

**26th Nordic Symposium
of Tourism and
Hospitality Research**



DALARNA
UNIVERSITY

October 4-6 2017, Falun, Sweden

CONFERENCE PROGRAMME



WELCOME

Welcome to ...

...the 26th Nordic Symposium of Tourism and Hospitality Research!
The theme of the symposium is 'Tourism in a Hyper-Connected World: Challenges of Interactivity and Connectedness'. This is a highly relevant topic as digital technology has quickly reshaped tourists' behavior and consequently the prerequisites for destinations and tourism businesses. And we are only in the beginning of this transformation. We are proud to announce that more than 150 researchers have been attracted to this year's symposium. Among them are senior researchers who arranged and participated in the first Symposium, as well as new doctoral students who now attend their first event. In addition to participating researchers from the five Nordic countries, there are participants from another 15 countries. During the two days of the Symposium, there will be three keynote presentations and close to 130 paper presentations. A doctoral work-shop will be held before the actual conference starts. Consequently, we are convinced that this Symposium will shed light upon a number of issues related to the Symposium theme as well as other interesting ones.

... Dalarna University!

Our university is rather young. It was established as a regional university college in 1977 but is today a national research and educational institution with two campuses and with extensive distance learning possibilities. Over 16,000 students attend courses and programs which span health care, teachers programs, media, engineering and social sciences. Tourism education has been an important profile of the university since its start. We were actually one of the first higher education institutions in Sweden to start a tourism program. Today, our tourism department consists of 15 active staff and doctoral students, all involved in research and teaching. We have now taken yet another step forward by setting up our own research center, the Centre for Tourism and Leisure Research (CeTLer), initially funded by the European Union and the Region of Dalarna.

... Falun and Dalarna!

For Swedes, the region of Dalarna is associated with what is considered as being the genuine Sweden due to its rich culture, traditional architecture and folklore. Tourism is one of the area's most important industries. Dalarna, with a strong summer as well as winter season, is the most visited destination in Sweden outside of the three largest urban areas. Falun is the largest town and the administrative centre of Dalarna. The town hosts several interesting attractions and sights. The most historic sight is Falu Copper Mine, today a UNESCO World Heritage site, which has played an important role during hundreds of years in the Swedish history. Today, Falun is known for its cross country skiing and ski jump facilities and for having hosted several world championships in skiing. If you have time, do some sight-seeing. If not, come back when you have time!

And finally...

...we hope that this symposium will inspire further research and that it will encourage increased interactivity and connectedness among us. We wish you a happy and rewarding symposium!

Jörgen Elbe and Susanna Heldt-Cassel

CONFERENCE THEME

Tourism in a Hyper-Connected World: Challenges of Interactivity and Connectedness

Challenges of Interactivity and Connectedness

Everything is just a click away. The interactivity and connectedness related to the instant and social use of information technology create communities and social inclusion that both transcend borders and go beyond physical interaction and travel. At the same time, they produce new forms of inequality, disconnectedness and exclusion. Information is not just accessible. It can be produced by everyone, regardless of purpose or interest, and we choose freely what to consume and how to interpret the resulting information. The constant connectedness and ability to be interactive that have been brought to us by new and developed technology in evermore sophisticated portable devices are challenging the ways in which tourists and producers interact. They furthermore influence the way in which new services are being developed and the way in which existing ones are being challenged within the tourism industry.

Effects on the Tourism Market

The tourism market is becoming evermore consumer-driven as the increasing use of social media has both facilitated the growth of producing and sharing user-generated content as well as influenced consumers' decision-making regarding destinations and service providers. Images of destinations are interactively produced and shared, which means new challenges for destination marketers. The developing sharing economy, such as private letting of accommodation and private transportation, as well as an informal sector of sharing and exchanging services previously organized by commercial actors, challenges established business models as well as norms and regulations. These changes are challenging our understanding of the tourism system as we know it.

Mobility and Virtual Experiences

At the same time as the movement of people is increasing in terms of temporary and more permanent migration across the world, not least to the Nordic countries, both as voluntary and as forced migration, the whole mobility paradigm of long-distance travel for leisure purposes is being questioned for environmental reasons. Technological development and the possibilities that come with digital experiences of augmented and virtual realities, along with gamification of experiences, are further challenging the notions of the tourism experience as being necessarily related to physical transportation and accommodation away from home.

DALARNA UNIVERSITY - CeTLer: CENTRE FOR TOURISM AND LEISURE RESEARCH

The Interface between Dalarna University and the regional business community

Established in late 2016, CeTLer, the Centre for Tourism and Leisure Research, is Dalarna University's newest research centre and focusses on both academic and industry research collaborations. Working regionally, nationally and internationally, CeTLer aims to strengthen knowledge for regional business whilst ensuring that the Centre's activities are closely linked with the student experience. CeTLer works in close collaboration with the region and local stakeholders. The Centre is also involved with organising seminars, workshops and knowledge days to promote the exchange of experience and dissemination of knowledge with the tourism industry. Funded by the European Union, the Regional Authority of Dalarna and Dalarna University, CeTLer is an exciting initiative that intends to play a key role in developing the visiting industry in Dalarna and acting as a research hub for tourism in the region.

KEYNOTE SPEAKERS

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 today's 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 prize 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.

Nigel Morgan

Swansea University
UK



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 Maria Munar

Copenhagen Business School, CBS
Denmark

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.

