smart devices, as phones and computers, are new and are being used in traffic control as well as in crowd management at airports. For destination management at tourists’ sites it is important to know
the number of visitors, how long they stay and their travel routes. It gives information about the pressure of tourism and the volume of infrastructure required. This new technology gives managers of destinations new tools for destination management.

With one sensor it is possible to measure length of stay at destinations. The smart device is detected when the tourist arrives and again when he leaves the destination. In addition two or more sensors can give information on the travel routes and the travel time between destinations. The value of this new technology for management of destinations will be discussed. Examples from Iceland will be presented, both on length of stay and travel routes.

Keywords: Destination management, Bluetooth/WiFi sensors, social media, Iceland

A prototypical development of business intelligence in a destination – the case of Halland, Sweden.
Maria Lexhagen (Mid Sweden University, Sweden), Matthias Fuchs (ETour, Mid Sweden University, Sweden), Wolfram Höpken (University of Applied Sciences Ravensburg-Weingarten, Germany), Tatiana Chekalina (ETour, Mid Sweden University, Sweden)
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As the main driver behind innovation capacity of tourism destinations, knowledge has been identified as the essential base for long-term competitiveness and sustainable development (Jafari 2002; Hjalager 2010; Buckley 2012). Furthermore, following the knowledge-based view of the firm (Grant 1996), an organization’s value is limited by the amount of knowledge within it. Information and communication technologies (ICTS) play a crucial role to increase the knowledge base of destinations and their stakeholders. Organizational learning and managerial effectiveness can particularly be enhanced by applying methods of business intelligence (BI). However, overall, in contrast to other branches, business intelligence (BI) applications are still a rarity in tourism destinations (Fuchs & Höpken 2009; Fuchs, Höpken & Lexhagen, 2014; Chekalina, Fuchs & Lexhagen, 2014; Höpken, Fuchs, Keil & Lexhagen, 2015). The main purpose of this presentation is to provide an overview of on-going research which prototypically develops a business intelligence system for multiple destinations in the region of Halland, Sweden. The conceptual foundation and stakeholder requirements are highlighted. Also, first examples of various elements of the business intelligence prototype, such as social media and web navigation analysis as well as destination brand equity measurement, are presented.

Keywords: destinations, business intelligence, big data, knowledge
Parallel Session II: 14:00-15:30

Room C227

SESSION 18: The role of the DMO in the digital era

Disruptive trends in digital tourism - Do DMO’s and OTA’s have a future?
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In this paper, we explore recent digital trends in tourism, based on a trend analysis study for the Visit Arctic Europe project. By analysing recent scientific papers and white papers about digital technology, we identified megatrends in digital business transformations, with the aim of providing tourism enterprises an updated scientific business intelligence on digital trends. Information technology has played a fundamental role in the development and growth of the tourism industry, and tourism industry is one of the most significant users of Internet technology, which has become one of the most important communication tools for travellers as well as for tourism enterprises. Disruptive megatrends in society change way of living and doing business. The paradigm shift towards digitalisation, e-business, e-commerce, e-payment, e-tourism and e-traveller and the new digital generations will strongly influence tourist behaviours and the tourism industry. Disruptive hardware and software evolution such as mixed reality, artificial intelligence, robotization and automatization, psychometrics micro-targeting, big data, cloud computing, blockchain technology, gamification, holographic telepresence, web 4.0, IoT, and much more, together with the “experience turn” towards co-creation, customer-cantered experience management and user-generated content, challenges traditional business organisations and value chains. We will show how traditional DMOs and OATs must adapt and undergo a digital business transformation to meet the emergence of meta-mediates, mega-online travel retailers, digital tour operators, mobile travel retailers, autonomous travel counsellors, virtual e-agents, and the instant booking on social media and search engines.

Keywords: Digitalization, e-tourism, DMO

Has interactivity and connectedness seized tourists’ use of tourist information centres?
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Tourist information centres (TICs) are currently closing down in many cities, and more mobile units are introduced due to the perceived lack of relevance for today’s tourists. But are TICs really irrelevant? Has new technology entirely changed tourists’ information search, or are traditional sources – such as TICs – still of interest for tourists when they search for information? In our ongoing research project, we explore German tourists and how they search for tourist information at home and while travelling in Sweden. The overall aim is to understand how tourists’ information search behaviour affects the choice of attractions. The project is run in collaboration with Ystad municipality and Vimmerby, two destinations where we have interviewed German tourists. Another method we have used is questionnaires that were send out to Germans via Visit Sweden’s Newsletter and Facebook page. Preliminary results show that traditional information sources are still highly relevant. A visit to the local TIC seems just as important as guidebooks and maps. Such information sources are often used in combination with the Internet. What we see is a mix of old and new sources rather than the Internet totally replacing the old ones. German tourists to Sweden appear to have a rather traditional view regarding information search. Destination marketing organisation should therefore keep in mind that not all tourists have gone all in for digital sources.

Keywords: TIC, DMO, German tourists, information search, information sources
Constructing smart tourism destinations, prerequisites and consequences
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In constructing smart tourism destinations DMOs have to take the lead. Previous research shows how radical service transformations are dependent on one (or a few) central actors. Companies, firms or organisations with insight, resources, engagement, motivation and foresight have to act as prime movers. For tourism destination development, DMOs are the one. The aim of this research paper is to discuss the role of the DMO in the digital era by introducing the Smart tourism destination concept. Smart in the Smart tourism destination concept is defined and explained, and a destination model for how data in a digital landscape is transformed into information and Intelligence presented. In the emerging intelligent networks based on IoT and Big data, the roles of DMOs are scrutinized, prerequisites for these types of intelligent networks to come about analyzed and consequences thereof, for different types of actors, presented. The Smart tourism destination model is exemplified in this study by one case study from Finland. Interviews with six informants representing three different types of actor groups, DMOs, system providers, and tourist firms have been transcribed for analysis. The first preliminary findings indicate a new role of DMOs being the destinations intelligence resource. The Smart tourism destination concept was accepted, but it does not come without challenges when put in practice.

Keywords: Smart destinations, IoT, Big data, DMOs new roles

The changing role of the DMO – experiences from Dalarna region
Jörgen Elbe (Dalarna University) and Lotta Magnusson (Visit Dalarna)
The tourism landscape is going through rapid change. Aspects such as the development of information technology, the sharing economy and low cost air travel have had significant implications on tourists' behavior and preferences. These changes have led to a strong concentration of tourism to metropolitan areas, while more rural areas have to differentiate their offers to being competitive. This has posed major challenges on destinations, where the role of the DMO gradually has changed from being an information provider (“the tourist organization”), to a body responsible for coordinating joint marketing (“the destination marketing organization”), to an organization which has to have a strategic orientation (“destination management organization”). Such a new role requires a holistic view which includes everything from defining the destination, secure long term infra-structure investments, to identify common goals and interests among a diverse range of stakeholders. In this session, the radical development and transformation of the organization of tourism interests in Dalarna is presented. The participants are encouraged to participate in a discussion in connection with the presentation.

Room C220
SESSION 8.I: City destination interconnectivity: New roles for destination marketing and management

Medical Tourism: A Symbiosis between Healthcare and Tourism
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Medical tourism is one of the fastest growing interconnected global industries. It is largely a big city tourism phenomenon where patients seek healthcare in major cities in Asia, Europe and North America. More and more patients are willing to travel long distances to gain rapid access to high quality and affordable healthcare. Three factors are determining the flow of patients to holiday destinations. Essential to attract these tourists are: a high standard of healthcare, the provision of accessible care with short or no waiting lists, and the affordability of care. These three factors largely determine the flow of medical tourists globally.
In our research, we visited and interviewed hospital personnel in major cities in North America, Asia and Europe and classified the different medical tourist destinations into nine categories. These categories are depending on the cost of care and the degree to which the hospitals and travel destinations have prepared for the growing internationalization of healthcare. Furthermore, we study the destination marketing of medical tourism. When deciding on a place to seek healthcare, potential patients are choosing which country to travel to, and which hospital to seek care at. The ability to travel easily and find high quality tourism facilities has an impact on the decision regarding where to undergo treatment. Interestingly, high-end hospitals in the US place their children’s hospitals near major tourist attractions, for instance in Florida. Another trend combines hospitals and hotels into so called Hospitels, with high quality hotel accommodations offering first rate access to healthcare.

Keywords: destination marketing, healthcare, interconnectivity, medical tourism, patient mobility

Connecting a city to the past
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This paper aims to show, through case study examples how the city as a destination may be connected to the past. Drawing on the experience of cities such as London, Rome, and Venice it looks at change, and continuity in the life cycle of a city destination, and questions what has attracted tourists in the past, and how does technology increase, or enhance tourists' experiences today.

As a special case study, Dresden, Germany will be used to show ways in which connections to the past are utilised in the context of city tourism. A city with a long history as a tourist destination, much of its physical cultural heritage was lost in 1945. However, since the break up of the former Eastern-bloc, the city is rapidly restoring its historic attributes, connecting the 21st century tourist with former eras. More than a pastiche, or historic veneer, a style of contemporary nostalgia is evident, recreating a lost cityscape. A British tourist’s journal from 1911 will be used by the author to illustrate interconnectivity, and the new roles for a re-emerging city destination.

Keywords: Heritage, culture, contemporary nostalgia,

City destination image - How destination characteristics can be interconnected with visitors' destination image
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Destination Management Organisations (DMO) package the city image into a clear brand in order to attract foreign visitors (Eringa & Zhou, 2015). Still it is a complex task to analyse visitor segments' image experiences (Stepchenkova & Mills, 2010). Unique characteristics of tourism destinations are exploited by DMO:s and tourism companies, such as their identity (Valls et al., 2012), in planning and marketing products for different visitor segments. Besides, big cities are typically more well-known and organised destinations which opens for new forms of image marketing (Lucarelli & Berg, 2011).

The purpose of the research project is to investigate the characteristics and interconnected images of a city destinations; and visitor segments' experiences of city images based on image attributes. A multidisciplinary approach with an explorative purpose is used. The theoretical framework consists of city destination characteristics and images, image experiences, and visit motivators.
Typical characteristics and visitor segments were identified in the case of destination Stockholm in our pilot study. The results have been used in a qualitative investigation about the city image and its attributes, and also visitor's image expectations and experiences. Furthermore, an overall case study of Stockholm city will be conducted.

The knowledge contribution relates to new city destination characteristics connectivity to images. Furthermore, the image impact on visitor travel motivators before and after visiting the destination. A model will be developed about “visitors’ image positions”, based on the visitors’ assessment of destination image attributes. This knowledge will support tourism companies and DMO:s to develop image marketing tools.

Keywords: Destination image, Destination characteristics, Visit motivator, Image marketing and City destination.

Challenges of collaboration in old townscape
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Contemporary cities are increasingly viewing cultural/heritage tourism as an area of tourism with great potential in city development, building city brands as well a local community. The relationship between heritage and tourism is complex since preservation and commercialization often are viewed as contrasts. Heritage tourism is among the most significant types of tourism and includes visits to sites of historical importance. The concept of heritage is wide hence in this paper focus is on old town areas and the development of old townscape. A townscape is here to be viewed as a holistic entity although there may be differences regarding the preservation, spatially and social objectives of the area. An old townscape is sometimes a site for visitors (a destination), as well as a site for business (a workplace) and residents (a home). There are stakeholders from public, private and nonprofit sectors involved in the development of old townscape. Hence there is a need for dialogue and cross-sector collaboration among stakeholders in order to develop heritage tourism that is beneficial to all. Existing research show that the inclusion of stakeholders in planning and implementation is crucial. There are calls for further research to understand how collaboration work in different heritage sites. The purpose of this paper is to study the stakeholders’ challenges and views of collaboration and co-shaping of cultural heritage, here an old town in a fortress city. The data collection includes interviews with stakeholders and observations. Findings point out the importance of inclusion, communication, shared visions and strategies in order to balance the attractiveness of the old townscape for visitors, business and residents.

Keywords: cultural heritage, townscape, old town, stakeholders

Without transportation no tourist industry. Case Sweden / Stockholm
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The transport companies driving tourists to major cities in Sweden have problems when it comes to traffic congestion in cities such as Stockholm, Gothenburg and Malmo.

These bus operators are not allowed in bus lanes, causing long delays in traffic jam risking not to arrive in reasonable time and they may not make some right or left turns in city traffic, this means that they have to make a detour to reach their goal. They have to pay congestion charges, sometimes several times a day; there is a lack of disembarkation places at the various tourist attractions, which means that they often have to stay in the middle of the street forming an obstacle to other traffic. Last but not least, there is limited parking for bus operators when they need to park overnight. They have to search for a suitable parking place
and it can take a long time and be far from the hotel where the bus company's guests stay. This affects both the bus driver's working and driving time. It might also increase the risk of burglary in the bus.

This study would examine how local tourism businesses like hotels, restaurants and visitor attractions are acting to assist and facilitate for the transport companies when they bring tourists / guests / visitors to the destination. For how long time are the carriers willing to drive to destinations where they only perceive problems?

Is the tourist industry at these destinations aware of the problems and what do they do in that case to influence municipal decision-makers?

Keywords: Transportation, cooperation, traffic problem

Room C327
SESSION 9.1: Influencing sustainable behaviour in tourism & hospitality

Who is the "Right" customer: icon design in guiding appropriate tourist behaviour
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With the increased international mobility, more and more tourists are brought into an intercultural environment. But because of unfamiliarity with overseas customs, criticism may arise in the encounters between international tourists and destination communities.

In case of Chinese outbound tourists, although this market is rapidly growing, for many of these tourists it is still the first time that they actually visit foreign countries. As such, even the adults may find themselves unaccustomed to the destination's norms and rules and behave in an inappropriate way due to their lack of experience with these customs. It will help if outbound tourists understand some of destination's values and customs before their visit. Those visitors who show tolerance and could adopt a proper form of behaviour could be targeted as the "right" customers for the destinations.

This exploratory study examines the extent to which icons can be designed to guide proper behaviours of Chinese tourists who plan trips to Giethoorn, a Dutch village often frequented by a large volume of Chinese tourists. Icons of "do's" and "don'ts" were designed based on universal recognized rules and moral beliefs, as well as the Dutch social and cultural traditions. The icons were posted on Chinese social media platforms and the reflections of potential visitors were investigated. Compared with the textual guidelines of proper tourist behaviour, icons are easier to be accepted as they can avoid the ethical issue that to blame a certain language users. With the vivid and playful images, destination also avoids to be boring with too many regulations.

Keywords: nudging tourist behaviour, icons, right customer, Chinese tourists, Giethoorn

Antecedents of sustainable hotel entrepreneurship
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Currently there is a research gap in academic literature on the antecedents of sustainable hotel entrepreneurship and how they translate to actual sustainable behaviour. It is needed to explore the reasons
why managers chose to engage in sustainable entrepreneurship, and take certain actions, but will not take others. A manager’s positive attitude towards sustainability does not necessarily translate to actual sustainable behaviour (Ajzen, 2002). Research on pro-environmental and pro-social behaviour conclude that values are stable antecedents of behaviour. Values might therefore predict not contemporaneous and future choices (Steg et al., 2012; Stern et al., 1995; Schwartz, 1994; De Groot and Steg, 2008). Values guide pro-environmental choices such as energy reduction and car use (Lindenberg and Steg, 2007). This research will use existing theories on pro-environmental and pro-social behaviour to explain the discrepancy between attitude and actual behaviour, and to explain how in theory to connect to intrinsic motivations. Though not the main objective of this study, this knowledge may be used to connect with the intrinsic motivations of hoteliers as to nudge them towards (more) sustainable choices.

The main research question is: how can the attitude of SME hoteliers towards sustainability be made more salient as to nudge them towards (more) sustainable behaviour?

A theoretical study will be carried out to explain different pro-environmental and pro-social behavioural theories and theories of sustainable entrepreneurship, as well as motivations for and barriers of sustainable behaviour. The aim of this study is to design a generic theoretical framework for future research and to design a conceptual model that enables understanding how attitudes of SME hoteliers towards sustainable entrepreneurship does or does not translate into actual sustainable behaviour.

Keywords: Sustainability, sustainable behaviour, attitudes, sustainable entrepreneurship

Studying infrastructure’s impact on sustainable consumer practices by exploring the case of boat maintenance practices in the Baltic Sea
Bianca Koroschetz & Cecilia Solér
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Around 3.5 million leisure boats in the Baltic Sea use coastal areas for recreational boating. All leisure boat owners struggle with marine biofouling on their ship hull, consisting of several organisms like algae and mussels. Marine fouling needs to be avoided, as it increases fuel consumption and limits the manoeuvrability of the boat. However, most boat owners use biocide-based antifouling paint to avoid fouling on their boat hull but this causes particular problems as the use of these products continuously adds to the distribution of biocides in the coastal ecosystem of the Baltic Sea.

In general boat maintenance is strongly bound up with do-it-yourself (DIY). Maintenance includes the preparation work in the spring like scraping, the painting and the cleaning such as washing the boat hull in the autumn after the season. During maintenance work, such as scraping, paint fragments are removed and can pollute either the surrounding water or soil. Providing boat yards with an optimum infrastructure, such as a wash water collecting system, can decrease the spread of toxins. We therefore ask: What does infrastructure prohibit or enhance sustainable boat maintenance practices?

The paper uses a practice theory approach to study the role of infrastructure shaping sustainable consumer practices. Focusing on a multiple case study of marinas in Sweden, Finland and Germany, it explores in which way infrastructures have a positive or negative effect on boat maintenance practices. Our findings illustrate that there is a strong relationship between infrastructures of harbours and sustainable boat maintenance practices. This achieved knowledge can be used by policy makers to develop different policy interventions to achieve a behavioural change in boat maintenance practices and decrease the amount of toxins leaking into the Baltic Sea and keeping the Baltic Sea an attractive tourism area.

Keywords: Sustainability, Antifouling, infrastructures, policy
Policy making’s critical roles in sustainable tourism development
Ida Marie Visbech Andersen (Events, Experiences and Tourism, Lillebaelt Academy, University of Applied Sciences, Denmark) & Bodil Stilling Blichfeldt (University of Southern Denmark, Denmark)
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In 2014 the neoliberal government in Denmark decided to open up for tourism development within coastal zones previously protected from such development. A central idea was to give municipalities and tourism stakeholders an opportunity to “establish sustainable physical tourism projects with future development opportunities and perspective” (Danish Business Authority, 2014: 13). Our content analysis of the approved development project proposals (published elsewhere) showed weak commitment to sustainable tourism development as understood in academic terms. In the project proposals, socio-cultural and environmental issues such as conservation, degradation of coastal zones, community wellbeing and local support were not prioritised whereas economic effects such as job creation and increasing carrying capacity were emphasized, pointing to a narrow enactment of sustainability that does not align with more holistic academic approaches. The role of governments as catalysts for incorporating sustainable principles is widely recognised, but the approach to tourism planning taken by the Danish government in this pilot project aligns with a traditional boosterism approach, focusing on economic benefits. The policy makers thus failed to facilitate or inspire coastal tourism development characterised by sustainability. Without a clear definition or explanation of sustainable tourism development, there seems to be no clear guidelines for tourism actors to follow when trying to incorporate sustainability into new development projects. Using the case introduced as an example, the presentation seeks to discuss sustainability as a concept actively used, and potentially ‘misused’, by policy makers, hereby adding to understandings of sustainability not as the sole responsibility of the tourism industry, but as a concept constructed in, and by, relations between policy makers and the industry.

Keywords: Sustainable Tourism Development, Coastal Tourism, Protected Areas, Tourism Policy, Denmark

Institutionalist Perspective on Public Sector in Tourism: The Case of Turkey
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Institutions matter. Institutions are structures which shape behaviour of actors (Rosamond 2004: 114). Institutions establish social order and perform tasks required for sustaining the society (Blyth 2002:296). Peters (1999: 18) considers institutions as “a structural feature of the society and/or polity”. According to Peters (1999: 18), institutions can either have formal structure (such as legislation or agency in the public policy) or informal structure (such as a network of interacting actors or a set of shared norms). The paper aims to analyse development and implementation of tourism policy making in Turkey through the lens of new institutionalism, more specifically through historical institutionalism and sociological institutionalism. Historical institutionalism focuses on historical and political structures, practices and its logic of explanation is path dependency. On the other hand, sociological institutionalism attaches importance to culture and norms of social actors and defines institutions based on cultural frameworks and cultural norms. According to sociological institutionalism, we can assume that public policy in tourism involves socially constructed and culturally framed political institutions. Sociological institutionalism uses logic of appropriateness for explaining institutional change. In this theoretical framework, this paper aims to discuss the patterns of interactions among actors and the role of public bureaucracy in tourism development in Turkey.

Keywords: Historical Institutionalism, Sociological Institutionalism, Turkey, Tourism Policy Making
Temporary Resident Evil? Planning for Second-Home Tourism
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Second-home tourism is a popular form of tourism in many countries. Sweden has approximately 660 000 second homes and more than half of the population have access to second homes. Local communities and municipalities are affected by the impacts of second-home tourism in the form of increased demand for public services such as sewerage, water supply, garbage collection, elderly care, etc. These impacts from a mobile population have to be continually handled by local planning authorities. But literature on public planning is often based on the assumption of an immobile – officially registered – population, whereas tourism planning literature focus mainly on the effects of commercial tourism. Second homes, being found somewhere between migration and tourism, have not been sufficiently examined from the destination’s perspective with planning in focus. The aim of this paper is therefore to investigate how municipalities responsible for public planning perceive second-home tourism, which problems and benefits are identified and how these are dealt with. Structured interviews will be conducted with officials from approximately 20 Swedish municipalities, selected using the second-home landscapes created by Back and Marjavaara (forthcoming). The selection is made in order to capture the uneven geography of second homes, where different types of second home landscapes are assumed to result in spatially varying impacts.

Keywords: second homes; tourism; mobility; planning; peripheral areas

Heritage = Tourism?
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There seem to be an underlying premise among actors dealing with heritage preservation and its use, that such sites attract tourists. The assumed possibility of economic benefits of heritage is found among local Norwegian government. In particular, in remote and rural communities in need of new job opportunities and with reduction or stagnation in number of residents, commodification of heritage, and in particular a site listed by UNESCO as World Heritage, is often upheld as something that will boost local economy, attract new citizens, and give new opportunities for the local tourism industry.

This is not necessarily the case. This paper analyses an industrial heritage site, the copper mine at Raipas, located on the way and close to a World Heritage Site located in the municipality of Alta, Northern Norway. The purpose is to demonstrate how even such an apparently favourable position of industrial heritage do not necessarily makes that the copper mine attracts any substantial amount of tourists. As most other tourist attractions, heritage sites are dependent on, what can be labelled a regional tourism system and investments for facilitating for tourists. The question discussed is if heritage sites’ often limited potential as tourist attractions should have an impact on public funding of local heritage.
**Bidding for the World Championship in biking 2017**
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This paper addresses the Norwegian national bidding process for hosting a major sport event - the UCI Road World Championship in cycling – to be held in Norway in 2017. The main research questions addressed were: What were the factors emphasised in the bidding process? An inductive, explorative approach was used, starting with the broad theory of event planning processes (Getz, 2005; H. Westerbeek et al., 2006) and bidding processes (Emery, 2002; Feddersen, Maening, & Zimmermann, 2008; H. Westerbeek, M., Turner, & Ingerson, 2002). They applied documents analyses and semi-structured interviews with key experts that had been participating in bidding processes of those cities. Strong position of the city in the international tourist market, good relationships between decision makers and bidders, the experience of the bid team from before and, good developed and stable stakeholder networks were decisive factors. This early results confirmed the importance of having a spectacular event that will attract a lot of visitors and spectators from the entire world, by putting the importance of economic issues and technical arrangements “on the back burner”.

The findings might be useful for the other cities that have an ambition to bid for hosting the major sport event and gets extra information of how to make their strategies being the winning ones.

Keywords: Factors of success, bidding process, stakeholder cooperation, network theory, stakeholder theory

**Competition and festival failure: Societal costs and benefits related to the rise and fall of Swedish music festivals**
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The same day that the music festival Peace & Love, at time the biggest in Sweden, declared bankruptcy, a local politician in Norrköping, wrote the following post in a public blog (hosted by one of the local newspapers): “When I today read that the Peace & Love in Borlänge goes bankrupt (outrivalled by Bråvalla festival in Norrköping), I laughed and clapped my hands. Sorry Borlänge, but I couldn’t resist. You were beaten by a better city, a better festival.” Previous research has explained the failure of Peace & Love as a combination of three components: (1) an organization in a vulnerable position with reference to the life cycle curve (2) A strong new competitor entering the Swedish festival market, The Bråvalla festival in Norrköping, (3) Uncertainty and group dynamics changing festival visitors’ behaviour, searching for the new place to be.

Obviously the failure was (partly) a consequence of competition, between festivals and between places. The loser in such competition might be festivals without commercial interest driven by idealistic motives (such as Peace & Love festival) and the citizens of the outrivaled city (in this case Borlänge). Departing from the case of the failure of Peace & Love music festival, this paper intends to deepens the discussion and consequences of festival and place competition. It discusses some possible consequences for society when events run by civic associations are closed down and replaced by privately for profit driven events. It also discusses possible consequences for society when cities use events as instruments of public policy meanwhile supporting the strategies of international companies.

Keywords: festival failure, event competition, place competition, societal costs
Social impact evaluation in event portfolios
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The social impact of planned events has historically taken a back seat to economic impact studies. However, the rise of Corporate Social Responsibility in the private sphere and an increasing sustainability-mindedness in public policy making – has spurred progress in research on social impact evaluation to a point where it is now relatively well developed.

Nevertheless, some knowledge gaps remain. The literature landscape relating to social impacts of planned events primarily deals with impact scale development, scale testing and comparative studies between events. These investigations are often case study based with a focus on determining the impact of singular (or a couple of) events, often employing methodologically rigorous lists of survey items that are directed toward host community residents. Whilst detailed and contextually sensitive, they are difficult to scale up and apply in volumes that are sufficient for the strategic planning of entire event portfolios. Thus, to put it in another way, efforts to develop impact evaluation methods for wholesale use on portfolio and destination levels have so far been modest. Scales and measures that could be used across entire event portfolios demand ease-of-use, generalizability, and most of all, widespread credibility with a range of event stakeholders.

This research intends to address this need by moving towards an event portfolio model for social impact studies. A Delphi approach will be employed to explore where the consensus lies with regards to evaluating the social-impacts of events in a portfolio context. The author hopes to compile a list of criteria that are valid for use in event portfolio development.

Keywords: events, event portfolio, social impacts, evaluation

Subjective well-being of sport event participants: A study of five large sport events
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Why do amateur athletes invest so much time and money in their pursuit of self-fulfillment? Does it give them a happier life? Subjective well-being (SWB) can been defined as “an individual’s evaluation of the extent to which he or she experiences positive or negative affect, happiness, or satisfaction with life” (Frey, 2008). The research literature often uses SWB as a substitute for the terms ‘happiness’ or “life satisfaction. This study starts from the assumption that SWB is an ultimate objective for all of us and that the behavior of sport event participants can partly be understood with the help of this concept.

The research questions addressed in this study are:
1. What effect does sport event participation have on subjective well-being (SWB)?
2. Does SWB have any effect on the attitudes and behavior of sport event participants?

Thus, we are interested to study both the causes and the effects of SWB for participants in large-scale sport events.

Serious sport athletes pursue a career in amateur sports, including event participation, increasing their skills, knowledge and experiences along the way (cf. Stebbins, 1992). These event participants can be classified as serious sport tourists (cf. Shipway and Jones, 2008) striving to achieve higher-order needs. The concept of serious leisure, developed principally by Stebbins (REFS), helps us understand this dedicated group and their strife for self-fulfillment.
The objectives of this study are to describe, analyze and discuss the relationship between serious sport tourists’ attitudes and behavior, event participation and SWB. The results contribute to the growing body of literature on serious leisure as well as for event management research and the management of (serious) event participants. Richards (2014a) states that most event and SWB research has been undertaken in a cultural event context and more research is needed in a sport event context. Thus, this paper will help close this gap and add knowledge concerning the relationship between sport event experiences and participation and SWB.

In order to answer the research questions and the objectives of this study, five of the world’s largest participant events in their respective sport have been studied. It includes a half-marathon, a cross-country running event, a Nordic skiing event, a swimming event, and a cycling event.

The Creation of Sea Food Festivals
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Food tourism is an important element that contributes to strengthening the gastronomic identity of a destination (Andersson, Mossberg, 2016). It often enhances the visibility of tourist destinations through the organization of events dedicated to food which are able to leverage on the local culture and its specificity (Marchini, Riganelli & Diotallevi, 2016).

Food festivals aim to promote local gastronomy through the exploration and tasting of typical food products of the local area. Moreover, food events could help developing tourism by improving the relationship between guest and host, and introducing tourists to local flavors and traditions during their vacation. (Getz, 1991, 2000; Ciani & Diotallevi, 2013; Mitchell & Mitchell, 2001; Sidali, Kastenholz, & Bianchi, 2013).

Generally, existing research on food events concentrate mainly on rural areas (Hall & Sharples, 2008; Hollows, J., et al. 2013).

The aim of the study is to contribute to the food events literature by focusing on a maritime environment. Qualitative research and case studies on sea food festivals in Italy and Sweden have been performed to understand how different approaches related to tradition and marketing can influence the process leading to the creation of sea food festivals. Moreover, the purpose of the research is to investigate the ideas of the stakeholders involved and the relationship between them, interviewing the organizations managing these events.

Keywords: Food tourism, Food events, Seafood festivals, Event management

Room C313
SESSION 12+25.I: Creating Tourism Knowledge in a Hyper-Connected World

Strategic Tourism Knowledge in peripheral regions: The case of Finnish Lapland and Madeira
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Communities in peripheral regions areas are facing considerable social changes as a result of depopulation and the shrinking of traditional industries. In this regard, tourism has been acknowledged as a vehicle for facing these changes and thus, promoting economic and social development. Tourism has indeed become a
central policy issue in the strategic planning of most European peripheral regions. Some regions has even created strategies for tourism development. This is the case of Finnish Lapland and Madeira which have developed their own tourism strategies. Tourism has been the focus of development in Finnish Lapland since the 1980s and in Madeira since the 1970s. Statistics show that tourism has a significant economic impact on both regions. In 2017, direct income from tourism in Lapland was $630 million euros and in Madeira was $376 million euros. Direct tourism-based employment in these two regions is equivalent to approximately 5000 person-years. In this paper, we critically evaluate the nature of tourism knowledge driving tourism planning and development in peripheral regions by drawing upon the cases of Finnish Lapland and Madeira. To that end, we analyze and compare the current tourism strategies of both peripheral regions. The results of the study will help to understand knowledge power relations and the ways of knowing that determine how tourism should be developed in a peripheral region. It will also help to identify differences and similarities about tourism knowledge in peripheral destinations situated in different geographical and cultural areas.

Keywords: Tourism development, peripheral region, strategy, knowledge

Sharing and co-creating scientific knowledge with tourists – Scientific tourism on the Seili Island
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The current study examines scientific tourism through a literature review and a case example: The Seili Island where the University of Turku is developing scientific tourism. Seili has a long hospital history; lepers were relocated to the island already in the medieval times and the first hospital was established in the 17th century. The second hospital is from the 19th century and, after leprosy was defeated, hosted mentally afflicted patients. When the hospital was closed down in the 1960s, the Archipelago Research Institute of the University of Turku established a biological research station on the premises. Due to the rich cultural and natural heritage and established scientific activities, Seili has become an attractive tourism destination with nearly 10 000 visitors during the summer months. According to the development plans, the amount of tourist will increase significantly, which has created critique in the local media, highlighting the need for a sustainable tourism development.

Scientific tourism has been understood as tourism activities conducted by researchers and students for scientific purposes (c.f. Slocum, Kline & Holden, 2015). However, it can also be understood as a wider phenomenon related to tourist motivations of learning and self-actualization (Bourlon & Torres, 2016). This wider notion of scientific tourism is a sub-category of nature-based or cultural tourism (Hall & Saarinen, 2010) but has been scarcely researched. The learning experiences enabled by scientific tourism follow the principles of the experience and transformation economy (Pine & Gilmore, 1999; Sundbo & Darmer, 2008) in which consumers search meaning through self-enhancement and intellectual growth. The value of scientific tourism lies in active participation in scientific research or more passive involvement in science or education.

Keywords: Scientific tourism, scientific knowledge, tourism development, experiences

The Visual as a Pathway to Emotions. Reflections on event volunteer affective autoethnography
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This study reflects on the role of various visual data in an autoethnographic research project on event volunteering. The longitudinal and multi-sited data on volunteering was collected in several events and festivals over a period of five years. The autoethnographic account produced examines event volunteer knowledge and its role in the implementation of events. The research task is tackled by using the concept of co-creation and to further the idea of knowledge in the discussion, the concept of choreography is used as
an analytical framework. Choreography constructs knowledge as active doings performed through the body that is referred to as ‘knowing’ in this study.