CONFERENCE SUMMARY TABLE

Tuesday - October 3	Wednesday - October 4	Thursday - October 5	Friday - October 6
PhD workshop	PhD workshop	8.00 Registration	
		8.30-9.00 Conference opening, Welcome speeches	8.30-9.30 Keynote III
		9.00-10.00 Keynote I	9.30-10.30 Parallel sessions IV
		10.00-10.30 Coffee break	10.30-11.00 Coffee break
		10.30-12.00 Parallel sessions I & Industry workshop (with registration for industry partners)	11.00-12.00 Parallel sessions V
		12.00-13.00 LUNCH	12.00-13.00 LUNCH
		13.00 -14.00 Keynote II	13.00- 14.30 Parallel sessions VI
		14.00-15.30 Parallel sessions II	14.30-15.15 Closing of the conference
		15.30-16.00 Coffee break	15.15 Coffee and mingling
		16.00-17.30 Parallel sessions III	
16.00-17.15 Guided tour in Falun mine	18.00-20.00 Welcome Reception at Studenternas Hus Kåre (Student Union House, Åsgatan 37, Falun)	19.00 Gala dinner at Dalasalen, Kaserngården 3, Falun	
		Registration will be open from 17.30 at the Welcome Reception venue	



CONFERENCE SESSIONS OVERVIEW

Thursday October 5th

8.00	Registration opens					
8.30-9.00	Plenary session: Opening ceremony - Room FÖ6					
9.00-10.00	Plenary session: Keynote I, Diane, Nijs <i>"Imagineering as collaborative innovation by design"</i> - Room FÖ6					
10.00-10.30	Coffee break					
	Parallel session I					
	Room: C227	Room: C220	Room: C327	Room: C335	Room: C337	Room: C313
10.30-12.00	Industry Workshop: Creating and Innovating in a Complex World <i>Moderator: Diane Nijs</i>	(29) Understanding and monitoring visitor's behaviour <i>Chair: David Scott</i>	(31) Challenges for destination development <i>Chair: Albina Pashkevich</i>	(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 <i>Chair: Hogne Øian</i>	(15.I) Advancements in Event Management Research: Event experiences <i>Chair: Tommy Andersson, John Armbrecht, Erik Lundberg</i>	(6) Big data and business intelligence in the travel & tourism domain <i>Chair: Maria Lexhagen, Matthias Fuchs, Tatiana Chekalina, Marianna Strzelecka</i>
12.00-13.00	Lunch at Scandic hotel					
13.00-14.00	Plenary session: Keynote II, Nigel Morgan <i>"Tourism, exclusion and disconnectedness"</i> - Room FÖ6					
	Parallel session II					
	Room: C227	Room: C220	Room: C327	Room: C335	Room: C337	Room: C313
14.00-15.30	(18) The role of the DMO in the digital era <i>Chair: Jörgen Elbe</i>	(8.I) City destination interconnectivity: New roles for destination marketing and management <i>Chair: Göran Andersson</i>	(9.I) Influencing sustainable behaviour in tourism & hospitality <i>Chair: Sarah Seidel, Femke Vrenegoor</i>	(20+17) Tourism and the public sector <i>Chair: Dieter Müller</i>	(15.II) Advancements in Event Management Research: The value of events <i>Chair: Tommy Andersson, John Armbrecht, Erik Lundberg</i>	(12+25.I) Creating Tourism Knowledge in a Hyper-Connected World <i>Chair: Minni Haanpää, Maria Hakkarainen, Katrín Anna Lund, Gunnar Thór Jóhannesson</i>
15.30-16.00	Coffee break					

CONFERENCE SESSIONS OVERVIEW

Thursday October 5th

	Parallel session III					
	Room: C227	Room: C220	Room: C327	Room: C335	Room: C337	Room: C313
16.00-17.30	(22) 2 degrees: Tourism and the new climate regime <i>Chair: Martin Gren, Edward Huijbens, Marianna Strzelecka</i>	(8.II) City destination interconnectivity: New roles for destination marketing and management <i>Chair: Göran Andersson</i>	(9.II) Influencing sustainable behaviour in tourism & hospitality <i>Chair: Sarah Seidel, Femke Vrenegoor</i>	(5) Nature experiences and digitalization <i>Chair: Sandra Wall-Reinius, Maria Lexhagen</i>	(13) Local collaboration at cruise destinations: Challenges and opportunities of sustainable value creation <i>Chair: Karin Wigger and Kristina Svells</i>	(12+25.II) Creating Tourism Knowledge in a Hyper-Connected World <i>Chair: Minni HaanpääMaria Hakkarainen, Katrín Anna Lund, Gunnar Thór Jóhannesson</i>
19.00	Gala Dinner at Dalasalen, Kaserngården 3, Falun					

Friday October 6th

8.00	Registration opens					
8.30-9.30	Plenary session: Keynote III, Ana- María Munar <i>"The Hyper Tourism Researcher"</i> - Room FÖ6					
	Parallel session IV					
	Room: A336	Room: A345	Room: C327	Room: C335	Room: C337	Room: C319
9.30-10.30	(3.I) The Pedagogy of Tourism <i>Chair: Rosemarie Ankre, Ida Grundel, Cecilia Möller</i>	(19.I) Place branding in the Nordic Context Similarities Differences Challenges and Opportunities (I) <i>Chair: Andrea Lucarelli, Sara Brorström, Anders Parment</i>	(11) Quantitative research approaches and micro-data in Tourism Studies <i>Chair: Zuzana Macuchova</i>	(1) Innovation and entrepreneurship <i>Chair: Jonathan Yachin</i>	(32) Tourism scholars in the knowledge economy <i>Chair: Tara Duncan</i>	(2) Smart Tourism: Co-articulating tourism futures in the imaginative qualities of design thinking <i>Chair: Tanja Knoblauch Nielsen, Mads Bødker</i>
10.30-11.00	Coffee break					