In analysing the data the role of the visuals became significant in interpreting the affectivity of volunteer knowing. The visual data included pictures taken in the events, a 30 minute documentary film on volunteers at one of the events and YouTube videos on events the author volunteered in. In addition, the secondary data included YouTube videos on event volunteering in general. The visual data gave access to affective and bodily sensations related to event volunteer knowing. This happened by reminiscing own experience through the data but also by observing and reflecting personal experiences compared to other people’s respective ones.

Keywords: volunteering, autoethnography, knowing, affect, choreography
Impacts of climate change on the snow cover are becoming more visible each and every day and more severe impacts are projected for the future. Such physical changes have and will have their implications for the human systems such as snow-based tourism, depending on the sensitivities and the adaptive and the mitigative capacities of the stakeholders and the actors involved. This study aims for exploring how the demand within and to snow sports areas in Nordic Europe would respond to changing snow reliability and what further consequences could occur. For this purpose, a survey is administered to ski area visitors in order to disclose their behavioural patterns in “bad snowfall/making” years. Furthermore, the survey includes a discrete choice experiment to find out about any future trends to be set should such bad seasons continue. Based on a quantification of tendencies for spatial, temporal or activity substitution and any shifts on the preferred/required modes of transport, changes in the travel related carbon footprints of the ski area visitors are also calculated. It is suggested to integrate outputs of this study with the outputs of a future supply side modelling of the natural and the technical snow reliability, taking account of the emissions from increased snowmaking requirements as well, of snow sports areas in Nordic Europe under a multi agent based model in order to get a clearer and more macro picture of the overall future climate change vulnerability and footprint of the snow sports tourism industry in Nordic Europe.

Keywords: Climate Change, Snow Sports Tourism, Adaptation, Mitigation, Nordic Europe

Chasing Ice: Participatory scenario planning under scenarios of climate change and tourism growth in Southeast Iceland
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In the last decade, several glacial landscapes in Iceland have become popular tourist destinations. These landscapes, however, are extremely sensitive to changes in local climate conditions, resulting into highly unpredictable landscape changes such as retreating glacier margins, emerging pro-glacial lakes and continuously changing courses of glacier rivers and streams. Hence, strategic recreational land use planning in these dynamic environments is an extremely complicated task. To support recreational land use planning in glacial landscapes and improve anticipation of potential undesirable future trends, this study developed a novel planning framework that builds on participation and knowledge of local stakeholders and is able to integrate and assess multiple drivers of regional land use changes simultaneously. The research designed spatio-temporal future scenarios of recreational land use intensity in glacial environments at the landscape scale, and combines qualitative methods, such as stakeholder focus groups, interviews and cognitive mapping, with geospatial methods, such as geo-processing and (pro)glacial land cover modeling. The framework was applied in a case study, a popular glacier site within Vatnajökull National Park in Southeast Iceland. Preliminary results demonstrate the need for a planning strategy based on the knowledge and participation of local stakeholders.

Keywords: Tourism, Climate change, Glacier landscape, Land-use scenarios, local stakeholders,
Tourism and the Anthropocene
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This talk will draw on the conceptualisation of the Anthropocene from the edited volume on Tourism and the Anthropocene (Routledge, 2016), in the context of tourism development and challenges in Iceland. Underpinning these conceptualisation is an understanding of our co-habitation with planet Earth and how we make room for the Earth in our ruminations on tourism and travel. To understand the Anthropocene in all its challenges and variations we need to understand how the Earth communicates with us. A post-humanistic new materialism ontology will be outlined to address these possible means of communication and they then brought to bear on current debates on climate change and sustainability in the context of Icelandic and Arctic tourism. Ethical dilemmas of tourism practices in the Anthropocene will be highlighted and how possible tourism futures might look that take these considerations seriously. These futures will be drawn using Icelandic tourism development and challenges as a canvas.

Keywords: Iceland, Anthropocene, tourism, climate change, sustainability

Persuading passengers to purchase voluntary carbon offsetting: How serious are airlines’ on climate change?
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Introduction
In 2015, the world’s airlines carried almost 3.6 billion passengers and contributed 781 million tonnes of GHGs, over two percent of human-induced GHG emissions (Air Transport Action Group, 2017). The International Air Transport Association (IATA) has stated environmental protection goals, and has established a carbon offset program that offers airlines best practice in the structure and implementation of a passenger voluntary carbon offsetting (VCO) programme (IATA, 2017). To date, fewer than 40 of IATA’s 625 member airlines have established (VCO) programmes, and few of these have followed best-practice guidelines (IATA, 2017).

Aim
The purpose of this paper is to analyse the extent to which the airlines operating a VCO encourage their passengers to purchase offsetting.

Method
Using content analysis, we draw on marketing communication theory, in particular, the communication effects associated with persuasion (e.g., Rossiter and Bellman, 2005) to critically analyse the extent to which these airlines encourage their passengers to offset the carbon footprint caused by their flying.

Findings
Our findings point to an aviation industry that does not take VCO seriously, as evidenced by effectively communicated and operated VCO programmes.

Conclusion
The world’s airlines appear to be ignoring their corporate social and environmental responsibilities, and endangering the very resource they rely on for the demand for their services: viable tourism destinations.
Contribution to research
There has been much research into consumers’ attitudes to and purchase of VCO when flying, but not into airlines efforts to persuade passengers to purchase VCO.

Keywords: Airlines, climate change, marketing communication, persuasion, voluntary carbon offsetting

Room C220
SESSION 8.II: City destination interconnectivity: New roles for destination marketing and management

The impact of Smart Cities Applications on Destination Branding and Tourism Innovation
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Cities become the engines of economic growth ever than before. Economic growth by industrial revolutions has brought prosperity by sacrificing healthy, livable, workable, efficient and sustainable conditions for people. For enhancing these conditions, nowadays, a number of cities have been using big data, technological and innovative delivery efforts that can be called as “smart city applications”. These applications can be seen at government and private building constructions, city facilities, energy, water, gas and waste management, inner-city and inter-city transportation infrastructure, informational and communicational technology infrastructure etc. for citizens and governmental bodies. Cities have become more healthy, livable, workable, efficient and sustainable by using smart city applications. With the greater use of smart city applications, new advantages and opportunities can be utilized by citizens as the micro economic actors of city economics. Smart city applications have contributed city economic development by efficient usage and allocation of limited resources for production: labor, capital, natural resources, and entrepreneurship; made city intelligent by using smartphone penetration, Wi-Fi access points, open data sources, dynamic traffic lights, the use of road sensors, smart parking, information apps etc. These applications have also net-positive impact on environment by reducing usage and unnecessary usage of energy, water, gas, public and private transportation vehicles etc. Smart city applications also, reduces harmful emissions by encouraging environmental-friendly transportation methods and vehicles like cycling, hybrid or electric car etc. On the city branding side, efficient and powerful city economy, tidiness and regularity in urban facilities, enhanced civic imaginary have made city attractive to its target audiences. In this paper, smart city applications in leading smart cities examined. Then, standard and city-specific applications are listed. Lastly, in the light of inferences, some suggestions developed for tourism cities targeting to let economic development by tourism and being an attractive city for its existing and prospective visitors.

Keywords: tourism, city branding, innovation, smart city.

Stockholm Tourism and its DMO
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Since Stockholm almost 15 years ago gave birth to their new slogan “the Capital of Scandinavia” the incoming tourism to the city and its surroundings has increased dramatically. There are several reasons for the success, for example new establishments of two arenas, new shopping malls, new attractions, new hotels and the expansion of Stockholm airport Arlanda to mention some. A good reputation as a safe place in an unsecure world is another reason together with a positive consciousness of strong Swedish exports of food and music among others. The poor Swedish krona has also been helpful, especially during the last five years or so. New trends of travel has also had an impact, for example city-breaks and cruise trips. A region is
a conceptual definition of space and place, and an economic, social and political construction of a territory – like the Capital of Scandinavia. This paper aims to evaluate how the DMO of Stockholm manage to put everything together and if they are able to create a sustainable destination development in collaboration. There are many actors and stakeholders who should act together and who needs to share information to be successful in the long run.

Keywords: Stockholm, DMO, Capital of Scandinavia, Destination Development, Collaboration

Barcelona, a tourist and accessible city: Museums welcoming all visitors. The case study of CosmoCaixa Science Museum
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Barcelona is the sixth most visited city in Europe with more than 8 million visitors from all over the world. (Idescat, 2015) The main tourist icons of the city, La Sagrada Familia, Parc Güell or Barça Stadium-Museum, are world-renowned and are part of the tourist image of the city. Although there are other intangible attractions that also constitute this image as is the perception of Barcelona as an open, tolerant and friendly city. Attributes that are associated with the city and, as such, are perceived by citizens around the world. (López Palomeque, 2015) The city council is working to achieve accessibility for people with disabilities and all those travelers with special needs to create a cohesive city which will favor quality of life and respect for diversity. The tourist offer provides hotels without barriers, accessible beaches, sign-language tours and museums adapted for the blind and partially sighted. This article analyzes the role of museums in Barcelona, and their accessibility from the perspective of universal design. The case study of Cosmocaixa Science Museum is presented as a best practice to work towards diversity through universal design, including in the exposition audio description, magnetic induction loop, the information in braille and adapted guided visits as some of the resources available to CosmoCaixa visitors with disabilities or special needs.

Keywords: Barcelona, accessible tourism, museums, accessibility, universal design

Destination Branding in Industry 4.0
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Destination branding requires focus and commitment of time, people, resources and changes in policies, culture and mindset. Visitors prefer destination brands that convey consistent themes, provide unique experiences, and present minimal security risks. Achieving a consistent brand experience across a destination and all brand touch points is a major challenge in destination branding efforts. Destinations must start focusing on especially the people as they help deliver the experience. If visitors are satisfied with a destination, they may develop an emotional relationship with a destination, and become advocates of it. Visitors often may use personal communication to share their experiences and perceptions. Positive word-of-mouth is one of the important elements that contribute to a brand. There is a strong correlation between positive image and intention to visit. In order to enhance positive feelings of visitors, it is important to provide them positive experiences recalled with excitement, happiness, fun, and joy. Additionally customer care level, customer brand admiration and sub-product qualities such as hospitality, infrastructure, and service are probably among the factors that lead to visitors’ positive experience. Industry 4.0 is the name of fourth wave of technological advancement mainly based on digital technologies. It has significant implications on the nature of work, organization structures, value creation and business models. Industry 4.0 is expected to affect economies by creating jobs, destroying jobs, requalifying employees, changing demanded types of skills, changing productivity levels, increasing level of capitalization, increasing number of new products and services, reducing costs and increasing revenues. In the context of destination branding
in Industry 4.0, any digital brand touch points should not simply focus on the beauties of a destination brand, but should also demonstrate reasons (safe, care, love, easy, fun, joy etc.). Destination management companies (DMC) or destination brands should consider brand experience in creating a unique experience that the consumer could understand and identify with. This is translated for the consumer in terms of perceived experience through the senses: visual, olfactory, taste, aural, touch and linguistic, cognitive, analytical, communicational, emphatic, behavioral as well. Possible effects of industry 4.0 on destination branding and digital brand touch points enhancing destination brand experience are studied in this paper.

Keywords: destination branding, brand experience, digital touch points, industry 4.0

Room C327
SESSION 9.II: Influencing sustainable behaviour in tourism & hospitality

**Evolution of green consumption. Sources of demand for green tourism**

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In 2015 United Nations (UN) announced 17 new sustainable development goals. Countries around the world can approach them together to improve people’s wellbeing. Responsible production and consumption was chosen to be one of the goals, because of growing consumer demand resulting in damage to environment. The objective of the paper is to analyse development of green consumption, especially sources of demand for green tourism services through the Pierre Bourdieu’s framework. Research done in numerous countries showed that modern and traditional culture have impact on consumption patterns in various ways. Therefore, the author will examine how cultural factors impact on green tourism purchase decisions.

While in mainstream economics consumer choices are often exogenous to market transactions and socially neutral, Bourdieu argues that they correspond to one’s economic and social position in a natural way that defines one’s taste. Bourdieu’s “Distinction” stems from the critique of abstract rational choices in economic models. Instead, he proposes an actor who possesses historically and structurally derived resources, abilities, and expectations. To reach the aim of this study, the author will use literature review and comparative studies.

Keywords: sustainable tourism, green consumption, culture, comparative studies

**World Wide Opportunities on Organic Farms as an initiative for sustainable tourism**

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An increasing number of travellers “want to make a difference” and develop themselves while exploring the world. This has become evident through the growing memberships of a diverse array of international volunteer organizations. Can volunteer tourism be an opportunity for a more sustainable development of the tourism industry? This is the question asked in this paper, which presents an undertaken research about volunteers who have been part of the wwoof initiative (World Wide Opportunities on Organic Farms), which is an international network of organizations promoting “organic farming and sustainable lifestyles by connecting volunteers who are willing to work and live together with hosts in exchange for food, lodging and learning opportunities” (WWOOF 2011). This study aims at understanding the connections between who these volunteers are, their social background, values, motives and how their behaviour is related to sustainability and possible impacts in both home area and at the local destination. A survey was
conducted using an online questionnaire distributed to all international woofers registered at Woof Norway, and we obtained a final sample of 1184 respondents. The results show that there is a well-defined volunteer’s altruistic profile which is strongly related to issues of sustainability (ecologic behaviour, organic food consumption, environmental protection, etc.) which become an irreplaceable in this NGOs.

Keywords: Volunteer tourism, World Wide Opportunities on Organic Farms, Sustainable tourism

Local Food in Tourism and Regional Identity
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The consumption of local food products has long been promoted to be rather sustainable. Particularly in the process of the increasing globalisation, it has been considered in the ‘Think global, act local’-movement promoted, which concerning food quickly changed to ‘Think global, eat local’. The purpose in mind is to promote the benefits of local food, including social benefits, such as pride and community forming within the host population. This research project is part of a PhD research, which particularly focusses on the community benefits with link between local food in tourism and identity formation. The research results show a mutual connection between local food and the identity of the local stakeholders, where the local stakeholders feel they shape and contribute to the destination that tourists long to visit while they also feel a bond with their region and, hence, wish to sustain it. Local products, if grown or at least processed in the area, therewith contribute to their liveability. At the same time, local stakeholders also take pride and ownership from the ‘external’ appreciation of the tourists. Concluding one can summarise that the purchasing of local food supports local identity: This stronger the link, the more tourists value the local food as part of the destination they visit.

Keywords: local food, regional identity, sustainability, social impacts

Tourism as a Learning Device for Sustainable Development – The Case of a Biosphere Reserve
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Tourism is often discussed as a problem with regard to sustainable development and therefore counter-strategies sought after. In addition, nature based tourism, to a large extent directed to nature reserve areas such as e.g. national parks, could be a clash of interests due to resistance from local groups who are afraid that their use of the area could be curtailed. This use of designated areas for nature based tourism could challenge both economic and social aspects of sustainable development. But also, instead of being a threat to sustainable development tourism sometimes could be seen as a device for putting sustainable development into practice and the UNESCO Man and Biosphere Reserves (MAB) are here of special interest as having a more pronounced landscape perspective including nature, culture and sustainable development. Also Biosphere Reserves are meant to function as “learning sites of excellence to explore and demonstrate approaches to conservation and sustainable development” (UNESCO, 1996:16) and tourism is very much supported for this. Out of this the tourism development in the Swedish Kinnekulle Biosphere Reserve has been studied and the overall question was how such a development concept in practice interpret sustainability in terms of what, how and where, tourism is carried out. The results show the role of tourism for illustrating and enforcing sustainable behaviour both in the biosphere reserve and as a learning device for sustainable development in general.

Keywords: Kinnekulle Biosphere Reserve, sustainable development, nature based tourism, tourism strategies, landscape perspectives
Room C335
SESSION 5: Nature experiences and digitalization

The use of travel blogs as a digital marketing tool for nature-based tourism in the Nordic archipelagos
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In the Nordic region, nature has been one of the main attractions in tourism. Despite an increasing interest in travel to the area, and the fact that tourism is booming in some countries, there is a lack of travel literature on the small, remote island chains of the Nordic countries, which number literally in the thousands. Archipelagos remain relatively understudied in both academic and travel research. In the Nordic context, tourism-related economic development has focused mainly on tourist destinations, resorts and cities rather than rural communities; yet, most national parks are in peripheral areas of Nordic countries (Hall, Muller, & Saarinen, 2009); thus, a recent boost in tourism to the Nordic countries has resulted in a need to re-envision how small island destinations are marketed. Travel blogs remain an under-utilized resource among researchers. The travel blog implicitly functions as a travel review, something advertisers and tourist boards seek to capitalize on; its appeal is tied to its “authenticity as a first-person, eyewitness account and to the author’s persona as an honest autobiographer of their experience” (Cardell & Douglas, 2016, p.299). This paper will explore through narrative analysis the role of travel blogs in promoting and marketing nature-based tourism in the Nordic archipelagos.