CONFERENCE SESSIONS OVERVIEW

Friday October 6th

	Parallel session V					
	Room: A336	Room: A345	Room: C327	Room: C335	Room: C337	Room: C319
11.00-12.00	(3.II) The Pedagogy of Tourism <i>Chair: Rosemarie Ankre, Ida Grundel, Cecilia Möller</i>	(19.II) Place branding in the Nordic Context: Similarities, Differences, Challenges and Opportunities <i>Chair: Andrea Lucarelli, Sara Brorström, Anders Parment</i>	(24+16) Tourism, indigenous entrepreneurship and representations <i>Chair: Dieter Müller and Cecilia de Bernardi</i>	(4.I) Nature-based tourism in transition <i>Chair: Peter Fredman</i>	(7) Nordic-Baltic-Russian Tourism Development Perspectives <i>Chair: Per Strömberg, Albina Pashkevich</i>	(23) New ways to work: Changes on the tourism labour market <i>Chair: Maria Thulemark</i>
12.00-13.00	Lunch at Scandic hotel					
	Parallel session VI					
	Room: A336	Room: A345	Room: C327	Room: C335	Room: C337	Room: C319
13.00-14.30	(28) Tourism research in a digital era <i>Chair: Eugenio Conti and Daniel Brandt</i>	(26) Workshop: What is a good tourism academic? What is a good tourism academy? <i>Moderators: Ana Maria Munar, Adriana Budeanu, Cecilia de Barnardi</i>	(14) (Re)Connecting Mobilities and Tourism <i>Chair: Tara Duncan</i>	(4.II) Nature-based tourism in transition <i>Chair: Peter Fredman</i>	(21) Complexity research in leisure and tourism: Challenges and directions in the era of interconnectedness <i>Chair: Ioanna Farsari, Diane Nijs</i>	(30) Tourist motivation <i>Chair: Susanna Heldt-Cassel</i>
14.30-15.15	Plenary session: Closing of the conference, discussant Magnus Bohlin					
15:15	Coffee and Mingling					

DETAILED CONFERENCE PROGRAMME

Thursday October 5th

8.00	Registration opens
8:30-9.00	Opening ceremony Room FÖ6
9.00-10.00	Plenary session: Keynote I, Diane, Nijs <i>"Imagineering as collaborative innovation by design"</i> Room FÖ6
10.00-10.30	Coffee break
10.30-12.00	Parallel session I
Room	C227
Industry Workshop: Creating and Innovating in a Complex World <i>Moderator: Diane Nijs</i>	Implement Imagineering to develop innovative ideas for your organisation <i>The workshop is open to all conference delegates. No registration needed! You are very welcome!</i>
Room	C220
(29) Understanding and monitoring visitor's behaviour <i>Chair: David Scott</i>	<ol style="list-style-type: none">1. Making a popular destination sustainable – Managing increased tourism in Iceland - Rögnvaldur Ólafsson & Gyða Þórhallsdóttir, University of Iceland, Iceland2. Cycling as a holiday activity – the case of Denmark - Carl Marcussen, Centre for Regional and Tourism Research, Denmark3. Success Drivers of Visitor Attractions: A Literature Review - Susanne Faerber, Dennis Ahrholdt, and Oliver Schnittka, University of Southern Denmark, Denmark4. 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, Denmark5. 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
Room	C327
(31) Challenges for destination development <i>Chair: Albina Pashkevich</i>	<ol style="list-style-type: none">1. Welcome to Hipsterville. In search of urban sustainable tourism - Jan Henrik Nilsson, Lund University, Sweden.2. Sharing in Extraordinary Food Experience : The case of Food Tourists - Sandhiya Goolaup, University of Gothenburg, Sweden3. "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, Iceland4. Second Home purchase in Turkey by Swedish Iranians: An Explorative Study - Saeid Abbasian, Södertörn University & Dieter K. Müller, Umeå University, Sweden
Room	C335
(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 <i>Chair: Hogne Øian</i>	<ol style="list-style-type: none">1. Coping with the new tourist trafic to Trolltunga - Reidar J Mykletun, Molde University College, Norway2. Foraging tourism in coastal areas – the governance implications - Anne-Mette Hjalager, University of Southern Denmark, Denmark3. The Right of Public Access as a Landscape Relation Strategy -Klas Sandell, Karlstad university, Sweden4. Discussant Peter Fredman

DETAILED CONFERENCE PROGRAMME

Thursday October 5th

Room	C337
(15.I) Advancements in Event Management Research: Event experiences <i>Chair: Tommy Andersson, John Armbrecht, Erik Lundberg</i>	<ol style="list-style-type: none">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, Finland2. Hosting The National Competition of the Icelandic horse: The experience of local inhabitants in 2016 – Ingibjörg Sigurdardóttir, Holar University College, Iceland3. 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, Finland4. Experience quality, satisfaction, perceived value behavioural intentions in an event context - John Armbrecht, Erik Lundberg & Tommy D. Andersson, Gothenburg University, Sweden
Room	C313
(6) Big data and business intelligence in the travel & tourism domain <i>Chair: Maria Lexhagen, Matthias Fuchs, Tatiana Chekalina, Wolfram Höpken</i>	<ol style="list-style-type: none">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, Finland2. Using smart devices to measure length of stay and travel routes - Gyða Þórhallsdóttir & Rögnvaldur Ólafsson, University of Iceland, Iceland3. 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)
12.00-13.00	Lunch at Scandic hotel
13.00-14.00	Plenary session: Keynote II, Nigel Morgan <i>“Tourism, exclusion and disconnectedness”</i> Room FÖ6
14.00-15.30	Parallel session II
Room	C227
(18) The role of the DMO in the digital era <i>Chair: Jörgen Elbe</i>	<ol style="list-style-type: none">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, Sweden2. Has interactivity and connectedness seized tourists' use of tourist information centres? – Maria Månsson, Liverpool John Moores University, UK, Malin Zillinger & Lena Eskilsson, Lund University, Sweden3. Constructing smart tourism destinations, prerequisites and consequences – Peter Björk, HANKEN School of Economics, Finland4. The changing role of the DMO – experiences from Dalarna region - Jörgen Elbe, Dalarna University/CeTLer & Lotta Magnusson, Visit Dalarna
Room	C220
(8.I) City destination interconnectivity: New roles for destination marketing and management <i>Chair: Göran Andersson</i>	<ol style="list-style-type: none">1. Medical Tourism: A Symbiosis between Healthcare and Tourism - Erik A. Borg, Frank-Michael Kirsch & Kjell Ljungbo, Södertörn University, Sweden2. Connecting a city to the past – Paul Cleave, University of Exeter, UK3. City destination image - How destination characteristics can be interconnected with visitors' destination image – Authors: Saeid Abbasian & Göran Andersson, Södertörn University, Sweden4. Challenges of collaboration in old townscapes - Anna Karin Olsson & Iréne Bernhard, Organization: University West, Sweden5. Without transportation no tourist industry. Case Sweden – Anders Steene, Södertörn University, Sweden

DETAILED CONFERENCE PROGRAMME

Thursday October 5th

Room	C327
(9.I) Influencing sustainable behavior in tourism & hospitality <i>Chair: Sarah Seidel, Femke Vre negoor</i>	<ol style="list-style-type: none">1. Who is the "Right" customer: Icon design in guiding appropriate tourist behaviour – Klaes Eringa, Shenghan Zhou & Hanzhi Zhang, Stenden University, the Netherlands2. Antecedents of sustainable hotel entrepreneurship – Femke Vre negoor, Stenden University, the Netherlands3. Studying infrastructure's impact on sustainable consumer practices by exploring the case of boat maintenance practices in the Baltic Sea – Bianca Koroschetz & Cecilia Solér, University of Gothenburg, Sweden
Room	C 335
(20+17) Tourism and the public sector <i>Chair: Dieter Müller</i>	<ol style="list-style-type: none">1. Policy making's critical roles in sustainable tourism development – Ida Marie Visbech Andersen, Lillebaelt Academy, University of Applied Sciences & Bodil Stilling Blichfeldt, University of Southern Denmark, Denmark2. Institutionalist Perspective on Public Sector in Tourism: The Case of Turkey - Ilkay Taş Gürsoy, Dokuz Eylül University, Reha Midilli Foça, Turkey3. Temporary Resident Evil? Planning for Second-Home Tourism – Andreas Back, Umeå University, Sweden4. Heritage = Tourism? – Kjell Olsen, Uit - The Arctic University of Norway, Norway
Room	C337
(15.II) Advancements in Event Management Research: The value of events <i>Chair: Tommy Andersson, John Armbrecht, Erik Lundberg</i>	<ol style="list-style-type: none">1. Bidding for the World Championship in Biking 2017 - Reidar J Mykletun, Molde University College, Norway2. Competition and festival failure: Societal costs and benefits related to the rise and fall of Swedish music festivals – Anders Nordvall, Mid Sweden University & Tobias Heldt, Dalarna University/CeTLer, Sweden3. Social impact evaluation in event portfolios – Martin Wallstam, Mid Sweden University, Sweden4. Subjective well-being of sport event participants: A study of five large sport events - Tommy D. Andersson & Erik Lundberg, University of Gothenburg, Sweden5. The Creation of Sea Food Festivals – Lucia Pizzichini & Gian Luca Gregori, Università Politecnica delle Marche, Italy
Room	C313
(12+25.I) Creating Tourism Knowledge in a Hyper-Connected World <i>Chair: Minni Haanpää, Maria Hakkarainen, Katrín Anna Lund, Gunnar Thór Jóhannesson</i>	<ol style="list-style-type: none">1. 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, Finland2. Sharing and co-creating scientific knowledge with tourists – Scientific tourism on the Seili Island - Julia Räikkönen, University of Turku, Finland3. The Visual as a Pathway to Emotions. Reflections on event volunteer affective autoethnography - Minni Haanpää, University of Lapland / MTI, Finland
15.30-16.00	Coffee break
16.00-17.30	Parallel session III
Room	C227
(22) 2 degrees: Tourism and the new climate regime <i>Chair: Martin Gren, Edward Huijbens, Marianna Strzelecka</i>	<ol style="list-style-type: none">1. Climate sensitivity and footprints of snow sports tourists in Nordic Europe - O. Cenk Demiroglu, Umeå University, Sweden2. Chasing Ice: Participatory scenario planning under scenarios of climate change and tourism growth in Southeast Iceland – Hans Welling, Thorvardur Arnason & Rannveig Olafsdóttir, University of Iceland, Iceland3. Tourism and the Anthropocene – Edward Huijbens, University of Akureyri, Iceland4. Persuading passengers to purchase voluntary carbon offsetting: How serious are airlines' on climate change? – Alan Pomeroy, Gary Noble & Christian Persson, University of Wollongong, Australia