Keywords: travel blogs, storytelling, archipelagos, digital marketing, nature-based tourism

Understanding nature experiences – the role of Internet, social media and the image of the Swedish Mountains
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Information technology is used to attract tourists, manage tourists, and provide information and interpretation. In addition, information technology empower tourists by enabling them to control the process of co-creating and shaping parts of, or their entire experience, and to stage memorable experiences in natural attractions. This research presents findings from five studies: one national survey about mountain tourism, and three case studies carried out in protected areas as well as a netnographic study of social media sites for actors in the Swedish mountain area. The main purpose of the presentation is to highlight the use of Internet and social media in relation to experiences in the Swedish mountain area as well as the image of mountain experiences. Additionally, characteristics of mountain experiences and the changes of these are explored. The overall results suggest that although the Internet is important to tourists in the pre-visit phase it is less important in the on-site phase, specifically in terms of using and sharing information in social media (Wall-Reinius et al., 2015; Fredman et al., 2014; Fredman et al., 2016). Furthermore, changes in the mountain experiences can be seen in terms of activities, preferences, and factors related to visits in the mountain area. We conclude by discussing reasons behind the low interest in the use of Internet and social media while visiting the mountain areas as well as what knowledge about the image of mountain experiences can be gained from the studies.

Keywords: Nature experiences; information technology; visitor surveys; netnographic study of social media; Swedish mountains

Symbolic value of nature experiences: A practical framework
Creation of value for visitors is a critical task for tourist providers. This paper presents the symbolic value of nature experiences from the visitor perspective. As a result of increasing satisfaction of basic needs, there might be needs in the Western world today that are rising even more than functional needs, for example the desire for visibility. Hence, the earlier, quite narrow focus based on the concept of ‘usability’ has been replaced with the concept of ‘user experience’. People seek experiences that contribute to their personal identity, expressed through social media. An experience becomes another form of expressive culture. Consumption obtains a symbolic value as well as meaning through the expression of self. Examples are participants at an outdoor music concert or activity such as surfing, where the participants clearly identify themselves with the group. Previous research has mainly focused on the functional/instrumental value of nature experiences. The functional value to which a product (good or service) has desired characteristics, is useful, or performs a desired function. The purpose of this paper is to develop a new conceptual framework for understanding the role of symbolic value in nature experiences. Guided tours might for example be relevant for experiencing extraordinary viewpoints and photo-points in nature. This can help satisfy tourists’ increasing use of photos from holiday experiences on social networks such as ‘Facebook’ as a way of symbolizing their identity.

Keywords: Symbolic value, nature experiences, social media

Place-based method for digitally enhanced experiences
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The fast pace of technical development within the tourism industry creates a gap between technology and the knowledge. While the technique tends to steer the development, the digitalization within the industry increases rapidly with lack of reflection of how different actors from the industry is included. The tourism industry has primarily concentrated on certain aspects of digitalization, such as marketing and e-commerce. The intention with this paper is therefore to fill an identified gap of knowledge about methods for enhancing visitors’ on site-experiences using digital media, where key actors in the local tourism industry and community are included. By launching the Geomedia approach within the research field in tourism studies, we are building a bridge between technology and people and connecting media with a place-based perspective. By using the so called Geomedia perspective, we focus on ‘who can communicate what at different places?’ What is represented at places and ‘whose’ places are represented (today and in the past)? This paper focuses on an ongoing research project, where the purpose is to develop a method for site specific digital media productions. Taking our starting point in two specific tourist sites, one nature-based site and one cultural heritage site, we use the historical geography in a coordinated innovation process. We have been drawing on knowledge from various agents such as researchers, digital design developers, the public sector, tourism business and users (visitors / locals). The Geomedia perspective has thus inspired us in developing a place-based method, which will be discussed in this paper.

Keywords: geomedia, place-based method, tourism, representation

Into the wild: exploring digitally disconnected travel experiences
Technology is now ubiquitous throughout society and has deep impacts for every facet of human life. It is now the norm for people to carry laptop computers, mobile phones, and to use social media sites such as Facebook, YouTube, and Twitter for both personal and professional purposes. There is no doubt that information technology has also revolutionized tourists’ experiences. Instead of further understanding the co-creating role of ICT in travel experiences, this study takes a novel approach by contributing to the understanding of mobile technology affordances through an exploration of tourists’ disconnected experiences. Affordance relates to how human beings perceive and make sense of their environment to either support or disable their performances. We propose the concept of technology (dis)affordance, focusing on the disconnect and withdrawal of technology to enrich the understanding of affordance. Our study explores technology (dis)affordance in travel experiences by investigating how participants perceive emotions of anxiety, withdrawal symptoms, and relief. To achieve this, a multi-sited auto-ethnography was conducted by the researchers, and a diary method was used with participants who recorded their travel experiences without technologies. The findings further support the essential role of ICT in assigning social meanings that govern technological practices throughout the trip. In addition, we also reveal the ‘(dis)affordance’ of disconnections to some extent ‘afford’ more opportunities for tourists to connect with authentic and embodied experiences. This study contributes to both the literature of disconnection during travel, and a deeper understanding of affordance theory by exploring perceptions when affordances are removed.

Keywords: disconnection, technology, affordance, travel experience

Room C337

SESSION 13: Local collaboration at cruise destinations: Challenges and opportunities of sustainable value creation

Are we poles apart? A north/south investigation into cruise ships tourism

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Cruise ship tourism is the fastest growing sector of the global tourism industry. The increased cruise traffic of the World’s oceans has resulted in ships visiting an increasing number of ports. This has been the case in Iceland in the North as well as in New Zealand in the South. Both countries have experienced substantial growth in the receiving of cruise ships, and moreover, the ships dock at an ever increasing number of ports around both countries’ coasts.

Recent international research indicates that knowledge of the cruise tourism sector is still limited. This paper will investigate the similarities and differences between the local governance of cruise traffic and cooperation of the sector’s stakeholders in Iceland and New Zealand. Face-to-face semi-structured interviews will be conducted with harbour managers, local service providers and tourism policy makers of the municipality of Napier, New Zealand and three municipalities in Northern Iceland. Napier, with a population of 62,100, will receive 55 ships this season with 98,100 passengers. The three Icelandic municipalities combined, counting little over 23,000 inhabitants, will, in the summer of 2017, receive 230 cruise ships with close to 143,000 passengers.

The research’s findings will provide valuable insight into the process of regional planning and policy making in regards to the receiving of cruise ships; indicate opportunities and challenges regarding the co-existence
of land based tourism vs. cruise ship tourism; and illustrate how sustainable practices can be implemented and maintained in regards to cruise ship traffic in both urban and rural areas.

Cruise arrivals as short-term market opportunities: A local supplier perspective
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For many coastal tourism destinations, cruise activities are a temporary phenomenon defined by irregular and often limited numbers of arrivals. For cruise suppliers in small coastal destinations, cruise activities bring short-term market opportunities given by a high volume of both tourists and services a cruise ship arrival requires. Cruise suppliers, such as tourism attractions, harbors and other service providers, deliver temporary services to the cruise market. Hence, the cruise market is often a secondary business activity for those local firms. In order to deliver services to the cruise market, cruise suppliers need to mobilize resources to the exploitation of a short-term opportunity.

This paper explores this temporary transformation process of local cruise suppliers by addressing the following research question: ‘how do local suppliers temporary mobilize scarce resources to deliver service to the cruise market?’ Building upon a comparative case study of Norwegian and Icelandic cruise suppliers, this paper sheds light on different strategies used to mobilize the needed resources to be able to deliver services to the cruise market. Prior studies on local cruise activities mainly address the destination as a whole, focus on local sustainability issues such as carrying capacity, elaborate on local value creation or discuss demand-side issues; the paper contributes to the understanding of cruise arrivals by gaining new insights into the complex nature of cruise arrivals by applying a local supplier perspective.

Is a dock all they need? About cruise ships in Northern Iceland
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Increased global cruise ship traffic is evident in Icelandic waters. Not only have established Icelandic cruise ports in recent years received increased number of ships, but also, cruise ships are docking in increased number of Icelandic ports.

This presentation introduces the first results of an ongoing research in three municipalities in Northern Iceland. Semi-structured interviews are conducted with harbour managers, official tourism representatives and local service providers. Besides seeking answers on how ports become new destinations for cruise ships and what is needed for the receiving of the ships, stakeholder-theory sets the focus of the interviews: i.e. how do the interviewee see their role in the receiving and who should participate in outlining policies and structures on the receiving of cruise ships.

Drivers, barriers and critical success factors for value creation on shore from cruise tourism
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The cruise lines, ports and cities/towns are strongly associated with each other regarding tourism, where the cruise industry presents a challenging relation between local and global, uniqueness and standardization. However, few if any studies have considered what destinations and small and medium sized businesses can do to create and increase value from cruise arrivals. The research question in this study is: How can cruise tourism contribute to regional and national value creation on land through better organization and
development of sub-contractor systems in the value chain? A survey with 200 answers from ports, tourist firms, cruise networks and destinations and 15 interviews are used in the analysis.

The cruise industry is dependent upon having good offers for their passengers. This sets demands on the tourist agencies’ products along the sailing route, both in terms of product quality and organization (product packaging, information, transport).

This study will provide novel insights into the different aspects of how cruise tourism can contribute to value creation on land through better organization and development of sub-contractor systems in the value chain. The interaction between industry actors (cruise companies, ports, tourism enterprises) is emphasized supported by new insights about cruise tourists’ preferences. Thus, we seek to generate knowledge relevant to practitioners such as managers of tourist firms/sub-contractors, ports, and cruise companies; policy makers, such as tourism authorities and agencies, county and municipality administrations and others wishing to increase the possibility for more successful exploitation of ports of call by cruise ship.

**Hurtigruten – a ship paving the way for land-based tourism**

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This paper is based on an empirical study of how a ship company in Norway, Hurtigruten, has paved the track for land-based tourism. In 2006 the Hurtigruten company changed their strategy, from looking at the winter as an off-season, to starting a massive product development and marketing, including a program called “hunting the light”. It turned out to be a success, a couple of years after the ships were filled up also in winter times. One of the founding idea was that to succeed they had to develop tourism product on shore, where the tourists were escorted to attractions in or in the the proximity of the ports of call. The story is about strategic choices, use of modern strategic tools, and international expertise. But it is also about social engineering in local communities on the coast. This paper will present a study of a couple of ports of call, where these processes have been going on. Theoretically, it is about local participation and dialogues as premises for collaboration between a big company and small enterprises in areas not used to tourism, and about obstacles and challenges in these processes. It is also about the role and moral obligations of huge companies in the shaping of tourism based on many small ventures. Towards the end of the paper, it is questioned whether this seemingly successful endeavor, is a way to a sustainable development for the small communities involved. Or whether it is dead end, if the Hurtigruten changes its sailing pattern. The model developed is also about a dependency to external actors and politics, and as such a fragile community development.

Room C313
**SESSION 12+25.II: Creating Tourism in a Hyper-Connected World**

**Doing by hand and creating knowledge – handicraft tourist’s experiences**

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Crafters travel, like everyone else. Many times they choose their destination of a holiday because of the opportunity to learn something new and interesting while having a holiday. There are symposiums for knitters, retreats, weekend courses, which all mean a chance to escape from everyday life. How, in these situations, the tourist experience is constructed and developed from the beginning to end? The main idea of my PhD is to research the tourist experience process in question of handicraft tourism – starting from trip planning and arguing how viewing handicrafts made during a course at home can be the direct link to the
tourist experience and destination. In this paper, I am concentrating to the tourist experience on the spot and using autoethnography as my method of research. Participating in a handicraft course, travelling, spending time with handicraft enthusiasts and learning new ways of making, cultural knowledge etc. creates a beautiful place for collaborative knowledge creation.

In my paper, I argue that it is not only the things we learn and do that creates the experience, instead it is the whole situation – thoughts, atmosphere, scenery, even weather – made together with others. I also argue that researching tourist experience by being a handicraft tourist and enthusiast myself, the best way of creating knowledge is through myself and reflecting the knowledge creation with other participants. I will describe the learning process via the empirical part of my research – and by doing that I am creating knowledge about tourist experience on the spot.

Keywords: handicraft tourism, tourist experience, autoethnography,

Exploring tourism imponderables as we go along
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This presentation is about different ways of making tourism research matter. It focuses on different ways of collaborating and engaging in research with reference to two specific sites of tourism knowledge production. We explore relations of engagement as ways by which we as researchers co-create knowledge about tourism and contribute to the crafting of tourism realities. We argue that knowledge creation is a spatially and temporally situated practice, compositionist effects created through the combined effort of researchers and other actors. We scrutinize the positionality of the researcher and (re-)engage with old and new roles and relationships of the fieldworker. We argue that it is necessary to carve out space for critical proximity and careful research practices, which urges us to stay close to the issues, controversies and problematics taking place in the field.

With reference to what Malinowski, the founding father of participant observation, described as the imponderabilia of actual life we will start by introducing the two engagement sites where tourism imponderable are produced and studied. This brings us to discussing the field and what fieldwork implies when thought through along the lines of relational materialism. We argue that fieldwork enacts a topological space through which we go along as we engage in research and as we try to merge multiple imponderables, in this case to bring knowledge we have co-created with others to bear in diverse contexts. By staying close to the issues, controversies and problematics, acknowledging that we are always in the midst of things, we demonstrate how research is always about composing the world with other actors. Indeed, this means that there is no simple answer for how to make tourism research matter. It remains a matter of concern.

Keywords: Imponderabilia, collaboration, participant observation, critical proximity

SILENT CONFERENCES: Radical Slowness in Methodologies, Experiences and Letters from Undressed Places
Soile Veijola (MTI, University of Lapland, Finland), Emily Höckert (Linnaeus University, Sweden), David Carlin (RMIT University, Australia), Ann Light (Sussex University, UK), Janne Säynäjäkangas (independent researcher)
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For us the year passed has been one of conferring around the notions of slowness and silence. It has meant committing ourselves to radical slowness in thinking, living and writing together. We have walked through three seasons of thinking-well, living-well and writing-well together. Embracing the potentialities of not knowing, our aim has been to enjoy one season at a time – in present tense.
The year began with an invitation that sparked collective, speculative imagination of being-well in silence. We entered the season of thinking-well-together, by exchanging short “postcards” of possible social experiments we would like to conduct with each other. The essence of this season was to tune us into artistic methods of dwelling in place, welcoming and being unprepared.

The following season brought us to living-well-together in real life by way of camping together. By camping we refer to an inclusive and mobile social concept without pre-defined goals and divisions into hosts and guests, performances and audiences, workshops and leisure. The event was rooted in place in multiple ways, bringing together researchers, artists, locals and entrepreneurs to dwell-alongside local forms of life and matter.

We are currently in a season of writing-well-together. The writings follow e.g. methodologies of Companion Letters (e.g. Carlin, Light & Veijola 2014) and offer unobtrusive guiding to silence, slowness, hospitality and living-well-together.

Our presentation will set up a small camp around these ideas, their outcomes and new openings.

Keywords: conference, silence, slowness, camping, living-well, writing, art, research, place
Experiences from collaboration with the industry in tourism higher education
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The aim of this paper is to discuss challenges and collaboration possibilities between tourism courses at a higher educational level and the tourism industry. The findings are based on experiences from a bachelor course taught at the department of Tourism studies and geography at Mid Sweden University.

According to the Swedish Higher Education Act (Lag 1992:1434), first-cycle courses need to develop the ability of students in making critical assessments, problem solving and prepare students in dealing with changes in their professional roles. These requirements orientate on problem-based learning, as well as collaboration with external stakeholders other than the university.

The Event design and management course was developed in order to educate students in the fundamentals of event management and designing event experiences. The course uses methods and tools from the service design approach (Stickdorn & Schneider, 2014) for analyzing and developing event experiences. The concept of service design was then further exercised in collaboration with Östersund football club (ÖFK) during 2016 and 2017. This co-creation process focused on finding solutions for increasing spectator numbers during the home games.

While the course was appreciated by the students and ÖFK, challenges arose from the perspective of the educator in finding the balance between focus on practical skills and theoretical considerations and maintaining a critical and academic perspective in initiating the industry collaboration. This paper discusses these issues in order to address the role of higher education within the subject of tourism to meet the needs of the society, industry and students.

Keywords: Pedagogy, higher education, industry collaboration, tourism, event

Internships in Tourism; The University and Workplaces in Co-Operation, Opportunities and Challenges
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The aim of an internship is to provide students the opportunity to develop job-related skills in preparation for what might be their first “real-world” exposure. Integrating into private or public tourism related organizations allows the students to practice their theoretical education gained through their studies, while simultaneously attaining knowledge of the organization and building up their work place experience. This helps students gain the necessary skills in enabling them to analyze and understand the goals and functions of a professional role.

While there are countless opportunities in a tourism internship, the reality is that numerous challenges arise. This paper discusses some of the challenges faced by teachers and third year students on their internship program at Mid-Sweden University’s Tourism and Destination Development bachelor program. E.g.
connecting theory to workplace relevance, physical separation between workplaces and the classroom, student’s ability to manage personal and professional expectations as well as finding suitable internships which match the required standard and quality. Finally, internships also provide opportunities to bridge connections between the university and the tourism industry; addressing the lack of knowledge about the skills that university programs in tourism provide. This paper discusses the lessons learned and methods on how the challenges are confronted, as well as the relationship between the university and the tourism industry through internships.

Keywords: Internships, challenges, opportunities, experience, skills transfer

“Tourism, not toursim!” Teaching the art of reading and writing at university level
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The language is central to all learning in higher education, such as analytical independence, critical thinking and theoretical understanding. Many university students no longer master the language tools required, according to numerous representatives of the university world. The issue of students’ knowledge of the Swedish language is a topic of discussion on the higher education agenda. Apart from poor spelling and grammar, students’ problems with analyses and deeper understanding are worrying. However, more support in scientific thinking and writing in education may help to overcome language problems. Another important issue for language development is reading skills – for both studies and/or pleasure. To integrate academic writing and exercises in all teaching at the undergraduate level is undeniably one means for improvement. University studies include important social and academic codes that might be difficult to understand, especially for students from non-academic homes. By developing reading and writing skills, students will also overcome different barriers.

In the bachelor programme: Tourism and destination development, at Mid Sweden University, the students’ academic writing and reading is of particular interest. In this paper, the possibilities of improvements of the students’ academic writing with concrete examples from our tourism programme is discussed, but also highlight the challenges teachers face and the need of central support from the university. Using concrete examples (e.g. examinations and exercises), the discussion will further expand on issues regarding the language’s significance for the individual and society.

Keywords: Language problems, academic writing, reading and critical thinking,

Room A345
SESSION 19.i: Place branding in the Nordic Context: Similarities, Differences, Challenges and Opportunities

Destination Gastronomy Experiences – Food dimensions that counts
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Destination gastronomy is well acknowledged as a branding dimension and a pull factor in attracting tourists to a particular destination. Past research shows how the food, food culture, contextual factors and the service encounter are the means by which tourists are lured, while they also create experiences. Herein, the role of dining in a restaurant environment is in particular stressed. This study contributes to the research field of destination gastronomy and branding by taking a scape approach and by exploring the constructs of food consumption place and act of food shopping, which remain rather uncovered by past research. By the
means of a quantitative survey among Finnish travelers, this study reveals how the value of destinationscape is founded on five dimensions; experiencing local food, food safety and ethics, experiencing newness, the restaurantscape and the extended foodscape. While the restaurantscape and dining are essential in creating experiences, this study argues that experiences also come from other places and through other activities, and therefore the study underlines for an extended view on destination gastronomy experiences - destination gastronomyscape. This scape consists of two contexts, one staged by the tourism industry and one created and shaped by the locals living their normal lives. In this destination gastronomyscape, Finnish travelers value authentic, local and safe food, but to some extent also newness gained by experiencing food at a destination.

Keywords: Tourist food experiences, destination gastronomy, food quality, place branding

An image worth a thousand words – Dual perspectives of Swedish city brand images
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Places, such as cities, need place branding to achieve differentiation through a unique brand identity. Though much research has been conducted on the elements that constitute a place brand, there are still many contradictions, gaps, and inconsistencies in theory. Moreover, while place branders need to be aware of, prioritize and try to find synergies between needs of different stakeholders, studies have tended to focus on only one stakeholder group. Hence, this study aims to gain a holistic understanding of the place image construct by analyzing and comparing city brand images from the perspectives of two main stakeholder groups – residents and visitors.

To this end, in-depth, semi-structured interviews with citizens of Stockholm and Luleå are conducted. We are still collecting data and will present the final results at the conference, but preliminary findings suggest that intangible, more holistic factors such as atmosphere, pace of life/stressfulness and introversion are important components of the place image. Residents tend to influence the image of a place to a large extent, with regard to amount and density as well as residents’ attitudes toward visitors. Furthermore, the age of the individual appears to play an important role in how they perceive the place; especially from the resident’s perspective. Findings also indicate a tendency to perceive a larger city as socially distant from smaller cities in the same region. Results will be used in a follow-up, larger scale study to construct a quantitative tool for measurement of place brands at the city and region level.

Keywords: City brand, brand image, residents, visitors, Sweden

Place branding and (co-)innovation in a west Sweden context
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In recent years, a view of place branding as a participatory and inclusive process has emerged. The perspective involves features of legitimacy and responsibility from the part of authorities (Eshuis & Edwards, 2013) and engagement from the part of other stakeholders, such as the private sector, non-governmental organizations (NGOs), academia, residents and tourists (Jernsand, 2016). Such reconceptualization requires rethinking about the future of place branding practice. The top-down strategies and the limited stakeholders traditionally involved are challenged by bottom-up initiatives with multiple stakeholders. This makes it vital to consider co-innovation as an aspect of place branding. Innovation capacity is seldom included in place branding models (Daspit & Zavattaro, 2014) although new and improved products and services, the reduction of production costs (Zach, 2016) or the new types of networks and relationships that develop in creative environments are part of place image and identity. The purpose is to explore innovation in regards
to place branding and what forums are needed to provide opportunities for co-innovation. A study of how four municipalities in west Sweden develop an innovation arena for maritime tourism constitutes the empirical example through interviews and participatory observations. The theoretical framework includes literature on place branding and innovation as well as concepts such as experience design, co-creation and different types of scapes and ecosystems. The findings show that the links between organic, spontaneous, bottom-up initiatives and the planned and purposeful initiatives are clusters of co-innovation, which capture understandings of different issues in particular contexts and develop them into innovations.

Keywords: place branding, co-innovation, innovation arena, west Sweden, maritime tourism

Room C327
SESSION 11: Quantitative Methods

Agglomeration and external effects in the Norwegian tourism sector
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The Norwegian tourism industry is characterized by heterogeneous firms, which we can hypothesize benefit to a varying degree of agglomeration effects. An increasing number of studies explore the external effects of proximate location of similar or otherwise related businesses, but the number of studies remain limited, both in the Norwegian context and internationally.

External effects arise from a variety of sources in the tourism context. Complementarity of different businesses providing a complete regional product. Further, diffusion of knowledge is more likely when information regarding technological advances, organizational practices or other advances diffuses to other businesses in the industry, whether occurring tacitly or more communicated.

This paper investigates agglomeration externalities by analyzing a panel consisting of Norwegian tourism firms across a variety of different businesses, and tourism business revenue is aggregated on the municipality level. Dynamics of regional tourism revenue is investigated by applying a dynamic panel data model. The aim is to identify profitability arising from the agglomeration of different and similar tourism firms. Additional regressors investigate the significance of infrastructure factors such as cruise ports and proximity to airports.

Preliminary results reveal a positive significant effect of density and airport proximity, but also a lack of significance in proximity to cruise ports. However, the preliminary results are sensitive to methodical approach and specification.

Online booking of holiday accommodations in Europe
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The aim of this study is to investigate incidence and characteristics of individuals that book holiday accommodations online. The analysis is based on the European Union survey on ICT usage in households and by individuals consisting of 850,000 persons in 30 European countries for the period 2008-2013. The willingness to book accommodation online varies widely across Europe, ranging from two percent and less in Turkey and Romania to 40 and more in the Nordic countries. Mixed Probit estimations accounting for regional heterogeneity, show that the propensity to book accommodation online depends significantly on gender, age, income, education, country and degree of urbanisation of residence, household size, employment status and time. Education, income and country of residence are the most relevant factors
explaining the propensity to use online accommodation booking channels. This confirms the existence of a digital divide with respect to these factors. Age class, gender, household size and residential urbanisation matter to a lesser extent. Among the factors investigated, the propensity to book online is the highest for individuals with a college or university degree. The spread is 14 percentage points compared with those without tertiary education. Individuals within the upper quartile of household incomes exhibit a 10 percentage points higher propensity to book accommodation online. Finally, there are considerable cross-country variations related to the role of age, gender and residential urbanisation for the propensity to book accommodation online. In contrast, the digital divide with respect to income and education does not vary much across countries.

Keywords: Online booking, holiday accommodations, digital divide, individual data, probit estimations

Using the CQL model to identify key factors in service culture that can positively affect customer satisfaction and loyalty
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This paper explores service marketing and management literature in relation to Hostelling and alike firms within the sector of hospitality. This initial literature study will form the start of my PhD project where the aim is to determine what key factors, that enhance service culture, can account for customer satisfaction and loyalty to a service provider. Series of research will be conducted, using both quantitative and qualitative methods, focusing on franchisee for Hostelling International (HI) in Iceland as case. Hypotheses are based on the CQL model (Culture, Quality, Loyalty). The model suggests that factors or dimensions influencing service culture have a positive effect on service quality that again, through image and satisfaction, can positively affect customer loyalty. HI, as an international service provider, has somewhat been researched in terms of customer satisfaction and loyalty and so have other service providers within the hospitality sector. However, using the CQL model, i.e. to link culture related factor to the equation to get a better understanding of what pushes customer satisfaction and loyalty, has rarely been identified. In the case of HI, Iceland also plays a significant role in creation of knowledge. Firstly, the annual growth in tourism numbers are unprecedented. Moreover, the rurality and remoteness of hostels situated around the country and the operational goals differs somewhat in HI Iceland compared to HI worldwide. This presentation will further introduce the research possibilities the CQL model offers.

Keywords: service culture, service quality, Hospitality, Iceland

Room C335
SESSION 1: Innovation and entrepreneurship

The Action of Faces and Spaces: An Interactionist Perspective on the Performance of a Lifestyle Enterprise
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Taking a performance perspective of entrepreneurship as the point of departure, the social action of entrepreneurship is examined through an interactionist lens. In particular, it applies the microsociology of interactionism of Erving Goffman as expounded in his seminal essays ‘On Face-Work’ and ‘The Nature of Deference and Demeanour’.
The paper explores entrepreneurship through a case study of a lifestyle enterprise in Southern Sweden. The case study proceeds from the standpoint of grounded theory (Glaser & Strauss, 1967) using naturally occurring data derived from observation of interactions in service performance.

The case illustrates that, by applying the microsociology of Goffman’s “Interaction Ritual” it is possible to learn a great deal about social life of lifestyle entrepreneurship. Specifically, when viewing case enterprise through Goffman’s frame, it is possible to see how the actors enact the enterprise, creating the social reality of the enterprise moment-by-moment in performance, in and through social interaction.

The actors are seen to move from “frontstage” to “backstage” crossing boundaries of ‘public’ and ‘private’ spanning realms of ‘family’, ‘home’, ‘leisure’ and ‘work’. In the process, they express and commodify values and navigate boundaries of ‘self’, reflected in the expression of public identity of Goffman’s “face”. The actors present as multifaceted, evidencing an ability to take different lines and enact different “faces” not just between situations, but within them as well.

Keywords: Lifestyle Enterprise, Entrepreneurship, Interactionism

The risks of innovation: A study of tourism entrepreneurs’ perception and response
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Innovation is inherently a risky endeavour, and willingness to take risk is often central to definitions of entrepreneurship. The creation of a new business with the purpose of introducing a new product in the market is a process fraught with risks and uncertainties. These occur along the innovation process or journey from the initial stage of idea generation to development and market implementation, with customers’ resistance to innovation being one of the final and determinant risks. Surprisingly, understanding of how entrepreneurs perceive and deal with uncertainty and risks along the innovation process is still limited in both the general innovation and entrepreneurship literatures but it is virtually “terra incognita” in tourism research. The study explores the risks perceived by tourism entrepreneurs along the innovation process and their responses to reducing or mitigating those risks. The analysis draws on the interviews conducted with 55 entrepreneurs located in Spain and the UK. The findings reveal that the multiple type of risks and their assessment evolve and mutate as the innovation process progresses. The entrepreneurs’ capacity to engage in networking activities with their social environment was found to be crucial for risk management.

Keywords: Risks, uncertainty, innovation process, entrepreneurs perception, networking

Sourcing Customer Knowledge in Micro Tourism Firms
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In the context of tourism firms, there is a body of both conceptual and empirical works that argue for the potential value of customers as a source of knowledge. The general notion is that for tourism firms, explicit, as well as implicit, knowledge from tourists could increase their innovation capacity and enhance customer experience. Along the “customer journey” tourism firms have several opportunities to engage with customers and acquire information and ideas. However, a recent study suggests that micro tourism firms rarely utilise customers as sources of knowledge. Against this backdrop, this research aims to study the dynamics of knowledge sourcing from tourists. Through in-depth interviews with managers of micro tourism firms and observations during tourism activities, this research will investigate which knowledge sourcing methods do micro tourism firms employ before, during and after the tourism experience. In addition, this study is interested in learning how knowledge from customers is managed and utilized and what barriers
might prevent micro tourism firms from acquiring knowledge. The findings of this study have the potential to contribute to theoretical advancement in knowledge sourcing and user driven innovation in tourism. In addition, this study will add to the general body of knowledge about small scale tourism firms. Finally, the findings could encourage managers of tourism firms to invest in appropriate knowledge sourcing methods and utilise information and ideas from tourists.

Keywords: Knowledge sourcing, User-driven Innovation, Micro tourism firms, Service dominant logic

Room C337
SESSION 32: Tourism scholars in the knowledge economy

Genuine Discussions of the Study of Tourism
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Ever since humans became logical thinkers, new theories and hypotheses in well-established disciplines have subsumed the previous theories and hypotheses which are not capable of explaining the newly discovered phenomena or emergent issues at hand. Old theories and hypotheses, especially in the fields of natural science, have ended up being partly amended or adjusted in order to better explain newly recognised phenomena. And such procedures have accelerated the disciplines. However, it does not always happen in the study of tourism. The majority of researchers does not think that the study of tourism is a distinct discipline. Although they do not belong to the study of tourism, they publish their work not in journals in their respective fields but in journals of tourism research. Naturally, theories and hypotheses discussed amongst those researchers tend to be isolated and have no linkage with one another. Also, the researchers are inclined to become involved with favour in case studies with manageable themes, rather than to challenge the holistic description of the mechanism of touristic phenomena. The purpose of this paper is to reconsider the study of tourism and propose several key concepts to provide genuine discussions of the study of tourism. Just as all the theories and hypotheses of each existing discipline must be mutually connected and combined with one another, the author asserts that researchers must share their research achievements to challenge emergent issues by subsuming or amending previous knowledge to create more convincing ways of explanation.

Keywords: subsuming or amending, holistic description, genuine discussions

The authentic tourism academic, a compromise?
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With the world becoming progressively more interconnected, even tourism academics become more connected to each other. This increased connection means that the community has grown closer, but this can also mean a more immediate scrutiny with both positive and potentially negative implications. Since the start of the author’s short academic career and the participation in the discussion list Trinet, thoughts about the authenticity of the academic career have surfaced. Is being a good academic connected to the possibility of being an “authentic” academic? And what is an “authentic” academic? What might the concept’s inner meaning be? The author willingly uses the concept of authenticity, which is source of great discussion in the tourism academia and problematises it using classical philosophical literature and other studies related to the authenticity both in the workplace as well as in other contexts. First, the concept’s philosophical origin is outlined and then literature on authenticity related to more practical situations is presented. This will constitute a critique of the concept of authenticity, which is then discussed from the viewpoint of critical
realism. Critical realist authenticity is presented as a viable alternative to previous conceptualisations. The discussion is underlined by the author’s personal experience and struggles related to the quality, and authenticity, of the work that is being done. Authenticity is conceptualised as a compromise between many different aspects that a tourism academic is faced with regarding personal life, working life and the duty to the scientific and larger community.

Keywords: authenticity, academic career, critical realism, tourism academia

Mobilities of care: tensions within an academic life
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It is commonplace that academics travel far and wide to attend conferences, conduct fieldwork, and engage in collaboration. Academics at all career stages are more hypermobile than ever before epitomising the ‘knowledge’ professional. The internationalisation agenda of many (neoliberal) universities encourage such mobility, as does pressure for funding and national assessment exercises. Alongside the many institutional reasons for travel, personal aspirations also inform some of the reasons academics may need to be/are required to be extremely mobile. Many (hyper-mobile) academics may consider themselves some sort of ‘global citizen’ with ‘easy’ (privileged) movement across the world. However, the ways in which academics negotiate their ability to be mobile is, in reality, highly contentious. Using data gathered from semi-structured interviews with academics from the University of Otago, based in the South Island of New Zealand, this paper suggests that whilst this mobility is often extolled, there remains many frictions and tensions. In particular, this paper explores the problems associated with a mobilities of care. Questions are asked of how are academics are coping with and balancing caring responsibilities with their mobility. The tensions between professional mobility and personal responsibilities are brought to the fore and the paper concludes by suggesting that more consideration needs to be given to how academics can remain mobile whilst also managing their caring responsibilities.