DETAILED CONFERENCE PROGRAMME

Thursday October 5th

Room	C220
(8.II) City destination interconnectivity - New roles for destination marketing and management <i>Chair: Göran Andersson</i>	<ol style="list-style-type: none">1. The impact of Smart Cities Applications on Destination Branding and Tourism Innovation - Solmaz Filiz Karabag, Linköping University, Sweden2. Stockholm Tourism and its DMO - Dennis Zalamans, Södertörn University, Sweden3. Barcelona, a tourist and accessible city: Museums welcoming all visitors. The case study of CosmoCaixa Science Museum - Mònica Molina, Universitat Autònoma de Barcelona, Spain4. Destination Branding in Industry 4.0 - Mehmet Cihan & Solmaz Filiz Karabag, Cukurova University, Turkey
Room	C327
(9.II) Influencing sustainable behavior in tourism & hospitality <i>Chair: Sarah Seidel, Femke Vrengoer</i>	<ol style="list-style-type: none">1. Evolution of green consumption. Sources of demand for green tourism – Katarzyna Negacz, Warsaw School of Economics, Poland2. 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 & Reidar J. Mykletun, University of Stavanger, Norway3. Local Food in Tourism and Regional Identity – Sarah Seidel, Stenden University, The Netherlands4. Tourism as a Learning Device for Sustainable Development – The Case of a Biosphere Reserve – Fredrik Hoppstadius & Klas Sandell, Karlstad University, Sweden
Room	C335
(5) Nature experiences and digitalization <i>Chair: Sandra Wall- Reinius, Maria Lexhagen</i>	<ol style="list-style-type: none">1. The use of travel blogs as a digital marketing tool for nature-based tourism in the Nordic archipelagos - Melanie Greene, Memorial University of Newfoundland, Canada2. Understanding nature experiences – the role of Internet, social media and the image of the Swedish Mountains - Maria Lexhagen & Sandra Wall-Reinius, Etour, Mid Sweden University, Sweden3. Symbolic value of nature experiences: A practical framework - Monica Adele Breiby, Inland Norway University of Applied Sciences, Norway4. Place-based method for digitally enhanced experiences - Lotta Braunerhielm, Linda Ryan Bengtsson & Laila Gibson, Karlstad University, Sweden5. Into the wild: exploring digitally disconnected travel experiences – Brad McKenna, University of East Anglia & Wenjie Cai, University of Greenwich, United Kingdom
Room	C337
(13) Local collaboration at cruise destinations: Challenges and opportunities of sustainable value creation <i>Chair: Karin Wigger and Kristina Svets</i>	<ol style="list-style-type: none">1. Are we poles apart? A north/south investigation into cruise ships tourism – Tracy Harkison & Þórný Barðadóttir, AUT University, New Zealand2. Cruise arrivals as short-term market opportunities: A local supplier perspective – Karin Wigger, Nord University Business School, Norway3. Is a dock all they need? About cruise ships in Northern Iceland – Þórný Barðadóttir, Iceland4. Drivers, barriers and critical success factors for value creation on shore from cruise tourism - Einar Lier Madsen, Nordland Research Institute, Norway5. Hurtigruten – a ship paving the way for land-based tourism – Arvid Viken, UiT The Norwegian Arctic University, Norway
Room	C313
(12+25.II) Creating Tourism Knowledge in a Hyper-Connected World <i>Chair: Minni Haanpää, Maria Hakkarainen, Katrin Anna Lund, Gunnar Thór Jóhannesson</i>	<ol style="list-style-type: none">1. Doing by hand and creating knowledge – handicraft tourist's experiences - Outi Kugapi, University of Lapland / MTI, Finland2. Exploring tourism imponderables as we go along - Katrín Anna Lund, University of Iceland & Gunnar Thór Jóhannesson, University of Iceland, Iceland3. 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 & Janne Säynäjäkangas, University of Jyväskylä
19.00	Gala Dinner at Dalasalen, Kaserngården 3, Falun

DETAILED CONFERENCE PROGRAMME

Friday October 5th

8.00	Registration opens
8.30-9.30	Plenary session: Keynote III, Ana- María Munar <i>"The Hyper Tourism Researcher"</i> Room FÖ6
9.30-10.30	Parallel session IV
Room	A336
(3.I) The Pedagogy of Tourism <i>Chair: Rosemarie Ankre, Ida Grundel, Cecilia Möller</i>	<ol style="list-style-type: none">1. Experiences from collaboration with the industry in tourism higher education – Anders Nordvall & Andrew Sutherland, Mid Sweden University, Sweden2. Internships in Tourism: The University and Workplaces in Co-Operation, Opportunities and Challenges – Andrew Sutherland, Daniel Wolf-Watz & Rosemarie Ankre, Mid-Sweden University/Etour, Sweden3. "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) <i>Chair: Andrea Lucarelli, Sara Brorström, Anders Parment</i>	<ol style="list-style-type: none">1. Destination gastronomy experiences – Food dimensions that counts - Peter Björk & Hannele Kauppinen-Räsänen, HANKEN School of Economics, Finland2. An image worth a thousand words – Dual perspectives of Swedish city brand images - Carola Strandberg, Anna Näppä & Maria Ek Styvén, Luleå University of Technology, Sweden3. 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 <i>Chair: Zuzana Macuchova</i>	<ol style="list-style-type: none">1. Agglomeration and external effects in the Norwegian tourism sector – Oddne Skrede, Western Norway University of Applied Sciences, Norway2. Online booking of holiday accommodations in Europe – Eva Hagsten, University of Iceland & Martin Falk, Austrian Institute of Economic Research3. 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 <i>Chair: Jonathan Yachin</i>	<ol style="list-style-type: none">1. The Action of Faces and Spaces: An Interactionist Perspective on the Performance of a Lifestyle Enterprise – Stuart Reid, Lund University, Sweden2. The risks of innovation: A study of tourism entrepreneurs' perception and response - Isabel Rodriguez, Allan Williams, Vlatka Skokic, University of Surrey, UK3. Sourcing Customer Knowledge in Micro Tourism Firms – Jonathan Yachin, Dalarna University/CeTLeR, Sweden
Room	C337
(32) Tourism scholars in the knowledge economy <i>Chair: Tara Duncan</i>	<ol style="list-style-type: none">1. Genuine Discussions of the Study of Tourism – Kazuyoshi Takeuchi, Jissen Women's Junior College, Japan2. The authentic tourism academic, a compromise? – Cecilia de Bernardi, University of Lapland, Finland/Dalarna University-CeTLeR, Sweden3. Mobilities of care: tensions within an academic life – Tara Duncan, Dalarna University/CeTLeR

DETAILED CONFERENCE PROGRAMME

Friday October 6th

Room	C319
(2) Smart Tourism: Co-articulating tourism futures in the imaginative qualities of design thinking <i>Chair: Tanja Knoblauch Nielsen, Mads Bødker</i>	<ol style="list-style-type: none">1. Digital service innovation and design in the sharing economy – Mia Larson & Cecilia Cassinger, Lund University, Sweden2. Designing the ultimate guest experience: The evolution of a perpetual quest – Alain Imboden, Les Roches Global Hospitality Education, Switzerland3. Green Tourism BARCamp: Beyond All Recognition or the Emperor's New Clothes? – Dennis Zalamans & Gustaf Onn, Södertörn University, Sweden
10.30-11.00	Coffee break
11.00-12.00	Parallel session V
Room	A336
(3.II) The Pedagogy of Tourism <i>Chair: Rosemarie Ankre, Ida Grundel, Cecilia Möller</i>	<ol style="list-style-type: none">1. Imitating the business processes in virtual environments – Johanna Heinonen, Haaga-Helia University of Applied Sciences, Finland, Marjaana Salomaa, Laurea UAS & Sini Temisevä, Laurea UAS, Finland2. Educational Community Engagement– a chance for students in tourism to get closer to the chaos of the archipelago entrepreneur? – Gustaf Onn, Södertörn university, Sweden3. Struggling with theory and practice within higher education in tourism studies - Ida Grundel & Cecilia Möller, Karlstad University, Sweden
Room	A345
(19.II) Place branding in the Nordic Context: Similarities, Differences, Challenges and Opportunities <i>Chair: Andrea Lucarelli, Sara Brorström, Anders Parment</i>	<ol style="list-style-type: none">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 & Wilhelm Skoglund, Mid Sweden University, Sweden2. The ambivalent f-word: Translating gender politics into nation branding in Sweden - Cecilia Cassinger, Lund university, Sweden3. Branding Swedish Lapland – The discursive politics of constructing destinations - Susanna Heldt Cassel, Dalarna University/CeTLer, Andrea Lucarelli, Lund University, Sweden
Room	C327
(24+16) Tourism, indigenous entrepreneurship and representations <i>Chair: Dieter Müller and Cecilia de Bernardi</i>	<ol style="list-style-type: none">1. Balancing Culture and Commerce? On the Situation of Sami Tourism Entrepreneurs in Swedish Lapland – Dieter Müller, Umeå University, Sweden2. Representations and National Marketing: The Case of Indigenous Peoples in Nordic and Russian DMOs' webpages – Cecilia de Bernardi, University of Lapland, Finland/Dalarna University-CeTLer, Sweden & Albina Pashkevich, Dalarna University/CeTLer, Sweden3. Leeuwarden in front of the Camera: Cultural differences in destination image photography – Shenghan Zhou & Klaes Eringa, University of Lapland, Finland
Room	C335
(4.I) Nature-based tourism in transition <i>Chair: Peter Fredman</i>	<ol style="list-style-type: none">1. Megatrends in nature-based tourism - A literature review - Jan Vidar Haukeland, Peter Fredman, NMBU, Norway & Yasmine Elmahdy, University of Stavanger, UiS, Norway2. Trends in nature-based tourism: A Delphi approach - Peter Fredman, Jan Vidar Haukeland, Liisa Tyrväinen, Dominik Siegrist, Kreg Lindberg & Heidi Helgaker Johansen NMBU, Norway3. An inventory of nature-based tourism firms in Norway - Stian Stensland, Knut Fossgard, Peter Fredman, Jan Vidar Haukeland, Kathrin Jahte, Kreg Lindberg, Magnar Forbord, Norwegian University of Life Sciences

DETAILED CONFERENCE PROGRAMME

Friday October 6th

Room	C337
(7) Nordic-Baltic-Russian Tourism Development Perspectives <i>Chair: Per Strömberg, Albina Pashkevich</i>	<ol style="list-style-type: none">1. Cross-border tourism: Challenges for cooperation in the Visit Arctic Europe area – Bente Heimtun, UiT The Arctic University of Norway, José-Carlos García-Rosell, University of Lapland, Finland & Hans Gelter, Luleå University of Technology, Sweden2. Arctic Tourism Development in Russia: Foreseeable Risks and Black Swans – Per Strömberg, University College of Southeast Norway & Sergey Ilkevich, Russian State University of Tourism and Service3. Benefits and risks of the increasing tourism flows into the Russian Arctic - Albina Pashkevich, Dalarna University/ CeTLER, Sweden
Room	C319
(23) New ways to work: Changes on the tourism labour market <i>Chair: Maria Thulemark</i>	<ol style="list-style-type: none">1. Diversity Management in the Hospitality Industry: Evidence and Future Research Agenda – Trude Furunes & Tone Therese Linge, University of Stavanger, Norway2. Labour turnover in the hospitality and tourism sector in Sweden – Mats Lundmark & Daniel Brandt, Dalarna University/CeTLer, Sweden3. Tourism and Hospitality Careers: A critical review of existing literature – Maria Thulemark, Tara Duncan & Daniel Brandt, Dalarna University/CeTLer, Sweden
12.00-13.00	Lunch at Scandic hotel
13.00-14.30	Parallel session VI
Room	A336
(28) Tourism research in a digital era <i>Chair: Eugenio Conti & Daniel Brandt</i>	<ol style="list-style-type: none">1. Tourist attractions in a digital age - The art of conveying experiences – Sølvi Lynghes, BI Norwegian Business School, Norway2. Tourism and crisis communication through Facebook following cyclone Winston in Fiji – Cecilia Möller, Karlstad University, Sweden, Jie Wang, The University of Queensland, Australia & Thuy Hanh Nguyen, The University of Queensland, Australia3. 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 & Lena Eskilsson, Lund University, Sweden
Room	A345
(26) Workshop: What is a good tourism academy? What is a good tourism academy? <i>Moderators: Ana Maria Munar, Adriana Budeanu & Cecilia de Bernardi</i>	<p>What is 'goodness' in academy activities? An interactive and self-reflective workshop</p> <p><i>The workshop is open to all conference delegates. No registration needed! You are very welcome!</i></p>
Room	C327
(14) (Re)Connecting Mobilities and Tourism <i>Chair: Tara Duncan</i>	<ol style="list-style-type: none">1. Contested mobilities of mainland Chinese day-tripping in Hong Kong - J.J. Zhang, The University of Hong Kong2. Acknowledging climate change and tourism mobility identity: An accommodation for young Swedish travellers - Christian Persson & Alan Pomeroy, Stockholm University Business School, Sweden3. Mobilising everyday life – de-exoticising 'tourism' - David Scott, Dalarna University/CeTLer, Sweden4. Between tourism and migration - blurred categories in international travel - Jens Kr. Steen Jacobsen, University of Stavanger & Antonio Miguel Nogués-Pedregal, Universitat Miguel Hernánde5. Is there still a role for mobilities within tourism? - Tara Duncan, Dalarna University/CeTLer, Sweden