Room C319
SESSION 2: Smart Tourism: Co-articulating tourism futures in the imaginative qualities of design thinking

Digital service innovation and design in the sharing economy
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The sharing economy is commonly defined as “the peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services” (Hamari, Sjöklint & Ukkonen, 2015:1). Fodora, eBay, Uber, and Airbnb are examples of service providers that have emerged in this new economy based on social production in networks and communities on digital platforms (cf. Arvidsson, 2008; Dredge & Gyimothy, 2015; Kassan & Orsi, 2012). This paper contributes to the emerging body of literature on services in the sharing economy by examining the process and practices of innovating and designing for social production at digital services platforms. Digital design practices are characterised by value creation in the production as well as usage stage (Nylén Calabretta & Kleinsmann, 2017). According to Nylén & Holmström (2015) the five key areas in digital service innovation is user experience, value proposition, digital evolution scanning, skills and improvisation. As a particular case in point, the process of designing a platform for community-oriented sharing is examined in a start-up within adventure tourism in Sweden. Drawing on interviews and participant observations of work meetings between developers, the
paper identifies micro-practices of designing for building collaboration and community on the digital platform. The first practice is about relationship building and centres on the entrepreneurs’ own relations in both the adventure sports community and to people skilled in digital platform design. The second practice focuses on the design of a business model for a digital platform including social interaction and sharing between users. The third practice refers to the users engagement and motivation at the platform. The paper concludes with a discussion on what constitutes sharing on the studied platform.

Keywords: digital service design, adventure tourism, community, co-creation, improvisation

**Designing the ultimate guest experience: the evolution of a perpetual quest**
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Never before has data about guests been so abundant and transparent. In an age of self-disclosure enabled by digital sharing technologies but also algorithms and artificial intelligence, guests’ behaviours, preferences and emotions tend for better or for worse to be seen and treated as public good. This large amount of data, as any other example of “Big Data”, represents today a methodological challenge for the Tourism and Hospitality industry. Indeed, data generated by a guest is widely spread in time and space, starting long before and ending long after a stay and as well related to a myriad of experiences this guest would have had throughout this stay. This wide spread of data, rich and eclectic at the same time, is very unique to the Tourism and Hospitality industry due to the holistic and complex nature of a guest’s experience.

This research focuses on current initiatives within the industry to create market intelligence in order to design the ultimate guest experience. Using Christensen’s concept of Disruptive Innovation as well as Grant’s knowledge-based approach, emerging business models such as Wayblazer are analysed in order to identify how data is transformed into a value proposition that will shape guest experiences in the Future. The role of Software as a service (SaaS), Artificial Intelligence (AI), Virtual Reality (VR), automation and robotization in designing guest experiences is also reviewed in order to see how this design process is currently evolving.

Keywords: guest experience, guest relationship, disruptive innovation, Big Data

**Green Tourism BARCamp: Beyond All Recognition or the Emperor’s New Clothes?**
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A BarCamp is a “non-conference” where neither speaker, program events nor seminars are predetermined. The starting point is just a common theme on which the participants shape the content and the setup of the event. The actual agenda is decided on the spot on issues agreed among the participants. Everyone participates equally in conversations and discussions and they are supposed to generously share their knowledge and experience.

This paper aims to evaluate if a BarCamp actually is a NEW type of meeting or if it just a face-lift of all already well-known meeting forms in the literature. The study is based on observations and empirical material from three BarCamps that took place in Sigtuna, Sweden, between 2013 and 2016.

Although nominations and votes on different topics suggestions and/or interesting issues in the initial plenary-meeting will decide what to be brought up on the BarCamp, it can be questioned how objective and “free minded” such determination actually is? As in every field based on social relations; professions, titles and experience might have a crucial effect on how the agenda will be set. Economic and/or political intentions might play a role as well, and perhaps the personality of the participants. However, result points
out that there is a difference between such meetings where the participants creates the agenda without preparation on beforehand and more traditional meetings as for example company-meetings, conferences, congresses, incentives and events.

Keywords: Green tourism, BAR-Camp, meeting forms, sustainability, non-conference
Imitating the business processes in virtual environments

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We live in an era of the Internet and various forms of digital communication has taken place even in education. An increased use of the new media among customers makes it essential for tourism companies—and their future employees, our students—to know how to use the media and how to use digital tools for planning, management and communication as well as creating an atmosphere of caring and trust, just as in a face to face contact. In order to meet the future challenges Laurea University of Applied Sciences has organized several courses, where the main focus has been in virtual co-operation between teachers, companies and students in designing, managing and promoting tourism related services with the help of digital tools.

In this paper three different virtual courses and ways of implementation have been presented. The first one is targeted for businesses and combines teaching in real life with the virtual one. The second applies Learning by Development ideology by creating an online visibility plan during. The third one follows the service design methods while planning the tourism marketing.

Besides co-operation with companies, service design and LbD also the uniqueness of each learner and collaboration (Cercone 2008) as well as elaborated questions (Golanics & Nussbaum 2008) were taken into consideration during courses. Teacher’s role as a creator of the cognitive and social presence was emphasized (Garrison, Anderson, and Archer 2000). These as well as the feedback and experiences from companies, students and teachers are studied in this paper.

Keywords: Virtual course, service design, collaboration, co-creation
possibly backed up by experts. Also, there is to be an accelerator programme where a selected number of entrepreneurs are in for a long term business model development project of longitudinal character, where students may join at a certain point or follow the process. In April 24th, there will be a student kick-off at Södertörn University with participants from the business side, municipalities and Swedish project partners and on April 26th, the corresponding event will be in Turku with all project partners. Expectations are that students will get a closer grip on the reality of businesses. At the time of the conference, experience from this pedagogical experiment will have some results to discuss.

Keywords: Business model development, community engagement

Struggling with theory and practice within higher education in tourism studies
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This paper address the possibilities of student learning through an active learning approach with examples form the course Tourism experience and innovation at the undergraduate level. Active learning is a kind of experiential learning where students have to develop their own theoretical skills through the involvement in a more practical activity e.g. case studies, study visits and active seminars. We use a community based participatory research (CPBR) approach, which focus on the involvement of stakeholders in educational case studies and the collaboration between students, community representatives and partners from the tourism industry, as a tool to help students develop knowledge through an active learning.

In our case study, the students worked with an assignment formed together with officials from a small municipality in Sweden. The task was to develop the city center to make it more attractive for as well visitors as the inhabitants, starting with a study visit to the municipality with presentations from officials and a city tour. In the end of the course, the students presented their ideas and received feedback from the officials. The findings of the study show that the students expressed that working with a “real” case motivated them to work harder with the group assignment as well as with their final presentations. They also felt that the representatives in the municipality appreciated their ideas and that they contributed to innovation. However, the case study also highlighted pedagogical challenges in combining innovative ideas with theoretical frameworks, where a more practice oriented perspective remain dominant.

Keywords: Pedagogy, innovation, tourism, education

Room A345
SESSION 19.II: Place branding in the Nordic Context: Similarities, Differences, Challenges and Opportunities

Gastronomy, city branding and sustainable tourism: the case of Östersund, UNESCO Creative City of Gastronomy
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UNWTO has declared 2017 as the International Year of Sustainable Tourism for Development, recognizing the potential that tourism has to support sustainable development goals (SDGs). Within sustainable tourism, food tourism is recognized as a growing niche segment. Food and food culture are gradually seen both as a potential competitive advantage and a core element in the branding of destinations (Du Rand & Heath 2006), involving and linking different elements of the destination experience together (Richards, 2015). Coherently with UNWTO approach (http://icr.unwto.org/content/tourism-and-sdgs), the paper addresses
the SDGs 8 and 12 as specifically addressing tourism contribution to the achievement of global goals, as well as goal number 2, as directly addressing food (within food tourism development).

Place branding is relevant to sustainable development in F&G because globalization entails a process of glocalization (Robertson, 1995). In this process, local resources – both geographical and cultural – that are available in the place can represent a “unique perceived value” to consumers and tourists, which is essential to differentiating the place and making the local available resources into a form of competitive advantage (Askegaard & Kjeldgaard, 2007). Given these premises, the aim of this paper is to understand if and how city branding based on F&G could support both food tourism development and support of SDGs, by analysing the case of Östersund UNESCO Creative City of Gastronomy.

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Sklodowska-Curie grant agreement No 707763.

Keywords: Sustainable development goals, place branding, food tourism, UNESCO Creative Cities Network, Östersund

The ambivalent f-word: Translating gender politics into nation branding in Sweden
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Gender analyses constitute fruitful research trajectories to advance critical approaches to nation branding and increase the understanding of how place branding can become more inclusive (e.g. Rankin, 2012; Kaneva, 2008). Yet, such analyses are frequently missing in nation branding research and practice. The research aim in this paper is to examine the role of Sweden’s focus on gender equality and feminist foreign policy for shaping the national brand identity both at home and abroad. To this end, the paper analyse how Sweden’s feminist foreign policy, as a set of narratives and practices, is translated into contemporary activities of Swedish nation branding and public diplomacy from the perspective of Scandinavian institutionalism (Czarniawska and Sevón, 1996). Since 2015, Sweden has a self-defined feminist government and a feminist foreign policy (Aggestam and Bergman-Rosamond, 2016). This policy may be seen as embedded in a global discourse of gender equality to ensure sustainable development, peace and international security, as well as in domestic political discourse. The word feminism signals a move towards a more radical and less consensus driven foreign policy (ibid.). This study demonstrates that when feminist politics are translated into the nation branding agenda, feminism is turned into an ambivalent concept. It is argued that conceptions of feminism and gender equality in the Nordic context need to be renegotiated according to the logic of branding to be able to “mediate the nation’s value as both a market and a moral category (Aronczyk, 2009, p. 292).

Keywords: nation branding, gender, feminism, translation, institutionalism

Branding Swedish Lapland – the discursive politics of constructing destinations
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The branding of Swedish Lapland as a destination originates from a process of cooperation and joint strategies for development of the northernmost region in Sweden, Norrbottens län. The brand Swedish Lapland and the related Kiruna Lapland have been developed through the use of similar values and symbols to create an identity of the region, as well of the individual municipalities that are included in the extended destination of Swedish Lapland.
In this paper we present an analysis of the processes of branding in the case of the Swedish Lapland and the Kiruna Lapland brands. The study includes a semiotic content analysis of marketing material, websites and documents from the process of strategic planning and policies on destination development in the region. The analysis shows how Kiruna rather than having an active role into championing the Swedish Lapland brand, it has been ‘elevated’ to be the main actor in the branding process by more macro-political forces external to the branding process. The case of Swedish Lapland and Kiruna Lapland imply that the branding process follow a political/policy-driven logic where the local politics and regional discourse are having impact on the branding process of Kiruna and surrounding areas.

The present research draw from socio-cultural approach to branding and the recent moved towards the understanding of branding as process. In addition the present research is linked to the research about the politics of place branding (e.g. Ooi, 2004, 2008; Anttiroiko, 2014; Lucarelli and Giovanardi, 2014). It especially address the problematic issue of the political-economy of the process of branding in the realm of places.

Room C327
SESSION 24+16: Tourism, indigenous entrepreneurship and representations

Balancing Culture and Commerce? On the Situation of Sami Tourism Entrepreneurs in Swedish Lapland
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Not least because of globalization indigenous tourism has become an important product within the cultural tourism sector and its occurrence has been explained both as a result of balancing economic decline in indigenous industries, and a way of creating understanding of the situation of indigenous peoples. Departing from the notion of an indigenous tourism system, it is argued that being a tourism entrepreneur tends to become a balancing act between commerce and the need to gain an income on the one hand, and safeguarding and presenting heritage on the other hand. Being indigenous supplies Sami tourism entrepreneurs of northern Sweden with a unique selling point, but leaves responsibility and interpretation and commodification of heritage to them. Hence they are formatively involved in producing and re-producing images of indigenous heritage but have to do so in a dissonant ethno-political context that affects what can be done and what not. This study presents results of a phone survey among all Sami tourism entrepreneurs in Sweden and demonstrates how above mentioned concerns are valued in relation to other threats and challenges faced by Sami entrepreneurs. The study reveals that Sami tourism is culturally embedded to a large degree. Concern for the indigenous culture is in fact the major driver for getting involved and stay within tourism despite lacking support also from the indigenous community itself.

Keywords: indigenous tourism, entrepreneurs, heritage, ethno-politics, indigenous tourism system

Representations and National Marketing: the Case of Indigenous Peoples in Nordic and Russian DMOs’ webpages
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In the overly connected world we currently live in, representations have become increasingly relevant. Tourism destinations are constantly competing in the global tourism market through the use of the visual images and texts in order to attract visitors. Through this process, indigenous populations have become part of a destination’s attraction power whilst rarely being involved in the production of these marketing materials. National DMOs are an important source of information for the tourists that are planning to, or who find themselves in a foreign country, or even in their home country. Since national DMOs act as an
important source in the provision of a country’s image to the outside world, DMOs’ marketing can be considered as very influential to both tourists and citizens, while at the same time it is representative of the general political positioning of the country.

Using discourse analysis, this paper analyses how national DMOs in the three Nordic countries of Finland, Sweden, Norway and in Russia use indigenous Sámi culture in tourism marketing. The information analyzed comes from the regions and/or sections in which indigenous populations can be found. The results show overlapping but also contrasting use of certain images and expressions to promote areas inhabited by Sámi populations. The research illustrates how the presence of indigenous populations is utilized in national tourism marketing and suggested recommendations are for a more balanced presentation of indigenous cultural heritage and everyday practices.

Keywords: representations, Sámi, DMOs, tourism websites, tourism marketing, discourse analysis

Leeuwarden in front of the Camera: cultural differences in destination image photography
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In the context of international tourism, images and ideas of places are transferred via different carriers. The original imaginaries of a place might be modified by visitors with their new understanding that is gained in the real-time visit.

As tourists are motivated by certain imaginaries and such imaginaries are pre-configured by a complex interwoven fabric of cultural discourses (Cordeiro, 2011), people from different cultural backgrounds perceive destinations differently. In general, tourism is both an individual and collective endeavour; expressions from different involved groups may bring different impact on the final formed destination images (Salazar, 2012).

This study aims to explore whether different expressions that used by different cultural groups reflect the culture differences. Tourists, local residents and international students in the city of Leeuwarden, the Netherlands were invited to submit photos that they believe represents the city image well. Content analysis of such visual expressions was followed by the geospatial analysis of image locations. Although the core objects in the collected photographs are similar for all cultural groups, the way of expression is different. For triggering interest from potential tourists, destinations engage in the powerful representation that is delivered by a vast array of textual and visual materials. But the primary imaginaries towards a place are also formed before the visit, by the information that tourists receive from former visitors to the destination. Through interpreting the existing visual expressions that are used by people from different cultural backgrounds, a proper way to represent and advertise the destination to a wider range of visitors could be found.

Keywords: tourist image; cultural difference; destination representation; visual research; Leeuwarden
Megatrends in nature-based tourism - a literature review
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The growth of tourism also includes nature-based tourism, which is perceived as one of the most rapidly expanding tourism sectors. This paper aims to identify major exogenous drivers, or megatrends, - changing societal realities seen as strategic elements for long-term industry policies, planning and developments - affecting the development of nature-based tourism. The so-called STEEP framework, with focuses on Social, Technological, Economic, Environmental, and Political factors is used and the documentation of megatrends is done by means of a comprehensive literature review. Research published in English language on megatrends influencing the tourism industry and related natural resources were obtained by searching electronic databases of scientific tourism journals and other academic publications from November 2016 to January 2017. The search covered the years from 1998 to 2017. Among the most prominent megatrends identified are population growth, changes in household composition and age distribution, economic development and redistribution of wealth, sharing economy, changing work patterns, urbanization, increased education level, high-tech equipment, information and communication technology (ICT), improved physical accessibility due to new transport solutions, indoorization, social media marketing, multiple use protected areas, and climate change. The literature review is part of an ongoing study of trends in nature-based tourism using the Delphi methodology targeting 70 experts in Norway, Sweden, Finland, Central Europe and Western United States.