DETAILED CONFERENCE PROGRAMME

Friday October 6th

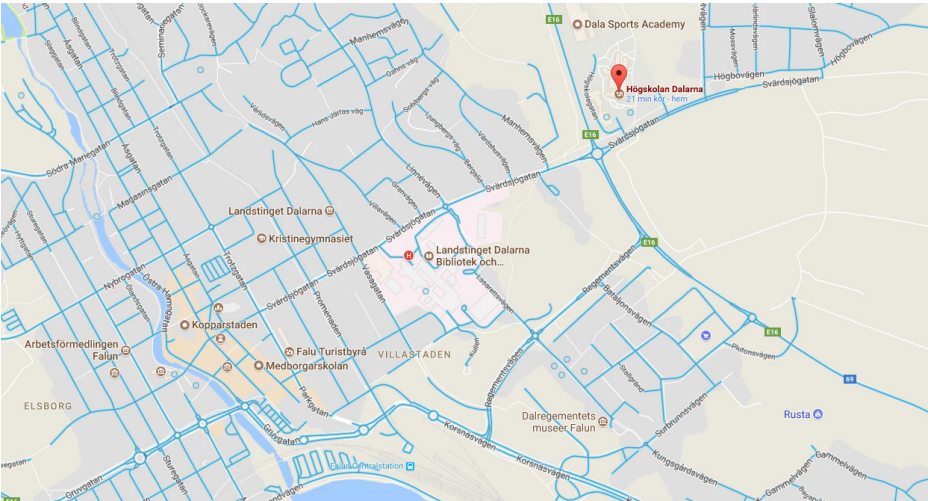
Room	C335
(4.11) Nature-based tourism in transition <i>Chair: Peter Fredman</i>	<div>1. Pilgrimage - a nature-based tourism product! Case study from Norway - Odd Inge Vistad & Hogen Øian, Norwegian institute for nature research, Norway</div> <div>2. Nature based tourism, networks and community resilience - Magnar Forbord & Kreg Lindberg, Rita Moseng Sivertsvik, Centre for Rural Research, Norway</div> <div>3. Survey of Quebec hikers, snowshoers and winter walkers, and identification of six hiker profiles - Claudine Barry & Paul Arseneault, Transat Chair in Tourism, Canada</div> <div>4. Sustainable Salmon Angling Tourism in a Changing World (SALMONCHANGE) - Stian Stensland¹, Sveinn Agnarsson³, Oddgeir Andersen², Anna Lind Björnsdóttir¹, Sjur Baardsen¹, Knut Fossgard¹, Þorgils Helgason³, Gunnar Þór Jóhannesson³, Amund H. Kristiansen¹, Friðrik Larsen³, Ståle Navrud¹, Esten Skullerud¹, Margrete Skår², Hogne Øian², Øystein Aas^{1,2}.</div> <div>¹ Norwegian University of Life Sciences, Ås, Norway</div> <div>² Norwegian Institute for Nature Research, Lillehammer, Norway</div> <div>³ University of Iceland, Reykjavik, Iceland</div>
Room	C337
(21) Complexity research in leisure and tourism: Challenges and directions in the era of interconnectedness <i>Chair: Ioanna Farsari, Diane Nijs</i>	<div>1. Sustainable Flourishing through Leadership of Emergence at the example of Tourism and Leisure - Liliya Terzieva, NHTV University of Applied Sciences, The Netherlands</div> <div>2. Grasping the complexity of leisure-led regional development through discourse analysis - J.F. Meekes, D.M. Buda & G. De Roo, Stenden University of Groningen /Stenden University of Applied Sciences, The Netherlands, Dorina M. Buda, Leeds Beckett University, U & Gert de Roo, University of Groningen, The Netherlands</div> <div>3. Knowledge networks and brokers in tourism destinations: An evolutionary perspective - Cinta Sanz-Ibáñez, Rovira i Virgili University, Catalonia, Sergi Lozano, Catalan Institute for Human Palaeoecology and Social Evolution (IPHES), Catalonia, Salvador Anton Clavé, Rovira i Virgili University, Catalonia</div> <div>4. Complexity in leisure and tourism research: Developing joint research agendas – Ioanna Farsari, Dalarna University/CeTLer, Sweden</div>
Room	C319
(30) Tourist motivation <i>Chair: Susanna Heldt-Cassel</i>	<div>1. Everything ready for the elderly? Or... - Kai Victor Hansen, University of Stavanger, Norway</div> <div>2. The impact of political crises on the choice of second-home destination: A study of Swedish-Iranian second home buyers – Saeid Abbasian, Södertörn University, Sweden</div>
14.30-15.15	Plenary session: Closing of the conference, Discussant Magnus Bohlin
15:15	Coffee and Mingling

PRACTICAL INFORMATION

Symposium Information

Venue

The Symposium is being held at Dalarna University (Högskolan Dalarna), Falun campus. Located on Högskolegatan 2, just off the E16, it is next to the Scandic Hotel Lugnet and the Lugnet Sports Complex.