Keywords: Nature-based tourism, Megatrends, Literature review

Trends in nature-based tourism: A Delphi approach
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Nature-based tourism is an increasingly important sector of the Nordic bio-economy, and the potential for further growth is high. Recent research on nature-based tourism supply in Norway and Sweden indicate there are some 6000 service-providers, offering a large number of different tourism products. Contemporary nature-based tourism is, however, subject to significant changes due to social, technological, economic, environmental and political factors, which is partly reflected through an increased diversification and globalization of this sector. To better understand such changes, this presentation reports the first findings from a study of trends in nature-based tourism using the Delphi methodology. The survey, undertaken in the spring of 2017, target 70 experts in Norway, Sweden, Finland, Central Europe and Western United States, asking questions about key trends, associated drivers, challenges and opportunities. The Delphi method is a structured communication technique organized in several iterations where respondents get controlled feedback for each repetition and the researcher is looking for convergence in the distribution of opinions. While originally developed for military purposes, it has also been applied as a forecasting method in social science research. This study is part of the BIOTOUR project, a multi-disciplinary research project with the overall hypothesis that an integrated perspective of the nature-based tourism sector will provide a basis for both innovative products and a more sustainable development.

Keywords: Nature-based tourism, Trends, Delphi method
An inventory of nature-based tourism firms in Norway
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Nature-based tourism (NBT) is growing fast worldwide, but more knowledge about the supply side is needed. A study from 2013 indicates that the around 2000-3000 NBT firms in Norway in general have been doing better than “traditional tourism”, are optimistic about the future and are lifestyle motivated. Since then tourist numbers have grown remarkably, but how this has affected the extent and characteristics of the supply side is not known. The main objective of this study is to provide new knowledge and statistics about nature-based tourism firms in Norway, and to see how the industry have developed over the last 4 years.

Since NBT firms are not listed under one single industry code, an alternative method was used to map firms. In December 2016-March 2017 a database with contact information to NBT firms was created by contacting 85 destination organizations covering the country, and asking for a list of NBT firms within their area. This was supplemented and quality assured by browsing webpages and web searches. We defined NBT-firms as “commercial firms offering nature activities and experiences against payment”. A survey sent to these firms by email in April-May 2017 will provide the results of the study. We will present the number of firms, their characteristics, supply of activities, and business motivations. Implications for tourism development will be discussed.

Keywords: Nature-based tourism, business goals, entrepreneurs, lifestyle

Cross-border tourism: Challenges for cooperation in the Visit Arctic Europe area
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In this paper, we explore challenges, obstacles and barriers for cross-border cooperation between tourism companies in Northern Norway, Swedish and Finnish Lapland that are part of the Visit Arctic Europe (VAE) project, managed by the regional Destination Management Organizations in the three countries. The VAE project (2015-2017), with its 90 industry partners, aims to develop Arctic Europe into a cross-border, high quality, internationally competitive and well-known destination, through the development and sale of cross-border packages. This study draws on qualitative interviews with 24 service providers (eight per country), six transportation companies (two per country), eight international tour operators, two international tour operators’ local representatives and eight travelers. The questions revolved around identifying challenges, obstacles and barriers related to 13 themes: accessibility, product, service delivery, cooperation, cultural issues, seasonality, sustainability, marketing, financial issues, capacity, safety and legislation and the VAE project itself. We conducted the study from September 2016 until March 2017. The preliminary analysis suggests that cross-border tourism cooperation mainly was constrained by poorly developed transportation infrastructure to/from and within the VAE area. In particular, this made it difficult for individual tourists to move around in the region. Different tourism industry cultures (mass versus small-scale tourism) and seasonality profiles (mainly summer versus winter), as well as long distances between key destinations and lack of knowledge about each other’s people, products and service quality also undermine attempts to prompt cooperation within a two-year project period. Thus, time was a constraining factor for the successful development of cross-border tourism.

Keywords: Cross border tourism development, challenges, obstacles, barriers
Arctic Tourism Development in Russia: Foreseeable Risks and Black Swans
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Russia’s unique Arctic tourism offerings combined with its unfulfilled potential as a destination may imply rapid growth possibilities. But some recent developments indicate that a potential remarkable growth may be undermined by a set of predictable risks and uncertain threats. What are realistic potentials and challenges in developing Arctic tourism in Russia?

Chief predictable risks include: 1) Depopulation processes, with Russia’s Arctic regions losing around 15% of their inhabitants over the last 25 years; 2) Infrastructure depletion, which further undermines the viability of tourist routes; 3) Squeezed due to economic difficulties domestic tourist demand; 4) Competition with other (sub-Arctic and non-Arctic) regions of Russia, which are highly competitive as alternative peripheral areas providing unique liminal tourist experiences (Kamchatka, Karelia, Baikal, Altai); 5) Reducing ethnic and cultural authenticity; 6) Environmental challenges.

But many subtle threats can be mistaken with promising opportunities. For that reason this systemic risks can be classified as black swans. First, Russia’s ambitious plans of growing military presence in this area can undershoot. Which could be overall sad news for tourism prospects. Partly because many elements of infrastructure could be of dual-purpose, and there is also no alternative, back-up scenario for civil infrastructure development. And partly because militarization would serve as an enhancing attraction. And also, noteworthy, servicemen could have been the only rescuers in the most remote and dangerous areas. Second, the Northern Sea Route after the melting of the Arctic ices could appear not as lucrative for cargo shipments from Shanghai to Rotterdam. The sheer distance seized to be the dominant factor in modern naval

The optimistic counter-argument is that quite many challenges and problems generate new interplays of possibilities, and that constitutes the very unique character of the experiential tourist attractions in Russian Arctic.

Keywords: Destination development; Russia; Arctic

Benefits and risks of the increasing tourism flows into the Russian Arctic
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Recent changes in the roles played by the public and private sector organizations influencing a present stage of the tourism development one of the Russian Arctic regions: Nenets Autonomous Okrug (NAO) are identified in this paper. The situation is further examined by the analysis of the challenges faced by the local tourism entrepreneurs in the areas located further away from the large urban settlements of these two regions with the specific focus onto the development of the indigenous tourism. This study is concerned with the question if the newly established institutional arrangements are allowing for a creation of a new set of experiences diverging from the previously established norm of making the tourism experiences. A review on the existing institutional arrangements is made including the public sector (regional and local levels), private entrepreneurship, local communities and the ways the participatory decision-making process is promoted. The evaluation of the outcomes connected to the establishment of institutional frameworks proves to be unable to facilitate a new set of conditions regarding the emergence of new stakeholder groups and to promote private indigenous entrepreneurship. The unclear institutional setting hinders the creation of an integrative system of tourism distribution channels for Arctic experiences. Despite the obvious shortcomings of the recent period of development, the emergence of innovative practices can be observed parallel to this
process on the local level. The ability of regional and local stakeholders to continue to diverge from the previously created practices in developing tourism is dependent on the success of the overall institutional frameworks supporting them.

Room C319
SESSION 23: New ways to work: Changes on the tourism labour market

Diversity Management in the Hospitality Industry: Evidence and Future Research Agenda
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Aims: To provide a synthesis of current understanding of diversity management in hospitality research. To identify knowledge gaps and propose a future research agenda.

Background: The hospitality workforce is becoming increasingly diverse. If managed well, a diverse workforce can offer potential benefits for an organization, but there seems to be little evidence for how.

Method: An integrative literature review was performed in order to systematically synthesize research on diversity management in the hospitality industry. Through a systematic and well-defined literature search, including 11 databases, 94 articles were identified. Evaluation of papers according to inclusion and exclusion criteria resulted in 39 articles in the final analyses. Papers were assessed according to established quality criteria and analysed in a content analyses.

Results: The distribution of qualitative and quantitative methodologies was equal. Quality varies, but some weaknesses appear in several papers. Due to small samples, low response rates, weak sampling strategies and lack in reporting, generalizability is low. Main issues addressed were ethnicity (6 papers), gender (8 papers), general diversity management (13 papers), diversity management training (4 papers), and recruitment & discrimination (7 papers). Seventeen of the studies were from the USA; the remaining represented a broad specter of countries from all parts of the world. Half of the studies reflected managerial perspectives, while the remaining studies focused on employees or hospitality students as units of analysis. Most studies are independent, thus there is little accumulated research. Based on the evidence for diversity management, a future research agenda is proposed.

Keywords: Integrative review, systematic review, diversity management, hospitality, research agenda

Labour turnover in the hospitality and tourism sector in Sweden
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The labour market in the hospitality and tourism industry show some distinct characteristics. Seasonal variations and sharp turns in the business cycle cause considerable shifts in the demand for labour, which in turn calls for a high degree of flexibility on the labour market. This is reflected in low barriers of entry, short term contracts, part time work, low income and a young labour force, and a high level of labour turnover. Longitudinal micro data is used to investigate the extent of, and factors determining, labour turnover at the level of the workplace. We distinguish between different sectors (hotels, restaurants, and tourism and travel activities) and different types of destinations in Sweden (medium sized cities, destinations based on industrial heritage, the traditional Siljan area in Dalarna, and ski resorts in Dalarna). We use different measures (crude labour turnover and replacement turnover) for descriptive analysis of labour churning in different sectors and locations.
Preliminary results indicate that labour turnover is substantially higher in the tourism sector than other sectors, in particular in hotels and restaurants. Turnover is also higher in larger cities, and in ski resorts. When controlling for workforce and labour market characteristics, these differences still remains. Labour turnover at the workplace level is affected by the workforce composition in terms of age, income and commuting distance. The size of the workplace has a negative effect on turnover, whereas the size of the surrounding labour market has a positive effect. The findings are discussed from the perspective of institutional and cultural differences between sectors and destinations.

**Tourism and Hospitality Careers: A critical review of existing literature**

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There is currently little literature that considers careers within the tourism and hospitality sector. Whilst literature exists on internship programmes, perspectives about job prospects for undergraduate tourism and hospitality students and much is written about strategies to attract and retain employees, little focusses specifically on careers. This paper aims to review the existing literature on careers within the tourism and hospitality sector. Through the identification of thematic strands within the existing literature, this paper will illustrate the considerable dearth of literature on the subject of careers and highlight the current research gaps. Using specific keyword searches in internationally recognised databases, a total of 34 articles were included in this review. Thematic analysis was used to identify the keys themes that emerged. The coded data was subject to three blinded interpretations to reduce individual interpretation bias and to ensure consistency within these interpretations. From this analysis, three main themes emerged: Individual opportunities connected to gender, race, age and educational background, Company perspective with main focus on HR questions, and Educational perspective where both educational institutions, students and graduates are represented. The origin of the cases were mainly from Australia and New Zealand (8), North America (6), UK (7) and from the rest of Europe (7). Initial findings suggest that little is written from an industry perspective and that much focusses on the individual or educational perspective. In concluding, this paper suggests future research and links the existing literature on careers to wider streams of research within tourism and hospitality.

Keywords: Career paths, careers, literature review
Parallel Session VI: 13:00-14:30

Room A336
SESSION 28: Tourism research in a digital era

Tourist attractions in a digital age - The art of conveying experiences
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Today it is generally recognized that tourist attractions are of major importance for the tourism industry. Many culture-based attractions are museums. One challenge in this context is to organize, mediate and manage the performance of the museum’s exhibitions and history in such a way that an experience is created for tourists. In this area new tools are available, especially with regard to technology. Digitization and extensive use of social media bring about new roles for educators, guides and other mediators and this challenges traditional methods of conveying experiences at tourist attractions. Although tourism research has focused on motives and satisfaction at culture-based attractions, there seems to be a lack in knowledge about the tourists’ perceived experiences of using both digital-and traditional tools.

The theoretical framework is from the experience economy, starting with the concept of experiences, which will be presented and discussed. Thereafter, focus will be on staging, co-creation, storytelling and involvement. This study aims to explore how various methods in conveying history, culture and art may lead to creating increased experiences value for the visiting tourists.

The present study is exploratory in nature and has an interpretative and qualitative approach. The study is based on the impressions of visiting tourists at three well-known museums that offer a variety of tools and are active in social media. The museums are visited in order to carry out participative observations. Content studies of websites and social media are conducted. In-depth interviews with visiting tourists will be conducted in the summer of 2017.

Digital tools give life to history and enable storytelling and involvement, but the study will also reflect the importance of personal meetings in organizing experiences.

Keywords: tourist attraction, experiences, convey, digital age

Tourism and crisis communication through Facebook following cyclone Winston in Fiji
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During the last few years, several tourism destinations have faced different natural disasters, including cyclones, tsunamis and earthquakes. The transforming media landscape, including the use of social media and mobile technology, brings new possibilities and challenges of preparing and handling disasters for tourism stakeholders. On the one hand, the participatory nature of social media such as Facebook may involve new and faster ways of sharing and responding to urgent crises, while triggering formal response efforts. On the other hand, the use of social media may also give rise to false information, lack of accountability and control of the information flows. This paper is based on the results of a case study of how Facebook was used for crisis communication by hotels and tourists following tropical cyclone Winston in Fiji in 2016. The aim of the study is to analyse the communication activity and digital engagement between stakeholders through social media during different phases of the crisis. The project is based on (1) Qualitative and quantitative Facebook data (posts, comments, likes etc.) from selected hotels in areas
affected by the cyclone, based on location, size, operation and Facebook fans (2) An interview study with hotel managers in Fiji, conducted in June 2016.

Keywords: Social media, crisis communication, hotels, Facebook

**Experimenting with experiments 2.0: Using mixed methods to learn more about information search behaviour**

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This presentation discusses an ongoing research project that aims to collect data about the practice of information search. It seeks to learn more about different ways in which tourist information is collected at different stages of a journey. Speaking to tourism planners and reading tourism research, it seems as if the digitalisation of information has completely changed tourists’ information search behaviour. But is this really the case – have analog sources become irrelevant to tourists? In order to capture these processes we set out on a mixed methods approach, investigating Germans’ information search behaviour on their way to and through Sweden. Interviews are combined with questionnaires and experiments. We initially interviewed tourists visiting the municipalities of Ystad and Vimmerby, and asked about the information sources that were relevant for the choice of place. In a second stage, we sent out questionnaires about information search behaviour before and during travel, respectively. In a third stage, we include an experiment in which potential tourists plan a trip to Sweden via their computers at home. The task is to prepare a two-day-visit to Ystad or Vimmerby. The experiment enables us to both see the subjects’ movements, and to hear their comments. By this, we can learn how information search in the Internet is actually done. We argue that in a rapidly changing world, we also need a change and broadening use of methods in tourism research, and this experiment is one way of doing this.

Keywords: experiment, information search behaviour, interview, mixed method, questionnaire

Room A345

**SESSION 26 Workshop: What is a good tourism academic? What is a good tourism academy?**

Room C327

**SESSION 14: (Re)Connecting Mobilities and Tourism**

**Between tourism and migration - blurred categories in international travel**

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Long-term international mobilities have become crucial features of some areas along the Mediterranean shores and this has created a multitude of blurred categories in the scientific literature such as ‘peripatetic traveller’, ‘secondary homeowner’, ‘second home tourist’, ‘lifestyle migrant’, ‘residential tourist’, and ‘foreign resident’. Transcultural migration and multiculturality as well as holiday-like activities among many expatriates and other long-term visitors call for a wider discussion of international long-term mobilities. The many forms of part-time and impermanent residence in the Mediterranean have raised questions about tourism, migration and their boundaries. This presentation concentrates on facets of socialisation practices among North European long-term visitors in the Mediterranean for sojourns and amenity and retirement migration – how the long-termers adapt to their temporary/part-time residence communities.
Contested mobilities of mainland Chinese day-tripping in Hong Kong
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Focusing on the Hong Kong – Shenzhen border, this paper examines the moralities of cross-border consumption through shopping activities in the border town of Sheung Shui, Hong Kong. Mainland Chinese day-trippers from the Shenzhen side of the border were accused by locals of over-consumption, leading to shortages of daily necessities, and were blamed for overwhelming transport infrastructures, leading to severe overcrowdedness and inconvenience. Protests by the locals in Hong Kong against Chinese shoppers in general and parallel traders (those who bulk-buy products in Hong Kong to sell to wholesalers in the mainland at a profit) in particular, and counter-protest activities by pro-Beijing groups have been drawing media attention. Yet, there is a dearth of academic inquiries into these contested mobilities and encounters amongst people, infrastructures and goods. Moreover these Chinese mobile subjects cannot be subsumed under the conventional tourism framework. As such, a synergy with mobility studies offers nuanced insights into the contested nature of mainland Chinese cross-border mobilities. These frontier issues are as much to do with the material culture of cross-border shopping as they are about debates relating to sovereignty, economic integration and social exclusion. Discussion shows how the cultural politics of day-tripping and human interactions permeates into the everyday, and weave into the fabric of contemporary socio-political life at the border.

Acknowledging climate change and tourism mobility identity: An accommodation for young Swedish travelers
Christian Persson (Stockholm University Business School, Sweden) & Alan Pomerling (Management, Operations and Marketing, University of Wollongong, Australia)
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Introduction
The need to simultaneously resolve hedonic identity-shaping vacation motivations and pro-environmental considerations presents consumers a challenging mixed-motive choice context.

Aim
The purpose of this paper is to report on an exploratory study of the demand for and use of sustainability-related information around tourism mobility decision-making, in light of the potential for two intervening measures: (i) acknowledgment that anthropogenic climate change is occurring; and (ii) the role of vacation travel in identity centrality.

Method
An exploratory online survey, employing a binary question format in order to identify associations rather than causality, was conducted with a consumer panel of 178 young Swedes, aged 18-30, who reported on their recent tourism mobility decision-making.

Finding
There is strong general understanding among young Swedes that flying adds to climate change, but tourism mobility is regarded an important element of lifestyle/self-development. Information to help reduce the carbon impact of tourism mobility is wanted but not found readily available, but most among our sample are generally unwilling to match this expressed demand with accompanying consumer behavior.
Conclusion
While young Swedes are concerned for their travel choices’ contribution to climate change they are, simultaneously, eager for tourism mobility to help construct their sense of identity.

Contribution to research
The subject of mixed-motivation resolution has not been dealt with in relation to sustainable tourism and consumers’ oft-observed attitude-behavior gap. Identity formation is a critical life task for our sample of young consumers.

Keywords: Anthropogenic climate change, identity, mixed-motive decisions, tourism mobility, young Swedes

Mobilising everyday life – de-exoticising ‘tourism’
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Tourism as an activity, is regularly situated as a temporary rejection of the politics of the everyday. Often this is achieved through the mobilization of spectacularisation of the banal activities of daily life. To date tourism studies has presented a hegemonic discourse that positions travel as offering the individual-as-consumer a way of resisting the rationalising affects inherent in the taken-for-grantedness of the everyday. I argue that contrary to the suggested representations of the extra-ordinary; it is everyday practices that travel with us that act to order, stabilise and moreover rationalise touristic performance(s).

Using an interactionsist methodology I present the everyday practices of a group of tourists engaging in a fully inclusive 14 day tour of Turkey. Through analysis of multiple data forms (video, conversations, visual), I suggest that representations of tourism images and practices can simultaneously contain multiple meanings. In doing so I question who or what mediates these representations of the extra-ordinary and how they are inherently bound up with those that control our meanings of the everyday. I contend that commodifying practices are mobilised to transform the local spaces of the everyday to create a saleable (re)production of the banalities inherent but inaccessible within the tourist destination.

I argue that ultimately these practices of the everyday do not merely constrain and control tourist life, but also act to regulate a ‘touristic anomie’. It is through this control that tourists as social actors can simultaneously act out the extra-ordinary whilst ensuring the integrity of their (individual) ontological security. Moreover the replacement of the inherently authentic banal with an exoticised other, acts to maintain a particular habitus between tourists and hosts.

Ultimately, I suggest that representations of tourism images and practices can simultaneously contain multiple meanings of the extra-ordinary, and therefore it is necessary to question who or what mediates these representations and how they are inherently bound up with those that control our meanings of the everyday.

Is there still a role for mobilities within tourism?
Tara Duncan
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Mobilities and its ‘use’ within tourism have recently been questioned. Tourism has, supposedly, moved on to other themes and challenges. At the same time, the mobilities paradigm continues its growth and is a concept that tourism scholars utilise to engage with virtual, physical and social movement of people, objects, information and knowledge. This paper argues that instead of moving on, tourism mobilities should persist as a vital tenet for tourism research. Offering some thoughts on how tourism’s current conceptions (or
understandings) of mobility impact upon contemporary tourism practices and the tensions inherent in these practices, this paper suggests that we need to recognise and critique the role mobilities can and should play within tourism scholarship. Using examples of young budget travellers, lifestyle mobilities and recent collaborative and interdisciplinary work on academic mobilities, this paper aims to consider how the mobilities paradigm can be utilised within tourism to gain broader insights into wider social matters such as transnationalism and cosmopolitanism, migration and (global) citizenship as well growing global issues such as climate change. The paper concludes by suggesting that, in taking a mobilities lens, tourism scholars can provide strategies, hope and/or a long term sustainable future for tourism, leisure and work activities and it is therefore essential that tourism mobilities remains at the forefront of tourism scholarship.

Room C335
SESSION 4.II: Nature-based tourism in transition

Pilgrimage - a nature-based tourism product! Case study from Norway
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Pilgrim routes have become increasingly popular during the last couple of decades. While they represent reinventions of medieval religious practices, they are also heritagized cultural routes with many touristic features. Hence, pilgrim routes attract travelers with diverse motives and goals, and offer a wide range of experiences. Some kind of self-discovery, through the spiritual experiences that is achieved by walking for several consecutive days and even weeks, and within the contexts of the nature, cultural landscape and religious heritage, appears to be the core feature of today’s pilgrimage. The results of a survey carried out among travelers along the main St. Olav route from Oslo to Trondheim indicate that nature experiences, self-reflection, cut off from the people crowding and commodity consumption of everyday life, are what these travelers value most. While some certainly avoid comfortable and expensive accommodation for economic reasons, many travelers find staying overnight in tents, sheds and basic hostels to be a core part of the experience of pilgrimage. In this sense, it appears that many see pilgrimage as an alternative form of vacation travel, outside the increasing trend of all-encompassing, consumption-oriented facilitation of tourism. The case of the pilgrim route illustrates (1) some dilemmas arising from the fact that attractiveness of nature-based tourism in Scandinavia to a large part relies on the availability of vast nature areas that is relatively unspoiled by extensive development of infrastructures and crowding, and (2) the need of developing comprehensive strategies for diversification of product development and marketing.

Keywords: Nature experience, Long-distance hiking, Low-standard developments

Nature based tourism, networks and community resilience
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Nature-based tourism (NBT) can be an important component of rural bio-economies and may significantly contribute to economic, social, and ecological resilience. There has been substantial theoretical interest regarding resilience, with Adger (2000:347) defining social resilience as the ability of groups or communities to cope with external stresses and disturbances as a result of social, political and environmental change. We investigate ways the NBT sector may enhance economic, social, and ecologic diversity in rural communities, and to what extent the local community facilitates or hinders NBT businesses. The study is part of a comparative design where we investigate NBT in three areas in Norway: the fjord and mountain area of Indre Hardanger, the forest area of Trysil, and the arctic region of Varanger. Qualitative methods in these areas are complemented by a nation-wide quantitative survey of NBT firms. In this paper we will present
results from the nation-wide survey as context, then concentrate on findings from interviews with firms and other stakeholders in Varanger; data collection for both will occur in spring, 2017. As elsewhere in Northern Norway, Varanger has experienced a significant increase in tourist visits and establishment of various NBT firms, such as birdwatching, kiting, food and cultural heritage. We analyze the motivations of actors, the characteristics of their relationships with other actors, and the function of their networks for community resilience and NBT sector development in the area.

Keywords: Nature based tourism; actors; local communities; networks; resilience

Survey of Quebec hikers, snowshoers and winter walkers, and identification of six hiker profiles
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A great many people enjoy hiking, which is one of the most popular activities among travellers. However, there is very little information about hikers and how they engage in this activity. The main objective of this study is to develop a profile of Quebec hikers, snowshoers and winter walkers. A Web panel of 1002 hikers was surveyed in two stages: one group in the fall of 2014 and another in the spring of 2015. The survey revealed that 40% of Quebec adults go hiking in the spring, summer and fall, while 25% go winter walking. Most plan their outings the day of or the day before. The study provides information about where they like to stay, their motivation and preferences, as well as where and how often they hike. To better define the various types of clientele, the study segmented respondents according to the importance they attached to certain criteria. Six profiles were identified: three for spring, summer and fall hikers—the occasional athlete, the solitary minimalist, the Sunday stroller—and three others for snowshoers and winter walkers—the winter disciple, the spontaneous family, the contemplative regular. The study's findings can help us better understand hiker behaviour, adjust the trails and services available, and focus marketing efforts on target customers.

Keywords: hikers, winter walkers, snowshoers, profiles

Sustainable Salmon Angling Tourism in a Changing World (SALMONCHANGE)
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The SALMONCHANGE project investigates the social and economic consequences of changes in the salmon sport fisheries, such as diminishing and fluctuating salmon runs in different regions, closed/shortened seasons, stricter harvest quotas and fishing regulations in Norwegian rivers. Data are based on national and local surveys of anglers, as well as landowner (supplier/manager) surveys and interviews with anglers, landowners and tourism operators. The last 10 years salmon angler numbers in Norway has gone down with 15%, and certain areas have lost market shares while others have increased their share. We find that the fishery is changing and anglers adapt to these changing condition in a number of dynamic ways both in time and space. A catch & release norm is emerging due to stock concerns and social norms. As catch & release is growing so is also the conflict between polarized angler groups and the struggle over hegemony and power in salmon management. Some anglers quit fishing because of this, while others adapt by changing their behavior or move on to other rivers with less strict harvest regulations. Managers should be aware of this conflict and try to allow for a diversity of anglers in the rivers, within sustainable harvest quotas. Many landowners are pessimistic about future stock status, probably linked to the general decline in salmon
abundance, but also to large and random local fluctuations. This clearly is negative for angling tourism. Strengthening stocks is therefore the most important action for developing salmon angling tourism in Norway.

Room C337
SESSION 21: Complexity research in leisure and tourism: Challenges and directions in an era of interconnectedness

Sustainable Flourishing through Leadership of Emergence at the example of Tourism and Leisure
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Living in times of change, where it is no longer sufficient to plan, organize, control and improve but also to allow imagination to flourish, leadership is also enduring a transformation. One that requires collaboration, openness, creating space for dialogue, interaction and experimenting. However, this also asks for specific type of behavior, especially when it comes to being able to cater for the continuity of innovation and free flow of design in tourism and leisure. The above can be described as creating spaces and enabling flow of ideas, innovation and unpredictability, using the shared sense of purpose as a guidance or as the open, expansive, creative and energizing nature of leading and steering, where leaders become generative facilitators, artfully fostering dialogues and transformation.

This article presents learnings from the tourism and leisure sector, concerning leadership being effective only as a process, based on interaction among people within the organization, where together values are being defined, ideas are being generated; where everyone feels and is invited to take a certain lead when necessary. The article claims that leadership of emergence within tourism and leisure organizations is of significance for both turning the organizations into living beings to nurture and develop, with everyone valued, empowered and engaged as well as for employing the leadership capacities of coaching, facilitating and holding the space to ensure self-organization and local-attunement.

Keywords: leadership, emergence, flourishing futures, leisure and tourism

Grasping the complexity of leisure-led regional development through discourse analysis
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Leisure-led regional development can be viewed as a complex process. This is largely a social complexity, structured by the interactions between various actors in leisure. In this paper we explore such intersubjective aspects of the complexity of leisure-led regional development, by combining a complexity perspective with a discourse analysis. We explore the values and meanings attached to leisure and leisure-led regional development and argue that the discourses on leisure structure the further development of the region. An analysis of these discourses can help explain why new initiatives and adaptations can be more successful in some settings and less so in others.

The combination of a discourse analysis in the framework of a complexity approach can be a valuable asset to the growing literature on complexity, both in planning and in leisure and tourism. By using a discourse
analysis to study leisure-led regional development in the Dutch province of Fryslân, we showcase the influence of values and meanings in structuring a region’s development. Interviews with key actors in leisure and an analysis of a number of policy documents on both municipal and provincial level form the basis for identifying differing views on leisure. We conclude that in cases where discourses are mostly shared among actors, new initiatives are more likely to prosper and lead to structural change and leisure-led regional development. For planners, this can suggest not only focusing on new plans and initiatives, but also on ways to increase the uniformity of perspectives on the values attached to leisure.

Knowledge networks and brokers in tourism destinations: An evolutionary perspective
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The active involvement of stakeholders in processes of collaborative learning is one of the fundamental pillars that influence and, at the same time, singularize the evolutionary performance of complex destinations. This paper adopts evolutionary and relational economic geography approaches with the aim to bring new insights to the question of who are the actors that create, capture, control and support the dissemination of knowledge in destinations.

A two-mode social network analysis is applied to analyze the structure and brokers in knowledge networks resulting from interactions at specialized seminars and training courses organized in a Catalan coastal destination. The empirical analysis distinguishes between informal exchange flows –casual conversation among actors – and formal transfer flows – transmission of knowledge from speakers or lecturers to attendees. Results show the key role of a Technology and Innovation Centre as main leader of administered knowledge networks in which other actors – including private and public organizations – perform different but complementary roles that vary depending on the nature of interactions.

All in all, drawing on this specific case study, the paper discusses the ways in which destinations can promote efficient organizational forms that embrace the complexity and wider spectrum of actors that are fundamental for the proper functioning of localized systems of learning. This contribution can be valuable when defining tourism policies aimed at building bridges between traditionally separate communities of practice and so, for promoting tourism destination resilience in the long-run.

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Keywords: collaborative learning, knowledge brokers, social network analysis, resilience, destination evolution.

Complexity in leisure and tourism research: developing joint research agendas
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Complex systems theory, and its counterpart chaos theory, have evolved from systems theory to address uncertainty and the non-linearity of interactions in a system. Although complexity theory has been developed within hard science, it has expanded to social sciences to understand socio-economic systems. Complexity approaches in tourism and leisure research have been apparent to examine the policy and planning at destinations, the nature of tourism and leisure experiences, the evolution of destination, the networks of actors among others. Using a variety of concepts tools and methods, complexity approaches in tourism and leisure research seek to examine collective processes, initial conditions, path-dependence,
feedback loops, adaptability and resilience. Moreover such research approaches emphasise the dynamic processes rather than an end-state, interactions rather than entities, and uncertainty and limited knowledge where the collective learning and evolutionary processes are important. In this presentation complexity research regarding tourism policy is briefly presented together with research projects on nature experiences, innovation and governance to highlight the relevance and contribution of complexity approaches to tourism research. Without aiming at providing an exhaustive list of relevant research, this presentation aims to stimulate discussion on the development of research agendas within complexity in tourism and leisure research.

Room C319
SESSION 30: Tourist motivation

Everything ready for the elderly? Or...
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To what extent is the tourism industry, hotel industry, and restaurants ready to meet an aging population? It is a fact that the population in Norway will be over 1000000 people over 67 in 2040. This paper aims to investigate what older people perceive as important in terms of eating out.

In the spring and autumn of 2016 nine CurroCus®, group interviews were conducted with people over the age of 60. The project, which has a broader perspective than this paper, focuses on food and meals among people above that age. In total, 72 people participated between 60 and 89 years. A big overweight was women, and the ratio was 80/20 between women and men. The different group interviews had a duration of 45-48 minutes. The interviews were recorded, transcribed verbatim, and analysed with analysing tool NVivo 11.0. Managers at various activity centres recruited all respondents among the elderly at these meeting places in Stavanger, Norway. Raw data is analysed using a Grounded Theory approach.

The main findings that have been made are aimed specifically at the categories of future demands, outpouring, future thinking, technology utilization and motivational focus. It can be concluded that the tourism and hospitality industry has something to learn from active elderly people in terms of food, meals and service. Future research should focus on the area such as food, meals, service and activities for elderly people in the hospitality industry.

Keywords: Elderly, Food, Meals, Service, Active

The impact of political crises on the choice of second-home destination: A study of Swedish-Iranian second home buyers
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Political crises which have negative impact on the choice of a tourism destination can also affect the choice of a second-home destination negatively. The purpose of this study is to investigate why a part of Swedish-Iranian second home buyers prefer Spain than Turkey due to the politics. The group has shown interest in second-home purchase in the two countries during recent decade. More than 30 short dialogues were made with Swedish-Iranian buyers at the exhibition of “Buying Properties Abroad” in Kista, September 2015, after the start of a series of political crises in Turkey. A simple question was asked: Why do you choose Spain before Turkey? Most of the respondents gave more than three reasons.
The most important category of reasons were political factors followed by cultural factors. Political anxiety, instability and insecurity in Turkey, risk for civil war, police society, lack of democratic order, the fact that Turkey is not EU member, the government’s negative attitude towards Kurds, and the origin of Islamic state were the most mentioned political reasons. Cheating among some shopkeepers, negative attitudes by authorities towards Iranians, general perception of foreign women/female tourists, lack of a modern culture in Turkey, and better mentality among Spanish people have been among the cultural reasons. Among the economic reasons they mentioned lack of good infrastructure in Turkey, insecurity for invested capital, lower living costs in Spain, it is safer to buy house in Spain as EU country. Other less mentioned reasons were natural preconditions and knowledge on Spanish language.

Keywords: Political crises, Second-homes, Turkey, Spain, Swedish-Iranians
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