The conference rooms are all in the main University building and will be signposted throughout the conference. Student helpers will be available to guide delegates to rooms.

Registration

The registration desk will be open throughout the Symposium.

Wednesday, 4th October

The registration desk will open at 17:30 at the Welcome event venue - Studenternas Hus Kåre (Student Union House), Åsgatan 37, Falun.

Thursday, 5th October

Open 8:00-17:30 in the main foyer of the University campus

Friday 6th October

Open 8:00-16:00 in the main foyer of the University campus

Falun Mine Tour (Wednesday, 4th October 16:00-17:15)

There is limited space for the guided tours of the Falun Mine. We will operate a first come first served system for the 30 places available. Please meet outside of Kristine Kyrka (Kristine Church) at 15:30 where mini-buses will transport delegates to the mine.

The guided tour costs 180SEK and delegates will be asked to pay at the Mine (by credit card).

Please wear appropriate clothing as part of the tour will be underground. Clothing and shoes may get dirty during the tour (you will be provided with a helmet and poncho). Make sure to wear appropriate footwear (no high heels please).

Welcome Reception, Wednesday 4th October 2017

The Welcome Reception will start at 18:00 and will be held in the centre of Falun at the Studenternas Hus Kåre (Student Union House), Åsgatan 37, Falun. This is located just off Falun's main square opposite Kristine Kyrka (Kristine Church), on the corner of Åsgatan and Kristinegatan. Signage and student helpers will be available to direct delegates to the venue.

The registration desk will be open from 17:30 and the Welcome Reception will start at 18:00. Refreshments and a light buffet will be served.

Gala Dinner, Thursday 5th October 2017

The Gala Dinner begins at 19:00 in the historic Dalasalen, Kaserngården 3. Just a 15 minute walk from Falun centre, this building was the old dining hall for the Dalarna military regiment stationed in Falun. Recently refurbished, the hall is a wonderful event venue to celebrate the 26th Nordic Symposium among colleagues and friends. Dress code is business casual to semi-formal.

Mini-bus Transport for Symposium events

All activities during the conference will be held within walking distance of the university and the hotels.

For participants who need transport for the Falun mine tour on Wednesday afternoon, the Welcome Reception on Wednesday evening and the Conference Dinner on Thursday evening, there will be a few mini buses available to take you to the venues. The buses will be driven by students from our International Tourism Management program at Dalarna University.

Wednesday

15:30 Gather in front of the Kristine Kyrka for bus transfer to the Mine.

17:15 Mini-bus return from Falun Copper Mine to hotels

17:30 Mini-bus service from Hotel Scandic Lugnet to Welcome reception (walking distance, mini-bus transfer is optional)

20:00 Mini-bus service from Welcome reception to Hotel Scandic Lugnet (walking distance, mini-bus transfer is optional)

Thursday

18:30 Mini-bus services from hotels to Conference Dinner (walking distance, mini-bus transfer is optional)

24:00 Bus services from Conference Dinner to the hotels (walking distance, mini-bus transfer is optional)

Local Information**Taxi Services**

There are number of taxi companies operating in Falun.

We suggest using either of the two companies listed below:

Koppartaxi

Tel: +46 23 63000

Taxi Falun

Tel: +46 23 15300

Local Buses

Two bus routes run directly from the centre of Falun (Knutpunkten: Stand G) to the University campus (Högskolan Svärdsjögatan).

Route 12 (Lugnet)

Route 153 (Lugnet)

You can buy a bus ticket direct from the driver of the bus or at a ticket machine. A single journey ticket will cost 30SEK.

For more information on local bus routes see:

<http://www.dalatrafik.se/sv/tidtabeller/falu-kommun/> (Swedish)

<http://www.dalatrafik.se/sv/english/> (English)

Train

Falun's Resecentrum is located at Promenaden 3 and is a few minutes walk from Falun town centre. It contains the railway station and local and regional bus connections.

For details of train times and routes and to book train transport, please see

<https://www.sj.se/#/> (Swedish)

<https://www.sj.se/en/home.html#/> (English)

Emergencies

The Emergency number (for police, fire and medical emergencies) in Sweden is 112.

If it is medical emergency, Falun Hospital is located at Lasarettsvägen 10.

There are two pharmacies in the centre of Falun:

Apotek Engelbrekt (open 9:00-18:00) located at Holmgatan 26

Kronans Apotek Falun (open 9:30-18:00) located at Åsagatan 25

This image shows a full page of blank, lined paper. It features approximately 20 horizontal grey lines spaced evenly apart, typical of notebook paper. The lines extend across the entire width of the page, leaving small margins at the top and bottom. There are no vertical lines or other markings present.

[illegible]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

[illegible][illegible]



DALARNA
UNIVERSITY

**Special thanks to our sponsors and
co-organisers who have supported our conference!**



DALARNA
UNIVERSITY



EUROPEISKA
UNIONEN
Europeiska
regionala
utvecklingsfonden

CeTLeR
Centrum för besöksnäringens forskning

FALUN



ETOUR

PART OF MID SWEDEN UNIVERSITY

Visit Dalarna



International Federation
for IT and Travel & Tourism

REGION DALARNA